

# GRAMLIST.50



@gracejayde



Volume 2

## LETTER FROM THE EDITORS

Dear Readers,

As introduced in Volume I, 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 first of its kind, 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.

Now, with Volume II, we are looking at influence in the new year with another sampling of our lifestyle, travel, fashion, and beauty channels. Our main objective this month: new beginnings—a round up of emerging beauty bloggers with a purpose, a deep dive into organization's ultimate guru Marie Kondo's favorite feeds, the season's most gramworthy vacation photo-op at the Palais Royal in Paris, and a Miami neighborhood rebranded via hashtag. We've taken a close look at the "influence metrics" (aka everything that isn't how many followers an account has) to bring you 50 feeds that cover growth, inspiration and ultimately, successful branding.

As always, rest assured, one cannot buy their way onto these lists. 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 for your brand. Take a close look, these feeds should be on your radar.

Sincerely yours,

The Gramlist Editors

# Compendium:

- BEAUTY -

## NEW KIDS ON THE BLOCK

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

#BEAUTY #BEAUTYLOOK #INSTABEAUTY #MAKEUP #LOVETHISLOOK

- LIFESTYLE -

## INFLUENCERS' INFLUENCER

Pulled from the follow lists of celebrity and mega-influencer feeds, these 15 hidden gems are the friends, collaborators and muses of Instagram's most influential feeds.

#KONMARIMETHOD #ORGANIZED #KONMARI #SPARKJOY #NEWYEAR #TIDY #LIFECHANGING

- FASHION -

## 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.

#COLONNESDEBUREN #PALAISROYAL #STRIPES #PARIS #FRANCE

- TRAVEL -

## INFLUENCER MARKETS

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.

#ATMDD #MIAMI #DESIGN #ARCHITECTURE #NEIGHBORHOOD #REVIVAL





THE GRAMLIST

# New Kids On The Block

Arrival: Beauty Influencers on the Rise

BEAUTY

@katinalindaa

# BEAUTY INFLUENCERS

From the skyrocketing college student to the casually cool mom, the following beauty influencers have been growing their audiences at a rapid rate. Not only do these ladies know how to present a display of products as gorgeous as the resulting looks they create, they also focus on inner beauty. They want makeup to be appreciated not only for it's apparent qualities, but what it does for the wearer.

Stories of confidence-building, and restored joy accompany these feeds, and followers are taking notice.



## 1. @sindiarifi

[CONTACT](#)

A former Miss Switzerland finalist, Sindi Arifi took a pause in her HES-SO studies to start her site [Karvain](#) as an outlet to showcase her love of fashion and beauty. Constantly traveling in pursuit of new beauty products, Arifi rarely grams in the same place twice.

**FOLLOWERS:** 41,398

**LOCATION:** LOS ANGELES, CA

**W/O/W GROWTH:** 1.3%

**DAILY POSTING AVERAGE:** 1.14

**AVERAGE LIKES & COMMENTS:** 2,894 / 309

**30-DAY ENGAGEMENT RATE:** 7.21%



## 2. @gracejayde

[CONTACT](#)

New Yorker Grace Jayde is all about minimalism, from her expertly composed photos to her brief and concise captions. Expect a palette of marble backed flat lays containing a wide array of beauty products, [gilded gold faves](#) anyone?

**FOLLOWERS:** 19,979

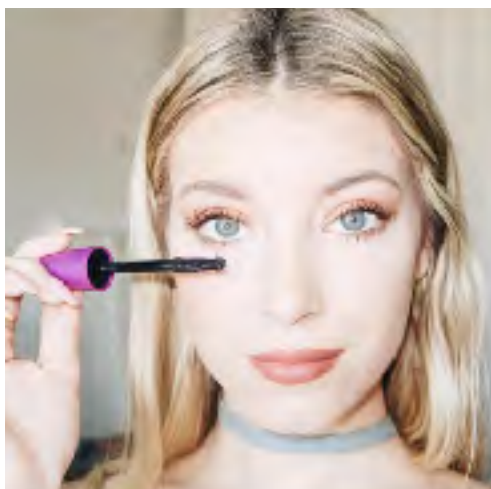
**LOCATION:** NYC

**W/O/W GROWTH:** 1.2%

**DAILY POSTING AVERAGE:** .48

**AVERAGE LIKES & COMMENTS:** 469 / 13.6

**30-DAY ENGAGEMENT RATE:** 2.29%



## 3. @kkeeattoonn

[CONTACT](#)

Arizona State University student and Alpha Phi sister Keaton Milburn is not your average 19 year old. In addition to juggling classes, Keaton has a quickly growing presence on platforms from Instagram to Youtube. Her hair may change from blonde to lavender, but her makeup tips are always on point.

**FOLLOWERS:** 86,459

**LOCATION:** ARIZONA

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

**DAILY POSTING AVERAGE:** .87

**AVERAGE LIKES & COMMENTS:** 7,518 / 19

**30-DAY ENGAGEMENT RATE:** 8.23%



## 4. @thelustlistt

[CONTACT](#)

Ottawa native Victoria H. has a taste for the finer things in life, she even ran her own macaron business. Now, she runs her blog [The Lust List](#) out of Toronto.

**FOLLOWERS:** 67,285

**LOCATION:** TORONTO

**W/O/W GROWTH:** 1.0%

**DAILY POSTING AVERAGE:** 1.81

**AVERAGE LIKES & COMMENTS:** 2,589 / 109

**30-DAY ENGAGEMENT RATE:** 3.92%





5. @necessarynothings

CONTACT

Corinne Iaia is a Connecticut based beauty blogger who showcases an endless number of products in her posts and blogs about her favorites at [Necessary Nothings](#). Her tips on [travel sized beauty buys](#) are highly recommended. Her complexion is flawless in every gram no matter the location.

FOLLOWERS: 17,408	LOCATION: CONNECTICUT
W/O/W GROWTH: .80%	DAILY POSTING AVERAGE: .71
AVERAGE LIKES & COMMENTS: 247 / 6	30-DAY ENGAGEMENT RATE: 1.41%



6. @dannonkcollardmua

CONTACT

South Carolina resident, Dannon Collard, knows you won't forget her name—or the name of her blog—[Like the Yogurt](#). A veritable dramatic lip expert—whether [nude](#) or deep red—her bombshell looks will leave you craving new lipstick over dairy products.

FOLLOWERS: 49,502	LOCATION: SOUTH CAROLINA
W/O/W GROWTH: .50%	DAILY POSTING AVERAGE: 1.0
AVERAGE LIKES & COMMENTS: 1,540 / 53	30-DAY ENGAGEMENT RATE: 3.27%



7. @sereinwu

CONTACT

Serein Wu's motto? Dress yourself happy. After suffering from depression, Wu found joy in her long lost passions, dressing up and creating makeup looks. She hopes to help others do the same across all of her social platforms.

FOLLOWERS: 41,197	LOCATION: LOS ANGELES, CA
W/O/W GROWTH: .70%	DAILY POSTING AVERAGE: .71
AVERAGE LIKES & COMMENTS: 1,159 / 136	30-DAY ENGAGEMENT RATE: 3.91%



8. @lauraneuzeth

CONTACT

Mexican-American beauty blogger Laura Neuzeuth embraces her heritage by creating bilingual content. With her unique approach every tutorial and Instagram caption have double the appeal. With short cropped dark hair and porcelain skin, scroll through Neuzeuth's feed for striking looks.

FOLLOWERS: 4,321	LOCATION: SAN DIEGO, CA
W/O/W GROWTH: .20%	DAILY POSTING AVERAGE: .57
AVERAGE LIKES & COMMENTS: 144 / 8	30-DAY ENGAGEMENT RATE: 3.36%

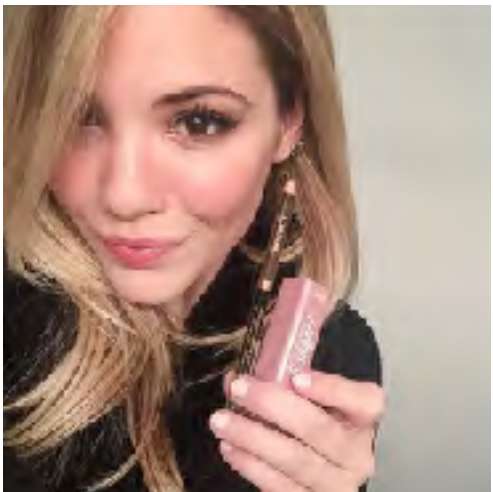


9. @teresalaucar

CONTACT

While amassing a fortune might not lead to happiness, blogger Teresa Caruso reminds us that Money Can Buy Lipstick. Visit her feed for beauty tips, pink and gold accents and her Cavalier King Charles Merlin.

FOLLOWERS: 32,468	LOCATION: NYC
W/O/W GROWTH: .50%	DAILY POSTING AVERAGE: .39
AVERAGE LIKES & COMMENTS: 552 / 20	30-DAY ENGAGEMENT RATE: 1.70%



10. @sarahlovsmakeup

CONTACT

As Sarah Frank’s blog name suggests, Sarah Loves Makeup. The Long Island native started her blog while attending law school in DC. Now working as a lawyer in NYC, she somehow finds time between briefs to document her beauty obsession.

FOLLOWERS: 26,151	LOCATION: NYC
W/O/W GROWTH: .20%	DAILY POSTING AVERAGE: 1.19
AVERAGE LIKES & COMMENTS: 329 / 16	30-DAY ENGAGEMENT RATE: 1.25%



11. @loveeashlyn

CONTACT

Ashlyn Nicole’s feed features makeup displays arranged with an editorial eye. She knows the importance of pairing the right accessories with the right products to make a flat lay, or beauty look from day to night, très chic.

FOLLOWERS: 17,714	LOCATION: WASHINGTON, D.C.
W/O/W GROWTH: -.10%	DAILY POSTING AVERAGE: .23
AVERAGE LIKES & COMMENTS: 92 / 15	30-DAY ENGAGEMENT RATE: 1.12%



12. @stylenbeautydoc

CONTACT

Fashion and beauty consultant Danielle Gray blogs as The Style and Beauty Doctor. Gray is all about making sure your skin is as healthy as possible and inclusivity—she covers tips for women of all ages, races and sizes.

FOLLOWERS: 22,092	LOCATION: NYC
W/O/W GROWTH: 1.30%	DAILY POSTING AVERAGE: 1.23
AVERAGE LIKES & COMMENTS: 250 / 21	30-DAY ENGAGEMENT RATE: 1.18%





13. @emilyquak

CONTACT

Malaysian makeup artist Emily Quack started her blog Emily’s Anthology while living in Melbourne and acquiring a law degree. Quack loves to share the details of her life from her foundation shade—MAC NW25—to her Jack Russell terrier Chloe’s escapades.

FOLLOWERS: 13,095	LOCATION: MALAYSIA
W/O/W GROWTH: 1.30%	DAILY POSTING AVERAGE: .94
AVERAGE LIKES & COMMENTS: 219 / 6	30-DAY ENGAGEMENT RATE: 1.73%



14. @a\_littleobsessed

CONTACT

Of Portuguese descent, Sabrina Babo was born and raised in London. Her blog, A Little Obsessed, is where she details all of the beauty buys she can’t get enough of. She makes sure to cover an array of products from luxury to affordable to appeal to all of her readers.

FOLLOWERS: 28,616	LOCATION: UK
W/O/W GROWTH: .30%	DAILY POSTING AVERAGE: 1.43
AVERAGE LIKES & COMMENTS: 383 / 10	30-DAY ENGAGEMENT RATE: 1.39%



15. @katinalindaa

CONTACT

Katina Lindaa is a recent grad, as skilled in the arts of marketing as she is with a makeup brush. Her obsession with organizing is apparent in her perfectly aligned makeup arrays, and the crisp clean look of her feed. Lindaa can be relied upon for makeup tips and expert snacking advice.

FOLLOWERS: 20,084	LOCATION: MELBOURNE
W/O/W GROWTH: .10%	DAILY POSTING AVERAGE: 1.0
AVERAGE LIKES & COMMENTS: 340 / 14	30-DAY ENGAGEMENT RATE: 1.76%



# Influencer's Influencer

Declutter Your Feed with Marie Kondo

LIFESTYLE

@mariekondo

# LIFESTYLE INFLUENCERS

Marie Kondo, queen of organizing according to Japanese principles detailed in *The Life Changing Magic of Tidying up* and *Spark Joy*, keeps a well curated Insta feed. With over 150,000 followers she has managed to keep her following at a tidy 85 feeds. Here, we have broken down who she follows to showcase the top 15 most badass women on her list from artists to moguls. You can be sure that each account she follows brings her joy.





## 1. @michaelaquan

[CONTACT](#)

The Photographer

Photog Michaela Quan lives and works in Chicago at [@lowresstudio](#), a visual branding agency. With a penchant for design and composition, her feed never fails to please the eye.

**FOLLOWERS:** 2,084

**W/O/W GROWTH:** 1.30%

**AVERAGE LIKES & COMMENTS:** 269 / 11

**LOCATION:** CHICAGO, IL

**DAILY POSTING AVERAGE:** .42

**30-DAY ENGAGEMENT RATE:** 13.39%



## 2. @melindafrenchgates

[CONTACT](#)

The Philanthropist

Melinda Gates is a self described businesswoman, mother and passionate advocate for women and girls—who also happens to be married to Bill Gates. Her current mission, closing the gender wage gap in the tech industry.

**FOLLOWERS:** 107,425

**W/O/W GROWTH:** 3.10%

**AVERAGE LIKES & COMMENTS:** 2,266 / 54

**LOCATION:** MEDINA, WASHINGTON

**DAILY POSTING AVERAGE:** .39

**30-DAY ENGAGEMENT RATE:** 2.27%



## 3. @me\_and\_orla

[CONTACT](#)

The Mom/Writer/Instagram Coach

In order to to simplify, Sara Tasker moved her little family—fiance' and baby Orla—from the city to the country. Her whimsical sense of humor adds an element of fun to her already charming feed.

**FOLLOWERS:** 147,371

**W/O/W GROWTH:** 1.60%

**AVERAGE LIKES & COMMENTS:** 3,969 / 186

**LOCATION:** YORKSHIRE, UK

**DAILY POSTING AVERAGE:** .58

**30-DAY ENGAGEMENT RATE:** 2.72%



## 4. @marthastewart

[CONTACT](#)

The Good Life Expert

Martha Stewart, aka M-Diddy while she's serving time, needs no introduction. She paved the way in the practice of turning the pursuit of the good life into a business and also gets along really well with [Snoop Dogg](#).

**FOLLOWERS:** 1,313,126

**W/O/W GROWTH:** 3.00%

**AVERAGE LIKES & COMMENTS:** 9,772 / 77

**LOCATION:** CONNECTICUT

**DAILY POSTING AVERAGE:** 2.58

**30-DAY ENGAGEMENT RATE:** .80%



## 5. @beautygloss

[CONTACT](#)

The Beauty and Cat lover

Mascha Feoktistova is a dutch beauty blogger and vlogger whose social channels have become popular in the Netherlands and beyond. In addition to makeup, look to her feed for [trendy tees and nails](#).

**FOLLOWERS:** 525,567

**LOCATION:** NETHERLANDS

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

**DAILY POSTING AVERAGE:** 1.26

**AVERAGE LIKES & COMMENTS:** 23,623 / 1,497 **30-DAY ENGAGEMENT RATE:** 4.47%



## 6. @borderfreetravels

[CONTACT](#)

The Film Producer/ Adventurer

Kristen Kellogg, founder of Border Free Travels, creates content and serves as a consultant on capturing the beauty of travel through photography and social media. When she's not at home on Nantucket Island, Kellogg is on the move from swimming in [rainforests](#) to sunny [dogsled runs](#).

**FOLLOWERS:** 43,349

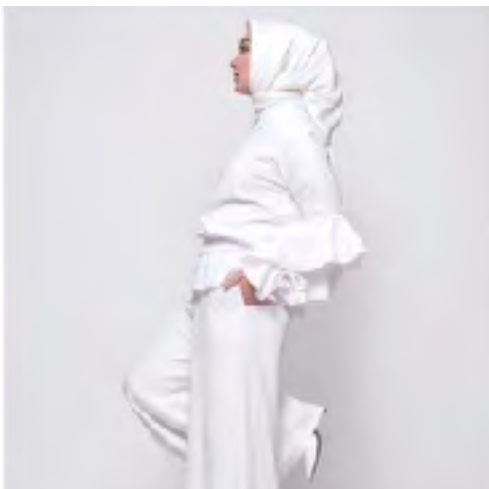
**LOCATION:** NANTUCKET

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

**DAILY POSTING AVERAGE:** 1

**AVERAGE LIKES & COMMENTS:** 683 / 57

**30-DAY ENGAGEMENT RATE:** 1.70%



## 7. @dianpelangi

[CONTACT](#)

The Fashion Designer

At only 26, Indonesian designer Dian Pelangi has made strides for Muslim women's fashion. She published her first book [Hijab Street Style](#). In her designs and style, she is always unapologetically herself.

**FOLLOWERS:** 4,627,050

**LOCATION:** INDONESIA

**W/O/W GROWTH:** 2.10%

**DAILY POSTING AVERAGE:** 3.13

**AVERAGE LIKES & COMMENTS:** 41,782 / 107

**30-DAY ENGAGEMENT RATE:** 0.88%



## 8. @candicekumai

[CONTACT](#)

The Wellness Guru

Often referred to as the "Clean Queen," Candice Kumai may be the queen of clean eating. When she's not working out or cooking delicious healthy meals, she directs and writes content for her wellness empire.

**FOLLOWERS:** 39,671

**LOCATION:** NYC

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

**DAILY POSTING AVERAGE:** 1.58

**AVERAGE LIKES & COMMENTS:** 687 / 53

**30-DAY ENGAGEMENT RATE:** 1.97%



## 9. @deecaffari

[CONTACT](#)

### The Sailor

Dee Caffari was the first woman to sail solo-nonstop around the world in 2006. She continues to sail competitively, breaking records and sharing her experiences through motivational speeches.

**FOLLOWERS:** 867

**W/O/W GROWTH:** 1.5%

**AVERAGE LIKES & COMMENTS:** 30/ 2

**LOCATION:** STOKES BAY, UK

**DAILY POSTING AVERAGE:** .06

**30-DAY ENGAGEMENT RATE:** 0.01%



## 10. @emmawatson

[CONTACT](#)

### The Feminist Celeb

The ever inspiring Emma Watson, is the holder of a UN Women Global ambassador position and all of our hearts. On brand, her feed is completely unbiased, she doesn't follow any Instagram accounts.

**FOLLOWERS:** 22,934,426

**W/O/W GROWTH:** 5.80%

**AVERAGE LIKES & COMMENTS:** 300,634 / 10K **30-DAY ENGAGEMENT RATE:** 3.97%

**LOCATION:** LONDON/NYC

**DAILY POSTING AVERAGE:** .10



## 11. @liveglenwood

[CONTACT](#)

### The Model

Japanese-American model and TV personality Jun Hasegawa gained popularity after appearing in ViVi magazine in 2005. Scattered between glamorous shots in her feed are life's little moments, like a trip to the farmers market with the kids.

**FOLLOWERS:** 1,583,670

**W/O/W GROWTH:** 4.60%

**AVERAGE LIKES & COMMENTS:** 37,474 / 95

**LOCATION:** HAWAII

**DAILY POSTING AVERAGE:** .48

**30-DAY ENGAGEMENT RATE:** 2.71%



## 12. @sherylsandberg

[CONTACT](#)

### The COO

As the COO of Facebook and founder of Lean In, Sheryl Sandberg uses her influence to help others achieve success. Her feed is a veritable shrine to the accomplishments of women from all walks of life.

**FOLLOWERS:** 208,333

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

**AVERAGE LIKES & COMMENTS:** 1,000 / 124

**LOCATION:** MENLO PARK, CA

**DAILY POSTING AVERAGE:** .06

**30-DAY ENGAGEMENT RATE:** 2.59%





13. @ingridsilva

CONTACT

The Ballerina  
Born in Rio De Janeiro, ballet dancer Ingrid Silva now dances with the Dance Theater of Harlem company in New York City. She also serves as a cultural ambassador for the US, visiting countries including Honduras, Jamaica and Israel.

FOLLOWERS: 44,288	LOCATION: NYC
W/O/W GROWTH: 8.80%	DAILY POSTING AVERAGE: 1.52
AVERAGE LIKES & COMMENTS: 1,477 / 34	30-DAY ENGAGEMENT RATE: 3.92%



14. @amyschumer

CONTACT

The Comedian  
Not only can Amy Schumer tickle a funny bone, she also uses her massive platform to address the issues she believes in and support her many famous buds.

FOLLOWERS: 5,757,635	LOCATION: NYC
W/O/W GROWTH: 2.6%	DAILY POSTING AVERAGE: 3.74
AVERAGE LIKES & COMMENTS: 88,319 / 5,738	30-DAY ENGAGEMENT RATE: 1.26%



15. @ariannahuff

CONTACT

The Publishing Mogul  
Arianna Huffington, founder of the Huff Post and sleep expert has a feed full of inspirational quotes and run-ins with her famous friends. After suffering a breakdown, she serves as a reminder to take care of yourself first in order to succeed.

FOLLOWERS: 197,238	LOCATION: NYC/LA
W/O/W GROWTH: 5.0%	DAILY POSTING AVERAGE: 1.84
AVERAGE LIKES & COMMENTS: 1,563 / 55	30-DAY ENGAGEMENT RATE: .72%



# Insta-Trendy

Show Your Stripes: Instagram at the Colonne De Buren

FASHION

@laetitiaand



# FASHION INFLUENCERS

Some spots are designed to attract instagrammers in droves, others are simply designed. In 1985, long before Instagram was even a concept, artist Daniel Buren created Les Deux Plateaux. Commonly referred to as Colonne de Buren, the installation located in the inner courtyard of the Palais Royal in Paris, France, consists of columns of varying heights painted in a black and white candy striped pattern.

When it was commissioned, the installation was highly controversial, considered an unnecessary expense and a blemish on the otherwise historic landmark. Now, search #colonne deburen or even #palaisroyal, a location tag that encompasses the entire site, and the top images are all influencers—tourists and locals—taking advantage of the leading lines and striking color pattern to capture prime gramworthy posts.

Whether sitting, standing or leaning on the columns, the location lends itself to a striking #ootd shot. There's even an account [@anonymeparis\\_stripes](#) consisting solely of images captured of anonymous stripe-wearers among the columns. Look here for the non-anonymous crowd making sure to stop and be seen at the columns.





1. @imrosacrespo

CONTACT

World traveler Rosa Crespo, works in fashion PR and as an event manager for Globe Fashion Week in NYC. From Spain, Crespo is always seems to be at the right location at the right time. She made sure not to leave Palais Royal off her list.

FOLLOWERS: 184,455	LOCATION: NYC
W/O/W GROWTH: -0.10%	DAILY POSTING AVERAGE: 1.29
AVERAGE LIKES & COMMENTS: 3,186 / 99	30-DAY ENGAGEMENT RATE: 1.79%



2. @youmakefashion

CONTACT

Originally from Basque lifestyle blogger Margot behind You Make Fashion is in love with Paris and all it has to offer. Her love of Disney and DIY decor are apparent in her feed.

FOLLOWERS: 190,822	LOCATION: PARIS, FRANCE
W/O/W GROWTH: .90%	DAILY POSTING AVERAGE: 2.32
AVERAGE LIKES & COMMENTS: 4,486 / 20	30-DAY ENGAGEMENT RATE: 2.33%



03. @dressedfordreams

CONTACT

As a fashion buyer for a major department store, NY native Cassandra, blogging at Dressed 4 Dreams helps decide the trends of the moment. She is all about looking your best in order to feel confident.

FOLLOWERS: 55,388	LOCATION: NYC
W/O/W GROWTH: 12.80%	DAILY POSTING AVERAGE: 1.26
AVERAGE LIKES & COMMENTS: 1,851 / 60	30-DAY ENGAGEMENT RATE: 3.53%



04. @juliahengel

CONTACT

An influencer with a far reaching audience, Julia Engel blogging as Gal Meets Glam along with ultimate Instagram husband @tberolz, constantly captures beautiful images at destinations all over the world.

FOLLOWERS: 1,045,373	LOCATION: SAN FRANCISCO, CA
W/O/W GROWTH: 1.60%	DAILY POSTING AVERAGE: 1.48
AVERAGE LIKES & COMMENTS: 18,849 / 223	30-DAY ENGAGEMENT RATE: 2.02%



5. @melaniedhln

CONTACT

At 24 years old Parisian fashion blogger Mélanie Dhaleine has a master’s degree in marketing and an eye for creating simple and elegant posts. Check her feed for glimpses of the city and frequent croissant sightings.

FOLLOWERS: 4,482	LOCATION: PARIS, FRANCE
W/O/W GROWTH: .40%	DAILY POSTING AVERAGE: 1.57
AVERAGE LIKES & COMMENTS: 250 / 5	30-DAY ENGAGEMENT RATE: 6.04%



6. @fungyungyung

CONTACT

Ruby Fung is a fashion designer from Hong Kong and founder of the brand Ungungung. The fashion label’s moniker comes from Fung’s chinese name, Fung Yung Yung, meaning Banyan tree, a symbol of eternal life.

FOLLOWERS: 5,633	LOCATION: HONG KONG
W/O/W GROWTH: .90%	DAILY POSTING AVERAGE: 0.43
AVERAGE LIKES & COMMENTS: 97 / 2	30-DAY ENGAGEMENT RATE: 1.75%



7. @julievlang

CONTACT

Jules Lang, based in Ghent Belgium, is an International business student at Artevelde University. The 21 year old is also the blogger behind Jules’ Little Talks where she shares her insights on fashion, beauty and travel. Next stop for Jules? Mexico.

FOLLOWERS: 1,593	LOCATION: GHENT, BELGIUM
W/O/W GROWTH: -0.90%	DAILY POSTING AVERAGE: 0.71
AVERAGE LIKES & COMMENTS: 171 / 7	30-DAY ENGAGEMENT RATE: 11.19%



8. @thecherylchu

CONTACT

Cheryl Chu is an award winning art director at DDB Singapore. She may not have a large following, but her dreamy photographs capturing her travels with significant other Melvin Chai, will leave anyone with wanderlust.

FOLLOWERS: 803	LOCATION: SINGAPORE
W/O/W GROWTH: 1.0%	DAILY POSTING AVERAGE: 0.74
AVERAGE LIKES & COMMENTS: 136 / 7	30-DAY ENGAGEMENT RATE: 16.88%



## 9. @joymarie\_a

[CONTACT](#)

From Karlsruhe Germany, 23 year old blogger Joy Marie covers fashion, food, beauty and travel on her [site](#). Follow her feed to master the perfect [hair flip](#).

**FOLLOWERS:** 21,717

**LOCATION:** KARLSRUHE, GERMANY

**W/O/W GROWTH:** .20%

**DAILY POSTING AVERAGE:** .55

**AVERAGE LIKES & COMMENTS:** 567 / 25

**30-DAY ENGAGEMENT RATE:** 3.04%



## 10. @laetitiasnd

[CONTACT](#)

From Lyon, France, 22 year old blogger Laetitia spent a year studying abroad in Canada before starting her blog because she was bored. The name, [Laetitia Snd](#), comes her first name and a shortened version of middle name Sandy.

**FOLLOWERS:** 1,222

**LOCATION:** LYON, FRANCE

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

**DAILY POSTING AVERAGE:** 1.13

**AVERAGE LIKES & COMMENTS:** 300 / 9

**30-DAY ENGAGEMENT RATE:** 25.7%





THE GRAMLIST

# Influencer Markets

Branding a Neighborhood: Miami Design District

TRAVEL

@miamidesigndistrict

# BRAND WINS

Over the past 15 years, the Miami Design District has experienced a renaissance. Miami native, Craig Robins, founder and owner of Dacra development, began the neighborhood revival in partnership with L Real Estate and LVMH Group, recognizing and investing in the potential of the area. Showcasing art collections, installations and design brands in renovated historic buildings and newly designed structures, has attracted artists, designers, restaurateurs - all kinds of creatives looking to innovate in their field of choice.

Create a cultured space and the culturally savvy are sure to follow. Visually stunning hotspots like the 'Fly's Eye Dome' or the 'Netscape' metal Hammock installation are becoming recognizable fixtures on social platforms. Successful branding has led influencers to the design and art mecca from high end Louis Vuitton gatherings to Coffee Shop OTL's grand opening. Here, we've rounded up the local Miami influencers who have spent the day #atMDD in this artistic corner of the sunshine state.





1. @adelaguerra

CONTACT

Adela Guerra founded [HauteSpark](#) as an outlet covering lifestyle, beauty, fashion—and entrepreneurship. The model and businesswoman has made it her mission to empower young women to look and feel their best as they reach their goals.

FOLLOWERS: 38,095	LOCATION: MIAMI, FL
W/O/W GROWTH: .30%	DAILY POSTING AVERAGE: 1.03
AVERAGE LIKES & COMMENTS: 1,499 / 100	30-DAY ENGAGEMENT RATE: 4.18%

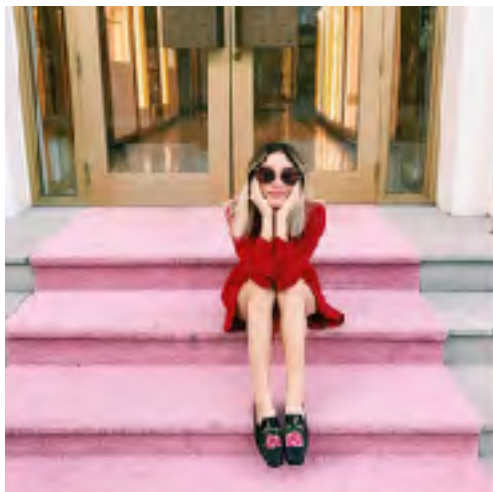


2. @jessica.kaley

CONTACT

Jessica Kaley Dickinson is currently pursuing her Master’s of Architecture degree at Florida International University. Growing up in the sunshine state with family members involved in marketing and fashion design, Dickinson knew that she wanted to join their ranks as a creative.

FOLLOWERS: 1,552	LOCATION: MIAMI, FL
W/O/W GROWTH: 1.10%	DAILY POSTING AVERAGE: .74
AVERAGE LIKES & COMMENTS: 129 / 5	30-DAY ENGAGEMENT RATE: 8.16%



3. @carrroool

CONTACT

Style and Travel blogger Carol Perez lives her life following her own [Carolosiphy](#). Her feed includes [must eats](#) and [pro squad pics](#).

FOLLOWERS: 10,353	LOCATION: MIAMI, FL
W/O/W GROWTH: .10%	DAILY POSTING AVERAGE: 1.13
AVERAGE LIKES & COMMENTS: 229 / 8	30-DAY ENGAGEMENT RATE: 2.39%



4. @megconnolly

CONTACT

Meghan Connolly is a social media professional and entrepreneur--just look at how popular her shih tzu [@ceilithepuppy](#) to see her skills at work. Connolly also counts herself an [#endowarrior](#) in her ongoing battle with endometriosis.

FOLLOWERS: 3,930	LOCATION: MIAMI, FL
W/O/W GROWTH: -.10%	DAILY POSTING AVERAGE: .61
AVERAGE LIKES & COMMENTS: 131 / 7	30-DAY ENGAGEMENT RATE: 3.41%





5. @stephaniecosmopolitan

CONTACT

Like the drink with which she shares her surname, Stephanie Cosmopolitan is elegant with a twist. The blogger behind The Lux Loft Cosmopolitan’s style is a little Kim K with a hint of whatever city she is currently visiting. Look for bright hues in home base Miami and luce neutrals in NYC.

FOLLOWERS: 11,440	LOCATION: MIAMI, FL
W/O/W GROWTH: 1.30%	DAILY POSTING AVERAGE: 1.16
AVERAGE LIKES & COMMENTS: 457 / 71	30-DAY ENGAGEMENT RATE: 4.57%



6. @imnotsorrydarling

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: 41,012	LOCATION: MIAMI, FL
W/O/W GROWTH: -3.20%	DAILY POSTING AVERAGE: 0.87
AVERAGE LIKES & COMMENTS: 686 / 24	30-DAY ENGAGEMENT RATE: 1.65%



7. @karen

CONTACT

After years of working social media outreach for Telemundo, Karen Comas now handles Strategic partnerships for US Hispanic and Latin America at Facebook. She is also a master of adorable grams from vintage engagement looks to laughing her way through photoshoots.

FOLLOWERS: 17,394	LOCATION: MIAMI, FL
W/O/W GROWTH: .50%	DAILY POSTING AVERAGE: .35
AVERAGE LIKES & COMMENTS: 241 / 9	30-DAY ENGAGEMENT RATE: 1.2%



8. @dan.dazzle

CONTACT

At only 21 years old, recent Miami International University Art Institute grad Daniel Gonzalez dresses to impress. From Venezuela, the sensitive young man believes in self discovery and cares deeply for family.

FOLLOWERS: 940	LOCATION: MIAMI, FL
W/O/W GROWTH: .30%	DAILY POSTING AVERAGE: .58
AVERAGE LIKES & COMMENTS: 209 / 10	30-DAY ENGAGEMENT RATE: 20.72%



9. @mikaylakristenkim

CONTACT

In addition to studying mechanical engineering at Florida International University Mikayla Kristen Kim is juggling running her blog, [The Caffeinated Kuza](#), and collaborating with her friends to grow their new business [@Lynkstudio](#).

FOLLOWERS: 1,019	LOCATION: MIAMI, FL
W/O/W GROWTH: 1.90%	DAILY POSTING AVERAGE: .90
AVERAGE LIKES & COMMENTS: 148 / 8	30-DAY ENGAGEMENT RATE: 15.03%



10. @bgutierrezk

CONTACT

Karen Gutiérrez is an architect and lighting designer at Miami Lighting Design. Originally from Venezuela, Gutiérrez runs a bilingual vlogger channel called [The Trendlist](#).

FOLLOWERS: 7,470	LOCATION: MIAMI, FL
W/O/W GROWTH: 1.00%	DAILY POSTING AVERAGE: .52
AVERAGE LIKES & COMMENTS: 235 / 10	30-DAY ENGAGEMENT RATE: 3.87%