

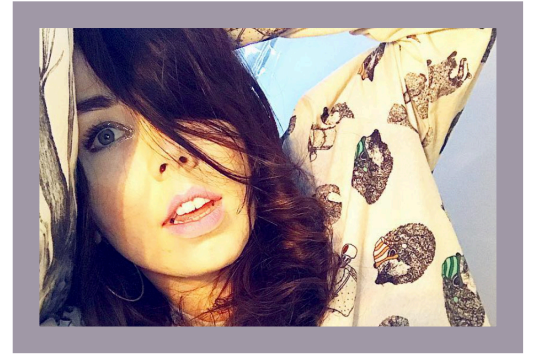
# Sopherina

## MEDIA KIT

Sopherina is an online lifestyle brand creating videos and posts which feature affordable fashion and interior hauls, how-tos and styling.

Focussing primarily on seasonal fashion, beauty and home decor, the Sopherina brand also offers social and ethical guidance from a personal perspective and friendly advice in the form of relatable content.

Sopherina has a loyal and engaged audience, quickly progressing from a passion project into a viable business.



5K  
SUBSCRIBERS



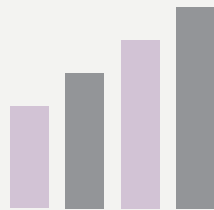
14K  
FOLLOWERS



5K  
FOLLOWERS



400,000  
MINUTES VIEWED  
IN LAST 28 DAYS



80%  
ENGAGEMENT  
RATE



125K  
VIEWS ON TOP  
VIDEOS



25K  
AVERAGE  
VIEWS

## FEATURED BRANDS



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