FASHION CREATOR / EDUCATOR / STORYTELLER

FROM RUNWAY TO REAL LIFE.

STEFANY STOWE | CHARLOTTE, NORTH CAROLINA

THE CREATOR BEHIND THE STORIES

Viva La Stefy brings fashion beyond the outfit. I create thoughtful, visually engaging coverage that connects runway moments, emerging designers, brand experiences, and everyday style with an audience that wants to learn - not just scroll.

After two years creating on TikTok, I expanded to Instagram in May 2026, pairing a strong, education-led community with on-the-ground event coverage, interviews, and paid partnerships.

AUDIENCE & REACH

5M	263.9K	+2,047	14.6K+
TIKTOK POST VIEWS	INSTAGRAM VIEWS	IG NET FOLLOWERS	TOTAL FOLLOWING*
PAST 365 DAYS	PAST 90 DAYS	PAST 90 DAYS	11.2K TT + 3,446 IG

**Combined platform following; not deduplicated across accounts.*

SELECTED EXPERIENCE

01 **RUNWAY 7 | NEW YORK FASHION WEEK**
Runway coverage and fashion storytelling

02 **CHARLOTTE FASHION WEEK | CHARLOTTE SEEN**
Charlotte Seen creator: runway, interviews & behind the scenes

03 **CHARLOTTE-MECKLENBURG SCHOOLS**
Guest speaker at Alexander Middle School on fashion & content careers

04 **BRAND & CREATOR PARTNERSHIPS**
Paid collabs, Petite Studio collaboration & Amazon creator work

What makes the content different

I combine an editorial point of view, real-world fashion access, and hands-on production - from researching a story and asking the right questions to filming, editing, and publishing.

01 / RUNWAY & EVENTS

Runway recaps, openings, launch experiences, backstage moments, and on-site storytelling.

02 / INTERVIEWS

Designer and founder interviews that spotlight the people and purpose behind a collection or brand.

03 / STYLE EDUCATION

Save-worthy petite styling, proportion tips, garment quality, and fashion context.

04 / BRAND CONTENT

Sponsored short-form videos, lifestyle storytelling, product integration, and creative partnerships.

COMMUNITY MOMENTUM

13.4K
Instagram interactions
past 90 days

44.2K
TikTok likes
past 365 days

3.5K
TikTok shares
past 365 days

AUDIENCE PROFILE / VERIFIED PLATFORM ANALYTICS

TIKTOK VIEWERS / 365 DAYS

91.1% UNITED STATES

95% female | 4.4M total viewers

Other: Pakistan 2.5%, Puerto Rico 0.7%

INSTAGRAM AUDIENCE

55.7% UNITED STATES

88.8% women | 56.1% ages 35-54

Next: UK 9.6%, Australia 5.8%, Canada 4%

LET US CREATE SOMETHING WORTH TALKING ABOUT

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