

# ECOCULT

BY ALDEN WICKER





# HELLO

I'm Alden Wicker, the founder and editor-in-chief of EcoCult, the leading international sustainable fashion blog. I give my readers the quality information and beautiful inspiration they need to live more sustainably and be a conscious citizen, without the judgement or moralizing. I'm also a freelance journalist, with regular contributions on the topic of sustainable fashion and more to Newsweek, Racked, Quartz, Inc. Magazine, Fast Company, and Refinery29. In December 2017, my husband, DJ and architect Illich Mujica, and I packed up and left NYC to travel the world. After learnign about artisanship in Latin America and India, seeking out innovations in Scandinavia, and visiting factories in Asia, I'll be headed back to the U.S. in February to synthesize what I've learned.

**56K**

monthly unique visitors

**146K**

monthly page views

**4.8K**

email subscribers



33.3k



4.2k



4.5k



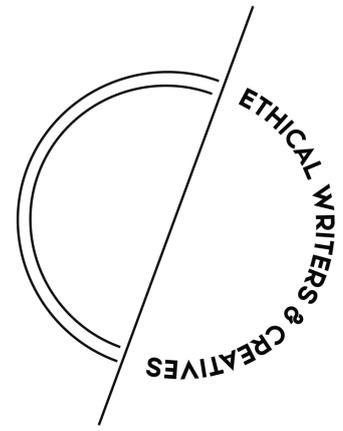
3.3k

Top users: Female (76%) // Age 25-35 (43%) // NYC London LA

# BRAND COLLABS

H&M // Timberland // Samsonite // C&A Foundation // Ashoka // Zipcar // Le Meridien Hotel // Dominican Republic Bureau of Tourism // Regenerative Resorts // Boxed Water // Saint James

Co-founder and President:



"I had the pleasure of working with the amazing team behind EcoCult to create an introductory piece for Kanekta, Their continued dedication to progressing the eco-ethical movement is highlighted through the time and energy they put into thoroughly researching every topic before writing. They were able to capture the true essence of what our company does in a way that showcased both the practicality of our platform and what we stand for as founders. EcoCult has always been our go-to source for everything ethical fashion and lifestyle related and after working with them we are so excited to explore more opportunities together!"

**Priyanka Vasudev, Co-Founder, Kanekta**

"We saw AMAZING results from the article. It led to a lot of new customers, and was the most impactful partnership we've had thus far."

**Rachael, Co-Founder of Wonderful Things writing.**

"I was a fan of EcoCult long before launching my own ethical and eco boutique because of the extremely well-researched articles and the beautifully curated product recommendations they have. I have been very happy with my partnership with EcoCult since launching my store in 2015, as the team is very professional, timely, and the ROI is great, with my sponsored posts continuing to drive converting traffic to my site over the past couple of years." -- Ashley McIntosh, Azura Bay

**Ashley McIntosh, Founder, Azura Bay**

"According to Google Analytics, traffic from your site performs way better than most other channels, so congrats on having a highly engaged and purposeful audience."

**Brian, Kit Culture**

As seen in:



NYLON



GLAMOUR

Email [yo@ecocult.com](mailto:yo@ecocult.com) to speak to our partnerships director about your campaign!