

FASHION BLOGGER

CHLOE PHAM

INSTAGRAM: @CHLOEPHAMMMM
WWW.PERLEANDJADE.WIXSITE.COM



ABOUT CHLOE PHAM

My name is Chloe Pham, the owner of Perle + Jade Blog. My blog was launched on May 2020 and has been growing ever since. My style is a combination of classy, versatile, feminine and a bit wild altogether. I created this blog to highlight my fashion sense, as well as helping women to understand that: A truly classy woman has nothing to do with her wealth but rather her beauty, confidence, elegance, wisdom, intelligence and independence.

I'm not all about the labels. With a huge passion for fashion, I would love to inspire everyone to understand that being a fashionista does not mean you have to wear designer clothes. Everything starts from zero, I myself started with vintage items and used my mix and match ability to create trendy outfits. It is important to know what you are in and what to wear to show your true personality.



2K
@CHLOEPHAMMMM



1.1K
@CHLOEPHAMMMM



MOST-READ BLOG



10 TRANSITIONAL PIECES FOR FALL THAT YOU CAN WEAR RIGHT NOW

The transition between summer and fall can be a struggle of deciding what to wear, which pieces are worth the pennies.

FEATURED ON



ootdvietnam [OUR FRIEND] OOTD by @chloephammmm ...

@ootdvietnam



dailyhive.style Coffee run by @chloephammmm...

@dailyhive.style



fashionbloggerstoronto Do you often plan out your outfit around a colour? How did it work out for you? Loving how @...

@fashionbloggertoronto

INSTAGRAM AUDIENCE

60% Female Followers 18-34 Age Range

27% Vietnam 30% Canada

11% US 10% New Zealand

ENGAGEMENT RATE

8.87%

AVERAGE INTERACTIONS PER POST

152 Likes
52 Comments

CONNECT

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PREVIOUS COLLABORATIONS

- MONICA VINADER
- ALYA SKIN
- IDEAL OF SWEDEN
- GOALS A.F
- PEACE COLLECTIVE
- SAMPLER.IO
- INKBOX



@idealofsweden



@inkbox



@alyaskinau



@peacecollective



@idealofsweden

BRAND PARTNERSHIPS + COLLABORATIONS (CONT.)



@sampler.io
@sulwhasoo.canada



One of the best things that make me so excited to get up in the morning.

A full bodied cup, alive with fruit, smoke, and earth tasting notes. Thanks for giving me the opportunity to try this. Can't complain :)

@ethicalbean
#ethicalbeancoffee

@ethicalbean



@sampler.io



The details are on point. Obsessed with my new Siren Stacking Rings ❤️ Use my code **US20RAFINSIDER-4F29** to receive 20% off purchases. Link in bio.

@monicavinader