

## Former 'RHOA' Recurring Cast Member and Entrepreneur, Tania Richardson, Announces New Movement, Hey Lady™

A lifestyle brand, YouTube original, and social media movement to change the stigma of women forty and over



*“Being a lady never goes out of style!”*

**Los Angeles, Sep 28, 2020** ([IssueWire.com](http://www.IssueWire.com)) - Former Real Housewives of Atlanta (RHOA) recurring cast member and entrepreneur, Tania Richardson, is proud to announce the launch of Hey Lady™ ([www.heyLadyByTania.com](http://www.heyLadyByTania.com)), a lifestyle brand, YouTube original, and social media movement to change the stigma of women forty and over.

Curated for the woman who has a passion for fashion, a love of travel, and an interest in owning or growing a business, the mission is to motivate, empower and encourage them to live their best lives.

Hey Lady™ was born after Richardson found that advertisers cater less to women 40–55 years old. “We are not monolithic as society would have us believe,” states Richardson. “I want to feature women from all walks of life who are living and thriving.”

Furthermore, a report by Girlpower Marketing found that disposable incomes are highest for boomer women aged 45-54. They are at the peak of their careers, and statistically, are the least impacted by the recession. Boomer women buy 65 percent of new cars, 91 percent of new homes, and 92 percent of travel but, 91 percent feel that marketers do not understand them while brands are still having a hard

time recognizing it.

A woman of fashion, whose style, according to Fashion Bomb Daily [www.fashionbombdaily.com](http://www.fashionbombdaily.com), is “very alluring and sophisticated,” Richardson has accumulated a solid fan base from appearing in eight of twelve episodes of BRAVO’s season two of The Real Housewives of Atlanta—the most popular of the Real Housewives franchise that maintained an average of 1.495 million weekly viewers.

With her fan base in mind, Richardson was confident to move forward and fill the void by creating a platform to feature everyday beautiful and powerful women over forty. “We are our biggest advocates and representation matters,” she explains. “When women see other women living their best life, it will hopefully reignite what may be missing in their lives. It is important to see positive images of women being more than a mom.”

She’s created a lifestyle that she adores and wants her YouTube viewers to be inspired to live a fulfilled life as well—To be adventurous and find their passion.

Her fascination with clothing and designers began early in life. So, sharing great finds and stylish pairings with Hey Lady™ viewers is apropos.

Viewers will also be privy to Richardson’s journeys to many countries including Dubai, London, and Italy, which is her favorite place to travel. She will share tricks of the trade (how to travel abroad on a budget) as well as COVID-proof travel tips.

“Traveling is not only for the wealthy,” states Richardson. “It opens your heart, broadens your mind, and equips you with stories to tell. I want to show women the tricks to getting the best deals and how to make it look like they spent a million bucks without breaking the bank.”

Hey Lady™ will also dedicate YouTube episodes on starting a business and will touch on areas like understanding different business entities, taking a hobby and making it into a business, branding vs. marketing, how to monetize social media, and overcoming fear.

Richardson says that an awakening happens with women in their 40s. “At 40, women finally settle into their lives and are comfortable with who they are.” She says that women in their 50s are empty nesters whose confidence level is through the roof. “These women are looking to pick up a new hobby or become adventurous. They also have more income available.”

“Hey Lady™ is different from anything that is currently out there,” Richardson confidently explains. “The topics are relatable and filled with lots of useful and practical information for every type of woman. I’m looking to create a movement!”

An individual who pushes others to create their best work, she is passionate about life. She has faced and overcame many challenges—One of the reasons why she is committed to mentoring and helping young ladies fulfill their dreams and goals.

She's a daughter, sister, aunt, and mother of a seventeen-year-old son whom she co-parents with former fiancé and former Pittsburgh Steelers quarterback, Kordell Stewart. She has no regrets in life and serves as a beacon for all to follow.

Diane von Furstenberg once said that she wanted to be the kind of woman who is independent that doesn't rely on a man to pay her bills. Richardson lives by those rules however, she makes it clear that

being a lady never goes out of style.

"My passion is LIFE. I believe every day that we are alive is a special occasion," says Richardson.

A lady on a mission to inspire other women to live their best lives. Because being a lady never goes out of style!

Hey Lady YouTube channel - <https://youtu.be/WkbzJKmcsuY>



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