TIR AMI SU *for* BRE AKF AST

Ideas you can't get anywhere else.

A Little About Us...

Tiramisu For Breakfast Agency is a social media-focused marketing and PR strategic consulting firm. Our clients range from local Richmond startups to international brands and everywhere in-between. Our office is located in Richmond's Shockoe Bottom.

We believe that your communications approach should amplify the things your business is already doing well and be a reflection of your values and performance. How you do anything is how you do everything. Social media should be integrated into your overall marketing, advertising and customer service strategies.

We believe that those who say it cannot be done should not get in the way of those who are doing it.

We believe in kindness over everything.

We want to help you solve your tough problems through creativity, help you talk in your customers' language, and make the complicated simple.

How We Work

COMMUNICATION

We're people people. We like to meet virtually and in-person as often as possible. We also create digital channels for continual sharing, feedback and ideation.

RESEARCH

We'll do the research to uncover how you can make communications work for you- inside and outside your company. Our research helps us to develop a detailed content strategy built on insights about your audience and a plan for analyzing and optimizing on an ongoing basis.
We examine examples and insights from the marketing of direct competitors and your industry. We also look at examples outside of your industry and analyze online conversation (social listening) around your brand and our community.

EDUCATION

As an instructor at Virginia Commonwealth University, I believe in lifelong learning. We believe in empowering our clients through education . When possible, we love to incorporate client projects into the classroom so that students get "real-world" experience.

OPTIMIZATION & EFFICIENCY

We establish key performance indicators within the communications strategy based on your organizations unique goals. We establish a consistent reporting structure to track toward those goals and adjust as needed. We're always looking for ways to do better.

CREATIVITY

Real creativity comes when you admit you don't have all the answers. We believe in saying "I don't know" in pursuit of the best ideas.

Our Approach

We lift clients up to make them feel confident with their content strategy - teaching them techniques for the long run, not just for now.

We believe knowledge is power and we want to empower our clients and never underestimate them.
Everyone you meet knows something that you don't. Working with us is a two way learning experience.

We have a wide range of clients and have worked at so many different types of companies. We know there's not just one right way to do something. We personally get to know your company and the intricacies of your company and customize/personalize our approach to that.

We Believe In

bravery
enthusiasm
generosity
empowerment
resilience
determination
passion
unending self-improvement
inclusion
joy, happiness, & fun
showing up making the most of it
respect for clients and individuals
working together
growth

TIRAMISU *for* BREAKFAST

What We Do

SERVICES

COMMUNICATIONS STRATEGY

COMMUNICATIONS STRATEGY
CONTENT STRATEGY
BRANDING STRATEGY
STRATEGY SESSIONS

RESEARCH

COMMUNICATIONS AUDITS
INDUSTRY ANALYSIS
FOCUS GROUPS

SOCIAL MEDIA

SOCIAL MEDIA STRATEGY
STAFF SOCIAL MEDIA TRAINING
CONTENT CREATION
PAID SOCIAL MEDIA ADVERTISING

EDITORIAL

BRANDED CONTENT
SPONSORED CONTENT
INTERVIEWS

PUBLIC RELATIONS

MEDIA RELATIONS
PRODUCT LAUNCHES
BRANDED EVENTS
REPORTING INFLUENCER CAMPAIGNS

DESIGN

WEB DESIGN
GRAPHIC DESIGN
PRINT DESIGN

MEDIA

TV/RADIO BUYING
DIGITAL MEDIA BUYING

“

WHEN YOU'VE EXHAUSTED ALL THE POSSIBILITIES, REMEMBER THIS:

YOU HAVEN'T.

THOMAS EDISON

Who We've Worked With

PAST & PRESENT CLIENTS

FOOD & BEVERAGE
HOSPITALITY
AUTOMOTIVE
FITNESS

HEALTHCARE
EDUCATION
GOVERNMENT
BEAUTY

FINANCE
RETAIL
HOME IMPROVEMENT

The Tooth Brigade
SAAB
elltel
Anthem
A
At Your Door Pediatrics
bigriver
Breakstone's
Capital One
Clementine.
clover.
Kraft CoolWhip
Michael Godin M.D. PLC Facial Plastic & Reconstructive Surgery
eagle
Elements Beauty Shop
elevation
GEICO
Glow Med Spa
GoFor2.com medicine based fitness and nutrition
HHH Hospital Hospitality House — Treating guests like family since 1984
James River Air Conditioning Co.
kaléo
Kraft
Lumber Liquidators
Patient First
Wicked Taco
Farm Bureau Virginia
Walmart
VMFA Virginia Museum of Fine Arts
wink beauty & brow bar
the martin agency
Richmond Dermatology & Laser Specialists
Sotherly Hotels
Stove Top
VCU Brandcenter
TMI consulting — A TMI Portfolio Company
sweetFrog premium frozen yogurt
SONA Private Banking
rva pediatrics
Virginia Lottery
Morris Tile Distributors
The Scottish Salmon Company
Richmond Barre Studio
BLADE + LASH
Shenandoah Valley Electric Cooperative — A Touchstone Energy® Cooperative
three sheets to the wind
KINIS
MBH Makeup by Holly Beauty Partners
BOBBI BROWN
KENDRA SCOTT
ERNO LASZLO NEW YORK
REV YOUR BEV
Yebo
elevation
ATHLETA

AWARDS

2020

VIRGINIA PR AWARDS
CAPITAL AWARD | INFLUENCER CAMPAIGNS
Tooth Brigade Children's Toy Launch

2019

VIRGINIA PR AWARDS
CAPITAL AWARD | INFLUENCER CAMPAIGNS
McRib RVA

2018

VIRGINIA PR AWARDS
CAPITAL AWARD | SOCIAL MEDIA
Brandcenter Social Recruitment Strategy.

VIRGINIA PR AWARDS
CAPITAL AWARD | WORD-OF-MOUTH
Overcoming Bias Book Launch

2017

STYLE WEEKLY TOP 40 UNDER 40

VCU ALUMNI 10 UNDER 10

VIRGINIA PR AWARDS
CAPITAL AWARD | SOCIAL MEDIA
James River Air Conditioning Campaign to benefit Richmond SPCA

2016

VIRGINIA PR AWARDS
CAPITAL AWARD OF EXCELLENCE
BLOGGER CAMPAIGN
Elements Beauty Bloggers Campaign

PRE-TFB AWARDS WON BY CHRISTINA

2015

VIRGINIA PR AWARDS
CAPITAL AWARD | SOCIAL MEDIA
Summer of Sweet Frog Social Campaign

TESTIMONIALS

Christina is energetic, professional, and passionate- her energy is contagious! You can tell that Christina genuinely cares about her clients and ensures they are being heard; she makes sure that the partnership between client and agency is a collaborative one. Within a short time span of working with TFB Agency we were able to move from a “wish” list to an “action” list, and execute specific social media strategies that aligned with our program’s mission, vision, and values. It was exciting to see our ideas come to life, and appreciate all that TFB Agency did to help us make it happen.

HAWLEY SMYTH

Senior Admissions Coordinator, VCU Brandcenter

Working with Christina has been great for my brand! Not only is she an amazing relationship builder and community connector, but she’s given me so many out-of-the-box ideas for how to obtain exposure and get the word out about my business. I also love her desire to bring a little Southern hospitality back to the PR world!”

BRITTANY MULLINS

Eating Bird Food

No question Christina's drive and energy to learn about our business.

BILL BARNES

Treasurer, Richmond McDonalds Advertising Co-Op

Christina is always thinking ahead. We have really come to value her advice and she really always has some great recommendations. She has opened my eyes to the fact that social can be an important part of your overall marketing plan.

BILLY AMACKER

James River Air Conditioning

She’s enthusiastic and forward-thinking. We love the in-person interaction and her passion for our organization and the lives we save – especially the kittens. :). Her work pays off, literally! Thank you for helping us raise thousands of dollars to support the pets in our care.

GRAY MILLER

Richmond SPCA

WHAT THEY’RE SAYING

TIRAMISU *for* BREAKFAST

"The world will tell you who you are... until you tell the world."

TAMARA WINFREY HARRIS

MEET CHRISTINA

Christina Dick is the founder of TFB Agency, a social media-focused marketing and PR strategic consulting firm with a client list including McDonalds, Scottish Salmon Company, Patient First, and the VCU Brandcenter. Christina was named by Style Weekly as one of Richmond's Top 40 Under 40 recipients for the class for 2017 and VCU Alumni's 10 Under 10.

Christina began her career in advertising as a broadcast media buyer at The Martin Agency, and has worked at Capital One, Big River and Aquent, marketing for brands including GEICO, Cool Whip, Walmart, Virginia Lottery, sweetFrog, and The Virginia Museum of Fine Arts.

An adjunct professor of advertising at VCU's Robertson School of Media and Culture, Christina is also the former president of the Richmond Ad Club and associate board member for Richmond CenterStage. She has served on the associate board for Richmond Centerstage, the Public Relations Society of America's Richmond Chapter, the Wine, Women & Shoes committee to benefit Bon Secours Forensic Nursing, and the junior board of Celebrate RVA.

I can't wait to work with you!

“

IT’S AMAZING WHAT YOU CAN ACCOMPLISH *WHEN YOU DONT CARE WHO GETS THE CREDIT*

HARRY TRUMAN

I Heart Vegetables for PATIENT FIRST

Patient First was TFB's second client ever. We worked with them on a social content strategy in 2016. We just helped them launch an influencer marketing strategy with Liz of I Heart Vegetables.

Elizabeth Thomson (Who founded both I Heart Vegetables AND Virginia Bloggers) is the one who encouraged me to start Tiramisu For Breakfast a blog when we were working together at Capital One *(she helped me get a job there after meeting in our adult gymnastics class.)* It's been so awesome to get to work with her through TFB Agency for my clients.

RSTL

GENTLE

PATIE

“ You’ve heard an apple a day keeps the doctor away and there might be some truth to that! Dr. Jenkins says, “Apples are healthy and should be included frequently in your diet. They are a good source of fiber to improve digestive health. Apples are great snacks for kids as they are easy to eat, tasty and can replace other less healthy snack foods. I recommend an apple a day to many of my patients.”

Once your kitchen is stocked with fresh apples, it’s time to get cooking!” - blog post excerpt from Liz Thomson of I Heart Vegetables

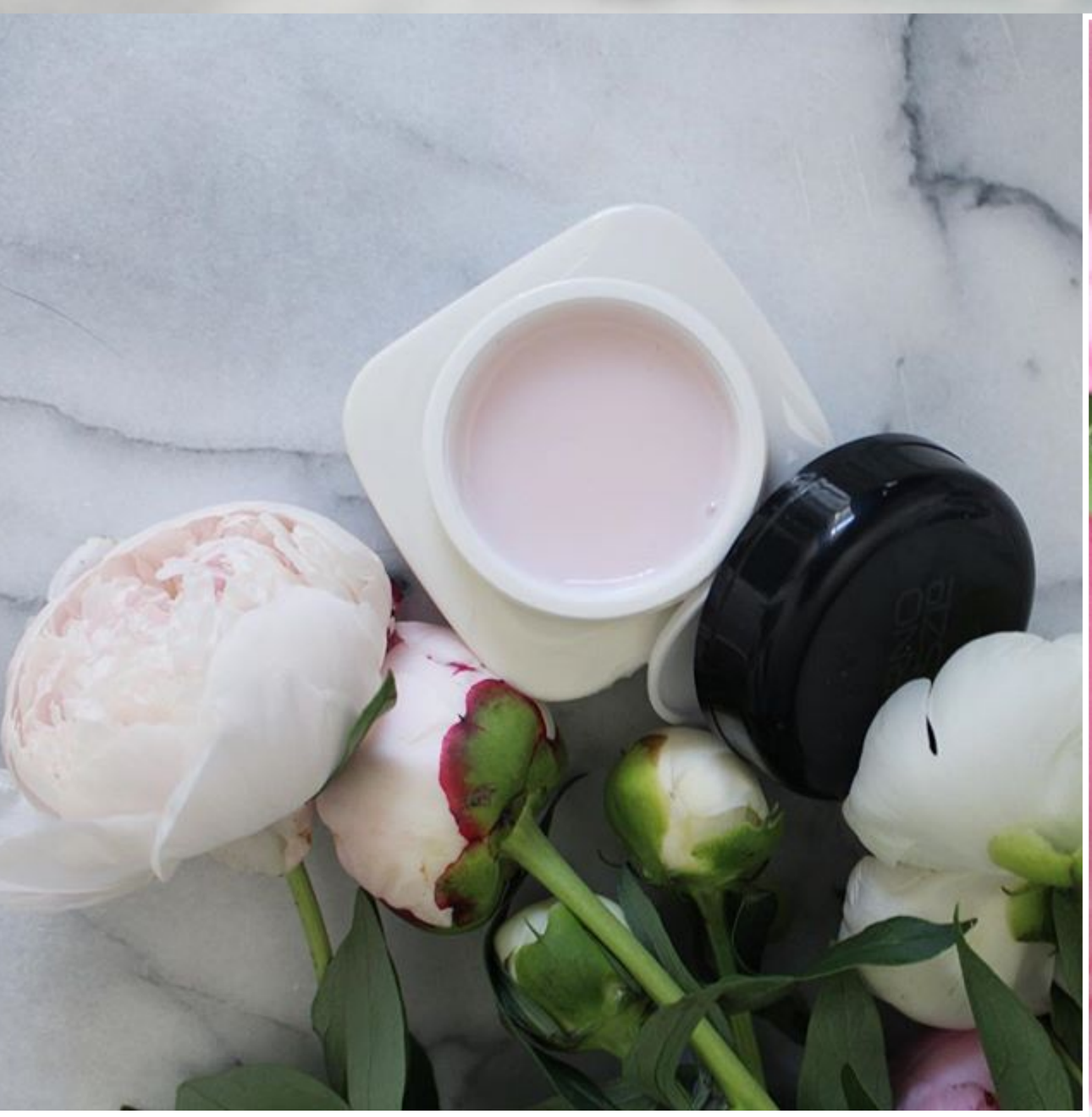
SOCIAL MEDIA STRATEGY | PAID SOCIAL MEDIA ADVERTISING | INFLUENCER CAMPAIGNS

ELEMENTS

Beauty Blogger Campaign

The Elements Beauty Bloggers campaign leveraged a diverse set of influential bloggers to reach a new audience for ElementsBeautyShop.com. From a frugal fashionista to a high-end beauty lover to a melanoma survivor and skin cancer prevention advocate, blogger partnerships exposed the Elements brand to new customers. The results were increases in awareness, event sales, social media following and overall online sales.

ERNO LASZLO
NEW YORK
WHITE MARBLE
TRANSLUCENCE CREAM
CRÈME LUMIÈRE



TESTER

The McRib has been both iconic and elusive since its debut 35 years ago - and it hadn't been offered in Richmond in several years. From working with a local cartoonist to create custom artwork to hiring a fruit artist to carve a watermelon rendition of the iconic sandwich, we leveraged the familiarity of the national brand while adding local flavor by truly customized content to the market. **Twitter mentions increased 190%** since the last year McRib was in market. Posts from influencers garnered **2,232 likes on Instagram**, NBC12 did a segment. One couple even included McRibs in their engagement photos.

Richmonders Ambar Reikin and Jason Valentino love the McRibs so much they **included McRibs in their professional engagement photos**.

RVA McRib Sauce Stain
@RVACoffeeStain

No joke, I was just DM'd a McRib love story on FB. Might be the Hallmark Channel movie of sandwiches. Beautiful. #McRibRVA #FOMM

11/2/18, 10:07 AM

6 Likes

PeppaPapa @4MyT_inVa · 4d
Replying to @RVACoffeeStain
True love for sure. 😉

2

The campaign won a **Capital Award in the Influencer Marketing Category at the Virginia Public Relations Awards.**

We worked with local fruit-carving artist @wei_fruit_carving to create a **custom work of McRib-themed art with the rind of a watermelon** as his medium.

We designed and printed **250 custom enamel pins** to share with influencers and fans.

Keya Wingfield, the creator of Candy Valley Cake Pops, launched her newest venture, **Keya + Co.** (Indian-American fusion pop-ups) with an influencer preview at the Tiramisu For Breakfast Offices.

KEYA + CO.

SCOTTISH SALMON COMPANY

Local restaurateurs, chefs, and foodies helped us welcome the **Scottish Salmon Company**, to Richmond.

Our goal was to educate the community about the quality of their Lochlander Salmon (and to show them a good time, of course.) We created an authentic Scottish experience, complete with tartan and bagpipes.

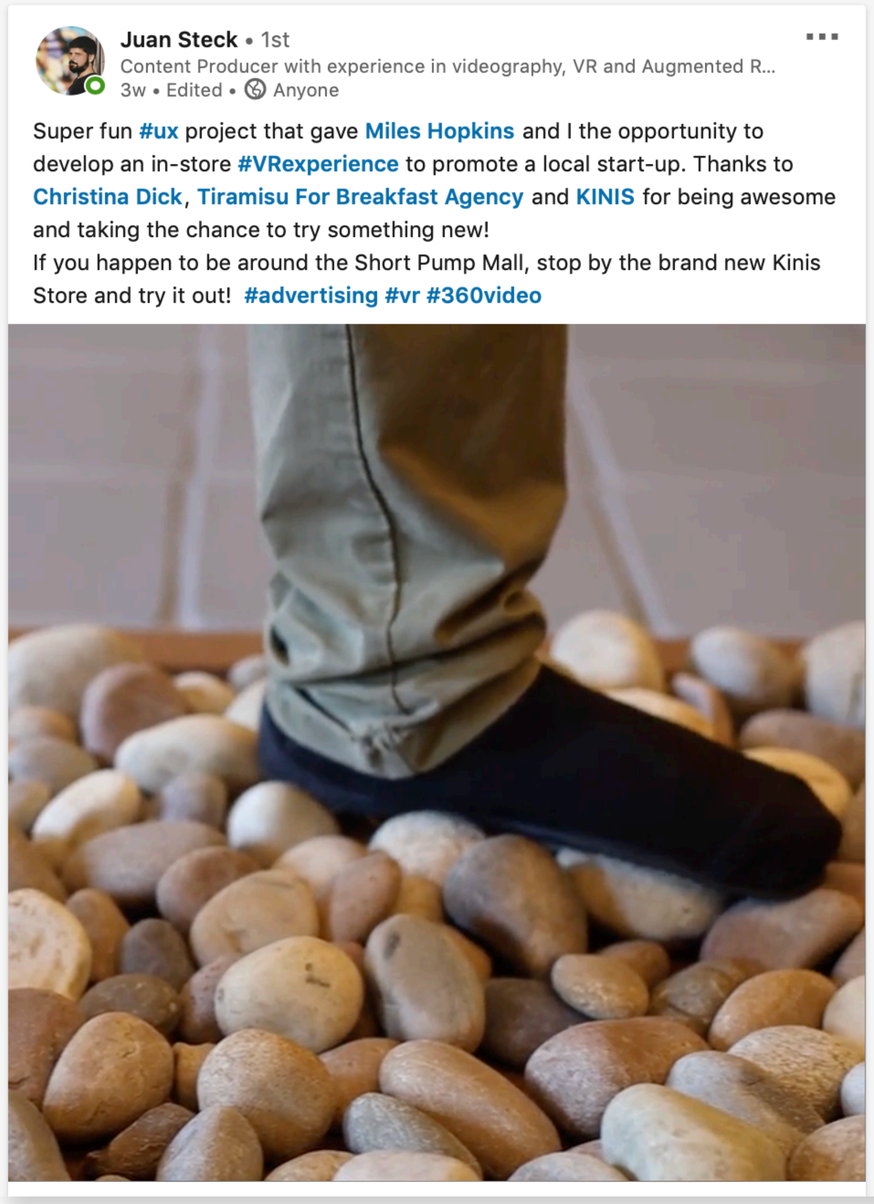
MEDIA OUTREACH | PRODUCT LAUNCHES | INFLUENCER CAMPAIGNS

KINIS

We designed press kits and developed a media outreach including local and national outlets for our clients at **KINIS Barefoot**. We also helped them launch their very first store at Short Pump Mall in Richmond, Virginia, complete with a virtual reality experience for customers.

KINIS
Stronger Bodies Start With Stronger Feet.
KINIS
Indoor Barefoot Training
KINIS
KINIS
Stronger Bodies Start With Stronger Feet.
KINIS
KINIS
has awesome tr
ine traction"

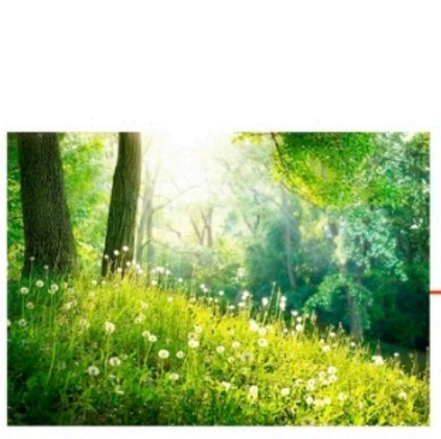
KINIS



VIRTUAL REALITY EXPERIENCE

We got 360 footage and audio from familiar locations in Richmond like Belle Isle and Byrd Park. We placed mats with different textures like grass and pebbles in the store, so when people put on the VR headset and KINIS shoes, they'll experience these places as if they were there.

PopUp Store Design



Nature Wallpaper

Grass Tray

Gravel Tray

EATING BIRD FOOD

We successfully pitched two segments on CBS6 Virginia This morning for our client, blogger Brittany Mullins of **EATING BIRD FOOD.**

THE TRULY HEALTHY VEGETARIAN COOKBOOK

We loved helping Liz of **I HEART VEGETABLES** with the launch party for her debut cookbook.
"I think that TFB really knows the industry and knows how to prioritize and focus. TFB has an authenticity because the team truly knows their stuff. They're high energy, super smart, and willing to take on big challenges. I wish I had reached out sooner"

REV YOUR BEV DAY

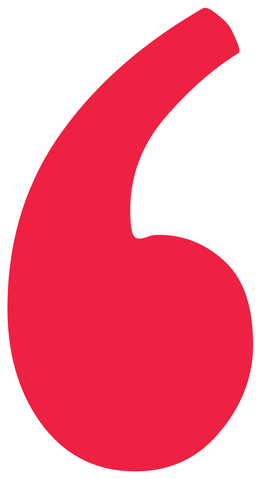
Our goal was to expand and enhance the Rev Your Bev campaign on social media beyond owned social channels (Facebook and Instagram) through teaming up with **influencers across Virginia who share our passion for healthy living** and to promote the broader awareness of Rev Your Bev Day and its goals.

We partnered with bloggers across Virginia, each providing their own unique lens on **REV YOUR BEV**'s mission. Bloggers went above and beyond contract requirements, sharing bonus content and even attending events in-person with their families.

The Tooth Brigade

We worked with Andy Azula and his wife and partner Sharon on launching their line of children's toys **It Helps To Play**, starting with their first product, a tooth fairy-themed book and plush combo called **The Tooth Brigade**.

MEDIA OUTREACH | PRODUCT LAUNCHES | BRANDED EVENTS | INFLUENCER CAMPAIGNS

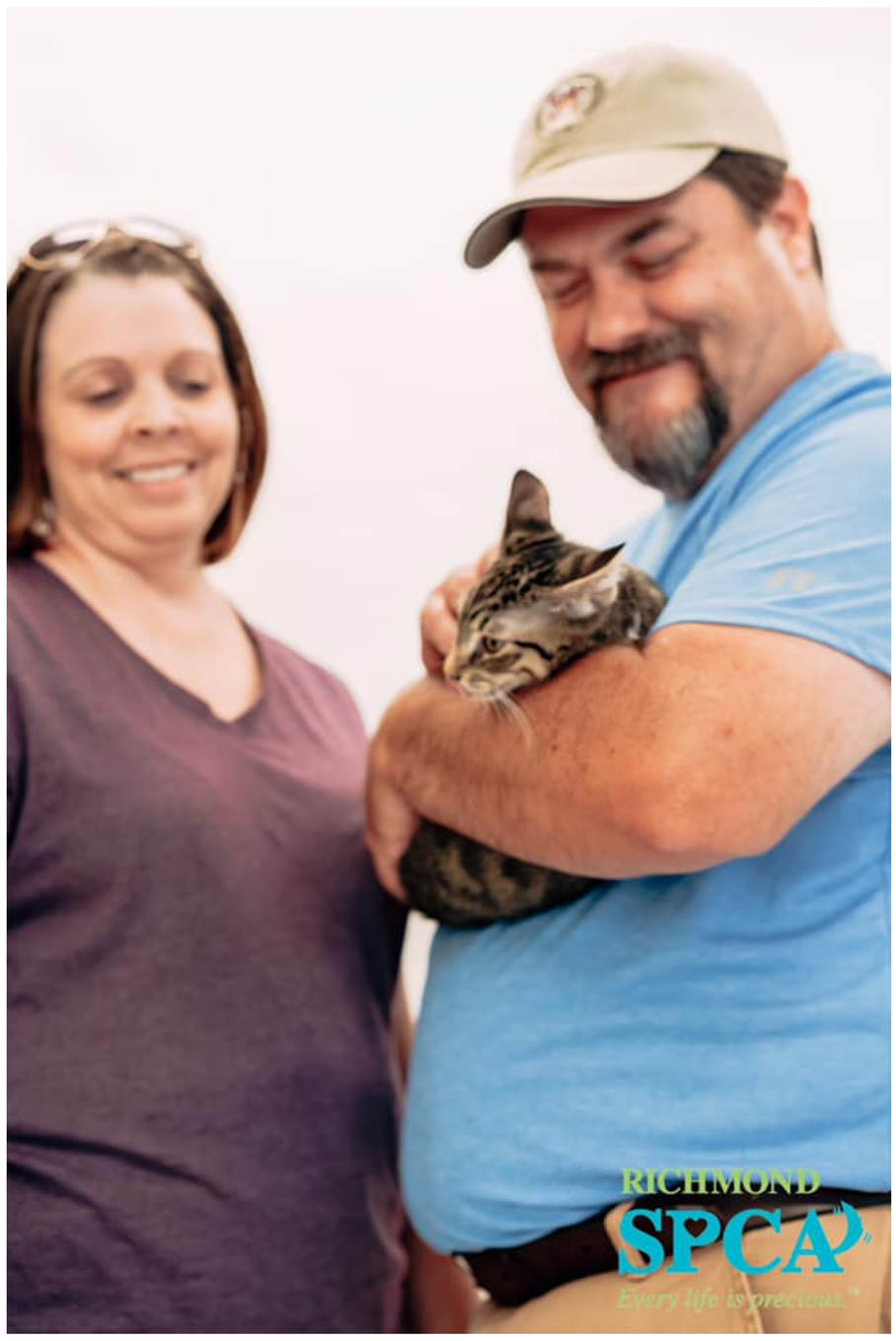


I CAN'T DO ALL THE GOOD THE WORLD NEEDS, *BUT THE WORLD NEEDS ALL THE GOOD I CAN DO*

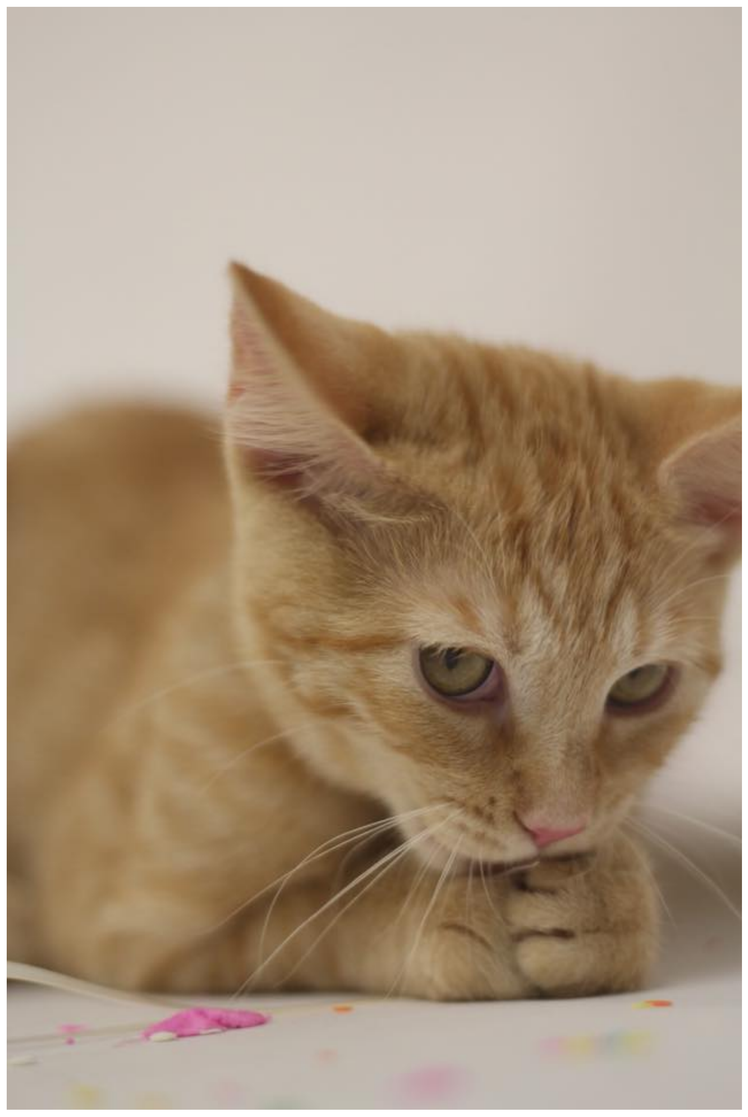
JANA STANFIELD

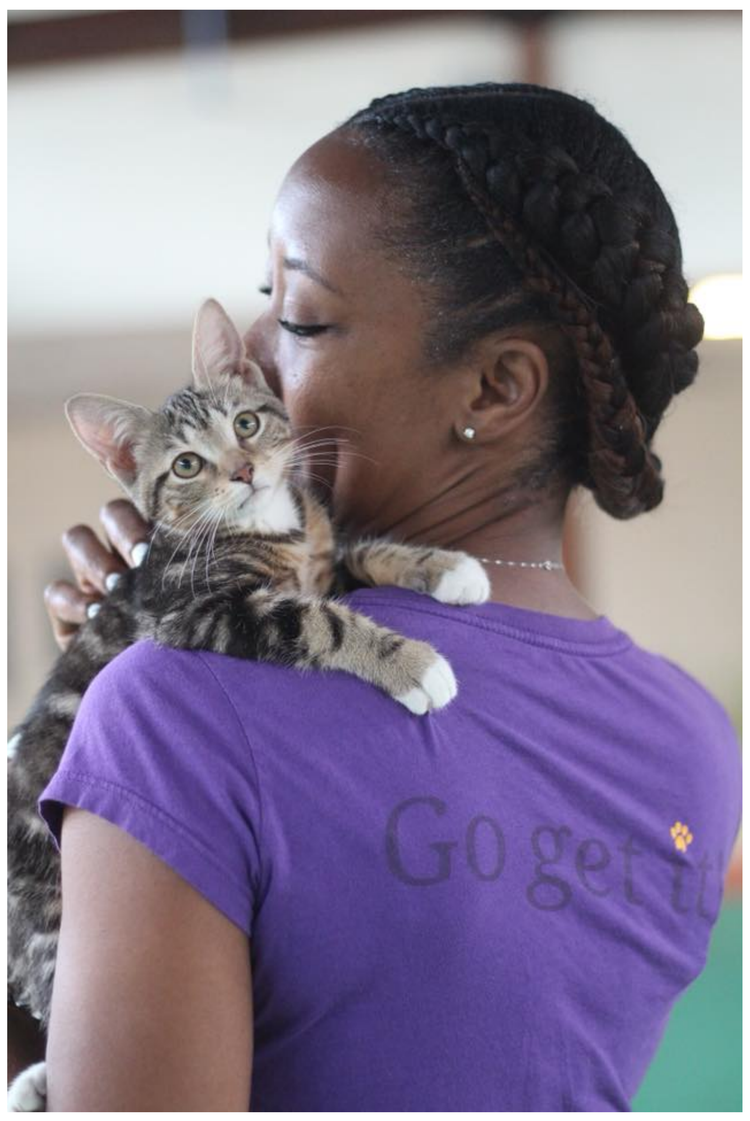
One of our favorite charities to support is the **Richmond SPCA**. In this shot, Schwarzschild Jewelers donated a bracelet to a charity raffle and we photographed it on the perfect adoptable model.

PHOTOGRAPHY



We also partnered with **Richmond SPCA** on National Clear The Shelters Day to capture pets as they went home with their new families.

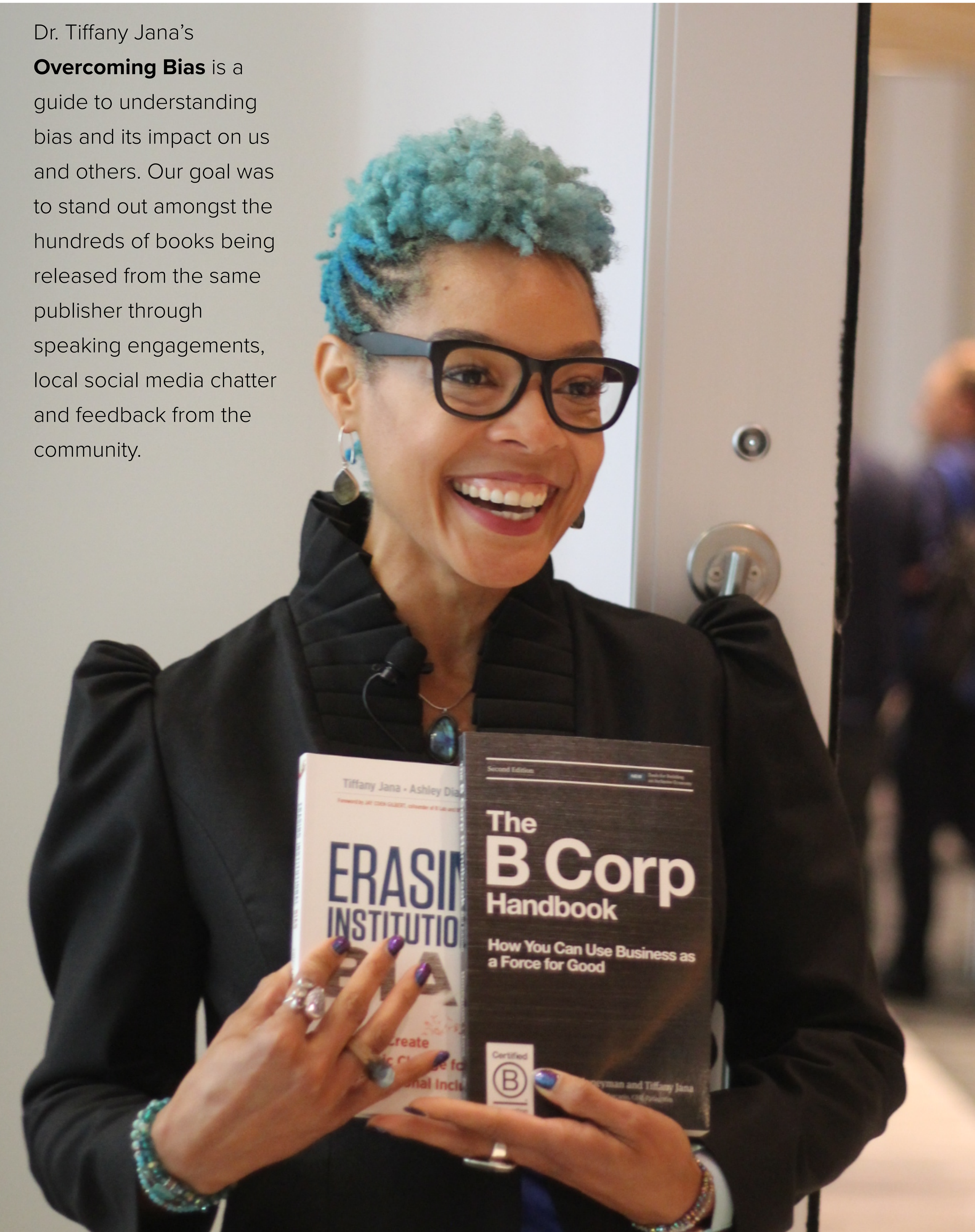




We also shot fresh photos of brand-new kittens to help them get adopted.

Another charity we love to support is **Cultureworks**, which provides grants to arts organizations. Every October, the organization launches a campaign to promote arts programming around the city. We designed an edible logo and partnered with Urban Hang Suite on a special recipe. We also helped legally graffiti Artober logos on the streets.

Dr. Tiffany Jana's **Overcoming Bias** is a guide to understanding bias and its impact on us and others. Our goal was to stand out amongst the hundreds of books being released from the same publisher through speaking engagements, local social media chatter and feedback from the community.



We worked to identify events and existing groups that aligned with the values and messaging of the book to engage with rather than trying to create our own separate group from scratch. We found groups focused on inclusivity forming on Facebook. When one of those inclusivity groups launched a monthly book club, Overcoming Bias was the first selection. We reached out to the group's leader and provided discussion prompts, answered questions from readers in the group and even hosted an in-person book club. As a result of the book's outpour of local engagement , the book's San Francisco-based publisher signed two additional book deals with Dr. Jana.

SOCIAL MEDIA STRATEGY | BRANDING

TIRAMISU *for* BREAKFAST

MORRIS TILE

We worked with Bethany Silver Miller to creative a cohesive branding style guide for our clients at **Morris Tile**. Behind-the-scenes, we met with their staff and evaluated their digital and social presence to identify opportunities for the brand.

MAIN LOGO

Morris
Tile Distributors
Proudly Serving the Mid-Atlantic Since 1953

ALTERNATE LOGO & ICONS

Morris
Tile Distributors

COLOR PALETTE

PRODUCT LAUNCHES | INFLUENCER CAMPAIGNS | MEDIA OUTREACH

McNugget bouquets *for* Galentine's Day

Galentine's Day is all about sharing the love, and what better way to show your love than with a McNugget bouquet?! Keya Wingfield of Candy Valley Cake Company worked with us to design these custom Galentine's Day bouquets made with real **McDonald's** Chicken Nuggets. We also worked with local illustrator Hayden Ireland to create a card with the likenesses of some of our favorite RVA gals in celebration of Galentine's Day.

COMPANY LAUNCHES | MEDIA OUTREACH | VIDEO PRODUCTION | SOCIAL MEDIA STRATEGY

AT YOUR DOOR PEDIATRICS

After working with Departure Point Films to produce a brand video for **At Your Door Pediatrics**, we launched it with a social content strategy and paid campaign.

KENDRA SCOTT

To build excitement around the launch their new spring “Color Bar” collection, **Kendra Scott** partnered with Tiramisu For Breakfast on a branded shopping event. Our goal was to increase event sales and achieve the feeling of being invited to an exclusive event with a community and the blogger whose style you trust, rather than just another shopping day at the mall.

KENDRA SCOTT
KENDRA SCOTT
Color Bar Party with Tiramisu For Breakfast Blog!

HERE

“Christina and TFB went above and beyond! We had an amazing turnout, sales were higher than forecasted, and guests were absolutely thrilled with the special touches like hair and makeup experiences for guests that she was able to secure through her large network. Christina’s optimism is contagious, and even when thrown tight deadlines and other obstacles – she always conquered them with a smile and fast communications which was so appreciated. It was a huge success and our team can’t thank TFB enough.” - Kendra Scott Community Relations and Events Manager Devin Pilson

BOBBI BROWN

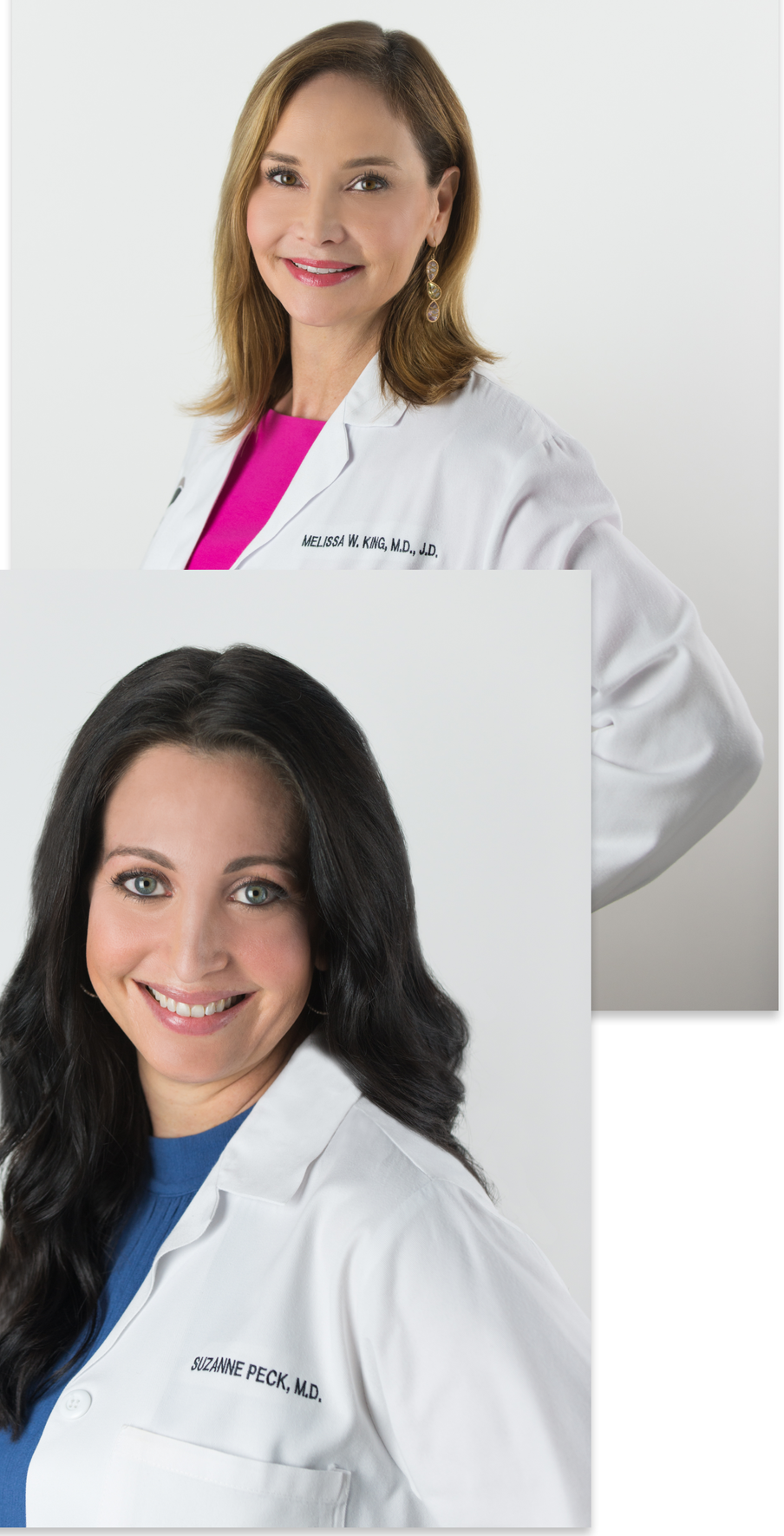
BOBBI BROWN
Pro Artist
Tia Hebron
a Day of Beauty with Bobbi Brown Pro Artist
@TiaHebron
#BeautyandBeyondbyTiaHebron
and Special Guest Beauty Bloggers
#SSforBobbiBrown
Megan Wilson | @Sweetsauceblog
Sweet Sauce
Christina Dick | @TiramisuforBreakfastblog
#TFBforBobbiBrown
TIRAMISU for BREAKFAST
Beauties Beholder | @Kat_pierre
#KPforBobbiBrown
Katlyn Pierre
Digital Content Curator
BOBBI BROWN
EXTRA
BOBBI BROWN

Tiramisu For Breakfast partnered with **Nordstrom** Tyson's Corner Mall in Mclean, Virginia to co-host a beauty blogger event with **Bobbi Brown.**

SOCIAL MEDIA STRATEGY | CONTENT CREATION | INFLUENCER RELATIONS | PHOTOGRAPHY

RICHMOND DERMATOLOGY

As part of a rebranding campaign for **Richmond Dermatology**, we conducted focus groups, developed a new content strategy, created social content, and partnered with influencers.



J. CREW

Tiramisu For Breakfast partnered with Joanna Avant Style and Petite Modern to promote a charity shopping event at **J. Crew** to benefit Massey Cancer Center.

We loved partnering with photographer extraordinaire Caroline Martin and **Richmond Region Tourism** on the **Tiramisu For Breakfast Guide to Richmond**. It would be impossible to list every place in Richmond that I love, but we listed as many as we could!

APOTHEC

#powerofshe

Tiramisu For Breakfast partnered with **Athleta** to create Instagram content for the **Power of She** campaign which showcases the power of women coming together to create social impact through a foundation of health and wellness.

Athleta's mission to ignite a community of active, confident women and girls to reach their limitless potential and celebrates the power of sisterhood with the mantra "Alone We Are Strong, United We Thrive."

SOCIAL MEDIA STRATEGY | COMMUNITY MANAGEMENT | CONTENT CREATION | PHOTOGRAPHY

GLOW MED SPA

Tiramisu For Breakfast worked with **Glow Med Spa** on branded photography and social content.

SOCIAL MEDIA STRATEGY | COMMUNITY MANAGEMENT | CONTENT CREATION | PHOTOGRAPHY

SOCIAL MEDIA STRATEGY | CONTENT CREATION | PHOTOGRAPHY

BIG BELIEVERS IN SMALL BUSINESS

#smallbusinesssaturday

SONABANK

Tiramisu For Breakfast worked with local community bank **Sonabank** on social media strategy, including a merger/name-change, Small Business Saturday, and Women in Business promotions.

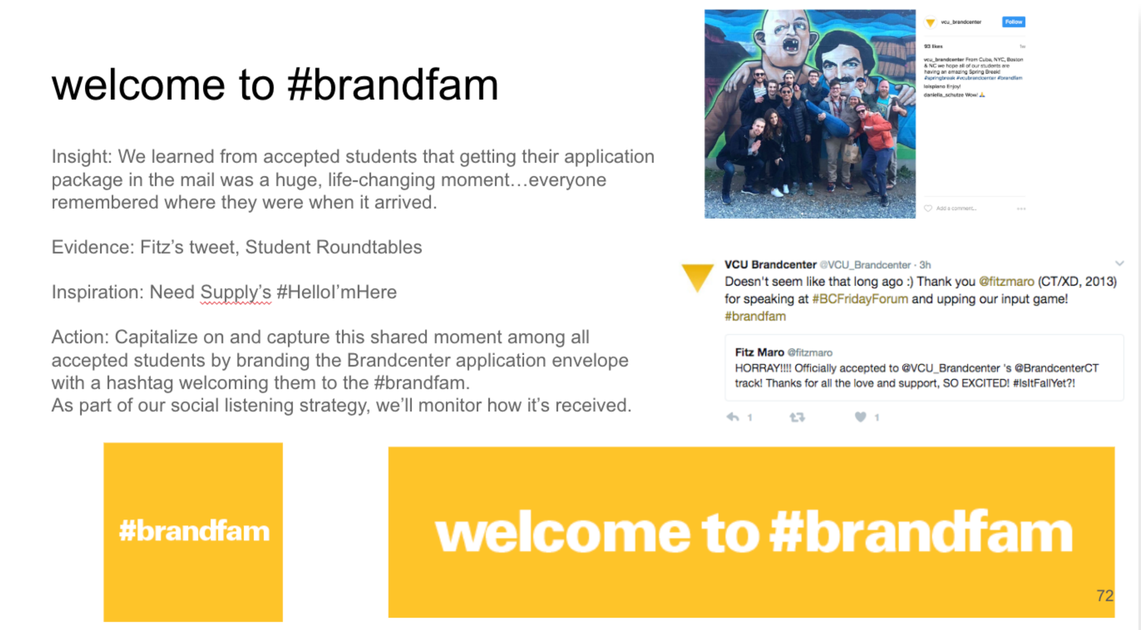
SONABANK

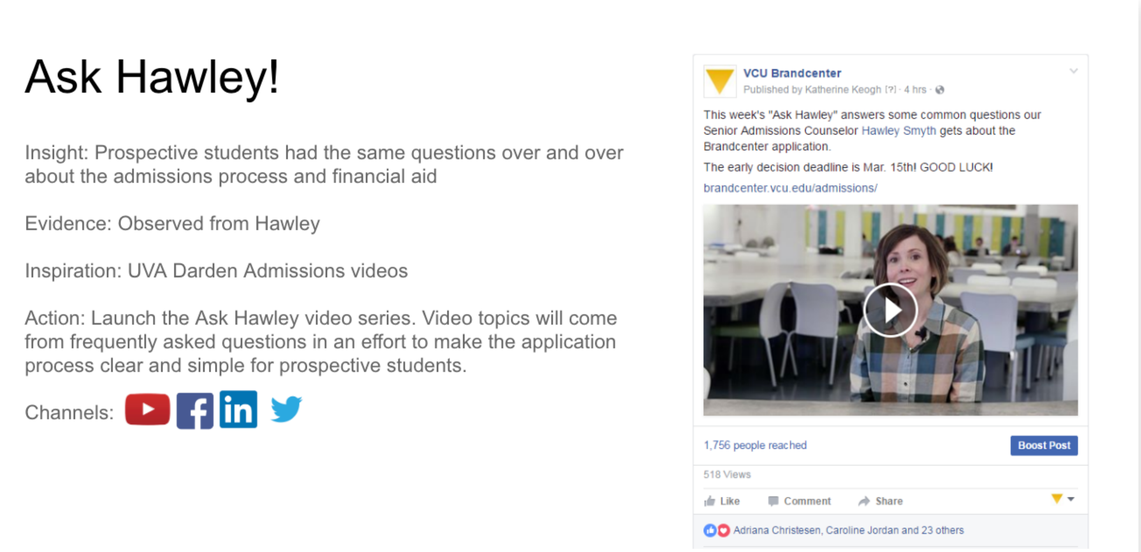
To promote **Sonabank's** National Women's Business Week, we created a custom Facebook profile frame, which was used by women business owners all over Richmond

VCU Brandcenter

Social Content Strategy

We worked hand-in-hand with the recruiting and marketing team of the school to create an effective and sustainable social content strategy for the **VCU Brandcenter**. Not only did the Brandcenter see a 15.7% increase in requests for an application to the school following the campaign, they were also now equipped with a detailed content strategy built on insights from their audience and a plan for analyzing and optimizing on an ongoing basis.





VCU BRANDCENTER

SOCIAL MEDIA STRATEGY | FOCUS GROUPS | INFLUENCER RELATIONS

RASSAWEK

For the **Rassawek Spring Jubilee**, we hosted an Ask The Influencers session, which combines a focus group and influencers to get the right folks in the room taking about your brand at the right stage.

Tiramisu For Breakfast, along with other Richmond fashion bloggers, partnered with **Ann Taylor LOFT** on the launch of LOFT Littles, their new children's line.

ANN TAYLOR

LOFT

EDITORIAL

We wrote a story on Carrie Fleck, the paper flower artist behind **Paper Rose Co**, for **B Side Collective**.

We wrote a piece for **R Home**'s May/June issue exploring the use of leopard print in interior design from ancient times through today. We had so much fun researching this article and talking to local Richmond designers.

classics

Spot On

The enduring appeal of leopard print By Christina Dick

"ANY LOVER (or hater, certainly) of leopard print knows that it's so much more than a print. It's a statement, a symbol, an implication," says author Jo Weldon in "Fierce: A History of Leopard Print."

Leopard skin has been admired as a symbol of power and affluence since our ancient ancestors began hunting and using the skins of their prey for warmth. Ancient Egyptian artisans crafted imitation leopard-skin linens and furnishings for the pharaohs. American decorator Elsie de Wolfe ushered leopard print into the 20th century. By the 1960s, leopard prints were seen not just as luxurious, but also as lavish and fun — some would even say, a little too much. There's something special about the designers who chose leopard print in the past. They went against the status quo and they were bold and didn't care if people thought it was over the top.

"I just think that the minute I see somebody that has something like that — leopard chairs or whatever it is, I immediately know that they get it. You know, I'm at home. I'm in good company," says Kim Vincze, the owner of VERVE Home Furnishings.

What they "get," it seems, is a boldness and a disregard for following rules about the way things should look and what others may think.

Since then, leopard print has been rescaled, recolored and tweaked by designers; transforming what we now consider a classic pattern into something entirely new to transcend the test of time. One thing is certain, whether it's being used to accent the glazed chintz and pale walls of the eclectic interiors de Wolfe created more than 100 years ago or a modern leather sofa, leopard print somehow always looks like it belongs.

Perhaps with each leopard throw pillow we toss onto the couch or every spotted blanket we drape over the end of the bed, we're paying homage to the wild and wonderful rebels who loved it before us.

ANCIENT EGYPT
When the pharaohs reigned, the leopard was a revered symbol of royalty. They kept leopards as pets, and their artisans crafted faux leopard-skin fabrics and furnishings for their households and tombs. When Tutankhamun's tomb was discovered in 1922, it contained a number of leopard statues, leopard skins and imitation leopard-skin linens, along with a folding stool that has a leopard-skin seat made of ebony inlaid with ivory spots.

VICTORIAN ERA
The popularity of animal-skin rugs, mounted animals and birds, and specimen collecting grew along with an increased interest in science and the animal kingdom. Rooms decorated in this manner were considered the epitome of luxury.

Theodore Roosevelt's home, Sagamore Hill, in Oyster Bay, New York

Tutankhamun's tomb

EARLY 1900S
In the early 1900s, Elsie de Wolfe made her name as America's first female interior decorator by sweeping away dark Victorian, clutter-filled spaces and replacing them with light, warm colors, glazed chintz and furnishings with an air of 18th-century elegance boldly mixed with leopard-print accents.

1920S AND '30S
Luxury was expressed through exotic materials — animal prints and animal skins — during the French Art Deco movement, says Sara Reed, associate professor of interior design at VCU.

French decorator Madeleine Castaing gained renown for creating interiors that embodied over-the-top luxury, as well as her signature color palette of "Bleu Castaing," greens, blacks and reds, and wall-to-wall leopard print carpet.

Clockwise from top left: Getty Images; Library of Congress; New York Public Library; Dmitry Denisenkov/Flickr

Madeleine Castaing's country home in Lèves, France

WHERE TO FIND IT

MILO BAUGHMAN STYLE SWIVEL CHAIRS,
VERVE Home Furnishings, *vervehomefurnishings.com*, $2200 for two

5" LEOPARD PRINT CHANDELIER SHADE,
Spa Blue Tan, Shades of Light, *shadesoflight.com*, $33

DOING GOODS SMALL LEOPARD RUG,
Crème de la Crème, *shopcremedelacreme.com*, $129

1960S AND '70S
New imitation leopard-print fabrics and faux furs were introduced; designers began using the print as a focal point. In London, the popular fashion store Biba sold nightwear and lingerie in a leopard-print room with a large round leopard-print upholstered bed at the center.

1980S
Animal prints in general, and leopard in particular, were featured in interiors ranging from jewelry designer Kenneth Jay Lane's classically designed New York apartment to the eccentric postmodern furnishings created by Memphis Design movement founder Ettore Sottsass; not to mention the imaginative leopard-print bath in designer Tony Duquette's Dawnridge home.

Casablanca cabinet by Ettore Sottsass

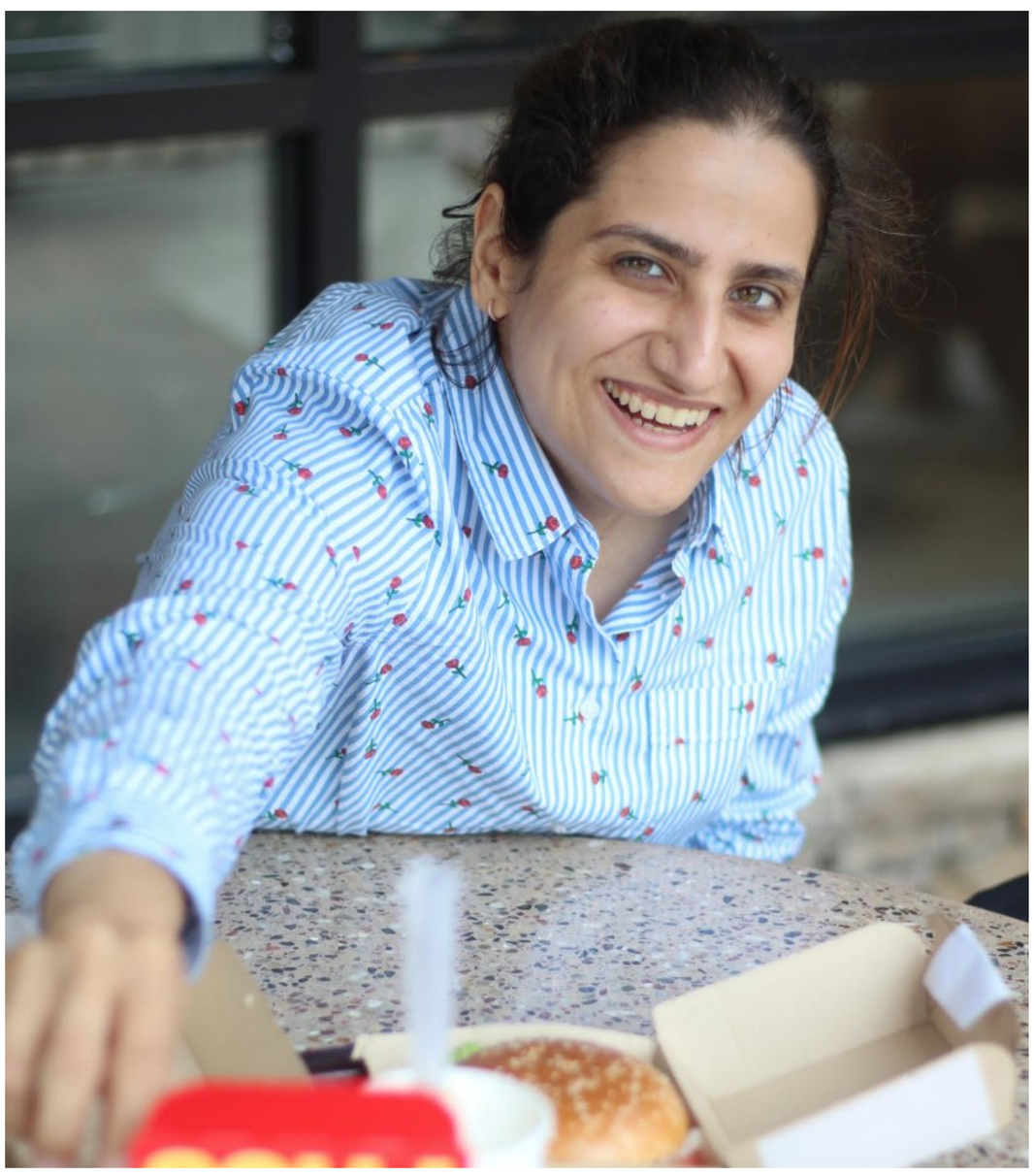
"It's so much more than a print. It's a statement, a symbol, an implication."
—JO WELDON IN "FIERCE: A HISTORY OF LEOPARD PRINT"

2020 RICHMOND
Animal skins and faux-animal skin furs and fabrics are considered classics in home decor, particularly leopard, which in its natural coloration is thought of as a neutral.

"Leopard print (really animal prints in general) never seem to go out of style," says Travis Hamilton, owner of u-fab Interiors. "Currently, our most popular leopard patterns are very large scale or very tiny micro-scale. Cut velvet leopard is also very popular."

u-fab interiors

Clockwise from top right: Kim Vincze; courtesy Shades of Light; Christina Dick; courtesy u-fab Interiors; Delphine.delmares/Wikimedia Commons; Sotheby's/ArtDigital Studio



To promote the limited-time WorldwideFavorites menu at **McDonald's**, we partnered with a local Australian-style football team on the launch of an Australian film and with **Eat It Virginia**, a locally-produced restaurant culture podcast.

For the 40th anniversary of the Happy Meal, **McDonald's** relaunched popular toys from past decades. We worked with Guestroom Creative to design custom mailers for influencers to spread the word about the campaign.

BRANDED CONTENT

Tiramisu For Breakfast, along with other Richmond fashion bloggers, partnered with **SEPHORA** on a winter beauty event.

SEPHORA

Community

The **Tiramisu For Breakfast Community** is an Facebook group with members interested in beauty and fashion that ask and answer questions and support Tiramisu For Breakfast.

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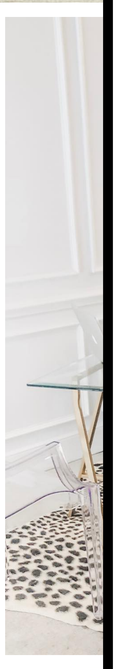

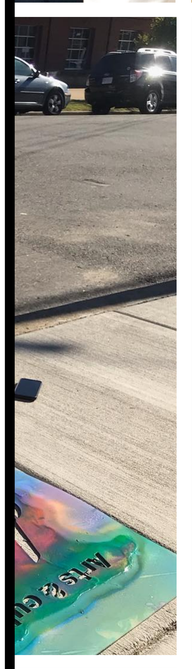

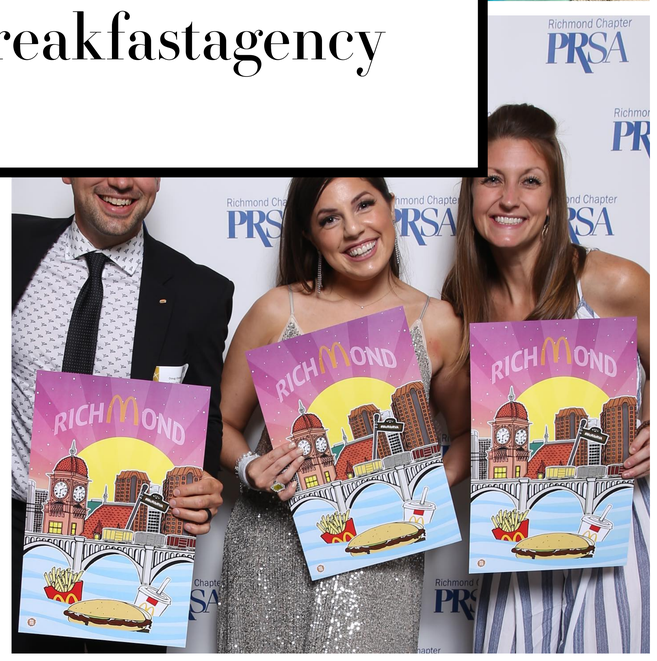

TIRAMISU *for* BREAKFAST

AGENCY

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