



# THE IT GIRL





## -WHO WE ARE

Founded in 2014 by two girls with the same passion about lifestyle, DIY, and blogging, Putri & Winny, The It Girl features all things inspiring for every girl.

All inspirations from us will help you to shine and experience better life. The It Girl is all about inspirations for you, because we believe it's meaningful to turn your passion into action.

**Be the girl you want to be!**



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# INSIDE THE IT GIRL

**CAREER  
& FINANCE**

**FASHION**

**BEAUTY**

**LIVING**

**It**

**CULTURE**

**TRAVEL**

**WELLNESS**

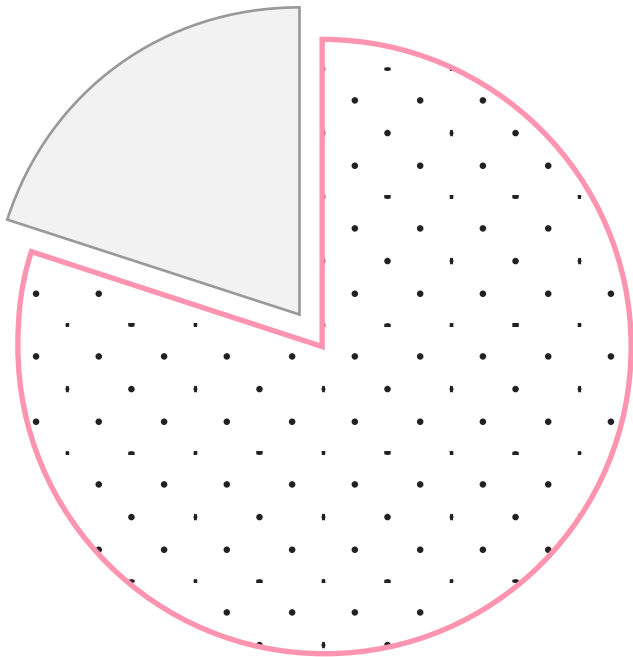
**CAMPUS**

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# THE IT GIRL ENTHUSIASTS

## GENDER

20 %  
Male



80 %  
Female

## LOCATION



### OUR READERS ARE FROM:

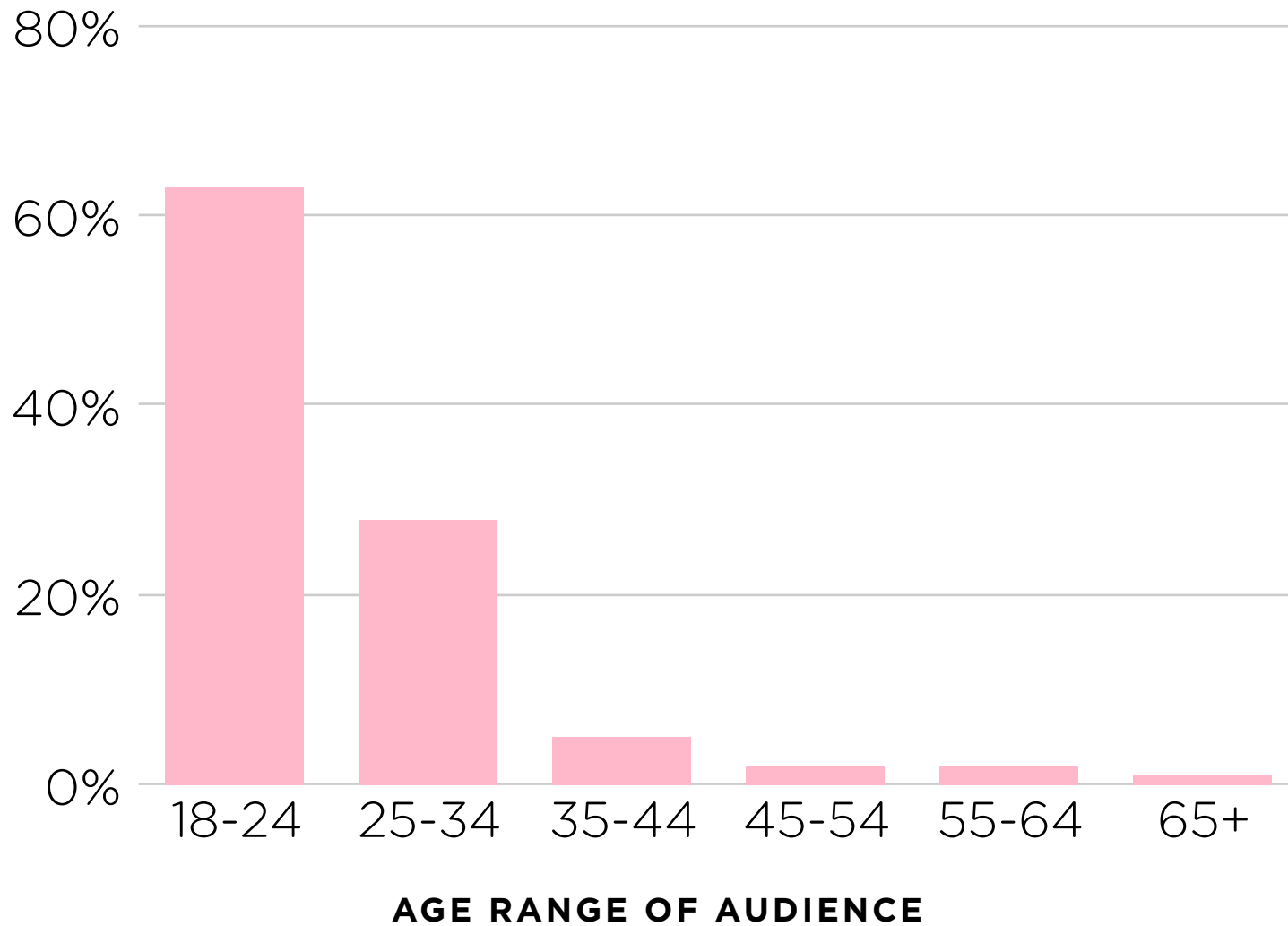
50% INDONESIA

21% USA

29% OTHERS (UK, BRAZIL, CHINA, ETC)

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# THE IT GIRL ENTHUSIASTS



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# COLLABORATE WITH US

The It Girl welcomes everyone to collaborate with us. We provide several types of creative and innovative collaborations you can choose. Each type will have unique strategy to achieve your goals.



# CONTACT US

## EMAIL AT

hello@theit-girl.com

## CO-FOUNDERS

Pratiwi Putri Anugerah

Winnie Irmarooke

## CONNECT WITH US

 @theitgirl\_id

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 [pinterest.com/theitgirl\\_id](https://pinterest.com/theitgirl_id)

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