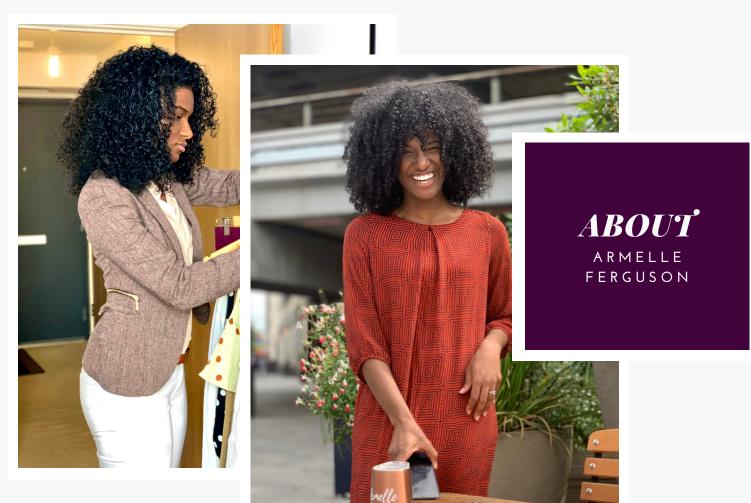
SUSTAINABLE PERSONAL STYLIST SUSTAINABLE LIFESTYLE COACH

ARMELLE FERGUSON

W W W . A R M E L L E F E R G U S O N . C O M



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 approchable and practical look at sustainable fashion and sustainable lifestyle.

AUDIENCE

WOMEN (80%) MILLENIALS 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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