

SHE'S RED HAUTE

shesredhaute.com | @shesredhaute | info@shesredhaute.com



ABOUT:

Erin Whitcomb, a Philadelphia and NYC based fashion blogger and social media marketer, keeps her followers up to date on exclusive Redhead insights, the latest style trends, and helpful travel tips. She began her blog to give confidence to young redheads after witnessing someone she mentored get bullied for the shade of her hair.




780 + Montly Views


58% Women - 42% Men
Top Ages 18 - 34



TOP CITIES:
NYC, Philadelphia, LA, London

TOP COUNTRIES:
USA, UK, Germany, Italy, Japan




9,033 Followers
68% Women - Top Ages: 18 - 35
32% Men - Top Ages: 25-34


38% Redheads


3.4% Engagement Rate



TOP CITIES:
NYC, Philadelphia, LA, Milan

TOP COUNTRIES:
USA, UK, Italy, Canada




24.5K Monthly Reach


60% Women - Top Ages: 25-34
40% Men - Top Ages: 35 - 44



TOP CITIES:
NYC, Philadelphia, Pittsburgh, LA

TOP COUNTRIES:
USA, UK, Belgium, Australia


55.4K Monthly Impressions

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NOTEABLE BRAND PARTNERSHIPS:

ANN TAYLOR

MILLY

PRIMARK®

LONDON FOG
— EST. 1923 —

CYNTHIA ROWLEY

TRIDERMA
MD®

billie
A NEW BODY BRAND

FACE
STOCKHOLM

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