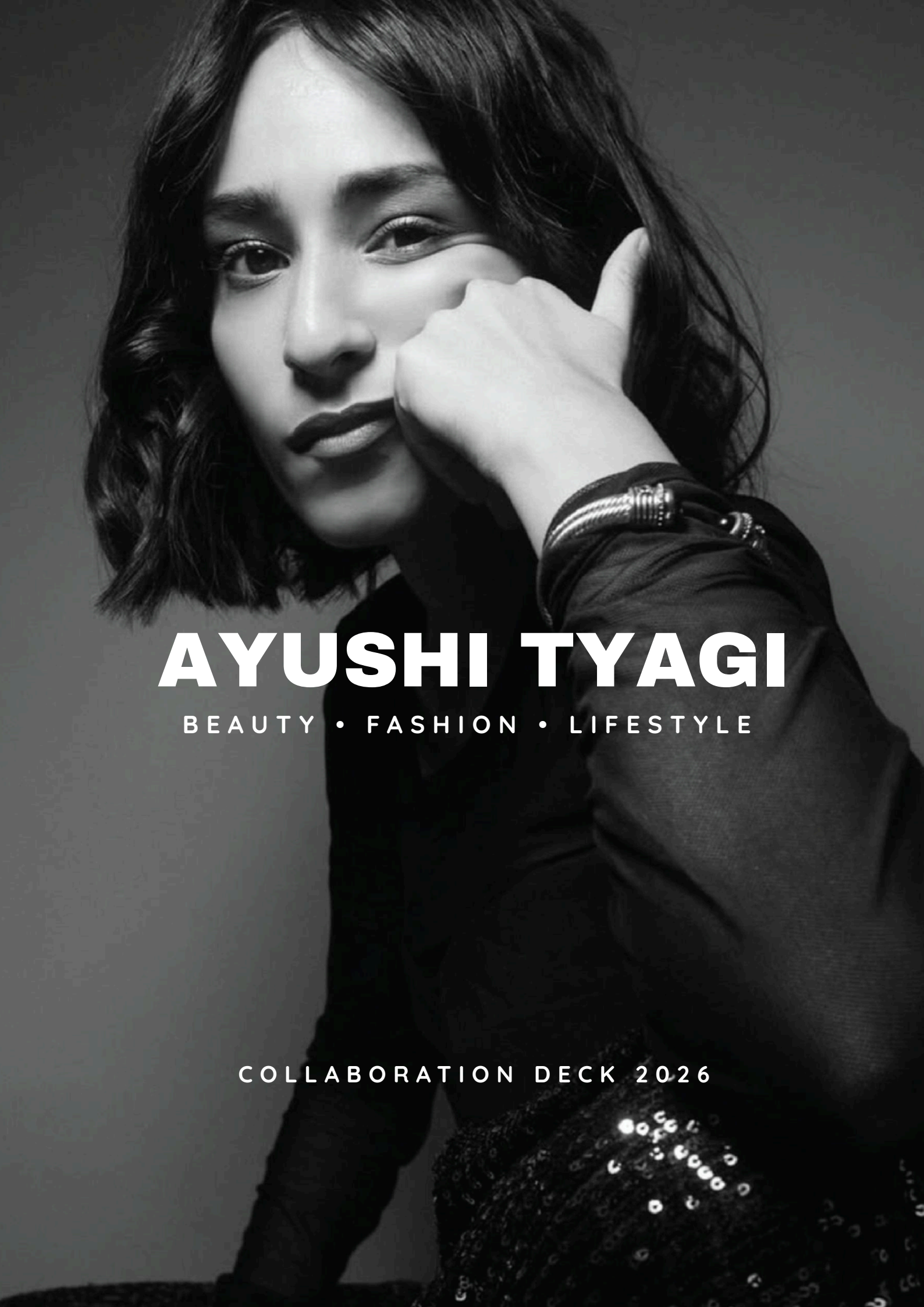


A black and white portrait of Ayushi Tyagi. She has dark, wavy hair and is looking directly at the camera with a slight smile. Her right hand is raised, resting her chin on her palm. She is wearing a dark, long-sleeved top with a metallic cuff on her right wrist. The background is a soft, out-of-focus grey.

# AYUSHI TYAGI

BEAUTY • FASHION • LIFESTYLE

COLLABORATION DECK 2026



# Hello,

I'M AYUSHI.

I turn everyday moments into visually engaging stories through fashion, beauty, and lifestyle content that feels effortless, intentional, and authentic. Whether I'm styling an outfit, sharing a beauty favorite, or documenting moments that inspire me.

I create visuals that audiences genuinely enjoy watching and brands are proud to share.

The best collaborations don't interrupt the audience—they become part of the story.

*"They feel like stories."*











# Content

WHAT I CREATE.



FASHION



LIFESTYLE



COUPLE



MAKEUP/SKINCARE



# Feels

FASHION, BEAUTY, AND LIFESTYLE MOMENTS CRAFTED  
WITH INTENTION RATHER THAN TRENDS.

• TREND-LED  
STORYTELLING

• NATURAL BRAND  
INTEGRATION

• THOUGHTFUL  
STYLING

• CLEAN, ELEVATED  
VISUALS





# Carousels

CURATED VISUAL STORIES WHERE EVERY FRAME CONTRIBUTES TO THE OVERALL MOOD AND NARRATIVE.







STORIES OFFER AN UNFILTERED GLIMPSE INTO EVERYDAY MOMENTS, CREATING SPACE FOR AUTHENTIC CONVERSATIONS AND EFFORTLESS BRAND INTEGRATION.

• TREND-LED  
STORYTELLING

• NATURAL  
PRODUCT  
PLACEMENT

• DAILY  
INSPIRATION

• LIFESTYLE  
MOMENTS



# Campaigns

VISUAL  
STORYTELLING  
DESIGNED TO  
FEEL  
EFFORTLESS,  
HONEST,  
AND  
EDITORIAL.

FASHION, BEAUTY,  
LIFESTYLE, AND TRAVEL  
BRANDS ARE BROUGHT  
TO LIFE THROUGH  
THOUGHTFUL CREATIVE  
DIRECTION.

EVERY PROJECT  
BEGINS WITH THE  
BRAND'S WORLD,  
NOT A TEMPLATE.

PRODUCTS ARE  
INTEGRATED  
NATURALLY INTO  
REAL MOMENTS—  
NEVER FORCED,  
NEVER  
Distracting.





UNI  
QLO

THE DESSERT COLLECTION BY  
**BAILEYS**  
X  
**SMOOR**

# BRAND FILMS



Indian  
Premier  
SALE  
18th-22nd Sept.

SALE IS LIVE  
50-70% OFF



Myntra



mokobara

FLASH SALE

UP TO 60% OFF



BORNOVR™



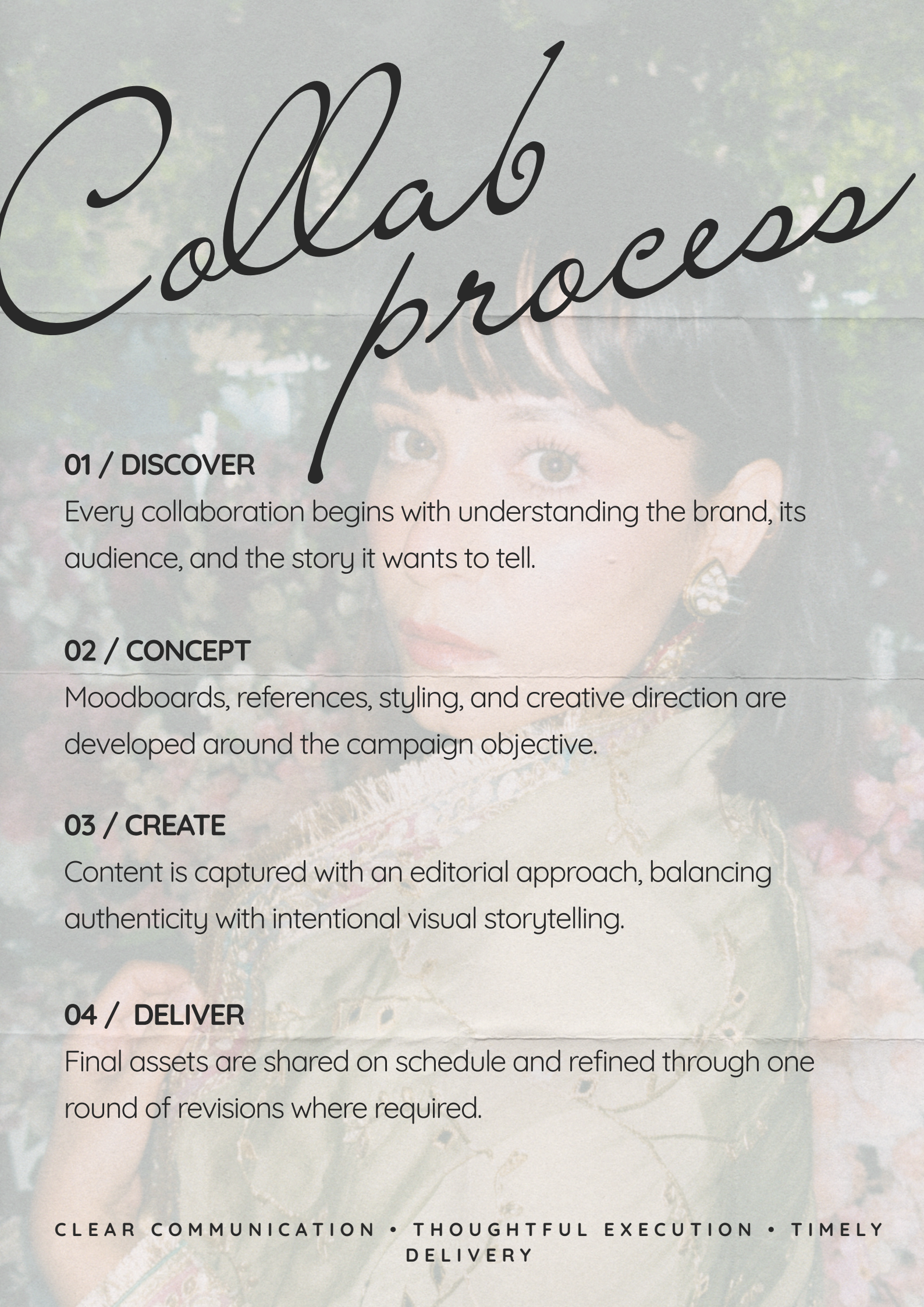
Budweiser



KINGFISHER







# Collab process

## 01 / DISCOVER

Every collaboration begins with understanding the brand, its audience, and the story it wants to tell.

## 02 / CONCEPT

Moodboards, references, styling, and creative direction are developed around the campaign objective.

## 03 / CREATE

Content is captured with an editorial approach, balancing authenticity with intentional visual storytelling.

## 04 / DELIVER

Final assets are shared on schedule and refined through one round of revisions where required.

CLEAR COMMUNICATION • THOUGHTFUL EXECUTION • TIMELY  
DELIVERY



# Working together

Every collaboration is tailored to the campaign.

Rates are determined by the creative scope, production requirements, deliverables, usage rights, timelines, and exclusivity.

- 

Each project is quoted individually to ensure the creative approach aligns with the brand's objectives.

- 

Long-term partnerships and multi-deliverable campaigns can be customized upon request.



# Deliverables

Creative services include, but are not limited to:

- Editorial Reels
- Instagram Stories
- Carousel Posts
- Campaign Photography
- Product & Lifestyle Content
- Store Visits
- Event Coverage
- Creative Direction
- Content Licensing



# Usage rights

Usage rights are licensed separately from content creation.

Additional licensing may apply for:

- Paid Advertising
- Website Usage
- E-commerce
- Whitelisting
- Organic Brand Channels
- Print & OOH
- Extended Campaign Duration



# Timelines

Standard timelines begin once the brief, product (if applicable), and agreement have been received.

One round of minor revisions is included.

Additional revisions may incur an additional fee.

Delivery timelines may vary depending on the complexity of the campaign.





# LET'S CREATE

*something memorable*

**For collaborations, campaign enquiries, and  
brand partnerships:**

**Email : [ayushityagi4093@gmail.com](mailto:ayushityagi4093@gmail.com)**

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

**Location : Delhi, India**

**Available worldwide for select campaigns.**