



FASHION. BEAUTY TECH. LUXURY TRAVEL.

Independent editorial expertise with a search-led approach to luxury lifestyle content.

EVE DAWES | FOUNDER & EDITOR

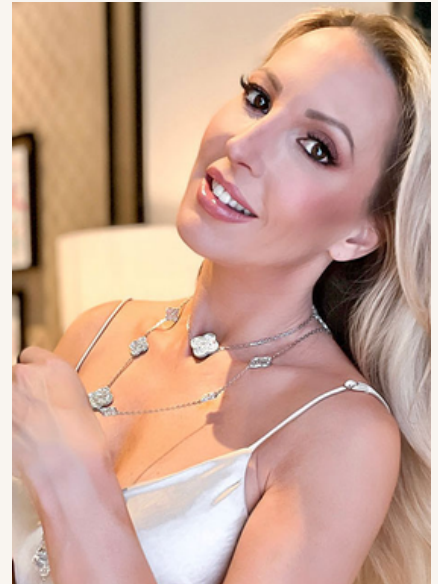
Editorial authority meets lasting discoverability

Glamour & Gains is a digital luxury lifestyle magazine connecting runway-inspired fashion with everyday glamour. Founded by international fashion and beauty editor, custom cosmetics founder and WBFF Pro Diva Eve Dawes, it publishes hands-on beauty technology reviews, trend-forward fashion and luxury travel coverage.

Unlike social-only campaigns, search-optimized editorial and embedded video can remain discoverable well beyond the original publication date.

Meet the editor

Eve Dawes is a Las Vegas-based fashion and beauty editor, styling expert, SAG-AFTRA actress, WBFF professional athlete and founder of Glamour & Gains and award-winning cruelty-free cosmetics brand Dawes Custom Cosmetics. Originally from England, she trained at Central School of Ballet and London Studio Centre and performed internationally.



INDUSTRY EDUCATION & CREDENTIALS

One-on-one training with ZIIP founder Melanie Simon, in-person CurrentBody education, exclusive Dr. Jason Diamond masterclasses, NASM and REPS personal training qualifications.

Creative capabilities

- 01 SEO EDITORIAL Evergreen reviews, buying guides, styling features and comparison content.
- 02 VIDEO PRODUCTION Hands-on YouTube tutorials, demonstrations and integrated editorial video.
- 03 FASHION & SOCIAL Original styling photography, try-on content and Instagram Reels.
- 04 AFFILIATE INTEGRATION Product links, promotional codes and campaign tracking where applicable.

AS SEEN IN Vogue • Rolling Stone • E! • Oxygen • Iron Man • Huffington Post

Multi-platform reach

5M+

LIFETIME BLOG VIEWS

9.4K+

YOUTUBE SUBSCRIBERS

1,400+

PUBLISHED YOUTUBE VIDEOS

6.2K+

INSTAGRAM FOLLOWERS

Audience profile

75% female • 70% USA & Canada • Age range 25–64

Interests: fashion, beauty and wellness, luxury and value shopping, lifestyle, dining and entertainment.

WHY SEARCH-LED EDITORIAL MATTERS

Glamour & Gains pairs original product testing and expert-led editorial with long-tail search optimization. Detailed reviews, style guides and demonstrations answer the questions readers search for while comparing products and making purchase decisions. Unlike a short-lived social placement, evergreen articles can continue attracting relevant discovery over time.

Metrics are supplied headline figures. The original kit separately reported 80K monthly blog visitors, 380K monthly YouTube views and 3.5K monthly YouTube watch hours. Periods and definitions should be verified before publication.

Editorial portfolio | Luxury travel, fashion & beauty



CHÂTEAU DE LA GAUDE



W PRAGUE



JW MARRIOTT SINGAPORE



PRAMANA WATU KURUNG

BEAUTY & SKINCARE TECHNOLOGY

Long-term testing, tutorials and detailed reviews: ZIIP Halo, CurrentBody LED series, Tria fractional laser & many more.

FASHION & ACTIVEWEAR

Trend reporting, styling, sizing and try-ons: Revolve, WISKII Active, Sasha Therese, Cuyana, Fendi, Bvlgari, Bottega Veneta, Gianvito Rossi & many more.

LUXURY TRAVEL & HOSPITALITY

Firsthand hotel reviews, property tours and destination guides: Château de la Gaude and Château La Coste (Provence), W Prague, JW Marriott Singapore South Beach, Bali villas, luxury stays in Sardinia, Komodo, Las Vegas, and Cassis, France to name a few.

SELECTED COLLABORATIONS

Google Web Creators • Revolve • Fashionphile • Bose • META • Tory Burch • CurrentBody • ZIIP • Elemis • NEWA • Dr. Diamond's Metacine • Dr. Brandt • Vivrelle • Simon Malls • CVS

LET'S COLLABORATE eve@evedawes.com [@glamourandgains](https://www.instagram.com/glamourandgains)