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FOR IMMEDIATE RELEASE

Lonely Ghost Launches Authentic “One Shot Series”

PROVO, Utah - May 31, 2022 - Today, the Lonely Ghost streetwear clothing brand, which targets Generation Z with its dedication to sustainability, community and inclusivity, has finally launched its first campaign called the “One Shot Series.” Taking a different approach to marketing their clothing line, Lonely Ghost’s campaign has a unique twist focusing on authenticity and naturalness.

The “One Shot Series,” features Lonely Ghost’s merchandise in short clips videoed in only one take to capture everyday moments. The brand aims to show that Lonely Ghost clothing is versatile ranging from cool outfits to the comfortable hoodie you throw on for a late-night McDonald’s run. The campaign also plans to share its customers’ own clips wearing Lonely Ghost gear to show how their brand is a natural experience.

Created by influencers India Blue and Bronson Christensen, they wanted Lonely Ghost to be a “post-able” brand with multiple photo opportunities to make automatic user-generated content irresistible. Also utilizing their own personal community of influencers, Blue and Christensen have continued to barely use any of their budgets to market their products.

The “One Shot Series” hones in on this natural marketing concept. In a society full of an overwhelming amount of advertisements and feeling like you are constantly being sold to, Blue explains that the series was based on the question, “how do I take an authentic approach to something that feels so forced?” As an influencer, she wanted her brand to be shared through word of mouth and authenticity leading to the “One Shot Series.”

Blue also states that the series is of “real people who love lonely [ghost], and wear lonely [ghost], shot on video doing mundane tasks. Daily life. The real stuff.” The campaign creatively encapsulates genuineness which perfectly molds Lonely Ghost’s goals of authenticity.

About Lonely Ghost:

Lonely Ghost is one of the hottest new brands of streetwear today. Founded in 2019 by influencers Indy Blue (Severe) and Bronson Christensen, it quickly trended on social media with

fans including Addison Rae, Hannah Meloche, Pyper America, and Summer Mckeen. Learn more at <https://lonelyghost.co/>.

Social Media:

- **Instagram:** @lonelyghost
- **Twitter:** @lonelyghost
- **TikTok:** @lonelyghostco

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