



ABOUT KIMBERLY

Hello! I'm Kimberly and I've loved interior design for as long as I can remember. It began in my childhood when I claimed my mother's interior design coffee table book as my own and that love continued until I found myself decorating flats for my friends after they'd seen what I'd done in my own. However, it wasn't until 2010 when I purchased an Edwardian home on the outskirts of Manchester in need of a refresh and started my blog, [Swoon Worthy](#), that my passion was fully realised.

A few things about my style... I am an unashamed maximalist who loves colour and pattern and interiors with personality: Gold luxe finishes, cheeky animal prints, touchable textural fabrics, a touch of vintage and bohemian-style comfort. When they come together, I like to describe the resulting mix as *Eclectic Boho Glam*.

ABOUT THE BLOG

On my blog, I share everything from large-scale DIYs to crafty projects, trends that are catching my eye and I help others to express their personality, from budget decorating ideas to luxury splurges. Today, hundreds of thousands of readers across the globe look to Swoon Worthy for accessible design ideas and inspiration for their own homes.

I discuss interior design, trends and inspiration as well as the DIY work that we have completed on our home. I have shared our fully DIY kitchen, bathroom and cellar remodels as well as the myriad of décor decisions that have been made in my home, including the furniture, accessories, art, paint, wallpaper and soft furnishings that make a house a home.

In August 2017, I expanded my content to a full range of lifestyle topics, including food, fashion, beauty and travel. In March 2018, we moved to Shrewsbury, Shropshire into a 4 bed Victorian home ripe for renovation.

I prefer to use my own photography wherever possible. All the images of my home on Swoon Worthy were taken by me.

I also carry regular features such as 'Shop in the Spotlight' where I feature retailer picks, 'How To's' and DIY tutorials, Interior Design advice, Buying Guides and occasionally Travel and Event posts.

My readers are predominantly female, from an ABC1 demographic, aged 25-44 and from the UK or the US.



WEBSITE & SOCIAL STATS



90K
Page Views
Monthly



50K
Unique Visitors
Monthly



7K
Subscribers



DA 52
PA 50



22.7K



5.9K



20.5K



2.5K



SERVICES OFFERED

- Review & Keep Products – from £1200
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- Instagram Promo Only – from £220
- Guest Blogging – from £175
- Styling & Photography – Contact for prices
- Event Coverage – Contact for prices
- Speaking Engagements – Contact for prices

All sponsored content will be clearly identified for readers. Links are no-follow to adhere to [Google guidelines for bloggers](#)

*Rates for small, independent businesses may be negotiated at my discretion.

PRESS & FEATURES



The Daily Telegraph

BuzzFeed

COSMOPOLITAN

MailOnline

COLLABORATIONS

John Lewis

Sainsbury's

west elm



habitat

wayfair.co.uk

FARROW & BALL
CRAFTSMEN IN PAINT AND PAPER

George.

AWARDS

2017 Vuelio Blog Awards
Winner Best DIY & Interior Design Blog

2016 Amara Interior Blog Awards
Winner Blogger's Choice

2015 Callwey Best of Interior Blog Awards
Winner Most Creative Project

2016 & 2017 Vuelio
Top 10 Interior Design Blog

2016 Daily Telegraph
Top 10 Interior Design Blog

2017 Daily Mail
Hottest Home Design Blogger