



# GET YOUR PRETTY ON



/GETYOURPRETTYON



/GETYOURPRETTYON



@\_GETYOURPRETTYON

Life changing confidence and style created by  
former yoga pants addict Alison Lumbatis

GETYOURPRETTYON.COM

GET YOUR PRETTY ON® 

## ABOUT ALISON

Alison Lumbatis 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.

At the encouragement of her readers Alison launched Outfit Formulas® -- an online capsule wardrobe membership program. Since rolling out the program in 2014, over 30,000 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.

## ABOUT THE BRAND

Get Your Pretty On is 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.

Get Your Pretty On reaches almost three quarters of a 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.



## ABOUT OUTFIT FORMULAS®



Alison thinks every woman is worthy of something more than just 'clothes'. So, she created Outfit Formulas® to make it easy for you to get back on track to feeling good. Simplify your closet with basic staples & seasonal trends, and learn how to pair them every day.

With over 360 Facebook recommendations, these versatile capsule wardrobes have gained a cult following of women whom rely on Outfit Formulas® to boost their style confidence. Filled with perks like: bonus content, live Q&A with Alison, & giveaways, each capsule includes access to the popular seasonal private Facebook groups.

[OUTFITFORMULAS.COM](http://OUTFITFORMULAS.COM)

# MEDIA REACH



1.6M  
yearly site visits



1.9M  
monthly views



30,760  
page likes



27,390  
followers



37,000  
subscribers



9,506  
group members



## COLLABORATIONS

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. Collaborations can include, but not limited to:

- Podcast Interviews
- Television Interviews
- Live Video Interviews
- Guest Blogs
- Style Collaborations
- Social Media Cross Promotion
- and more!

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.. You can check out some of her previous interviews here:

[GETYOURPRETTYON.COM/IN-THE-MEDIA/](http://GETYOURPRETTYON.COM/IN-THE-MEDIA/)

Forbes

POPSUGAR

LADIES'  
HomeJournal

dailybuzz  
STYLE

redbook

## TOPIC IDEAS

- Getting Out Of the Yoga Pants Mom Rut
- Investing in Closet Staples
- Practical Ways to Incorporate Seasonal Trends
- You Don't Need to Buy More Stuff: How to Minimize Your Closet
- Running a Business as a Work At Home Mom
- Creative Ways to Make a Living From Your Blog
- How Our Look Affects Our Confidence & How Others Perceive Us
- How to Use Outfit Formulas® for Easy Style

## CONTACT INFO

214.557.9351

[getyourprettyon.com](http://getyourprettyon.com)

[info@getyourprettyon.com](mailto:info@getyourprettyon.com)

722 Rosewood Dr.

Murphy, TX 75094