

Leonie Barlow

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Leonie Barlow is an absolute media mogul - certainly a force to be reckoned with!

After spending more than two decades working at the forefront of New Zealand and Australia's top selling women's lifestyle magazines - she turned her sights digital.

Her experience curating content and knowing what audiences are hungry for has sure paid off - growing her a collective audience of nearly 100,000 fans in just a couple of short years.

Leonie works in the fashion and lifestyle space, sharing with her audience valuable tips - like ways to always look and feel fabulous, seasonal fashion forecasts, and tricks to make your legs look longer.

What sets Leonie apart from the crowd is her maturity. Leonie says "there aren't too many women over the age of 50 actively involved in digital media, and I really like to be a positive representative for my age demographic."

Leonie is a mother of two active boys, and knows the struggle mums can face getting dressed in the morning - but believes fashion should be easy and fun.

She has spent years helping women discover their own sense of style, having also hosted styling and fashion workshops for the likes of Westfield, Estee Lauder, Ziera and more.

Building up other women's confidence, and helping them feel great, is what gets her out of bed in the morning. Her 20 years in the print media industry has made her extremely commercially savvy - a real asset to a brand as she has tried and true methods to create polished and relevant sponsored content.

Another strength of Leonie's is interior decorating. She has worked with a number of home brands to create blog and video content including The Warehouse, VAX, Kenwood, DeLonghi, Logan & Mason and more. It's proved to be her most popular



outspoken

content with her followers too, who eagerly tune in to watch what she makes, weaving in DIY makeovers and styling tips with valuable product reviews.