

# GRAMLIST.50



@saaareeee



Volume 1

## LETTER FROM THE EDITORS

Dear Readers,

The Gramlist.50 was born out of our love and commitment to discovering the next wave of social influence. We saw a gap in the market for cohesive social media intel based on audience, data and editorial trend forecasting, and we couldn't stand on the sidelines anymore. The Gramlist.50 is a monthly influencer trend report designed for the use of publishers, brands and agencies, packed with storytelling to inform, entertain, and inspire.

Why should you care? The business of *influence (both perceived and actual)* is something that requires insight and direction. Consider this as your cheat sheet. From trending hashtags to forecasting the influencers of tomorrow, The Gramlist.50 breaks down everything you need to know. Volume 01 is a sampling of our lifestyle, travel, fashion, and beauty channels, to give you a taste of what you will receive in each edition. Through quantitative analysis (what we call "influence metrics" aka everything that isn't how many followers an account has) and an elite collective of editors and tastemakers, each volume will act as a deep dive into influencer marketing trends.

Rest assured, one cannot buy their way onto these lists. This is purely editorial. We have no affiliation with those we showcase, and no contractual obligation to feature them. We simply want to tell the stories of those who could be most relevant and valuable across the social landscape. In summary, each edition will take you on a journey rich with data, discovery that we feel will help achieve your brand or organization's goals.

Sincerely yours,

The Gramlist Secret Society

# Compendium:

- LIFESTYLE -

## NEW KIDS ON THE BLOCK

Poised to be the biggest influencers of tomorrow: 15 emerging influencers with highly engaged audiences, and above average growth.

#LIFESTYLE #BLOGGER #FOOD #FASHION #FITNESS #STYLE  
#LIVEAUTHENTIC #THEGOODLIFE #LOVELIFE

- TRAVEL -

## INFLUENCERS' INFLUENCER

Pulled from the follow lists of celebrity and mega-influencer feeds over 500,000 followers, these 15 hidden gems are the friends, collaborators and muses of Instagram's largest feeds.

#TRAVEL #PHOTOGRAPHY #BEAUTIFULDESTINATIONS #NEVERSTOPEXPLORING  
#PASSIONPASSPORT #LETSGOSOMEWHERE #WELLTRAVELLED

- BEAUTY -

## INSTA-TRENDY

An editorially-driven breakdown of 10 accounts trending on Instagram in a given category by looking at the most highly engaged hashtags, events, and geo-tags in a given month. Key insights on what is most important to a social audience, how they are spending their time, and where they are the most engaged.

#BEAUTYBOYS

- FASHION -

## BRAND WINS

What brands are seeing the highest engagement on Instagram? We track down the brands moving the needle on social and the influencers who are joining their party.

#REVOLVEINTHEHAMPTONS #HAMPTONS #REVOLVE  
#HOHXREVOLVE #MOETMOMENTS



THE GRAMLIST

# New Kids On The Block

15 Emerging Influencers

LIFESTYLE



@lecitykitty

# LIFESTYLE INFLUENCERS

Joining themes of family, home, fitness, food, wellness, design and decor, lifestyle influencers pull it all together into a perfectly curated visual identity, creating content on various aspects of their daily lives. They are—and will remain—on the rise, and we look to them for tips on everything from covetable style and home decor to culinary delights and parenting trends.

These 15 up and coming influencers with the highest growth trajectory and engagement rates are the ones to watch for right now. Their unique perspectives, their fresh takes on living the good life will inspire you to live it, too.



## 1. @beautifulbooze

CONTACT

Natalie Migliarini knows how to make booze beautiful. This Seattle-based home bartender, photographer and professional party planner styles every cocktail on her feed to perfection. The best part? All of the recipes can be found on [her site](#). Scroll through her posts or search more than 200 drink recipes by the type of liquor—there's sure to be a spirit that strikes your fancy.

FOLLOWERS: 54,655

LOCATION: SEATTLE, WA

W/O/W GROWTH: .70%

DAILY POSTING AVERAGE: .86

AVERAGE LIKES & COMMENTS: 632 / 10

30-DAY ENGAGEMENT RATE: 1.35%



## 2. @bodybleahsimmons

CONTACT

Leah Simmons wears many hats as a pilates teacher, fitness instructor, DJ, and mom. She ran Finger Lickin' Records in London for years before returning to Australia and launching her own fitness brand, Body by Leah Simmons. Her motto: If you work hard, you get results.

FOLLOWERS: 44,315

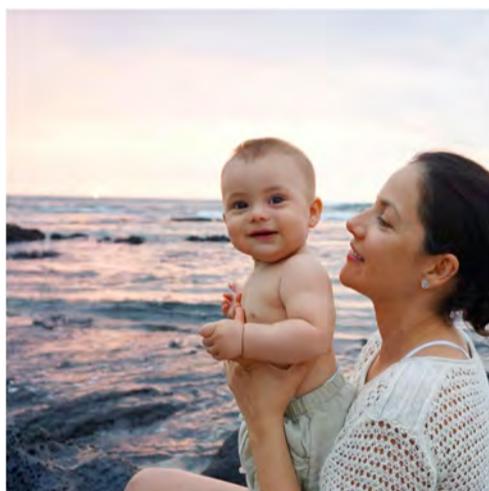
LOCATION: SYDNEY, AUSTRALIA

W/O/W GROWTH: .40%

DAILY POSTING AVERAGE: .43

AVERAGE LIKES & COMMENTS: 627 / 19

30-DAY ENGAGEMENT RATE: 1.74%



## 3. @brunchpants

CONTACT

Monique Otero, the blogger behind Brunchpants, has an Instagram feed that will bring a smile to your face. With a background in Architecture and Interior Design, Otero's understated and colorful photos capture the simple elegance of her life chronicling food experiments, travel, and her adorable son Fin.

FOLLOWERS: 35,741

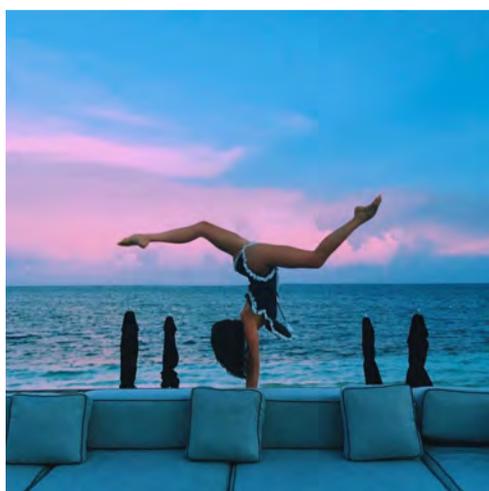
LOCATION: NYC

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .57

AVERAGE LIKES & COMMENTS: 521 / 10.5

30-DAY ENGAGEMENT RATE: 1.25%



## 4. @christinasyogaworld

CONTACT

Trained in classical ballet starting at age 3, Christina Lawrence brings grace and elegance to her feed with delicately executed yoga and pilates forms. Based in NYC, she teaches both private and studio classes for clients around the world, from beginner to advanced levels.

FOLLOWERS: 72,859

LOCATION: NYC

W/O/W GROWTH: -1.10%

DAILY POSTING AVERAGE: .39

AVERAGE LIKES & COMMENTS: 911 / 8

30-DAY ENGAGEMENT RATE: 1.17



## 5. @cyndiramirez

[CONTACT](#)

Cyndi Ramirez-Fulton's feed is a guide to cool-girl living in NYC. If you're looking for actual guides, her site [Taste the Style](#) covers style, food, culture, and everything in between, from [getting inked in the city](#) to [dressing for the airport](#). Need more inspiration? Boss Babes are also regularly featured [on the site](#).

**FOLLOWERS: 16,872**

**W/O/W GROWTH: 1.70%**

**AVERAGE LIKES & COMMENTS: 477 / 25**

**LOCATION: NYC**

**DAILY POSTING AVERAGE: 2.14**

**30-DAY ENGAGEMENT RATE: 3.24%**



## 6. @eatprayphoto

[CONTACT](#)

Lindsey Cavanaugh owns her own photography business, Eat Pray Photo. She also co-founded Vibe Tribe Creative, where she uses her photography skills to work with clients on branding, visuals, and strategy. Featured campaigns include [Neon Beauty](#), [Alice in Ivory](#), and visuals for E! News' correspondent and co-anchor Cat Sandler's [website](#).

**FOLLOWERS: 10,631**

**W/O/W GROWTH: .10%**

**AVERAGE LIKES & COMMENTS: 124 / 3**

**LOCATION: NYC**

**DAILY POSTING AVERAGE: 1.86**

**30-DAY ENGAGEMENT RATE: 1.19%**



## 7. @fitnuzz

[CONTACT](#)

Katherine Kerrick is an Idaho native turned NYC fitness guru. Her feed is full of inspirational and comedic quotes, many highlighting her [love of tacos](#). When she's not working out, Kerrick is also a journalist at [The Observer](#).

**FOLLOWERS: 30,915**

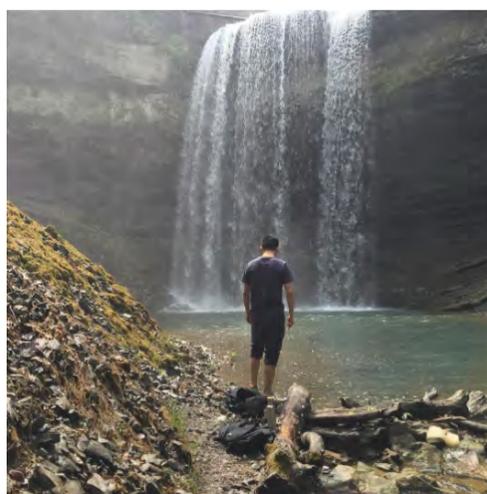
**W/O/W GROWTH: .10%**

**AVERAGE LIKES & COMMENTS: 643 / 22**

**LOCATION: NYC**

**DAILY POSTING AVERAGE: .46**

**30-DAY ENGAGEMENT RATE: 2.19%**



## 8. @johnbenedict

[CONTACT](#)

John Benedict is an engineering student from Toronto who takes exquisite photos using only his iPhone 6. His technical background has helped Benedict develop an eye for details, and he creates beauty out of [ordinary lines](#) and [shadows](#). Look to this feed for a focus on cooking, travel, and the outdoors.

**FOLLOWERS: 40,804**

**W/O/W GROWTH: .10%**

**AVERAGE LIKES & COMMENTS: 284 / 19**

**LOCATION: TORONTO**

**DAILY POSTING AVERAGE: .54**

**30-DAY ENGAGEMENT RATE: 2.47%**



## 9. @lanadmitruks

[CONTACT](#)

Svetlana Dimitruks' feed is full of the natural beauty in life's little moments. This mom of two is also a budding makeup artist, and her looks are on point.

**FOLLOWERS: 17,724**

**W/O/W GROWTH: .10%**

**AVERAGE LIKES & COMMENTS: 844 / 45**

**LOCATION: WASHINGTON**

**DAILY POSTING AVERAGE: 1.14**

**30-DAY ENGAGEMENT RATE: 5.77%**



## 10. @lecitykitty

[CONTACT](#)

Native New Yorker Christina Zayas has a very distinct look, always sporting a cat eye and showcasing the large moth tattoo on her chest. Zayas began her blog Le City Kitty in 2008, sharing rundowns of fashion shows and her favorite editorial spreads. In 2014, she relaunched her site as a personal blog to document her own dark and romantic style.

**FOLLOWERS: 43,744**

**W/O/W GROWTH: .10%**

**AVERAGE LIKES & COMMENTS: 1,086 / 18**

**LOCATION: NYC**

**DAILY POSTING AVERAGE: 2.14**

**30-DAY ENGAGEMENT RATE: 2.70%**



## 11. @missesmeili

[CONTACT](#)

Mei Li Workman's adorable family is growing, with 6-month-old Faryl Robin. Her oldest, daughter Averie, requests five or six more brothers and sisters and a pony.

**FOLLOWERS: 37,063**

**W/O/W GROWTH: .80%**

**AVERAGE LIKES & COMMENTS: 730 / 20**

**LOCATION: UTAH**

**DAILY POSTING AVERAGE: .14**

**30-DAY ENGAGEMENT RATE: 5.77%**



## 12. @roses\_cloud

[CONTACT](#)

Belgian-born blogger Roos Vandekerckhove currently lives in L.A., and blogs about her passions: fashion, beauty, fitness, and lifestyle. She is also mom to adorable ball of fluff Olaf the Pom.

**FOLLOWERS: 42,285**

**W/O/W GROWTH: .70%**

**AVERAGE LIKES & COMMENTS: 608 / 12.5**

**LOCATION: LA**

**DAILY POSTING AVERAGE: 1.14**

**30-DAY ENGAGEMENT RATE: 1.88%**



### 13. @saaareeee

CONTACT

From Sydney, Australia, and now based in Brooklyn, Sarita Walsh is a creative thinker and fitness enthusiast. Walsh combines her skills as a graphic designer, photographer and illustrator with her passion for healthy living to create inspiring images. She also provides motivational [workout playlists](#) on her blog. Music is her gatorade.

FOLLOWERS: 47,567

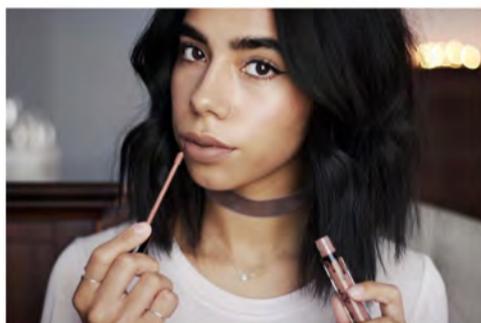
LOCATION: BROOKLYN, NY

W/O/W GROWTH: -.20%

DAILY POSTING AVERAGE: 5.29

AVERAGE LIKES & COMMENTS: 791 / 7

30-DAY ENGAGEMENT RATE: 2.19%



### 14. @tamirajarrel

CONTACT

A self-described monochromatic tomboy, Tamira Jarrel is a mother of two, medical professional, and beauty blogger on the rise. Her feed is clean and minimal, featuring her [tools](#), [brushes](#), and [palettes](#) along with fashion items befitting her color scheme: black and white, with just a hint of peach tones.

FOLLOWERS: 26,646

LOCATION: NYC

W/O/W GROWTH: .90%

DAILY POSTING AVERAGE: 1

AVERAGE LIKES & COMMENTS: 622 / 23

30-DAY ENGAGEMENT RATE: 2.66%



### 15. @thehungrygentleman

CONTACT

Food and shoe fanatic Kevin Thai travels the world and breaks down each dish he eats for his Instagram fans. Thai's photos include simple diagrams in white font and arrows pointing out the ingredients in each dish and—of course—identifying his current pair of shoes.

FOLLOWERS: 56,685

LOCATION: NYC

W/O/W GROWTH: 8.90%

DAILY POSTING AVERAGE: .57

AVERAGE LIKES & COMMENTS: 4,736 / 195

30-DAY ENGAGEMENT RATE: 10.66%



THE GRAMLIST

# Influencer's Influencer

The Journey is the Destination

TRAVEL

@jamesreldyer

# TRAVEL INFLUENCERS

In this issue, we focus on Beautiful Destinations, a brand that launched a whole family of accounts, from Beautiful Hotels to Beautiful Menswear.

Highlighting photos from travelers around the world, the account has become a destination itself, with 7.7m followers and more than 465 million likes.

The brand has also figured out the holy grail of the Instagram world. Beautiful Destinations can determine—to almost exact figures—how well an Instagram photo will perform once it's posted. According to Forbes, "They have built an algorithm that will tell you, before you post, how many likes and comments a photo will get, the nature of those comments (angry, scared, happy, grateful), and how many people will click a link on it." The brand employs this algorithm for its own accounts and for a few select clients, including Airbnb and Marriott. There's still some guess work involved, but it's safe to say BD has pretty good taste when it comes to the photographers it features.

The brand only follows 61 accounts total. We chose the top 15 standout feeds from this exclusive group. You'll find the top-of-the-pack influencers with exceptional photos and follower counts just north of 1 million, as well as up-and-comers whose feeds are every bit as inspirational to the BD team. These feeds are sure to impress, it's actual science.



@beautifuldestinations

FOLLOWERS: 7.7M

M/O/M GROWTH: 227K (3.23%)

AVERAGE LIKES PER POST: 146K

LOCATION: NYC

DAILY POSTING AVERAGE: 6

30-DAY ENGAGEMENT RATE: 2.16%



## 1. @doyoutravel

CONTACT

Self-taught photographer Jack Morris is a true nomad. A few years ago after quitting an unfulfilling job, he bought a one way ticket to Bangkok and never looked back. Though Morris started out as a solo traveler, renting motorbikes wherever he went to have the freedom to explore remote locales, he currently travels with fellow Instagrammer, girlfriend [Lauren Bullen](#).

FOLLOWERS: 1,732,652

LOCATION: CURRENTLY ENGLAND

W/O/W GROWTH: .80

DAILY POSTING AVERAGE: .43

AVERAGE LIKES & COMMENTS: 70K / 1K

30-DAY ENGAGEMENT RATE: 4.92%



## 2. @hannes\_becker

CONTACT

Growing up in a rural area taught Hannes Becker to be unafraid of taking adventure to the max with his photography. Extreme temperatures and sports are all on his feed, plus the occasional [adorable snap](#) of cuddly creatures he befriends along the way.

FOLLOWERS: 880,111

LOCATION: HESSEN, GERMANY

W/O/W GROWTH: 1.40%

DAILY POSTING AVERAGE: .86

AVERAGE LIKES & COMMENTS: 38,178 / 296

30-DAY ENGAGEMENT RATE: 5.40%



## 3. @jamesreldyer

CONTACT

James Relf-Dyer is a creative content producer at Beautiful Destinations. He left school to pursue his passions: travel and photography.

FOLLOWERS: 207,106

LOCATION: LONDON

W/O/W GROWTH: .60%

DAILY POSTING AVERAGE: .43

AVERAGE LIKES & COMMENTS: 12,552 / 201

30-DAY ENGAGEMENT RATE: 7.12%



## 4. @kurtarrigo

CONTACT

Born on the Mediterranean island of Malta, the sea is at the heart of marine photographer Kurt Arrigo's way of life. As an avid diver and sailor, he started working as a photographer for sailing competitions and other open water competitive sports. The real gems in his feed are the mesmerizing underwater portraits he creates with unexpected subjects ranging from [horses](#) to [dancers](#).

FOLLOWERS: 77,320

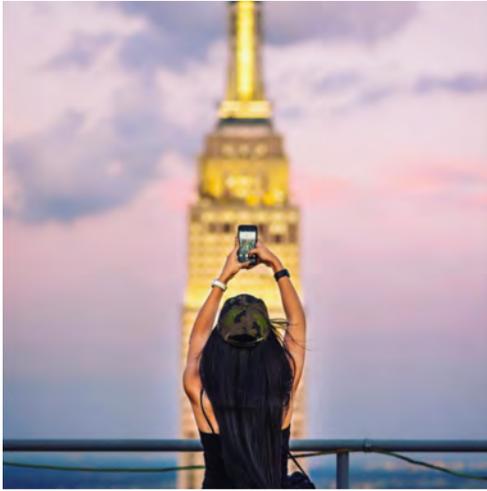
LOCATION: MALTA

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: 1

AVERAGE LIKES & COMMENTS: 1,415 / 13

30-DAY ENGAGEMENT RATE: 1.85%



## 5. @misshattan

CONTACT

Natalie Amrossi, aka Mishattan, grew up in New York and began her career in corporate finance. Constantly drawn to photographing the streets of NYC, she decided to make a switch and pursue photography full time. Cue features in *Vogue* and *The Wall Street Journal*, and partnerships with brands like Jaguar and Nike.

FOLLOWERS: 407,749

LOCATION: NYC

W/O/W GROWTH: 1.15%

DAILY POSTING AVERAGE: 1.29

AVERAGE LIKES & COMMENTS: 7,666 / 62

30-DAY ENGAGEMENT RATE: 1.95%



## 6. @missjetsetter

CONTACT

Missjetsetter's Lucie Josma knows how to use the color palette of each locale she visits to her advantage. Each trip is distinct in her colorful feed, from the terra-cotta tones in Portofino, Italy, to cool cerulean hues in Morocco.

FOLLOWERS: 81,665

LOCATION: NYC

W/O/W GROWTH: .50%

DAILY POSTING AVERAGE: 1

AVERAGE LIKES & COMMENTS: 2,019 / 34

30-DAY ENGAGEMENT RATE: 2.60%



## 7. @mjinnyc

CONTACT

Monica Jorge is a freelance photographer based in NYC. The Portland, Oregon, native captures cityscapes with a focus on the beauty of the industrial and she isn't afraid of heights.

FOLLOWERS: 28,474

LOCATION: NYC

W/O/W GROWTH: .50%

DAILY POSTING AVERAGE: .71

AVERAGE LIKES & COMMENTS: 881 / 32

30-DAY ENGAGEMENT RATE: 3.38%



## 8. @muenchmax

CONTACT

Max Muench puts nature's monumental creations in perspective with his photography. Muench-a freelancer for brands like Red Bull, Adobe, and Mercedes-Benz-often includes a human figure in his shots for scale, usually shown dwarfed by mountain ranges, lakes, and waterfalls.

FOLLOWERS: 296,965

LOCATION: LONDON

W/O/W GROWTH: 1.30%

DAILY POSTING AVERAGE: .14

AVERAGE LIKES & COMMENTS: 5,667 / 68

30-DAY ENGAGEMENT RATE: 2.26%



## 9. @omarzrobles

CONTACT

Omar Z. Robles captures stories told through body movement, which he studied in Paris under the famous mime Marcel Marceau. For each of his shots set against the streets of NYC, he coaches the dancers according to the principles of “The Art of Silence.”

FOLLOWERS: 224,759

LOCATION: NYC

W/O/W GROWTH: .30%

DAILY POSTING AVERAGE: 1.14

AVERAGE LIKES & COMMENTS: 8,576 / 48

30-DAY ENGAGEMENT RATE: 4.01%



## 10. @ravivora

CONTACT

Ravi Vora knows how to photograph nature and athleticism at their best. He shoots commercial photography for the likes of Jeep, Oakley, and Nike. On his feed you'll also find [starry night skies](#) and his yogi girlfriend, [Martha Kirby](#).

FOLLOWERS: 802,149

LOCATION: LA

W/O/W GROWTH: .20%

DAILY POSTING AVERAGE: 1

AVERAGE LIKES & COMMENTS: 17,040 / 86

30-DAY ENGAGEMENT RATE: 2.18%



## 11. @rishad

CONTACT

Photographer Rishad Daroowala brings a whimsical element to his photos, whether the focal point is [a flock of sheep in Scotland](#) or [a model in an Idaho hot spring](#). What else would you expect from a guy who [lets his dog do the driving?](#)

FOLLOWERS: 145,455

LOCATION: CANADA

W/O/W GROWTH: .20%

DAILY POSTING AVERAGE: .43

AVERAGE LIKES & COMMENTS: 4,379 / 36

30-DAY ENGAGEMENT RATE: 3.15%



## 12. @samthecobra

CONTACT

Sam “The Cobra” Morrison is a recent transplant from Brooklyn to L.A., where he works as a digital art director for Apple’s ad-based agency, Media Arts Lab. Morrison enhances his shots with Photoshop, creating subtle illusions that give his work a surreal edge. He’s also [pretty good at backflips](#).

FOLLOWERS: 165,461

LOCATION: LA

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .72

AVERAGE LIKES & COMMENTS: 3,660 / 270

30-DAY ENGAGEMENT RATE: 2.25%



### 13. @superchinois801

CONTACT

Gérard Trang is a big fan of leading lines. He creates stunning imagery from unexpected angles, and often captures unexpected subjects in the process.

FOLLOWERS: 220,240

LOCATION: PARIS

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: 1.86

AVERAGE LIKES & COMMENTS: 6,320 / 209

30-DAY ENGAGEMENT RATE: 2.98%



### 14. @tommy.clarke

CONTACT

Photographer Tommy Clarke can be found hanging out of helicopters and small aircraft to capture stunning aerial shots of beaches and bodies of water. Growing up on the shores of the South Coast of England inspired his love of waterfront landscapes.

FOLLOWERS: 25,800

LOCATION: LONDON

W/O/W GROWTH: -30%

DAILY POSTING AVERAGE: 1.29

AVERAGE LIKES & COMMENTS: 928 / 19

30-DAY ENGAGEMENT RATE: 4.22%



### 15. @zachasato

CONTACT

Zach Asato is an accomplished city and landscape photographer at only 18 years old. The Phoenix native and world traveler will be heading to NYC to study finance and global business at NYU. Watch out for this member of the class of 2020.

FOLLOWERS: 10,808

LOCATION: NYC

W/O/W GROWTH: 2.10%

DAILY POSTING AVERAGE: .57

AVERAGE LIKES & COMMENTS: 708 / 25

30-DAY ENGAGEMENT RATE: 8.73%



THE GRAMLIST

# Insta-Trendy

Instagram's Best Boys of Beauty

BEAUTY

@jcharlesbeauty

# BEAUTY INFLUENCERS

Being a self-made beauty guru on Instagram is no shock to anyone in this day and age. But there is an entire subset of talented men who have created their own niche by showing off their own makeup expertise. Not only can they contour and cut crease with the best of them, they also have no problem owning the fact that they wear makeup (and love it). They don't claim to be trans or drag queens, they're just boys who like playing with makeup—and they've earned masses of fans and followers in doing so.

Here are 10 boys of beauty you need to start following now.



## 1. @alannized

CONTACT

Alan Macias, known as Alannized on Instagram, knows how to pull off a bold lip, and eye to match. While Macias has worked with cosmetic brands like Wet 'n' Wild, Renegade Cosmetics, and Smile Sciences, he also uses his platform to promote products that benefit the LGBTQ community. For the teen's back-to-school look, he sported a [Let Boys be Feminine tee](#), designed by [Transparentpng](#) founder Elle Adams.

FOLLOWERS: 374,209

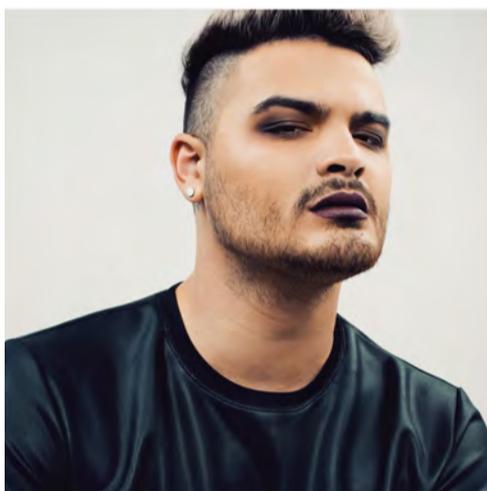
LOCATION: ORANGE COUNTY, CA

W/O/W GROWTH: 6.50%

DAILY POSTING AVERAGE: 1.35

AVERAGE LIKES & COMMENTS: 8,255 / 177

30-DAY ENGAGEMENT RATE: 2.37%



## 2. @alexfaction

CONTACT

Alex Faction is one of the best-known FX artists on Instagram-FX as in *special effects*. His visual effects artistry provides endless inspiration for Halloween, including couples's costumes. For glam looks, he has created his own faux lash brand, called Faction Lash. Khloe Kardashian is a big fan.

FOLLOWERS: 266,828

LOCATION: CHICAGO

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .45

AVERAGE LIKES & COMMENTS: 2,870 / 33

30-DAY ENGAGEMENT RATE: 1.15%



## 03. @bretmanrock

CONTACT

At age 18, Bretman Rock is one of the most successful male beauty bloggers on Insta with over 6 million followers. His makeup is on point and so is his sense of humor, keeping his fans coming back for more hilarious captions. Rock has already come out with his own line of merchandise, as well as worked with brands like Eyeris Beauty, Benefit Cosmetics, Velvet Caviar, and more.

FOLLOWERS: 6,693,055

LOCATION: HAWAII

W/O/W GROWTH: 3.90%

DAILY POSTING AVERAGE: .39

AVERAGE LIKES & COMMENTS: 134K / 12K

30-DAY ENGAGEMENT RATE: 5.20%



## 04. @cameronpulido

CONTACT

Another special effects artist, Cameron Pulido has competed in the NYX Face Awards the past two years running. The 20-year-old Pulido knows how to create everything from "Suicide Squad's" Joker to your above-average highlight.

FOLLOWERS: 152,350

LOCATION: LA

W/O/W GROWTH: 32.30%

DAILY POSTING AVERAGE: .55

AVERAGE LIKES & COMMENTS: 6,470 / 299

30-DAY ENGAGEMENT RATE: 6.53%



## 5. @jamescharles

[CONTACT](#)

At only 17 years old, James Charles may know how to create the fiercest highlight of all the Instagram beauty boys. Unlike most beauty gurus, who started out on Youtube, Charles first built his following on Instagram. The teen excels at both everyday and costume makeup, dabbles in drag, and has partnered with brands like Benefit Cosmetics and NYX.

**FOLLOWERS:** 996,966

**LOCATION:** NYC

**W/O/W GROWTH:** 24.90%

**DAILY POSTING AVERAGE:** .84

**AVERAGE LIKES & COMMENTS:** 23,532 / 841

**30-DAY ENGAGEMENT RATE:** 7.09%



## 6. @jessusgomez

[CONTACT](#)

Jesus Gomez is another relatively new 'gram guy to the scene, making waves with his killer brush skills. With a following of 136K, Jessusartistry is a true makeup lover, working in beauty retail-so he knows what actually works, aside from just what he gets in the mail, and his followers appreciate that.

**FOLLOWERS:** 137,242

**LOCATION:** LA

**W/O/W GROWTH:** .10%

**DAILY POSTING AVERAGE:** 1.68

**AVERAGE LIKES & COMMENTS:** 2,007 / 35

**30-DAY ENGAGEMENT RATE:** 1.49%



## 7. @mac\_daddy

[CONTACT](#)

Celebrity makeup artist and brand mogul behind Artist Couture, Angel Merino developed a passion for beauty while working as a dance instructor. His big break came from working as a key makeup artist for HGTV. Now, his client list includes A-List divas like Ariana Grande, Mel B, and Chanel Iman, and he has worked with brands including PUR, Morphe Brushes, and NYX Cosmetics.

**FOLLOWERS:** 1,270,310

**LOCATION:** LA

**W/O/W GROWTH:** .70%

**DAILY POSTING AVERAGE:** 1.19

**AVERAGE LIKES & COMMENTS:** 9,021 / 173

**30-DAY ENGAGEMENT RATE:** .74%



## 8. @mannymua733

[CONTACT](#)

Well-known for his perfectly arched brows and smoky eye prowess, Manny Gutierrez was a Patrick Starr mega-fan turned BFF. The pair host meet-and-greets in L.A. to inspire their fans, who return the love with well over 18k posts boasting the hashtag #manyacs. His product collaborations with Makeup Geek Cosmetics and OFRA Cosmetics are YouTube cult favorites, and digitally-savvy brands like Benefit Cosmetics have already worked with him on campaigns.

**FOLLOWERS:** 2,875,233

**LOCATION:** SAN DIEGO, CA

**W/O/W GROWTH:** 11.30%

**DAILY POSTING AVERAGE:** 1.45

**AVERAGE LIKES & COMMENTS:** 115K / 38K

**30-DAY ENGAGEMENT RATE:** 6.25%



## 9. @patrickstarr

Beauty Boy Patrick Starr, who never shies away from a bold look and a wig to match, has helped to pave the way for male beauty influencers on Instagram. His mantra: Makeup is one size fits all. Starr has worked with brands like Benefit Cosmetics, NYX Cosmetics, and Tarte Cosmetics. His most recent collab consists of three shades of pink (lipstick) for the [Formula X nail polish collection](#) at Sephora.

**FOLLOWERS: 2,720,914**

**LOCATION: LA**

**W/O/W GROWTH: 5.60%**

**DAILY POSTING AVERAGE: 1**

**AVERAGE LIKES & COMMENTS: 81K / 1,143**

**30-DAY ENGAGEMENT RATE: 3.43%**



## 10. @thegabrielzamora

**CONTACT**

Gabriel Zamora is as recognizable for his shock of Pravana Blue Topaz hair as he is for the [brow tutorial](#) that made him famous on Youtube. An up-and-comer in the boy gang of the beauty world, the Houston native moved to L.A. to handle social media for mega brand Lilly Lashes; he credits founder Lily Ghalichi, another Houston native, with supporting him and his beauty crew.

**FOLLOWERS: 132,204**

**LOCATION: LA**

**W/O/W GROWTH: 9.80%**

**DAILY POSTING AVERAGE: .68**

**AVERAGE LIKES & COMMENTS: 3,798 / 162**

**30-DAY ENGAGEMENT RATE: 4.59%**



THE GRAMLIST

# Brand Wins

10 Emerging Influencers  
Take the Hamptons

FASHION

@angelotropea

# THE REVOLVE HOUSE TAKES THE HAMPTONS

Who is winning in fashion influencer marketing right now? Revolve, an apparel e-commerce site that carries over 500 men's and women's designer brands, which Forbes estimates is worth more than \$400 million a year. Revolve has been at the forefront of influencer marketing with exclusive soirées and destination getaways showcasing its clothing in covetable settings. The brand launched the second outing of its highly successful #revolveinthehamptons campaign this past July.

Each week, influencers and celebs like Nicole Richie, Chrissy Teigen and Emily Ratajkowski made appearances at Southampton's Watermill Mansion, making the brand majorly visible across social media. Bloggers like Chiara Ferragni, Aimee Song and Danielle Bernstein were invited to stay, party and play in the gram-worthy setups around the estate, all while wearing their picks from Revolve's clothing collections.

Chances are you've seen [this](#) photo or one like it. Kim Kardashian herself was the highlight of the event, posting selfies for her more than 88 million followers and posing for partygoers in front of the now Insta-famous Revolve shrubbery. Here's the breakdown of the event, and the attendees to watch for in your feed.



@revolve

FOLLOWERS: 1.3M

M/O/M GROWTH: 37K (2.96%)

AVERAGE LIKES PER POST: 9.8K

LOCATION: CERRITOS, CA

DAILY POSTING AVERAGE: 4

30-DAY ENGAGEMENT RATE: .77%



## 1. @angelotropea

CONTACT

As Communication Manager of the Chiara Ferragni Collection, Angelo Tropea pursues his travel, food, lifestyle, and fashion addictions while we watch. Tropea's most recent trips include [Sicily](#), [Hawaii](#), and [Hogwarts](#).

FOLLOWERS: 25,037

W/O/W GROWTH: .20%

AVERAGE LIKES & COMMENTS: 466 / 4

LOCATION: MILAN, ITALY

DAILY POSTING AVERAGE: .86

30-DAY ENGAGEMENT RATE: 1.95%



## 2. @brandonduvall

CONTACT

Brandon Duvall's interest in fashion began while he was working at Urban Outfitters. Now a visual merchandiser for Zara, he shares his perspective on menswear on [his blog](#).

FOLLOWERS: 51,770

W/O/W GROWTH: .10%

AVERAGE LIKES & COMMENTS: 1,052 / 40

LOCATION: NYC

DAILY POSTING AVERAGE: .29

30-DAY ENGAGEMENT RATE: 2.14%



## 3. @chbickley

CONTACT

Charlotte Bickley blogs with sibling Sophie at [Yin2 my Yang](#). The sisters highlight how their different style perspectives can play off of one another to create unique looks.

FOLLOWERS: 9,193

W/O/W GROWTH: .05%

AVERAGE LIKES & COMMENTS: 365 / 7

LOCATION: NYC

DAILY POSTING AVERAGE: 1.71

30-DAY ENGAGEMENT RATE: 4.20%



## 4. @cholpak

CONTACT

Recent Johnson and Whales University grad Nicholas Pakradooni is living out his dreams in L.A. Apparently work doesn't feel like work when you land your first job with Aimee Song (the blogger behind [Song of Style](#)), contributing to projects including her book, [Capture Your Style](#).

FOLLOWERS: 13,328

W/O/W GROWTH: 1.40%

AVERAGE LIKES & COMMENTS: 1,002 / 7

LOCATION: LA

DAILY POSTING AVERAGE: 3.29

30-DAY ENGAGEMENT RATE: 8.35%



## 5. @denny623

CONTACT

Veteran blogger Denny Balmaceda has been blogging since '08. Come for the Fresh Fuzion Senior Creative Director's on-point accessory collections and stay for his playful fashion photography.

FOLLOWERS: 80,689

LOCATION: NY/NJ

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: 1.57

AVERAGE LIKES & COMMENTS:

30-DAY ENGAGEMENT RATE: 1.55%



## 6. @ericjess

CONTACT

From SoCal, Eric Jess has been dressing in a suit and tie since elementary school. He covers menswear, travel and lifestyle. Color may not be his forte but his monochrome feed will make you want to incorporate more black and white into your wardrobe.

FOLLOWERS: 86,616

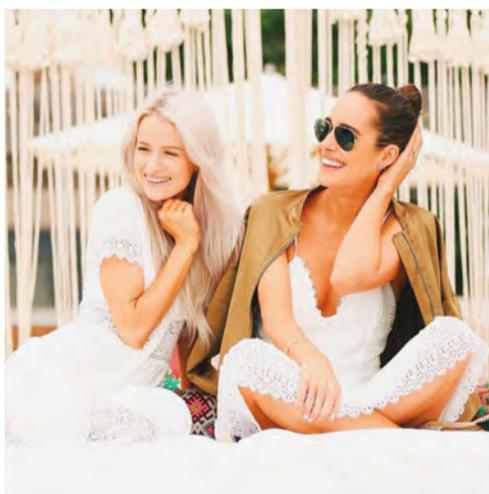
LOCATION: LA

W/O/W GROWTH: 2.00%

DAILY POSTING AVERAGE: 2.29

AVERAGE LIKES & COMMENTS: 1,625 / 35

30-DAY ENGAGEMENT RATE: 2.89%



## 7. @harrison

CONTACT

Alex Harrison, the other half to blogger Victoria Magrath behind In the Frow, is also often the photographer behind her blog. If you've ever been hit with the travel bug, his feed is a must follow. Plus the duo are dating in real life - #couplegoals.

FOLLOWERS: 15,654

LOCATION: LONDON

W/O/W GROWTH: .80%

DAILY POSTING AVERAGE: 1

AVERAGE LIKES & COMMENTS: 1,198 / 8

30-DAY ENGAGEMENT RATE: 8.50%



## 8. @philvalles

CONTACT

Blogging at The Dark Essentials, Phil Valles, head of initiatives for Melissa Shoes, looks to bring a modern perspective to menswear. Look for impeccable styling and NYC views in his feed.

FOLLOWERS: 13,219

LOCATION: NYC

W/O/W GROWTH: .30%

DAILY POSTING AVERAGE: .43

AVERAGE LIKES & COMMENTS: 491 / 12

30-DAY ENGAGEMENT RATE: 3.86%



## 9. @raissagerona

CONTACT

Meet one of LA's most powerful women in fashion. Raissa Gerona is the VP of Brand Marketing and Strategic Partnerships for Revolve. In a recent interview with [Who What Wear](#), she is said to be "the one woman at the center of Revolve's steady domination."

**FOLLOWERS: 58,170**

**W/O/W GROWTH: .40%**

**AVERAGE LIKES & COMMENTS: 673 / 11**

**LOCATION: LA**

**DAILY POSTING AVERAGE: 1.86**

**30-DAY ENGAGEMENT RATE: 1.24%**



## 10. @sivanayla

CONTACT

Donut lover and Los Angeles native, Sivan Ayla-pronounced See-Von Aye-La- brings laid back, causal elegance to her feed. Follow along with this cali girl's pups, Olive and Lyla, [here](#).

**FOLLOWERS: 43,932**

**W/O/W GROWTH: 2.30%**

**AVERAGE LIKES & COMMENTS: 1,342 / 28**

**LOCATION: LA**

**DAILY POSTING AVERAGE: 1.14**

**30-DAY ENGAGEMENT RATE: 4.28%**

# The Guest List

## TOP TEN INFLUENCERS WHO POSTED FROM THE REVOLVE HOUSE

Kim Kardashian - 88.2m		@kimkardashian
Shay Mitchell - 14.7m		@shaym
Chrissy Teigen - 9m		@chrissyteigen
Emily Ratajkowski - 9.5m		@emrata
Hailey Baldwin - 8.4m		@haileybaldwin
Chiara Ferragni - 7.3m		@chiaraferragni
Camila Coelho - 5.1m		@camilacoelho
John Legend - 5m		@johnlegend
Sara Sampaio - 4.3m		@sarasampaio
Olivia Palermo - 4.3m		@oliviapalermo

## 156m

POSTS FROM THE TOP TEN  
REVOLVE EVENT INFLUENCERS  
ALONE REACHED A TOTAL  
AUDIENCE OF OVER 156 MILLION.

### PARTING THOUGHT

The event was so popular that people who weren't even present used the hashtag. Hamptonites and influencers as far away as California recognized the power of the hashtag and used it to increase views and likes for photos unrelated to the event.