

# WHAT GOES AROUND COMES AROUND

CAMPAIGN RECAP

MOTHER'S DAY

MAY 2019

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# CAMPAIGN OVERVIEW

To Celebrate Mother's Day, What Goes Around Comes Around captured luxury across generations with the ultimate Mother's Day campaign starring actress Lisa Rinna, Delilah Belle, Amelia Gray, and Lois Rinna.

Shot in studio in Los Angeles, and captured by photographer Olivia Malone, the three generations of women shine in luxury vintage clothing and accessories.

## OBJECTIVES

- Position WGACA as the leading purveyors of luxury vintage.
- Highlight WGACA as the ultimate destination for luxury vintage across all generations.
- Instigate brand awareness, leads and sales.

## RESULTS

### TOTAL SALES

- Grand Total: \$33,696.00 at 17 units
- Designer RTW Sales: \$25,200.00 at 11 units
- Luxury Accessories Sales: \$8,496.00 at 6 units

### BY LOCATION

- SoHo: \$14,075.00 at 5 units
- Beverly Hills: \$10,225.00 at 5 units
- Web: \$9,396.00 at 7 units

### BY CATEGORY

- Outerwear: \$11,600.00 at 3 units
- Tops: \$9,575.00 at 6 units
- Jewelry: \$4,746.00 at 5 units
- Small Accessories: \$3,750.00 at 1 unit
- Bottoms: \$2,750.00 at 1 unit
- Dresses: \$1,275.00 at 1 unit

### BY BRAND

- Chanel: \$28,821.00 at 15 units
- Gucci: \$2,125.00 at 1 unit
- Louis Vuitton: \$2,750.00 at 1 unit

## STYLE NOTES

### LOOK 1

- Chanel 97P Yellow Monogrammed Crop Top
- Chanel 97P Orange Monogrammed Crop Top



## STYLE NOTES

### LOOK 2

- Chanel Black Leather CC Bomber
- Chanel Pink 650 Lambskin Gloves



## STYLE NOTES

### LOOK 3

- Chanel Surflife Tank Dress
- Chanel Surflife Button Down (x2)
- Chanel Blue Canvas Beach Tote
- Levi's 501 White Jeans (x2)
- Chanel Multi Fabric Half 10"





## STYLE NOTES

### LOOK 4

- Chanel 01A Alphabet Knit Sweater
- Gucci Lime Green Hot Pants Shorts
- Chanel Pink Quilted Caviar Crossbody Bag



## STYLE NOTES

### LOOK 5

- Chanel Cream Cashmere Bow Sweater
- Chanel Gold/Pearl Coin Necklace
- Chanel Turnlock Earrings
- Chanel 98P BW Satin Button-up Shirt
- Chanel Gold Pearl Dangle Earring





## STYLE NOTES

### LOOK 6

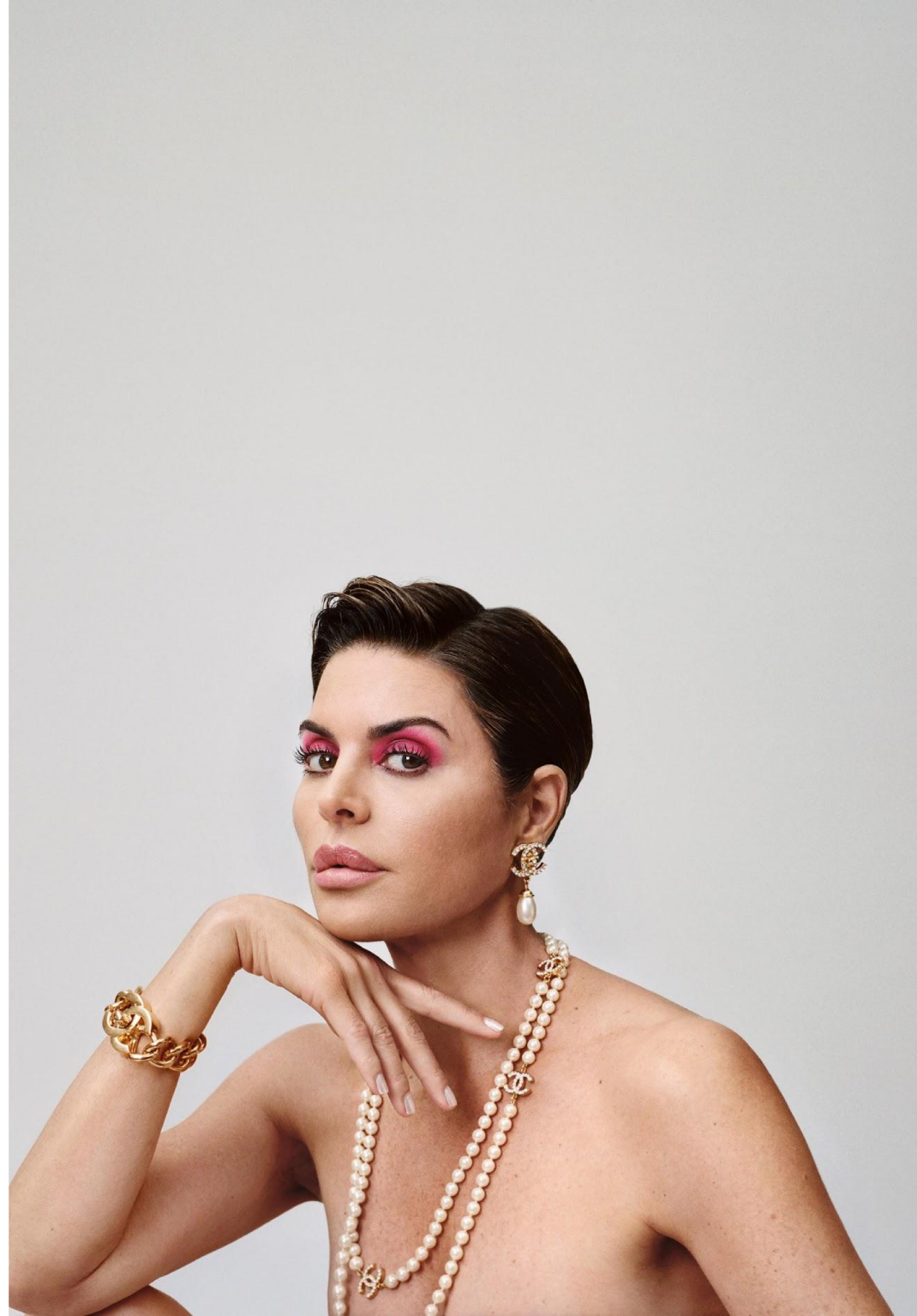
- Chanel 95P WT/BLK Outline Blazer
- Alaia Black Knit Legging
- Chanel Black Velvet CC Earring
- Chanel Gold Turnlock Necklace Large
- Chanel 95P Black Mock Neck Dress
- Chanel Black Leather 5CC Dangle Earring
- Chanel 93 Wool Boucle Jacket
- Chanel Black 2 Pocket Corset Shirt
- Chanel Gold Dangle Earring
- Chanel Gold Logo Chain Belt
- Chanel 92A Sleeve Logo Black/White Sweatshirt
- Chanel Gold 3 CC Necklace
- Chanel Round Turnlock Earring Medium



## STYLE NOTES

### LOOK 7

- Chanel Gold Crystal Pearl Necklace
- Chanel Gold Pearl Crystal Dangle Earring
- Chanel Gold Turnlock Bracelet





## STYLE NOTES

### LOOK 8

- Vintage 40s White Coveralls
- LV Blue Denim Belt 80
- Chanel Zip Front White Cotton Top
- LV Blue Monogram Patchwork Shorts
- LV Blue Denim Posty
- LV Blue Denim Monogram Mini Skirt
- Chanel White Linen Button Up
- LV Blue Denim Sacadoes GM



# WEB

## RESULTS

### WEB

- Page Views: 3,691
- Unique Page Views: 2,825
- Entrances: 1,995
- The Mother's Day Capsule was our 4th top-visited page on the website in its first week of launch (April 30th-May 7th)

### LANDING PAGE METRICS

- Sessions: 1,995
- New Users: 1,543
- Transactions: 2
- Revenue: \$1,977.44

### SALES HIGHLIGHTS

- Total Units Sold: 7
- Total Net Revenue: \$9.396
- Unit Sell Through %: 10.40%

CURVED > MOTHER'S DAY

## MOTHER'S DAY

NARROW BY: BRAND | COLOR | PRICE

+

56 items

VIEW: 60 120 All



HANEL  
QUILTED 'CC'  
N EARRINGS



CHANEL  
1990S BLACK & WHITE  
CASHMERE BOW  
SWEATER  
\$1,500



CHA  
GOLD & FA  
'CC' CLIP ON



# EMAIL

## RESULTS

### EMAIL #1: Mother's Day Launch (4.30.19)

- Distribution: 27,005
- Open rate: 15.80%
- Click-through rate: 1.70%
- Sessions: 544
- Transactions: 1
- Revenue: \$1,727.00

### EMAIL #2: Mother's Day Reminder (5.6.19)

- Distribution: 27,082
- Open rate: 14.56%
- Sessions: 315
- Transactions: 1
- Revenue: \$1,550.00



EMAIL #1



EMAIL #2

# TOP SOCIAL COVERAGE

## RESULTS

### Social (Earned)

- 31 earned Instagram posts
- 12 + earned Instagram stories
- Total likes: 365,162
- Potential Earned Post Reach: 1,602,419
- Potential Earned Story Reach: 2,455,305

### Social (Owned)

- 5 organic Instagram posts
- Likes: 36,613
- Impressions: 674,301
- Reach: 549,761
- Comments: 451
- Saves & Shares: 5,500
- Website clicks: 679
- Profile visits: 19,963
- Product views: 20,201



1.9M / @lisarinna



# TOP SOCIAL COVERAGE

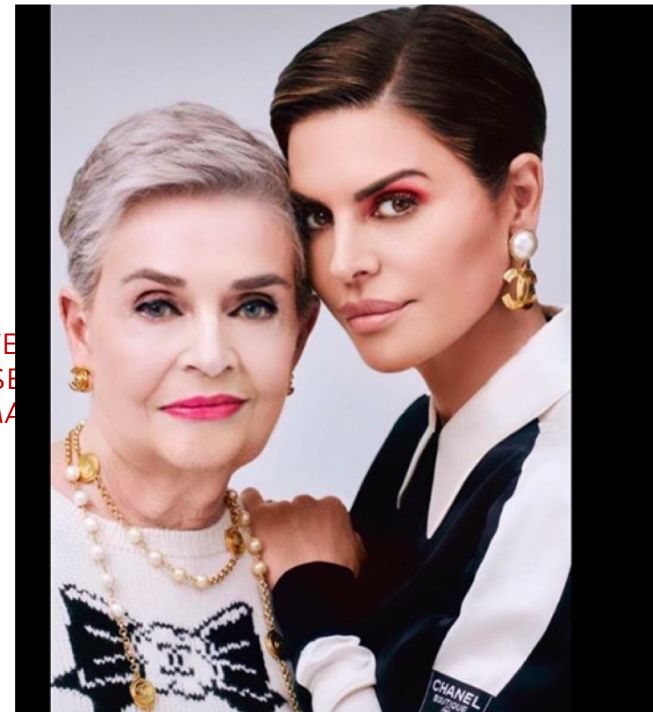
## INSTAGRAM (EARNED)



1.9M / @lisarinna

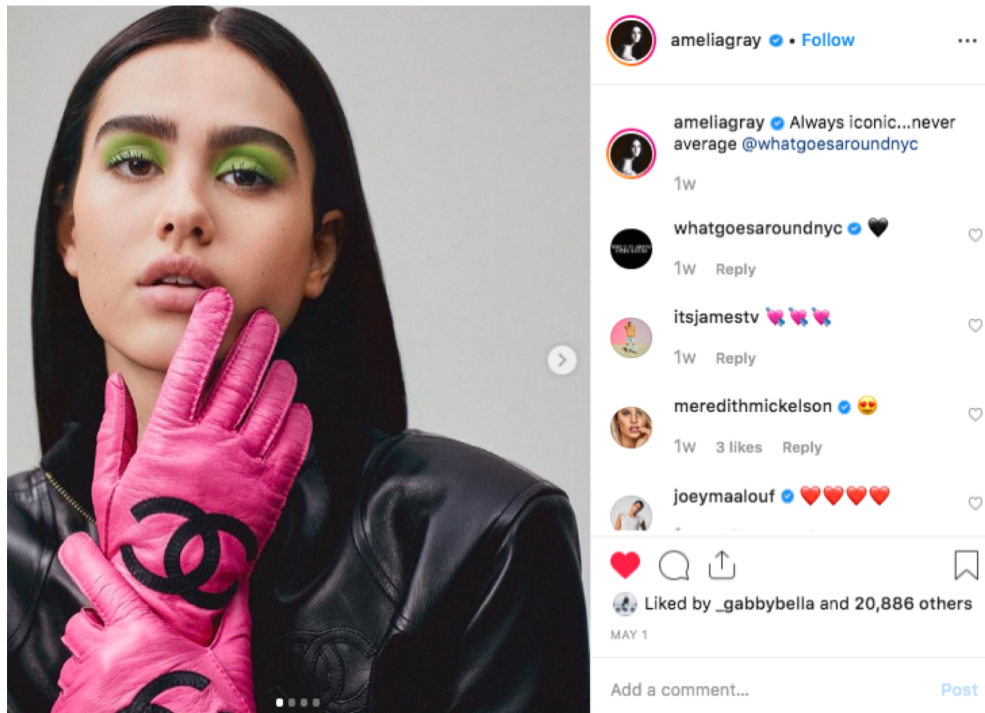


1.9M / @lisarinna



# TOP SOCIAL COVERAGE

## INSTAGRAM (EARNED)



509K / @ameliagray



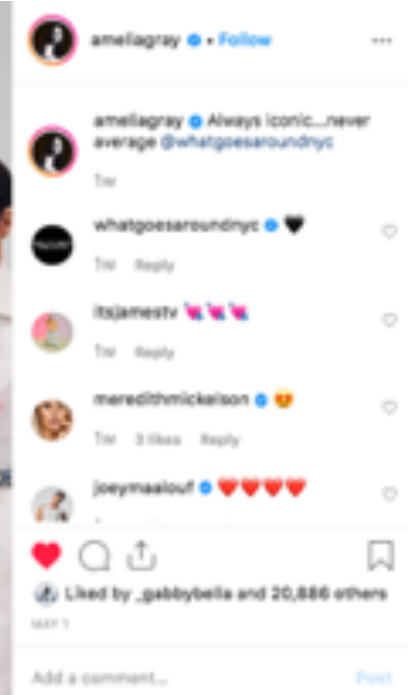
509K / @ameliagray

# TOP SOCIAL COVERAGE

## INSTAGRAM (EARNED)



959K / @delilahbelle




509K / @ameliagrady



# TOP SOCIAL COVERAGE

## INSTAGRAM (OWNED)




 whatgoesaroundnyc • Following ...


whatgoesaroundnyc • Kicking off Mother's Day early with luxury across generations: The Rinna's & Hamlin's for #WGACA. Starring @lisarinna, @delilahbelle @ameliagray and #loisrinna. \*Shop our Mother's Day Edit via stories\*




Photographer @oliviamalone  
Hair Stylist @scottkinghair  
Makeup Artist @joeymaalouf


1w

gracieginn Screaming 

1w 2 likes Reply

sophiebeem • Amazing 




 Liked by ilsewerther and 22,189 others

APRIL 30

Add a comment...

Post



 whatgoesaroundnyc • Following

whatgoesaroundnyc • ICONIC. @lisarinna for #WGACA.




Photographer @oliviamalone  
Hair Stylist @scottkinghair  
Makeup Artist @joeymaalouf


1w

julie\_m\_60 How much are pearls  
1w Reply  
View replies (1)

avbh1934 The whole shoot with the family was beautiful. Brought me to tears. Thank you. Bravo!

1w 5 likes Reply



 Liked by gracieginn and 3,396 others

APRIL 30

Add a comment...


Followers / Name



# TOP SOCIAL COVERAGE

## INSTAGRAM (OWNED)



 whatgoesaroundnyc • Following

whatgoesaroundnyc • Chanel is thicker than water. @lisarinna, @delilahbelle & @ameliagray celebrate Mother's Day the #WGACA way. our Mother's Day Edit via the bio

Photographer @oliviamalone  
Hair Stylist @scottkinghair  
Makeup Artist @joeymaalouf

1w

mandimeng • 1w 1 like Reply


joeymaalouf • 1w 2 likes Reply



Liked by gracieginn and 6,542 others  
MAY 3

Add a comment...



 whatgoesaroundnyc • Following




whatgoesaroundnyc • Mom's the word! Model matriarchs @lisarinna and #loisrinna for WGACA. #happymothersday

1d

stacyallissa • 1d 1 like Reply

rickyserbin • 14h Reply

nortonandhodes • 20h Reply



Liked by jack.rossetto and 1,406 others  
1 DAY AGO

Add a comment... [Post](#)

## PRESS

### RESULTS

- Total UVPM: 137M+
- Total press clippings: 9

### PRESS HIGHLIGHTS

- People Online (exclusive)
- OK! Online
- AOL
- Hollywood Life
- USA Today
- Page Six
- Daily Mail
- Bravo
- Just Jared JR



### GENERATIONS

**LISA RINNA MODELS VINTAGE CHANEL WITH  
HER MOM & DAUGHTERS – SEE THE  
STUNNING PICS!**

30, 2019 11:01AM

**HOBH' family landed a campaign with WGACA.**

...a pose! **Lisa Rinna's** family members, including her 90-year-old mother **Lois**, modeled several Chanel looks for What Goes Around Comes Around Vintage. Read on for the details behind the stunning snaps!

# PRESS

## PRESS HIGHLIGHTS

EXPLORE **People** | Your Account | Login

PEOPLE.COM | STYLE

### Lisa Rinna Stars in New Fashion Campaign Alongside Her Model Daughters and Mom Lois, 90

By COLLEEN KRATOCHIL | April 30, 2019 09:00 AM

Lisa Rinna is celebrating Mother's Day early this year!

The reality TV star posed in a photo shoot alongside her daughters, model Delilah Belle Hamlin, 20, and Amelia Gray Hamlin, 17, as well as her 90-year-old mom Lois Rinna — and we have a first-look at the gorgeous pics.

The three generations of Rinna-Hamlin ladies came together to star in a special Mother's Day campaign for the luxury vintage brand, *What Goes Around Comes Around*. The campaign celebrates luxury fashion across generations, which is portrayed through the family modeling pieces from the same collections, but styled in their own individual way.

In a group shot, the whole family dons vintage '90s Chanel clothing and accessorizes but gives each look their own flair, as seen through Amelia's chic choker, Delilah's logo-clad belt, Rinna's plunging neckline and Lois's cozy crewneck sweater.

New Yorkers, Fin British Bar Ne

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Diane von Fürstenberg's...  
BY PEOPLE

New Yorkers, Fin British Bar Ne

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BODIES

Sarah Hyland

Creative Cloud for teams

Good design is good business.

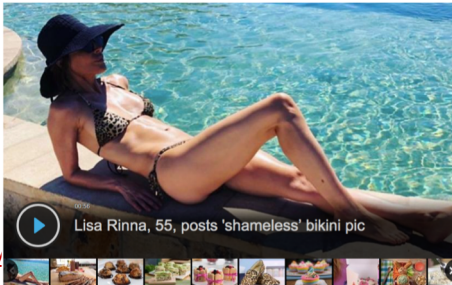
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UVPM: 43,514,974 / People

### Lisa Rinna poses alongside her daughters for a Mother's Day fashion campaign

JULIA WEBB, AOL.COM  
Apr 30th 2019 5:23PM

SHARE | TWITTER | PINTEREST | EMAIL



Lisa Rinna, 55, posts 'shameless' bikini pic

Lisa Rinna is celebrating Mother's Day this year in style.

On Tuesday, *What Goes Around Comes Around*, a high-end retailer that specializes in luxury vintage, released images of the 55-year-old 'Real Housewives' star posing alongside her two daughters and her mother in honor of Mother's Day.

8 PHOTOS

Lisa Rinna launches Mother's Day fashion campaign with daughters

SEE GALLERY

JOIN THE CONVERSATION  
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UVPM: 23,014,620 / AOL

NEWS / CELEBRITY NEWS / LISA RINNA

SEE PICS | APRIL 30, 2019 1:52PM EDT

### Lisa Rinna & Daughters Delilah, 20, & Amelia, 17, Pose For High-Fashion Mother's Day Photo Shoot



Olivia Malone

View Gallery  
8 PHOTOS

Jenna Lemonecchi  
ENTERTAINMENT & SPORTS EDITOR

Lisa Rinna goes topless in a new Mother's Day photoshoot, where she's joined by model daughters, Delilah and Amelia! The family, including grandmother, Lois Rinna, 90, stars in a new vintage campaign for What Goes Around Comes Around NYC.

It's going to be a very special Mother's Day for [Lisa Rinna](#), this year! *The Real Housewives of Beverly Hills* star, 55, looks radiant in a new fashion campaign for the holiday, alongside her model daughters, [Delilah Belle Hamlin](#), 20, and [Amelia Gray Hamlin](#), 17, and her mother, [Lois Rinna](#), 90. What Goes Around Comes Around NYC launched its high fashion campaign with three generations of reality TV royalty on April 30th. The fierce females of the Rinna-Hamlin clan were all dressed in a curated selection of vintage clothing and accessories, chosen by the experts at WGACA.

UVPM: 11,868,358 / Hollywood Life

OK! USA



ATIONS

### LISA RINNA MODELS VINTAGE CHANEL MOM & DAUGHTERS — SEE THE STUNNING PICS!

11:01AM

family landed a campaign with WGACA.

UVPM: 4,744,772 / OK!



# PRESS

## PRESS HIGHLIGHTS



### Rinna poses topless in Moti Fashion campaign

ewives of Beverly Hills\* star shares the spotlight with the women who  
thion shoot.



urs in a fashion campaign for a vintage clothing retailer.  
Goes Around Comes Around  
9, 3:28 PM EDT / Source: TODAY

s still a couple of weeks away, but [Lisa Rinna](#) and family have alre  
celebrate the occasion – with a generation-spanning photo shoot

UVPM: 23,917,404 / Today


### Page Six Style

### Rinna poses with her model daughter

ew fashion campaign

ishman April 30, 2019


1 | 8




sa and daughters Delilah Belle and Amelia Gray Hamlin in vintage Louis Vuitton  
cino

האנ' latest fashion gig is a family affair.

UVPM: 5,355,355 / Page Six



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### sa Rinna, 55, strips off her top while osing with model daughters and her 0-year-old mom for new shoot

INITA KATEE FOR DAILYMAIL.COM  
ISHED: 14:48 EDT, 30 April 2019 | UPDATED: 16:49 EDT, 30 April 2019

Share       36 shares  19 comm



4PM & 4:30PM WEEKDAYS  
ON KTLA 5, LA'S VERY OWN

the Real Housewives of Beverly Hills star who holds a special bond with her  
el daughters Delilah Belle, 20, Amelia Gray Hamlin, 17, and mother, Lois Rinna

was no surprise that Lisa Rinna, 55, scooped up the opportunity to partake in  
ier's Day photo shoot with her family for the the vintage luxury brand, What  
; Around Comes Around.

three-generations of Rinna/Hamlin women were all dressed in vintage Chane  
photos.

ll down for video

UVPM: 16,426,142 / Daily Mail



### THE LOOKBOOK

019, 3:40 PM ET

### Generations of Rinna Ladies Model Cha I the Result Is Beyond Gorgeous

al Housewives of Beverly Hills grandmother [Lois Rinna](#) just lande  
fashion campaign at age 90, alongside her daughter and  
daughters.

E CHAPIN



ow momager [Lisa Rinna](#) has her hands full helping daughters [Amelia](#)  
y and [Delilah Belle Hamlin](#) with their modeling careers, but she might  
age one more model. That would be [The Real Housewives of Beverly](#)  
andmother, [Lois Rinna](#), who just landed a major fashion campaign at

UVPM: 8,964,199 / Bravo