

# PRETTYBUSINESS WORLD

## THE STORY BEHIND WORKWEAR



### About Prettybusiness (World)

Hi, I'm Aileen Out. In August 2014 I started Prettybusiness.nl, the first and only online platform in the Netherlands that focuses exclusively on business fashion and (functional) workwear for men and women.

Since 2019, the articles can also be read in English on the international website PrettybusinessWorld.com. I also advise companies, act as a workwear expert in the media, give presentations and was a jury member at the Dutch Corporate Fashion Awards in 2018.

In 2021 I launched 2 (Dutch) books: Helden in witte pakken (March) about workwear in healthcare and Op hoge hakken in de wolken (May) about workwear in aviation.

## Services

The prices below are starting prices and exclusive of VAT, travel and accommodation costs. When multiple services are purchased, an advantageous package price can be made.

### Articles PB (Dutch)

- Article, fully focused on a company, product or service. € 500
- Link in an article € 250

### Articles PBW (English)

- Link in an article € 150
- Have Dutch article translated for Prettybusiness World.\* € 0,15 per word

### Guest articles

- Dutch € 0,40 per word
- English € 0,55 per word

\*If you are interested in collaborating with Prettybusiness World, please note that I am a Dutch writer. I first write articles in Dutch and then have them translated into English. The article is therefore published on Prettybusiness.nl (Dutch) and PrettybusinessWorld.com (English). The costs are 500 euros for writing the text plus 15 cents per word for translation. These costs include a possible interview, taking (product) photos and promoting the article on social media. If you only want to place a link in an article, there are no extra costs.



Photo: Miquel Gonzalez



Photo: Rosalie Van den Kerckhove

## Product promotion on social media (free)

If you want to send me work clothes (or other related products), I will make a free unboxing video about this on Instagram and Facebook. I do this for free because I would like to get to know as many workwear brands as possible.

I show what I'm wearing every day on Instagram, so if I'm satisfied, the clothes keep coming back on social media. I always tag the brands too.

## (online) Presentations

I give presentations on various topics related to workwear and my work. The presentations can cover workwear marketing, tips on how to look presentable at work, writing about workwear, and more. The price for a presentation starts at 800 euros for 45 to 60 minutes.

For questions about my offer, it is best to contact via email: [contact@prettybusiness](mailto:contact@prettybusiness)

## Statistics PB\*

Pageviews - 12K  
Visitors - 9,6K  
Women - 60%  
Men - 40%  
Nations - The Netherlands

\*Month: July 2021

## Statistics PBW\*

Pageviews - 5,5K  
Visitors - 2,4K  
Women - 48%  
Men - 52%  
Nations - (mainly) U.S. and U.K.

\*Month: July 2021

## Social media



8k+



5k+



833+



900+