



www.feronclarkstyle.com

Anita Feron Clark

LIFESTYLE AND TRAVEL
CREATOR

MEDIA KIT

Hi. I'm Anita!

LIFESTYLE AND TRAVEL CREATOR

I am a 50+ British-Indian Digital Creator and Stylist with over 28 years of experience in the fashion industry. I've always been passionate about travelling and have visited over 30 countries. My work has evolved into creating travel, lifestyle, and design content. Since 2020, I have partnered with various brands to create compelling content across travel, lifestyle, food etc.— always focusing on authenticity and a genuine connection to my audience. My [travel blog](#) gets over 3,000 views per month and is an excellent one-stop shop for travel inspiration - my clients and followers love it!

With a keen eye for aesthetics and a wealth of industry insight, I offer a fresh perspective that resonates with an engaged, discerning audience. My followers trust my recommendations, and brands appreciate my professional, approachable manner. I've successfully helped brands reach a diverse, international demographic through storytelling that blends creativity with real-world experience. Let's collaborate to bring your brand to life in ways that captivate and inspire.

ELSEWHERE



website: www.feronclarkstyle.com



Instagram: [@feronclarkstyle](#)



YouTube: [feronclarkstyle](#)

PARTNERSHIPS

Partnerships and collaborations with in:spa retreats, AmaWaterways, Ascot Racecourse, Sticks and Sushi, the BoTree hotel and many others. I have collaborated with over 50 brands.



CLICK ON [TRAVEL BLOG](#) TO SEE MORE

MY STATISTICS

 **133K+**

INSTAGRAM
@feronclarkstyle

 **8.9K**

accounts engaged
monthly

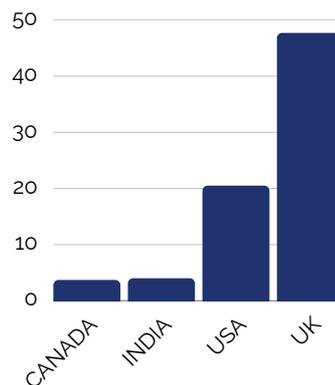
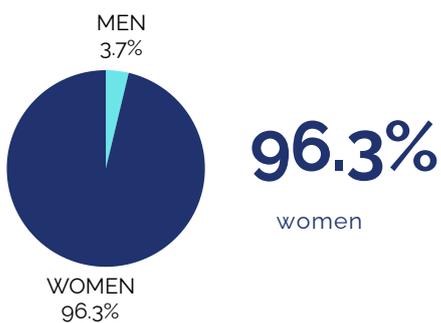
 **284K**

accounts reached
monthly

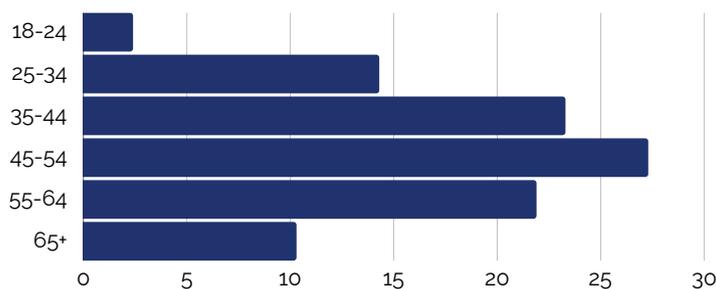
 **1.6 K**

email subscribers

AUDIENCE



47.7%
from the united
kingdom



27.3%
of my audience are aged
45-54 making this my
strongest age
demographic - however
the 34-44 and 55-64 age
range is also strong.



PUBLICATIONS

Well Travelled Magazine

Article published as part of the physical November 2023 issue.

[Scan available here](#)

MEET

Anita Feron Clark

SUPER PERSONAL-STYLIST

By Kathryn Briarley



WEBSITE:
<http://www.feronclarkstyle.com>

INSTAGRAM:
<https://www.instagram.com/feronclarkstyle/>

Having styled over 7000 women, Anita Feron Clark has seen incredible transformations happen when someone finds the styles and colours that genuinely speak to them. Her styling and colour advice give her clients a real boost in their mid-life years at a time when they may need more confidence and style direction.

Anita's love affair with colour began when she first fell in love with the vibrant hues of her heritage land, India. She was drawn to the world of style in the early 90s and has been making waves in the fashion industry ever since. She has been a clothing buyer for Marks & Spencer, an associate lecturer at the London College of Fashion and worked as a style editor for Essence magazine. For 16 years, she has been growing her image consultancy business – feron clark style – and Instagram following (122k followers @feronclarkstyle). Her clients are worldwide as she conducts colour, style and wardrobe consultations via Zoom. Her studio is based in Kingston upon Thames and often travels for shopping and client visits.

Her unique blend of London's creative culture and her Indian heritage has created a signature style that's warm, welcoming and chic. From bold statement pieces to

subtle accents to beautiful neutrals, Anita knows how to use colour to create a look that's uniquely you.

We first met Anita when she attended one of the in:spa wellness retreats in Southern France in September this year. She was attracted to the retreat concept, having heard first-hand that in just seven days, you can reset and re-energise yourself with the programme, leading to increased confidence and wellbeing in the guests that attend.

We caught up with Anita after the retreat:

Q: Tell us a bit more about feron clark style. Who is your typical customer, and what might trigger that first meeting?

At the heart of my image consultancy business, feron clark style, the ethos is to help women cut the mustard with their style every day and feel confident, empowered and visible regardless of their age, shape, size, budget, ethnicity, lifestyle, etc. My typical customer is any woman who feels and thinks they need something to change with their style due to a trigger. That trigger could be trauma, a significant birthday, an empty nest, career change, physical changes caused by menopause, career change, divorce, weight gain, weight loss and so on. Ultimately, they need a confidence boost to get back on track to feeling and looking good.

Q: What might some typical advice look like?

Well, here are seven of the most common pieces of advice I give to women:

1. Celebrate who you are now and who you want to be. Don't look back and compare yourself to the 'younger you' as you cannot turn back the clock.
2. Ignore negative self-talk and others' opinions, and wear what you love. YOU DO YOU.
3. Don't seek perfection... it doesn't exist. Good enough is good enough.
4. Only buy what you need; wear your clothes more and wash them less; and buy the best you can afford. That way, you're shopping mindfully and sustainably.
5. Don't be trapped in black! There are lots of neutrals and colours that will also look incredible on you.
6. Always choose style over fashion and trends. Style has longevity.
7. Focus on what you love about yourself: your smile, your intelligence, your sense of humour, your kindness as well as physical things – your shoulders, arms, legs etc. Don't get fixated on certain parts of your body such as your tummy, or your hips etc. See yourself as a beautiful 'whole'.

Q: Do clients see you for just a one-off consultancy, a series of visits, a wardrobe overhaul and a personal shopping spree?

A mixture of all of these! Before we even get started, we have a call and drill down to find out precisely what one's needs and requirements are. Not one size fits all! Most clients see me for a one-off consultation and feel empowered to put all their newfound knowledge into practice. Others may need a little longer to settle into their unique colours and style.

Q: What do you look for in a client to determine their best looks and style?

I take my lead from the client's answers, questions and what they've written on a style questionnaire. It's about what they feel most confident and comfortable in colour and style-wise. Some want minor tweaks; others wish for an overhaul. However, there is a process, and these five steps are looking at:

1. Their colouring – hair, eyes and skin tone
2. Body shape, scale and proportions
3. Style personalities
4. Appropriateness for their lifestyle
5. Looking current

It's important to mention that I don't want to close women; we are all unique,

and it's about tuning into that and helping women to feel and look their very best.

Q: What's your favourite look?

I'm a very eclectic dresser and like lots of looks, and my 'look du jour' depends on how I'm feeling, who I'm seeing, where I'm going and obviously the weather! My favourite look could be dramatic, romantic, chic, natural, classic, creative, boho. So it really depends on so many factors. One thing is sure: I wear what I love and never worry about being over-dressed or other people's opinions.

Q: What did you most enjoy about your spa retreat, and who would you recommend a wellness retreat to?

As a busy working mum who is a real foodie, I LOVED being waited on hand and foot and having the most delicious meals prepped, cooked and served. Knowing that every morsel was like an elixir for my body was wonderful.

I recommend a wellness retreat to everyone who needs reminding to put themselves first (for various reasons). Please don't see it as a luxury but an investment for your mind, body and soul. It makes you a better, happier, more balanced and healthier human. You feel able to deal with things to the best of your ability.

A heavenly match! Feron Clark style and in:spa retreats

Since Anita also sees her work as a way to promote overall wellbeing – she is passionate about the positive impact that colour and style choices can have on women's emotional, physical and mental health – we decided to explore some collaboration opportunities.

We have therefore partnered with Anita on one of our in:spa retreats, and we are thrilled that she will join the in:spa team in Marrakech, Morocco on 20-27 January 2024 at a stunning private boutique villa as our very own 'style adviser' (Prices start from £2590pp for two people sharing).

In addition to the in:spa wellness retreat programme (fitness classes, personal training, yoga, massage, nutrition talks and advice, delicious healthy cuisine, hiking), guests on this special week will have the benefit of two evening talks given by Anita on colour, shape and style as well as the opportunity to book a one-to-one for a 60-minute session with her for £95 (reduced from her usual £180 price).

To book your place, contact:
www.in:spa-retreats.com
020 3235 0120.

COLLABORATIONS



Goodwood Racecourse

MEMO

The Body Camp

A HOLISTIC LIFESTYLE TRANSFORMATION



ASCOT

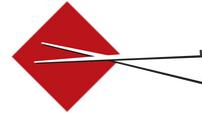


HENRY'S TOWNHOUSE



NOCI

modern pasta restaurant in
Battersea Power Station



STICKS | N | SUSHI

the **BoTree**

in:spa

LOST
PROPERTY

ST PAUL'S, LONDON

 AMAWATERWAYS®



Beachcroft

Hotel on the Beach



CORD

The first fine dining
restaurant by Le Cordon Bleu

GREAT BRITISH
WINE TOURS



Claridge's
ArtSpace

CONTENT EXAMPLES - ABROAD



IN:SPA

In:spa is a company that hosts luxury retreats worldwide and has done so for the last 20 years. In September 2023, I was invited to be a guest and colour expert at one of the [in:spa retreats](#) in Toulouse. I presented 'The Power of Colour Psychology' and undertook 1-2-1 colour consultations with the in:spa guests. I have attended and worked on three spa retreats in the South of France, Morocco and Mallorca. These presentations are well-received as I talk about the benefits of colour on overall wellbeing and shape, shopping and sustainability. I have created numerous videos and carousels which have resulted in many bookings and I can forward links to these at your request.

REEL VIEWS: 12K

LIKES: 90

COMMENTS: 18

SAVES: 16

[LINK TO REEL](#)



TRIP TO ATHENS IN MAY

In May, I travelled to Athens with my family. I put together a series of videos on Instagram and a [blog post](#) on my website that showcased the benefits of visiting the Grecian city out of peak times. I gave an insight into our daily activities and recommendations on where to stay, eat, and see teenagers. I also gave an insight into the travel methods and costs that we used as a family to explore.

REEL VIEWS: 7K

LIKES: 141

COMMENTS: 36

SAVES: 19

[LINK TO REEL](#)



AMA WATERWAYS

AmaWaterways kindly invited my daughter and me on a Danube River Cruise, sailing from the charming town of Vilshofen to the historic city of Budapest. During this trip, I was able to showcase how memorable inter-generational travel can be and the incredible way it is to bridge generations. This was the second time AmaWaterways invited me on a cruise, having previously attended a cruise down the Rhine River with my husband, which was just as wonderful. I have compiled a further 12 reels and carousels which I can send links to if requested. My content has resulted in bookings through Jerne.

REEL VIEWS: 62K

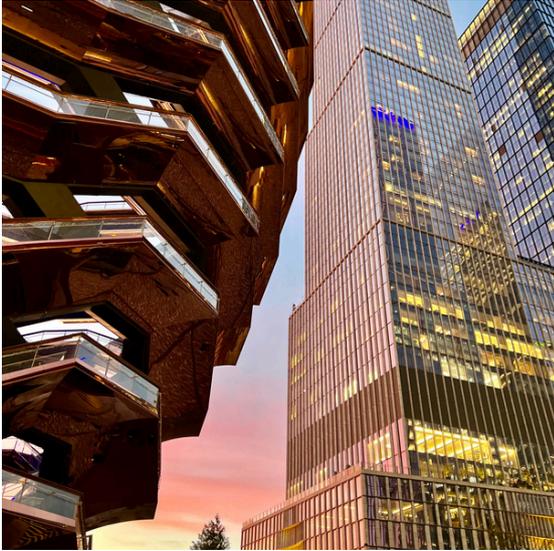
LIKES: 886

COMMENTS: 95

SAVES: 69

[LINK TO REEL](#)

CONTENT EXAMPLES - ABROAD



NEW YORK IN OCTOBER

In October 2022, my family and I visited New York. During this trip, I produced lots of content, including a few Instagram reels, a story highlighting my outfits and tips, a blog detailing my tips and tricks, and our itinerary. In the blog, I detailed where we stayed, visited, and ate, which my clients and followers found helpful.

REEL VIEWS: 6.5K

LIKES: 109

COMMENTS: 22

SAVES: 21

[LINK TO REEL](#)



CHRISTMAS SHOPPING IN PARIS

As part of my content, I enjoy giving my viewers topical and seasonal content. In this case, I decided to provide them with a Christmas shopping guide set in Paris. Whilst this wasn't a reel, this post was a carousel on Instagram, which I find to be equally effective in gaining attention. Nine different locations were highlighted, giving a varied guide of where to go if they have a festive trip to Paris to get some Christmas gifts or self-gifting broken down by 'good, better and best' price points.

REACH: 17.5K

LIKES: 384

COMMENTS: 32

SAVES: 296

[LINK TO POST](#)



THE BODY CAMP

The Body Camp invited me along to one of their 'fun all-in holistic' week stays in the summer of 2023. I was fortunate enough to bring along a friend, and whilst I had no idea what to expect, we had a fantastic time. During the trip, we experienced delicious food, made great friends and got stuck in with all the activities arranged throughout the week, all of which I documented and shared. At the end of the trip, I was supplied with a 10% discount code for my followers so they, too, could experience the Body Camp. As a result, they had four bookings please see the testimonial section and read Dean Piper's feedback.

REEL VIEWS: 15K

LIKES: 185

COMMENTS: 70

SAVES: 24

[LINK TO REEL](#)

CONTENT EXAMPLES - UK BASED



GREAT BRITISH WINE TOURS

Great British Wine Tours kindly invited me to embark on a unique journey through Sussex's stunning vineyards, all from the comfort of a vintage bus. We were given guided English wine tastings as we explored the two award-winning vineyards. I documented the activities and the breathtaking South Downs scenery before our vintage bus ride back to Brighton. At the end of the trip, I was given a 10% discount associate code for my followers and viewers to use to book their own excursions.

REEL VIEWS: 9.2K

LIKES: 135

COMMENTS: 40

SAVES: 31

[LINK TO REEL](#)



LONDON'S HIDDEN WALKS

As a born and bred Londoner, I find myself still discovering new things to do and places to visit in my home city. I initially spoke about this walk in my stories, to which over 97% said they would like to see some highlights. London's dark and gritty history inspired this walk and was one of 20 walks from the book 'London Hidden Walks' by Pete Smith called 'Blood, Guts and Body Snatchers'. It was a wonderful walk, albeit with a dark history, with lots of beautiful architecture and parks.

REEL VIEWS: 5.7K

LIKES: 63

COMMENTS: 8

SAVES: 21

[LINK TO REEL](#)



LOST PROPERTY, ST PAUL'S

This post was a carousel which featured videos giving a thorough tour of the room and showcasing our dinner whilst at the hotel. This London staycation was in a fabulous location across the road from the iconic St Paul's Cathedral, and we loved walking around the area. The hotel is a 145-bedroom by the Hilton group, part of the Curio Collection. My husband and I enjoyed staying there and sharing details of our stay with my clients and followers, who may also be interested in visiting when travelling to London.

CAROUSEL REACH: 10K

LIKES: 80

COMMENTS: 6

SAVES: 18

[LINK TO POST](#)

Testimonials



I also want to add how much I enjoyed my session with Anita. I wasn't entirely sure what I would get out of it, but I was sufficiently intrigued to book a session with her - and it was super! I enjoyed learning about the science of colour and rethinking some aspects of my wardrobe (no more black polo neck jumpers for me!). It felt like a girly treat and was a fun addition to the week. Anita has a lovely, bubbly personality in the group. She is a real asset to the in:spa retreat experience, and it adds another holistic dimension to self-discovery.

Debbie, guest of the in:spa retreats



I am so thrilled to hear that Nilla and you had a wonderful river cruise. My teammate, Arianna and I loved looking at your stories. It seems like you captured the feeling of travelling with your daughter very well. I can very clearly see that intergenerational travel for Nilla and yourself was captured perfectly and you had a memorable time together. Our team thoroughly enjoyed your content. It's fun for me to see how much your creative perspective has evolved over the year. The imagery you selected for your reels and photos are wonderful.

*Alexandra Bily, Social Media,
AmaWaterways Cruises,
Associate Manager*

Testimonials

“

It was a pleasure to meet Anita and her husband Tom who we have collaborated with for social media promotion for Great British Wine Tours. Anita produced a social media video and other materials matching our business character. The video is a timeline of a day tour with us and highlights all of the key moments of the day which make our product unique and special. I was very pleased with the resulting social media product and user interaction. I can confirm we have received direct referrals through Anita's social media platform, and it has been a successful partnership. I would have no hesitation in recommending Anita and her services, and I look forward to working with her again.

*Danny Edwards, Director of
Great British Wine Tours*

“

I loved the content for The Body Camp. You showcased what Body Camp stands for so well. It was a fun, light-hearted video, and we secured some bookings on the back of it, so thank you!

*Dean Piper, Founder of Beak
Communications, Brand and personal
PR creative consultants*

“

Anita joined our in:spa retreat in Mallorca and her presence was very warmly received. Anita is a lovely, professional lady and with a very positive outlook. She's a delight to be around and our guests loved her colour presentation and 1-2-1 consultations. Thank you, Anita, for bringing extra light and colour to our retreats.

*Debbie Seabrook, Retreat
Coordinator for In:Spa*

“ Endorsements ”

Tina Lond-Caulk - The nutrition guru

Anthea Turner - Public figure

Dean Piper - Founder of Beak Communications

@deanpiperisalive

Debbie Blott - Founder of the decor cafe:

<https://decorbuddi.com>

Deborah Cohen - Science Editor BBC and ITV

Dr Bella Smith - NHS GP and co-founder of

@thewell_hq

Dr Mandy Lehto - PhD, Executive Coach and

entrepreneur

Natalia - Influencer @shedreamsofgucci

Emily Jane Johnston - writer @emilyjanejohnston

Emily Quinton - Photographer, author and speaker

@emilyquinton

Heather Mikkelsen - Founder of Mikky Rebel Fit

@mikky_rebel_fit

Helen Perry - Marketer @_helen_perry_

Kathryn Brierley - Founder of The Happy Healthy

Holiday Company

Marie-Louise Pumfrey - PR @mrsmlmode

Marja-Leela Townsend - Editor of Darling Magazine

Maxine Laceby - Co-founder of Absolute Collagen

May Simpkin - Nutritionist

Marie-Louise Pumfrey - PR @mrsmlmode

Sarah Haran - Luxury Handbags

Tara Lee - Founder of Tara Lee Yoga Limited

@taraleeyoga

CONTACT DETAILS

Let's collaborate!

For any further questions and to explore how we can work together, feel free to reach out at:



anita@feronclarkstyle.com



feronclarkstyle.com



[@feronclarkstyle](https://www.instagram.com/feronclarkstyle)

Anita