

Creative Partnerships
GLASSETTE

GLASSETTE IS A CONTENT-LED RETAIL MEDIA PLATFORM.


We curate the best in interiors, food, travel, and culture, with a high-low sensibility and an editorial edge.

Our audience comes for more than just shopping. They come for taste, for thoughtful curation, for brands that reflect their values. We turn content into connection, and inspiration into action.



“If we had all the money in the world we’d buy everything Glassette sells.”

ELLE

A woman with dark hair, wearing a white, long-sleeved, off-the-shoulder dress with a gathered waist, is holding up a large piece of blue and white vertically striped fabric. She is looking upwards and to the right with a slight smile. The background shows green foliage.

**GLASSETTE IS WHERE
TASTEMAKERS AND
BRANDS MEET - NOT
FOR THE QUICK CLICK,
BUT FOR MEANINGFUL
CONTENT THAT
LEAVES A MARK.**

“
*Laura Jackson’s
dedicated
homewares site
Glassette is here
to change the
interiors game.*”

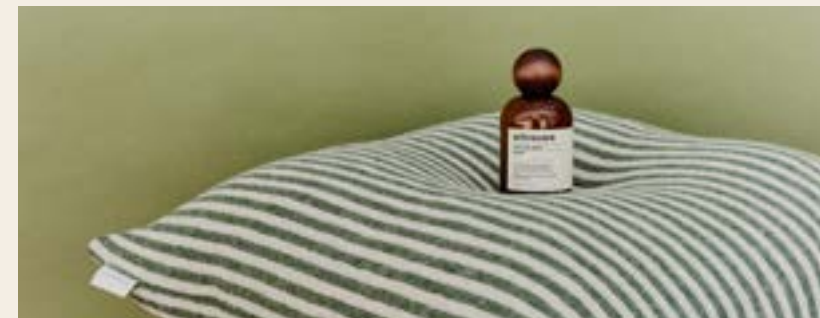
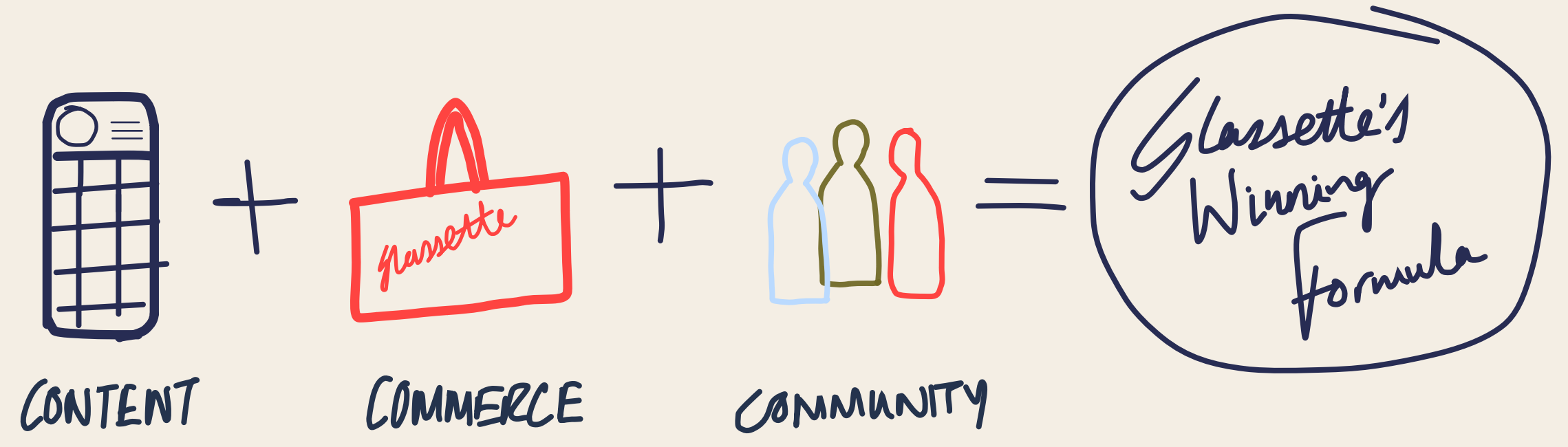
VOGUE

**IN A SEA OF SAMENESS, WE INSPIRE SOMETHING
DEEPER. WHILE OTHERS FOCUS ON PRODUCTS,
WE FOCUS ON THE MAGIC BEHIND THEM.**

HOW WE WORK

At Glassette, we bring brands to life through curated storytelling and editorial-driven partnerships. Our platform has evolved into a content-led destination powered by affiliate commerce, where design, hosting, and culture intersect.

We collaborate with brands to craft distinctive narratives that align with your values and resonate with our audience, drawing on a wide network of expert curators and voices. With the 'Glassette art of noticing' embedded in our DNA, we create rich, original content that inspires discovery, sparks conversation, and sets trends for others to follow.





OUR FOUNDERS

Laura Jackson is the ultimate tastemaker, community builder and lover of food, design, interiors, art and culture.

Frustrated by the noise and impersonality of traditional commerce, Laura envisioned a world where storytelling and creativity sit at the heart of shopping. Her ability to merge culture with commerce has shaped Glassette into a platform where brands are experienced, not just purchased. Laura's voice, personality and distinct way of seeing the world bring humour, warmth and vision to Glassette's content and partnerships, inspiring audiences to connect deeply with the brands we work with.

Dan Crow brings a sharp, expert eye to curation, commerciality and creating projects that excite audiences and deliver results for partners.

With experience at END. Clothing and Timex, Dan has built teams that deliver standout collaborations and special projects. At Glassette, his focus on strategic brand partnerships, curation and marketing drives growth and positions the platform as a new kind of retail media business. Dan's ability to weave storytelling into commercial ideas creates meaningful campaigns that build brand love while delivering measurable impact.

OUR WHY?

Glassette stands apart through its curated, editorial-first approach that blends content and commerce. Where others sell products, we tell stories, weaving brands into cultural conversations around design, hosting, and lifestyle.

With our network of expert curators and tastemakers, we offer brands credibility, creativity, and a distinctive point of view, the 'Glassette art of noticing'. This makes us the go-to platform for partners who want more than exposure: they come to Glassette for trusted curation, cultural relevance, and campaigns that set trends rather than follow them.

- * *Cultural Credibility*
- * *Trusted Curation*
- * *Creative Storytelling*
- * *Flexible Partnership Models*
- * *Influence & Scale*



REACH & SCALE

Our authentic content that resonates, engaging over 2m customers monthly with stories that truly make them feel something.

57 K AVERAGE MONTHLY USERS	94 K AVERAGE MONTHLY SESSIONS	55K+ NEWSLETTER SUBSCRIBERS	18K+ TIKTOK COMBINED FOLLOWERS	1.5+ MINS DWELL TIME
63 % AOR NEWSLETTER OPEN RATE	1.70 % AVERAGE CLICK RATE	4M MONTHLY VIEWS ON PINTEREST	288K INSTAGRAM FOLLOWERS	467 K LAURA INSTAGRAM FOLLOWERS



GLASSETTE

DISCOVER SHOP

NICE THINGS

THIS WEEK!

our weekly round-up of something to read, cook, visit, listen to, eat, Think of it as a small dose of inspiration for the week ahead.

Vincenzo Latronico's scathing and quietly devastating *Perfection*, toffee pudding banana bread from the *Will It Banana Bread?* series, monumental sculptures scattered across Kew Gardens until January, son's still-extraordinary *Pet Sounds*, four tiramisus wheeled to your pella in Canary Wharf, and a bottle of Nito Vermouth as the gift of the week.

READ NOW

12:18

glassette

G Glassette
1,745 posts 288K followers 447 following

A digital magazine, one you can shop from. Curating the best in interiors, food, travel & culture. Subscribe to the newsletter below. #MyGlassette
linkin.bio/glassette

The #GlassetteClub 654 members

Following Message Email

SIGN UP FOOD EDITS CULTURE TRAVEL

OUR GUIDE TO CLERKENWELL DESIGN WEEK

PINTEREST'S 2026 WEDDING TREND REPORT IS HERE

THE GLASSETTE AUDIENCE



INTERESTS AND HOBBIES:

- * *Interior Decorating*
- * *Hosting*
- * *Travelling*
- * *Dining Out*
- * *Cooking*

REASONS THEY VISIT:

- * *Uniqueness*
- * *Inspirational Content*
- * *Independent Creators*
- * *Aesthetic*



CREATIVE PARTNERSHIPS



THROUGH THE GLASSETTE LENS

WE CURATE, PARTNER & COLLABORATE

Our evolution from marketplace to content publisher has redefined and enhanced the opportunities for brand integration on the platform. With an increased content output, a broad mix of editorial stories from Glassette & contributors from our creative community, and a focused studio that leverages our creative and expertise.

THE PILLARS:

THE GLASSETTE EDIT:

Affiliate & Product Integration

Seamlessly connect your products with our curated content and affiliate model to drive discovery and sales.

THE GLASSETTE EFFECT:

Editorial & Creator Content

Collaborate on storytelling with Glassette's editorial team, talent network, and community of

THE GLASSETTE STUDIO:

Experiences & Creative Consultancy

Bring your brand to life through styling projects, immersive events, and bespoke consultancy.

THE GLASSETTE EDIT

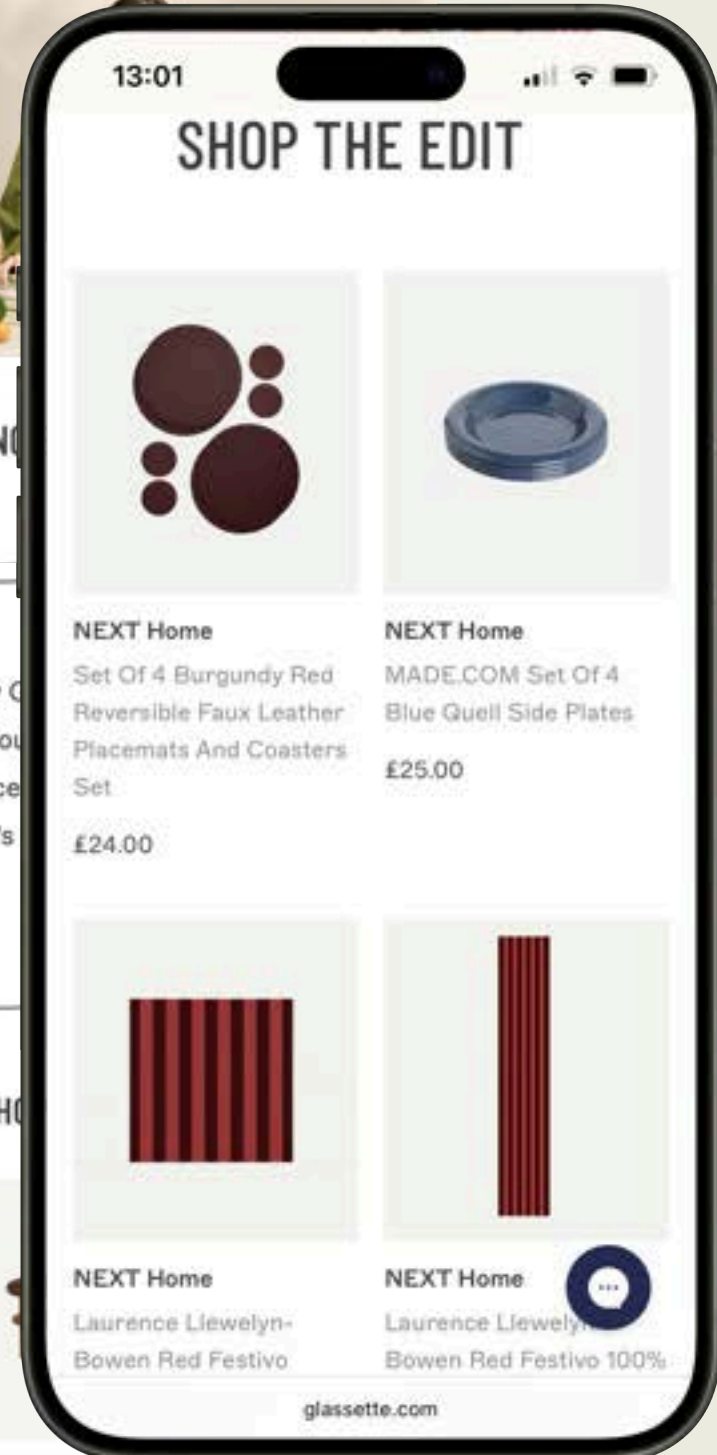
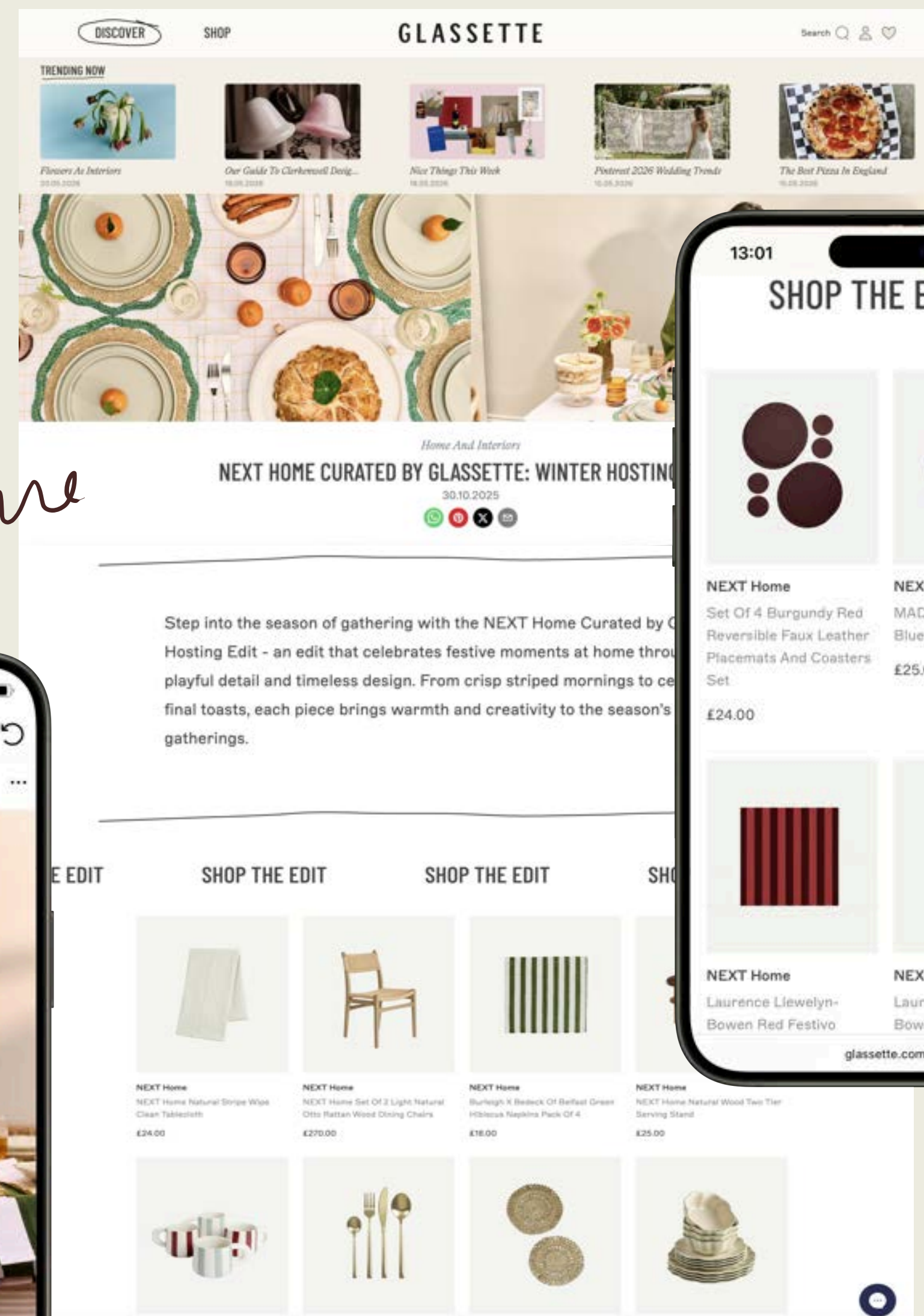
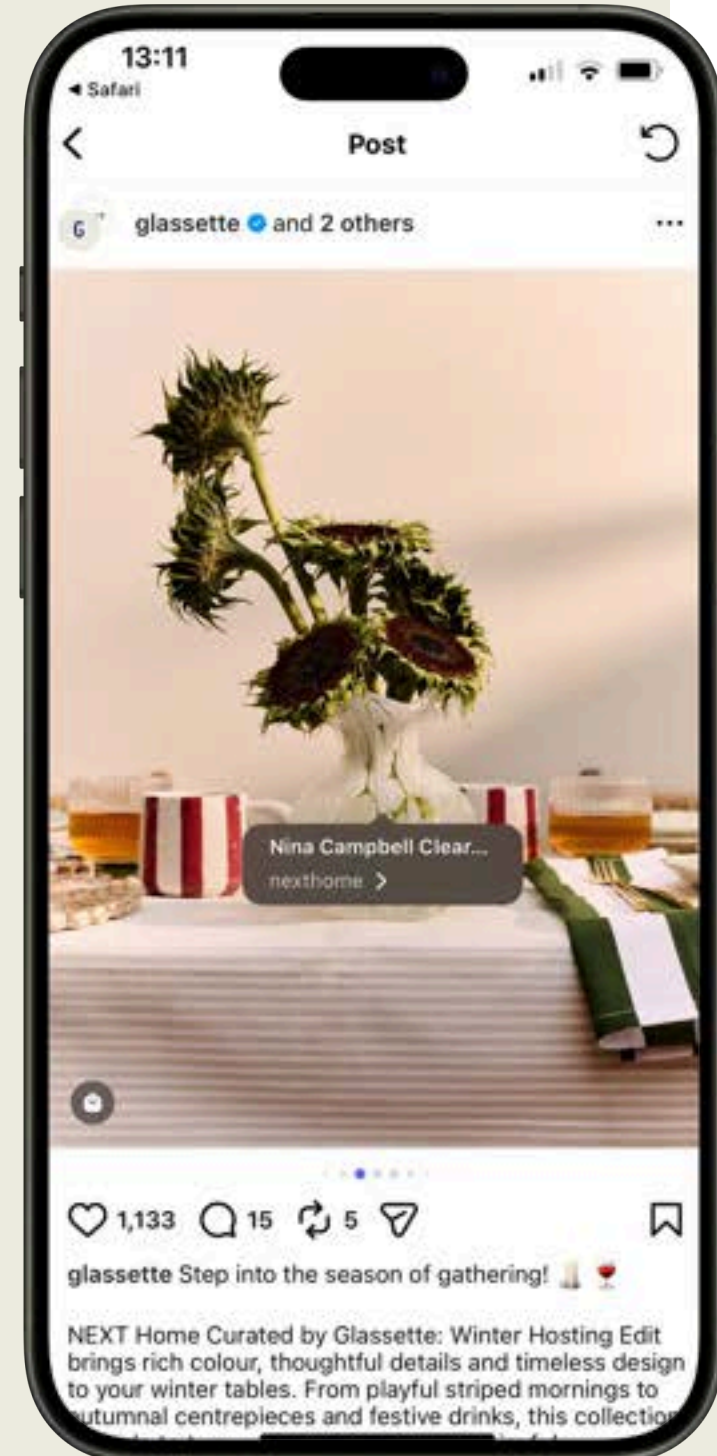
The marketplace is the centre of Glassette, and narrating products is what we excel at. Glassette is your new home for our products to sing and be seen.

Laura and our team of expert curators create shoppable narratives highlighting trends, seasonal themes or design aesthetics. We personalise every edit, from specific standalone features or curated offerings, alongside existing complimentary marketplace brands, elevating and contextualising your brand positioning within the market.

EDITORIALLY DRIVEN PRODUCT EDITS

- * Shopping Guides
- * Seasonal Edits
- * Product Round Ups
- * Brand Spotlights
- * Competitions

Next Home



THE GLASSETTE EFFECT

At Glassette, editorial storytelling is at the heart of everything we do. Through a growing community of curators and contributors, we share fresh perspectives on the worlds of interiors, hosting, food, drink, travel, and design. For brands, this is a chance to become part of the Glassette narrative, woven into original content that inspires, sets trends, and connects with our audience in meaningful ways.

NARRATIVE LED EDITORIAL & SOCIAL FEATURES

- * *Sponsored Editorial*
- * *Bespoke Styling & Creative Production*
- * *Talent & Contributor Driven Editorial & Social*
- * *Video led social campaigns*

Starling Bank



Wahaca



Eat Real



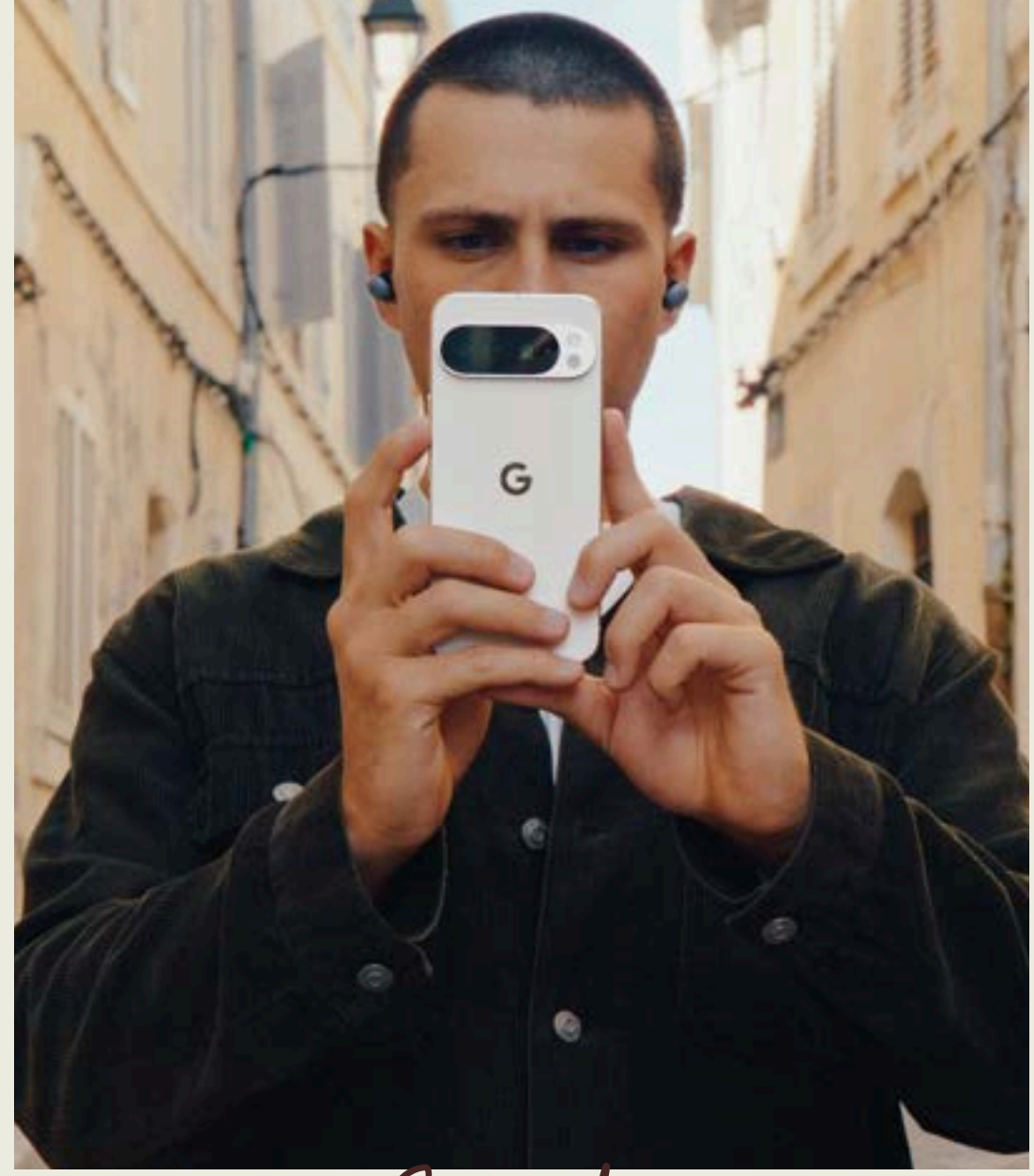
GLASSETTE STUDIO

At Glassette Studio, we bring brands to life through creative execution. From styling shoots and showhomes to immersive events and bespoke consultancy, we design experiences that translate your brand into the Glassette world. Each project is curated with our signature eye for detail and design, offering brands the chance to connect with audiences in ways that feel inspiring, memorable, and culturally relevant.

NARRATIVE LED EDITORIAL & SOCIAL FEATURES

- * *Events & In Person Activations*
- * *Styling Projects*
- * *Curated Dinners & Tablescaping*
- * *Product Collaborations*

Eat Real



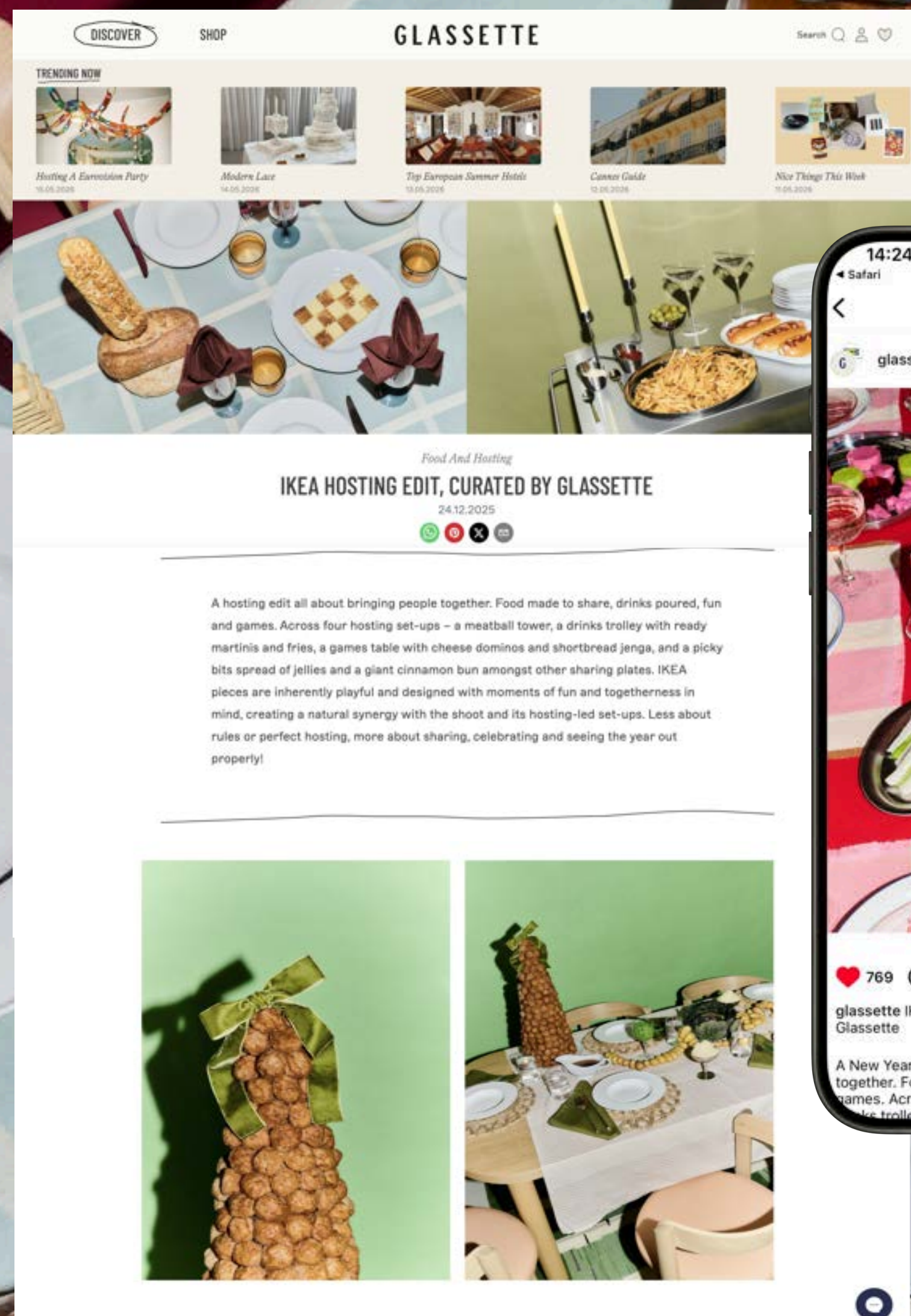
Google Pixel

Ikea



London Square





AMPLIFICATION ACROSS OUR CHANNELS

Every partnership is amplified through our brand ecosystem, from homepage features and product integration, to editorial content and creative storytelling. Campaigns are brought to life across newsletters, Instagram, Pinterest and other social channels, ensuring visibility where our audience is most engaged. This multi-channel approach means brands don't just appear on Glassette, they become part of our community's daily inspiration.

- * **Homepage:**
Editorial features, curated edits, product placement
- * **Newsletter:**
Direct-to-inbox storytelling and campaign highlights
- * **Social:**
(Instagram, Pinterest, TikTok):
Engaging content, reels, stories & moodboards
- * **Editorial Content:**
Long-form features, interviews, hosting guides
- * **Product Integration:**
Affiliate links and curated product edits
- * **Creative Assets:**
Bespoke photography, video, and visual storytelling

GET IN TOUCH

We'd love to explore how we can bring your brand into the Glassette world. Whether through affiliate integrations, editorial storytelling, or bespoke creative projects, our partnerships are designed to inspire, connect, and create lasting cultural impact. Get in touch to start the conversation, we'd love to collaborate.

partnerships@glassette.com

