

HELLO, I'M

Flossie

HOME AND LIFESTYLE CONTENT  
CREATOR  
@BYFLOSSIEALLAN



*Let's work together!*

Hello, I'm Flossie, the creator behind ByFlossie, a lifestyle and interiors brand inspired by the timeless charm of the English countryside. Through carefully styled tablescapes, welcoming home details, and glimpses of town and country life, I capture the essence of relaxed, elegant living. I love partnering with brands that share a passion for quality and craftsmanship, from boutique hotels and country house retreats to heritage lifestyle and homeware brands.

### INSTAGRAM METRICS

10K FOLLOWERS  
495K MONTHLY VIEWS  
225K MONTHLY REACH

81.2% FROM THE UK  
96% WOMEN  
86% NON FOLLOWER REACH

### SOME OF THE BRANDS I'VE WORKED WITH

- Sophie Allport\*
- NEOM Organics\*
- Bramley Products\*
- Sandberg
- Graham & Brown\*
- Various countryside hotel groups
- Naked Wines
- La Redoute
- Ancient + Brave
- Aery
- Virgin Wines
- Nkuku\*
- Viners
- Newport Living
- Elemis
- Mason Cash
- Arena Flowers
- Bloom & Wild\*

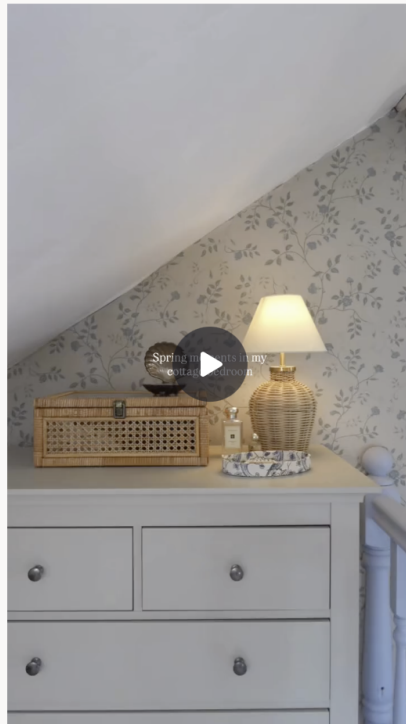
\*ongoing collaboration/partnership

# Examples of my work

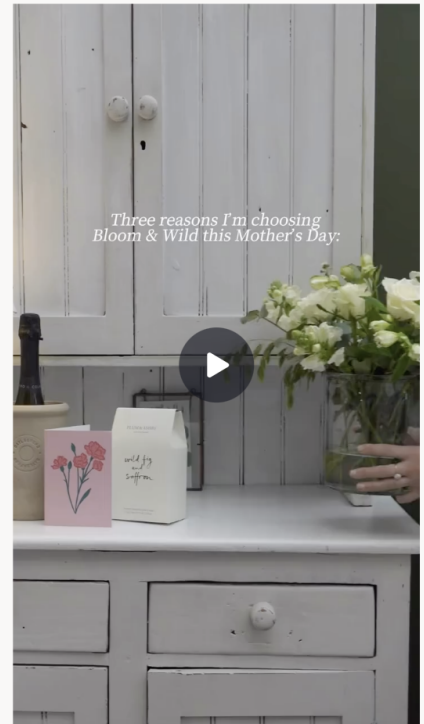
INSTAGRAM @BYFLOSSIEALLAN



Autumn hosting with  
Naked Wines



Spring in my cottage  
bedroom



Three reasons I'm choosing  
Bloom & Wild this Mother's Day

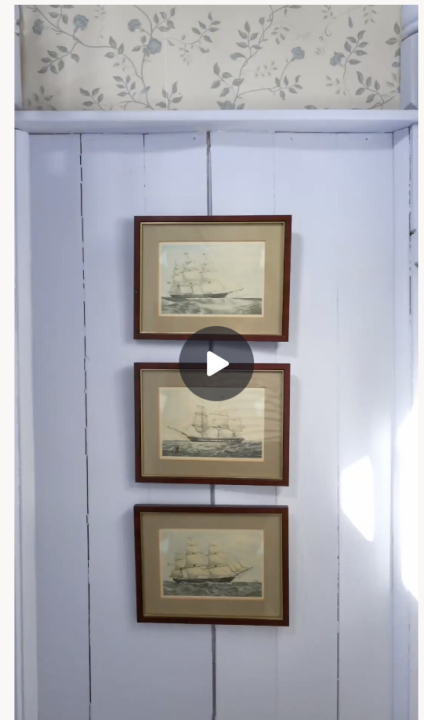
Mothers Day with  
Bloom & Wild



Spring Hosting with  
Sophie Allport



Pancake Day with  
Nkuku



Corners of my English  
Cottage

# Content Creation Services

At ByFlossie, I offer a range of bespoke content creation and styling services, designed to showcase your brand with authenticity and timeless charm. Whether you're a boutique hotel, lifestyle brand, or heritage business, I tailor each collaboration to tell your unique story.

From short-form video and still imagery to product styling, tablescaping and interiors-led storytelling, I create content that feels both aspirational and relatable, helping brands connect with audiences in a natural and visually compelling way.

I create content using a blend of iPhone 17 Pro, a Nikon Z6 III, and a Sony ZV-series vlogging camera, selecting the most appropriate approach for each brief. This allows me to deliver a balance of elevated, editorial-quality imagery alongside natural, social-first content that resonates authentically with audiences.

For editing, I use CapCut and Edits to produce polished, platform-optimised content that feels refined, engaging, and true to each brand.



# Packages and Prices

## Sponsored Instagram Content

- In-Feed Reel – £350
- Carousel Post – £250
- Instagram Stories (3–5 frames) – £75
- Reel + Stories Bundle – £400
- Bespoke bundles available upon request

## UGC for Brands (not posted on my own Instagram)

- Styled Reel – £300
- Styled Photo Set (up to 10 edited images) – £200
- UGC Package (1 Reel + up to 10 edited images) – £400

I'm always happy to discuss bespoke packages and will do my best to work to your budget wherever possible.

## Contact

✉ [flossieallan@icloud.com](mailto:flossieallan@icloud.com)

🏠 Based near Market Harborough, Leicestershire

