

# Zoe De Pass

Fashion Focused Insta-Mum & Blogger

## BIOGRAPHY

Zoë is a London + Brighton based Fashion and Lifestyle content creator who reminds women not to forget themselves, their identity and what they love doing. DRESS LIKE A MUM (and Zoë) is positive, motivating, colourful, happy and enthusiastic.

Prior to founding DRESS LIKE A MUM, Zoë was a Senior Brand Strategist and Trend Analysis working with the world's leading fashion and beauty brands – consulting and developing social media and content strategies. This experience enables her to work with brands on a more engaging and strategic level.

Zoë has her own fashion, accessories and creative collaboration brand called DLAM by Zoë de Pass. She has her own range of sunglasses and has worked on multiple (sell out) design collaborations including a range of footwear with Air & Grace, a maternity / non maternity jumpsuit with Beyond 9 and a collection of bags with Hopeful London. Zoë also co-designed a (sell out) range of sliders with Marks & Spencer named The Zoë. DLAM by Zoë is set to launch more new products later this year.

Zoë enjoys snowboarding, festivals, entertaining and spending time with her family and friends. She is a fun loving, positive person and a mother of three.

