

ERIKA

De La Cruz



Featured in:

Entrepreneur



VOGUE



Forbes

FLAUNT

THE ZOE REPORT

A portrait of Erika De La Cruz, a woman with long dark hair, smiling and wearing a floral patterned blazer. The background is a soft, out-of-focus indoor setting.

ERIKA DE LA CRUZ

Editor in Chief & Mental Health Advocate

Best Selling Author, Mental Health Advocate & Editor in Chief at LA's #1 Lifestyle Publication The LA Girl: Erika De La Cruz is passionate about making personal empowerment practices available to people from all walks of life, which is the inspiration behind her best-selling book, brand & digital community. She is a Champion for Kenneth Cole's Mental Health Coalition alongside Oprah & Katie Couric and is a Latina voice in the media, committed to restoring cultural stigmas in the United States to iconic, aspirational leadership. She has an affinity for fashion & both her work, personal style and leadership has been featured in **VOGUE, GLAMOUR, THE ZOE REPORT, TODAY, SHAPE, FORBES, US WEEKLY AND MORE!**

FASHION | LIFESTYLE | LATINX LEADERSHIP | MENTAL HEALTH

AUDIENCE & REACH

710K ✦
Overall monthly
audience reach

74K ✦

Instagram followers

20K ✦

Email subscribers

30K ✦

TikTok followers

8K ✦

Twitter followers

5K ✦

Facebook followers

1.5K ✦

Youtube subscribers

AUDIENCE

65%

WOMEN

96%

AGES 25-34

78%

LA BASED

An engaged audience of US-based women ages 22-38 interested in curating their most inspired lives! Interests include: personal development, shopping, travel & lifestyle recommendations and more.

@_ERIKADELACRUZ



VOGUE

FASHION BEAUTY CULTURE LIVING RUNWAY THE GET VIDEO GOOD MORNING VOGUE PHOTOVOGUE

CELEBRITY STYLE

Emmy Awards 2018: Fashion—Live From the Red Carpet

The 2018 Emmy Awards, hosted by comedians Colin Hanks and Michael Che, aired Monday night on NBC. Fan favorites like *Game of Thrones* and *Wonderful World* are in the lead with the most nominations, therefore bringing their casts out for a night of black tie fashion. The leading men are sure to look spiffy (we love John Legend in a tux) and we look forward to the women's looks, perhaps something right off the **2018 runway**. You can watch Vogue's coverage here, live, as the stars make their descent on the red carpet.

September 18, 2018



Photo: Getty Images
22/123
Erika de la Cruz

LA STYLE

ON THE RISE: INSPIRING INDIVIDUALS
ADVANCING IN THEIR FIELDS OF
PASSION AND EXPERTISE.

SRISING STARS



Forbes


Feb 22, 2022, 03:11pm EST | 632 views

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Amanda Lauren Contributor @
Real Estate
I write about real estate, décor and design.

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Erika De La Cruz



Erika De La Cruz, Best Selling Author & Editor in Chief at The LA Girl PHOTO & DESIGN: MINIMALIST MOVEMENT

Author and editor in chief of *The LA Girl*, Erika De La Cruz, turned


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Erika De La Cruz on Running a Publishing Business — and How She Stays Ahead

By Janylle Radden March 23, 2023




CREATIVE CORNER

PEOPLE ART FASHION MUSIC FLAUNT PARTIES VIDEO DETOX STORE

JANUARY 20, 2023

ERIKA DE LA CRUZ | BREAKING THE BARRIERS OF WHAT LIMITS YOU

BY JANYLLE R



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NEW YORK FASHION WEEK EMBRACES
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CELEBRITIES SWOON FOR ALICE &
OLIVIA: 60'S INSPIRED SPRING LINE



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Emmy Awards 2018: Fashion-Live
From the Red Carpet

Erika de la Cruz

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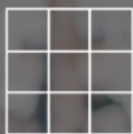
Mental Health, Fashion & Latinx Leadership



Meta

THE ZOE REPORT

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The LA-based Soho Works member, author and founder of Passion to Paycheck shares a short exercise to boost your motivation



PUBLISHED
WORK

THINK BIG!

FOREWORD BY ROBERT HELMS

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Brian Tracy
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Speaker, <i>The LA Girl</i> | 
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Real Estate Investors, Entertainers, Speakers, and More



#1
AMAZON
BESTSELLER

with
Erika De La Cruz

PASSIONISTAS

Tips, Tales and Tweetables From Women Pursuing Their Dreams

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 Krystal Aaron Founder <i>Kissy Vene</i>	 Kathy Selim Events & Marketing @ TheWrap	 Hillary Gadsby Founder <i>Stiletto Gal</i>	 Justyne Kedra Founder <i>WE Rule Global</i>	 Devona Stimpson Founder <i>Strive & Grind</i>

Includes Powerful Stories From Women in Business, Entertainment,
Speakers, Authors, Founders, CEOs, Bloggers and More.





For More Information

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