

A close-up portrait of a woman with long, dark, wavy hair, wearing large white-rimmed sunglasses and a light blue denim jacket over a white top. The background is slightly blurred, showing what appears to be a crowd of people.

MEDIA KIT

2026

**Yaya
StyleNChats**

FASHION • LIFESTYLE • CONVERSATION
STYLE WORTH TALKING ABOUT

Chicago-based Content Creator + Podcast Host
yayastylenchats.com



About Yaya

Fashion may get you here.
The conversation makes you stay.

Yaya is a Chicago-based content creator, podcast host and communications professional blending personal style, attainable luxury and honest conversation.

With a background in radio broadcasting and communications, storytelling has always been at the center of her work. Through Yaya Style N Chats, she creates fashion-forward content rooted in real life while using her platform to talk about confidence, culture, lifestyle and the conversations women actually have with their friends.

Her audience comes for the outfits, stays for the personality and connects through the conversation.

A community built around style, personality and real conversation.

Yaya Style N Chats speaks to women who enjoy fashion, attainable luxury, beauty and experiences—but also want personality, honesty and conversation behind the content.

The audience comes for the style and stays for the connection.

WHO I SPEAK TO

Women navigating style, confidence, adulthood and everyday life—while still making room for themselves.

FASHION • BEAUTY • LIFESTYLE • CONVERSATION

AUDIENCE ANALYTICS

92.8% U.S.-BASED
76.4% AGES 25–44
51.7% WOMEN

INSTAGRAM

Fashion • Reels • Lifestyle • Conversation

The primary visual platform for polished fashion content, relatable lifestyle moments and conversation-led Reels.

2554

FOLLOWERS

66.1K

90-DAY REACH

4.4K

ENGAGEMENT

TOP CONTENT



6.5K VIEWS

Fashion / styling / conversation

TIKTOK

Style • Personality • Short-form conversation

A more casual space for personality-driven style content, humor, reactions and short-form conversations.

863

FOLLOWERS

12.6K

VIEWS

1K

ENGAGEMENT

TOP CONTENT



72K VIEWS

Style / personality / conversation

YOUTUBE

Podcast • Shorts • Fashion + Lifestyle

The long-form home of Yaya Style N Chats, combining podcast conversations with Shorts and expanded fashion and lifestyle content.

164

SUBSCRIBERS

13.7K

CHANNEL VIEWS

1.2K

30 DAY SHORTS VIEWS

FEATURED CONTENT



Content rooted in style. Built through conversation.

Fashion may be the first thing you see, but conversation is what connects the Yaya Style N Chats community.



01

STYLE

Everyday style that still feels like you.

Everyday fashion, outfit inspiration, shopping, styling and attainable luxury.

OUTFITS • SHOPPING • STYLING • TRY-ONS • ATTAINABLE LUXURY

02

CHATS

Because we're going to talk about it too.

Unfiltered conversations around life, culture, confidence, relationships, adulthood and the things women actually talk about.

CULTURE • CONFIDENCE • RELATIONSHIPS •
ADULTHOOD • REAL LIFE



03 LIFESTYLE

The life around the look.

Beauty, experiences, routines, events and the lifestyle around the clothes.

04 PODCAST

The conversation, expanded.

Long-form conversations that expand the Yaya Style N Chats world beyond social media.

Let's create something people actually want to watch—and talk about.

Yaya partners with brands across fashion, beauty, lifestyle and experiences to create relatable, personality-led content designed to feel natural within her audience's everyday life.

With a background in broadcasting and communications, partnerships can extend beyond social content into hosting, interviewing and long-form conversation.

01

BRAND PARTNERSHIPS

Sponsored Content

Instagram Reels + TikTok integrations

Social Storytelling

Instagram Stories + integrated campaigns

UGC

Brand-owned organic or paid social content

Product Features

Demonstrations, reviews and natural product integration

Fashion + Shopping

Try-ons, styling content and shopping experiences

Experiences

Event attendance and event coverage

02

MEDIA + HOSTING

Podcast Partnerships

Sponsored segments, integrated conversations and episode partnerships

Guest Conversations

Podcast guest appearances and collaborative conversations

Event Hosting

Brand events, panels and live experiences

Moderating + Interviewing

Panels, interviews and fireside-style conversations

Brand Conversations

On-camera discussions, branded conversations and long-form storytelling

Have something else in mind? Let's talk.

Custom partnership concepts and multi-platform packages are available.