

FASHION & INSPIRATION FOR A STYLISH LIFESTYLE

# SIMPLY BY SIMONE

WWW.SIMPLYBYSIMONE.COM



**ABOUT**  
SIMONE

**THE BLOG:** Created in 2014 as a creative outlet, simplybysimone.com has grown into a destination for fashion, beauty, home, Westchester County favorites and inspiration. Readers value Simone's honesty and integrity in her content. Simply by Simone dot com strives to help women and give them the tools to create their very own stylish lifestyle.

**THE BLOGGER:** Simone Piliero Arena lives in Westchester County, New York. She holds a bachelor's degree in business administration and worked as Diane von Furstenberg's assistant in New York City for four years. Simone loves reading, meeting new people, educating influencers through Simply Society Westchester County's First Influencer Newsletter and Network and spending her time off on the North Fork, Long Island.

**300k**

WEBSITE &  
BLOG HITS

**8-10M**

PINTEREST  
VIEWERS

**65k**

INSTAGRAM  
FOLLOWERS

**17k**

TIKTOK  
FOLLOWERS



I'M HERE FOR YOU

# OPPORTUNITIES



## PARTNERSHIP OPTIONS

Sponsored Posts // Instagram Takeovers // Brand Ambassadorship // Product placement // Video Creation // Website Advertising // Events and Travel



## NOTABLE MENTIONS

<http://simplybysimone.com/press/>

## DEMOGRAPHICS:

72% are women  
38% are 25-34  
25% are 18-24  
73% are from U.S

Simply by Simone has worked with brands like Bloomingdale's, Lord & Taylor, Guerlain, Estee Lauder, Grey Goose, Sweaty Betty, Vita Coco, Marist College, The Journal News + more. Simone loves hosting events and enjoys talking in front of large groups of people and is very comfortable in videos.

## CONNECT

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