

GISH WARREN
CREATOR OF THE BIJOU LIFE

PODCAST HOST · SPEAKER · STORYTELLER

*Aging is not your undoing.
It's your unveiling.*



ABOUT GISH WARREN

By day, an executive. Every day, The Bijou Life.

I'm Gish Warren, by day a senior-level corporate professional, and the creator behind The Bijou Life, a lifestyle brand rooted in midlife confidence, intentional self-care, and the kind of beauty and wellness that actually works for women navigating this season of life.

As a curvy, plus-size midlife woman, I bring professional credibility and genuine lived experience to every brand I partner with. I understand hormonal shifts, evolving skin needs, and evolving style, not from a brief, but from my own bathroom mirror.

When your brand wants to reach the midlife woman who is educated, discerning, and ready to invest, I offer what no media buy can manufacture: authentic peer-to-peer trust.

WELLNESS & HORMONAL HEALTH

Real talk on perimenopause, changing skin, and intentional self-care.

TECH & PRODUCTIVITY

SaaS-savvy exec, comfortable with apps, software, and B2B tools.

BEAUTY & STYLE

Celebrating products that honor curvy, midlife women with confidence.

LIFESTYLE & TRAVEL

The elevated everyday: meaningful moments and intentional living.

My lived experience is the source material.

I host *The Midlife Plot Twist Chronicles*, a video podcast that gives women a resource to feel seen and a reframe for how they experience this season: navigating grief and caregiving, perimenopause, discovering who you're becoming, intentional living, setting healthy boundaries, regaining confidence and body confidence, and finding a new kind of steadiness in a world that's unpredictable.

I bring that same voice to stages: talks and panels on midlife identity, reinvention, and whole-person wellness for corporate, community, and wellness-industry audiences.

"To help women stop disappearing through midlife, and understand that aging is not their undoing. It is their unveiling."

PLATFORMS

The Midlife Plot Twist Chronicles podcast
Live & virtual speaking engagements
Instagram, TikTok, YouTube & Facebook

MY VOICE

First-person, unfiltered storytelling
Direct, warm, no wellness jargon
Credibility from experience, not credentials

12.14%

AVERAGE ENGAGEMENT RATE, CROSS-PLATFORM

17,331
TOTAL FOLLOWERS

69,585
TOTAL VIEWS

7,799
TOTAL ENGAGEMENTS

92
POSTS PUBLISHED

4
ACTIVE PLATFORMS (IG,
TIKTOK, YT, FB)

METRICS: RELLA CROSS-PLATFORM ANALYTICS, 30 DAYS TO AUGUST 19, 2026

INSTAGRAM

13,428 followers · 23.4% engagement rate · 5,653 engagements

CONTENT THAT RESONATES

"You're not falling apart. You're being built."

"I entered my 40s in the ER. I'm ending them on my terms."

"5 Mindset Shifts to Thrive in Midlife"

Brands that have trusted the work.

A selection of the brands I've partnered with across wellness, beauty, and personal care, each one aligned with the whole-person values at the center of my work.

Amberen

Dr. Kellyann

Rebdolls

23andMe

Prime Prometics

Neutrogena

Winona

AND YOUR
BRAND NEXT

Trusted for campaigns across wellness, beauty & personal care.

I partner with brands that truly embody wellness, the ones that live it as fully as my audience does.

84% WOMEN	68% AGES 35 TO 54	84% UNITED STATES
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My audience isn't looking for a quick fix or a return to who she used to be. She's investing in who she's becoming, and she responds to brands that treat her as whole, intelligent, and worth the premium, which is exactly what I model on my podcast and stages.

ALIGNED CATEGORIES

- Wellness & longevity
- Skincare & personal care
- Financial & wealth building
- Fashion & style
- Travel & lifestyle
- Books, courses & development
- Home & intentional living

WHAT IT LOOKS LIKE

- Dedicated short-form video
- Long-form YouTube integration
- Podcast mention or episode integration
- Speaking engagement partnership
- Editorial carousel or post
- Custom & retainer packages available

All partnerships are subject to brand-alignment review, anchored in authenticity, whole-person wellness, premium positioning, and the dignity of the midlife woman's experience.

Built for the long game, not a single post.

I work with brands in ongoing retainers, so a brand lives in my world consistently, the way real trust gets built. Single campaigns are available, but these ongoing relationships are where the work compounds.

01

Foundation

PARTNERSHIP

5 to 10 pieces monthly

Bi-weekly strategy calls

Monthly performance reporting

Optimized for organic & paid

02

Growth

PARTNERSHIP

10 to 15 pieces monthly

Weekly strategy sessions

Priority 24-hour response

Cross-platform adaptation

Quarterly strategic deep-dive

03

Authority

PARTNERSHIP

15 to 20 pieces monthly

Dedicated 90-minute monthly strategy

24/7 priority access

Advanced analytics

Full brand-growth consultation

Every retainer is scoped to the brand. Custom and single-campaign packages available on request.



LET'S BUILD TOGETHER

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