

MILLENNIAL MOM W/ GEN Z STYLE

KRISTA LAVRUSIK

@KRISTALAVRUSIK



ABOUT

KRISTA
LAVRUSIK

Krista's the name. Fashion's the game.

I'm a 30-something mom with 4 young boys, but you wouldn't know it from my closet. Since Sept 2020, I've been sharing styling tips, epic thrift hauls, + my must-haves for that no-makeup makeup glow. People know me for my high-waisted jeans, upbeat reels and vibes. All the vibes.

You'll find a strong brow, cowboy boots and honest mom moments thrown in the mix. There's nostalgia in the music selection and quality pieces paired with my latest thrifted finds.

My goal? To show moms it is possible (and FUN!) to bring confidence and fun into their wardrobe.

117K

INSTAGRAM
FOLLOWING

4.9%

ENGAGEMENT
RATE

75K

AVERAGE
REEL VIEW

22K

AVERAGE
STORY VIEW

FEMALE
98%

25-34 YEARS
55%

USA
60%

SEEKING:
AUTHENTIC
GENUINE FUN



PRICE LIST

INSTAGRAM STORY / \$1500

Up to 4 frames, with a link to the landing page of your choice.

INSTAGRAM POST + STORY / \$3000

A permanent spot on my feed featuring a photo, or up to 2, in a carousel. Accompanied by a 4-frame story with a link to the landing page of your choice.

INSTAGRAM REEL + STORY / \$4000

The most popular bundle. A permanent reel on my feed, 15-30 seconds in length. Accompanied by a 4-frame story with a link to the landing page of your choice.

PRODUCT GIFTING / NO FEE

If you have a product you would like me to try, you are welcome to send it to the address below. Please note, this does not guarantee a feature:

Krista Lavrusik
417 Greenbrier Rd
Half Moon Bay, CA 94019

PAST PARTNERSHIPS

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LET'S DO THIS!

To get started with a campaign, send your request to krista.lavrusik@gmail.com. I will respond within 3 business days to discuss the details.

I am confident in my ability to create quality content that is both valuable to my followers and a solid investment for you.