

KIRSTEN KRUPPS

rock 'n' roll fashion & lifestyle blogger



ABOUT MY BLOG

I'm pretty sure I was a rockstar in a past life and my taste in music and sense of style comes directly from that. Along with fashion, I'm a huge makeup lover, as well. I've also gotten really into fitness the past few years and try to keep active. I created this blog as another creative outlet to share my interests with others. These passions are definitely covered quite a bit on my personal blog, so I hope others enjoy and are inspired!

✉ kirstenkrupps@gmail.com



1.6K

MONTHLY VIEWS

website



5.1K

FOLLOWERS

instagram



2.6K

FOLLOWERS

tiktok



2.3K

FOLLOWERS

pinterest



1K

FOLLOWERS

twitter

the blogger

KIRSTEN'S
LIFE

I'm a 30-something creative who was born and raised in the Midwest, Central Illinois to be exact. I'm currently located in Austin, Texas. I went to Bradley University for Communications, with a concentration in Advertising and minor in Interactive Media. In addition to my marketing day job, I've run my own photography business since 2013. I love going to concerts, eating out at restaurants, trying out new style trends, paddle boarding, and taking my two dachshunds to the dog park.

BLOG TOPICS

MOST FREQUENT CONTENT

The top categories on my blog that not only get featured the most frequently but also get the most interaction and views are:

- Fashion
- Beauty
- Fitness
- Music



BLOG AUDIENCE

MY MOST FREQUENT VISITORS

The most frequent visitors to my blog are **women** (64%) age **25-34** (32%) and **18-24** (22%) in the **United States** (73%) - California (10%), Texas (10%), and Illinois (9%). Their #1 interest is **Apparel & Accessories / Women's Apparel** and they are categorized as **Shoppers/Value Shoppers**. They are also interested in **Arts & Entertainment / Celebrities & Entertainment News**. They typically click through to my site via organic search (62%), direct links (19%), and social media (16%). Most women are looking at my blog on their mobile devices (79%) or desktop (20%).

what I want for my blog

THE FUTURE OF MY BLOG

I would love to collaborate with brands that match my interests in edgy fashion; everyday, attainable beauty; fitness; rock-n-roll music; and photography. It seems like a wide range of interests, but they compliment each other very well. I believe that my followers and myself love taking chances with our fashion/beauty choices, standing out in the crowd, and just being different.

BLOG CONTENT

MOST POPULAR POSTS

15 Online Stores with Rock n Roll Fashion

How to Dress Like Maria Brink from In This Moment

Nike Free TR8 Training Shoes [REVIEW]

Tanologist – My Favorite Self-Tanning Products

How to Dress Like Penny Lane from Almost Famous

Why Do Radio Stations Play the Same Songs Over and Over?

Strong Curves: A Woman's Guide to Building a Better Butt and Body by Bret Contreras – My Thoughts

How to Dress Like a Rock Star

How to Dress Like Lzzy Hale from Halestorm

Insert Name Here [INH Hair] Clip-In Ponytails + Bun Try-On + Review

How to Dress Like Avril Lavigne

How to Dress Like Amy Lee from Evanescence

TikTok Ramen Noodle Healthy-ish Recipe Hack



FASHION + MUSIC

How to Dress Like Maria Brink from In This Moment

JULY 6, 2020



I love In This Moment's music and I love Maria Brink's style. In the past, I've called her the rock-n-roll Lady Gaga due to her love of bodysuits and unusual accessories. She still keeps it very much rock-n-roll, though, in the textures and colors that she typically chooses. In the past, she had more of a babydoll-type of look with lacey, poofy dresses but for the 2012 album...

CONTINUE READING >

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WELCOME



Hi there, I'm Kirsten. Welcome to my rock n roll fashion and lifestyle blog! I'm pretty sure I was a rocker in a past life and my style derives directly from that. <

rock on,
Kirsten Krupps

FOLLOW + SUBSCRIBE

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CURRENT PAGES



LATEST POSTS

LTN Day 2021 June 11-13 | App Exclusive Sales on LIKEAKNOWIT

brand collaborations

WHO I'VE WORKED WITH

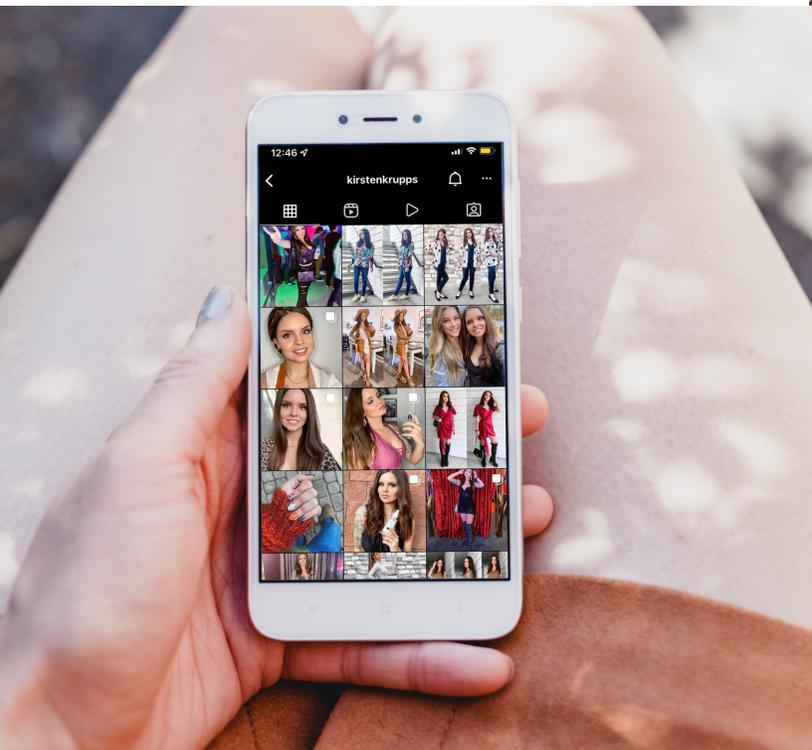
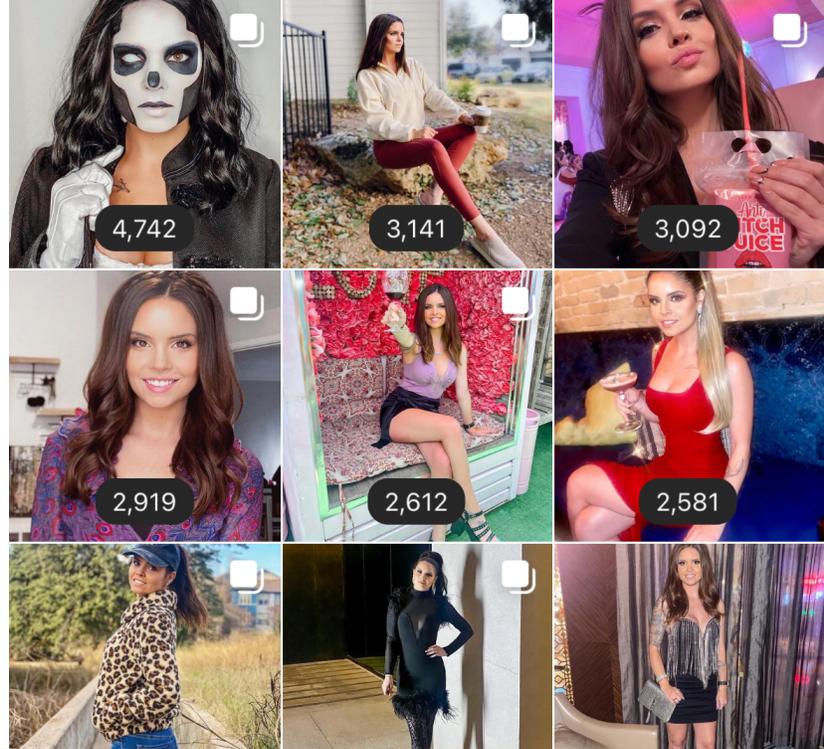
EVA NYC
Ponyflo
Madison Braids
Crocs
Maelove Skincare
V by Vye Sunglasses
Booty Bag
Quorn Foods
... and more!

IG CONTENT

MOST FREQUENT CONTENT

These posts tend to perform the best on my feed.

- Outfits
- Makeup Selfies
- Fashion Close Ups
- Lifestyle



IG AUDIENCE

MY MOST FREQUENT VISITORS

My Instagram audience is **52% men** and **48% women** residing in the **United States** (72%) age 18-34 (62%). The top 3 cities that most engage with my content are New York, Los Angeles, and Austin. I tend to reach ~6,200 accounts per week with my posts, stories, and reels. My posts have an average **engagement rate of ~3.4%**.

I'd love to work with you!

THANK YOU

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