

# *Vogue Haus*

written by  
Barbora Ondrackova

*Vogue Haus*

based in the Czech Republic / Germany  
+420 775 276 506 | [fashioninmysoul@gmail.com](mailto:fashioninmysoul@gmail.com)



Instagram  
530K+

Blog  
250K+  
pageviews  
per month

& other  
channels  
200K+

# Vogue Haus

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# THE CATEGORIES



FASHION



TRAVELING



BEAUTY



LIFESTYLE

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# LET'S STAY CONNECTED

*Vogue Haus*

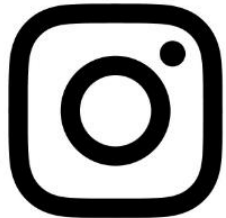
## Blog

[www.voguehaus.com](http://www.voguehaus.com)  
250 000+ pageviews / mo



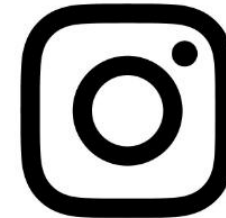
## Youtube

@BarboraOndrackova



## Instagram

@fashioninmysoul  
500 000+ followers



## InstaStories

@fashioninmysoul  
60 000+ views



## Facebook

[facebook.com/voguehaus](https://facebook.com/voguehaus)  
9 000+ Likes



## Snapchat

@Ondrackova  
80 000 followers

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PRESS MENTIONS

VOGUE

marie claire

BAZAAR <sup>Harper's</sup>

InStyle

E L L E

COSMOPOLITAN

BLESK.CZ SUPER.CZ



Forbes

WHO  
WHAT  
WEAR

Daily  Mail

GRAZIA

fashiontv

POPSUGAR



BuzzFeed

The New York Times

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## AWARDS & ACHIEVEMENTS

# Forbes

2016

One of the 77 most influential people  
on social media in  
the Czech Republic

2017

13th most influential Instagram  
account in  
the Czech Republic



2014, 2015, 2016 & 2017

One of the 10 most  
followed and influential  
fashion blogs in  
the Czech Republic

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# COLLABORATIONS & PARTNERSHIPS



DIOR



LOUIS VUITTON



CARTIER



CHANEL COSMETICS

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# COLLABORATIONS & PARTNERSHIPS



CHLOÉ



LUISA VIA ROMA



STUART WEITZMAN



BALDININI

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# COLLABORATIONS & PARTNERSHIPS



VESTIAIRE



SONY



ZALANDO



RIMOWA

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# COLLABORATIONS & PARTNERSHIPS



HTC



AIR FRANCE



TOPSHOP



BRUNA ROSSO

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# COLLABORATIONS & PARTNERSHIPS



FRWD BY ELISE



RESERVED



REVOLVE



ABOUT YOU

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# COLLABORATIONS & PARTNERSHIPS



PANDORÀ



COLTORTI BOUTIQUE



ROBERTO COIN



FORZIERI

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# COLLABORATIONS & PARTNERSHIPS



FREY WILLE



BVLGARI



STARBUCKS



TIFFANY&CO.

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# @FASHIONINMYSOUL

#fashion- #traveling - #lifestyle - #beauty - #inspiration



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# INSTAGRAM COLLABORATIONS



@thetomhoppe



@shangrilalondon



@sanpellegrino\_official



@luisaviaroma



@kaptenandson



@skinnyminttea



@shangrilaparis



@cetaphil



@guerlain



@homeaway



@chloe



@visitdubai

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# INSTAGRAM COLLABORATIONS



@stuartweitzman



@pulitzer.amsterdam



@jamanafaru\_maldives



@dior & @diormakeup



@cartier



@brunarosso



@cluse



@cambriandelboden



@louisvuitton



@conradmaldives



@koccaofficial



@hairburst

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# PROJECT EXAMPLE: CARTIER

The LOVE bracelet campaign (beginning of 2017)



1 blogpost  
& 5 IG posts  
for the LOVE  
bracelet by  
Cartier

**INSTAGRAM**  
total likes: 60 335  
total comments: 342  
total reach: 550 200

**BLOG**  
post view: 11 352  
unique visitors: 8 539

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# PROJECT EXAMPLE: GUERLAIN

Promotion of the #MyRougeG lipsticks



1 Instagram  
post for a fee  
of 900 euros

**INSTAGRAM**  
total likes: 18 583  
total comments: 187  
total reach: 236 892

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# HOTEL COLLABORATIONS

Promotion in exchange of free nights



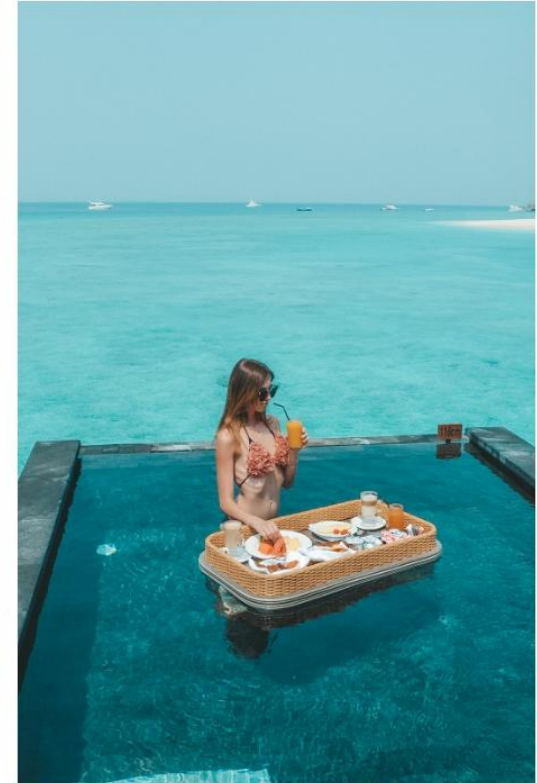
Shangri-La, Dubai



The Dolder Grand, Zürich



Conrad Rangali, Maldives



JA Manafaru, Maldives

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# HOTEL COLLABORATIONS

Promotion in exchange of free nights



Plaza Atheneé, Paris



Andronis Suites, Santorini



The St. Regis, Maldives



The Residence, Maldives

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# HOTEL COLLABORATIONS

Promotion in exchange of free nights



Le Meurice, Paris



Mandarin Oriental, Prague



Grace, Santorini



Hotel Arts, Barcelona

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# HOTEL COLLABORATIONS

Promotion in exchange of free nights



Shangri-La, Paris



Fairmont, Monte Carlo



Splendid Etoile, Paris



Jumeirah Group, Dubai

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# HOTEL COLLABORATIONS

Promotion in exchange of free nights



The Ritz Carlton, Abu Dhabi



Shangri-La, London



Marriott County Hall, London



Pulitzer, Amsterdam



Mandarin Oriental, New York

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# HOTEL COLLABORATIONS

Promotion in exchange of free nights



The Ritz Carlton, New York



Homeaway, New York



The Ritz Carlton, Saint Thomas Dorado Beach, Puerto Rico



The Ritz Carlton, Cancun



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# DEMOGRAPHICS

*Who is following me?*

 17% Men & 83% Women

## AGE GROUPS

Germany: 15%

USA: 10%

UK: 8%

Czech Rep.: 8%

Italy: 6%

*other countries: France,  
Netherlands, Poland, Mexico*

below 18: 5%

18 - 24: 38%

25 - 34: 39%

35 - 44: 12%

45 - 54: 4%

above 55: 2%



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# ABOUT ME & CONTACT



## **Barbora Ondrackova**

Blogger, Instagrammer & International Business Student

*Location: Czech Republic & Germany*

*Age: 22 years old*

*Languages: Czech, Slovakian, German, English, Spanish, French*

## **GET IN TOUCH WITH ME**

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