

frassy

MEDIA KIT

Audrey Leighton Rogers
www.befrassy.com



Frassy is a personal style website, documenting Audrey Leighton's daily wardrobe choices. Started in 2008 while she was studying English Literature at Durham University, Audrey wanted to pursue her sartorial interests in a creative yet personal way. Since then, Frassy has grown to become a name that represents Audrey as a fashion personality and brand influencer.

frassy credentials

Frassy receives around 850,000 – 950,000 readers per month from all over the globe. Primary countries of readership are United States, United Kingdom, France, Spain, Germany, Australia, Brazil & Mexico.



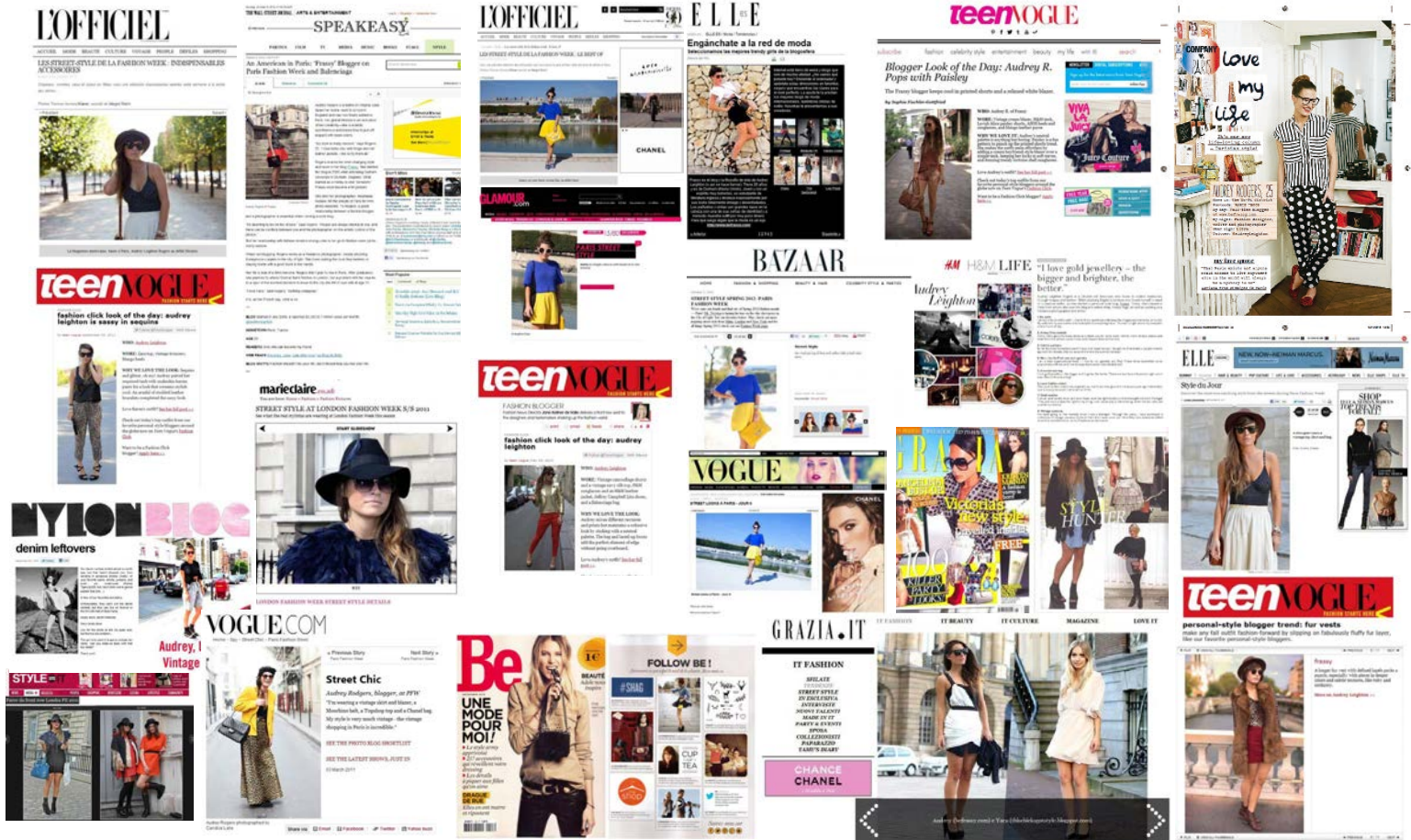
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For further analytics, contact Audrey directly.

In her 7 years of blogging, Audrey Leighton has collaborated with over 350 brands, which include



frassy in the press



Audrey Leighton has received international press coverage including -The Wall Street Journal, Teen Vogue, Elle France, Vogue France & Harper's Bazaar. To see her entire Press Gallery: <http://www.befrassy.net/press>

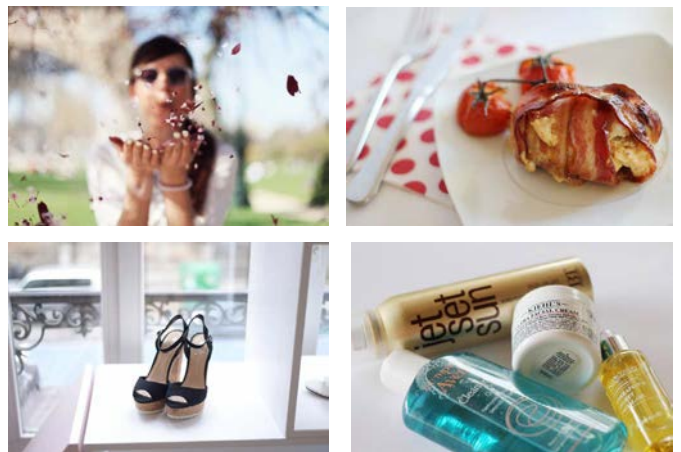
about audrey leighton



Audrey Leighton Rogers is an American who grew up all over Europe, After graduating, she decided to pursue her life-long dream of moving to Paris. In addition to blogging, Audrey works as a freelance writer & photographer.

frassy mantra

Frassy is a personal style website, documenting Audrey Leighton's outfits and wardrobe choices on a daily basis. Through blogging, Audrey aims to encourage her readers to simply enjoy the creative expression of clothes - because if it isn't fun, it isn't fashion.



Audrey has recently introduced new lifestyle categories into her blogging approach: food/home, fashion & beauty as a way of widening her content scope and increasing potential brand collaborations