



GRACE GROUP

AGENCY / STUDIOS



## GRACEGROUP AGENCY

### Full-Spectrum In-House Talent, Media & Brand Ecosystem OVERVIEW

GraceGroup Agency is a vertically integrated, in-house talent and brand services agency specializing in the development, positioning, and execution of high-impact cultural moments.

Built for artists, brands, and private clients, the agency operates as a unified system, combining talent booking, brand partnerships, press, media, and publishing under one tailored structure.

Every engagement is custom-built, strategically aligned, and executed with precision through a retainer-based model designed for long-term growth, visibility, and cultural relevance.



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## CORE SERVICES

### 1. Talent Booking & Event Integration

- Curated talent sourcing for private events, brand activations, galas, and luxury experiences
- End-to-end negotiation, contracting, and coordination
- Access to artists, performers, speakers, and cultural figures
- Strategic alignment of talent with brand narrative and audience

### 2. Brand Partnerships & Deals

- High-level brand deal structuring and negotiation
- Strategic partnerships between talent, creators, and luxury/lifestyle brands
- Campaign development and execution oversight
- Long-term brand positioning and monetization strategy

### 3. Press & Media Relations

- Full press strategy and rollout execution
- Media placement across fashion, lifestyle, culture, and entertainment outlets
- Press narrative development and storytelling positioning
- Red carpet, event, and launch media coordination





## CORE SERVICES

### 4. In-House Publications & Content

- Development of proprietary GraceGroup editorial publications
- Branded storytelling, digital magazines, and cultural documentation
- Creative direction for visual and written media
- Content ecosystems built around clients, events, and campaigns

### 5. Strategic Advisory & Retainers

- Tailored monthly/annual retainer structures per client objective
- Dedicated account strategy per artist, brand, or institution
- Continuous brand growth, visibility planning, and opportunity sourcing
- Priority access to all GraceGroup services and network ecosystem





## CLIENT STRUCTURE

### Bespoke Onboarding

*Each client undergoes a strategic intake process including:*

- Brand/talent audit
- Objective mapping (visibility, revenue, cultural positioning, expansion)
- Custom service layering (booking, press, deals, content, advisory)

### Retainer Model

*Clients are placed on structured retainers based on scope:*

- Client Development Tier
- Established Brand / Event etc Expansion Tier
- Positioning Tier

*Each clients inquiry is fully tailored and evolves based on feedback and trajectory.*



## POSITIONING

GraceGroup Agency operates as a direct service solution provider with a fully integrated ecosystem of culture, commerce, and media execution, designed to elevate clients into long-term relevance and authority within their respective industries.

## DELIVERY PRINCIPLE

In-house. Fully integrated. Strategically precise. Culturally driven.

## INQUIRE:

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<https://www.graceworld.io/studios>

