

Sweet Serendipity

SWEETSERENDIPITYBLOG.COM | DETROIT, MI



Sara Kauten

@SARAKAUTEN

art director, photographer,
content creator, adventurer

Sweet Serendipity is a fashion
and lifestyle blog that
inspires 20-something
women to create a confident,
chic, and well-traveled life
for themselves



17K+ IG FOLLOWERS

Engagement Rate 6.14%
348K Impressions per month
1K+ Average Likes

DEMOGRAPHICS

84% are women
41% are 25-34
29% are 18-24
83% are from the US

COLLAB OPTIONS

Sponsored Posts
Brand Ambassadorship
Product Placement
Events and Travel

PAST AND CURRENT DEALS GARNERED

BED BATH &
BEYOND

Lulus

charmingcharlie

PACSUN

BHLDN

LAUREN
RALPH LAUREN

DAILY
HARVEST

LOLA

RACHEL ROY

TOYOTA

BRUEGGER'S
BAGELS

Kroger