



# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## about me

Hi, I'm Cristina, economist, entrepreneur and blogger. I love fashion, travel, great food, inspiring books and all the good things in life. My goal is to live my next forty years - and possibly beyond - with joy, class and style!

I like to present new outfits, review products and offer practical and effective solutions that help us women over 40 to live a wonderful life day after day.

## about the blog

No Time For Style offers strategies, ideas, tips and inspiration to dress well with less and take care of yourself in style by optimizing your resources in all areas of your life.

I dedicate special attention to fashion, beauty and lifestyle topics for women over 40.

## platform links

**YOUTUBE** → [https://www.youtube.com/results?search\\_query=notimeforstyle](https://www.youtube.com/results?search_query=notimeforstyle)

**BLOG** → <https://www.notimeforstyle.com>

**INSTAGRAM** → <https://www.instagram.com/notimeforstyle/>

**PINTEREST** → <https://www.pinterest.ch/notimeforstyle/>

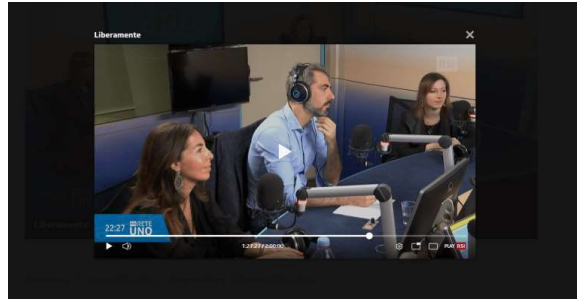
**FACEBOOK PAGE** → <https://www.facebook.com/notimeforstyle/>

**FB GROUP** → <https://www.facebook.com/groups/154069215326811/?ref=bookmarks>

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Featured on:



Interview on Swiss National Radio (RTSI): <https://bit.ly/3aHqkZJ>

Magazine Interview for "Ticino 7": <https://bit.ly/322Mz8r>

Magazine Interview for "Coppiaperfetta": <https://bit.ly/2Egdw08>

## Brands I've worked with:

BRAUN (INSTAGRAM)

NIVEA (INSTAGRAM)

MURAD COSMETICS (BLOG)

PANASONIC (LUMIX) (BLOG)

COSTA CROCIERE (FACEBOOK)

DORSAY CLINIC, MILAN (BLOG,

INSTAGRAM, FACEBOOK)

LUSH SWITZERLAND (BLOG, INSTAGRAM)

PERFECTHAIR.CH (BLOG)

RAPELLI (BLOG, INSTAGRAM)

ROSEKIN COSMETICS (INSTAGRAM)

SPORTSHOWROOM (BLOG)

STILEO.IT (BLOG)

LILYSILK (YOUTUBE)

GIMME5 APP (YOUTUBE)

LUMINA FASHION (YOUTUBE)

LOOKFANTASTIC (YOUTUBE)

CURRENT BODY (YOUTUBE)

NORDGREEN WATCHES (BLOG, IG)

CHAVROUX (IG)

MESSY WEEKEND SUNGLASSES, DK (BLOG)

HAPPYNESS BOUTIQUE, BERLIN (YOUTUBE)

CASSETTA DI MARZAPANE BIJOUX (YOUTUBE)

KETO CYCLE APP (YOUTUBE)

VOLVIC SWITZERLAND (INSTAGRAM)

WELEDA COSMETICS (BLOG)

NOWAVE (BLOG + FACEBOOK)

TIJN SUNGLASSES (YOUTUBE)

SHERPA TENSING (INSTAGRAM)

SLEEP & GLOW (YOUTUBE)

AMAZON FASHION (YOUTUBE)

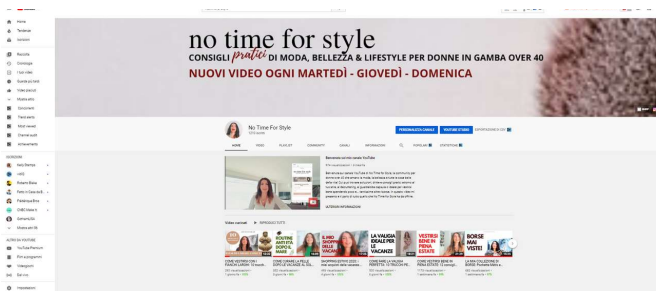
ROSENBERG COSMETICS (INSTAGRAM)

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Youtube Statistics

[https://www.youtube.com/channel/UC857FAKsz\\_OaD1nVqTGochg](https://www.youtube.com/channel/UC857FAKsz_OaD1nVqTGochg)



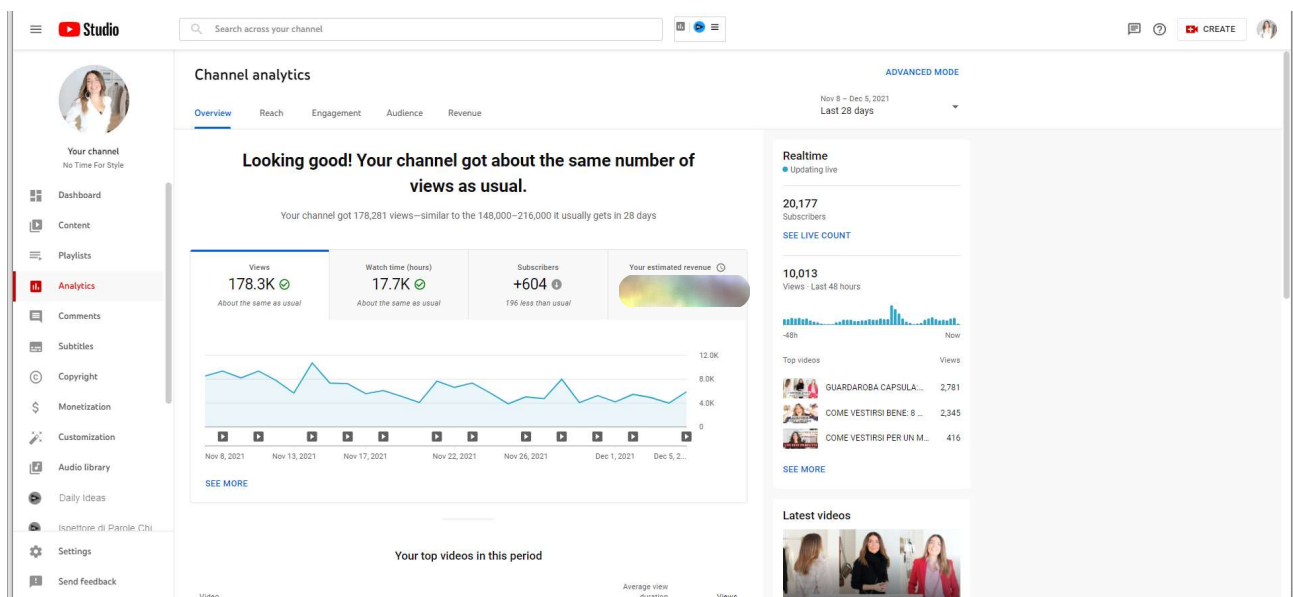
**20,200 subscribers**

**3,000,000 views**

**27,8 mln impressions**

+ 200,000 monthly video views  
+1,000- 2,000 monthly new subscribers

Active since April 9, 2020  
Uploads every Tuesday,  
Thursday and Sunday



ALL STATISTICS SHOWN IN THIS MEDIA ARE 100% ORGANIC WITH NO PAID EFFORT.

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Youtube Demographic

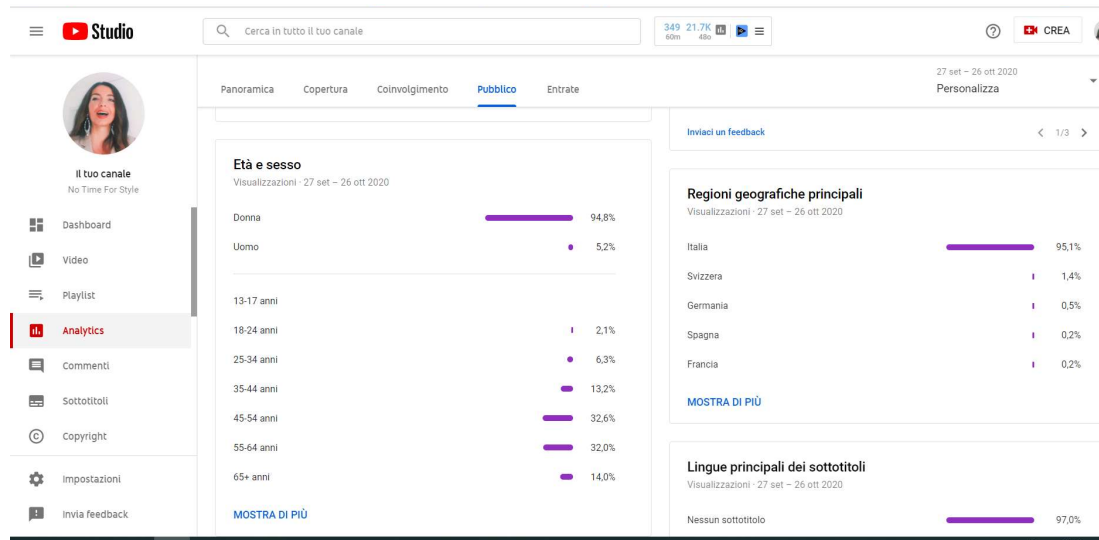
[https://www.youtube.com/channel/UC857FAKsz\\_OaD1nVqTGochg](https://www.youtube.com/channel/UC857FAKsz_OaD1nVqTGochg)

Audience: women of medium to high socio-cultural level aged between 35 and 65+, with a special focus on the 40+ segment, highly interested in fashion, beauty, travel, furniture and other lifestyle topics (cooking, books, technology for private and business life, etc.).

Most of the readers have a medium-high or high education level, and usually an university degree. Many of them are professionals and small business owners/entrepreneurs with good to high or even very high spending power.

Wide autonomy in spending and decision-making. Interest in products and services related to: fashion, beauty, home, travel and products and technology for their private and professional life.

Most popular video types: shopping hauls, evergreen content on style, fashion and beauty, product reviews, wellness and weight loss related posts.



ALL STATISTICS SHOWN IN THIS MEDIA ARE 100% ORGANIC WITH NO PAID EFFORT.

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Blog

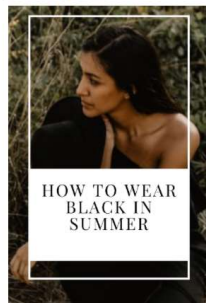
www.notimeforstyle.com

No Time for Style is a fashion, beauty and lifestyle blog for smart women over 40 that are passionate about all beautiful things that a full life has to offer.

My blog is written in italian, but also provides German and English translations of most part of its content. Therefore, it serves an international audience of women from different countries.

The blog also provides several free resources on fashion, beauty and lifestyle, as well as a range of books and digital products, sold directly on my blog or on Amazon.

### How to wear black in summer



Today girls are obsessed to a great extent, based on a question coming from one of you readers: how to wear black in summer? And, indeed, it's a valid question to which I'll answer in this article, perhaps, of many of its, valuable for the hottest season of the year!

Because let's face it, even for black lovers, summer is perhaps not the season when it's easier to wear it. First of all, because it's hot outside, the days are long and generally very sunny, and black makes you feel much warmer than light colors, under the sun!

But there is also another reason in summer: the sunlight changes, it becomes more cool and softer and can make you look better in black, especially when it's drizzle and "evening".

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

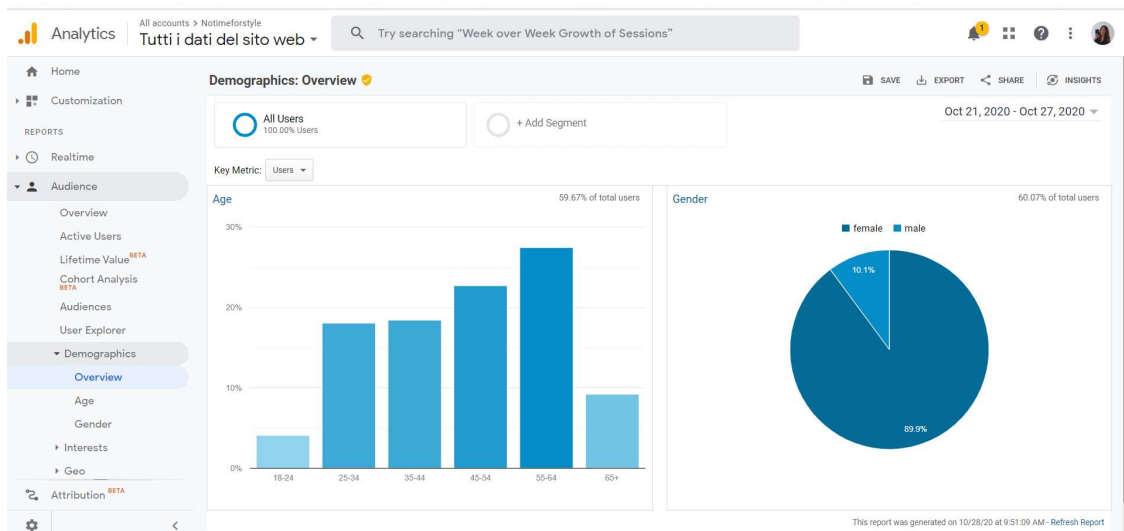
## Blog Demographic

[www.notimeforstyle.com](http://www.notimeforstyle.com)

Audience: women of medium and medium-high socio-cultural level aged between 35 and 65+, with a special focus on the 40+ segment, highly interested in fashion, beauty, travel, furniture and other lifestyle topics (cooking, books, technology for private and business life, etc.).

Most of the readers have a medium-high or high education level, and usually an university degree. Many of them are professionals and small business owners/entrepreneurs with good to high or even very high spending power.

Wide autonomy in spending and decision-making. Interest in products and services related to: fashion, beauty, home, travel and products and technology for their private and professional life.



ALL STATISTICS SHOWN IN THIS MEDIA ARE 100% ORGANIC WITH NO PAID EFFORT.

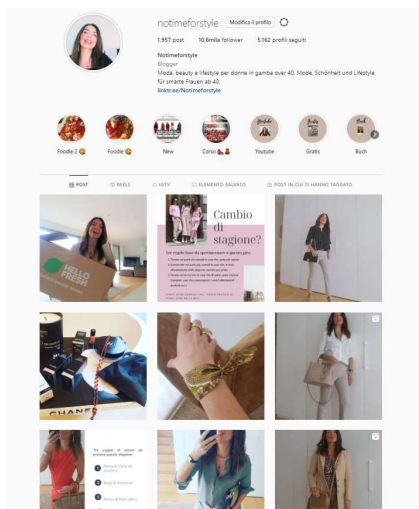


# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Instagram Statistics

<https://www.instagram.ch/notimeforstyle/>

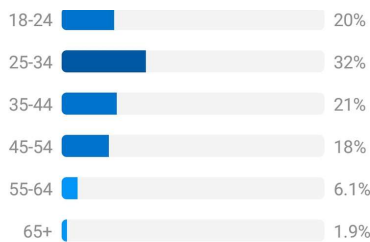


**11'300 followers**  
**3,50% engagement rate**  
**270 average likes / post**

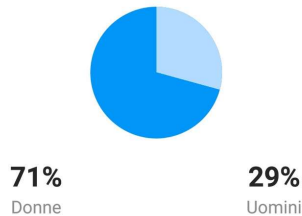
+480 weekly profile visits

Daily posts

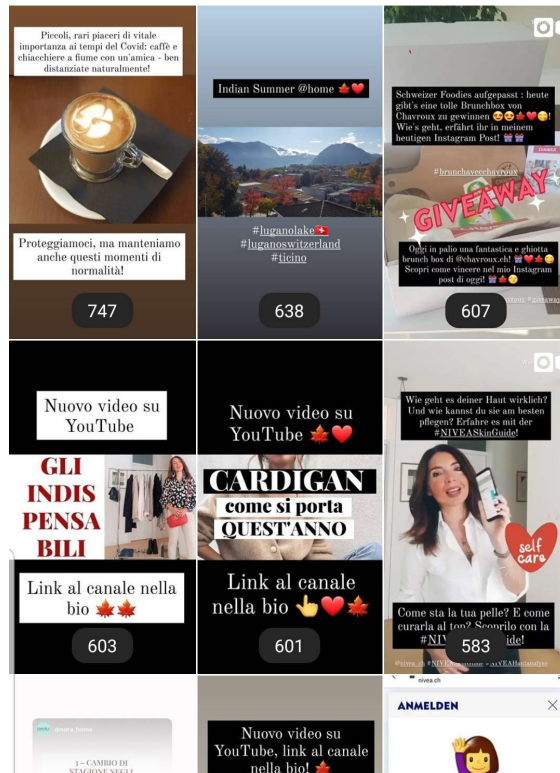
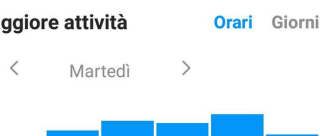
Weekly stories



Genere



Periodi di maggiore attività



ALL STATISTICS SHOWN IN THIS MEDIA ARE 100% ORGANIC WITH NO PAID EFFORT.

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Facebook Page + Group

My Italian Facebook Page and FB Group are mainly used to create a strong community around my blog, to allow discussion on new trends, ideas, products and services, and to share and promote new blog posts and videos, as well as Instagram posts and stories.

Both are very active on a daily basis.

**FB Page: 1,500+ followers**

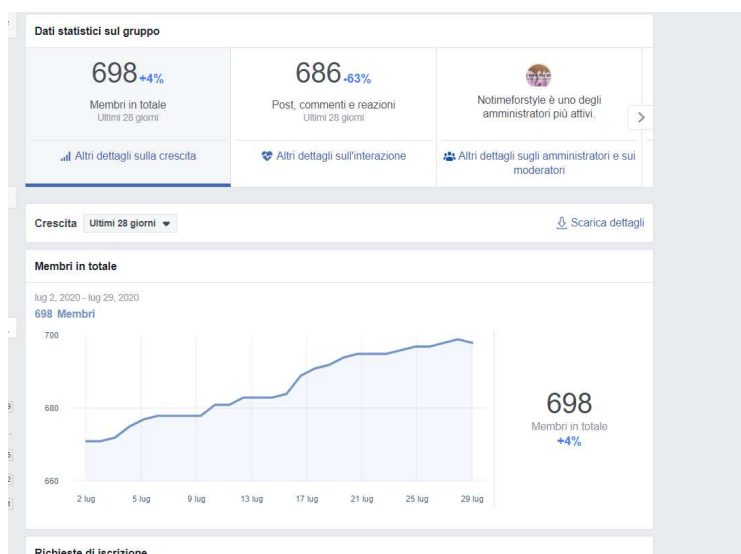
**FB Group: 1,100 followers**

**Total: 2,600 followers**

### Page:



### Group:



ALL STATISTICS SHOWN IN THIS MEDIA ARE 100% ORGANIC WITH NO PAID EFFORT.



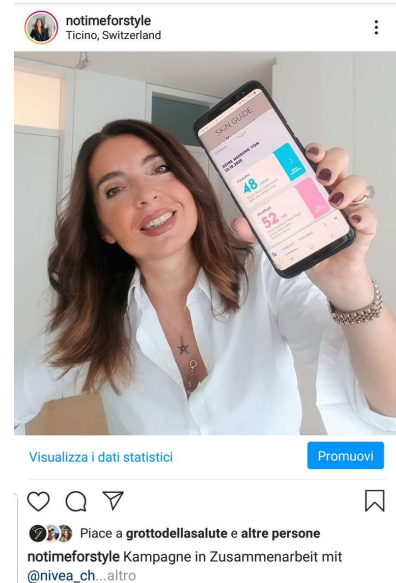
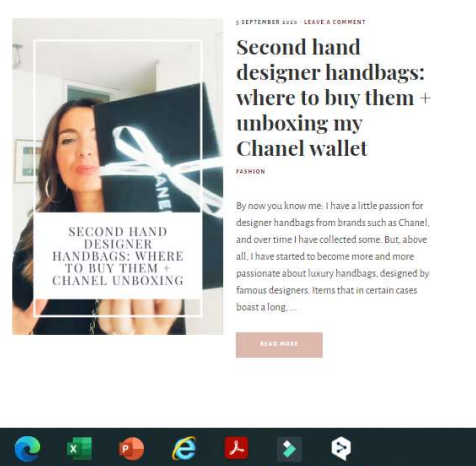
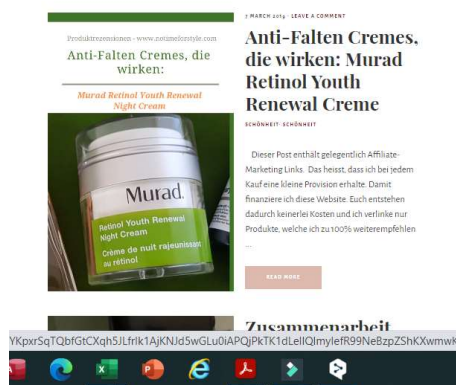
# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Recent Campaigns & Collaborations

I'm always happy to collaborate with brands and companies that provide great products and services and to create added value for them and for my audience as well.

These are some snapshots from my recent campaigns:



ALL STATISTICS SHOWN IN THIS MEDIA ARE 100% ORGANIC WITH NO PAID EFFORT.

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Recent Campaigns & Collaborations

I'm always happy to collaborate with brands and companies that provide great products and services and to create added value for them and for my audience as well.

These are some snapshots from my recent YouTube campaigns:



# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Testimonials

**"Good morning Cristina,  
thank you very much for the video, we really enjoyed it, your way  
of exposing is so pleasant and relaxing. Many thanks and  
greetings from the whole team, have a nice day!"**

[Anna Maria Ferri , Bijoux Casetta di Marzapane]

**"Hi Cristina! Awesome!!! Kudos on how you made the video and  
how you made the concepts clear! Let's try to keep the contacts  
alive but especially the collaborations ☺  
Thanks!"**

[Giulia Intagliata, DoctorDo Cosmetics]

**"Good morning Cristina, thanks for the link to the video!  
I'm very happy that you liked our app. You can feel it in the video!  
In fact, I find the video very nice and complete, you showed everything  
from meals to workouts, and above all, you perfectly understood the  
principle of our app."**

[Julie Brugoux, KetoCycle App]

**"Hi Cristina, the article looks great!  
Thank you so much for this great news and for taking the time to talk to  
me. I very much appreciate the time you spent discussing these  
collaborations and making it all successful.  
Let's keep in touch and I'll update you soon for more upcoming projects.  
Yours truly, Ren"**

[Renato Hangad, Nordgreen Watches]

**"Dear Christina, That's great, thank you very much! Really a super  
exciting article. Sunny greetings, Marie-Theres"**

[Murad Cosmetics]

# no time for style

FASHION, BEAUTY & LIFESTYLE FOR WOMEN OVER 40

## Testimonials

**"Good evening Cristina,**

**We are very pleased with how the collaboration with you went.  
We wanted to offer you an annual contract for 3 or 4 video  
integrations. I hope you will be interested!"**

[Marianna Popova, Sleep & Glow]

**"Hi Cristina,**

**Just seen the YouTube video and posts on Instagram!  
Thank you! I knew that our collab' will end with a great video.  
You are truly unique and that's why your channel and videos are  
different. You really know your style.  
And I loved seeing you wear the bag on Instagram. If you take  
more photos, you know I would love to see them :)  
We will stay in touch and are looking forward to collaborate with  
you in the near future!  
Sincerely yours, Hannah"**

[Hannah Smith, Teddy Blake Handbags]

**Thank you, Cristina. You do absolute wonderful work and service! Couldn't  
appreciate you more for everything!**

**kindly,**

**Sophie C.**

**Marketing Department**

[Sophie C., Marketing Department MommeSilk]