

# LULU'S LUXURY

*Lifestyle and Travel*



# About me

I have over **20 years of marketing** and consulting experience in the luxury lifestyle, hospitality, wellbeing and beauty space.

I started my first lifestyle and boutique hotel company, in 2002 from my garden shed; my passion has been to unearth little hidden gems, boutique hotels, B&Bs and small luxury hotels, as well as all brands and products in the travel, beauty and luxury lifestyle arena. I have lived in France, Spain and Italy and speak all three languages. I have written and reviewed for lifestyle titles including House and Garden, Tatler, Suffolk Magazine, Dossier, Condé Nast Traveller, Sainsbury's Magazine and had my own travel column in Bury and West Suffolk magazine.

I look after and consult for small businesses and lifestyle brands that don't have big marketing budgets, who don't have time to do the marketing themselves and who don't want to spend a fortune on representation companies.

Lastly, I only work with places, brands and products that **I genuinely LOVE**. My success is your success.



# Social Statistics

20.9K Instagram Followers  
@lulusluxurylifestyle

11K Pinterest Followers  
@lulusluxurylifestyle

1.3M Pinterest Monthly Views  
@lulusluxurylifestyle

8K Database

2K UMV



# Partnerships and Collaborations



## RELAXAYVOO

Brand Ambassador, Website build, Competition collaboration and PR - inclusion in Country and Townhouse Regeneration Guide, Dossier Magazine.



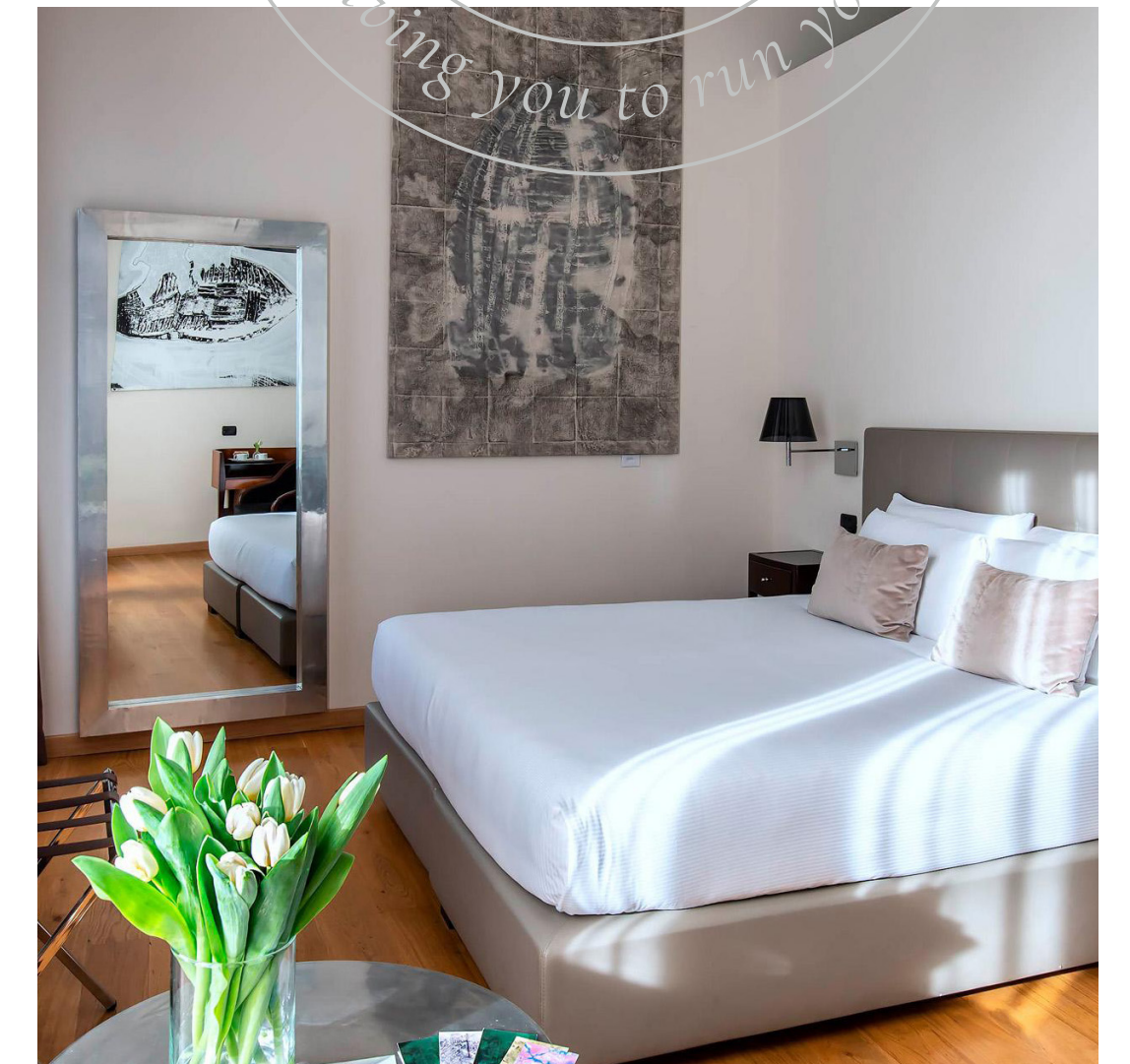
## MEWS FABRICS & FURNISHINGS

Collaboration, increase of 2K followers on IG and subscribers.



## MANDARINA SHOES

Collaboration, increase of 2.5K followers on IG and subscribers.



## RELAIS RIONE PONTE

Collaboration, increase in followers, subscribers and direct bookings.

# Current Clients

## THE HOTEL GURU

Marketing Director, Newsletters, Content, PR, Social Media, Collaborations, Hotel Reviews, Travel Features, Branding, SEO, Hotel Relationships, Sales

## THE GLOBAL RETREAT COMPANY

Venue Finding, Retreat Reviews, Social Media, Collaborations

## IT MUST BE NOW

PR, Social Media

## RELAXAYVOO

PR, Collaborations, Marketing, Brand Ambassador

## DOSSIER MAGAZINE

Contributer

## LA EVA

Brand Ambassador

## ROTHES GLEN

Marketing Consultant



# Brand Ambassador

LA  
EVA



RELAX  
ay VOO



# Testimonials

“ Lulu’s knowledge of the hotel industry is like no other and her passion, professionalism and determination is what sets her apart from others in the marketing space. She takes the time to get to know the owners, what they need and how they like to work, after all each on of us is unique with our own unique product. Lulu is my go-to for press, social media and marketing as well as expert advice.”

**CORINNE POVELS, OWNER, RIAD COCOON**

**RELAX**  
*ay* **VOO**

**NOW**  
TRANSFORMING TRAVEL

  
THE  
GLOBAL RETREAT  
COMPANY

**THE HOTEL GURU**  
THE EXPERT VIEW



# Let's Work Together

LULU'S LUXURY LIFESTYLE & TRAVEL

