

# NOT DRESSED AS LAMB

WHO WANTS TO BE AGE-APPROPRIATE, ANYWAY?



Catherine Summers:


UK BLOG AWARDS FASHION & BEAUTY  
WINNER, 2017 & 2018


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 21.6k \*  
@NOTLAMB

 10.1k  
NOTDRESSEDASLAMB

 7.4k  
@NOTLAMB

 7.5k  
@NOTLAMB

**DA** 47  
DOMAIN AUTHORITY

\*NO ENGAGEMENT OR FOLLOWERS HAVE  
BEEN BOUGHT AT ANY TIME

## About

Established in 2011, the multi award-winning blog Not Dressed As Lamb is one of the leading and most well-established over 40 fashion and lifestyle blogs in the UK and internationally. 50-year-old Catherine's key message is to encourage women of all ages to oppose the outdated notion of age-appropriate dressing and to wear whatever they like (she is the founder of the hugely successful Instagram hashtag #iwillwearwhatilike). An expert at pattern-mixing and bright colours, she describes her style as "preppy with an eclectic twist".

Catherine's blog readers and social media followers are highly engaged and often refer to her as their source of inspiration - someone they feel gives them "permission" to be more adventurous and dress for themselves. A L'Oréal partner, she is currently featured in a Olia by Garnier hair colourant advert on British television.

Always looking to challenge the norm, she blogs about her personal style and high street picks as well as ageing and body image issues, health and beauty and musings about her daily life and opinions.

**24k**  
AV. MONTHLY UNIQUE VISITORS

**45k**  
AV. MONTHLY PAGE VIEWS

**9.5k**  
SUBSCRIBERS



# NOT DRESSED AS LAMB

## Audience

A TOTAL REACH OF **73k+** UNIQUE FOLLOWERS\*

## Instagram stats

64% Age 35-54; 18% Age 55-64; 10% Age 25-34  
 27% United Kingdom; 28% United States  
 90% Female; 10% Male

## Blog stats

34% Age 35-54; 13% Age 55-64; 37% Age 25-34  
 26% United Kingdom; 36% United States  
 75% Female; 25% Male

\*total across all platforms and the blog

## USPs

- Multi award-winner, including Individual Fashion & Beauty Winner, UK Blog Awards 2017 and 2018
- A 100% organically-earned, highly-engaged following
- Professional photography and high quality, thought-provoking copy
- Great attention to detail on all aspects of a project
- A unique style without fear of experimentation or limitations

## Services

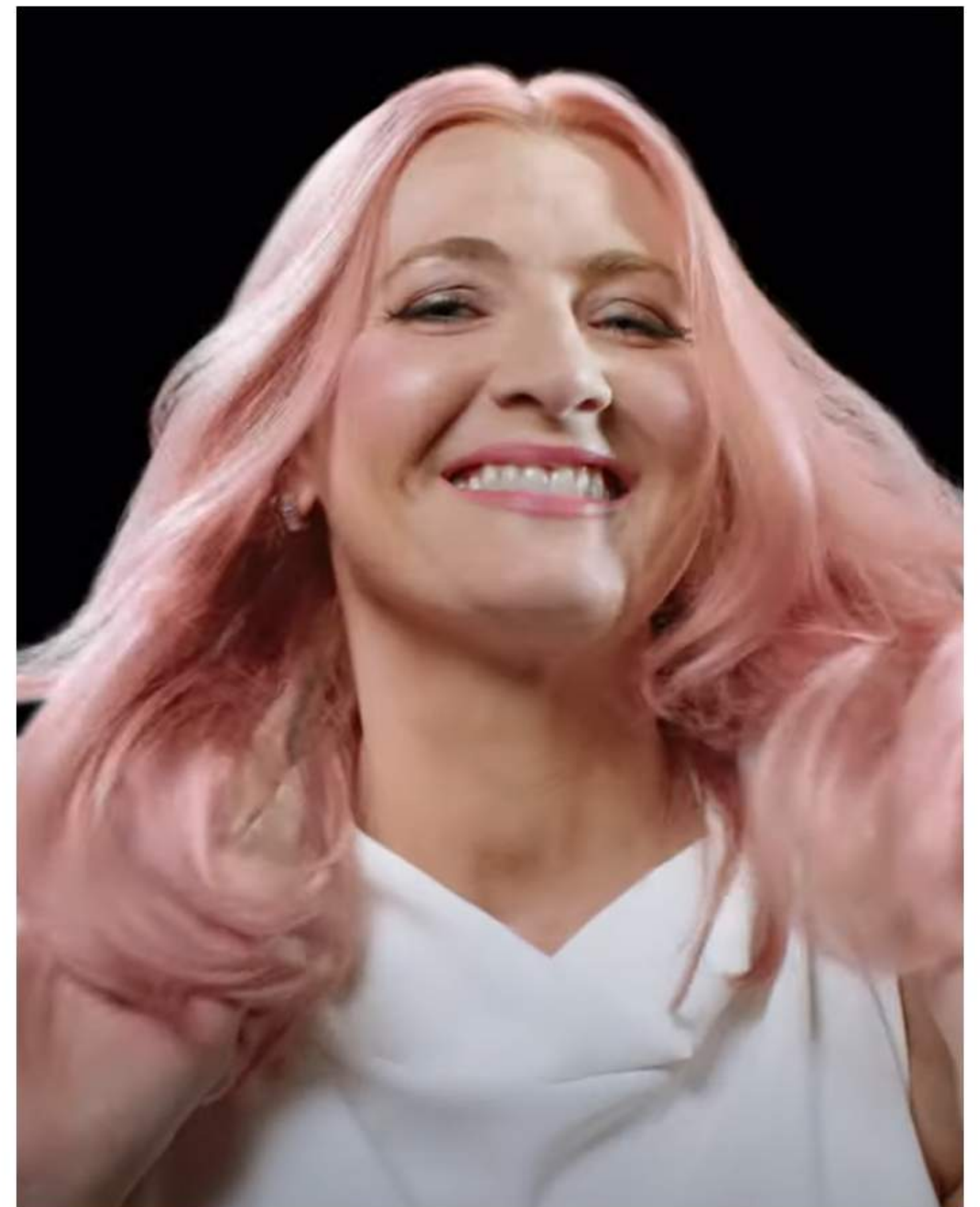
- Sponsored feature blog posts
- Brand-driven photo and video shoots
- Product placement and reviews
- Brand ambassadorships
- Stand-alone video and social media posts
- Guest speaking and event hosting

## Fees

Quotes available on request



UK TV advert



## Brand collaborations

UNI  
QLO



AVON

JDWILLIAMS

Playtex Virgin

## Testimonials

"With her clear flair and passion for over 40s style, insight and knowledge of blog content and professional approach, Catherine is a pleasure to work with." - Pinstripe PR

"Catherine is full of ideas, insights and creativity, and focused on producing the best content possible. She really knows how to connect with her audience. She's authentic and engaging on camera, and just as lovely off-screen." - Direct Line for Business

"The way that Catherine styled her outfit was stunning, and the most creative styling we had seen. The content Catherine created for us with her blog post and social media posts was exactly what we were looking for, as she's clearly extremely engaged in the brand. Catherine is a real delight to work with. She's extremely positive and friendly and gave us a fantastic amount of time and attention." - Jaeger

"Catherine was an absolute pleasure to work with. Her content reflected our campaign messaging so well and everything was delivered in such clean, clear and client-friendly formatting for an absolutely seamless partnership." - instinct PR