

MEDIA KIT / LAUNCH EDITION / 2026

THE OAKMOSS & IVY

A Gentleman's Guide to Scent, Style & Living

Independent. Considered. Built to endure.

The website is live. Product submissions are open. The monthly letter is in preparation.

THEOAKMOSSANDIVY.COM

THE PUBLICATION

Gentlemanly without costume. Useful without noise.

The Oakmoss & Ivy is an independent Alabama-founded journal bringing scent, style, grooming, and considered living into one disciplined editorial world.

Founded by Shane Lint, it grew from a search for a signature scent and from the cost of buying products that never matched their promises. The journal serves men returning to discernment: a bottle chosen for the life it suits, a coat that earns its place, a grooming ritual with purpose, and an office shaped for good work.

POSITIONING

Classic American restraint meets dark-academic atmosphere - without implying affiliation with any fashion house.



SHANE LINT / FOUNDER & EDITOR / ALABAMA

One point of view, five useful desks.

01

Fragrance reviews

Composition, development, longevity, sillage, versatility, value, and the occasions a scent serves.

02

The Comparative

Side-by-side cologne comparisons designed around an actual buying decision.

03

Classic menswear

Coats, shirts, eyewear, footwear, and repeatable styling built for real wardrobes.

04

Grooming

Beard oils, balms, shaving tools, and rituals judged for scent, ingredients, finish, and function.

05

Desk & living

Office furniture, pens, lamps, travel pieces, and objects that make a room work well.

THE HOUSE STANDARD

Independent judgment. Transparent bottle disclosure. Wearable, useful criticism. Product provision never purchases praise, timing, or a score.

MARKET CONTEXT

The scent counter no longer reaches every man.

When a tester is unavailable, controlled behind a counter, or simply not stocked - and the nearest suitable retailer may be hours away - men turn to online research, comparisons, and samples. A bottle chosen without time on skin can become expensive buyer's remorse.

6%

U.S. prestige fragrance dollar growth in the first half of 2026, driven primarily by premiumization.

CIRCANA, AUG. 2026 >

41%

Growth in mini and discovery fragrance sets through Q3 2025 - evidence of demand for lower-commitment trial.

CIRCANA, NOV. 2025 >

ONLINE

U.S. fragrance shoppers ages 25-34 prefer buying samples online before committing to a full-size bottle.

MINTEL, JUNE 2025 >

WORLD

We test and accept international products, helping U.S. readers discover worthy houses while giving overseas makers credible context for American growth.

EDITORIAL SCOPE >

Retail access varies by location, store, and brand. Circana and Mintel data describe market conditions; they are not measurements of this publication's audience.

DISTRIBUTION ROADMAP

A measured expansion, not an inflated one.

LIVE NOW

The website

Searchable long-form reviews, comparisons, style guidance, a transparent scoring rubric, and a secure product-submission desk.

IN PREPARATION

The Oakmoss Letter

A monthly newsletter featuring our parfum or cologne of choice, one essential article, and one considered object.

COMING

TikTok

A future short-form video extension; details will be announced when production is established.

THE AUDIENCE WE ARE BUILDING FOR

- 01 Men searching for a signature fragrance or a smarter next bottle.
- 02 Readers comparing designer, niche, value-led, and international scents before purchase.
- 03 Professionals interested in classic menswear, grooming, and an intentional office.
- 04 Gift buyers who want judgment and context rather than a generic bestseller list.

FOR HOUSES, MAKERS & REPRESENTATIVES

Products may enter the room. Independence stays at the desk.

CONSIDERATION OPPORTUNITIES

- Full editorial review
- Relevant side-by-side comparison
- Gentlemen's Corner coverage
- Future newsletter consideration
- International product consideration for U.S. readers

THE GENTLEMAN'S AGREEMENT

Product provision never guarantees coverage, timing, inclusion in a monthly selection, a favorable score, or social placement. Gifted items are disclosed. Claims and product facts are checked against official sources whenever possible.

EDITORIAL CONTACT

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Launch-stage publication. Verified audience and channel metrics will be added only when there is reach to report.