



# Charly

## Charly Cox

### Poet, Artist & Activist

Instagram  
[@charlycox1](https://www.instagram.com/@charlycox1)

Followers  
46K

Charly Cox is a Poet, Artist & Activist for those with mental illness. Her debut collection, 'She Must Be Mad' was acquired by Harper Collins, and became the bestselling poetry collection of 2018. Her second book 'Validate Me' was equally well received with praise from ELLE, Sunday Times STYLE and Elizabeth Day to name only a few. Harper Collins has recently announced the publishing of her long awaited third book, 'Nobody Asked For This', to come out in February 2023, bringing together the collected works combined with new and exclusive material.

Charly is a Forbes 30 under 30, been listed by ELLE Magazine as one of their Power Players to watch and featured in the likes of Exit Magazine, The Telegraph and The Guardian. She is furthermore an ambassador for the mental health research charity MQ, having been diagnosed with Bipolar Disorder at a young teenage age; something she very openly and honestly talks about on her Social Media platforms and which is also heavily featured throughout her poetry.

Charly regularly performs her poetry at a variety of events and festivals in the UK and internationally. In 2022 she was a guest speaker at Goals House in Davos as well as at Cannes Lions exploring the anxieties Gen Z feels surrounding climate change.

With the goal to build greater connections within corporate companies but also bringing poetry to a larger audience, Charly has recently seen great success hosting workshops in which she uses a company's mission statement and intertwines it with poetry. For example, her workshop 'Redefining Creativity and Purpose' is aimed at NGOs, charitable organisations and those working in creative corporate roles aiming to reinvigorate each employee's purpose and objective to use for the benefit of the collective. 'Building Confidence and Self Love' is tailored to teenage girls and young women to overcome being too critical with oneself and instead focusing on their own strengths. The goal is to make every woman in the room feel empowered by herself and her own life. Any of her workshops can be tailor made to any business, organisation or event.

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# Instagram, Insights.

Instagram

@charlycox1

Followers

46K

Engagement

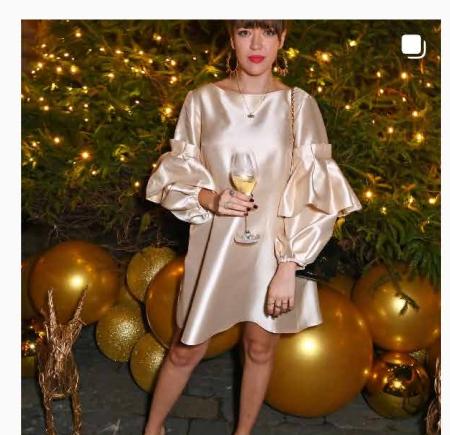
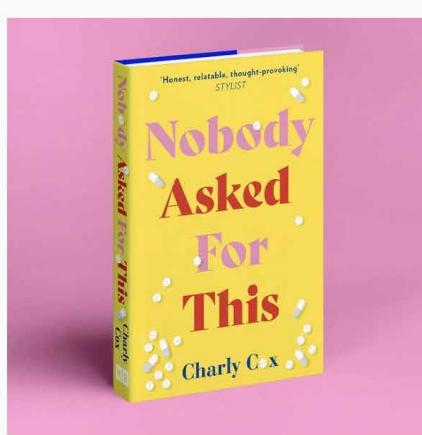
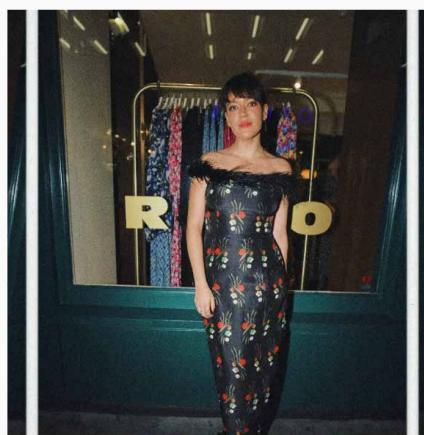
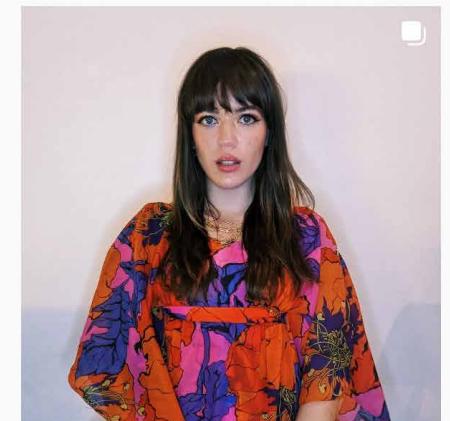
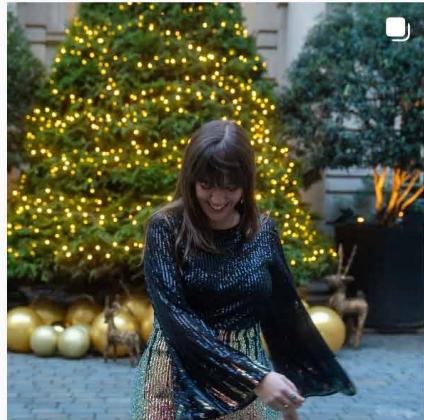
2.95%

Average Likes

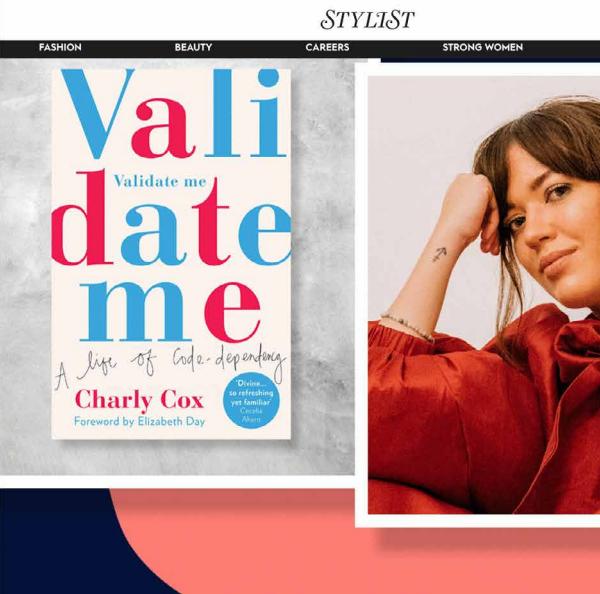
431

Average Comments

9



# Press.



Validate Me author Charly Cox explains how to write poetry for beginners

POSTED BY ALICE PORTER FOR BOOKS

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SERIES  
The Curiosity Academy

Add this article to your list of favourites

Charly Cox is the bestselling author of the poetry collections *She Must Be Mad* and *Validate Me*. Here, she shares her advice on how to develop your craft, find your voice and make good writing habits as an aspiring poet.

Welcome to **The Curiosity Academy**, Stylist's new learning hub where you can access workshops, how to guides, new research and learn the most up-to-date skills from the UK's most in-the-know people.

Many people assume that poetry is the most difficult form of writing to master. Rules of verse, rhyme and form often deter people from putting pen to paper, as they assume that poetry writing either comes naturally or does not come at all.

Stylist  
Alice Porter  
April 2021

## STYLIST

FASHION BEAUTY CAREERS STRONG WOMEN

Validate me



## EXIT

ART FASHION PHOTOGRAPHY FILM

### EXIT X ADIDAS ORIGINALS BLUE VERSION

Posted on 2022-04-07

Presenting adidas Originals #blueversion photographed by Xavier Scott Marshall fashion by Frederic Saint-Parc. Talent Yasser Abubeker, Sougwen Chung, Emma Prempeh, Jude, Charly Cox, Lavinya Stennett, Frederic Saint-Parc, Nyome Nicholas and Layla Andrews. Photography Xavier Scott Marshall. Fashion Frederic Saint-Parc. Hair Elliot McQueen. Beauty Daisy Moore.

[www.adidas.co.uk/originals](http://www.adidas.co.uk/originals)



Exit Magazine  
April 2022

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# The Guardian

News Opinion Sport Culture Lifestyle

Film Music TV & radio Books Art & design Stage Games



The Observer

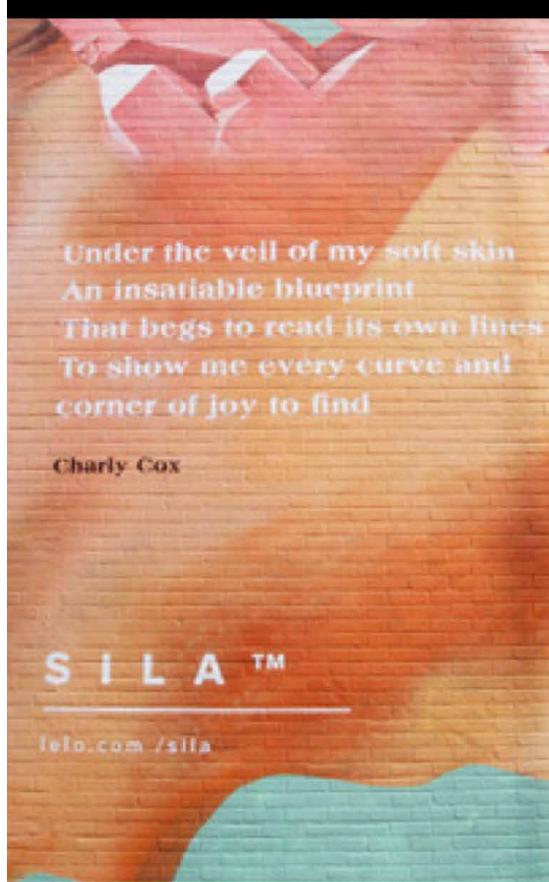
'Keats is dead...': How young women are changing the rules of poetry

A new generation of female writers has attracted millions of online followers and an increasingly diverse audience

The Guardian  
Donna Ferguson  
January 2019

# Case Studies.

Average Interations	Average Impressions	Engagement Rate	Average Profile Visit
42	19,634	42.68%	167



Posted on 31/03/2021, 21:30

1434

55

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70

## Interactions ⓘ

42

Promotion Taps

## Profile Visits

23% from promotion

176

## Website Taps

0% from promotion

2

## Discovery ⓘ

19,837

People Reached  
19% from promotion

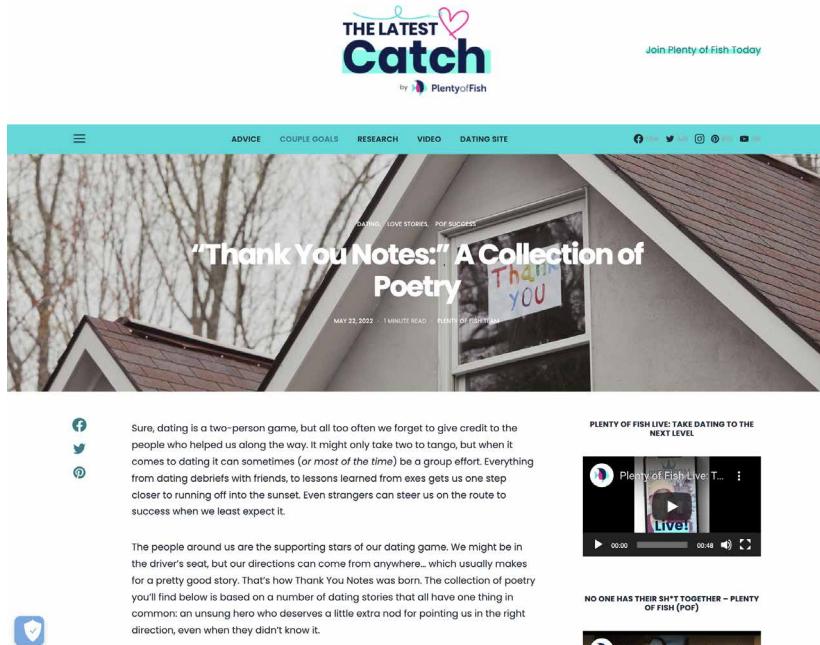
23,716

## Impressions

16% from promotion

Charly collaborated with leading luxury pleasure brand Lelo, writing poetry about being comfortable in your own skin, and expressing her own thoughts and feelings about self-discovery. The poem was displayed in form of two murals in London's Shoreditch.

# Projects.



**THE LATEST Catch**  
by PlentyofFish

**"Thank You Notes:" A Collection of Poetry**

MAY 22, 2022 · 1 MINUTE READ · POF STAFF

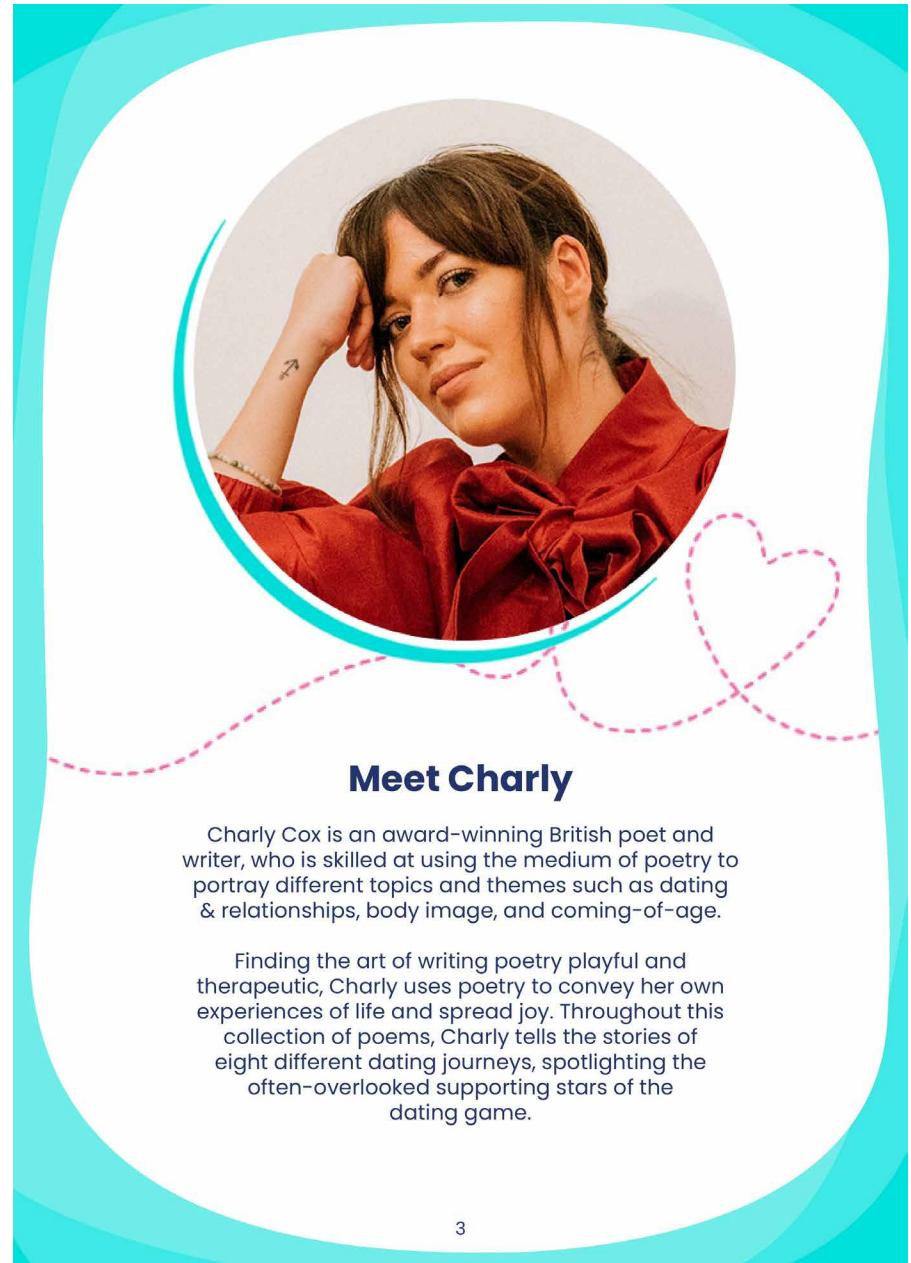
Sure, dating is a two-person game, but all too often we forget to give credit to the people who helped us along the way. It might only take two to tango, but when it comes to dating it can sometimes (or most of the time) be a group effort. Everything from dating debriefs with friends, to lessons learned from exes gets us one step closer to running off into the sunset. Even strangers can steer us on the route to success when we least expect it.

The people around us are the supporting stars of our dating game. We might be in the driver's seat, but our directions can come from anywhere... which usually makes for a pretty good story. That's how Thank You Notes was born. The collection of poetry you'll find below is based on a number of dating stories that all have one thing in common: an unsung hero who deserves a little extra nod for pointing us in the right direction, even when they didn't know it.

**PLenty of FISH LIVE: TAKE DATING TO THE NEXT LEVEL**

**NO ONE HAS THEIR SH\*T TOGETHER – PLENTY OF FISH (POF)**

Charly was given seven real-life dating stories from her own audience as well as Plenty Of Fish costumers, which each focused on an “unsung hero”. Charly turned each of these stories into a poem, creating a collection of poetry called “Thank You Notes”. The poems were showcased on the POF website and on their social channels as well as her own.



**Meet Charly**

Charly Cox is an award-winning British poet and writer, who is skilled at using the medium of poetry to portray different topics and themes such as dating & relationships, body image, and coming-of-age.

Finding the art of writing poetry playful and therapeutic, Charly uses poetry to convey her own experiences of life and spread joy. Throughout this collection of poems, Charly tells the stories of eight different dating journeys, spotlighting the often-overlooked supporting stars of the dating game.

# Projects.

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'Funny and heartfelt and brilliant'  
*Sunday Times STYLE*

**she must be mad  
she must be mad**

**Charly Cox**

In January 2017, Charly decided to post her poetry publicly on Instagram, which ultimately led to a book deal the following year.

She Must be Mad explores coming-of-age: the pain and beauty of love, the relief and the agony of turning from girl to woman. Her debut poetry collection was the best seller in the UK.

'Charly's poetry really encapsulates what it is to be a young woman. All the tensions and anxieties and new discoveries'

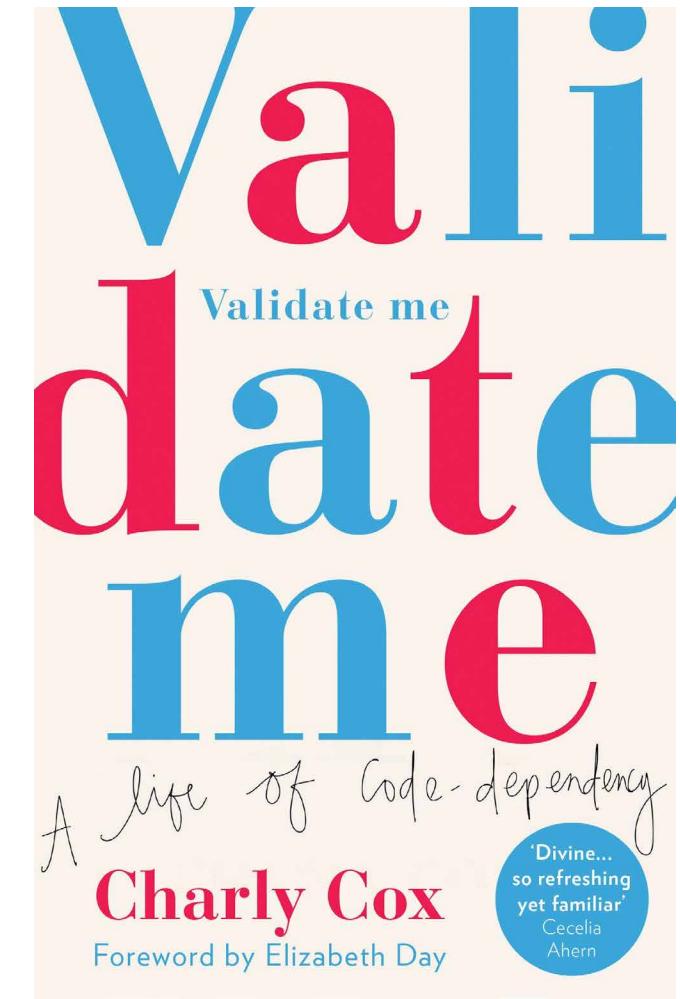
Pandora Skyes

She's funny and heartfelt and brilliant, she always seems to know how to make you feel less alone.'

The Sunday Times

'Brave and beautiful'

Stylist Magazine



Charly's second collection 'Validate me - A life of code-dependency', is an account of a life lived online. Swiping for approval, scrolling for gratification, Validate Me is a raw and honest look at the highs and the lows of a digital life. Her follow up book was equally well received as her debut, She Must Be Mad.

# Projects.

Charly's 10 day exhibition 'Wish You Were Here' debuted in a prime location, Soho's Greek Street, in collaboration with Appear Here and designer Kevin Germanier, who created a custom two piece dress made out of seven T-shirts from partners of Charly's past.

'Postcards From The Past' is a celebration of hope, of lesson and how beautiful (albeit painful) the things we choose to keep tell us so much about who we are, who we were and how far we've come.

Apart from showcasing artwork and poetry, the goal was also to encourage the public to head back into Soho supporting the arts post pandemic.

The exhibition had a footfall of 300 people per day with photographer Dave Bennett capturing VIPs on opening night. Charly sold bespoke merchandise and artwork at the event as well as her two best selling books.





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Thank  
you.

Integrated across booking, digital, creative, PR & events, we meet the changing needs of our clients and their consumers, to create meaningful and engaging content. We understand the metrics of success and have the relevant teams and tools to measure them.

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Our in-house creative team are able to scope and produce short form content for brands and talent.

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