

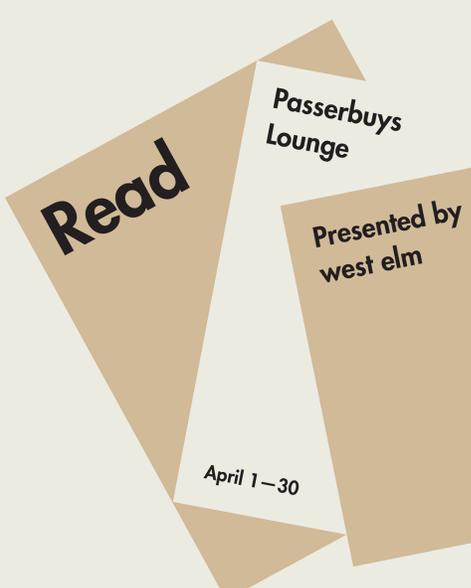
Hello!

Thanks for stopping by. Below you'll find a sampling of some of the copywriting and editing work I've done in the past. You can always find more examples of my writing on my website, linked below. I hope you like what you see!

Warmly,
Kate Palisay

whoiskatepalisay.com

Passerbuys: Lounge Branding + Promotion



Read
Passerbuys Lounge
Presented by west elm
April 1-30

A chill space where you can take a break shelved with books and records recommended by passersby. Passerbuys Lounge will be open to the public the entire month of April with a series of programming.

Canal Street Market
265 Canal Street

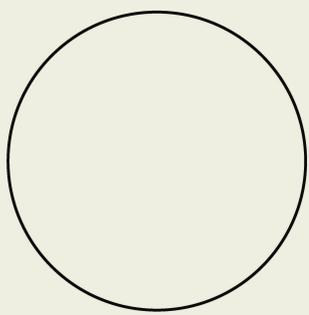
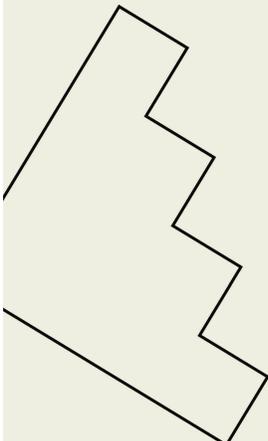
<p>APRIL 02</p> <p>12-6 PM AN IDLE AFTERNOON WITH SAND & SUCH AND RUDAS</p>	<p>APRIL 09</p> <p>3-5 PM I WROTE A BOOK, WHAT NOW? PANEL DISCUSSION WITH STEPHANIE DANLER, AUTHOR OF SWEETBITTER</p>	<p>APRIL 13</p> <p>11-8 PM POP UP NAIL BAR WITH VANITY PROJECTS & FLOSS GLOSS</p>
<p>APRIL 15</p> <p>3-5PM STORYTIME READINGS WITH NATASHA STAGG, ALEXANDRA KLEEMAN & BARBARA BROWNING</p>	<p>APRIL 24</p> <p>6-9PM SUZANNE MIDDLEMASS' <i>IT'S ALL ABOUT SHOES</i> BOOK LAUNCH PRESENTED BY TENEUES PUBLISHING AND MELTING BUTTER STUDIOS</p>	<p>APRIL 25</p> <p>7-8:30PM PAPER VS. PIXELS: DESIGNING FOR PRINT & SCREEN IN THE DIGITAL AGE PANEL DISCUSSION WITH THE NEW YORK TIMES, APARTAMENTO MAGAZINE & GARAGE MAGAZINE</p>

@PASSERBUYS
#PASSERBUYSLOUNGE
#MYWESTELM

PASSERBUYS CANAL STREET MARKET west elm

For the month of April 2017, Passerbuys created a pop-up lounge area in SoHo's Canal Street Market, collaborating with partners like west elm and SONOS, and hosting numerous events in the space. Below are samples of copy I wrote for signage appearing in the space.

Passerbuys Lounge Presented By west elm

Welcome to the Passerbuys Lounge, a chill space where you can take a break. We've filled it with pieces we love from modern furniture + décor brand west elm and stocked the shelves with books recommended by our passersby. Look out for awesome events happening in the Lounge throughout the month by following along on our Instagram. We hope you'll unwind a little and treat yourself to a moment of calm with Passerbuys.

Real Recommendations, Real People

Passerbuys is a site that features the style and recommendations of interesting passersby. Built around the real recommendations of the women we profile, Passerbuys aims to be the most authentic source for insider tips, guides, and advice.

@passerbuys @canalstreetmarket @westelm
#PasserbuysLounge #mywestelm

Play A Record

Put one of our passersby-recommended records on the turntable and listen to some music while you relax in the #PasserbuysLounge. Explore more of the music passersby are currently listening to by checking us out on Spotify.

Sound experience provided by

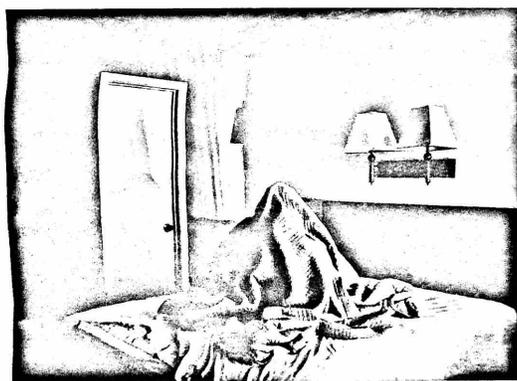
SONOS

An Idle Afternoon + The Idle Times

The launch event for the Passerbuys Lounge was called “An Idle Afternoon,” and was presented in collaboration with RUDAS and Sand & Such and sponsored by brands including Casper and Floyd. For the event, we published the “Idle Times,” a printed zine of original content about rest and relaxation, contributed by the event’s cohosts as well as sponsors. Pages 3-5 contain samples of copy I wrote for Idle Times.



“Everybody seems to think I’m lazy
I don’t mind, I think they’re crazy.
Running everywhere at such a speed
Till they find there’s no need.”
John Lennon



'Bedmounds' by Noah Kalina.
Noah Kalina is a photographer, cabin owner and a new dad to two chickens. He lives in New York.
noahkalina.com

An Idle Afternoon is a time dedicated to slowing down, relaxing, and reenergizing. It is hosted by Passerbuys, RUDAS, and Sand & Such at the Passerbuys Lounge, a thoughtfully designed space presented by west elm at Canal Street Market.

A temporary refuge of calm in the heart of Downtown Manhattan where Soho and Chinatown meet, An Idle Afternoon features relaxation activities to help you unwind throughout the day. We value mental breaks that allow us to be more productive in our usual routines.

The Idle Times is the print manifestation of An Idle Afternoon, featuring original content created to help you practice more relaxation and mindfulness in your daily life.

How

to



Text: Passerbuys
Photos: Passerbuys

chill.

Passerbuys is a site that features the style and recommendations of interesting passersby. Built around the real recommendations of the women we profile, Passerbuys aims to be the most authentic source for insider tips, guides, and advice. Here are some of our favorite tips from passersby on how to relax.

Relax Your Face

Facial massage has many benefits, including boosting circulation and detoxifying your skin. Performed with the right technique, it can also be a great ritual to help you wind down and relax. We've asked the estheticians behind *The Ritualist* to break it down for us in three easy steps.

1

Start with a clean, dry face. Apply a few drops of your favorite oil or serum to your fingertips and spread the product with upward movements starting at the base of your neck. Use long, mild strokes.

2

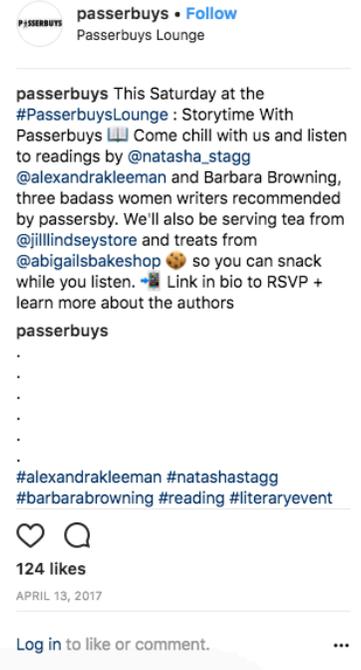
Let's focus on your forehead now. Place your hands towards each other, with the middle finger aligned with your eyebrows. Applying pressure, follow the line of your eyebrow towards your hairline. Repeat slowly three times.

3

Start with your index fingers nested on either side of the bridge of your nose. Moving downwards, trace your orbital bone with a circular motion all the way out to your temple. Once you reach the temple, use three fingers to stimulate the area.

You can finish by pouring a drop of your favorite essential oil in the palm of your hand, rubbing your hands to spread the oil, and cupping your eyes while you take three deep breaths.

Book Events



One component of the Passerbuys Lounge was a curated bookshelf containing titles recommended by women featured on the site. I created copy for branded bookmarks that were placed inside the books, around the lounge, and in gift bags handed out to attendees, as shown above. I also wrote copy for social media posts promoting events hosted in the space, like “Storytime With Passerbuys” and “I Wrote a Book, What Now?”



PROFILES, SOCIAL MEDIA, + BLOG CONTENT

In the week leading up to the “I Wrote a Book, What Now?” event, Passerbuys featured panelist and bestselling author Stephanie Danler as the subject of its weekly profile, promoting both the event and the feature simultaneously. As I did with all profiles, I interviewed Danler, edited and assembled the site page, and wrote social media copy promoting the post.

Meet Stephanie Danler



 passerbuys • Follow
Laurel Canyon, Los Angeles

passerbuys — NEW FEATURE —
Meet Stephanie Danler (@smdanler), author of the National Bestseller *Sweetbitter* (released in paperback this week by @vintageanchorbooks) and a panelist for “I Wrote A Book, What Now?” this Sunday at the #PasserbuysLounge ✨ We visited Stephanie at her home in Laurel Canyon (once inhabited by members of Fleetwood Mac), where she told us about her journey to becoming a published writer and shared her advice and recommendations. Read the feature now 📄 link in bio, and RSVP to Sunday’s panel to hear more from Stephanie, + @chloeeesimonne @melflashman and @magicmollys - @some.moore

READ 📄 MORE ON PASSERBUYS.COM



126 likes

APRIL 6, 2017

Log in to like or comment.

After publishing profiles of women on the site, I could then compile their recommendations for everything from skincare products to bookstores and create original editorial content for the Passerbuys blog from them. For example, some of Stephanie’s recommendations were used in a post about the best serums for blemish-prone skin.

Serums for Clearer Skin

Despite what the marketing of zit creams would lead you to believe, acne is unfortunately a skin issue that can last well beyond the awkward teenage years.

If you’re one of the many people still dealing with breakouts—whether occasional or chronic—into adulthood, you know how much it sucks, and how difficult it can be to find the right combination of products that won’t cause your skin to react angrily. That said, if your routine for treating acne has remained unchanged since those pubescent breakouts, it’s time for an upgrade. We asked passersby which serums they use to keep their skin looking clear. You graduated high school a long time ago—it’s time for your skincare routine to do the same.



1. SkinCeuticals Blemish + Age Defense

Continuing to suffer from acne-prone skin well beyond adolescence sucks, especially if you’re also starting to think about how to prevent aging. This serum from SkinCeuticals addresses both of those concerns. With a blend of dioic acid, salicylic acid, LHA, glycolic acid and citric acid, this serum gently but thoroughly exfoliate the skin and reduces sebum production, one of the main causes of breakouts. It can also improve skin tone, calming blotchiness and reducing the appearance of hyperpigmentation and active breakouts.

skin type: acne-prone, oily, combination, & mature

formula facts: oil-free

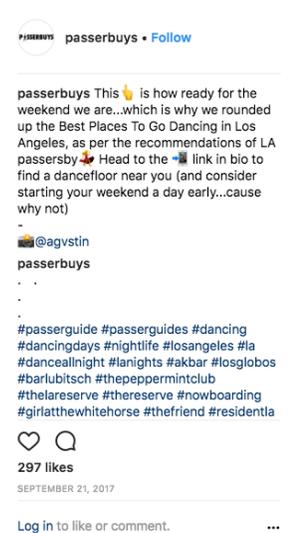
recommended by: [stephanie danler](#), [daryl oh](#)

After many recommendations from featured passersby for Milk Makeup products, I interviewed the beauty brand's co-founder and creative director for **Meet The Makers: Georgie Greville**

I asked women what podcasts they listen to for **12 Podcasts to Listen to During Your Morning Commute**

I compiled the recommendations of passersby for **The Best Places to Buy Plants** in NYC and then went **Plant Shopping at The Sill**, creating a "passerguide" to one of the most popular places

The Best Places to Go Dancing in LA followed the popularity of **The Best Places to Go Dancing in NYC**, made for great content on both the website and social, and was shared widely by the businesses featured



The Best Places To Go Dancing In LA

passerguides · nightlife, la



LA may be known for its sunshine, but there's plenty going on after dark—if you know where to look.

After posting about the bars and clubs with the best dancefloors in New York, we knew we had to follow suit with a round-up of the spots where Los Angeles-based passersby go to get down. Regardless of their neighborhood, there was a definite air of Hollywood glamour in their recommendations. Rich colors and old school lounge-y vibes prevail, while themes like "vintage airport bar" and a club inside a historic farmer bank (complete with its original money vault) prove that the nightlife scene in LA takes creativity seriously. Click through the slideshow to see all the recommendations, and let us know where you go to show off your dance moves, from West Hollywood to Silver Lake.

Words by Kate Poliszay