

golden hour

CRISTINA FENNER
photography x *Bailey Campbell*

**Bringing the beauty of the North Country
to the back of your shirt**



the golden girls

CRISTINA FENNER
photography

x Bailey Campbell

Two Canton natives turned free-lance creatives. Cristina is a photographer, Bailey is an artist, and together (*in between nap time and after-school pickup*) they are showcasing some of the best places that the NoCo has to offer.

Golden Hour stirs hometown pride by creating one-of-a-kind art, featuring the best local hangouts, and sticking them on the back of your new favorite t-shirt.



Cristina Fenner



Bailey Campbell

What Is Golden Hour?

EVER HEARD THE PHRASE “BEEN THERE, GOT THE TSHIRT” ?

Tshirts are some of the most popular and common souvenirs, and we often find ourselves commemorating our trips or experiences by wearing them proudly. But what about the places we see and visit every day? The places that we often take for granted simply due to our vicinity or frequency of attendance?

In photography, the term "golden hour" is the time of day about an hour before the sun sets over the horizon when you can find soft diffused light beaming over the landscape. This lighting is not only ideal for photographs, but it's also the most beautiful time to take in the views of the places that we live and love.

The Golden Hour Tees symbolize and remind us to "find the good light" and appreciate the seemingly ordinary. The *not* Disneyland, but instead, our own North Country backyards and hometowns.

the facts + stats

- Established in the Spring of 2024
- Each shirt design launch is one week long, encouraging orders by use of creating a sense of urgency. Once a “drop” closes, the design retires and is no longer available for purchase.
- Utilizes Shopify checkout plugin on a custom website to host online storefront.
- The Golden Hour shirts are seasonal drops, released 4 times a year, that align with the changing seasons and lighting shown in each design.
- Each design includes a small hidden camera which a nod to the origin of the name “Golden Hour” - a term used for the ideal time of day take photo.
- Cristina comes up with the location ideas, shirt color and all general design factors, then sends Bailey a mockup, who digitally draws/paints the designs.
- The printing of the shirts is done by Bee’s Custom Embroidery, a local small business in Massena, NY
- Marketing is done primarily on social media, specifically, Facebook and Instagram.
- Order fulfillment is done by Cristina, and orders are shipped directly to customers.
- Each order contains a thank you card, a garment care tag and a Golden Hour sticker.



FEATURING:
waddington, ny

The first Golden Hour shirt we released, featuring Waddington NY and the St. Lawrence University Boat House

released from:

5.8.24 - 5.17.24

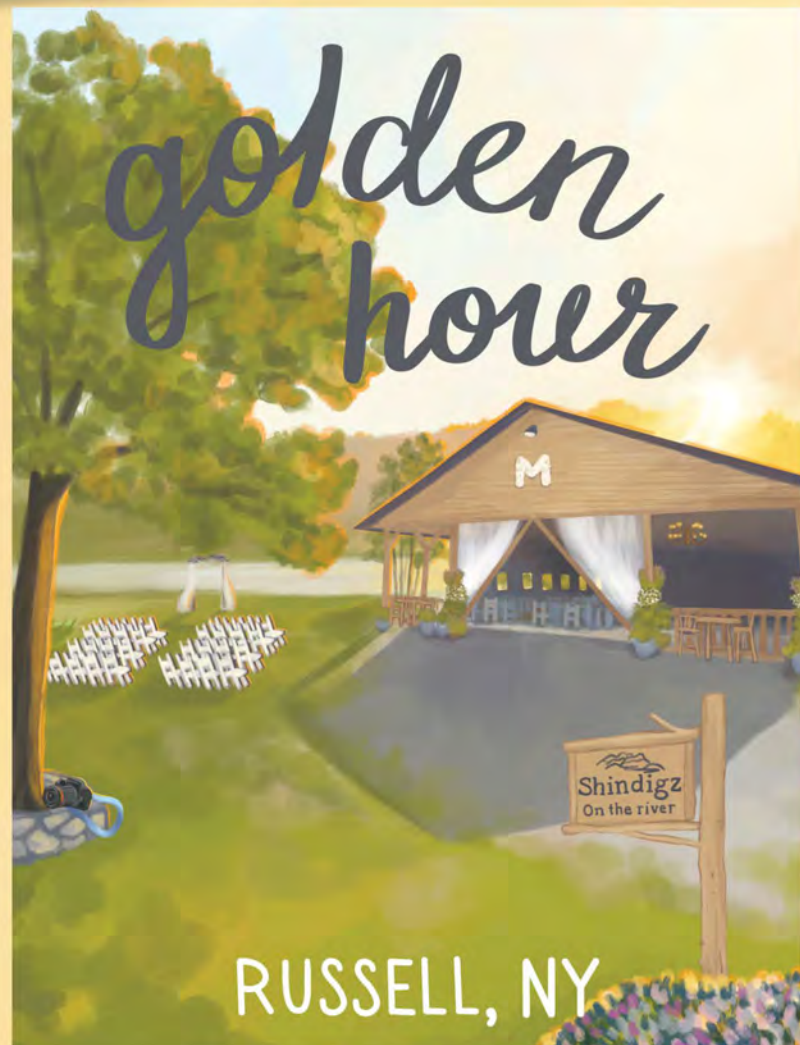




FEATURING:
russell, ny

Partnered with a local wedding venue, "ShinDigz" in Russell, NY to feature their property for our Summer24 Drop

released from:
7.17.24 - 7.24.24

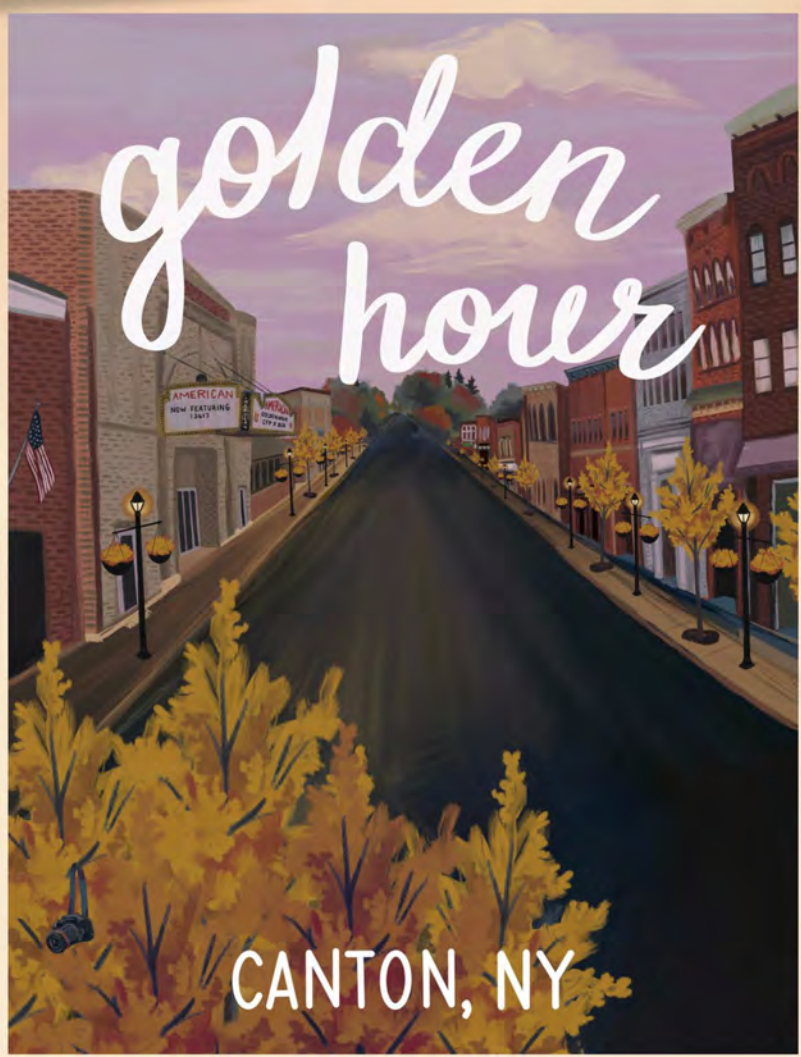




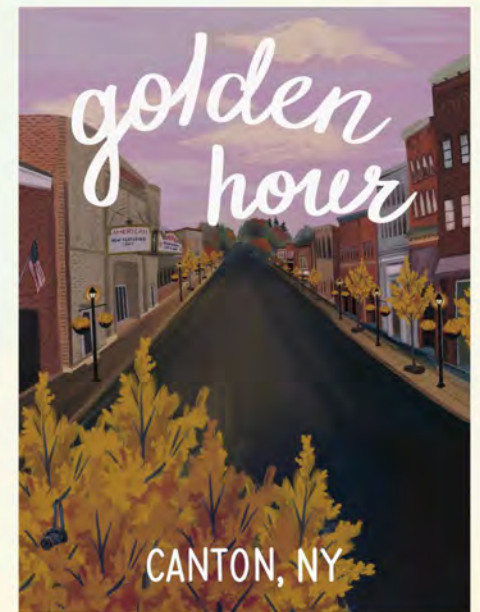
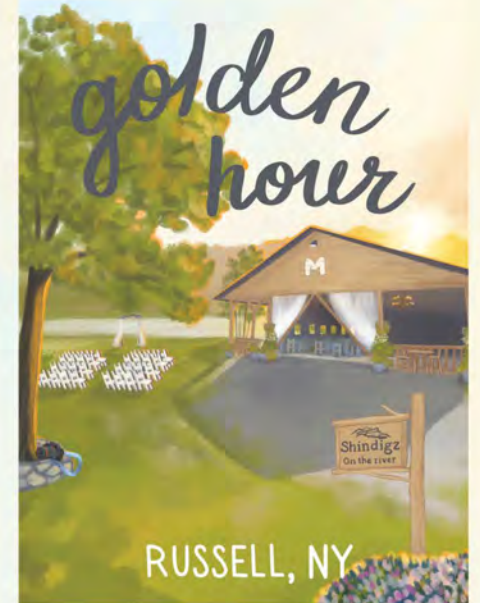
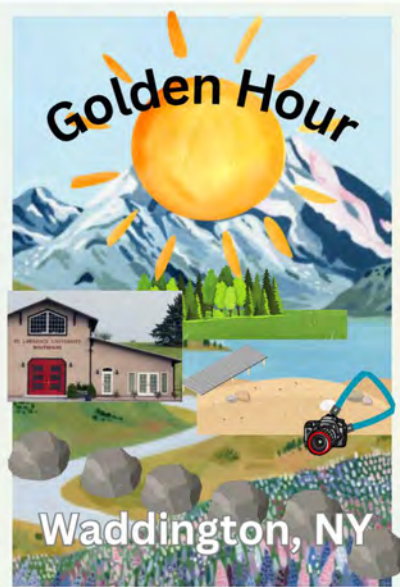
FEATURING:
canton, ny

The Fall24 drop was extra special to Bailey and I, because Canton is our hometown and fall is our favorite season!

released from:
9.1.24 - 9.8.24



the design process



Each design all start out as a shared “brain dump” in Canva with Cristina and Bailey.

the pre-launch strategy

Every Golden Hour Shirt drop starts with a series of clues that are posted once a day, leading up to the drop, to encourage the audience to guess what location is being featured in the next drop. This boosts online social engagement, which helps boost sales during the drop. The first person to guess correctly gets a free shirt from the drop.

The first set of clues for Spring24 was to guess what the new brand launch was. Cristina engaged with her existing social media audience from her photography business to promote the launch of the new brand, Golden Hour.

SPRING24 DROP

clues

something
BRAND NEW
is coming...

starting today, I'm
dropping one clue every
day until the big launch on

5.10

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

clue # 1



come back tomorrow
for another hint!

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

clue # 2



come back tomorrow
for another hint!

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

clue # 3



come back tomorrow
for another hint!

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

clue # 4



come back tomorrow
for another hint!

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

clue # 5



come back tomorrow
for another hint!

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

clue # 6



come back tomorrow
for another hint!

CRISTINA FENNER
photography

Suprise Launch
dropping 5.10

final clue

I don't have hands or feet
But I always have your back.
I'm better when I'm borrowed
and never given back.
There are so many others out there like me.
Stuffed away and sometimes displayed neatly.
13 years is a long time, you see.
So I thought it's time to do things
a little differently
This isn't Taylor's Version
But can you still decode me?

Announced
TONIGHT 9:30PM

dropping
tonight
9:30pm

SPRING24 DROP

clues decoded



ready to decode
some clues?



clue #1 decoded



a throwback photo from 2010
of the creators!



clue # 2 decoded



Waddington Beach video I sent
to Bailey for inspo



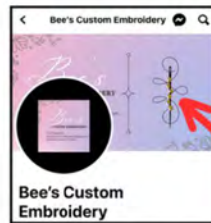
clue # 3 decoded



the word is "Bay" which is also the
color name of the Comfort Colors shirt



clue # 4 decoded



The logo graphic from "BEE's" Custom
Embroidery, the shop making the shirts!



clue # 5 decoded



Golden Hour start time
during the warmer months



clue # 6 decoded



The little CFP "easter egg"
tucked away in the shirt design!
Have you spotted it yet?



final clue decoded

I don't have hands or feet,
But I always have your back.
I'm better when I'm borrowed
and never given back.
There are so many others out there like me.
Stuffed away and sometimes displayed neatly.
13 years is a long time, you see.
So I thought it's time to do things
a little differently
This isn't Taylor's Version
But can you still decode me?

answer : shirt!

I've been in business for 13 years :)
Did you guess correctly? Comment below!!



SUMMER24 DROP

clues



dropping
7.17 @ 10am

clues start today!



dropping 7.17

clue # 1



come back tomorrow
for another hint!



dropping 7.17

clue # 2



come back tomorrow
for another hint!



dropping 7.17

clue # 3



come back tomorrow
for another hint!



dropping 7.17

clue # 4



come back tomorrow
for another hint!



dropping 7.17

clue # 5



come back tomorrow
for another hint!



dropping 7.17

final clue

If you're coming from town, hit the 4 way.
A big open lot, bring your camper if you'd like, and stay.
I have big doors, none that swing, but only roll.
Sometimes it gets rowdy, but never too out of control.
Open, closed or cash, friends and family all make a mad dash.
Something borrowed, something blue.
Something old, in 2019, this was something.....
Down a dirt road, you can't miss the sign.
But if I do get lost, please don't be shy,
Go ahead and tell me, where am I?

revealed
TOMORROW at 10am!



7.17 - 10am

SUMMER24 DROP

clues decoded



ready to decode
some clues?



clue # 1 decoded



Shindigz sits along the
Grass(e) River



clue # 2 decoded



the "shin" in Shindigz!



clue # 3 decoded



You can find a custom keepsake
hanging from the Shindigz sign for
each wedding held there!



clue # 4 decoded



the anniversary date of the first wedding I
ever photographed at Shindigz, who also
happens to be the owner's daughter :)



clue # 5 decoded



the "dig" in Shindigz!



final clue decoded

If you're coming from town, hit the 4 way.
A big open lot, bring your camper if you'd like, and stay.
I have big doors, none that swing, but only roll.
Sometimes it gets rowdy, but never too out of control.
Open, closed or cash, friends and family all make a mad dash.
Something borrowed, something blue,
Something old, in 2019, this was something.....
Down a dirt road, you can't miss the sign.
But if I do get lost, please don't be shy,
Go ahead and tell me, where am I?



tomorrow
10am



FALL24 DROP

clues



**dropping
9.1 @ 8am**

clues start today!



dropping 9.1

clue # 1



come back tomorrow
for another hint!



dropping 9.1

clue # 2

18:05

come back tomorrow
for another hint!



dropping 9.1

clue # 3



come back tomorrow
for another hint!



dropping 9.1

clue # 4



come back tomorrow
for another hint!



dropping 9.1

final clue



dropping tomorrow
9.1 @ 8am!

FALL24 DROP

clues decoded



ready to decode
some clues?



clue # 1 decoded



you can find the "American" theater
and flag featured in downtown Canton



clue # 2 decoded

18:05

Canton was formally
founded in 1805



clue # 3 decoded



Canton is the county "seat" of
St. Lawrence County



clue # 4 decoded



Canton was the home to J.H. Rushton,
who was a well-known canoe builder
and founded of Rushton Canoes in 1875



clue # 5 decoded

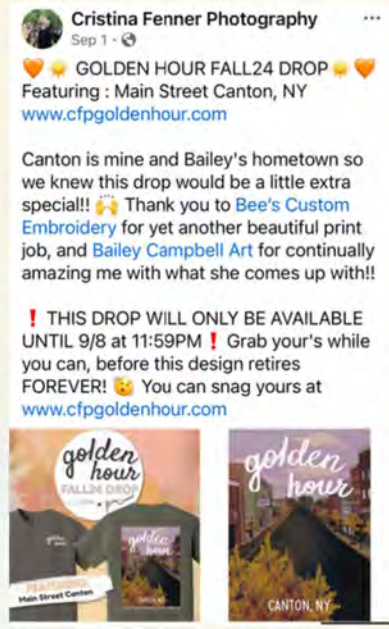


The "Bear" for the
Canton Golden Bears



launch week

During the week-long launch, Cristina continues to post daily on Facebook, Instagram and Instagram/Facebook Stories to promote the launch, share the decoded clue answers, and share clue guesses from the audience.

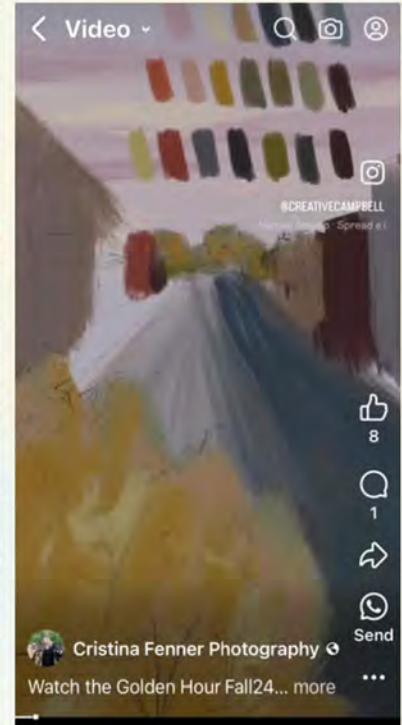
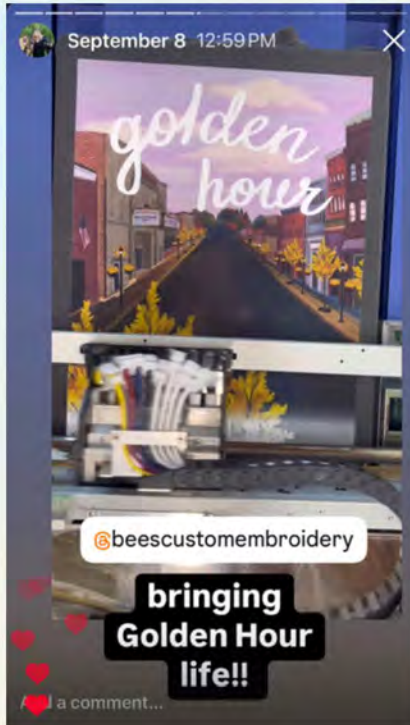


Customers are also encouraged and suggest locations for future launches, vote on shirt colors, and be various other Inclusions In the overall design process of Golden Hour. This Is done by use of the polls feature and question/comment feature on Instagram/Facebook Stories



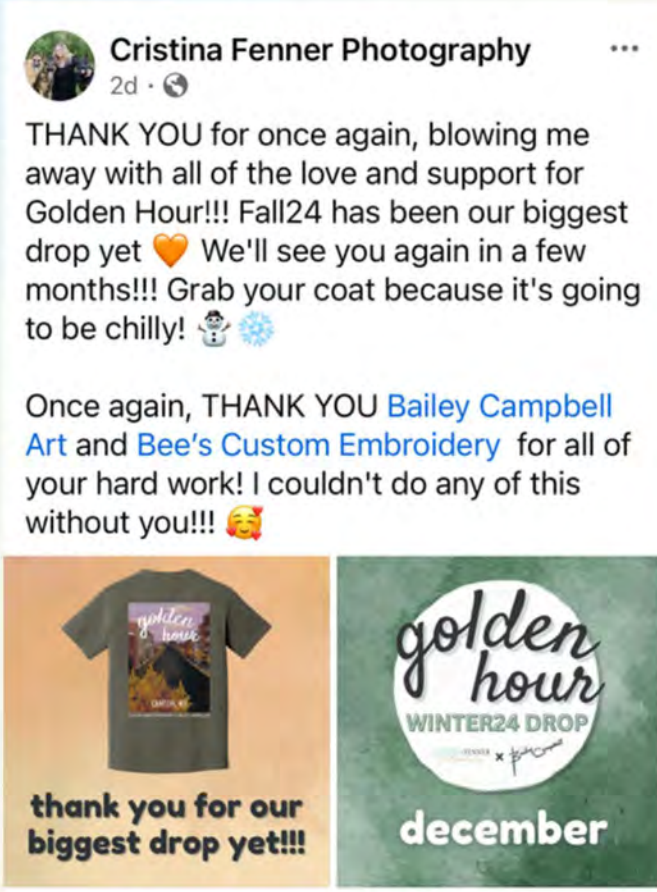
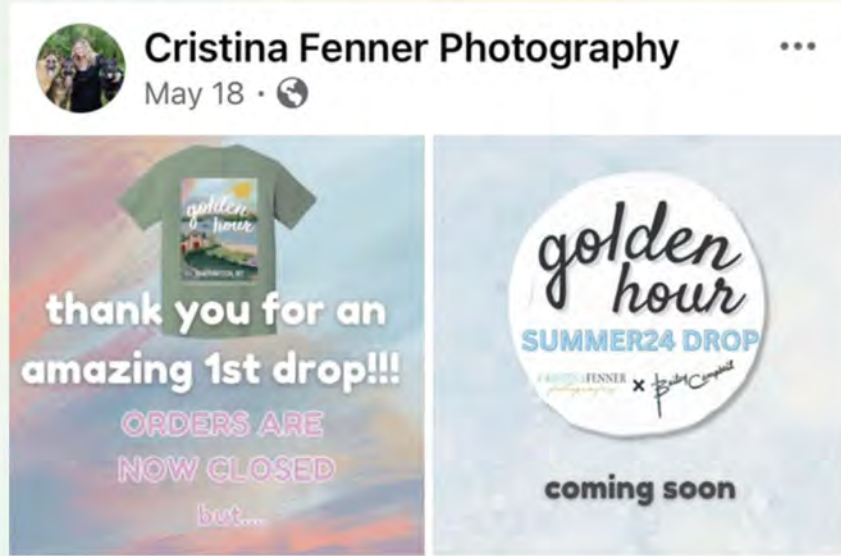
launch week cont.

Cristina and Bailey share “behind the scenes” of the design process and bringing the current Golden Hour drop to life.



As the launch week comes to a close, the narrative of the posts change to act as a reminder that this design will retire and will not be available for purchase after the drop closes.

post launch



Once the drop closes, a “thank you” post is created and shared on social media, as well as the announcement of the next coming drop. The announcement post gives customers an exclusive glimpse into the color/theme that will likely be used for the next shirt design. This keeps customers continually excited for the next drop.

check out

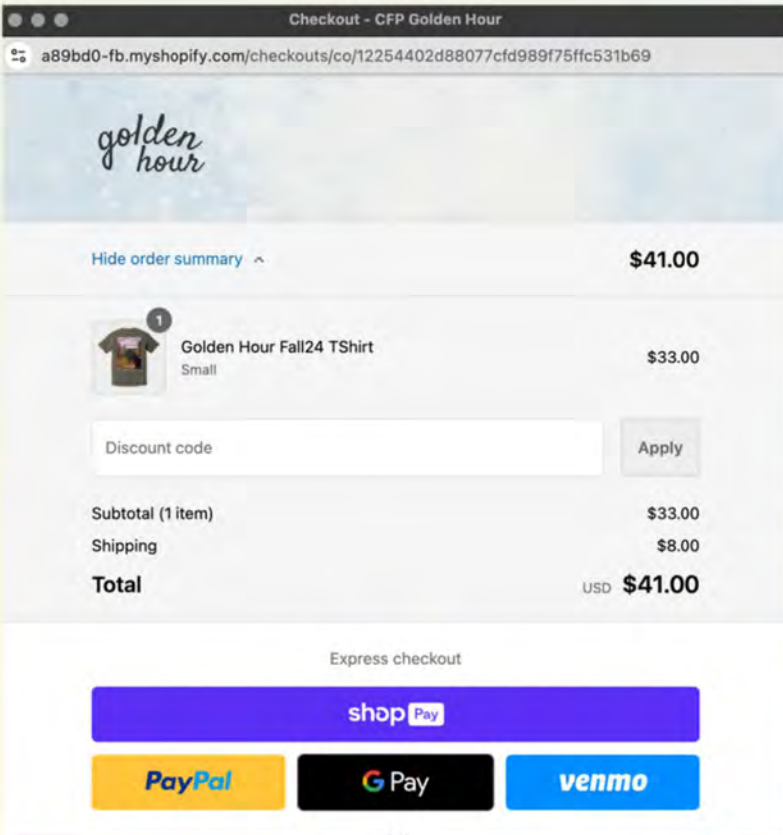
Customers place their orders directly from the online checkout Shopify plugin on the Golden Hour website.



The product page features a grey t-shirt with a graphic print that says "golden hour" and "CANTON, NY". The price is \$33.00. Below the product image is a size selector set to "Small" and an "Add to cart" button. To the right of the product image is a list of features:

- COMFORT COLORS COTTON
- SMALL - 4XL
- ADULT UNISEX SIZING
- OVERSIZED FIT
- SHIPPING CAL. @ CHECKOUT

On the right side of the page is a cart summary showing one item: "Golden Hour Fall24 TShirt Small" for \$33.00. The subtotal is \$33.00, and there is a "Checkout" button at the bottom.



The checkout page shows the "golden hour" logo at the top. Below it is a "Hide order summary" link and a total price of \$41.00. The order summary includes one item: "Golden Hour Fall24 TShirt Small" for \$33.00. There is a "Discount code" input field with an "Apply" button. The breakdown of costs is as follows:

Subtotal (1 item)	\$33.00
Shipping	\$8.00
Total	USD \$41.00

At the bottom, there are three payment options: "shop Pay", "PayPal", and "venmo".

Shipping is automatically calculated based on the location of the customer.

Orders are then shipped directly to the customer.

SPRING24 DROP



golden hour



SUMMER24 DROP



golden hour



FALL24 DROP



golden hour



Each order contains a thank you card with the design on the back as a keepsake, a garment care tag attached to the shirt and a waterproof Golden Hour sticker.

These unexpected “freebies” are a fundamental part of under-promising and over-delivering to customers.



front



back

golden hour

WINTER24 DROP

CRISTINA FENNER
photography

x *Bailey Campbell*

coming soon

december

golden
hour

home
shop
contact
next drop



bringing the beauty of the NoCo
to the back of your shirt



visit the website at
www.cfpgoldenhour.com

the objectives:

1. How would you describe Golden Hour's target customers?
2. How can Golden Hour increase visibility throughout the North Country?
3. What avenues of promotion can be expanded to further Golden Hour?
4. How can Golden Hour increase its product line?
5. How could Golden Hour include other small businesses/establishments to be involved in the product process?

*golden
hour*