

## RANGE MAGAZINE | JAM SPACE CONFIDENTIAL

*A Quarterly Multi-Platform Branded Series in Partnership with Brixton Apparel*

### COLLABORATION STRUCTURE

**Jam Space Confidential** is a recurring, multi-platform branded editorial series produced by [RANGE Magazine](#) in collaboration with [Brixton Apparel](#).

The series invites musicians into a distinctive format: they open the doors to their personal rehearsal or creative spaces while reflecting on process, memory, and artistic identity. Within this documentary-style framework, Brixton Apparel's seasonal collections are integrated through thoughtfully styled wardrobe that complements the artist's environment and narrative.

The Fall 2025 installment featured Toronto-based artist Georgia Harmer. The campaign spanned national print distribution, digital publication, video, and coordinated social amplification across multiple platforms.

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### OBJECTIVES

#### Editorial

- Preserve RANGE's voice and credibility while integrating a commercial partner.
- Highlight artists through environment-driven fashion-forward editorial storytelling in a rather than traditional profile formats.
- Create a recurring property recognizable to readers.

#### Brand (Brixton Apparel)

- Align with independent music culture and creative communities.
- Showcase seasonal apparel organically within real-world artistic settings.
- Build sustained brand equity through recurring editorial integration rather than one-off placements.

#### Strategic

- Develop a repeatable, scalable branded initiative operating across RANGE's full ecosystem: print, digital, social, and newsletter.
- Demonstrate how independent Canadian magazines can execute sophisticated multi-platform brand storytelling.

## CREATIVE & MULTI-PLATFORM EXECUTION

Our Fall 2025 installment of Jam Space Confidential featuring Toronto-based singer-songwriter Georgia Harmer was produced with a Toronto-based creative team:

- **Photography:** Stella Gigliotti
- **Writing:** Emma Johnston-Wheeler
- **Video Editing:** Bee Pethick
- **Layout/Design:** Erik Grice (RANGE Magazine)
- **Editorial Direction & Production:** Glenn Alderson (RANGE Magazine)

Execution included:

- A multi-page feature in RANGE Magazine's Fall 2025 print edition (10,000 national distribution across Vancouver, Calgary, Edmonton, Toronto, and Montreal)
- A long-form digital article:  
<https://readrange.com/jam-space-confidential-georgia-harmer/>
- A short-form Instagram reel:  
<https://www.instagram.com/reel/DOWOGWJDhSD/>
- Social carousel posts and behind-the-scenes content
- Newsletter amplification
- Cross-platform sharing by Georgia Harmer, her label Arts & Crafts, and the participating writer and photographer

Print tear sheets are included in the accompanying PDF.

The photography balanced documentary intimacy with styled portraiture, allowing Brixton's Fall collection to exist naturally within Harmer's lived-in rehearsal space. Wardrobe supported the storytelling visually without overt commercial framing.

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## COLLABORATION STRUCTURE

### RANGE Magazine

- Concept development and campaign design
- Artist curation and editorial direction
- Styling
- Creative production and multi-platform rollout
- Print and digital distribution strategy

### Brixton Apparel

- Wardrobe support and seasonal alignment
- Financial partnership
- Social amplification

## Contributing Creatives

- Stella Gigliotti (Toronto-based photographer)
- Emma Johnston-Wheeler (Toronto-based journalist)
- Erik Grice (Toronto-based designer/production manager)
- Georgia Harmer (Toronto-based singer-songwriter)

This model preserves editorial independence while integrating brand presence in a manner that feels culturally authentic.

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## Impact

+600K UVs online across all platforms

The feature generated cross-platform reach through:

- National print distribution (10,000 copies)
- Digital readership on readrange.com
- Instagram engagement via reels and carousels
- Amplification through Georgia Harmer's social media channels
- Label support from Arts & Crafts
- Creative team cross-posting

Beyond individual performance metrics, Jam Space Confidential has evolved into a recognizable quarterly branded property within RANGE's ecosystem — reinforcing long-term alignment between Brixton Apparel and Canada's independent music community. Past artists featured include: FIONN, Jonathan Personne (of Corridor), Flower Face, BratBoy, Jo Passed, Chastity, and most recently, Jody Glenham in our Spring 2026 print edition.

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Jam Space Confidential exemplifies how integrated branded campaigns within independent publishing can be:

- Artist-led
- Editorially credible
- Commercially sustainable
- Multi-platform by design
- Collaborative across creative communities

Rather than functioning as advertorial content, the series builds a cultural framework where brand, publication, artist, and audience intersect meaningfully.

This campaign reflects RANGE Magazine's broader commitment to hybrid storytelling models that strengthen both independent journalism and sustainable brand partnerships.

# RANGE

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## BIG THIEF

*INFINITE HORIZONS*

**THE SUN  
NEVER SETS ON  
ZARA LARSSON**

**TRAVEL**  
**UP ALL NIGHT IN  
BARBADOS**

**+ PLUS**  
**THE HIVES, BIE NAKED,  
BLOOD ORANGE AND MORE**

# LEADER

A FILM BY  
**ALEX RUSSELL**



**"WICKED"**  
THE HOLLYWOOD REPORTER

**KEEP YOUR  
FRIENDS CLOSE**

**THÉODORE PELLERIN  
ARCHIE MADEKWE**



IN THEATRES  
**AUGUST 29**

# JAM SPACE CONFIDENTIAL

featuring **GEORGIA HARMER**



× RANGE

WORDS BY *Emma Johnston-Wheeler* PHOTOS BY *Stella Gliotti*





Having a conversation with Toronto singer-songwriter Georgia Harmer in her attic jam space feels a lot like listening to her self-produced sophomore album, *Eye of the Storm*. In fact, the space itself—the cozy top level of her first apartment, shared with her boyfriend, *City and Colour* musical director and bandleader Matt Kelly—echoes much of the nostalgia and warmth of her diary entry-style lyrics and gentle voice.

While searching for what has become the artist couple's first home together this past spring, Harmer says the attic drew her to the unit, coincidentally tucked into the same residential neighbourhood as her childhood home. "The room that I spent the most time in growing up, writing songs and playing music, was the third floor, peaked roof attic at my parents house," she says nostalgically.

She recalls escaping to it after school to "do homework," but actually making songs on GarageBand and belting at the top of her lungs.

Now, Harmer intends to use her new attic for the songwriting of her next project. She's also looking forward to reading and knitting up there in the winter months. "I listened to my friend's unreleased album in headphones [recently]," she says. "I just laid on my roof up here. I find it to be a nice escape from the chaos of the city."

Comedically, as she introduces her roster of wooden instruments, the top of her head only misses the ceiling by a couple of inches. At six-feet high, it just accommodates her height, but for Kelly, who is 6'3, it requires a bit more maneuvering. 📖



GEORGIA HARMER  
OUTFITTED BY BRIXTON



Harmer's instruments of choice, nestled between books, antique furniture, and cottage-core accents, include her two acoustic guitars and a mini pump organ. "I had been wanting a pump organ my whole life, because my best friend's grandparents have this farmhouse, and in their mud room, for some reason, there's a massive pump organ that somebody found on the side of the road," she says. "So every time we go, I spend the whole time in the mud room because it's the most viscerally insane sound."

She cites the rustic nature of that farmhouse, as well as her own family's cabin in Quebec, as part of the inspiration for the attic's decor. Serendipitously, Harmer's aunt and uncle recently shared that they were looking to unload *their* mini pump organ, its existence unbeknownst to Harmer, and she jumped at the opportunity to acquire it. "It's essentially a wind instrument and a piano mixed together," she says while demonstrating a few keys. "It sounds like a voice."

Harmer considers herself an intuitive musician, rather than a theory-based one, and also lacks a penchant for the minutia of gear, with the exception of acoustics. While her original guitar is her 1930s Gib-

son-made Cromwell, which she found on Kijiji, her newest addition is a 1930s Martin that she purchased severely damaged from Folkway Music, and had repaired by luthier Ryan Mackinnon. Knowing it was her best chance to afford one, she purchased the instrument on a whim over the phone. "It's inspiring, because it's a new voice," she says happily. "I get to write another record on that guitar."

Another pride point of the attic is a couch, sitting by the doorway to the rooftop, that folds out into a bed. "One of my life goals has been to have a guest room," says Harmer. "I love the feeling of making up a bed for someone. It feels like a direct way of caring for someone I love. Luckily, Matt's like that too, so we host a lot of friends." \*

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