

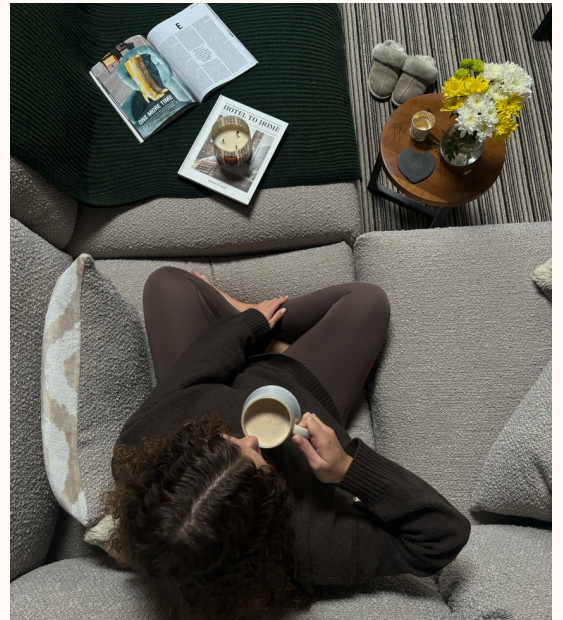
The T & L Diaries

Premium Lifestyle Storytelling

Couples • Home • Travel • Everyday Living



Our Story



We create cinematic lifestyle content that transforms everyday moments into stories people want to be part of.

From slow mornings and home rituals to travel, interiors and seasonal living, our content inspires audiences to romanticise everyday life.

Rather than creating adverts, we create moments where products naturally belong.



Audience & Reach

Recent top-performing Reels generated more than 1.3 million combined views, with an average of over 325,000 views per Reel across the four leading posts.

Why Brands Choose The T & L Diaries

- ✓ Cinematic lifestyle storytelling
- ✓ Authentic couple-led content
- ✓ High organic discovery
- ✓ Premium home, travel & lifestyle aesthetic
- ✓ Trusted product integration
- ✓ UK creators with growing US audience



16K+

Instagram community

6.7M+

Views in 30 days

4.2M+

Accounts reached in 30 days

98.9%

Views from non-followers

90K+

Content interactions

+13.6%

Follower growth in 30 days

Our content is designed to travel beyond our existing audience. In the last 30 days alone, our lifestyle storytelling reached over 4.2 million accounts, generated 6.8 million views, and was discovered by 98.9% non-followers, helping brands reach entirely new audiences through authentic, shareable content.



Audience

- 16,000+ Followers
- Top Markets
 - United States
 - United Kingdom
- Core Age
 - 25-44 years old (56.5%)

Recent Performance

- 6.8 million views in the last 30 days
- 4.3 million accounts reached
- +1,914 new followers
- Top Reels reached 372K, 368K, 298K & 264K views

Signature Content

Recurring lifestyle formats designed to build familiarity, trust and long-term brand integration.



MORNING RITUALS

Cinematic couple-led routines that turn everyday products into part of a familiar and aspirational morning story.

A core format within our highest-reaching lifestyle content.



THE SEASONAL HOME EDIT

Thoughtful home styling, seasonal refreshes and everyday rituals that inspire our audience to create beautiful spaces of their own

New for Autumn 2026, built from our established home and routine content.



TRAVEL DIARIES

Couple-led destination storytelling that captures the journey, accommodation and experiences through an authentic lifestyle lens.

Recent Arizona Reels reached more than 580K combined views.



PLANNING FOREVER

A new storytelling chapter following our wedding planning journey, from quiet planning mornings to meaningful milestones and celebrations.

An emerging series offering natural integration across home, travel, beauty, fashion and lifestyle.

Work and Results



RETAINER LIFESTYLE PARTNERSHIP

Fabletics

Seasonal Instagram Posts

5.2K–30.5K views

Organic integration through everyday routines and couple-led storytelling.



LUXURY STAY EXPERIENCE

Kimpton Clocktower & Barcelo

Instagram Reel • Instagram Stories

3.8k–100k views

Captured the full guest experience—from slow morning moments to dining and beautifully designed interiors—creating content that inspired viewers to imagine themselves staying at the hotel.



BRAND STORYTELLING

Night Lark

Instagram Reel • TikTok Video

5.1k views

Created a cosy evening reset centred around comfort, transforming the bedroom into a calming space while naturally showcasing Night Lark's bedding as part of our everyday routine.



ORGANIC LIFESTYLE STORY

The T & L Diaries

Instagram Reel • TikTok Video

10.1K–1M Views

One of our signature morning routine vlogs, capturing the simple rituals our audience returns for—from making the bed and sharing breakfast to slow conversations and everyday moments. The Reel resonated because it felt authentic, relatable and beautifully cinematic. Our highest performing reel at 1 million, strong organic engagement and shares.

Partnership Opportunities



CREATOR PARTNERSHIPS

- Sponsored Instagram Reels
- Stories and carousels
- Seasonal campaigns
- Brand ambassadorships
- Long-term retainers



CONTENT PRODUCTION

- UGC and brand-owned assets
- Lifestyle photography
- Paid-social creative
- Product demonstrations
- Creative concepts and campaign development

USAGE RIGHTS, EXCLUSIVITY AND PAID AMPLIFICATION ARE QUOTED ACCORDING TO CAMPAIGN REQUIREMENTS.

Brand Experience & Contact

LIFESTYLE, FASHION, BEAUTY AND WELLNESS

Fabletics
Sweaty Betty
Aveda
Lush
Azazie
Bloom



TRAVEL AND HOSPITALITY

Kimpton
Luxury Escapes
Barlow Woodseats Hall
Dunston Hall
Moxy Hotels



HOME AND EVERYDAY LIVING

Night Lark
Spar
Burga
Starbucks
Sperax
Yop & Tom



UGC AND PAID SOCIAL

Aveda
Blink Security Systems
Love Honey
Dulux
My Forest Foods
Victory Puzzles



Let's create something worth remembering

Email: ourcontent@thetandldiaries.co.uk

Instagram/TikTok: [@thetandldiaries](https://www.instagram.com/thetandldiaries)

Website: www.thetandldiaries.com

UK and US availability