

Jordan White

[@HauteHouseFlower](#)

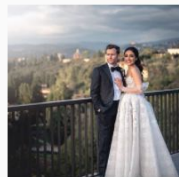
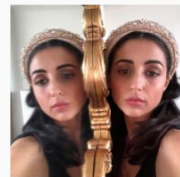
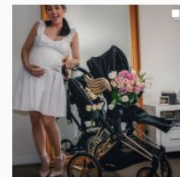
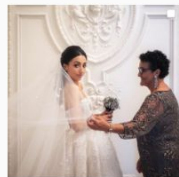
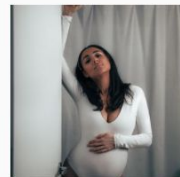
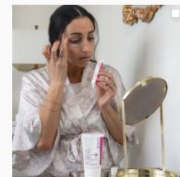
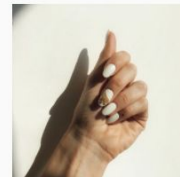
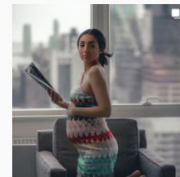
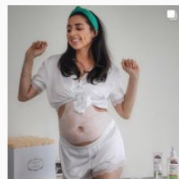
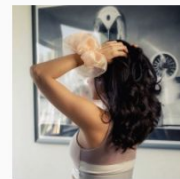
AS SEEN IN...

VANITY FAIR

OK!
USA

E! NEWS

BRIDAL GUIDE





Jordan White

MOTHERHOOD | FASHION BEAUTY | LIFESTYLE

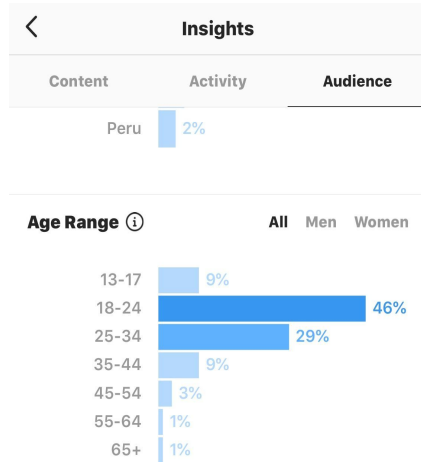
After 10 years of working in fashion/beauty PR, Jordan ([@HauteHouseFlower](#)) and her husband/content producer, Scott White ([@BloggerPhotographer](#)) joined forces to create the elevated lifestyle blog, [HauteHouseFlower.com](#) in 2015.

Dedicated to inspiring her audience of 240K to pursue their passions, Jordan tells her own story while weaving in actionable insights that her readers can use in their daily lives. Jordan always shares the fashion, beauty, and lifestyle products that empower her to chase her dreams. She loves to learn about new products and techniques from both the community she's built, and industry experts.

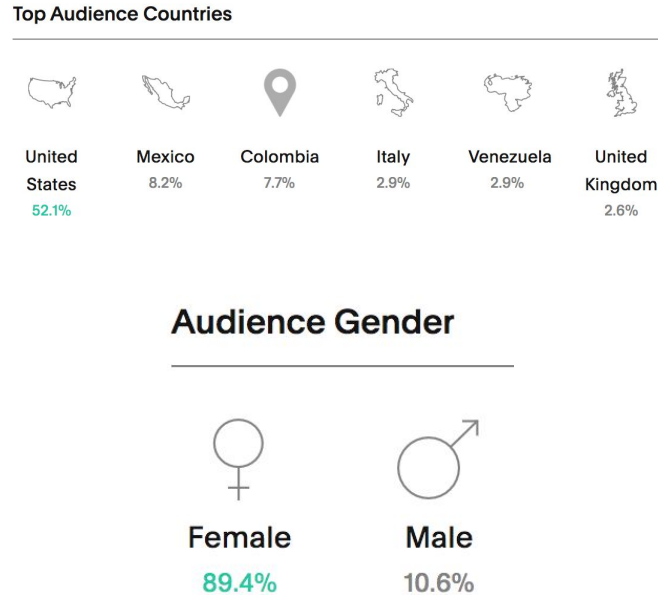
After her October 2019 wedding in Italy, and her hugely popular monthly column with [BridalGuide.com](#) (2.5 Million UMV), Jordan has become a go-to source of inspiration and recommendations for brides planning their dream weddings.

As a first time new mom to baby Teddy (born August 2020) Jordan is enjoying sharing her daily parenting experience, and product recommendations with her dedicated female audience. She is completely transparent about her postpartum journey, and is excited to continue to incorporate motherhood as a new niche to her blog and social platforms. The NYC-based influencer is currently living in her hometown of San Francisco with her growing family during COVID-19, where she is enjoying decorating their first home, and sharing the process with her audience.

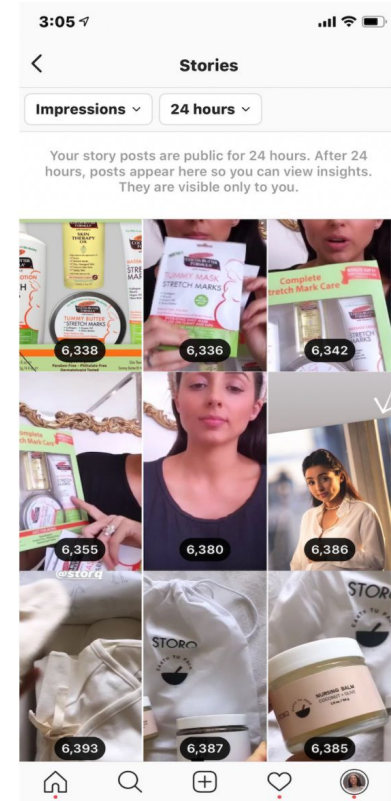
AUDIENCE INSIGHTS



Audience Demographics



Stats from 9/20



Average Story Insights

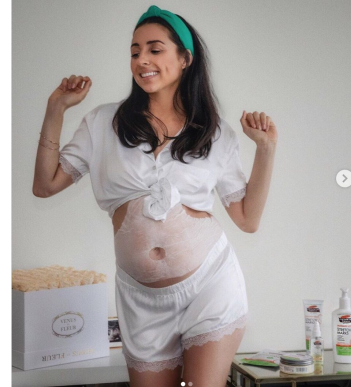
MOTHERHOOD PARTNERSHIPS



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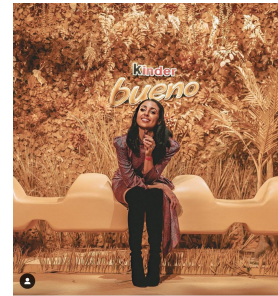
CBS ALL ACCESS



**Hello
FRESH**

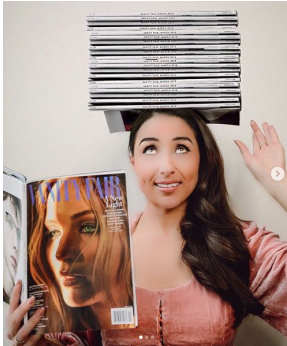


TAMRON
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HOME DECOR PARTNERSHIPS



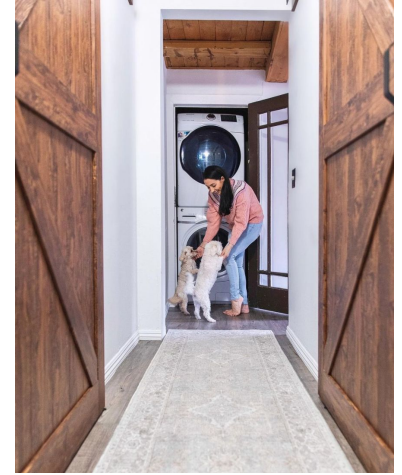
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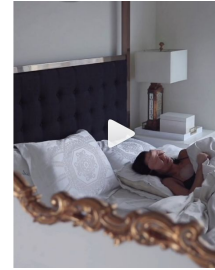
CLINIQUE



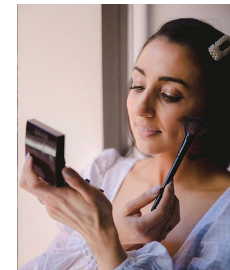
AERIN
BEAUTY



Indie
Beauty
Expo



SiO[®]
BEAUTY



LAURA MERCIER
PARIS | NEW YORK



ALMAY[®]



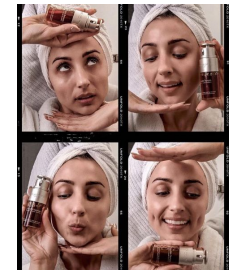
fabfitfun



la prairie
SWITZERLAND



RED DOOR SPA
Elizabeth Arden



CLARINS
PARIS

BEAUTY PARTNERSHIPS



StriVectin™



smile
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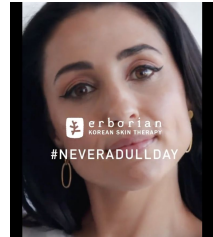
erborian
PARIS · SEOUL



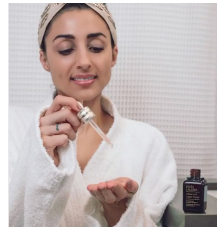
sobel skin *RX*



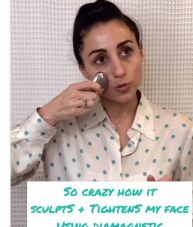
DECORTÉ



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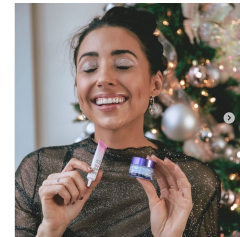
ESTÉE LAUDER



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FASHION PARTNERSHIPS



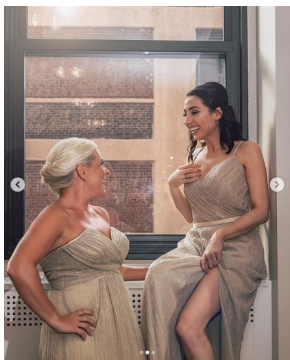
BHLDN



BULOVA



DAVID'S
BRIDAL



ALLURE BRIDALS

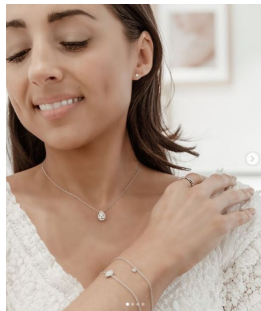


SACHIN & BABI



BRUNOMAGLI

ACCESSORIES PARTNERSHIPS



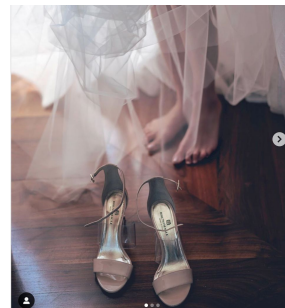
DE BEERS



DAVIDALAN



NOÉMIE




BRUNOMAGLI

Thank You!

Inquiries:

jordan@hauteflower.com