

10am

10am anywhere is not about more. It's about better.

EST. 2023

MEDIA PACK 2026

Who We Are

We believe that great style isn't defined by price, trends, or labels, but by thoughtful choices. Through a carefully curated selection of fashion, interiors, accessories, beauty, travel, and inspiring discoveries, we bring together pieces that elevate everyday life. From timeless investments to affordable finds, we celebrate the important trivialities that make a lifestyle truly unique.

Meet The Founders

Founded by three women with backgrounds in fashion and design, 10am anywhere is a carefully curated edit of fashion, interiors, beauty, and lifestyle. With a sharp eye for quality, detail, and enduring style, we bring together established names, emerging labels, and unexpected finds from every price point.

We value craftsmanship over excess, individuality over trends, and pieces with lasting relevance over momentary hype. Everything we feature is chosen because we genuinely believe it deserves a place in a well-lived life.

Less noise. Better choices. Timeless style.



INTERIORS



TRAVEL

FASHION



A Curated World

A carefully curated world of fashion, interiors, beauty, travel and the everyday objects that inspire beautiful living.

BEAUTY



CULTURE



MEN



Our Audience

FEMALE VISITORS

25-65

GROUP

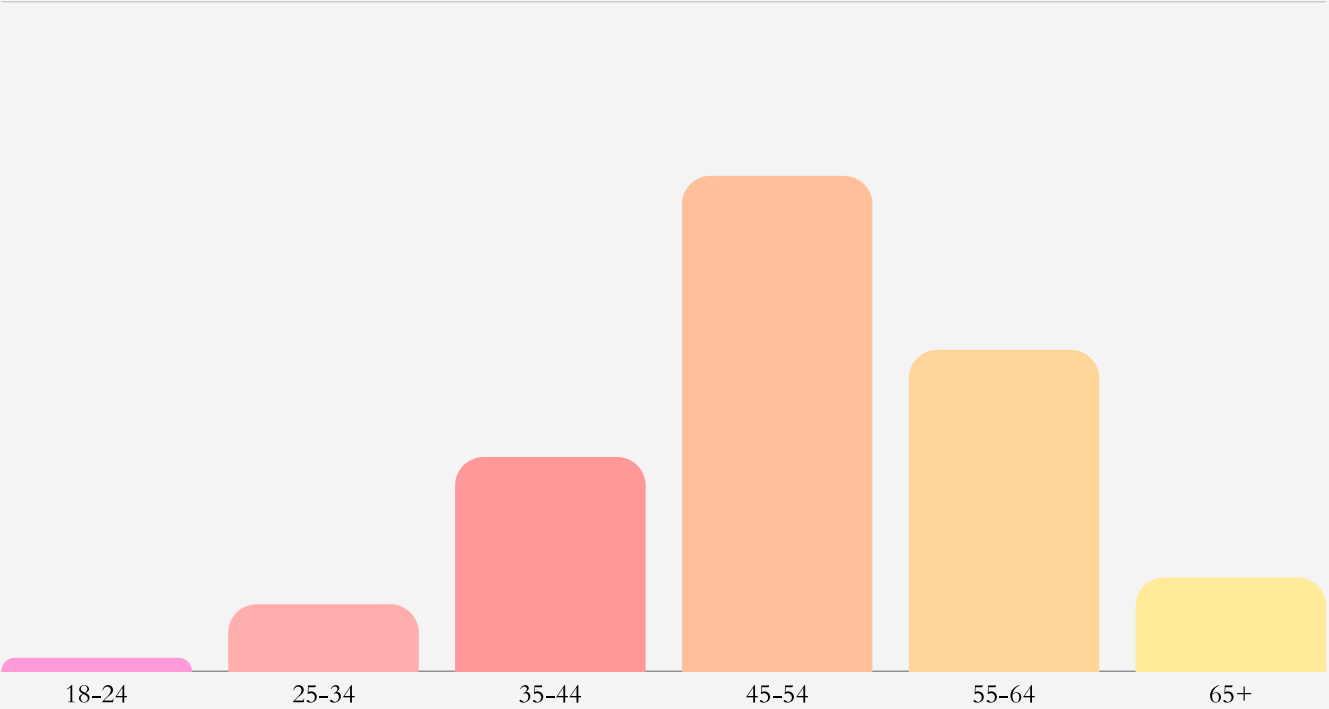
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FEMALE

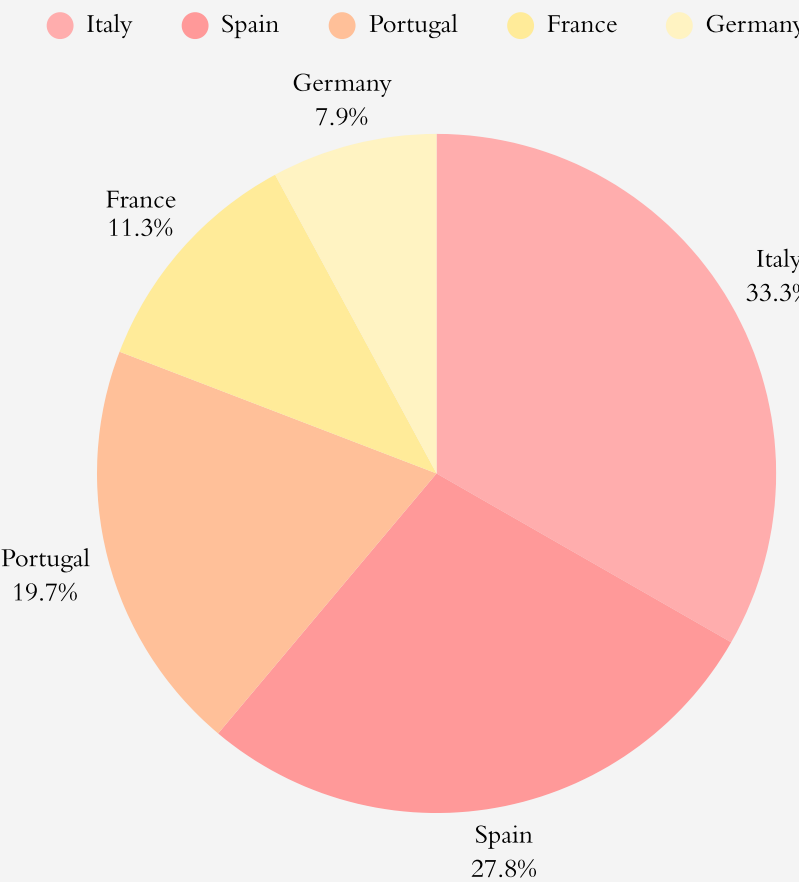
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AVERAGE AGE

AGE SPLIT



GLOBAL READERSHIP



Our Audience

MALE VISITORS

25-60

GROUP

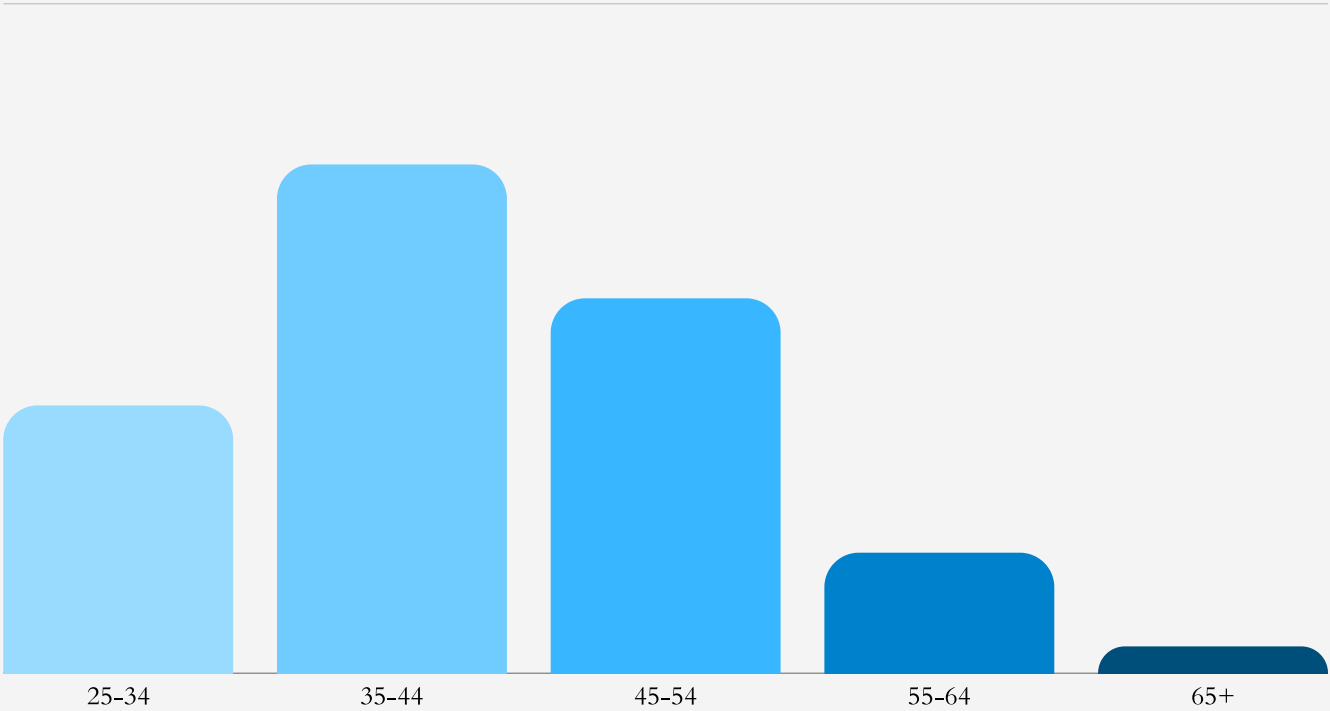
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MALE

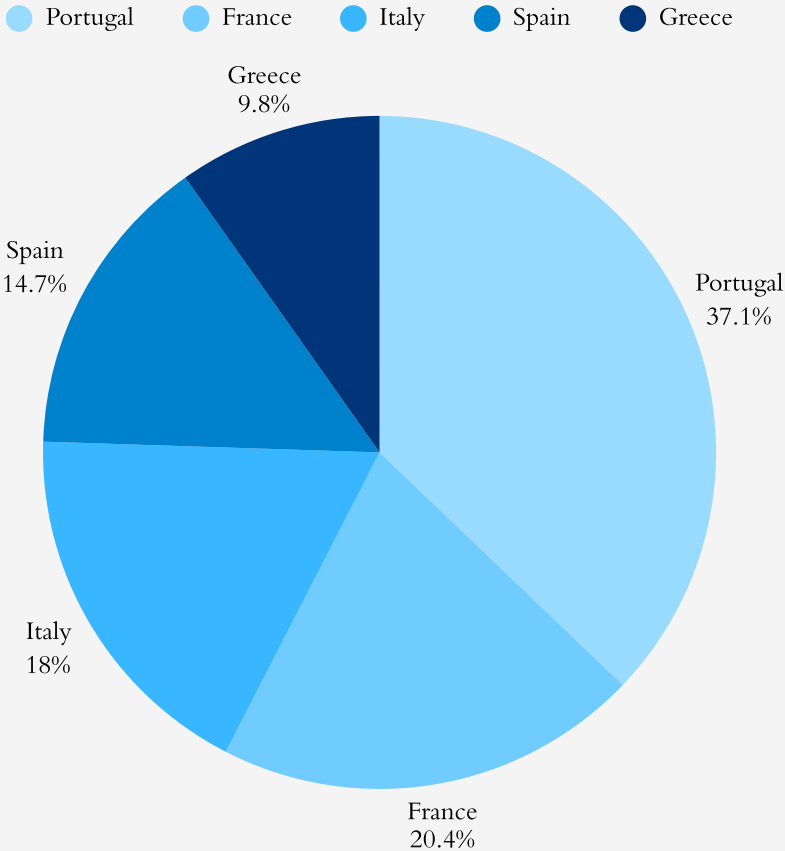
35

AVERAGE AGE

AGE SPLIT



GLOBAL READERSHIP



What Makes Us Different?

We don't follow taste. We set it.

1. TASTE, NOT ALGORITHM

We don't chase trends or optimise for clicks — we choose. Every brand and piece that appears with us has been selected because we believe in it, not because it performs well in a feed. That's a point of view, not a filter. For partner brands, that means being seen in a context that already carries authority — readers trust our eye, which extends trust to you.

3. MORE THAN FASHION, A FULL LIFESTYLE LENS

We're built like a magazine, not a shop window. Fashion sits naturally alongside culture, interiors, entertainment and ideas — because that's how our audience actually lives, and how taste really works. It's not fashion content and separate lifestyle content; it's one sensibility across everything. That gives partner brands a richer context and a more engaged, less transactional reader.

2. A GENUINELY CONSIDERED MIX OF BRANDS

We don't fill space with whoever pays the most or whichever brand is loudest this season. Our mix is deliberately built — spanning price points, aesthetics and heritage — so that being featured with us means sitting alongside brands that matter, not being buried in noise. Partner brands benefit from that company they keep.

4. A TRUSTED FINAL WORD

Our readers don't come to us to browse endless options — they come because they trust that if we've chosen it, it's right. That authority is rare and it's compounding: every good call we make makes the next one more trusted. For brands, that translates into an audience primed to say yes, not one still comparison-shopping.

Contact

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