



CHIC *meets* WEST

MEDIA KIT

Welcome to Chic Meets West.



Krista

I'm Krista Glover – Founder, Content Creator, and *Your Partner in Fashion*

As a Fashion Influencer, I help my audience discover new brands and designers, stay on top of trends, and style themselves with confidence.

But the Chic Meets West brand is about more than just outfit inspiration – it's about showing people that an elevated style doesn't need to be complicated. You can look put together without spending hours in front of the mirror or spending a fortune on luxury labels.

Ever since I was talked into joining the Miss Teen USA pageant at 16, I've been passionate about making high-end fashion less intimidating. Every woman deserves to walk out the door in the morning feeling polished and confident, and social media has helped me expand that impact to reach more people than ever.

I'm always looking to showcase up-and-coming designers and bring my audience the latest trends. Keep reading to learn more about how we can partner to grow your brand's influence.



MY AUDIENCE

By The Numbers

75% of Followers: Women 25-54

Top Locations: NYC, Los Angeles

Income: \$100K+; Married; 1-3 Children

Education: College Educated

Instagram: 13.2K followers; 14% engagement

43,500 monthly impressions

Pinterest: 93K+ monthly views

Website: 2K page views/mo; 85% US / 6%

Canada visitors

Chic Meets West has a unique ability to draw in both affluent customers in their 40s-50s, as well as younger women who are looking to elevate their lifestyle.

**MY STYLE IS: UNAPOLOGETIC, CHIC, LAIDBACK
CALI COOL MIXED WITH CITY VIBES.**

RETAILERS

Saks Fifth Avenue | Bloomingdale's |
REVOLVE | Shopbop | MatchesFashion
Neiman Marcus | Farfetch | Intermix |
Forward

BRANDS + DESIGNER S

Tammy Fender | Valentino | LPA | Galvan
| Smythson | Jimmy Choo | YSL | Tom
Ford | Furla | Johnathon Simkhai | Saloni
| Revive | Lululemon | Sugarfina | ALC |
Cushnie | Dr. Barbara Sturm | Rag & Bone
| Tata Harper | Gift | Boutique | Stella
McCartney | Manolo Blahnik | Jo Malone |
Alexander McQueen | Rick Owens | St.
Roche | L'agence | Ramy Brook | Spanx

Services

Let's Collaborate

PARTNERSHIPS

DESIGNERS + LIFESTYLE BRANDS

- In-Post Placements
- Style Collaborations
- Custom Brand Content
- Events + Activations

DIGITAL CONTENT

PHOTOGRAPHY + WEBSITE + SOCIAL

- Professional, Luxury Photography
- Stunning Website Content
- Paid Digital Strategy + Expert Team
- Targeted Audience

STYLE CONSULTING

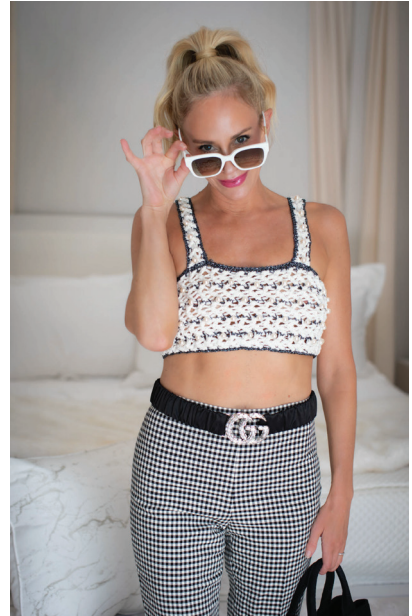
AMENITY OFFERING + PERSONAL STYLING

- Personal Style Consulting
- Styling Amenity for Guest Experiences
- Speaking Engagements
- In-House Style Expert

CHIC MEETS WEST

CmW

ASPIRING FASHION



GALLERY









Let's Grow Your Brand *Together*

GET IN TOUCH

Krista Glover

chicmeetswest.com

krista@chicmeetswest.com

912.577.9037

IG:@chicmeetsweststyle

FB:ChicMeetsWest