



RetroChicMama

Curating a wardrobe for life

MEDIA KIT • 2017

ABOUT THE BLOG

RetroChicMama was created to inspire women of all ages to invest in their personal style by curating a thoughtful & cohesive wardrobe. Where their clothes, shoes & handbags are able to transcend any occasion or Season. Collecting quality pieces over shopping quantity is the most sustainable path to timeless outfits.

ABOUT MICHELLE

Former Make-Up Artist & Hairstylist Michelle Tyler is the 49 year old Fashionista behind RetroChicMama. Michelle worked in the entertainment industry for two decades, taking her from Sydney to London. Now living in Hertfordshire Michelle decided to step away from her career & be a stay-home Mum to her three children. She created RCM from scratch to inspire women of all ages to invest in their personal style by curating a thoughtful & cohesive wardrobe where their clothes, shoes & handbags are able to transcend any occasion or Season. RetroChicMama provides chic fashion ideas, helpful make-up tutorials & family holiday articles. Additionally, with a penchant for anything Mid-Century Modern RCM throws in the occasional decorating post to the mix. All of this fantastic content is written & photographed by Michelle herself. Completely captivated by the entire process she is a dedicated, full time professional Blogger.

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BLOG & STATS

3.9k+

MONTHLY UNIQUE VISITORS

14.5k+

MONTHLY PAGEVIEWS

** Taken from Google Analytics*

7.3k+

INSTAGRAM FOLLOWERS

360+

PINTEREST FOLLOWERS

800+

TWITTER FOLLOWERS

668

FACEBOOK FOLLOWERS

BRAND COLLABORATIONS

WINSER LONDON

MARKS & SPENCER **Finery**

Irresistible Me
HAIR EXTENSIONS

LAURA ASHLEY



Aspire
STYLE

eternal
COLLECTION



HOUSE OF FRASER

LUX FIX

406

RSS SUBSCRIBERS

30-75

READER AGE

POPULAR ARTICLES

