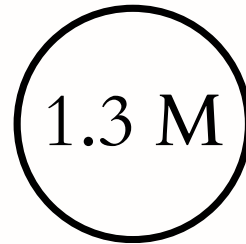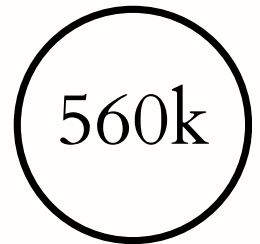# Aileen Out

WRITER, SPEAKER AND CONSULTANT
ON WORKWEAR
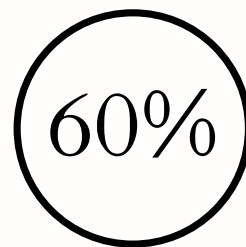
@PRETTYBUSINESS
@PRETTYBUSINESSWORLD

1.3 M
Instagram
monthly reach

560k
TikTok
monthly reach

60%
Women

75k
LinkedIn
monthly reach

ABOUT ME

In August 2014, Aileen launched Prettybusiness.nl, the first and only online platform in the Netherlands exclusively focused on business fashion and (functional) workwear for men and women. In addition, she advises companies, gives presentations, and was a jury member at the Dutch Corporate Fashion Awards in 2018. She also independently researches issues related to workwear and dress codes and is frequently featured in the media.

In 2021, she released two books: "Heroes in White Suits" about workwear in healthcare in collaboration with designer Monique Collignon. This was followed by "On High Heels in the Clouds" about workwear in aviation. For this, she collaborated with Cliff Muskiet, the world's largest collector of flight attendant uniforms. In the same year, she also became a columnist for the magazine Management Support. She continued to write columns for the trade magazine until the end of 2023.

Since 2022, Prettybusiness.nl has been included in the Digital Heritage by the Royal Library of the Netherlands. In 2023, Aileen was a columnist for all regional newspapers of the Mediahuis and wrote background stories about workwear for Fashion United. Her articles are now also available in English on the international website Prettybusiness World. Since 2024, she has written a weekly column for the Network Association of Uniform Manufacturers and Distributors (NAUMD) in North America.

Product/ service	Promotion on social media							Price
	Instagram Story	Instagram Feed	Facebook Story	Facebook Feed	LinkedIn	Twitter (X)	TikTok	
Article on both PB + PBW	✓		✓	✓	✓	✓		€650
Article (PB)	✓		✓	✓	✓	✓		€550
Link in new article	✓		✓	✓	✓	✓		€350
Link in old article								€250
Guest blog/column	✓		✓	✓	✓	✓		€0,50 p.w
Video (ENG)	✓	✓	✓	✓			✓	€800
Presentation	✓		✓					€850
Advice								€90 p.h
Unboxing	✓		✓					Free

WHY COOPERATE?

- Unique content that goes further and deeper than regular media.
- Content that you can share with your (potential) customers.
- Content by an expert in the field.
- In every (SEO written) article a link to your website so that your website scores better on search engines.
- Specific target group: consumers and companies interested in or looking for workwear and related products.
- Prettybusiness articles are found hundreds of times every day via search engines, so your products and services are too.
- Reporting afterwards: number of views, reactions, likes, viewing/reading time, etc.