

SUSTAINABLE PERSONAL STYLIST  
SUSTAINABLE LIFESTYLE COACH

# ARMELLE FERGUSON

WWW.ARMELLEFERGUSON.COM



***ABOUT***

ARMELLE  
FERGUSON

Hi, I'm Armelle,

I'm a sustainable stylist, social media influencer, and writer passionate about sustainable fashion, sustainable lifestyle and climate justice.

I help eco-conscious women build a wardrobe that aligns with their personality, their tastes and their values.

My goal is to make sustainable lifestyle the new normal, by taking away the stigma, the clichés and the inaccurate perceptions of what it should be.

I make sustainability simple, achievable and cool; because it's not just for the elite, the hippies or the rich!

Life can be both fun and sustainable!

**3.3K**

INSTAGRAM  
FOLLOWERS

**7% - 8%**

ENGAGEMENT  
RATE

**500-700**

WEBSITE  
MONTHLY VIEWS

**19K**

PINTEREST  
MONTHLY VIEWS





## MY EXPERTISE

# WRITING



## MY SUSTAINABILITY COLUMN

My monthly column about sustainable lifestyle in one of the UK's leading national women's magazine.



## MY BLOG / 500-700 MONTHLY HITS

An approachable and practical look at sustainable fashion and sustainable lifestyle.

## AUDIENCE

WOMEN (80%)  
MILLENNIALS 24-35 YEARS (45%)

GLOBAL-UK, US, FRANCE, CANADA  
LOVERS OF FASHION & LIFESTYLE

EMPHASIS ON SUSTAINABILITY,  
INTENTIONAL LIVING,  
LOW-WASTE LIFESTYLE,  
CLIMATE JUSTICE,  
STYLING TIPS,  
SUSTAINABLE FASHION,  
SUSTAINABILITY TIPS.

## CONNECT

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