FASHION / STYLE / LIFESTYLE

Ondina Pascarella

Fashion influencer & image consultant

I create content that inspires women to discover their style, dress elegantly and feel confident. I integrate brands into fashion and image consulting content in a natural and consistent way.







FEATURED PARTNERSHIP

Fashion Nova

Brand ambassador

@ondina_pascarella1

86,021	1.15M	5.08M
Instagram followers	Instagram views / 28 days	Featured Reel / IG + FB

PAID COLLABORATIONS ONLY

Brand campaigns · Reels · Stories · Ambassadorships

A growing community

Account insights | November 1–28, 2026 (28 days)

4.97M
Cross-platform views
Instagram + Facebook

1.15M
Instagram views
3.82M Facebook views

89,975
Content interactions
Account insights

Audience profile

74.5% **Women** — 25.5% men



Top countries

Spain	11.9%
Mexico	5.7%
Dominican Republic	5.4%
United States	5%
Colombia	4.9%

Audience age

Largest age groups: 25–34 and 35–44

Instagram audience is predominantly female, with a strong presence in Spain and Latin America.

25–34

35–44

Core age groups

Discovery & engagement

97.5%
Views from non-followers

751,018
Viewers

63,724
Engaged accounts

Source: Instagram account insights (1–28 Nov 2026) and Meta Business Suite Instagram audience (28 Nov 2026). Cross-platform totals are labelled separately; Age groups are based on the source chart; exact age shares are not displayed.

Content worth sharing.

Featured fashion education Reel | November 22, 2026



5.08M

Cross-platform Reel views

Instagram + Facebook

Fashion education: a Reel explaining Zara clothing labels. The Reel was crossposted and was not published to followers as a regular feed post.

Related fashion education content

2.72M **Viewers**	**135,646** **Interactions**	**79,266** **Likes & reactions**
40,961 **Saves**	**14,195** **Shares**	**313** **Comments**

Additional Reel highlights

Fashion education / Nov 22	**247,682 views**
Fashion education / Nov 3	**146,082 views**
Skirt styling / Nov 28	**43,270 views**

Source: Meta Business Suite content table, reporting window 1–28 Nov 2026. Content-level metrics are reported separately from account totals and are not additive or assumed to have identical measurement scope.

Let’s create together.

Editorial content aligned with your brand identity and objectives.





COLLABORATION FORMATS

Sponsored Reels

Styling, trends, demonstrations and collection showcases.

Stories with links

Product visibility, mentions and calls to action.

Posts and carousels

Fashion photography, outfit ideas and editorial content.

Brand ambassador

Long-term partnerships and ongoing brand visibility.

Advertising campaigns

Content creation and usage rights subject to a separate agreement.

INDUSTRIES

Fashion · Beauty · Jewelry
Accessories · Lifestyle

Paid campaigns only.

No product-only or gifting collaborations.

BRAND CONTACT / SO MANAGEMENT

contact@somanagement.ch

@ondina_pascarella1

Rates tailored to each campaign