



Lady REFINES

BEAUTY . FASHION . WOMEN EMPOWERMENT

Lady Refines is an international platform for ALL women around the world. From personal development, and beauty to fashion inspo, we strive to help every woman discover their better self.

WHY PARTNER WITH US?

I believe we are one of the best platforms for **AUTHENTICALLY INCLUSIVE MARKETING**

According to **Deloitte Digital 2022 report**, 57% of consumers are more loyal to brands that are committed to addressing social inequities in their actions. In this regard, Lady Refines has dedicated itself to publishing refreshing content which embraces inclusivity.

As of October 2022, we have published

- **35 posts** dedicated to plus-size ladies
- **20 posts** dedicated to black women
- **15 posts** on modern girl power and level up



Compared to big fashion and beauty brands, Lady Refines takes a different approach to create content. From sharing practical styling tips, and promoting body positivity to showing vulnerability, a loyal reader base is nurtured throughout the years and we are proud of that.

6.7 M

PINTEREST
MONTHLY VIEWS

STATISTICS

230k

MONTHLY VIISTS

AGE GROUPS

With high purchasing power

| | |
|---------|---------|
| 18 - 24 | 18.07 % |
| 25 - 34 | 26.09 % |
| 35 - 44 | 22.57 % |
| 45 - 54 | 16.29 % |
| 55 - 64 | 10.35 % |
| 65 + | 6.63 % |

DEMOGRAPHICS



**Statistics back up by Google Analytics*

BESPOKE ADVERTISING SERVICES

GUEST POST
PRODUCT REVIEWS
AD BANNERS
NAME MENTIONS
PINTEREST MARKETING

AND OTHER BESPOKE SOLUTIONS

**Bundle available.*

*For details,
please reach out to our Partnership manager.*

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www.ladyrefines.com

You don't have to be perfect like her... you can be perfect like YOU.