AZZI + CO · INTERN SUMMER PROJECT 2026

Brand Playbook

Alexandre Birman

Stylist match list · Influencer hit list · Story & pitch angles · Collab ideas

By Charlotte Diemar · July 30, 2026

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8 stylists from our database, picked on tier, relationship status and who they dress.

02 Influencer hit list

10 creators the brand hasn't worked with yet, plus 5 backups and a conflict to flag.

03 Story & pitch angles

6 story ideas we could pitch tomorrow, and the outlets to send them to.

04 Collab ideas

3 partnerships big enough to get press and small enough to actually happen.

Plus brand background, where competitors sit, timing, a 90-day plan, and how we'd measure it.

Alexandre Birman at a glance

2008

Founded in Brazil

8 hrs

Handcraft time on some single styles

Clarita

The signature ankle-tie sandal and brand anchor (2013)



Positioning. Handmade Brazilian shoes priced and marketed like fine jewelry. Rare leathers, made by hand in Brazil and Italy. Sold at Bergdorf Goodman, Saks and Net-a-Porter, plus a store on Madison Avenue.

What the brand owns. Craft, big occasions, and one famous shoe. People know the Clarita by name, which almost no shoe brand can say. Everything in this deck is built around that.

The founder story worth knowing: His dad started Arezzo in a garage in 1972. Instead of taking over, Alexandre started a rival brand, Schutz, at nineteen. He grew it, sold it back to the family company, and now runs all of it as CEO of Azzas 2154.

The world we're selling into

Setting the tone before we get to the recommendations.









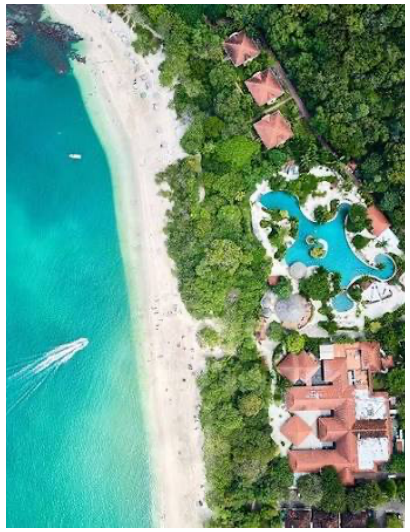


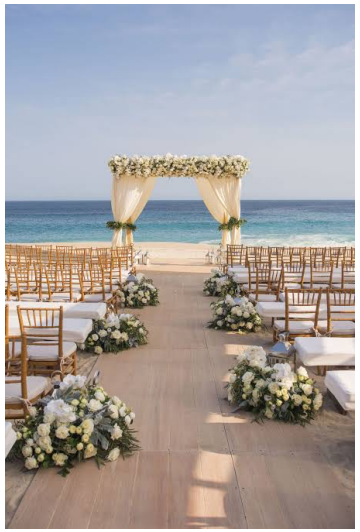
Who she is, and where the white space is

The Birman customer

She is 30 to 50 and buys for events, then travels to them. The rest of her outfit is plain. The shoe is the part she lets stand out. She already owns the obvious designer bags, so shoes are where she looks for something less common.

She does not need craftsmanship explained to her. She needs to see where these shoes fit into a life she already has: weddings, vacations, dinners, and the eight events between May and October.







Three gaps this playbook attacks

Great for events, invisible the rest of the time.

People think of Birman as a wedding shoe. The flats and lower heels almost never show up in press.

Nobody talks about the Brazil story.

It is on the brand's own website and almost nowhere else. Competitors would love to have a craft story this real.

The product is better than its reputation.

The shoes are great. Not enough people are talking about them. That is a relationships problem, not an ads problem.

Where the brand sits, and where the room is

Left to right: does the brand sell trend, or craft? Top to bottom: event shoe, or everyday shoe?



The read

Birman is in good company on craft, and high on occasion, which is right. The crowded corner is top left, where Amina Muaddi and Aquazzura are fighting each other.

The empty corner is bottom right. No brand with real history owns the flat, the low heel, the shoe she wears to lunch.

That is where the newer styles should go. It is also why half my influencer list is everyday creators instead of red carpet.

Directional positioning map based on brand communication and product mix, not licensed market data. Useful for argument, not for a board paper.

POINT OF VIEW

The through-line of every recommendation

“Build new relationships around the moments she is already dressing for.”

01

New over familiar

I checked how much the brand has already worked with everyone here. If someone has never posted Birman, that is an opening, not a risk. One post on her own is fine. Repeated paid campaigns or an ambassador deal is not.

02

Occasion over product

Nobody wants a post about a sandal. They want getting ready for a wedding, packing for a trip, three ways to wear one shoe. The shoe shows up inside the moment.

03

Relationships over one-offs

Send product, invite people to things, offer customization. Do all of that before paying anyone. It costs less and it lasts longer than a single paid post.

01

Stylist match list

Eight names from the AZZI+CO stylist database, read against tier, status and client roster

Four to call first

1 Micaela Erlanger

A+ · REGULAR · NYC / LA

micaela@micaelaerlanger.com

CLIENTS

Olivia Culpo, Lupita Nyong'o, Meryl Streep

We already work with her, so this could start next week. Her studio also does bridal styling for brides and bridal brands, which connects straight to collab 01.

Best for: Red carpet now, bridal next

2 Kate Young

A+ · PROSPECTIVE · NYC

kateyoungnyc@gmail.com

CLIENTS

Greta Gerwig, Dakota Johnson, Nina Dobrev, Scarlett Johansson, Julianne Moore

The biggest name we do not work with yet. Her clients wear long gowns at events where they get photographed head to toe, which is the only way a shoe gets seen.

Best for: Awards and premiere pulls

3 Elizabeth Stewart

A+ · PROSPECTIVE · LA

estewart@gmail.com

CLIENTS

Julia Roberts, Viola Davis

Reliable every awards season, and her clients dress elegantly rather than experimentally. That is exactly how Birman heels already look.

Best for: Awards season, gala dressing

4 Julia von Boehm

A+ · PROSPECTIVE · NYC

julia@juliavonboehm.com

CLIENTS

Nicole Kidman, Uma Thurman

Simple, elegant, European. The closest match on this list to how the brand already looks. Her outfits are built around proportion, which suits a thin ankle strap.

Best for: The brand's aesthetic twin

Tier, relationship status, client roster and contact all taken directly from the AZZI+CO stylist database.

Four worth building

5

Mimi Cuttrell

A+ · PROSPECTIVE · NYC

mimi@mimicuttrell.com

CLIENTS

Gigi Hadid, Ariana Grande

Very glamorous, and the shoe is always part of the look. Her clients sell out product fast, and they reach a younger customer than Birman has now.

Best for: Reach and sell-through

6

Thomas Christos Kikis

A+ · PROSPECTIVE · LA

thomaskikis@gmail.com

CLIENTS

Sofia Richie, Gabrielle Union

Sofia Richie is the person everyone copies for quiet luxury. That is the empty corner from slide 06, and the exact area Birman gets no press in.

Best for: The everyday white space

7

Thomas Carter Phillips

A+ · REGULAR · NYC

tcp@thomascarterphillips.com

CLIENTS

Millie Bobby Brown, Danai Gurira, Emmy Rossum, Thomasin McKenzie, Zosia Mamet, Eliza Scanlen

The longest client list of anyone we already work with. Six clients means press tours all year instead of one moment per season.

Best for: Volume, press tours

8

Jillian Magenheim

EDITORIAL · REGULAR · NYC

jillian@lrosehouse.com

CLIENTS

Editorial · contributing editor at Wedding Style

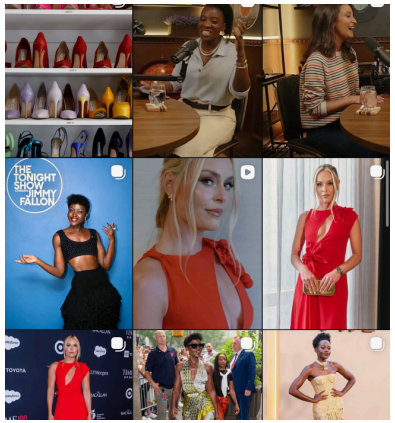
We already work with her, and she edits at a wedding magazine. Bridal is the category Birman sells into and never gets covered for. She is the fastest way in.

Best for: Bridal editorial, collab 01

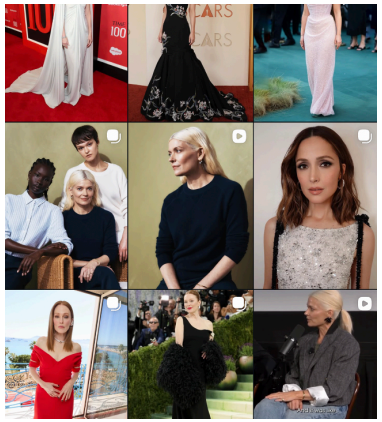
Tier, relationship status, client roster and contact all taken directly from the AZZI+CO stylist database.

The vibe of their pulls

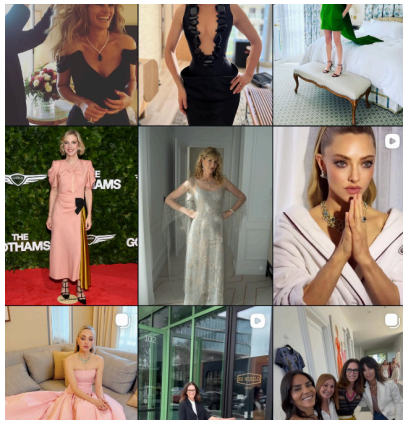
Recent Instagram feeds rather than single looks — so you can judge the range, not one flattering pick.



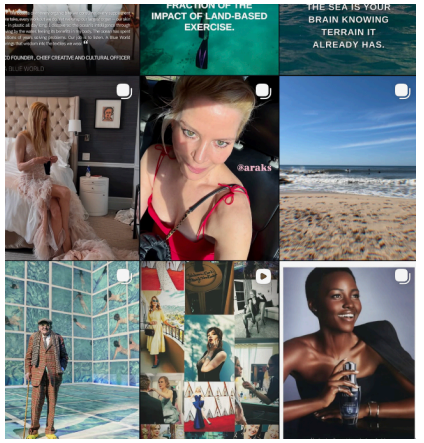
Micaela Erlanger



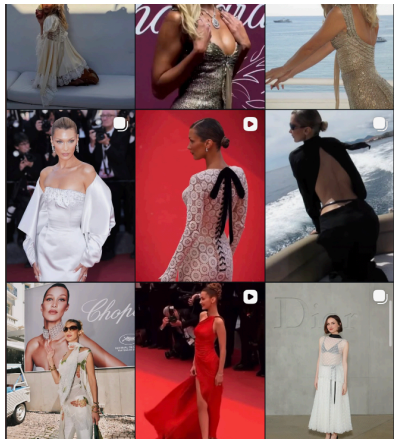
Kate Young



Elizabeth Stewart



Julia von Boehm



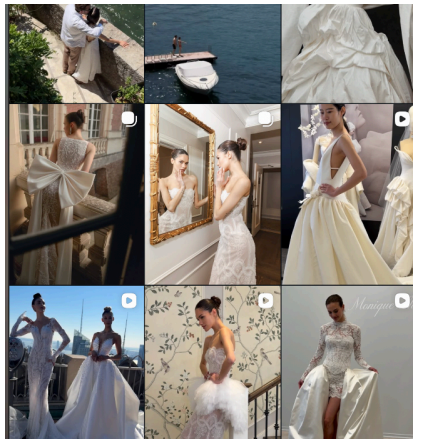
Mimi Cuttrell



Thomas Christos Kikis



Thomas Carter Phillips



Jillian Magenheim

Screenshots from each stylist's own Instagram, for internal reference only.

How to actually work the list

1. **Ask differently based on status**

   The three we already work with get a direct ask this month. The five new ones get an introduction and product first. Cold-asking an A+ office for a pull wastes the first impression.

2. **Work backwards from the calendar**

   Awards, press tours, Cannes, gala season. Find the two windows where each stylist is busiest and reach out four to six weeks before.

3. **Offer the colored and exotic styles by name**

   They are what makes Birman different and they are the least requested. Offer them specifically instead of sending the same nude sandal everyone else sends.

4. **Track everything**

   Log every request and whether it got worn in Launchmetrics. A stylist who borrows twice and never uses it is telling us something about fit or sizing. That is useful information.

Three back doors in the database

Ashley Afriyie assists both Micaela Erlanger and Erin Walsh. Avantika Nehru assists Erin Walsh. Assistants are the ones who actually request the shoes. And Robert Michael Bakhach styles Tania Sarin, who is #4 on my influencer list.

The next five, if budget allows

Molly Dickson (A+, Lana Del Rey) · Jason Bolden (A+, Nicole Kidman) · Danielle Goldberg (A+, Kendall Jenner) · Erin Walsh (A+, Anne Hathaway) · Samantha McMillen (A+, past relationship worth reviving — Elle Fanning, Ana de Armas)

02

Influencer hit list

Ten creators, chosen for new and underdeveloped relationships

The screen: new relationships, not familiar ones

The obvious names were cut on purpose. Camila Coelho, Caro Daur and Tamara Kalinic are all on our list and all fit the brand. They are also already close to Birman or tied up with competing shoe brands. Picking them would have been the safe answer and a useless one. Everyone here fits the brand, has something coming up, and is realistically reachable.

Aesthetic fit

Would the shoe look native in her feed, or borrowed?

A reason to reach out now

A wedding, a move, a launch, a trip. Something happening soon.

Engagement over follower count

An engaged 80k beats a quiet 2M. Lefty numbers decide.

Room to grow

Checked in Launchmetrics. No repeated paid work with Birman.

How the ten break down

Tier A — Understated luxury

3 creators · everyday-luxury proof

Tier B — Occasion & city style

4 creators · the event calendar

Tier C — Heritage, bridal & resort

3 creators · the brand's own story

Tier A — The understated luxury set

Proving the brand belongs outside the event calendar.



1. Cass DiMicco

@cassdimicco · Instagram, TikTok

Lefty: 870,000 followers · 7.93% ER

Past brand work: Founder of Aureum Collective, stocked at Nordstrom; 2026 capsule with Ring Concierge

Clean, neutral style that matches the brand, and she runs her own label. On her feed the Clarita reads as a dinner and vacation shoe, not black-tie. Public searches found no campaign or partnership with Birman — worth confirming in Launchmetrics, since untagged gifting would not show up.

Activation: *"One Clarita, three occasions" — gifting-led, no paid brief in round one.*



2. Coco Bassey

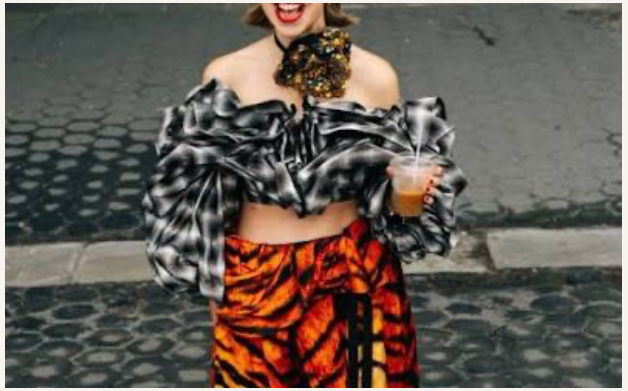
@cocobassey · Instagram

Lefty: 346,000 followers · 0.21% ER

Past brand work: LVMH, David Yurman, Michael Kors, Estée Lauder, Ralph Lauren

Polished New York content and strong luxury-brand credibility, despite a low current engagement rate. She posts the exact occasions Birman should own: dinners, work outfits that need a heel, fashion events. The shoe has somewhere to go every week, not once a season.

Activation: *Day-to-night styling Reel shot across one New York day.*



3. Chloe King

@chloe4dayz · Instagram

Lefty: 38,700 followers · 1.49% ER

She talks about fashion from inside the industry, which reaches editors and buyers rather than just shoppers. Build this one slowly with access, not a fee.

Activation: *Invite to an intimate Clarita customization experience; organic coverage only.*

Tier B — Occasion and city style

Four creators whose content calendar is already full of the moments this shoe is for.

4. Tania Sarin

@taniasarin · Instagram

Lefty: 924,000 followers · 3.77% ER

Past brand work: Chanel, Dior, Loewe; home collection with Anastasio Home

She posts event outfits where the shoe is actually part of the look. Aspirational without a celebrity budget.

Activation: *Wedding-guest getting-ready content.*

5. Courtney Grow

@courtneygrow · Instagram, TikTok

Lefty: 233,000 followers · 7.86% ER

Her audience buys what she recommends. The way she talks makes an expensive shoe feel like a smart choice instead of an impossible one.

Activation: *"The shoes worth investing in" seasonal edit.*

6. Caroline Vazzana

@cvazzana · Instagram

Lefty: 612,000 followers · 2.1% ER

Past brand work: Ex-Teen Vogue, Marie Claire and InStyle; author of Making It in Manhattan

Bright, expressive outfits. She would actually wear the colored and exotic styles, which nobody else on this list would.

Activation: *Color-forward NYFW street-style placement.*

7. Alyssa Coscarelli

@alyssainthecity · Instagram

Lefty: 320,000 followers · 1.43% ER

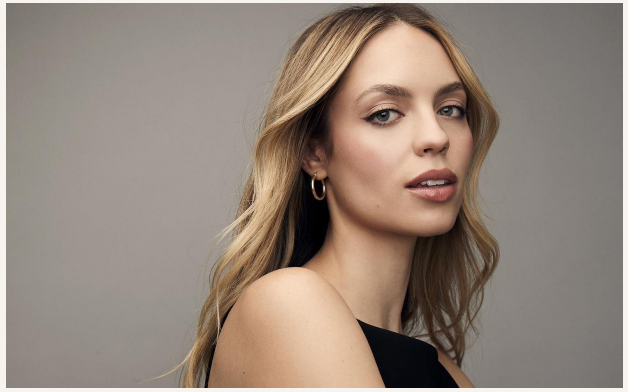
Past brand work: Gucci, Prada, Marc Jacobs, Moda Operandi, Farfetch; ex-Refinery29 editor

Mixes new designers with big labels and has real fashion credibility. The right person to make the flats and low heels feel cool instead of boring.

Activation: *"Beyond the Clarita" — new-silhouette edit.*

Tier C — Heritage, bridal and resort

Where the brand's own story — Brazil, weddings, destination — gets told by someone other than the brand.



8. Claudia Sulewski

@claudiasulewski · Instagram, YouTube

Lefty: 2,130,000 followers · 7.64% ER

Our list says she is a 2026 bride, engaged to Finneas. That is the most time-sensitive opening here. Birman sells bridal and gets almost no press for it, and a wedding is four separate outfits, not one post.

Activation: *Full bridal shoe wardrobe: rehearsal dinner, ceremony, reception, honeymoon.*



9. Caroline Gilroy

@carolinegilroy_ · Instagram

Lefty: 41,000 followers · 2.82% ER

Travel and resort content, which is where these sandals belong. Sun, water, a dress, somewhere worth flying to. Her Shop Couper connection also reaches the destination-wedding customer.

Activation: *Resort packing edit, or destination-wedding gifting moment.*



10. Bruna Tenorio

@brunatenorio · Instagram

Lefty: 73,000 followers · 2% ER

Past brand work: Chanel Haute Couture, Valentino, Ralph Lauren, Vera Wang, Shiseido; runs her own made-to-order jewelry line

A Brazilian model with an elegant international image. A real link to the brand's roots without picking the most obvious Brazilian name. Because she models, her photos are good enough to reuse everywhere.

Activation: *Brazilian craftsmanship and heritage story; portrait series.*

The bench: what else the master list turned up

Names worth holding, and one conflict worth flagging.

Natalie Kuckenburg	@nataliekuckenburg kuckenburgsocial@gmail.com	A second 2026 bride, engaged to Paul Wesley. Two brides on the same calendar means bridal does not depend on one person saying yes.
Ingrid Silva	@ingridsilva ingridsilvaballet@gmail.com	A Brazilian ballerina living in New York. Brazil, artistry and feet in one person. The best possible subject for the craftsmanship story.
Agee Leinberry	@ageegretta agee@shopcouper.com	The second Shop Couper name on the list, alongside Caroline Gilroy. Two creators at the same resort retailer is worth approaching as a pair.
Skylar Marshai	@skylarmarshai hello@skylarmarshai.com	Beautiful travel imagery and a big engaged following. Not a stylist, despite how her feed looks. A good backup if a Tier A name says no.
Maria Brasil	@mariaabrasil mariabrasilnyc@gmail.com	Another Brazilian voice in New York, in case Bruna Tenorio is too expensive or unavailable.

The ten, ready for outreach

#	Name	Handle	Contact (from master list)	Followers	ER %
1	**Cass DiMicco**	@cassdimicco	mgmt@cassdimicco.com	870,000	7.93%
2	**Coco Bassey**	@cocobassey	hello@cocobassey.com	346,000	0.21%
3	**Chloe King**	@chloe4dayz	king.chloe.s@gmail.com	*38,700*	*1.49%*
4	**Tania Sarin**	@taniasarin	taniasarin@envisionarymgmt.com	924,000	3.77%
5	**Courtney Grow**	@courtneygrow	hello@courtneygrow.com	233,000	7.86%
6	**Caroline Vazzana**	@cvazzana	caroline@makingmanhattan.com	*612,000*	*2.1%*
7	**Alyssa Coscarelli**	@alyssainthecity	alyssa.coscarelli@gmail.com	*320,000*	*1.43%*
8	**Claudia Sulewski**	@claudiasulewski	teamclaudiasulewski@wmeagency.com	*2,130,000*	*7.64%*
9	**Caroline Gilroy**	@carolinegilroy_	caroline@shopcouper.com	*41,000*	*2.82%*
10	**Bruna Tenorio**	@brunatenorio	bruna@brunatenorio.com	*73,000*	*2%*

03

Story & pitch angles

Six hooks an editor would actually open

Craft, founder and the icon

01

“The Eight-Hour Shoe”

Targets: WSJ Off Duty · T Magazine · Vogue Business · Air Mail

Some styles take up to eight hours of handwork. People are questioning luxury prices more than they have in years, and that number answers the question. Take editors into the workshops in Brazil and Italy and let them watch.

02

“The Son Who Built a Competitor”

Targets: WWD · Business of Fashion · Fortune · Financial Times

His dad started Arezzo in a garage in 1972. Instead of taking it over, Alexandre built a rival brand at nineteen, grew it, sold it back to the family, and now runs more than thirty brands. Business press has never told this properly.

03

“Anatomy of a Modern Icon”

Targets: Footwear News · Harper's Bazaar · Who What Wear

Almost no shoe is famous by name. The Clarita is. Break down how one style became the shoe people wear to events: the ankle tie, the color drops, the resale prices.

Bridal, heritage and the occasion calendar

04

“The Wedding Shoe That Isn't White”

Targets: Brides · Vogue Weddings · Over The Moon · Martha Stewart

Brides used to buy a shoe they wore once. Now they want one they keep. Put Birman inside that change: color, custom dye, a shoe for the rehearsal dinner too. Pitch six months before wedding season.

05

“Brazil's Quiet Luxury Export”

Targets: BoF · Vogue Brasil · Elle · CNN Style

Brazilian fashion is getting attention right now, mostly for color and print. Birman is the opposite: a Brazilian brand selling restraint and craft. A trend story the brand can lead without seeming to own it.

06

“Nine Weddings and a Boat”

Targets: Condé Nast Traveler · Cup of Jo · Domino · The Strategist

Events have turned into travel: destination weddings, resort trips, one thing after another from May to October. A practical story about what shoes to pack for a summer like that, with Birman as the expert.

When each angle has to go out

Magazines plan months ahead. Pitching late is the same as not pitching at all.

Print magazines

Pitch angles 01 and 02 now for Jan–Mar issues

Wedding magazines

Angle 04. Spring bridal gets planned in the fall

Resort and travel

Angle 06, plus sending product out for resort

Awards and gala season

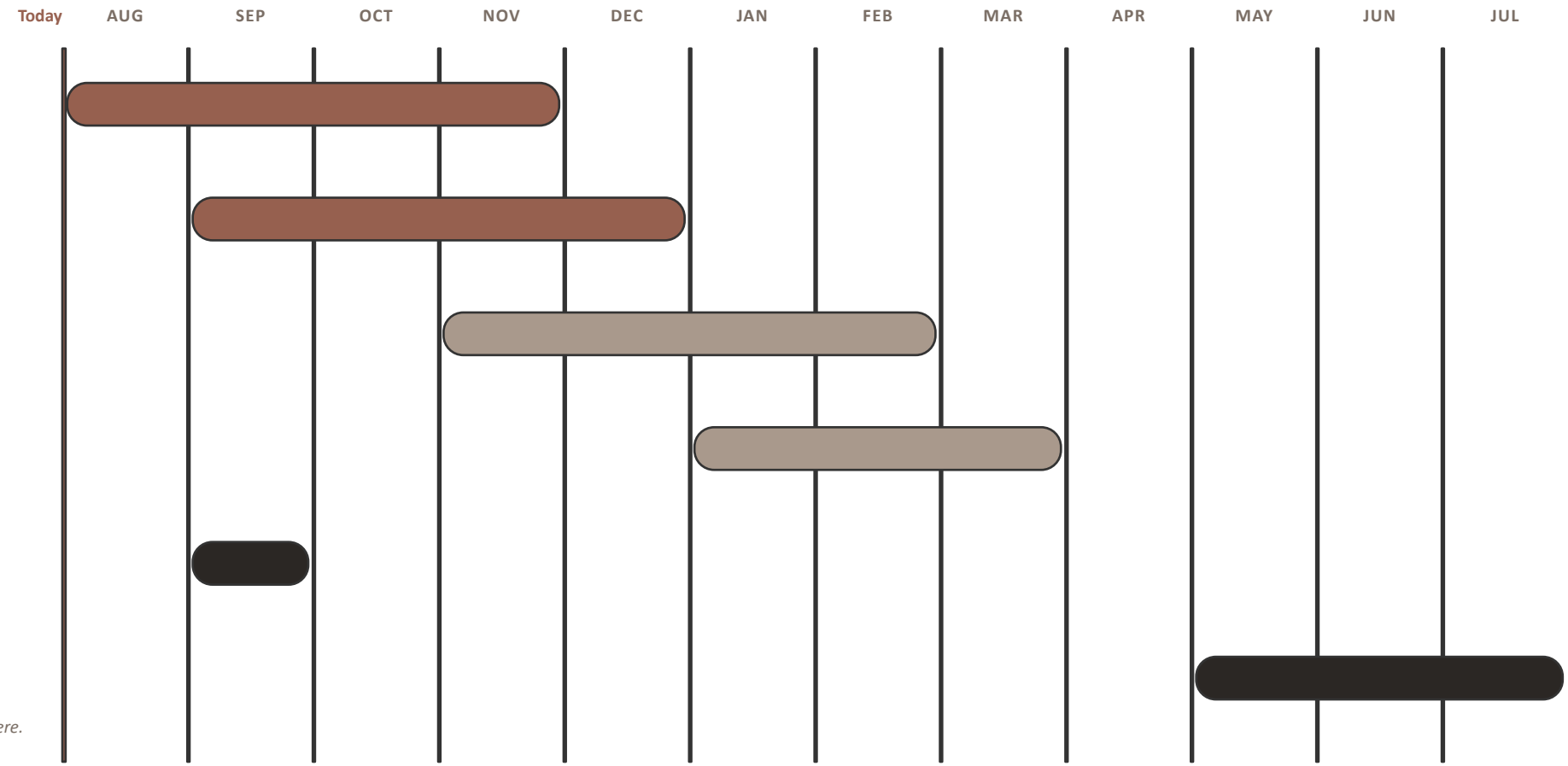
Stylist requests. Reach out four to six weeks early

NYFW

Street-style placements — Vazzana, Coscarelli

Peak event season

The weddings themselves. Everything above pays off here.



Lead times are industry norms for long-lead print and seasonal editorial; confirm specific deadlines with each outlet.

04

Collab ideas

Three relationships and connections within reach.

Something Birman

01

Something borrowed, something blue, something Birman — from the rehearsal dinner to the honeymoon



WHO IT'S WITH

Alexandre Birman × Over The Moon — exclusive retailer of the AB Bridal Collection since 2023. Micaela Erlanger styling, Jillian Magenheim on editorial.

WHAT IT LOOKS LIKE

Not a new collection — an activation of the one nobody knows about. Dress both 2026 brides across all four wedding moments, run a bridal appointment through Atelier Birman, and take the "something blue" story to wedding press for spring.

WHY IT MAKES SENSE RIGHT NOW

Birman already sells bridal and gets almost no press for it. Both people we need are already relationships we have. Made-to-order means barely any inventory, and two 2026 brides on my influencer list give it somewhere to go.

Fund this one first. It is cheap, it has a real deadline, and it connects to three other parts of this deck.

Precious as Jewelry

02

Shoes and jewelry photographed with the same care, and priced like it

WHO IT'S WITH

Alexandre Birman × Ana Khouri — Brazilian-born fine jeweler. Bruna Tenorio, #10 on the influencer list, also runs a made-to-order jewelry line if a second route is needed.



WHAT IT LOOKS LIKE

A small run of decorated evening styles, plus a shared campaign shot as still life. Shoes and jewelry photographed the same way, sold together for one season at one store.

WHY IT MAKES SENSE RIGHT NOW

Birman already says its shoes are treated like fine jewelry. This makes that literal, shares the Brazilian connection with a real partner, and puts the expensive styles somewhere a high price makes sense.

If a full collaboration is too much, do a joint trunk show with shared photos and no shared product.

The Fasano Residency

03

Putting the sandals where they are actually meant to be worn



WHO IT'S WITH

Alexandre Birman × Fasano — the relationship already exists. The brand has hosted NYFW events at Fasano Fifth Avenue and Baretto, including a Vogue luncheon. Same nationality, same price level.

WHAT IT LOOKS LIKE

A seasonal shoe residency. A small resort selection available at the hotel, a poolside dinner during peak week, and a creator trip built around it instead of a separate press trip.

WHY IT MAKES SENSE RIGHT NOW

We already know Fasano says yes — they've hosted three times. Right now we're using a Brazilian hospitality partner for cocktails in New York instead of putting the sandals where they're actually worn.

BRINGING IT TOGETHER

What the first 90 days look like

AUGUST
Foundation

- Check who represents all 18 names and their past work in Launchmetrics
- Pull live Lefty data; finalize tier order
- Call the three REGULAR stylists first: Erlanger, Carter Phillips, Magenheim
- Approach both 2026 brides: Sulewski and Kuckenburg
- Pitch angles 01 and 02 to long-lead media

SEPTEMBER
Activation

- NYFW: Vazzana and Coscarelli street-style placements
- Clarita customization event for Tier A creators
- Introduce the five new stylists with product, not a request
- Send angle 04 to wedding magazines for spring

OCTOBER
Compounding

- Start bridal capsule conversations with stores and designers
- Send resort styles out before destination season
- Open the hotel partner conversation
- First report: what got covered, and engagement against our baseline

The order matters. Everything in August exists to make September and October possible.

BRINGING IT TOGETHER

How we'd know it worked

Measure where we are in week one, or none of these numbers mean anything in October.

01

Coverage we did not pay for

Press and unpaid creator posts, split by category so we can see if the everyday styles finally show up.

Set in week one

02

Requests that turn into wears

Of the shoes stylists borrow, how many actually get worn. This tells us if the product fits their clients.

Set in week one

03

Engagement on gifted posts

From Lefty. A gifted post should do better than that creator's average. If not, we picked wrong.

Set in week one

04

People who come back

How many of the 18 post, borrow or reply a second time without being paid.

Set in week one

The one that matters most: people who come back. You can buy coverage and engagement can be luck. But someone who posts the brand twice without being paid actually likes it. That is the number this whole plan is built to move.

The opportunity isn't to reinvent Alexandre Birman. It's to get more people to recognize, wear and talk about what the brand already owns.

8	10	6	3
stylists	influencers	editorial stories	collaborations