

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



2.7K

VISITORS/MO

website



45K

IMPRESSIONS/MO

website



4.7K

FOLLOWERS

instagram



4K

FOLLOWERS

tiktok



2.5K

FOLLOWERS

pinterest

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 and received my MBA from Lamar University in 2023. 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, and taking my dachshund on adventures with me.

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** (70%) ages **25-34**, **18-24**, and **35-44**, in the **United States** (42.5%) - with the top cities being London, New York, Los Angeles, Chicago, and Dallas. They're **Entertainment News Enthusiasts** (35%), **Shoppers/Shopping Enthusiasts** (32%), They are also **Food & Dining/Cooking Enthusiasts/Aspiring Chefs** (30%) and **Lifestyles & Hobbies/Shutterbugs** (23%). They typically click through to my site via **organic search** (30%), **direct links** (54%), and **social media** (12%).

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

What to Wear in Austin, TX: The Ultimate Packing List

How to Dress Like Penny Lane from Almost Famous

How to Dress Like Bella Swan from Twilight

How to Dress Like a Rockstar

Building an Edgy Capsule Wardrobe: Top Picks for Effortless Cool

How to Dress Western with an Edgy Twist aka Y'alternative

Trying Jill: At-Home Dermaplaning

How to Dress Like Joan Jett

Styling a Leather Moto Jacket for Day or Night

15 Online Stores with Rock n Roll Fashion

Moto Boho: The 2025 Fashion Trend to Watch

Trying Out Jones Road Beauty

What To Expect + How To Act at a Band Meet and Greet

How to Dress Like Amy Lee from Evanescence

How to Dress Like Jenny Humphrey from Gossip Girl

The Best Affordable Vanilla Perfumes: Sweet Scents Without the Splurge

brand collaborations

WHO I'VE WORKED WITH

ROCK 'N' ROLL DATE NIGHT OUTFITS: EFFORTLESSLY EDGY AND CHIC

When it comes to date night, why settle for the ordinary when you can embrace the rebellious spirit of Rock 'n' Roll? In this blog post, we'll explore effortlessly edgy and chic outfit ideas that...

READ MORE



dress like
SCENE
QUEEN

FASHION ► APRIL 10, 2024

How to Dress Like Scene Queen

In the realm of edgy, rock 'n' roll fashion, Scene Queen, also known as Hannah Rose Collins, has carved out a distinctive space with her unique style and bold approach. Renowned for coining the term...

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FOOD + DRINKS ► APRIL 1, 2024

Fried Goat Cheese Balls

I could not escape the craziness of Scandoval when it first came out last March. So, naturally, I decided to watch Vanderpump Rules from the very beginning to see what was the deal. Besides the...

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About Me

KIRSTEN KRUPPS

Welcome to my rock n roll fashion and lifestyle blog. I'm pretty sure I was a rockstar in a past life and my sense of style derives directly from that. 🎸

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SEARCH

SEARCH

SHOP MY POSTS



FOLLOW ME ON INSTAGRAM



HOME ► MARCH 19, 2024

Edgy Home Decor: Bringing Rock 'n' Roll Into Your Space

Your home is an extension of your personality, and if your spirit resonates with the rebellious energy of rock 'n' roll, why not let that shine through in your decor? In this blog post, we'll...

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AUSTIN ► MARCH 11, 2024

Navigating SXSW Style: What to Wear to the Ultimate Austin Experience

South by Southwest (SXSW) is upon us and it's time to start planning your killer outfits for the ultimate music, film, and tech extravaganza. This iconic festival celebrates the convergence of interactive media, music, and...

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EVA NYC
Lancôme
Urban Decay
Good Molecules
Armani Beauty
Lime Crime
Ponyflo
Madison Braids
Crocs

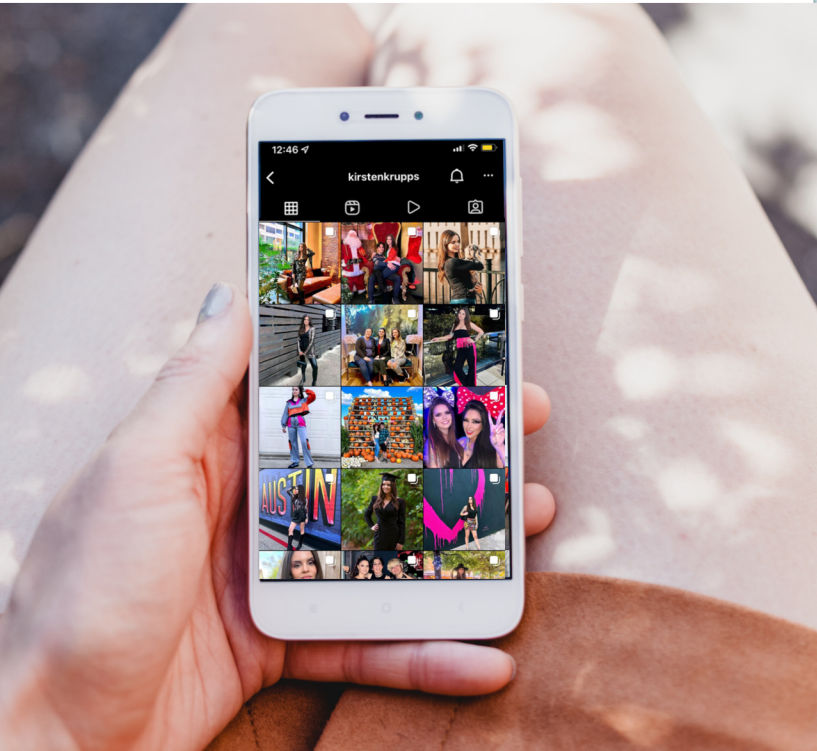
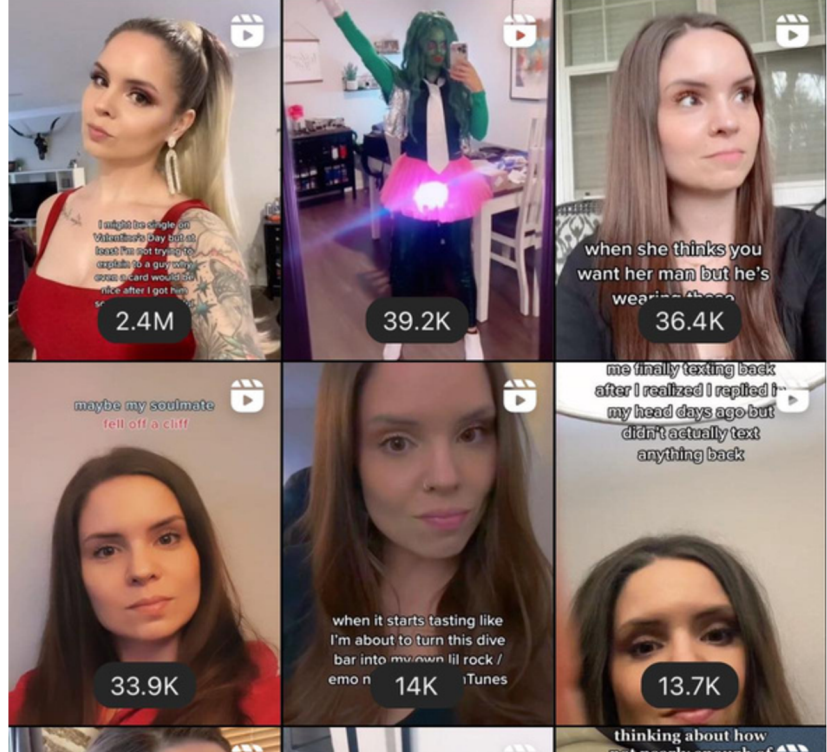
IG content

MOST FREQUENT CONTENT



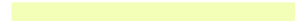
These posts tend to perform the best on my feed.

- Outfits
- Makeup Selfies
- Fashion Close Ups
- Lifestyle



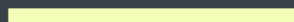
IG audience

MY MOST REACHED ACCOUNTS



My Instagram reached audience is 50% **women** and 50% men residing in the **United States** (71%) ages 25-34 (43%) and 35-44 (30%). The top 3 cities that most engage with my content are **Austin, Peoria,** and **New York**. I tend to reach **~1.5k accounts per week** with my posts, stories, and reels. My posts, stories, and reels have an average **engagement rate of ~4%** and **~5.5k impressions** per month .

brand collaborations



WHO I'VE WORKED WITH

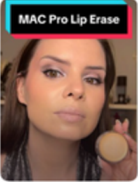



- It Cosmetics
- Pretty Attitude
- Apricot Lane Boutique
- CAKES Body
- Ellie Activewear
- Nevaeh Jewellery
- Goli Nutrition
- Ahava Jewels
- Casely
- ... and more!

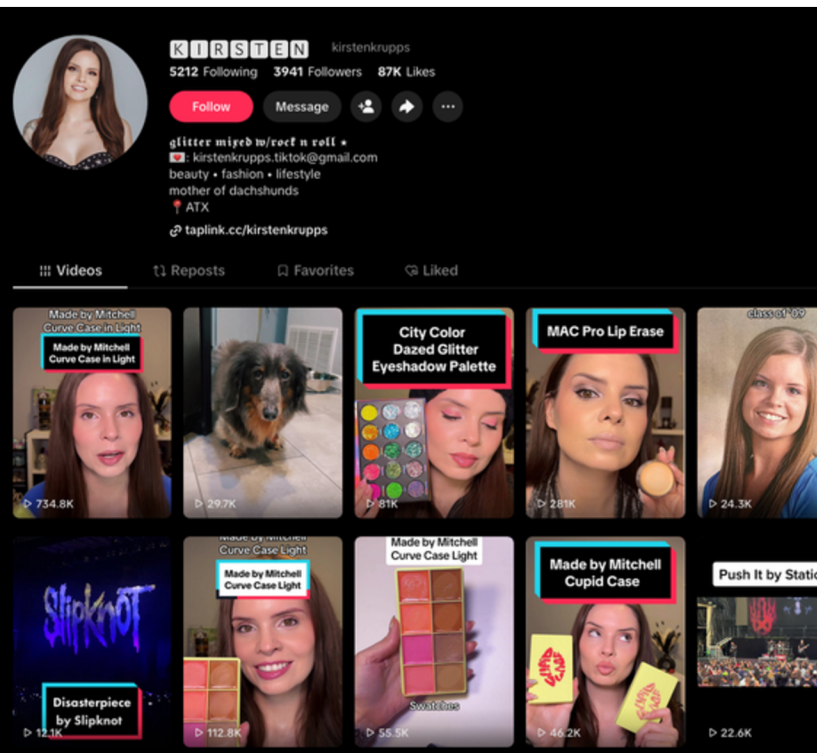
tiktok content

MOST FREQUENT CONTENT

These posts tend to perform the best on my feed.

- Makeup 1st Impressions
- Makeup Wear Tests
- GRWM
- Trending Audio / Memes
- Concerts
- Outfits

- 1  @maccosmetics Pro Lip Erase is on TikTok Shop! Hurry! #macco...
6,815 views in the last 28 days
Posted on Sep 11, 2025
- 2  If you're trying to watch your calories or even just lazy, this is...
3,322 views in the last 28 days
Posted on Jun 19, 2024
- 3  What I picked up from the @marcjacobs Beauty (re)Launc...
1,638 views in the last 28 days
1w ago
- 4  Trying out the @L'Oréal Paris Hyaluron Tint Lip Stain Serum i...
1,434 views in the last 28 days
Posted on Jan 17



tiktok stats

MY MOST REACHED ACCOUNTS

I generally post a few times a week, but it really depends what all is going on that particular week. My TikTok posts get **~63k views** and **~1,083 likes** per month, with **~51k viewers**. My posts receive **~54 comments** and **71 shares** per month. My viewers are **84% female** and **15% male**, ages **25-34** (39%), **35-44** (25%), and **18-24** (17%), with 87% located in the **United States**.

I'd love to work with you!

Kirsten Krupps

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THANK YOU