
ALISON LUMBATIS

STYLE BLOGGER & CAPSULE WARDROBE CREATOR

GETYOURPRETTYON.COM

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ABOUT ALISON

Alison is a 46-year-old wife, mom of three, entrepreneur, INFJ, coffee worshiper and goat lover. Yes, you read that right, goats. At the heart of it all she's truly a jeans and tee kind of girl who loves spending time with her family and exploring the best places to eat in Dallas, TX. She is an accidental minimalist when it comes to fashion and style, mixing her tried and true closet staples with a few seasonal trends. Alison's goal is to help all women feel pretty by being the go-to resource for inclusive style inspiration and beauty advice.

Alison is the creator/editor of the blog, Get Your Pretty On, a style and beauty resource curated for *real* women, by real women. Our goal is to change the way women feel about themselves- forever. We believe every woman, no matter their size, age, ethnicity or budget, deserves to feel pretty. Women who feel good in their own skin are always the prettiest – and that touches every area of their lives. By being the go-to resource for inclusive fashion inspiration and lifestyle advice, our goal is to connect with real women across the world, empower them to be confident, and to have fun along the way.

At the encouragement of her readers Alison launched Style Challenges -- an online capsule wardrobe membership program. Since rolling out the program in 2014, over 25,000 women in 20 countries have participated. Alison is a personal stylist and former actress and print model with both creative and technical backgrounds and was also a network engineer for several years before leaving corporate America to pursue creative endeavors. With such a diverse background Alison is an expert on making style and fashion accessible to all women. She is also the Amazon best-selling author of *Get Pretty, Kick Butt! The Moms' Guide to Looking Your Best and Getting More Done*.

Get Your Pretty On reaches a half million visitors annually in 200 countries worldwide and inspires a global community of women to rediscover themselves and embrace what makes them feel pretty, happy and confident.

Alison would be happy to cross promote partnerships in her weekly newsletter to our email list of 37,000 active subscribers, as well as share on our social media channels.

SOCIAL STATS



37K Newsletter
Subscribers



28K
Followers



21K
Followers



2.6K
Followers



1.9M
Monthly Views



MEDIA APPEARANCES

Alison has previously appeared on the television show Good Morning Texas and on the podcasts

Pathways to Success with Julian Placino, Glambition Radio with Ali Brown, and The Simple Show with Tsh Oxenreider.

TOPIC IDEAS

- Getting Out Of The Yoga Pants Mom Rut
- Investing In Closet Staples
- Practical Ways To Incorporate Seasonal Trends
- Running A Business As A Work At Home Mom
- Creative Ways To Make A Living From Your Blog
- How Our Look Affects Our Confidence And How Others Perceive Us
- How To Use Outfit Formulas For Easy Style

RECORDING

Alison appreciates the importance of excellent sound quality during an interview. She records interviews in a private office, on a Rerii Condenser microphone and also has a lapel microphone if you prefer. Alison is keenly aware of background noise concerns such as phone notifications, noisy jewelry, and outside noise pollution. She has the utmost respect for your time and will do everything in her power to control any undesirable interruptions during an interview.

QUESTION IDEAS

- What is a capsule wardrobe or outfit formula?
- What closet basics are worth investing more money in?
- How do you incorporate seasonal trends to your closet?
- What is a Style Challenge and how does it work?
- How can a daily routine help women feel put together?

CONTACT

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