



PRESS RELEASE

HAUS + HOME TALENT WELCOMES CHARLOTTE BUCKINGHAM, AN UP AND COMING DIY & HOME INTERIORS INFLUENCER, TO ITS GROWING TALENT ROSTER

London, UK - 2nd July 2024 – Haus + Home Talent, a leading talent management and influencer marketing agency specialising in the DIY and home interior space, is thrilled to announce the signing of Charlotte Buckingham (Home with the Buckingham), a renowned DIY and home interiors influencer.

Charlotte has garnered a dedicated following of 86k engaged fans on Instagram through her captivating content that showcases stunning interior transformations, budget-friendly DIY projects and stunning home decor inspiration. Her passion for creating beautiful and personalised spaces resonates deeply with her audience, as evidenced by her impressive engagement rate of 4.25% and a growth rate of 130%, cementing her place on everyone's 'up and coming influencers to work with' list.

"We are incredibly excited to welcome Charlotte to the Haus + Home family," says Founder and Head of Talent at Haus + Home Talent. "She brings a unique blend of creativity, expertise, and a genuine connection with their audience. We look forward to partnering with her to develop innovative and impactful influencer marketing campaigns for brands in this niche."

Charlotte expresses her enthusiasm about the new partnership: *"I am thrilled to join forces with the talented team at Haus + Home. Their expertise in the influencer marketing space will be instrumental in expanding my reach and further connecting with my audience. I'm excited to collaborate on creative projects that inspire and empower others to create beautiful homes."*

About Charlotte Buckingham:

Through a love for interiors and DIY, Charlotte is now on her second full self-renovation project in the seaside town of Brighton. She loves to get creative with every DIY project and creates stunning, bespoke looks for her beautiful home, which has been featured in the Metro. Sharing her DIYs from concept to completion, Charlotte's highly engaged following, made up of 61% women, with an average age of 41, enjoy behind the scenes family life, her ambitious DIYs and of course, her scandi-inspired neutral interiors and garden projects.

About Haus + Home Talent:

DIY & home interior brands, elevate your reach! Haus + Home Talent connects you with passionate creators for authentic brand partnerships. We ensure transparent communication and fair deals, fostering influencer success and impactful campaigns.

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