

# MEDIA KIT

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## CATHERINE SUMMERS

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50+ LIFESTYLE BLOGGER  
& CONTENT CREATOR

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"CATHERINE IS FULL OF IDEAS,  
INSIGHTS AND CREATIVITY AND  
FOCUSED ON PRODUCING THE BEST  
CONTENT POSSIBLE"

[NOTDRESSEDASLAMB.COM](http://NOTDRESSEDASLAMB.COM)

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**not dressed as lamb**

# ABOUT NOT DRESSED AS LAMB

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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. Catherine's blog readers and social media followers are highly engaged and often refer to her as someone who inspires them to dress for themselves and embrace their age. As the originator of the widely used Instagram hashtag [#iwillwearwhatilike](#), her message has always been to encourage women of all ages to oppose the outdated notion of age-appropriateness in every area of their lives.

Catherine writes about well-being and perimenopause, ageing and body image issues and personal style as well as musings about her daily life and opinions. She has extensive experience in working with brands; as a L'Oréal partner, she has featured in two Olia by Garnier [hair colourant adverts](#) on British television.



## AWARDS

INCLUDE INDIVIDUAL FASHION & BEAUTY  
WINNER, UK BLOG AWARDS 2017 & 2018

## BRAND COLLABS

Playtex  
AVON

Specsavers  
JDWILLIAMS

GARNIER  
UNI  
QLO

# ABOUT CATHERINE

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52-year-old Catherine started the blog on her 39th birthday as a project to document her style for one year and to combine her photography degree with her love of writing. On turning 40, she decided to continue the blog and soon made blogging and content creation her full-time career. She is British and lives with her husband and Suki the greyhound rescue in Devon.

# STATISTICS

**22K** INSTAGRAM

**90%** FEMALE AUDIENCE

**1.5M** WEB IMPRESSIONS\*

**47** DOMAIN AUTHORITY

**10K** SUBSCRIBERS

**39K** EVENT COUNTS\*

\*PER MONTH