

A portrait of April Salsbury, a woman with short grey hair, wearing black-rimmed glasses, gold hoop earrings, a pink long-sleeved top with puffed sleeves, a gold wide cuff bracelet, and several rings. She is posing with her arms crossed. The word 'April' is written in large white letters over the top left of the image, with a tilde symbol (~) above it.

~ April

April Salsbury Tastemaker

[Instagram](#)

April Salsbury, or “Apes” to those who know her best and “Knackered Cow” to those who follow her on her Social Media channels, has always loved fashion. Growing up, she spent weekends rummaging through charity shops and car boot sales at a time when this was not exactly deemed fashionable like we think of it today. The thrill of finding something unique has always been the main draw for April, never about following trends but instead finding pieces that feel like you.

When the pandemic hit in 2020, April - working in the heavily hit hospitality sector and being a single mum of four, needed to make ends meet; so she started selling her own unworn clothes on Depop. What began as a practical way to make some extra money, quickly turned into something more.

Before long, April had built a following of 10,000 people on Depop, who appreciated her eye for second-hand fashion and ways of styling but would also frequently reach out to her directly for specific styling advice. She has now taken this on to her Social Media channels, received with equal excitement!

April has since become somewhat of an authority in the space, having been interviewed and featured on the topic for the likes of Harper's Bazaar, The Telegraph, and Woman Magazine to name just a few.

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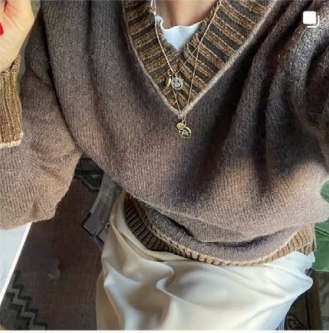
Followers
2.3k

Engagement
4.15%

Average Reel Views
1.4k

Average Likes / Comments
21 / 5

Demographic
Female 86% / Male 14%





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woman

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A MONTH FROM DEPOP'



April Salsbury, 58, from Essex, was working in hospitality when the pandemic struck in 2020. I'd assumed that sites like Depop were for a younger audience. But I've always been interested in fashion, going to boot sales and buying good-quality pieces for myself. In 2020, I set up a profile on Depop called trulyapes and styled what I was selling. I picked Depop because, apart from eBay, it was the only second-hand site I knew

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November 2024



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