



Meet Kristina Bazan

From small town Geneva-born blogger to international style authority in just a few short years, Kristina Bazan is a fashion phenomenon. With almost two-million Insta-fans and growing, the founder of Kayture is one of the most influential fashion bloggers ever. Here, the beautiful style-influencer opens up about her fashion-laden life and her career milestone shoot with COVET.

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Q:So Kayture was founded in 2011, what was the motivation behind it, what inspired you to start the blog?

A:I've always been a very creative person. I loved expressing myself in different ways, whether it is fashion, music, acting or dancing. It all began in high school, James, my boyfriend and current partner, is a photographer and thought I had a cool sense of style so he suggested we take pictures together, so we started shooting after school. My first image got so many likes I was shocked and thought, 'how is this even possible that people react so quickly?' Especially since at the time I was still in a small village in Switzerland so I was really intrigued. Eventually we'd grown such a huge community that it felt natural to start a blog business and give people more content.

Q:What do you think are some of the reasons for your success?

A:Honestly I think the quality of the images has been one of the key components of our success. It is true that you don't find a lot of blogs that really focus on high editorial photography like the lighting. James has such a great vision and understands how to take advantage of the elements around us to transform into high fashion. The second thing is also the fact that I put effort in the writing aspect of blogging. Most bloggers would just post their pictures and not say anything about who they are, what they believe in or even what they are wearing. The power of blogging, to me, is to be able to use your influence and impact to actually spread a positive message.

Q:What is the biggest challenge that you face?

A:The instability. You have no routine, no security. Your revenue fluctuates from month to month, your reputation does too, you travel a lot, and you're never in the same city so relationships are also unstable. All these things create an insecure environment that could falter your step. It's very important to surround yourself with people that support you and will stand by you with your goals as you spend most of your time behind a computer or away for many days at a time.

Q:What valuable lessons have you learnt from blogging and building your brand?

A:Just to follow your gut instinct. To me it has always been about trying to stay genuine about what I believe in, whether it's my vision in terms of fashion or in terms of things I want to support, projects I want to take on, brands I want to work with. I don't want to work with brands that I don't truly love or promote any product I don't believe in. So it's just finding the right balance of keeping yourself authentic and that can be very difficult in this industry. It's important for the readers to know that you are the real deal and not pushing an agenda.

