
ALISON LUMBATIS

STYLE BLOGGER & CAPSULE WARDROBE CREATOR

GETYOURPRETTYON.COM

STYLECHALLENGES.COM

INFO@GETYOURPRETTYON.COM



ABOUT ME

I'm a 44-year-old wife, mom of three, entrepreneur, INFJ, coffee worshiper and goat lover. Yes, I said goats. At the heart of it all I'm truly a jeans and tee kind of girl who loves spending time with my family and exploring the best places to eat in Dallas, TX. I'm an accidental minimalist when it comes to fashion and style, mixing my tried and true closet staples with a few seasonal trends. My goal is to provide the inspiration, tools and support to make it as easy as possible for my readers to feel pretty every day.

GET YOUR PRETTY ON

With over 25,700 unique visitors/month, Get Your Pretty On is the go-to blog for *real* women who want *practical* style tips and advice. GYPO began in 2012 as my accountability partner to get out of my own yoga pants mom rut. Since that time, it has evolved into a place for me to share what I'm learning and make easy style and beauty available to women just like me.

The average GYPO reader is a woman in her late 30s/early 40s who, in addition to style, is interested in home decor and gardening and is living in the USA. Over 98% of Style Challenge customers also read Get Your Pretty On.

STYLE CHALLENGES

Style Challenges is an online capsule wardrobe styling program that provides members with a seasonal shopping list of trendy and classic pieces styled into mix and match outfits.

Since the first Style Challenge in 2014, over 10,000 women in 20 countries have rediscovered their style, regained their confidence and made new friends in our vibrant community.

SOCIAL STATS



29K Newsletter
Subscribers



24K
Followers



10K
Followers



2.7K
Followers



15.8K
Followers

ALISON + AUBREY



Recently launched in March 2018, Alison + Aubrey is a jewelry line collaboration with my daughter, Aubrey Lumbatis. Each piece in the Alison + Aubrey Collection is hand-picked by us, inspired by different colors and styles, staying true to what lights us up.

We are proud to name each piece after influential women in our lives, creating a powerful story behind each necklace, bracelet, and pair of earrings.

FEATURED IN:

- Redbook Magazine
- Ladies' Home Journal
- POPSUGAR Select Fashion Blogger
- DailyBuzz STYLE

PARTNERSHIPS:

- Nordstrom
- Macy's
- Boden & POPSUGAR

OPPORTUNITIES

- Brand Partnerships
- Giveaways
- Reviews
- Sponsored Posts
- Style Challenges Partnerships
- Style Challenges Affiliate Program
- Alison + Aubrey Collaborations

REVIEWS

I love Style Challenges by GYPO! It has revolutionized the way I shop and the way I get dressed in the morning! ~Heather

I had always wanted an 'Easy Button' for fashion and Alison created it with Get Your Pretty On Style Challenges! ~Kara

I rarely RAVE about things and I have been RAVING about Style Challenges. ~Lisa

CONTACT ME

- 214.557.9351
- getyourprettyon.com
- stylechallenges.com
- alisonandaubrey.com
- info@getyourprettyon.com
- 722 Rosewood Dr.
Murphy, TX 75094