

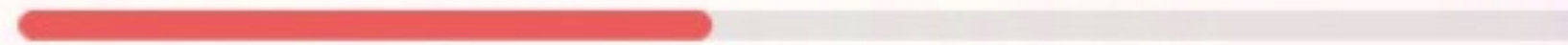
# revello



MagicMayhem14  
& HENRY II



20  
LEVEL



22,095 / 50,000



girlboss®

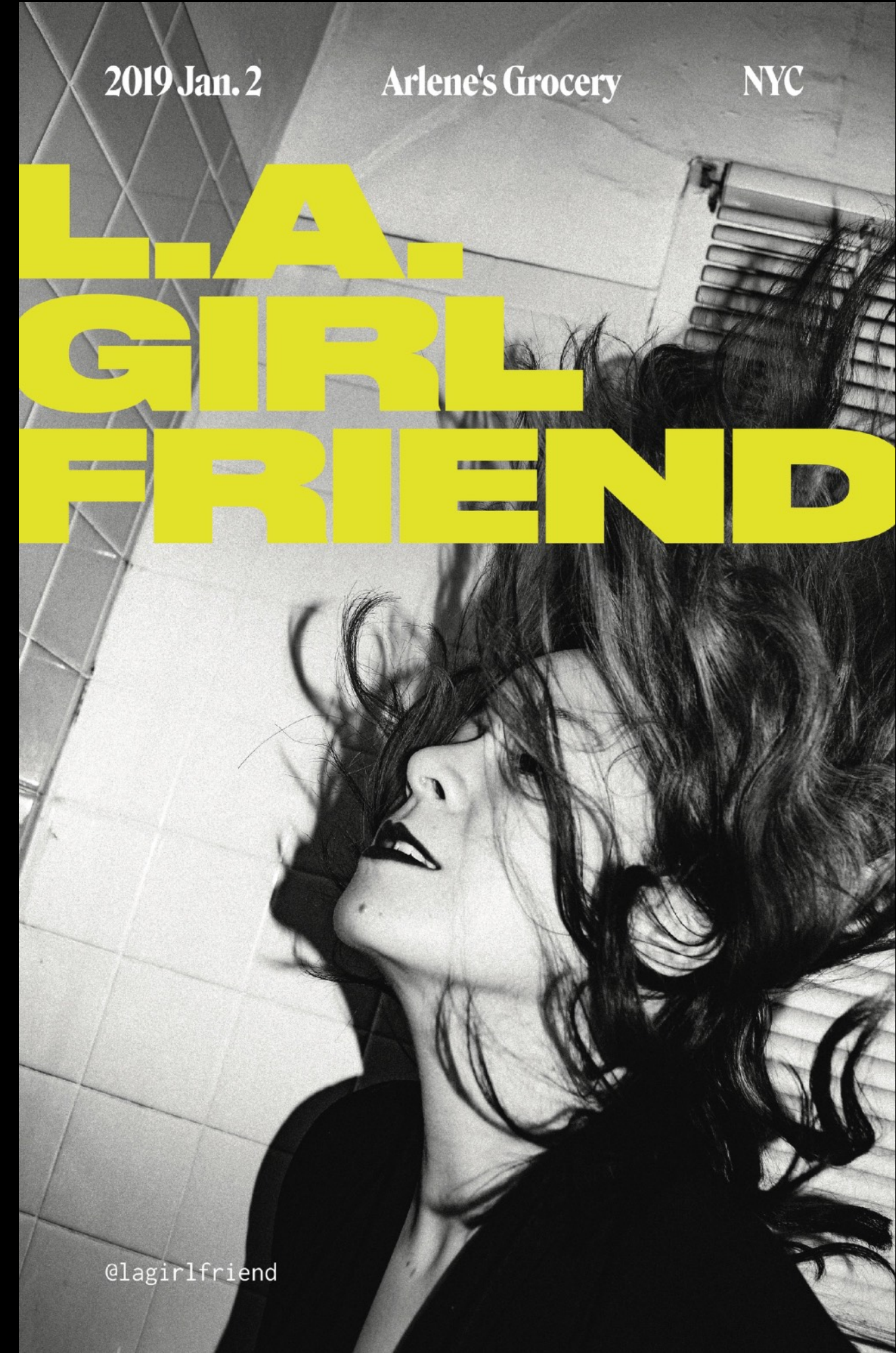


2019 Jan. 2

Arlene's Grocery

NYC

# L.A. GIRL FRIEND



@lagirlfriend

DESIGN MATTERS 2019



THE POWER OF AUTHENTICITY



# GIRL RISING



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# THE POWER OF AUTHENTICITY



**design**

**+**

**activism**



what is  
**ACTIVISM?**

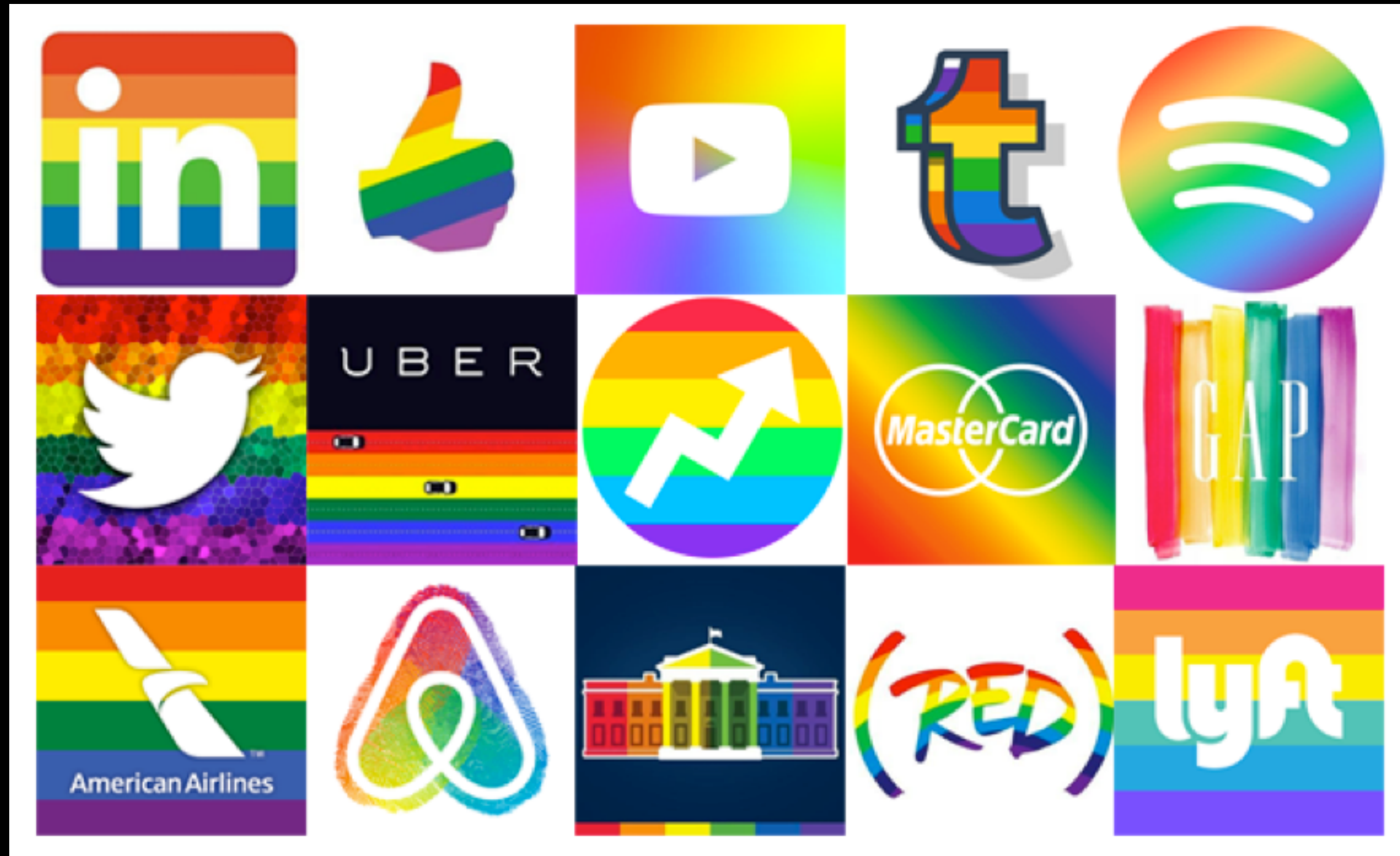


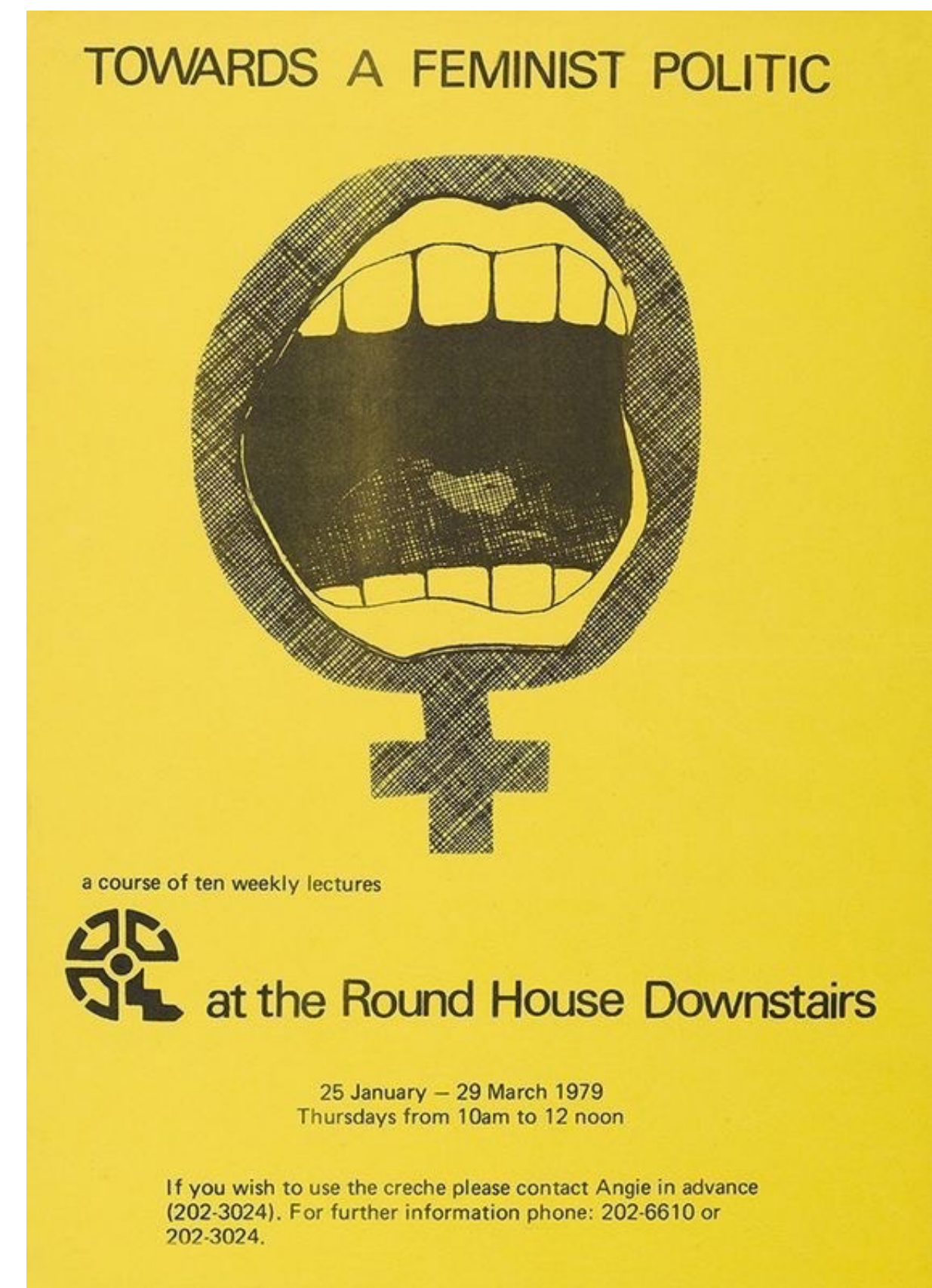
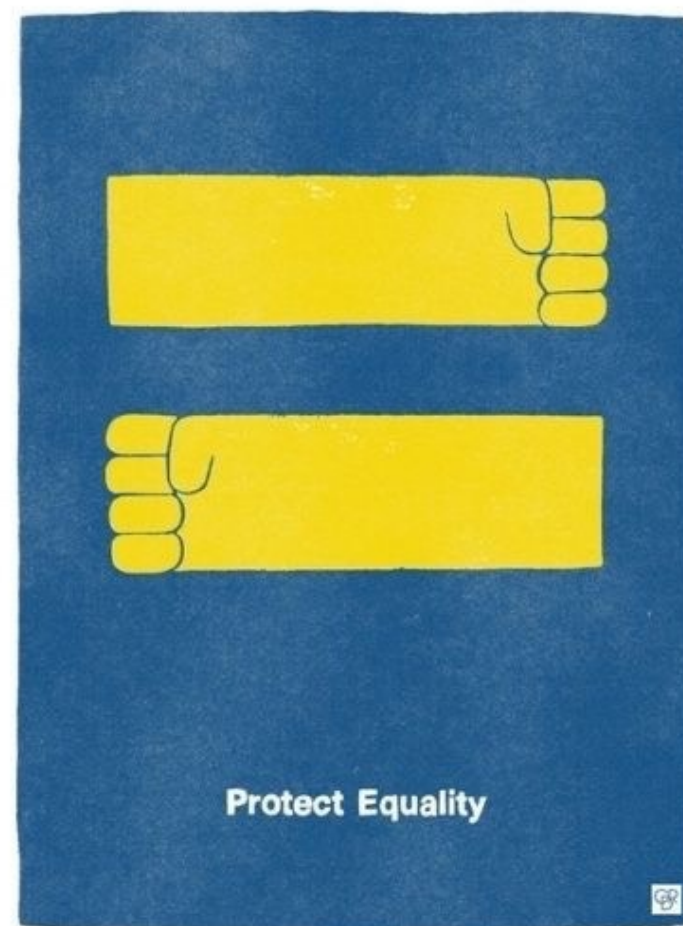
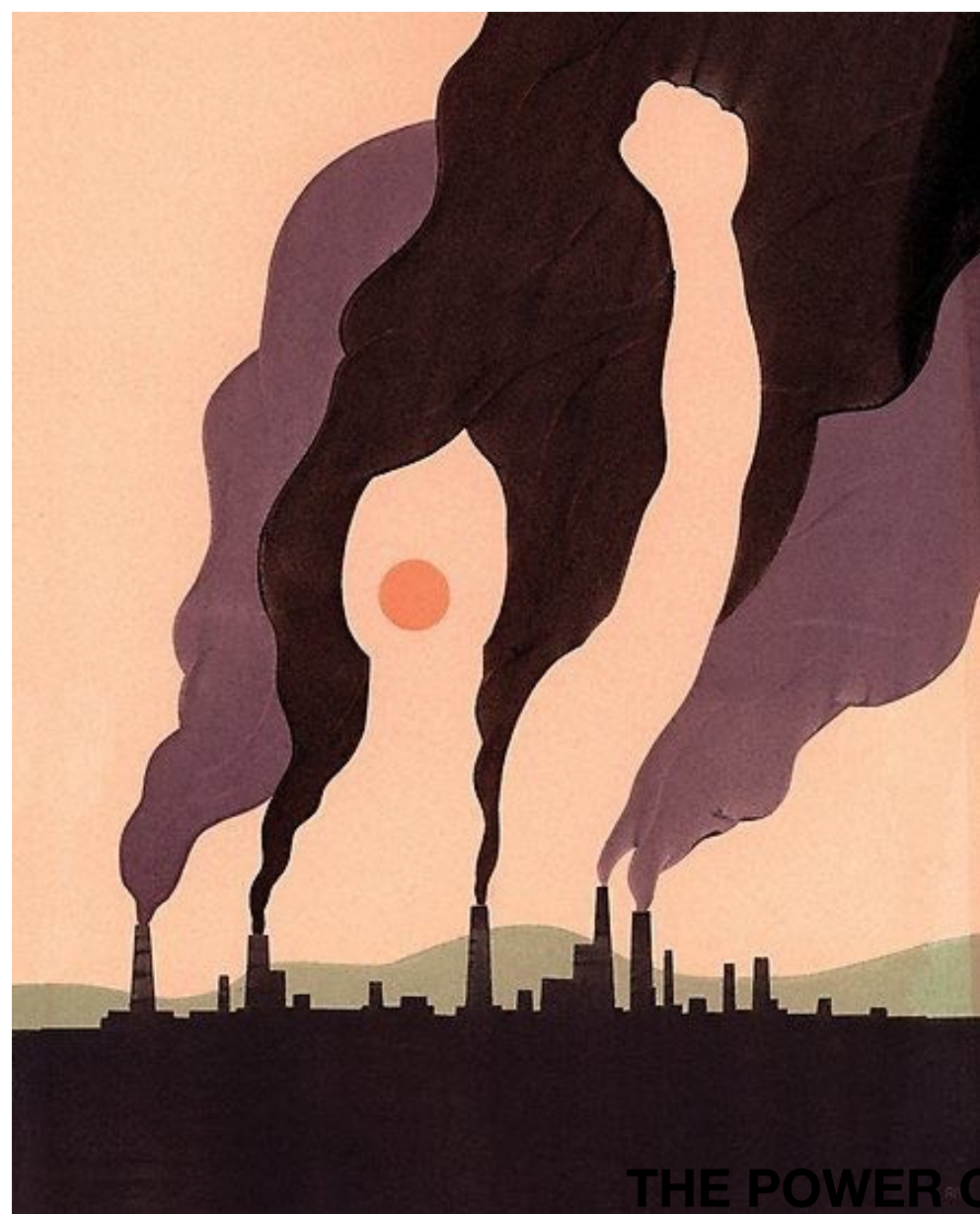
“

**GIVING A SHIT**  
so passionately, you do  
something about it

Activism is  
**NOT A TREND**









# IMPOSTER SYNDROME







**PURPOSE**  
**PURPOSE**  
**PURPOSE**

final.jpg

final2.jpg

final3.jpg

FINAL-final.jpg

FINAL-final2.jpg

**PURPOSE**  
**PURPOSE**  
**PURPOSE**

**girlboss<sup>®</sup>**





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**REDEFINE SUCCESS**  
for Millennial women





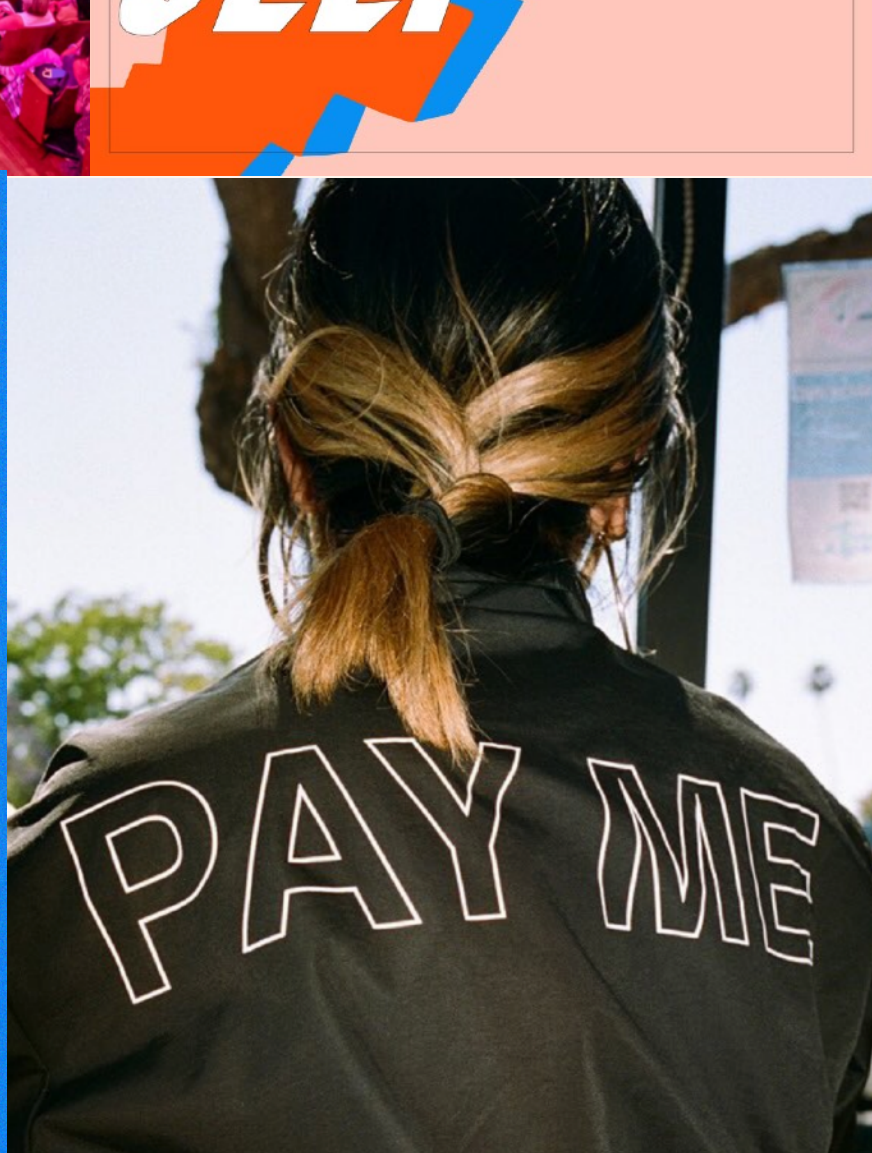
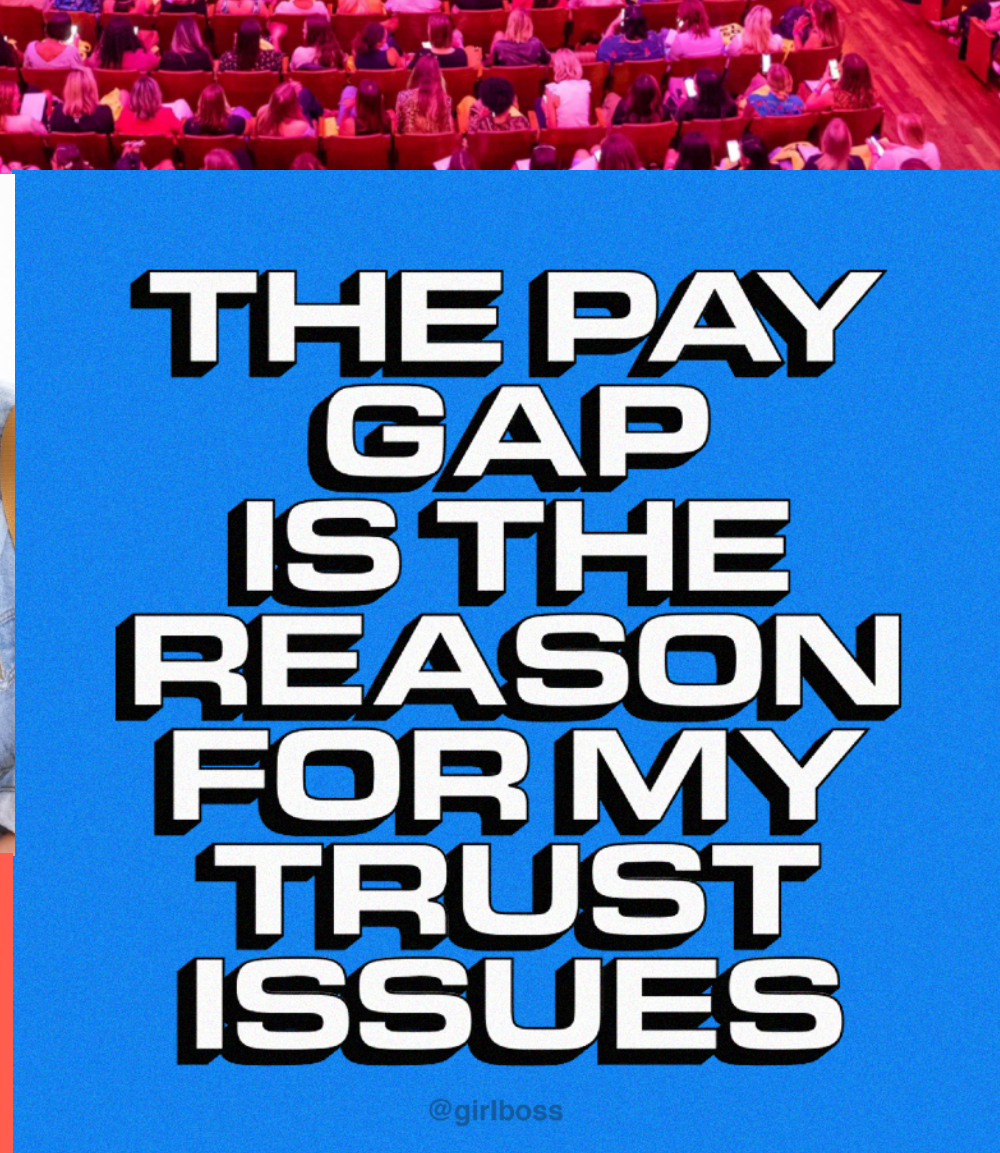
FASTCOMPANY  
07.01.19 | 8:55 AM  
**Girlboss launched a LinkedIn for millennial women**



This past weekend, Girlboss, the media startup created by Nasty Gal founder Sophia Amoruso, held its fifth Girlboss Rally, a



#LIPSTORIES



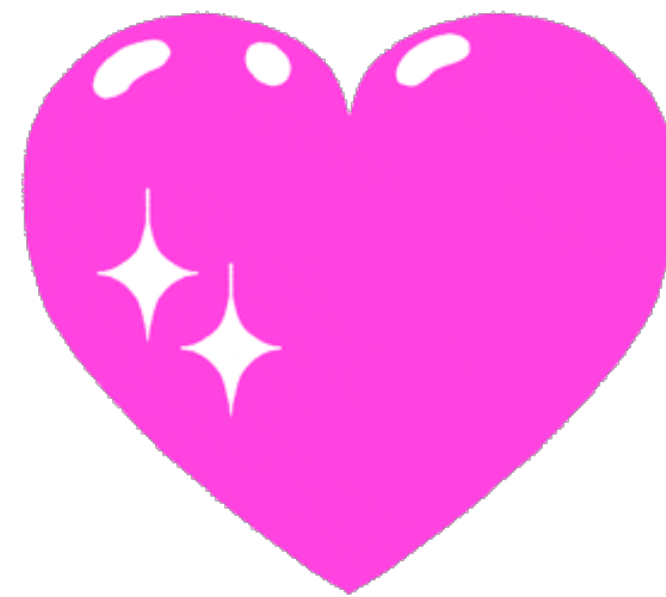
Activism is  
**NOT A TREND**



# NO STEREOTYPES



*this* is a  
*stereotype*



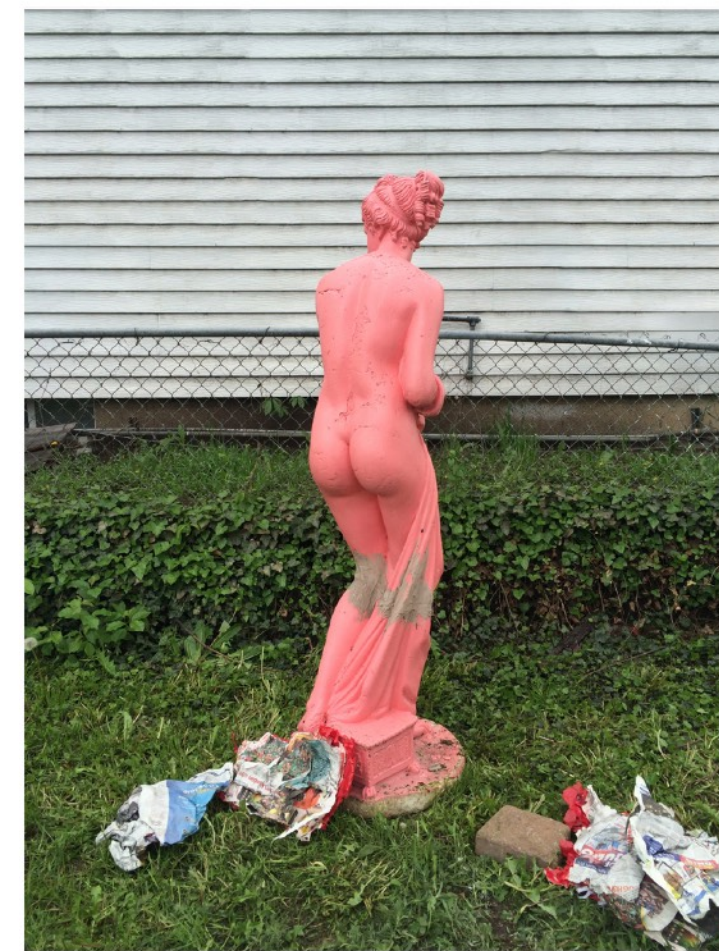
SELF-LOVE  
SELF-LOVE  
SELF-LOVE

HAVING A MINOR  
EXISTENTIAL  
CAREER CRISIS.  
*Help?*

girlboss  
moment

GIRLBOSS

MEDIUM



AMBITIOUS

DO IT  
YOURSELF

YOU GOTTA  
BREAK  
THINGS TO  
GROW

DO WHAT  
YOU LOVE  
DO WHAT  
YOU LOVE  
DO WHAT  
YOU LOVE

Where did your story  
**START?**



# MAKE A STATEMENT



**NO**

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g. **ASK  
FOR  
WHAT  
YOU  
WANT**

**Self-care**



**Don't care**

**DO IT  
YOUR-  
SELF**

g. **FUCK UP  
ON YOUR  
OWN TERMS**

**force  
of  
nature**

**BE THE  
CHANGE  
YOU WISH  
TO SEE  
IN YOUR  
FEED**

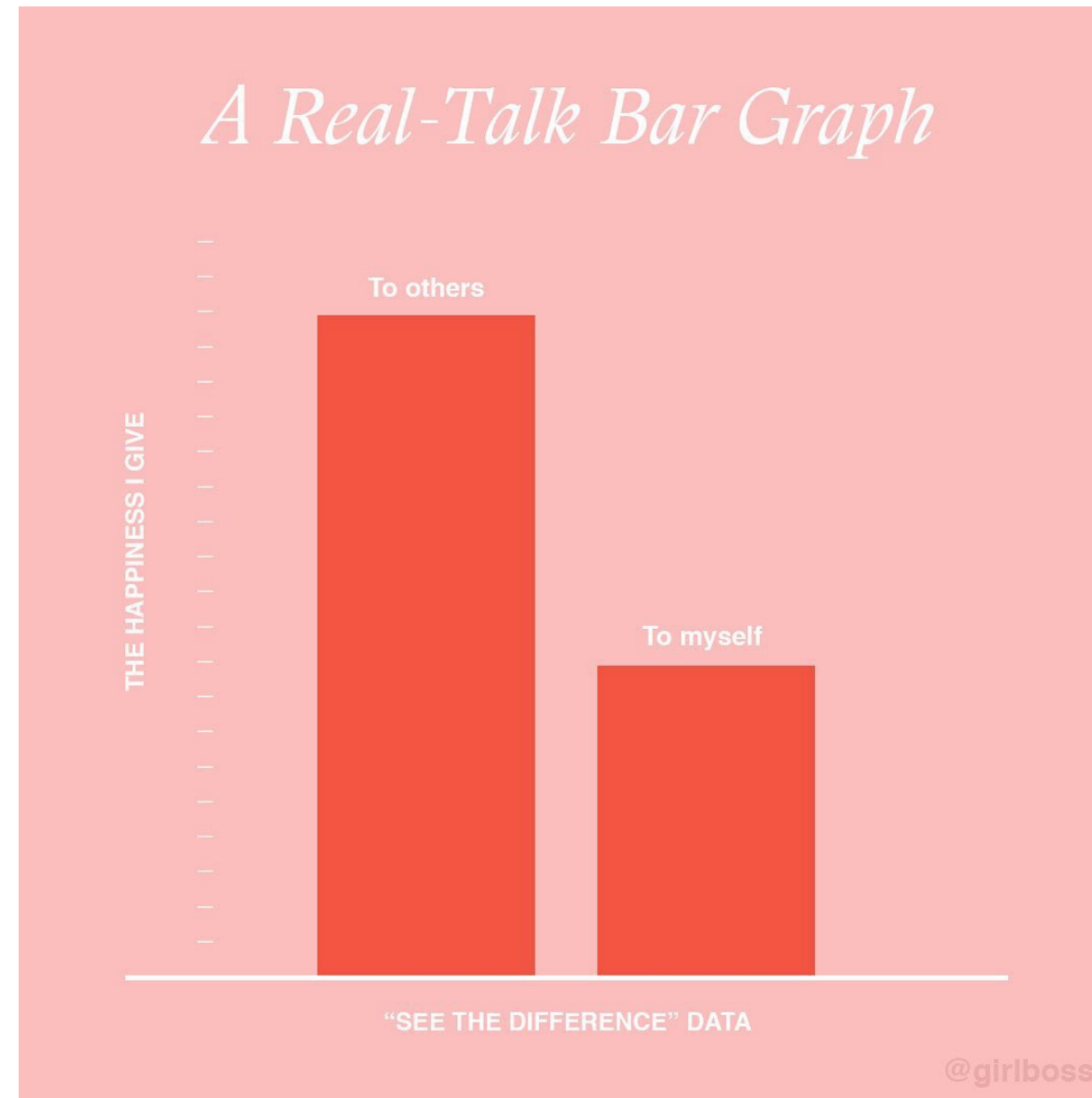
g. **YOUR  
TIME  
AND  
ENERGY  
HAVE  
VALUE**

g.

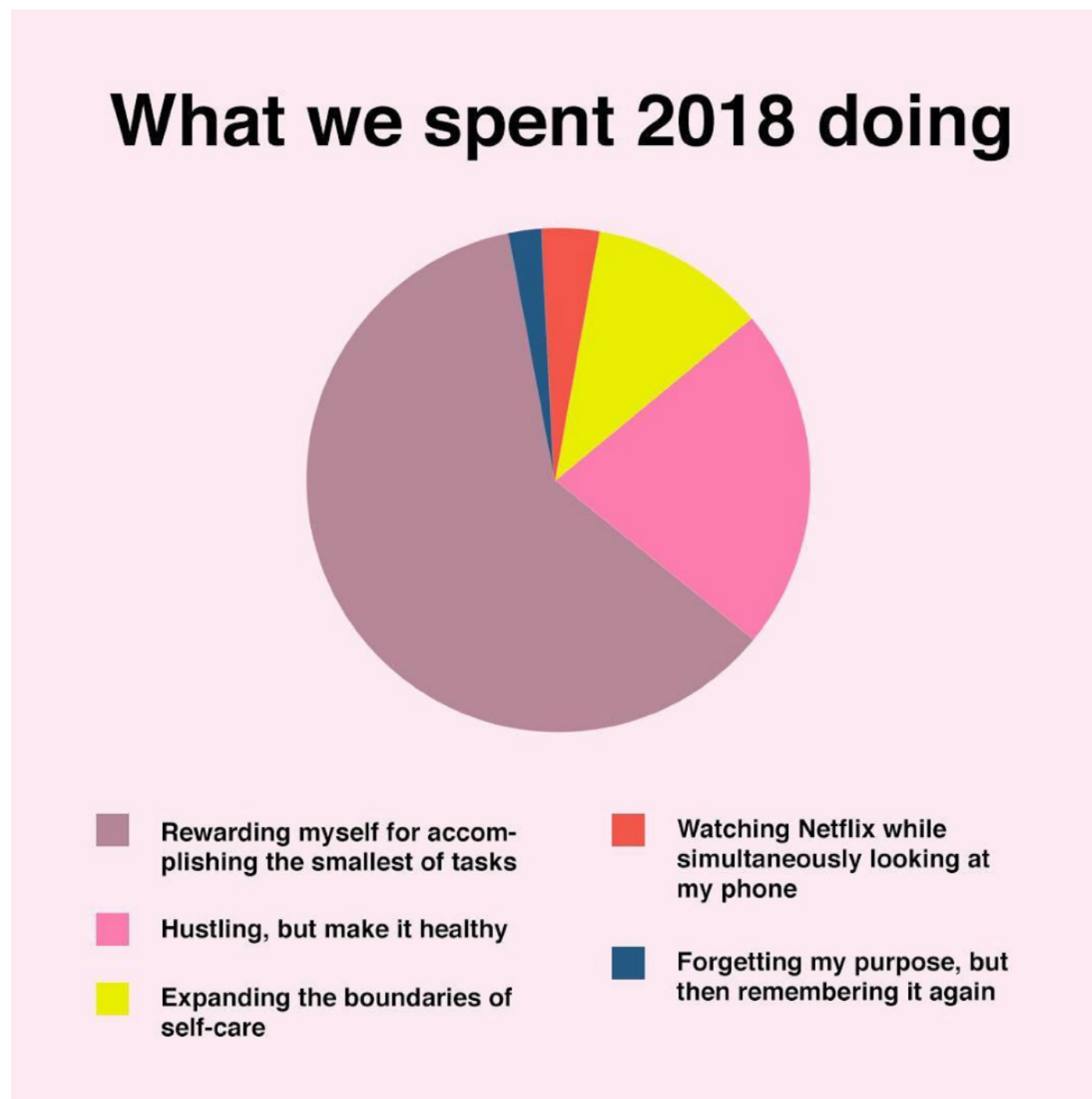
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# EMBRACE CIRCUMSTANCE





- ### A list of things I did while Instagram was down:
- Filed my taxes
  - Made a proper commitment to my Duolingo studies
  - Nursed an ill baby bird back to health
  - Finally learned how to spell "restaurant"
  - Learned how to code
  - Laundry



# TRUST INSTINCTS








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LOREM IPSUM DOLOR SIT AMET,  
 CONSECTETUR ADIPISCING ELIT  
 AT RISTORANTE DEL LAGO

# Lorem Ipsum

6 P.M. COCKTAILS  
 7 P.M. DINNER

SMART CASUAL ATTIRE

girlboss® x  Cadillac




“The most valuable thing I  
 learned was how powerful and  
 amazing women really are!”

— A PAST GIRLBOSS RETREAT ATTENDEE

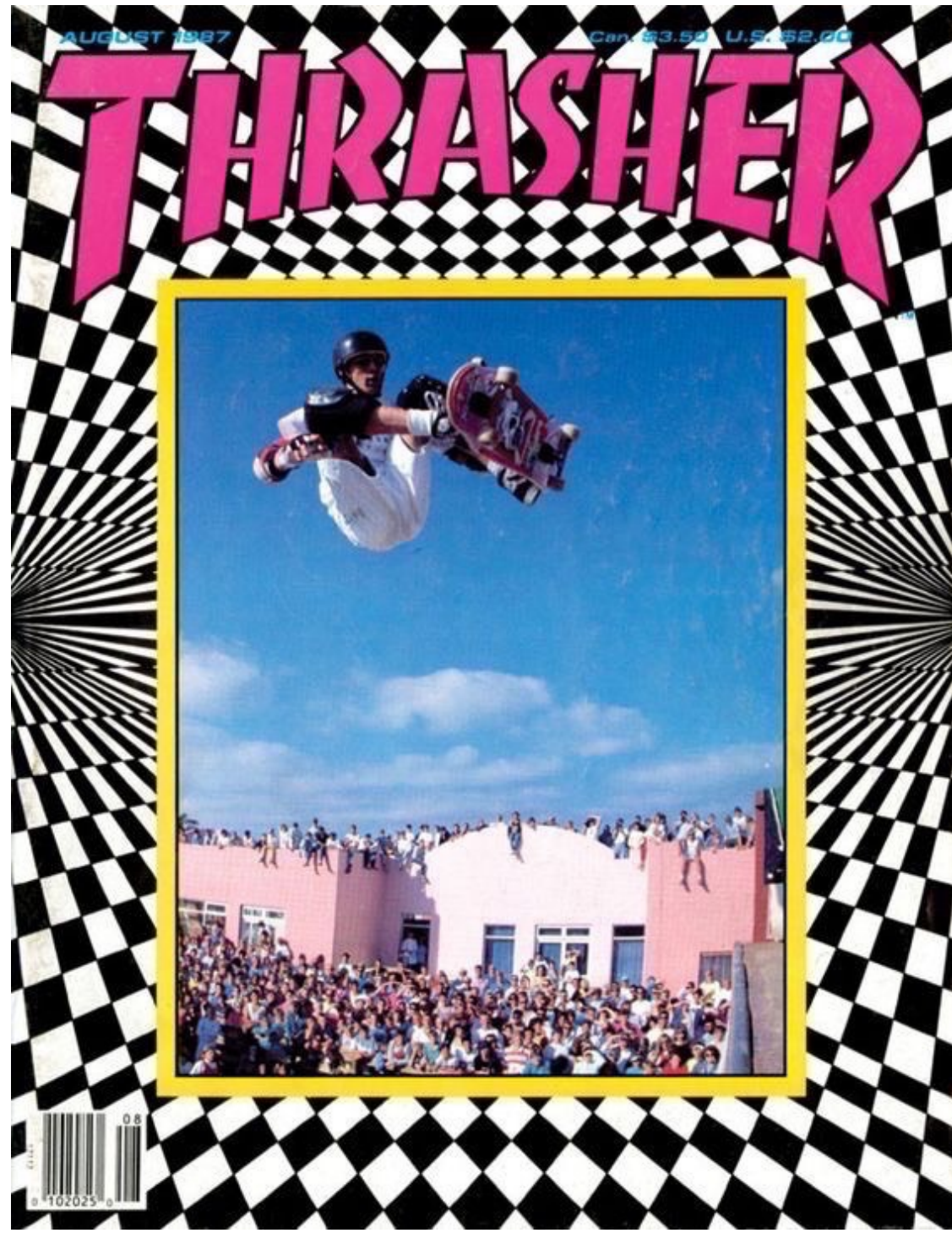
girlboss® |  Cadillac



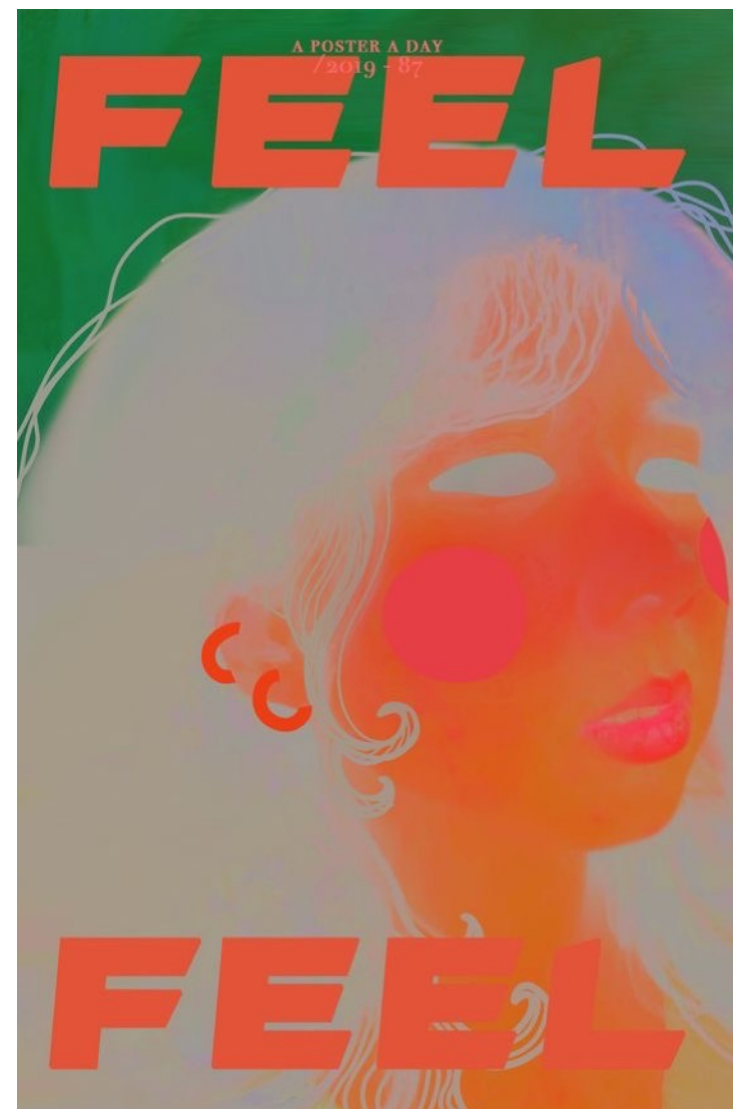
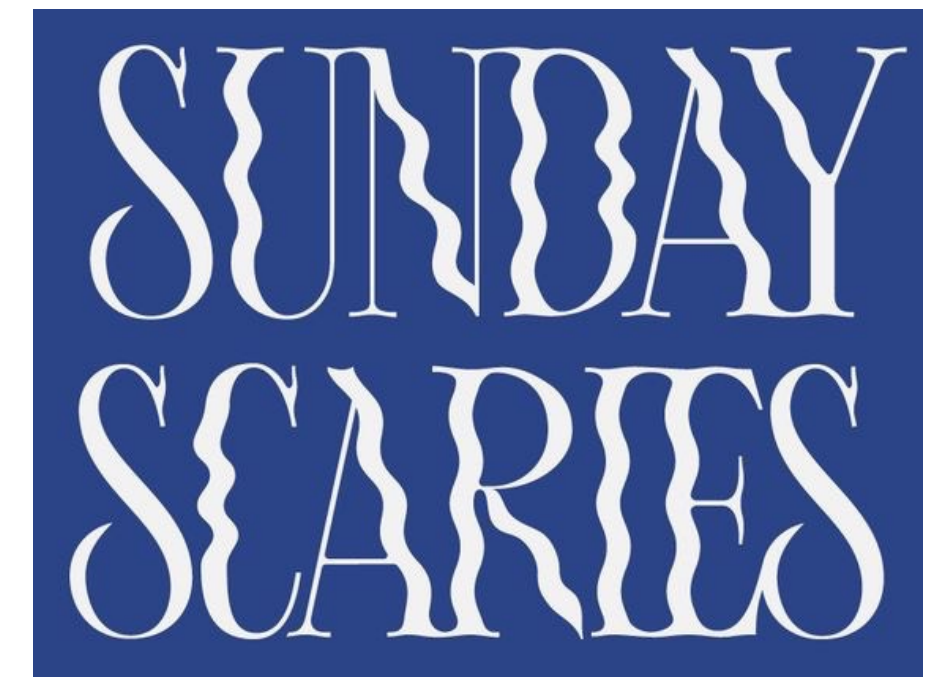
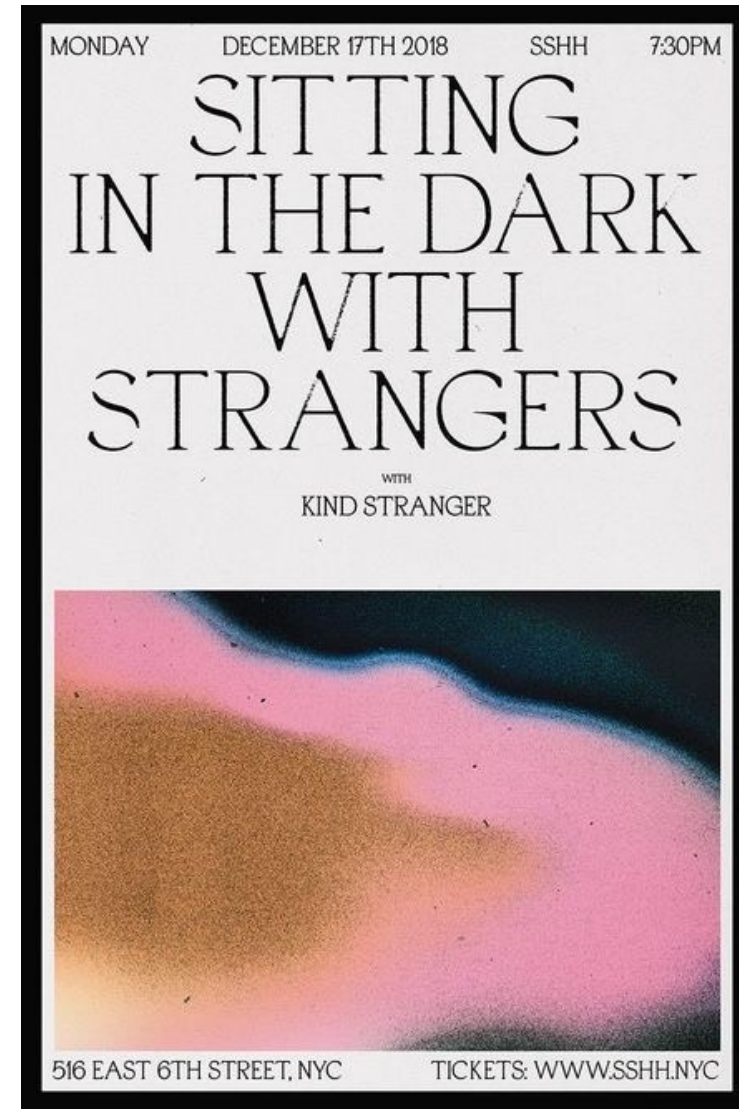

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# LOOK AHEAD





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# THE POWER OF AUTHENTICITY



to be authentic  
**IS TO CARE**

it's about you

