



jasmin brunner

Jasmin is an internationally established fashion + lifestyle entrepreneur, and creative director. As a model, she has spent the past 20 years in front of the camera, and still cherishes an established working presence in all the major fashion capitals; **London, Paris, NYC + Milan**. She has graced the pages of **British Vogue, Elle Italia + Cosmopolitan** magazines numerous times, as well as worked with industry icons, **Dolce&Gabbana, Dior, Roberto Cavalli + Vivienne Westwood** to name only a few.

In 2015, Jasmin formed her creative photography agency '**Rogues**' in London where she developed and executed global campaigns, including fashion, celebrity and advertising productions, before returning to Switzerland in 2017.

Since her return, Jasmin has become a highly regarded social media creator in the **Swiss fashion** and **lifestyle niche**, where she inspires her **saught-after followers** with her distinct fashion sense and **editorial communication**.

Jasmin collaborates with select premium + luxury brands as an ambassador, featuring prominently in campaigns, magazines and online channels.

Furthermore, Jasmin is the designer and creative director of her own successful fashion brand, **Jasmin Brunner TheLabel** which launched in 2020.

Instagram: [@jazbrunner](https://www.instagram.com/jazbrunner).



Alex Lambrechts

Alex Lambrechts is an **internationally renowned** fashion photographer and film auteur who has a remarkable client list in a career spanning over 14 years, and has achieved significant recognition for his work, collaborations, and ambassadorships. He works for various international magazines, brands, music and fashion labels. His work is frequently published in the likes of **British Vogue, GQ, Nylon, Elle + Russh** to name only a few.

Alex Lambrechts is also well known for his work as the **photographic director** of the London-based fashion and interview magazine **THE FALL**. Recent fashion and advertising campaigns/collaborations include household names such as **Bulgari, Acqua Di Parma, Karl Lagerfeld + Hermes**.

He is also currently enjoying a **5-year Museum Artist Residency** for Bellinzona's '**Museo Villa Dei Cedri**' creating work for an exhibition to be presented in 2026.

Film Auteurship; Alex is writing + directing 2 international full feature films *(both of which are well into pre-production... Filming locations incl. Senegal, France + Switzerland)*

Please follow this website link below for Alex complete Bio, client lists + multiple portfolios

www.alexlambrechts.com

Instagram: [@alex_lambrechts](https://www.instagram.com/alex_lambrechts)



jasmin brunner:the label

In 2020, Jasmin launched her exciting label, with a must-have fashionable boyfriend-fit sweater, using the **highest-grade, hand combed cashmere** + wool blend, that gained immense traction in Switzerland right away. Her striking design, was crafted with functionality + form, inspired by her work, creating shapes and casting **strong silhouettes** as a fashion model. With relaxed sleeves, tapered arms, the sweater's versatility can see you from; yoga on a freezing morning, to a meeting in town, or out with the girls, when worn with leather jeans and heels.

Jasmin's sweaters represent **top-tier luxury essentials** with a twist, crafted with meticulous care in **Nepal** by a family-run factory with a **Buddhist ethos**. All pieces are **hand-finished and hand-dyed**. Rainwater is used in the dying process along with **non-toxic dyes**. Making small batches means she creates almost **zero waste**.

Following **soaring popularity**, she expanded the collection to include luxurious hand-rolled 100% silk scarves made in Como, and **artisanal hand-made hats** from Florence.

Recently, Jasmin unveiled her **third winter collection** with three new designs and is currently creating her **first spring-summer line**.

www.lambrechts-brunner.com

instagram: [@jasminbrunner.thelabel](https://www.instagram.com/jasminbrunner.thelabel)



Alex Lambrechts Sport

A new Signature line by; Internationally renowned Fashion + Fine Art Photographer '**Alex Lambrechts**'

Alex's fashion + design story dates back to the late 90's, where he began designing a vast array of fashion, denim + industrial design pieces for some of the most recognized brand names of the time, including; **Dunhill, Lucky Strike + Benson&Hedges** to name only a few...

Fast forward; following an established career in Fashion + Fine Art Photography, consisting of countless luxury fashion house collaborations, with brands such as **LVMH, Bvlgari, Acqua Di Parma + Hermes**, as well as numerous published editorials in **British Vogue, GQ, Elle, The Fall + Russh** and more...

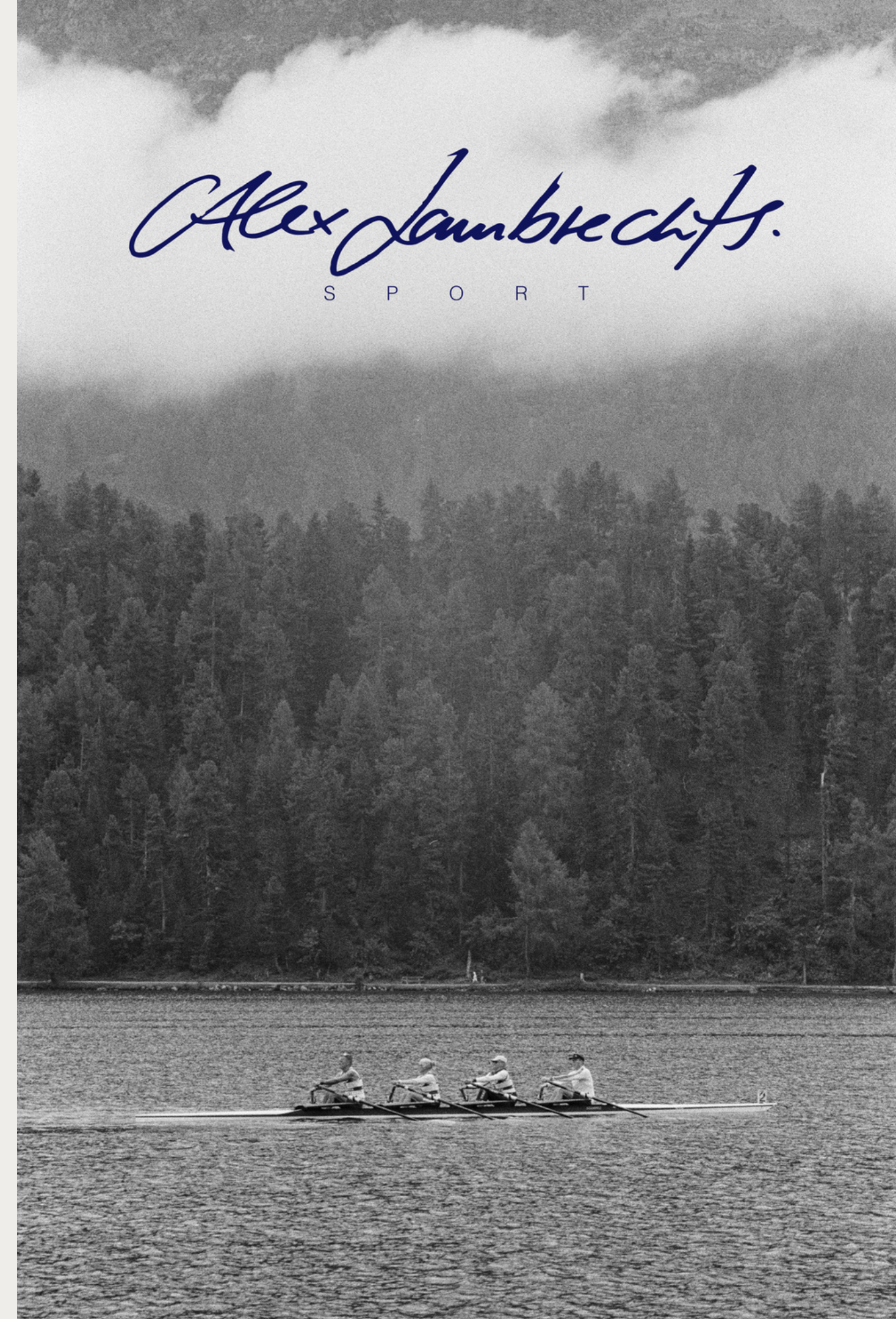
In 2020 Alex Co-designed + launched the successful luxury fashion brand; '**Jasmin Brunner:TheLabel**' with his wife... (Since it's creation, the pair have received a tremendous number of requests for a 'Men's version of Jasmin's collection).

More recently, in 2022 Alex Collaborated with '**SUPERDUPER HATS**' of Florence, Italy to design + release his own Signature Series of handmade artisan hats... It was clearly only a matter of time before the pair applied their discerning tastes, unique skills + rich life experiences to designing another signature line...

This season; Jasmin + Alex are excited to be releasing a masculine collection to compliment **Jasmin Brunner:TheLabel**, in the guise of '**Alex Lambrechts Sport**'



Alex Lambrechts.
S P O R T



@jazbrunner social media

Jasmin has a social media following of **over 45k**. Topics discussed on her platforms revolve around **fashion and style**. Additionally, she highlights her experiences at various luxury resorts, museums, and supports charitable causes like breast cancer awareness and pet rehoming. Jasmin is known for her **stylish and elegant fashion sense, editorial content**, as well as her dedication to **self-care and wellness**. Her posts frequently feature various international locations such as **Rome, Paris, Florence, New York (...)**.

Profile Analysis: Creator Quality Control and ability to sell

Jasmin engages with her audience in a **friendly and relatable manner**. She maintains a **high level of brand safety** in her posts. She promotes reputable brands and collaborates with well-known fashion labels. Her content is positive and free from controversial or sensitive topics.

Authenticity and Popularity: Jasmin's **authenticity** shines through in the way her followers respond with **genuine compliments and expressions of admiration**. The influencer's **popularity** is evident from the overwhelming number of positive comments. People express their love and appreciation sincerely.

Expertise: Jasmin is perceived as **an expert in her field** based on the comments. People appreciate her fashion sense, style, and choice of products. The use of words like **'iconic'** indicates that Jasmin is **highly regarded for her expertise** in fashion and beauty. Followers **express interest in her recommendations and a desire to try the products she endorses**.

Analysis via Hypeauditor.com 5.11.23



@alex_lambrechts social media

Alex has amassed **126k Instagram followers**, and has been **verified since June 2019**. He predominantly posts his work in a portfolio manner and engages on select brand collaborations as an ambassador. Examples include: **Bulgari, Kilian Paris + Acqua Di Parma**, as well as being the face of an international print campaign for Robert La Roche that he also directed and produced.

Profile Analysis: Creator Quality Control and ability to sell

Alex's tone can be described as **artistic, passionate + personal**. He often expresses his **love for fashion, fine art, and photography**. His captions and posts reflect his sense for **creativity and dedication to his craft**. The general topics discussed in Alex's Instagram posts include fashion, fine art, photography, luxury brands, fragrance, travel, and technology.

Authenticity and Popularity: Comments reflect a **genuine appreciation** for Alex's work. People express their love and admiration sincerely, without any signs of insincerity or fake praise. The **authenticity** of the influencer is evident from the heartfelt comments and the use of personal tags to show support. The positive feedback and compliments indicate a high level of popularity.

Alex maintains a high level of brand safety in his posts. He collaborates with reputable brands and uses appropriate hashtags related to his content. The comments on his posts are positive and supportive, with no indications of controversial or unsafe content. **His focus on fashion, art, and luxury aligns well with brand values and target audiences.**

Analysis via Hypeauditor.com 5.11.23



Thank you, we are looking forward to working together!

Contact: Jasmin@roguesagency.com

