INFLUENCER PARTNERSHIPS & BRAND COLLABORATIONS

Midlife isn't an ending. It's an edit.



Karen Viesta

CREATOR · EDUCATOR · FOUNDER, WELLEGANT WOMAN

Karen Viesta is the trusted voice guiding **women who teach** through that edit — real, high-performing content on wellness, style, identity, and the life waiting for them outside the classroom.

Her world covers four things: **everyday wellness**, **confidence & identity**, **personal style**, and the **travel & joy** that make ordinary life feel rich.

45.3K	2.86M	12.8K	6K+
INSTAGRAM FOLLOWERS	30-DAY VIEWS	NEW FOLLOWERS / 30 DAYS	EMAIL SUBSCRIBERS

3M+ views across two recent breakout Reels (**1.7M + 1.3M**) — organic, no paid promotion.

STATS AS OF NOV 2026

WHO'S WATCHING

92% WOMEN

63% AGE 45+

53.6% U.S. BASED

WHY BRANDS PARTNER WITH HER

01 **Trust that's been earned.** Recommendations read like advice from a friend further down the road.

02 **An audience brands can't reach elsewhere.** Midlife women who teach — a market of nearly 3 million in the U.S. alone — women who are actively investing in their next chapter.

03 **Content that performs.** Two Reels alone pulled 3M+ organic views — no ad spend required.

ABOUT

After **27 years in the classroom**, Karen Viesta built Wellegant Woman — a lifestyle brand for **women who teach** (a market of nearly 3 million women in the United States alone). Her content lives at the intersection of wellness, style, and reinvention, made for the woman who has spent years pouring into everyone else and is finally asking: *what do I want this next chapter to look like?* The result is a fiercely engaged community that shows up, comments, and comes back.

Everyday Wellness
Simpler, healthier routines & habits

Confidence & Identity
Navigating midlife's emotional shifts

Personal Style
Beauty, wardrobe & dressing with intention

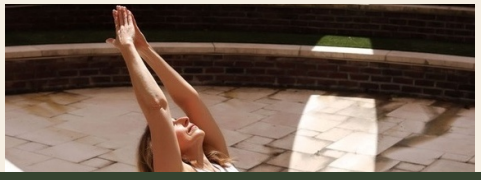
Travel & Joy
The ordinary moments that make life rich

PARTNERSHIP OPPORTUNITIES

- Sponsored Reels + Integrated Features
- Stories + Product Launches
- Lifestyle, Beauty & Wellness Partnerships
- Style + Travel Collaborations
- Newsletter Integrations
- Long-Term Brand Ambassadorships







Let's work together.

info@wellegantwoman.com
@WELLEGANTWOMAN · WELLEGANTWOMAN.COM