



THE MEDIA COMMITTED TO INCLUSIVITY

WOMEN - COMMITMENT - INCLUSIVITY

Founded in 2017, FRAICHES is a women-focused, feminist and inclusive media brand.
Its mission: to make people smile, spark reactions and drive social change.
At the heart of Gen Z conversations, it gives a voice to women, minorities and their allies through engaging, inspiring and accessible content.
With a unique perspective on pop culture and social issues, FRAICHES celebrates differences, challenges norms and encourages open dialogue.

SOCIAL

3.7 M
SOCIAL FOLLOWERS

Source: Kolsquare october 2026