

THE G EDIT

THEGEDITUK.COM



GIANNI_CASAGRANDE@HOTMAIL.COM



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BLOG STATISTICS

MONTHLY VIEWS | **5000+**

UNIQUE VISITORS | **800+**

SOCIAL STATISTICS

MONTHLY IMPRESSIONS | **140,000+**

TOTAL FOLLOWING | **5000+**

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The G Edit is an online destination for everything skincare, grooming, male beauty, lifestyle, fashion and everything else in-between. Gianni is a Marketing Graduate, Social Media Manager, Photographer and Writer at TGE – throwing his knowledge and passion into this space on the internet.

The G Edit was founded in late 2013, where Gianni's facial acne lead him to writing about what products he was using worked and what didn't. Over the years, the blog has developed into a recognised Men's lifestyle blog – working with global brands such as Gillette, Diesel, L'Oreal, The Body Shop, Aesop, Jo Malone London, LUSH, Edinburgh Napier University, Giorgio Armani, BoohooMAN and many more.

Gianni's clean and minimal aesthetic has become recognised through his social media, as he explores his love for interior design and photography. His admiration for premium skincare, fragrance, homeware, fashion and food is expressed through TGE providing this one stop location for both men and women to get their weekly dose of inspiration and entertainment.



PREVIOUS COLLABORATIONS

Aesop, Giorgio Armani, House Of Fraser, BoohooMAN, TK Max, Jacamo, Viktor & Rolf, Clinique, Gillette, CODAGE, Jo Malone London, LUSH, The Body Shop, Tesco Direct, Moccis, Simply Man, Edinburgh Napier University, Psyche Fashion, Burberry, The Bridges Sunderland, Braun, Intu Metro Centre, Diesel, GO247, ReVive Skincare, Noble Isle, Chill Hair Care, Adam and Eve Skincare, Feel Unique, Cult Beauty, Benefit Cosmetics, Psyche Fashion, , Nip+Fab, Nip+Man, Kiehls, Murdock London... **and more!**

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