

MEET CIERA ROGERS

A REMARKABLE JOURNEY OF TRIUMPH AND TRANSFORMATION

Ciera is a prominent fashion designer, Instagram influencer, and the visionary CEO behind BABES, the trailblazing clothing line worn by celebrities like Kim Kardashian and Lizzo and endorsed by Beyoncé.

She launched BABES in 2013 with only \$10 to her name by selling a single outfit on Instagram from her friend's couch. Today, Ciera is the owner of a seven-figure business, with an impressive fanbase of over 3 million followers.

AN EMPOWERING MEMOIR FOR "OUTSIDERS"

Ciera's *The Outsider Advantage* is more than a memoir—it's a powerful guide to entrepreneurship and self-discovery. Through personal stories, mantras, and reflections, Ciera's message is clear: You don't need to conform to traditional norms to achieve greatness. Instead, embrace your uniqueness as your superpower, turning adversity into motivation and conquering the impossible.

WHO'S HER AUDIENCE?

- **Core Demographic:** Predominantly female millennials and Gen Z'ers (18–35), interested in pop culture, entrepreneurship, beauty, and fashion.
- **Diverse Following:** Ciera's Black female and LGBTQ+ fans embrace content themes like body positivity and empowerment.
- **Path Pavers:** The book will resonate with aspiring entrepreneurs, college students, recent grads, financially disadvantaged individuals, individuals open to innovative career and education methods, and anyone who self-identifies as an outsider.



CONNECT WITH CIERA

📷 2.2M 🐦 95.7K
📘 160K 🎵 43.4K

EXPLORE BABES

shopbabes.com

📷 471K

KEY MARKETING AND PUBLICITY TACTICS

MAJOR PRE-ORDER CAMPAIGN

across accounts for Ciera and BABES (3M combined followers), aligned with the launch of a book-themed BABES fashion line.

INFLUENCER OUTREACH

to celebrity contacts such as Beyoncé, Kim Kardashian, and Lizzo.

TV APPEARANCES

on major shows, targeting *Tamron Hall*, *Kelly Clarkson*, and *The View*.

PODCAST CAMPAIGN

with top-level shows, including *Goal Digger*, *Life Kit*, and *Marie Forleo*.

DIGITAL AND PRINT FEATURES

in major women's interest outlets and business-oriented publications, including *ELLE*, *Essence*, *Ebony*, *Vogue*, and *Forbes*.



ON SALE 6/18/2024

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