

We Aim To Slay

FASHION | BEAUTY | LIFESTYLE

We Aim To Slay is a fashion and beauty blog founded by Taylor Adams in 2016. W.A.T.S.'s goal is to reinforce the idea that true beauty stems from having the confidence to believe in yourself, and to live your most authentic life.

Taylor is a graduate of SUNY Purchase with a BA in Journalism. She has held several national pageant titles including Ms American Coed 2022, and is the current 2025 International United Ms CT. As an national pageant titleholder and woman of mixed background Taylor explores the interplay of the glamor industries with everyday life, sharing fashion and beauty tips and tricks with an international audience.



Demographics & Statistics

25-35 47%
Women 72%
Europe 6%
USA 90%



1.3K

INSTAGRAM
FOLLOWERS

78%

WOMEN

10%

ENGAGEMENT
RATE

15.7K

MONTHLY
REACH

Services & Rates

- Blog Post w/ Photos
- Social Media Post
- YouTube Video
- Brand Ambassadorship
- Product Reviews

Rates To Be Determined

Social links

Instagram & Threads: @WeAimToSlay
Facebook: @WeAimToSlay
TikTok & Lemon8: @WeAimToSlay
LinkTree: @WeAimToSlay
Benable: @WeAimToSlay
YouTube: @WeAimToSlay



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