



AYUSHI KUMARI

Vogue top influencer for Feb 2019 by Fohr



sydneyfashionlife
-- Fashion, Beauty, Lifestyle --

 @sydneyfashionlife
 sydneyfashionlife@gmail.com
 www.sydneyfashionlife.com



He wanted to give her the whole world, but she just wanted Chanel..

The Why ?

Hi, I am Ayushi and I am a big time fashion and beauty enthusiast. I was the **Miss Queen of India** Finalist 2016 and now the finalist for **Mrs India Australia**

I have won many beauty pageants and **modelled for some major brands in Australia.**

I am great at mixing and matching trends, combining different styles ,creating look book for my target audience and aim to give fashion a wider and new perspective.

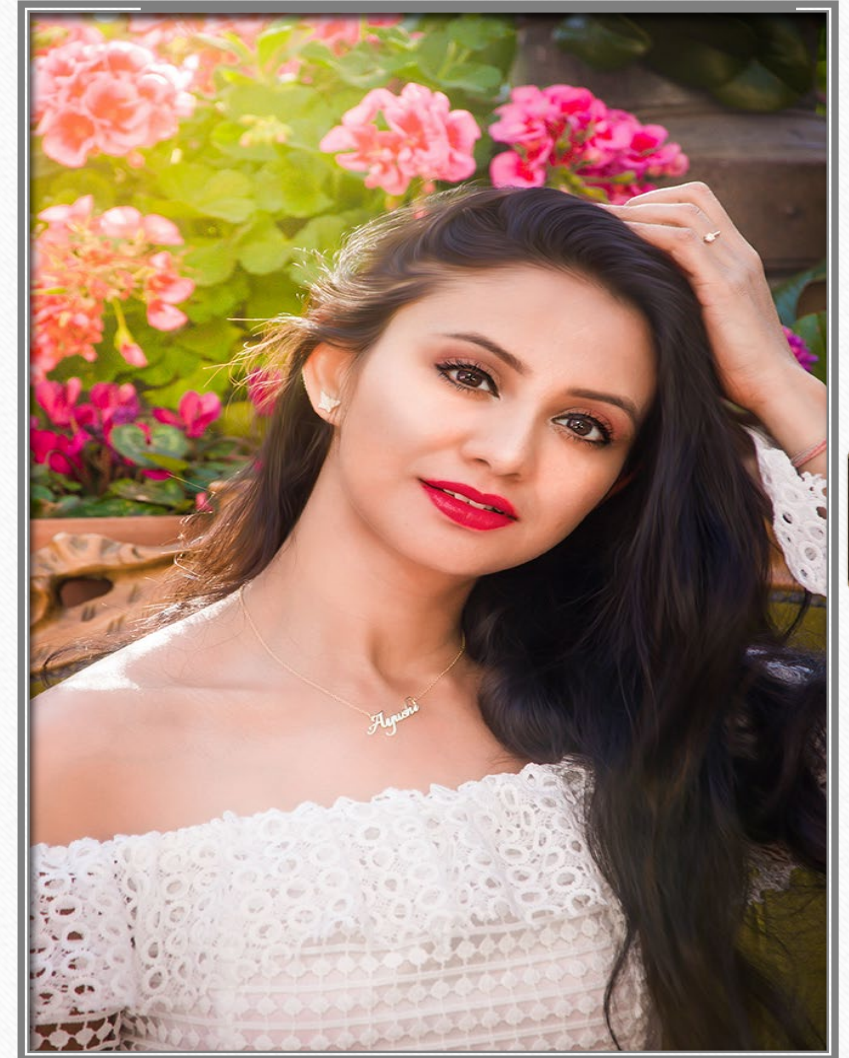
Migrated to Australia on Dec,2016 and here I am following my passion. This made me a Sydney based fashion and beauty blogger and thus the launch of-

Blog - <https://sydneyfashionlife.com/>

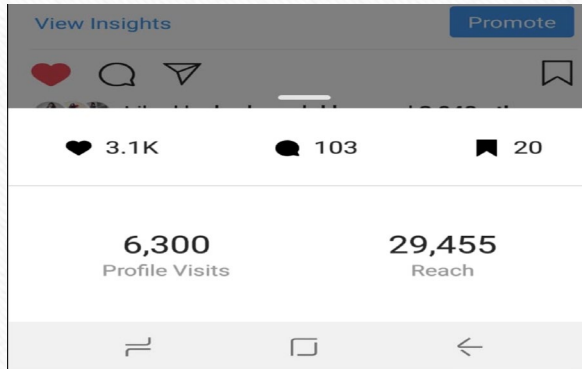
Instagram - @Sydneyfashionlife

GLANCE ON MY STATS:

Next slide

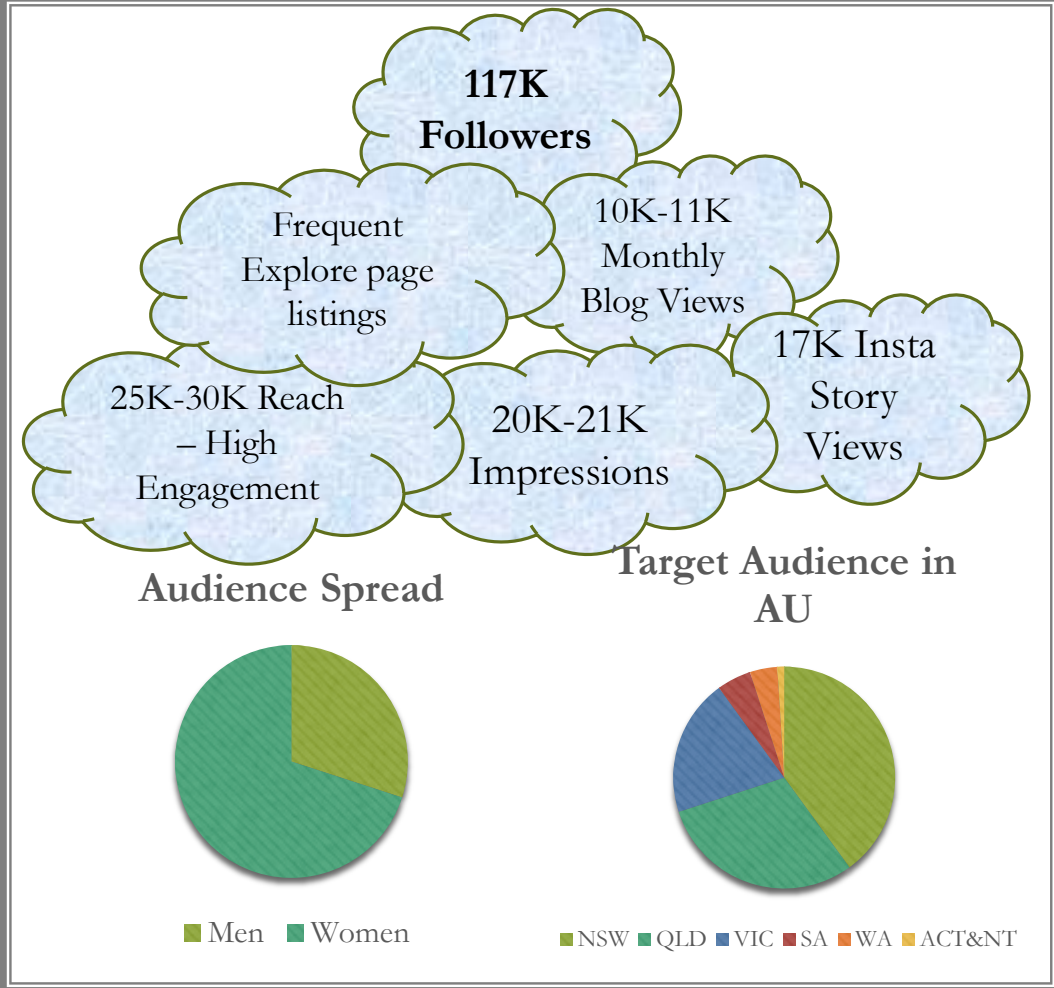
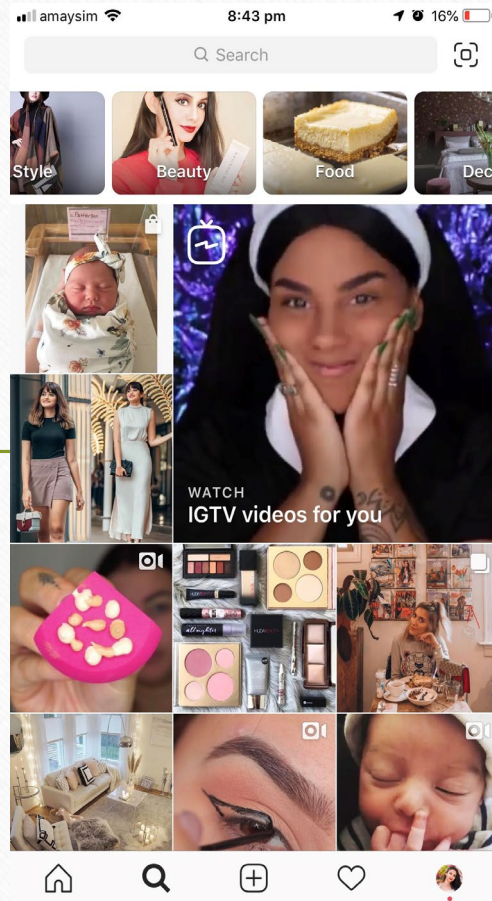
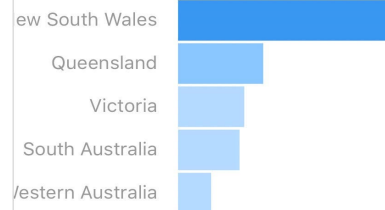


The Statistics



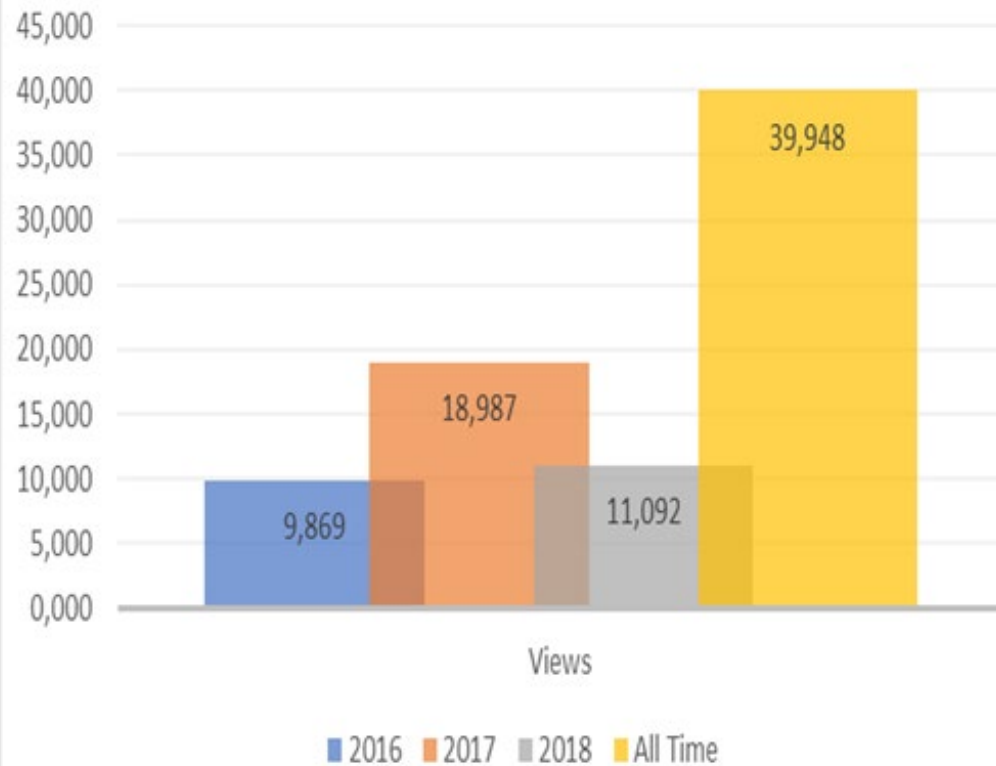
Audience

Top locations

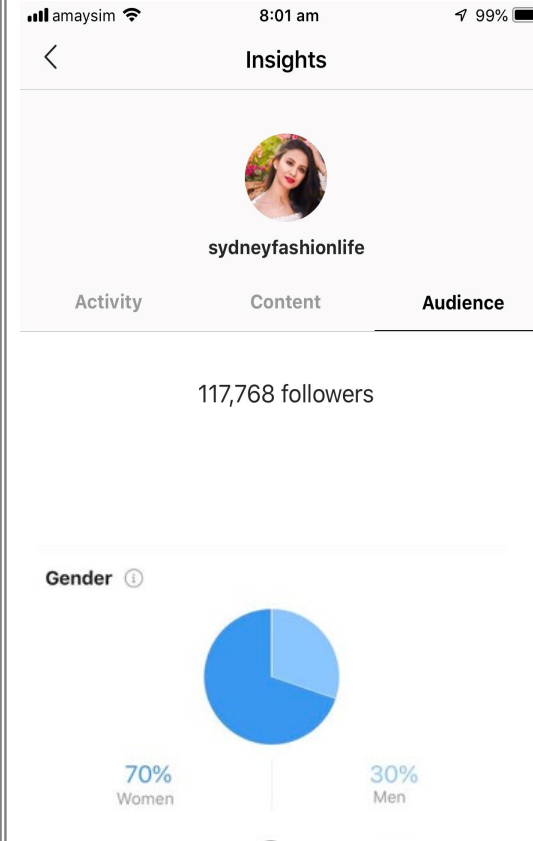


The Statistics

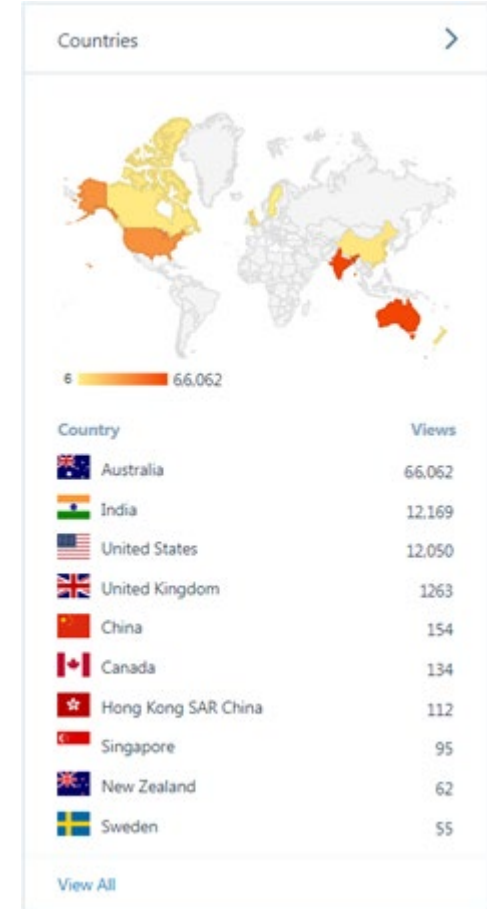
Site Traffic



Instagram



Blog Views



Features

1. Vogue Top Influencer Feb 2019- By Fohr

2. **Did National TV commercial**

<https://vimeo.com/133530755>

3. Featured at **Unique Times magazine**

<http://uniquetimes.org/ayushi-kumari-profile-miss-queen-of-india-2016/>

4. Featured for **Bobbi Brown on Instagram**

5. Finalist for **Miss Queen of India**

https://www.youtube.com/watch?v=IzBmye9O_vw

6. **Interviewed by Persollo-**

<https://www.blog.persollo.com/single-post/2018/11/04/5-minutes-of-truth-with-influencer---Ayushi-sydneyfashionlife>

7. **Featured for Shein Australia** many times, example below:

https://au.shein.com/Paisley-Print-Wrap-Dress-p-487213-cat-1727.html?fbclid=IwAR3Js0g43voy8UGRhopp1UJgcawvhcnb1BFDEHFbuz6rr0Z8y_95y8263PY

8. **Interview by JJs House :**

<https://sydneyfashionlife.com/2018/10/02/interviewed-get-ready-with-jjshouse/>

9. Collaborated with Brands like Sephora, Shein, Na-KD Fashion, Bobbi Brown, Lo'real, Dyson , Neutrogena to name a few.

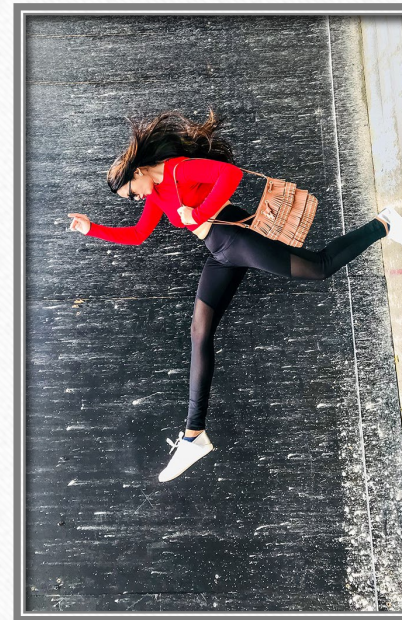
10. Featured in Moda chic magazine

<https://sydneyfashionlife.com/2019/02/05/my-5-rules-on-being-a-blogstar/>

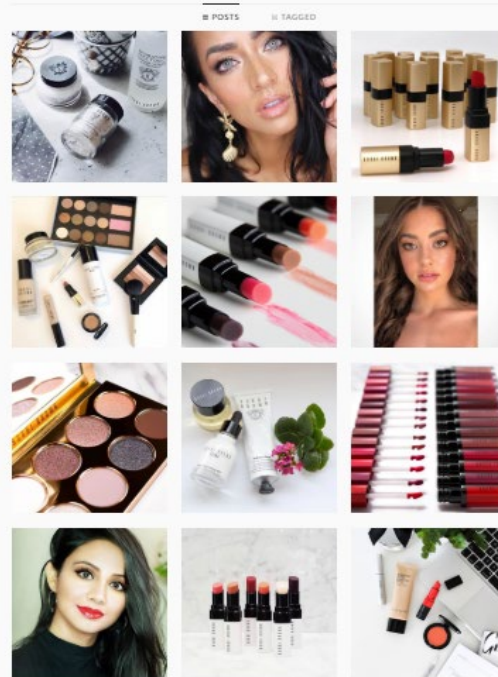
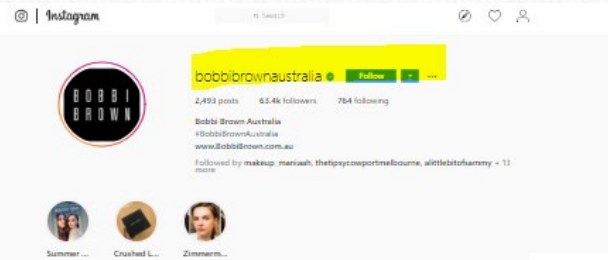


Taking collaboration to next level

- With millions of content out there, you have to be really creative and stand OOTB. That's how you engage with the audience and bring value to the business.
- We create HD content with a twist of creativity teaming with Bishphotography whose pictures have been selected by **National Geographic Channel**, Femina Magazine , Photoburst and many more.
- **Work:**
- <http://www.bishwamberphotography.com/>
- <https://www.facebook.com/BishwamberPhotography/>



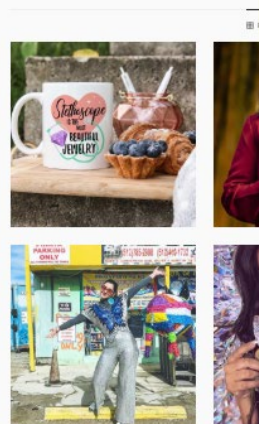
Featured



modachicmagazine_ Follow

295 posts 2,143 followers 164 following

Moda Chic Magazine
A magazine for the daily Instagram fashion, beauty, & lifestyle blogger
#modachicmagazine
Editor-in-chief @minahlerkin
minahlerkin95@gmail.com
minahlerkin95.wixsite.com/modachicmagazine/shop
Followed by manyasline



5 minutes of truth with influencer - Ayushi @sydneyfashionlife

November 15, 2018

Meet another beautiful persolito who's ready to share some secrets about being influential. Hero #2 - Ayushi @sydneyfashionlife.

Country: Australia
Followers: 60.6 k
Posts: ~783



Persolito: Describe yourself in 5 words

Ayushi: Dynamic, Fun, Productive, Restless and Foodie

P: How did you start your way in the world of social?

A: I love mixing and matching stuff. I once wore an Indian Blouse with my boyfriend

RECENT POSTS

Job Opportunity: Social Med Influencer Relationship Mgr
January 13, 2019

5 minutes of truth with influencer - Natalie @chictherunblog
January 6, 2019

Product Update: Moving Prc Images When Creating Inst Checkouts
December 10, 2018

5 minutes of truth with influencer - Ayushi @sydneyfashionlife
November 15, 2018

Top 9 Brands on Persolito pti
November 4, 2018

5 minutes of truth with influencer - Yvonne @sydneyfashionkids
October 22, 2018

Product Update: Influencer Audience Insights
October 16, 2018

TOP-10 Influencers on Pers Platform in August
September 12, 2018

Care Study: Sassy Organics Persolito
August 5, 2018

TOP-9 Brands on Persolito Platform in July
August 3, 2018

Featured in many Fashion magazines like Moda Chic Magazine, Indian community magazine

Featured on Website for major brands like BobbiBrown , Shein Etc

Interviewed in several forums

Clients



Business Impacts

Hi Ayushi,

I just discovered you and am very impressed! I know you're high-end fashion focused; your style is very playful and I believe we offer products (jewelry and gifts) that your audience would love.

My website is www.navya.com.au

Please let me know your thoughts on a possible promotion or editorial opportunities. We're also happy to do giveaways or unique discount codes etc... interested in your feedback.

Thanks
Navya Online

www.navya.com.au

Hi there,

LOVE your Instagram, and see a few opportunities for a fun collaboration that would be beneficial for both of us!



Nicola Miller / Aug 2010
to me ▾

Hi Sydney,

I'm good thank you, hope you are doing fine as well :)
Your sale has increased since the last time we talked, good job! So let's go for a second collab!

The collab will be the same as last time then, you'll pick **4 items** and then make a **try-on-haul through your IG Story**, plus at least one outfit **IG posts**. I will make sure you have the same **discount code of 20%** as last time to share with your followers.
Also this time post **reminders** with your **discount code**, to get a higher reach, the more the better :)

Please pick your size and color wisely as we are not making any returns on sponsored orders! Also, check if your size is still available on the website.

<https://www.na-kd.com/en/landings/nakdwardrobe>

Love,

THANK YOU

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