

# GRAMLIST.50



@dchaussee



Volume 3



## LETTER FROM THE EDITORS

Dear Readers,

Welcome to the third issue of our monthly influencer trend report! The contents presented are specially designed for the use of publishers, brands and agencies, packed with storytelling to inform, entertain, and inspire.

It's March and we are feeling fortunate, lucky even. As winter makes its final passes and spring buds on the horizon, we are looking at the close of the season at new beginnings with emerging travel influencers deeply steeped in the natural world, the fashionable following of Aimee Song, beauty gurus #TrippinwithTarte in Bora Bora and instatrendy New Yorkers sweating it out in HigherDOSE's infrared saunas. We've looked 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:

- TRAVEL -

## NEW KIDS ON THE BLOCK

Poised to be the biggest influencers of tomorrow: 15 emerging influencers with highly engaged audiences, and something new to say.

#TRAVEL#GOOUTSIDE #WANDER #ONTHEROAD #GETAWAY

- FASHION -

## 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.

#SONGOFSTYLE #AIMEESONG #FASHION #STYLE

- LIFESTYLE -

## 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.

#GOTDOSED #HIGHERDOSE #INFRARED #SAUNA #SWEATITOUT #HAPPYPLACE #DETOX

- BEAUTY -

## 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.

#TRIPPINWITHTARTE #GETAWAY #BEAUTY #TARTE #BORABORA #RETHINKNATURAL #HUSTLEANDGLOW



THE GRAMLIST

# New Kids On The Block

15 Emerging Influencers

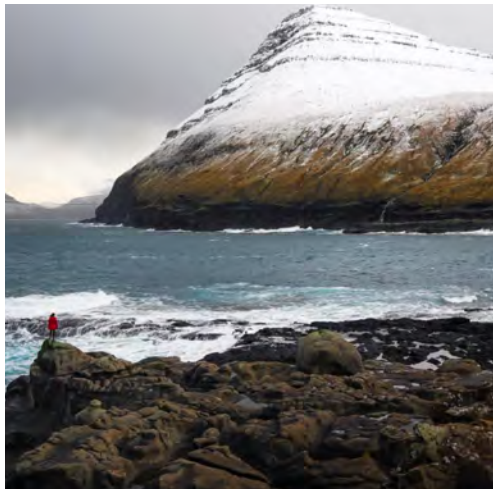
TRAVEL

@mddyelrck



# TRAVEL INFLUENCERS

Wanderlust, these up and coming influencers are caught under its spell. Most feel more at home destination hopping than at home base—if they even have one. Out in the natural world they feel more connected to the important things in life, whether that's family, friends or nature itself.



1. @lisabao

CONTACT

Based in San Francisco, Lisa Bao first began traveling post-grad. Along her journey to 15 different countries and 20 U.S states she picked up a camera and became a landscape travel photographer. Her focus, light, whether it's peaking through trees, dancing in the sky or a sunset silhouette.

FOLLOWERS: 60,928	LOCATION: SAN FRANCISCO, CA
W/O/W GROWTH: 1.7%	DAILY POSTING AVERAGE: .54
AVERAGE LIKES & COMMENTS: 4,341 / 109	30-DAY ENGAGEMENT RATE: 5.83%

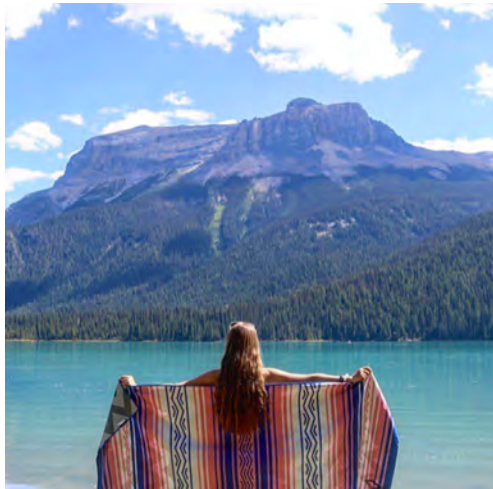


2. @megan.costley

CONTACT

Relatively new to Instagram, Megan Costley grew up in Simi Valley, California where she learned to love exploring. Now the world is her playground—from scootering through Bali to hiking in Utah—boyfriend Noel Alva is there to capture the adventure.

FOLLOWERS: 36,147	LOCATION: LOS ANGELES, CA
W/O/W GROWTH: 1.7%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 3,469 / 23	30-DAY ENGAGEMENT RATE: 9.71%

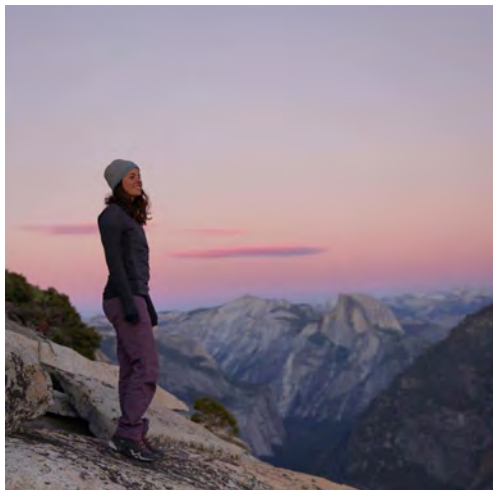


3. @mddyelrck

CONTACT

Originally from White Rock, British Columbia, Madison Elrick is a traveler who has a way with animals—birds and dogs. She’s also highly accomplished in the art of capturing scenic cozy-sock shots.

FOLLOWERS: 81,000	LOCATION: WHITE ROCK, BC
W/O/W GROWTH: .60%	DAILY POSTING AVERAGE: .39
AVERAGE LIKES & COMMENTS: 5,142 / 185	30-DAY ENGAGEMENT RATE: 5.83%



4. @marymeck

CONTACT

Mary Mecklenburg combines her skills as a climber and photographer to capture views from every excursion. Together with partner Carlo Traversi, she runs Born Denali, a production company focused on outdoor visual content, including weddings.

FOLLOWERS: 6,202	LOCATION: ALL OVER
W/O/W GROWTH: 0.90%	DAILY POSTING AVERAGE: .21
AVERAGE LIKES & COMMENTS: 179 / 8	30-DAY ENGAGEMENT RATE: 4.76%



5. @maxmarty\_

CONTACT

Another Instagram newcomer, at only sixteen years old Maximilian Marty is already an accomplished travel photographer. The colors in his feed are beautifully saturated from yellow coats to mountain sunrises. Don't forget prom.

FOLLOWERS: 2,819	LOCATION: ALL OVER
W/O/W GROWTH: 0.50%	DAILY POSTING AVERAGE: 0.18
AVERAGE LIKES & COMMENTS: 541 / 45	30-DAY ENGAGEMENT RATE: 22.73%

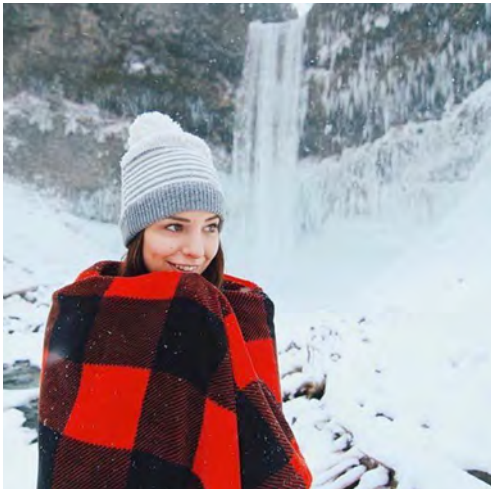


6. @lanajankovic

CONTACT

A certified nutritional practitioner and social media marketer, Lana Jankovic curates joyful photos of her active lifestyle from yoga in a mountain lake to pool raft antics to lazing, ahem meditating, in a hammock.

FOLLOWERS: 9,002	LOCATION: ALL OVER
W/O/W GROWTH: 1.10%	DAILY POSTING AVERAGE: 0.32
AVERAGE LIKES & COMMENTS: 834 / 88	30-DAY ENGAGEMENT RATE: 9.47%



7. @alisha\_cowderoy

CONTACT

Alisha cowderoy's motto, "Keep your mind wild, but your heart kind." Cowderoy enjoys traveling with companions, from boyfriend Ryan Fowler, to four legged friends like Pepper the Adventure Dog.

FOLLOWERS: 3,329	LOCATION: ALL OVER
W/O/W GROWTH: 1.30%	DAILY POSTING AVERAGE: .57
AVERAGE LIKES & COMMENTS: 384 / 24	30-DAY ENGAGEMENT RATE: 10.54%



8. @memoirs\_of\_aicacia

CONTACT

Aicacia Young is a registered dietician with Climb Healthy an organization that provides both training and nutrition tips to climbers. Even while vertical, Aicacia is thinking about how she can help others, including teaching classes at the Flash Foxy Women's Climbing Festival in Bishop, California.

FOLLOWERS: 6,270	LOCATION: AUSTIN, TX
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: .54
AVERAGE LIKES & COMMENTS: 247 / 11	30-DAY ENGAGEMENT RATE: 4.23%



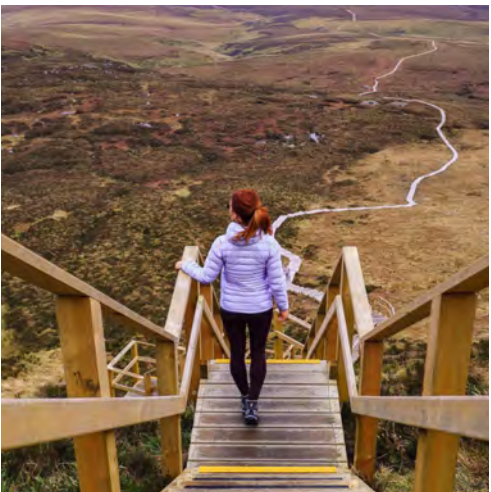


9. @polar.girl

CONTACT

With a name like Polar Girl blogger Daniela devotes a large portion of her feed to snow capped peaks, dog sledding and even an ice cathedral. She also covers fair weather fare when the ice melts and flows.

FOLLOWERS: 3,118	LOCATION: ALL OVER
W/O/W GROWTH: .10%	DAILY POSTING AVERAGE: .39
AVERAGE LIKES & COMMENTS: 378 / 12	30-DAY ENGAGEMENT RATE: 12.63%



10. @im\_nicolemarie

CONTACT

Founder of Women Who Hike, Nicole Brown believes in empowering women through outdoor adventure. From castles in Ireland to Cucamonga Peak, Brown plans to #wanderforever.

FOLLOWERS: 35,833	LOCATION: ALL OVER
W/O/W GROWTH: 4.70%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 4,122 / 71	30-DAY ENGAGEMENT RATE: 10.00%

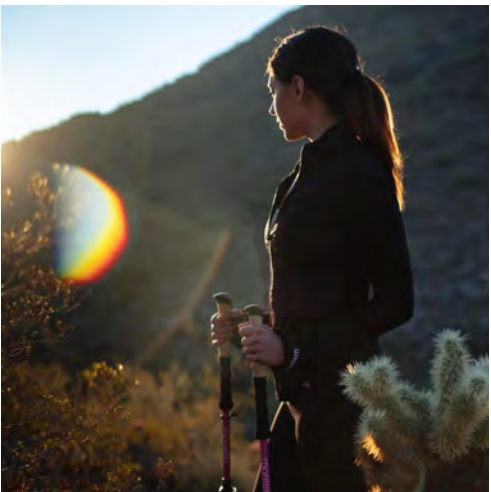


11. @rebornbyadventure

CONTACT

Natasha Moon's account name is appropriate given she will soon give birth to a new little adventurer who will join her and husband Jacob Moon, aka Moon Mountain Man. Some mothers crave food while pregnant, others crave canyon views.

FOLLOWERS: 73,494	LOCATION: ALL OVER
W/O/W GROWTH: 1.30%	DAILY POSTING AVERAGE: .18
AVERAGE LIKES & COMMENTS: 1,987 / 26	30-DAY ENGAGEMENT RATE: 2.53%



12. @andreablake.online

CONTACT

Andrea Blake loves to travel almost as much as she loves her boyfriend, Anthony Swann. Craft beer, wine and cocktails are also high on her list. Who says you can't have everything?

FOLLOWERS: 4,441	LOCATION: ARIZONA
W/O/W GROWTH: 3.90%	DAILY POSTING AVERAGE: .93
AVERAGE LIKES & COMMENTS: 333 / 18	30-DAY ENGAGEMENT RATE: 7.00%





13. @christinhealey

CONTACT

That Christin Healey lives her life in awe of natural beauty is clear from her feed. Blinding golden sunsets, mythic cascading falls and crumbling sand dunes are all part of her reality.

FOLLOWERS: 44,056	LOCATION: CHARLOTTESVILLE, VA & BOULDER, CA
W/O/W GROWTH: 1.70%	DAILY POSTING AVERAGE: .64
AVERAGE LIKES & COMMENTS: 2,254 / 61	30-DAY ENGAGEMENT RATE: 4.85%



14. @jesswintz

CONTACT

Originally from the Netherlands, Jessica Wintz discovered her love of travel when she first ventured out of Europe to study in China for six months. Photos from her gorgeous feed—stranded in airy cabanas in the Phillipines or frolicking in ladylike frocks in Barcelona—look like they’ve been snatched from different lifetimes.

FOLLOWERS: 32,008	LOCATION: NETHERLANDS
W/O/W GROWTH: 3.20%	DAILY POSTING AVERAGE: .57
AVERAGE LIKES & COMMENTS: 1,150 / 21	30-DAY ENGAGEMENT RATE: 3.68%



15. @pie\_aerts

CONTACT

Pie Aerts—Jess Wintz’s significant other and photographer—captures images fit for a fairytale, including the famed Neuschwanstein Castle and this nameless cozy cottage.

FOLLOWERS: 60,456	LOCATION: NETHERLANDS
W/O/W GROWTH: 0.60%	DAILY POSTING AVERAGE: .50
AVERAGE LIKES & COMMENTS: 4,550 / 109	30-DAY ENGAGEMENT RATE: 7.70%





# Influencer's Influencer

Song of Style: Tune Your Feed with Aimee Song

FASHION

@songofstyle



# FASHION INFLUENCERS

Aimee Song the blogger, mogul rather, behind [Song of Style](#) started her site in 2008 intending to cover interior design, her first profession. Since that time she has amassed over 4 million followers, launched a clothing line, [Two Songs](#), with sister [Dani Song](#) and written a book, [Capture Your Style](#) on successfully building and turning your social presence into “The Ultimate Platform.”

While Song’s force as a social entrepreneur will be hard to match—even after reading her guide—when it comes to clothing and design, Song is most sought after for her taste level. Her own feed is a work of art, so it’s no surprise then that those she follows are exquisite, unique samples, like swatches on a mood board. Here, the up and coming ladies, and gent, in fashion and the arts that Song has added to her collection.



## 1. @dchaussee

[CONTACT](#)

A self described pink-obsessed flâneuse—french for idler or dawdling observer in a city—Daisy Chaussée spends her time wandering the streets of New York City where she is a student at Columbia University. The carefree California girl vibes she brings to her feed are a product of her upbringing in a beach town suburb outside LA.

FOLLOWERS: 63,023

LOCATION: LOS ANGELES, CA

W/O/W GROWTH: 0.10%

DAILY POSTING AVERAGE: 1.25

AVERAGE LIKES & COMMENTS: 909 / 10

30-DAY ENGAGEMENT RATE: 1.50%



## 2. @alicezielasko

[CONTACT](#)

Alice Zielasko dwells in Notting Hill, London when she's not capturing images on her "travells." Count on her for statement pieces in every outfit, she's not afraid to stand out.

FOLLOWERS: 52,413

LOCATION: LONDON

W/O/W GROWTH: 1.00%

DAILY POSTING AVERAGE: 1.11

AVERAGE LIKES & COMMENTS: 944 / 13

30-DAY ENGAGEMENT RATE: 1.82%



## 3. @itslindak

[CONTACT](#)

Linda Kim, is the fashionable food blogger behind Delish Thoughts. Her feed is minimal, to the point where she looks like she might be a miniature human with a miniature dog. Her appetite for stylish settings and good eats is full sized.

FOLLOWERS: 16,592

LOCATION: LOS ANGELES, CA

W/O/W GROWTH: .80%

DAILY POSTING AVERAGE: .07

AVERAGE LIKES & COMMENTS: 331 / 55

30-DAY ENGAGEMENT RATE: 5.75%



## 4. @lefashion

[CONTACT](#)

Who What Wear creative director Jenn Camp blogs for multiple outlets including Le Fashion and Olsens Anonymous. Camp is an expert when it comes to finding pieces that say I am fashionable, yes, but comfort is a top priority. Also look for great throwback posts.

FOLLOWERS: 45,891

LOCATION: LOS ANGELES, CA

W/O/W GROWTH: .20%

DAILY POSTING AVERAGE: .21

AVERAGE LIKES & COMMENTS: 368 / 32

30-DAY ENGAGEMENT RATE: 1.15%





5. @xxjmitch

CONTACT

Jeremy Mitchell is a photographer who loves to play dress up. Part of an incredibly stylish gang, Mitchell also founded Novelty Report a multimedia digital content creation firm.

FOLLOWERS: 19,056	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.70%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 1,009 / 30	30-DAY ENGAGEMENT RATE: 5.06%



6. @lifeofboheme

CONTACT

Blogging at Life of Boheme, Marta Cygan may split her time between Paris and LA but she pulls off the effortless style of a full time Parisienne. Traces of bohemia can be found in every outfit from sheer lace tops to unexpected florals. As if she wasn't already pulling off the lifestyle, she's also a lyricist for the electro-pop band STAL.

FOLLOWERS: 64,865	LOCATION: PARIS, FR & LOS ANGELES, CA
W/O/W GROWTH: 1.00%	DAILY POSTING AVERAGE: 1.57
AVERAGE LIKES & COMMENTS: 942 / 14	30-DAY ENGAGEMENT RATE: 1.43%



7. @meganadelaide

CONTACT

Megan Adelaide Schaefer is a fashion blogger living in LA. Her somewhat androgynous style is deeply rooted in expert button down styling, from the open-but-not look to the half tuck to easy layers.

FOLLOWERS: 32,734	LOCATION: LOS ANGELES
W/O/W GROWTH: 7.50%	DAILY POSTING AVERAGE: 1.11
AVERAGE LIKES & COMMENTS: 1,573 / 22	30-DAY ENGAGEMENT RATE: 4.51%



8. @hannamw

CONTACT

As fashion editor at Chic Magazine in Stockholm, Hannah has great taste, especially in shoes. Whether they be striped, checked, or furry, she has footwear for every foreseeable occasion.

FOLLOWERS: 47,509	LOCATION: ALL OVER
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: 1.32
AVERAGE LIKES & COMMENTS: 1,136 / 10	30-DAY ENGAGEMENT RATE: 2.50%



9. @kanakoishida

CONTACT

While Kanako Ishida’s occupation is creative director, her day to day seems to consist of looking fashionable in enviable vacation destinations; [Santorini](#), [Tulum](#) and [Paris](#) to name a few. Where do we sign on?

FOLLOWERS: 30,560	LOCATION: TOKYO
W/O/W GROWTH: 0.30%	DAILY POSTING AVERAGE: 1.00
AVERAGE LIKES & COMMENTS: 480 / 9	30-DAY ENGAGEMENT RATE: 1.59%



10. @sorayabakhtiar

CONTACT

Soraya Bakhtiar earned her master’s degree in Fashion Journalism at The London College of Fashion. She continues to dwell in the city when she’s not traveling—to over 22 countries in [2016](#) alone—where her sartorial eye is drawn to fun [shapes](#), [patterns](#) and how they play.

FOLLOWERS: 91,049	LOCATION: LONDON
W/O/W GROWTH: 1.90%	DAILY POSTING AVERAGE: 2.79
AVERAGE LIKES & COMMENTS: 1,454 / 25	30-DAY ENGAGEMENT RATE: 1.55%

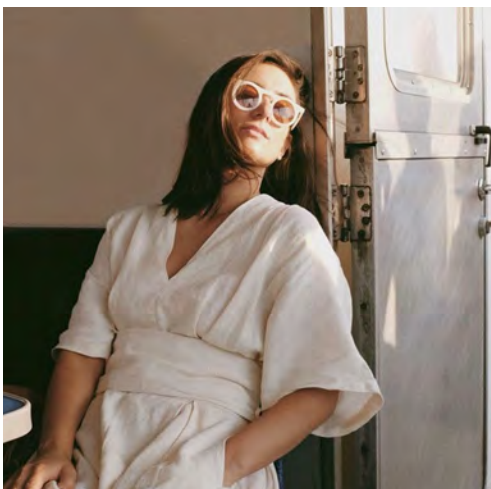


11. @aysyuva

CONTACT

Beginning in 2010, Ays Yuva built the brand [Art Youth Society](#) combining her experience as a designer, model and creative director in the industry. While she splits her time between cities, including [Istanbul](#) and [Dusseldorf](#), her fine jewelry line has strong roots in her other home base, [NYC](#). She’s also tight with Song sister [Dani](#).

FOLLOWERS: 22,920	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: 1.11
AVERAGE LIKES & COMMENTS: 324 / 6	30-DAY ENGAGEMENT RATE: 1.39%



12. @emmajanekepley

CONTACT

At only 22 years old, Emma Jane Kepley has a defined aesthetic when it comes to her photography. Look for monochromatic self portraits in shades of [blue](#) and [pink](#), [unexpected angles](#), and [shadow play](#).

FOLLOWERS: 54,611	LOCATION: NEW YORK, NY
W/O/W GROWTH: .80%	DAILY POSTING AVERAGE: .21
AVERAGE LIKES & COMMENTS: 245 / 17	30-DAY ENGAGEMENT RATE: .81%





13. @laneycrowell

CONTACT

Social media strategist Laney Crowell has a feed as well curated as the pantry and clean beauty items found on her newly launched site, [The Moment](#). Crowell understands the importance of variety, piecing together [inspirational quotes](#), [experiences](#), [food](#) and, of course, [fashion](#).

FOLLOWERS: 7,538	LOCATION: SAG HARBOR, NY
W/O/W GROWTH: 1.90%	DAILY POSTING AVERAGE: .79
AVERAGE LIKES & COMMENTS: 180 / 13	30-DAY ENGAGEMENT RATE: 2.68%



14. @cococuenco

CONTACT

Justine Cuenco keeps busy running [Gypsum Style](#), [Blvnpvge productions](#) and the brand ambassador program at [Revolve](#). Whether [breakfasting in bed](#) at a hotel or literally [jet setting](#), there’s never a dull moment with Cuenco.

FOLLOWERS: 86,050	LOCATION: LOS ANGELES
W/O/W GROWTH: 2.3%	DAILY POSTING AVERAGE: 1.64
AVERAGE LIKES & COMMENTS: 1,503 / 23	30-DAY ENGAGEMENT RATE: 1.84%



15. @torigonzales\_

CONTACT

Tori Gonzales, yes it’s spelled with an ‘s’, is focused on telling her story in order to help other women feel more comfortable living theirs. While a [Texas Chica](#) through and through, she mixes [patterns](#) and textures from her travels in her home and [outfits](#) with her lone star aesthetic.

FOLLOWERS: 48,166	LOCATION: TEXAS
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: 1.18
AVERAGE LIKES & COMMENTS: 834 / 40	30-DAY ENGAGEMENT RATE: 1.88%



THE GRAMLIST

# Insta-Trendy

Sweat it Out: The HigherDOSE Sauna

LIFESTYLE

@higher.dose



# LIFESTYLE INFLUENCERS

Looking for a natural high? So were HigherDOSE co-founders Lauren Berlingeri and Katie Kaps. Berlingeri's expertise in fitness, nutrition and wellness coupled with Kaps' experience as an executive and entrepreneur led the women to develop their studio.

The name of the brand originates from the natural high they seek and the acronym DOSE-Dopamine, Oxytocin, Serotonin and Endorphins. One session in a HigherDOSE sauna boosts all of these chemicals by allowing the body to detox through the combination of infrared heat, healing chakra light therapy, and sensory stimulating music. The experience—like working out without the workout—is all contained in one glass box.

HigherDOSE's feed is full of their high profile clients. Even Victoria's Secret models like Kelly Gale, and Madison Headrick have made appearances to get that natural glow before walking in a show.

Grab a towel, throw back a filtered, ionized, alkaline water and join the tribe of fitness enthusiasts who #getdosed.

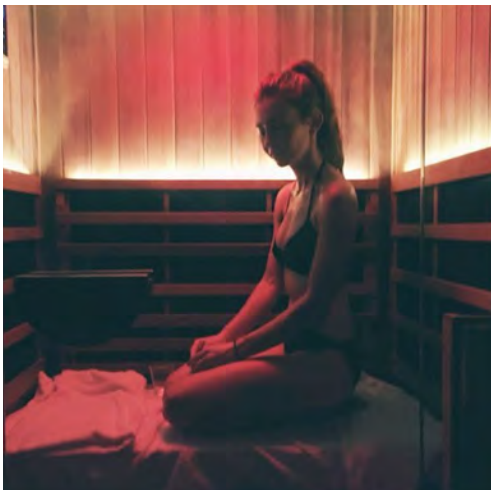


1. @thevenusinbluejeans

CONTACT

Marlena Hurlbut is a 22 year old Boston college grad, but she considers herself more a student of the world, constantly looking for adventure, life’s beautiful moments, and holistic health solutions. It’s no surprise to find her sweating it out at higher dose.

FOLLOWERS: 8,740	LOCATION: NEW YORK, NY
W/O/W GROWTH: 2.7%	DAILY POSTING AVERAGE: .50
AVERAGE LIKES & COMMENTS: 567 / 6	30-DAY ENGAGEMENT RATE: 6.42%



2. @sarahslutsky

CONTACT

At the Wall Group, Sarah Slutsky is stylist to stars including Emma Watson, Cynthia Erivo and Elizabeth Olsen. She’s practically buried in tulle during awards season, but seems to love every minute of it.

FOLLOWERS: 43,900	LOCATION: BROOKLYN, NY
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: 1.82
AVERAGE LIKES & COMMENTS: 395 / 3	30-DAY ENGAGEMENT RATE: 0.98%

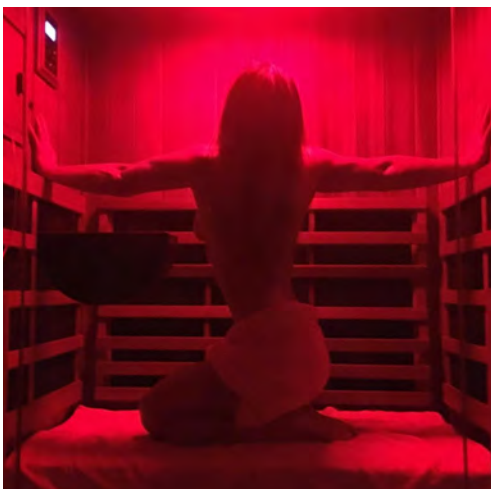


3. @billiecarroll

CONTACT

Billie Carroll blogs at 25°North, named after the location of her birthplace in the Bahamas. She splits her time between bikini clad island days and making fitness a priority in Manhattan.

FOLLOWERS: 45,150	LOCATION: BAHAMAS & NEW YORK, NY
W/O/W GROWTH: 0.90%	DAILY POSTING AVERAGE: 1.18
AVERAGE LIKES & COMMENTS: 432 / 10	30-DAY ENGAGEMENT RATE: 1.01%



4. @sylvie.curci

CONTACT

With her master’s in public health and public administration from NYU, Sylvie Curci seeks to empower women through fitness. She’s a member of the all female crew Squadwod and can also be found practicing crossfit, yoga, acro, and her signature handstands.

FOLLOWERS: 40,776	LOCATION: NEW YORK, NY
W/O/W GROWTH: 1.80%	DAILY POSTING AVERAGE: .89
AVERAGE LIKES & COMMENTS: 691 / 18	30-DAY ENGAGEMENT RATE: 1.58%





5. @leannemaily

CONTACT

Founder of [Vaute NYC](#), an ethical fashion house, Leanne Mai-ly Hilgart loves animals—all animals in fact—from classic [cats](#) and [dogs](#) to [goats](#) and [chickens](#). Unsurprisingly, she is also a vegan focused on living an active and [healthy lifestyle](#).

FOLLOWERS: 313K	LOCATION: BROOKLYN, NY
W/O/W GROWTH: 0.60%	DAILY POSTING AVERAGE: .54
AVERAGE LIKES & COMMENTS: 263 / 22	30-DAY ENGAGEMENT RATE: 3.77%

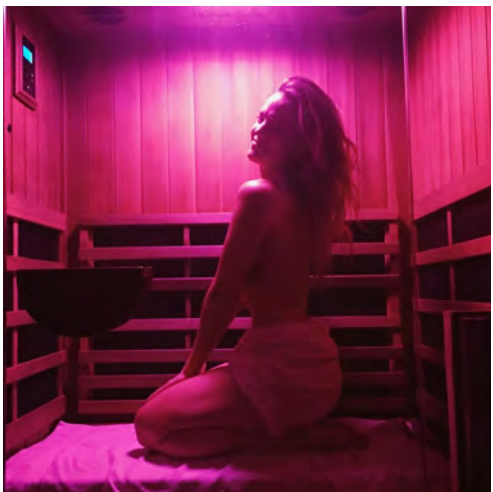


6. @lifeoflaurenashley

CONTACT

Trainer and yoga instructor Lauren Ashley Duhamel follows a focused mode of exercise developed at [ModelFIT studio](#). Isolating individual muscles and avoiding injury to the body are part of what make the method so appealing to Duhamel’s clients including Victoria’s Secret model Taylor Hill.

FOLLOWERS: 12,925	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.80%	DAILY POSTING AVERAGE: 1.43
AVERAGE LIKES & COMMENTS: 319 / 11	30-DAY ENGAGEMENT RATE: 2.68%

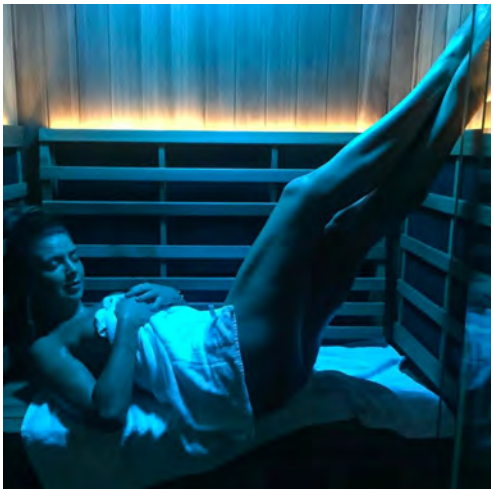


7. @bethcooke\_flow

CONTACT

Beth Cooke, is a yoga instructor at [Y7 studio](#) and to [Lena Dunham](#). She found her passion for yoga when she understood it’s not about perfecting the moves, but how your body feels in the position. Her personal mantra: We are all practicing.

FOLLOWERS: 6,172	LOCATION: NEW YORK, NY
W/O/W GROWTH: 2.90%	DAILY POSTING AVERAGE: .54
AVERAGE LIKES & COMMENTS: 301 / 11	30-DAY ENGAGEMENT RATE: 5.33%

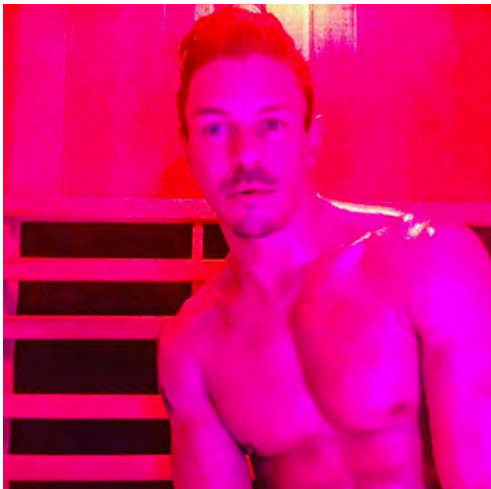


8. @sweatwithbec

CONTACT

As an instructor, Bec Donlan wants her students to channel their inner Jane Fonda while [dancing](#) and working up a sweat. Donlan looks at the full picture when it comes to health, including diet, but she is an advocate for keeping flavor and fun in the mix with recipes for everything from [paleo buffalo cauliflower](#) to [healthy peanut chocolate chip cookie dough bites](#).

FOLLOWERS: 35,419	LOCATION: NEW YORK, NY
W/O/W GROWTH: 1.90%	DAILY POSTING AVERAGE: 1.71
AVERAGE LIKES & COMMENTS: 491 / 16	30-DAY ENGAGEMENT RATE: 1.60%



9. @benwebejammin

CONTACT

Benjamin Wegman danced professionally for many years—even performing a lead role in Sleep No More—but saw the toll it took on his body. He decided to switch to fitness instruction in order to heal and push his body in new ways. He found the high intensity training at Fhitting Room “fhit” the bill.

FOLLOWERS: 15,906	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.20%	DAILY POSTING AVERAGE: .36
AVERAGE LIKES & COMMENTS: 421 / 6	30-DAY ENGAGEMENT RATE: 2.18%



10. @conzsweetpics

CONTACT

Conor Kelly lives and breathes SoulCycle. Falling in love with the brand while living in LA, he escaped a grueling corporate life, later opening Soul GWCH (Greenwich). Health is his priority and he is open about how the lifestyle saved him, he recently celebrated five years sober.

FOLLOWERS: 6,643	LOCATION: NEW YORK, NY
W/O/W GROWTH: 2.30%	DAILY POSTING AVERAGE: .64
AVERAGE LIKES & COMMENTS: 491 / 6	30-DAY ENGAGEMENT RATE: 6.47%





THE GRAMLIST

# Influencer Markets

Trippin with Tarte: Destination Beauty

BEAUTY

@chloeszep

# Beauty Influencers

Makeup brand Tarte has capitalized on a formula they developed in 2015: Get together a gaggle of (mostly Australian) beauties—beauty bloggers that is—and take them to a beautiful destination, read: Bora Bora. For the second go round of the event in Fall 2016, the group of bloggers stayed at the Four Seasons Bora Bora in luxury water villa suites.

The island, located in French Polynesia, is surrounded by turquoise beaches and rimmed with coral reefs, providing the perfect backdrop for instagramming yoga, boating and sun-soaking. The beauty gurus—including some familiar faces like beauty boys Patrick Starr and Manny Gutierrez—were also showered with branded athletic apparel, pillowcases and, of course, Tarte products.

The fun wasn't limited to the influencers, Tarte sets up the trip as a two for one, also throwing their employees—including broadcast and social media's Deanna Dini and Chief Marketing Officer Candace Bulishak—a holiday party at the location. Talk about perks.

Say La Orana, hello in Tahitian, to the ladies with the top posts from the event.





1. @laurenduce

CONTACT

Based in Perth, Lauren Ducie is a beauty maven and food finder. She is thorough, sourcing her cooking materials directly; like these oyster mushrooms grown from coffee waste See also the delicious meal Ducie created, sautéed fungi with shaved walnuts, leek and bean sprouts.

FOLLOWERS: 16,412	LOCATION: AUSTRALIA
W/O/W GROWTH: 0.90%	DAILY POSTING AVERAGE: .21
AVERAGE LIKES & COMMENTS: 676 / 10	30-DAY ENGAGEMENT RATE: 4.21%

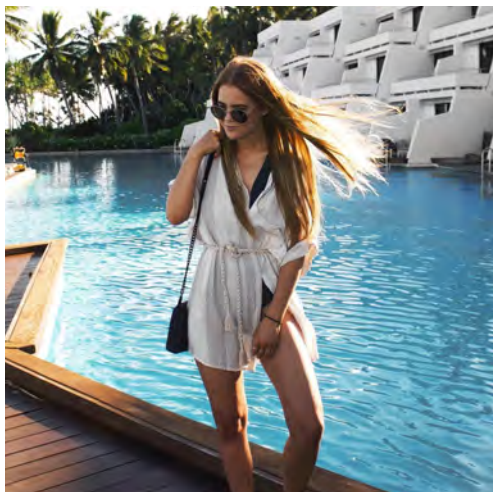


2. @kristenleannefit

CONTACT

Kristen Leanne’s feed is filled with cruelty-free beauty products and her fitness routine. She’s an expert at marrying the flirty and feminine with the edgy and athletic—you can’t miss her tattoos, they go on for days.

FOLLOWERS: 90,463	LOCATION: CALIFORNIA
W/O/W GROWTH: .40%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 1,061 / 20	30-DAY ENGAGEMENT RATE: 1.49%



3. @lioninthewild

CONTACT

Hailing from Western Australia, Kiara King is a freelance creative director and consultant with a focus on design. Between her long and loose red waves, effortless makeup and style, King is a veritable expert when it comes to enhancing her natural beauty.

FOLLOWERS: 153,756	LOCATION: AUSTRALIA
W/O/W GROWTH: 3.10%	DAILY POSTING AVERAGE: 2.36
AVERAGE LIKES & COMMENTS: 7,316 / 129	30-DAY ENGAGEMENT RATE: 5.04%



4. @chloeszep

CONTACT

Glam looks are Chloe Szepanowski’s forte, from lashes to her wardrobe. Bonus points for a having a sense of humor, she’s dating Mitchell Orval who along with brother Dylan, turned their #angrydad into a Youtube sensation.

FOLLOWERS: 330,121	LOCATION: AUSTRALIA
W/O/W GROWTH: 2.90%	DAILY POSTING AVERAGE: 1.68
AVERAGE LIKES & COMMENTS: 15,638 / 80	30-DAY ENGAGEMENT RATE: 4.61%

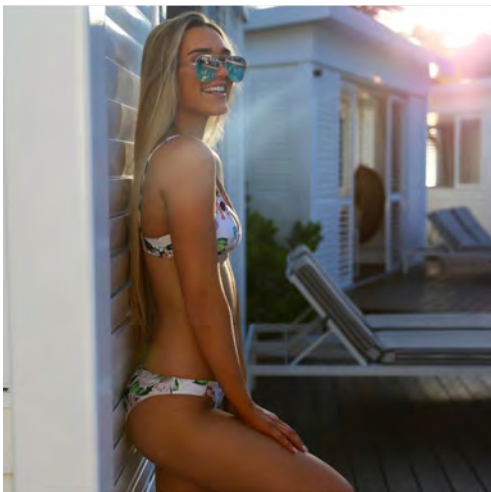


5. @brittney\_saunders

CONTACT

Brittney Saunders’ followers come to her for makeup advice and stay for story time. Uber escapades, taste tripping pills and missing housemates are only the tip of the iceberg when it comes to the topics she covers.

FOLLOWERS: 580,607	LOCATION: AUSTRALIA
W/O/W GROWTH: 2.00%	DAILY POSTING AVERAGE: .93
AVERAGE LIKES & COMMENTS: 29,645 / 238	30-DAY ENGAGEMENT RATE: 4.63%



6. @shanigrimmond

CONTACT

Shani Grimmond experiments with looks from beachy and glowing to shimmering, unexpected pops of color. Grimmond also reminds us, there’s no love deeper than between a girl and her pup.

FOLLOWERS: 784,951	LOCATION: AUSTRALIA
W/O/W GROWTH: 3.00%	DAILY POSTING AVERAGE: 1.36
AVERAGE LIKES & COMMENTS: 49,771 / 214	30-DAY ENGAGEMENT RATE: 6.51%



7. @lozcurtis

CONTACT

As a proponent of positivity and self-love, Lauren Curtis considers her followers to be her second family. She wants all of her viewers to think of themselves as beautiful with or without makeup beginning her tutorials completely makeup free, unafraid to show any imperfections and blemishes.

FOLLOWERS: 1,579,881	LOCATION: AUSTRALIA
W/O/W GROWTH: .10%	DAILY POSTING AVERAGE:.93
AVERAGE LIKES & COMMENTS: 38,781 / 259	30-DAY ENGAGEMENT RATE: 2.56%



8. @styledbyhrush

CONTACT

Celeb makeup artist Hrush Achemyan creates the looks worn by none other than the famous trifecta, Kim, Kourtney and Khloe. That’s right, the makeup obsessed Kardashian sisters. Not to leave out the Jenners of course, Kendall and Kylie are also in on the fun. Hrush runs a makeup academy and uses the sisters as a billboard for her thriving business.

FOLLOWERS: 12.6K	LOCATION: NYC
W/O/W GROWTH: .30%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 491 / 12	30-DAY ENGAGEMENT RATE: 3.86%





9. @iluvsarahii

CONTACT

From Oscar viewing parties to running errands Karen Gonzalez, the makeup artist behind iluvsarahii, always looks glam. The rare moments when she strips off all the makeup are made more powerful through her reasoning-inspiring other women to take care of their skin.

FOLLOWERS: 3,387,957	LOCATION: WEST HOLLYWOOD
W/O/W GROWTH: 1.60%	DAILY POSTING AVERAGE: 1.36
AVERAGE LIKES & COMMENTS: 52,375 / 387	30-DAY ENGAGEMENT RATE: 1.44%



10. @tammyhembrow

CONTACT

Mother of two Tammy Hembrow proudly rocks her amazing body complete with palm tree tattoo. She keeps in shape with intense fitness routines led by her personal trainer and fiance Reece Hawkins.

FOLLOWERS: 5,791,975	LOCATION: AUSTRALIA
W/O/W GROWTH: 5.50%	DAILY POSTING AVERAGE: 1.68
AVERAGE LIKES & COMMENTS: 371,899 / 1,327	30-DAY ENGAGEMENT RATE: 6.69%