

# GRAMLIST.50



@maddy.corbin



Volume 5



## LETTER FROM THE EDITORS

Dear Readers,

It's been a while since our last issue and we think you'll like what's in store. We're having some fun this witching season and bringing you the best of fall and beyond. In this issue you'll find everything from autumn-hued lifestyle feeds and fantastical travels with Murad Osmann to gothic beauty enthusiasts and Fashion Week funhouses.

So we're extra excited to share this month. These influencers have shown some of the highest engagement we've encountered since the advent of our issues. As always, one cannot buy their way onto these lists. We have no affiliation with those we showcase, and no contractual obligation to feature them. These are simply our favorite top performing influencers of the moment, spanning across the lifestyle, travel, beauty, and fashion spheres.

Read on, and *fall* in love with these 'grammers, just like we did.

Sincerely yours,

The Gramlist Editors

# 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 #FALL #AUTUMN #BLOGGER #BLOGGERLIFE #THEGOODLIFE #LIVETHELITTLETHINGS

- 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.

#FOLLOWEMETO #MURADOSMANN #NATALYOSMANN #LOVE #TRAVEL #TRAVELPHOTOGRAPHY #WANDER

- 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.

#BEAUTY #HALLOWEEN #GOTHIC #COSMETICS #MAKEUPLOOK #MOTD #MAKEUPADDICT

- FASHION -

## 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.

#29ROOMS #REFINERY29 #TURNITINTOART #NYFW #BROOKLYN #NYC



# New Kids On The Block

15 Emerging Influencers

LIFESTYLE

@maddy.corbin

# LIFESTYLE INFLUENCERS

It's finally fall, quite possibly our favorite season. From autumnal hues, beverages, and looks (sweaters, blazers and faux fur, please) to pumpkin patches and apple picking, these influencers have it all covered.

But don't worry—these ladies are anything but #basic. We are enchanted by their daring style, bold taste and overall bewitching aesthetic.

It's time to join the coven.





## 1. @foxandbloomco

[CONTACT](#)

Whether her gorgeous red hair is thrown up in a bun or braided to perfection, Daniella Siebert of Fox and Bloom is hard at work, utilizing her blog to inspire women to embrace their inner confidence and grace. When she's not grabbing coffee at a favorite shop or walking dog Collo, Siebert works as a copywriter in Ohio.

**FOLLOWERS:** 2,729**LOCATION:** COLUMBUS, OH**W/O/W GROWTH:** 4.28%**DAILY POSTING AVERAGE:** .71**AVERAGE LIKES & COMMENTS:** 257 / 37**30-DAY ENGAGEMENT RATE:** 14.59%

## 2. @maddy.corbin

[CONTACT](#)

At only 19 years old, Maddy Corbin wears many hats. The avid Polaroid photographer started her first blog at age 10, and has since evolved into a mogul, even offering her own mentoring program for influencers-in-training. Often alongside her beau Bryce, Corbin showcases her laid back style and love of vinyl records.

**FOLLOWERS:** 15,635**LOCATION:** INDIANAPOLIS, IN**W/O/W GROWTH:** .40%**DAILY POSTING AVERAGE:** .71**AVERAGE LIKES & COMMENTS:** 1,235 / 25**30-DAY ENGAGEMENT RATE:** 11.28%

## 3. @yunah.lee

[CONTACT](#)

Yunah Lee is more than your average physician's assistant. Her strengths as a blogger lie in noticing the little details—painted floors, dainty jewelry, and soft toes—all while painting a larger picture of her experiences. Whether she's traveling (with and without her plus one), grabbing juice, or hanging with friends, we like Lee's style.

**FOLLOWERS:** 4,706**LOCATION:** CHICAGO, IL**W/O/W GROWTH:** .60%**DAILY POSTING AVERAGE:** .43**AVERAGE LIKES & COMMENTS:** 211 / 52**30-DAY ENGAGEMENT RATE:** 12.97%

## 4. @dianachamomile

[CONTACT](#)

With half of her closet hand selected from never ending thrift store racks, artistic, INFJ Diana Amado's dreamy feed has vintage vibes, from low cuts with red lips, to carefully curated accessories. We love Amado's looks almost as much as we love glimpses into her day to day, from the breakfast to her vanity.

**FOLLOWERS:** 9,792**LOCATION:** NEW YORK, NY & NEW JERSEY**W/O/W GROWTH:** 1.45%**DAILY POSTING AVERAGE:** .47**AVERAGE LIKES & COMMENTS:** 55 / 1**30-DAY ENGAGEMENT RATE:** 11.43%



## 5. @jenlumiere

[CONTACT](#)

Puerto Rico-born [blogger](#) Jen Lumiere's signature lob has been every color on the spectrum; she currently sports an [orange do](#). Whether she's [grabbing tacos](#), strumming on her [guitar](#), or slaying coffee dates with her [#girlgang](#), her effortless style is a constant.

**FOLLOWERS:** 11,312

**LOCATION:** NEW YORK, NY

**W/O/W GROWTH:** 0.12%

**DAILY POSTING AVERAGE:** 1.43

**AVERAGE LIKES & COMMENTS:** 1,006 / 101

**30-DAY ENGAGEMENT RATE:** 7.44%



## 6. @jessieallen

[CONTACT](#)

One look at Jessie Allen's feed, and you'll already feel at home. The University of Texas student takes colorful snaps of her favorites: [statement bags](#), [funky pants](#) and everything [fall](#).

**FOLLOWERS:** 16,667

**LOCATION:** AUSTIN, TX

**W/O/W GROWTH:** 0.39%

**DAILY POSTING AVERAGE:** .57

**AVERAGE LIKES & COMMENTS:** 841 / 11

**30-DAY ENGAGEMENT RATE:** 9.63%



## 7. @\_alyssamay

[CONTACT](#)

[Alyssa May](#) makes an export of her LA lifestyle, including when she visits [Italy](#). The true Cali girl cites [In-n-Out](#) as an essential and reps her favorite [baseball team](#) on the regular.

**FOLLOWERS:** 22,796

**LOCATION:** LOS ANGELES, CA

**W/O/W GROWTH:** 2.00%

**DAILY POSTING AVERAGE:** .29

**AVERAGE LIKES & COMMENTS:** 328 / 20

**30-DAY ENGAGEMENT RATE:** 6.73%



## 8. @lo\_behold.style

[CONTACT](#)

Blogging at [Lo & Behold](#), Lauren 'Lo' Shepard lives a fashion-centric life. The Florida native spends her days as a fashion consultant, model, personal shopper, and stylist, maximizing her effortlessly [artful style](#). Her feed also boasts [delectable cuisine](#) and high intensity [action shots](#).

**FOLLOWERS:** 9,399

**LOCATION:** ORLANDO, FL

**W/O/W GROWTH:** 1.47%

**DAILY POSTING AVERAGE:** .86

**AVERAGE LIKES & COMMENTS:** 406 / 11

**30-DAY ENGAGEMENT RATE:** 6.42%





9. @nataliefolchi

CONTACT

Photographer and blogger at [Natalie Was Here](#), Natalie Folchi has three simple passions: “lattes, creative sparks & small-businesses with big ideas.” Like her fun and flirty [ensembles](#), Folchi styles her [apartment](#) to perfection. Another skill we appreciate is her ability to [identify](#) and [create](#) rich patterns.

FOLLOWERS: 6,636	LOCATION: COLUMBUS, OH
W/O/W GROWTH: 4.22%	DAILY POSTING AVERAGE: .14
AVERAGE LIKES & COMMENTS: 28 / 1	30-DAY ENGAGEMENT RATE: 4.98%



10. @butwhatshouldiwear

CONTACT

Allison Kelley constantly seeks to answer the eternal question: “What should I wear?” with her [blog](#) named for the recurring dilemma. The [ice cream enthusiast](#) curates her fresh, bohemian [looks](#) with a side of [avocado toast](#).

FOLLOWERS: 10,755	LOCATION: LOS ANGELOS, CA
W/O/W GROWTH: 1.0%	DAILY POSTING AVERAGE: .57
AVERAGE LIKES & COMMENTS: 286 / 20	30-DAY ENGAGEMENT RATE: 5.33%



11. @ninawro

CONTACT

Blogging at, [You Rock My Life](#) , Nina Wrodnigg is a fashionable and proud dog mom to Maxi the [puggle](#). She’s also a [layering pro](#), an accessories maven—from [sunglasses](#) to [flower crowns](#)—and a [beauty](#) connoisseur.

FOLLOWERS: 22,189	LOCATION: SALZBURG, AUSTRIA
W/O/W GROWTH: 1.49%	DAILY POSTING AVERAGE: 1.43
AVERAGE LIKES & COMMENTS: 2,027 / 49	30-DAY ENGAGEMENT RATE: 6.51%



12. @kierraxmakayla

CONTACT

Blogging at [The Mod Collective](#), [coffee enthusiast](#) Kierra Makayla takes a minimalistic approach to style. She loves neutral classic pieces from [stripes](#), to [solids](#) to [swimwear](#), but we still love what she can do with a [pop of color](#).

FOLLOWERS: 4,201	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 113 / 7	30-DAY ENGAGEMENT RATE: 8.40%





### 13. @karissasparke

[CONTACT](#)

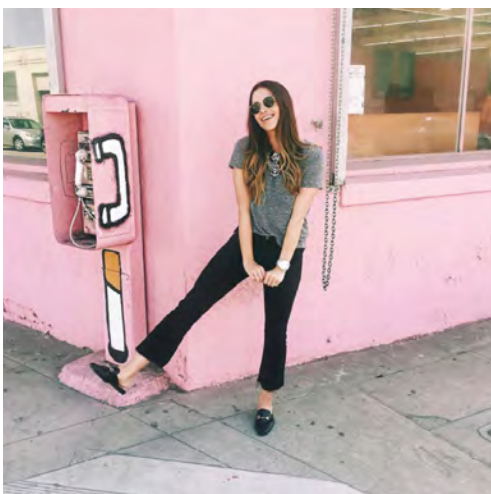
As the name of her blog, [Tom Girl and Threads](#), suggests, Karissa Sparke has the unique ability to effortlessly pair solid, [structured pieces](#) with [delicate accents](#). Whether she's layering the same dress for [day](#) or [night](#), her enviable closet is full of pieces we'd like to "borrow."

**FOLLOWERS: 59,716****LOCATION: SYDNEY, AUSTRALIA****W/O/W GROWTH: 0.12%****DAILY POSTING AVERAGE: .86****AVERAGE LIKES & COMMENTS: 1,103 / 18****30-DAY ENGAGEMENT RATE: 2.06%**

### 14. @the.ivory.fawn

[CONTACT](#)

Blogging at [The Ivory Fawn](#), self-proclaimed old soul Ashlee Roach seeks to educate and inspire readers to embrace eco-friendly practices. The natural world is woven into her feed seamlessly, and her love of fall is especially pervasive—evident from the [accessorized turtlenecks](#) and explicit [autumn essentials](#) posts. We'd [grab coffee](#) with Roach anytime.

**FOLLOWERS: 8,640****LOCATION: CINCINNATI, OH****W/O/W GROWTH: 0.45%****DAILY POSTING AVERAGE: 1.29****AVERAGE LIKES & COMMENTS: 635 / 4****30-DAY ENGAGEMENT RATE: 6.69%**

### 15. @blogcalledjacq

[CONTACT](#)

Tiffany Cameron, the 'jacq' of all trades behind [Blog Called Jacq](#), is branching into entrepreneurship, co-launching [Jacq and Jack](#), a full service his & hers beauty and barber shop. Alongside her adorable pup, [Louis "not jacq"](#), Cameron is a believer in [girl power](#), the [arts](#). She can also pull off [velvet swimwear](#). We're in.

**FOLLOWERS: 10,935****LOCATION: LAKE NONA, FL****W/O/W GROWTH: 0.10%****DAILY POSTING AVERAGE: .77****AVERAGE LIKES & COMMENTS: 135 / 15****30-DAY ENGAGEMENT RATE: 1.18%**



# Influencer's Influencer

#FollowMeTo(o)  
@MuradOsmann

TRAVEL

@muradosmann



# TRAVEL INFLUENCERS

This month we're taking a look at [Murad Osmann](#), best known for following close behind wife [Nataly Osmann](#) in their incredibly popular [#followmeto](#) travel photo series.

It all started back in [2011](#), when Nataly Zakharova was too impatient to wait for then-boyfriend, Murad, to capture the perfect photo. Now, with nearly 4.7 million followers hailing from around the globe, Nataly still looks ahead in each photo—from their [engagement](#) to their [wedding day](#)—arm stretched behind her, pulling Murad to their next exotic destination.

The couple's travels have taken them around the world. From dangling off helicopters in [Los Angeles](#) and skirt waving on rooftops in [Florence](#) to basking atop hotels in [Vegas](#) and celebrating in the midst of the Holi festival in [India](#), their photos come with a sense of adventure, fantasy and, above all, romance.

The account's viral popularity has led to mentions in the [news](#) for years, even parodies of their account making headlines at publications like [CNN Travel](#). Major brand partnerships with the likes of Samsung and [National Geographic](#) have solidified their status as respected artists and travel gurus for photog aficionados and casual 'grammers alike.

To connect further with their audience, in addition to their [Youtube](#) channel and jewelry line [Follow Your Love](#), the couple also runs a behind the scenes [account](#) allowing them to interact directly with fans. Sifting through the [#followmeto](#) hashtag, they post gems from fans, some whose [photos](#) and [artistic renderings](#) rival the originals.

Here, we take a look at the feeds that inspire Murad. Whether they be equally talented travel companions or like-minded wanderers admired from afar, these Instagrammers are worth the [#follow](#) too.

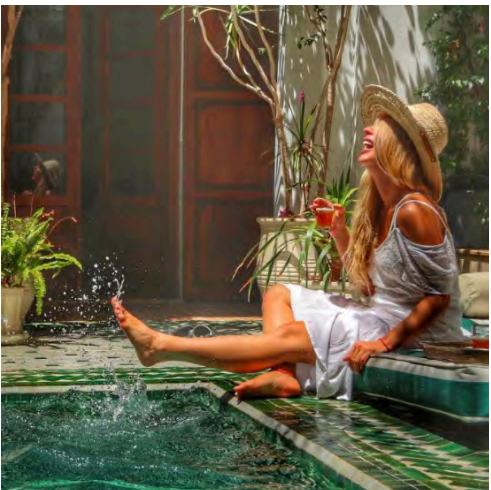


1. @galina90

CONTACT

From the Colorado River to the Philippines, scrolling through Galina Jahn’s feed, it seems like she location hops daily. The beautiful sweeping photographs of her travels are taken by husband and massively popular travel photographer Robert Jahns. The couple, married since 2015, blogs together at Life of Nois7 chronicling their trips, so far spanning across 22 countries and four continents. If their feeds count as evidence, the couple show no sign of stopping anytime soon, and that works for us.

FOLLOWERS: 35,524	LOCATION: GERMANY
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 63 / 1	30-DAY ENGAGEMENT RATE: 1.28%

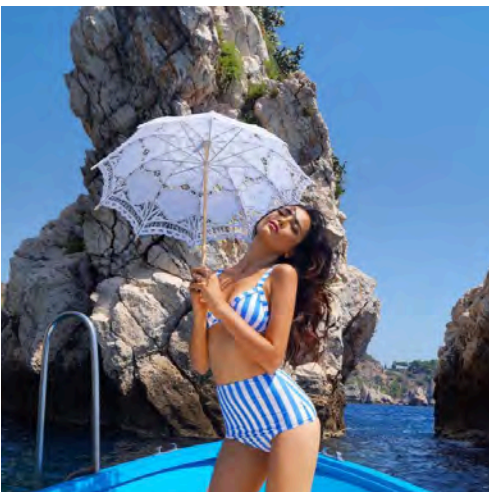


2. @thesunsetcolada

CONTACT

When she’s not at her home base in London, proud Disney employee Ebru Perera has been known to hang out with elephants and take selfies with fish. The Turkish-born traveler, blogging at The Sunset Colada, roams both solo and alongside the Osmanns. Lucky for us, she’s even available to plan custom trips. Sign us up.

FOLLOWERS: 18,959	LOCATION: LONDON, UK
W/O/W GROWTH: 6.03%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 409 / 5	30-DAY ENGAGEMENT RATE: 11.75%



3. @dilettamenta

CONTACT

Diletta Amenta truly lives *la dolce vita*. From caff  and fashion show hopping in Milan to gondola-ing in Venice, the native Sicilian makes her incredibly glamorous way all over Italy. Where she truly believes she belongs though? The sky. Can’t say we disagree.

FOLLOWERS: 207,886	LOCATION: SICILY, ITALY
W/O/W GROWTH: 1.42%	DAILY POSTING AVERAGE: 0.71
AVERAGE LIKES & COMMENTS: 5.765 / 55	30-DAY ENGAGEMENT RATE: 4.16%



4. @mikevisuals

CONTACT

Whether on cloud nine in LA or beneath a palm tree in the Maldives, videographer Michael Gray lives out his wildest adventuring dreams along with his sweetheart. His skillfully edited images grab so much attention, he even sells his own set of Lightroom presets.

FOLLOWERS: 86,484	LOCATION: LONDON, UK
W/O/W GROWTH: 4.53%	DAILY POSTING AVERAGE: .71
AVERAGE LIKES & COMMENTS: 4,531 / 216	30-DAY ENGAGEMENT RATE: 9.66%



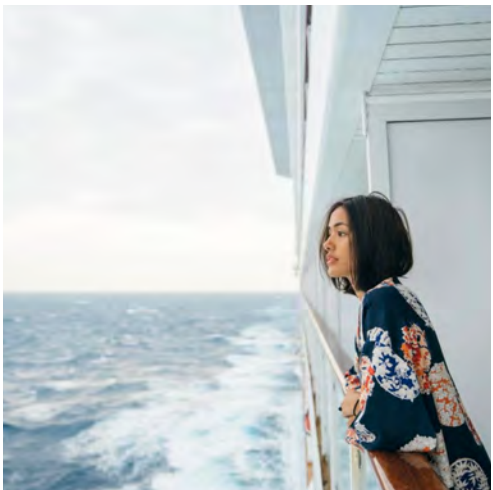


5. @emelinaah

CONTACT

Emily Hutchinson has been a world traveler since '88. The recently [engaged](#) wanderer shares her travel endeavors on her [blog](#) and second Instagram [account](#). Her main feed boasts snaps of [beach relaxation](#), gram-worthy [interiors](#), and a fair share of [hello-goodbyes](#).

FOLLOWERS: 130,046	LOCATION: ALL OVER
W/O/W GROWTH: 0.53%	DAILY POSTING AVERAGE: 1.86
AVERAGE LIKES & COMMENTS: 13,392 / 124	30-DAY ENGAGEMENT RATE: 5.83%



6. @kimijuan

CONTACT

As one half of the team behind [Escape Journal](#), Kimi Juan distributes her simple, refined taste on a global scale. Whether enjoying a [beachside lunch](#) in her home country, or [daydreaming](#) abroad, the Philippines native's pastel-toned photos are a delight. On top of that, add fiancé [Thomas Caja's](#), beautifully romantic [proposal](#).

FOLLOWERS: 122,892	LOCATION: PHILLIPINES
W/O/W GROWTH: 0.22%	DAILY POSTING AVERAGE: .86
AVERAGE LIKES & COMMENTS: 4,602 / 44	30-DAY ENGAGEMENT RATE: 4.61%



7. @mariannakalabin

CONTACT

Russian native Marianna Kalabin occasionally finds she has the streets of her home in New York City [all to herself](#). When she's not in the big apple, the [leather jacket fan](#) can be spotted anywhere from [South Beach](#) to [Switzerland](#). She and husband [Davis](#) share a knack for social media and it must be genetic—even their three-year-old [son](#) loves the camera.

FOLLOWERS: 25,320	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.08%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 262 / 3	30-DAY ENGAGEMENT RATE: 3.05%



8. @davispaul

CONTACT

As the Creative Director of [Beautiful Destinations](#), Davis Paul utilizes his platform to advocate for [social justice](#) and sometimes even to [break the rules](#). Everywhere he wanders, the former soccer pro meets [new friends](#) and makes time for [self-reflection](#).

FOLLOWERS: 30,249	LOCATION: NEW YORK, NY
W/O/W GROWTH: 1.07%	DAILY POSTING AVERAGE: .07
AVERAGE LIKES & COMMENTS: 749 / 25	30-DAY ENGAGEMENT RATE: 6.84%



9. @sophiesvob

CONTACT

Blogging at [Double Dipping](#), Sophie Svoboda, along with mom Marion, started the outlet to share recipes even while based on different continents. Sophie may have been [sad](#) to leave NYC behind after finishing up her degree at NYU, but she’s moved much closer to mom in Vienna. Now calling Paris her home base, her feed is full of charming architectural and [interior](#) inspiration. Still, nothing can keep this girl from wandering, from [Croatia](#) to [Greece](#).

FOLLOWERS: 69,458	LOCATION: PARIS, FRANCE
W/O/W GROWTH: 0.11%	DAILY POSTING AVERAGE: .14
AVERAGE LIKES & COMMENTS: 232 / 2	30-DAY ENGAGEMENT RATE: 1.88%



10. @sergeykbn

CONTACT

Travel blogger and photographer Sergey Kabankov’s feed is full of adventure, whether he’s living out his big cat dreams in [Zambia](#) or pushing his limits in [Spain](#). Behind the camera taking [portraits](#) or [front and center](#), he’s always capturing images from [interesting angles](#).

FOLLOWERS: 90,974	LOCATION: RUSSIA
W/O/W GROWTH: 1.33%	DAILY POSTING AVERAGE: .86
AVERAGE LIKES & COMMENTS: 3,866 / 36	30-DAY ENGAGEMENT RATE: 5.35%



11. @tatshashkina

CONTACT

Tanya Shashkina’s feed radiates positivity. Trying to find a photo where she’s not smiling is a challenge, whether she’s sharing a bottle of wine at [ladies night](#) (plus dog!) or taking a moment to [pause](#) in the hustle and bustle of her home city’s Red Square. As a traveler, she’s hit most of the landmarks, including the [Taj Mahal](#) or the [Eiffel Tower](#), but they do little to distract from her [stunning portraits](#).

FOLLOWERS: 18,010	LOCATION: MOSCOW, RUSSIA
W/O/W GROWTH: 2.12%	DAILY POSTING AVERAGE: .71
AVERAGE LIKES & COMMENTS: 1,312 / 16	30-DAY ENGAGEMENT RATE: 9.09%



12. @howtosasha

CONTACT

The founder of [How to Green](#), Aleksandra Novikova works to activate wellness for her clients as a health coach, normally through delicious looking [recipes](#). Her job allows her the freedom to travel from [Helsinki](#), to [Lake Como](#) to [Beverly Hills](#). Like her dog [Sachik](#), Novikova knows how to boss and [look fabulous](#) while doing it.

FOLLOWERS: 116,478	LOCATION: MOSCOW, RUSSIA
W/O/W GROWTH: 0.05%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 1,548 / 11	30-DAY ENGAGEMENT RATE: 3.24%





13. @ninoeliava

CONTACT

Founder and creative director at More is Love, working mom Nino Eliava runs with a fashionable set and has the wardrobe to match. That means a different gown for every night on vacation in exotic locales, from statement prints to classic black.

FOLLOWERS: 59,248	LOCATION: TBILISI, GEORGIA
W/O/W GROWTH: 0.51%	DAILY POSTING AVERAGE: 1.29
AVERAGE LIKES & COMMENTS: 1,001 / 5	30-DAY ENGAGEMENT RATE: 1.28%



14. @oskarsosna

CONTACT

Self-proclaimed adventurer Oskar Sosnowski lives up to the monicker. The skilled Polish photographer and videographer's feed is full of perspective play. He sees the world through unique lenses, from the camera variety to the magnifying. One constant among his photographs, no matter the location? They all share the glow of the golden hour, no matter the device he's shooting with.

FOLLOWERS: 3,527	LOCATION: POZNAŃ, POLAND
W/O/W GROWTH: 0.66%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 90 / 6.7	30-DAY ENGAGEMENT RATE: 11.31%



15. @lisahomasy

CONTACT

We are captivated by blogger Lisa Homsy's seemingly effortless travel wardrobe, whether she's casually sipping on watermelon juice in Mykonos, twirling in Marrakech, or strolling the streets of Bangkok. The natural beauty has us inspired to get out and go exploring, even in our own hometowns.

FOLLOWERS: 107,954	LOCATION: MONTRÉAL, CANADA
W/O/W GROWTH: 2.68%	DAILY POSTING AVERAGE: .86
AVERAGE LIKES & COMMENTS: 8,713 / 317	30-DAY ENGAGEMENT RATE: 9.12%



# Insta-Trendy

Gothic Halloween Queens

BEAUTY

@bound.for.nowhere



# BEAUTY INFLUENCERS

Any fan of beauty bloggers on Insta will know that these artists have a penchant for playing dress up, at least when it comes to creating full face mask looks. What better time of year to play than October, leading up to Halloween?

While some makeup enthusiasts only break out the big guns when the witching season is nigh, we've rounded up a group of ladies whose feed's are centered around an aesthetic with a touch of horror and mystery year round. Whether their looks are hauntingly beautiful, gruesome creations, or gothic spectacles, we can't get enough.

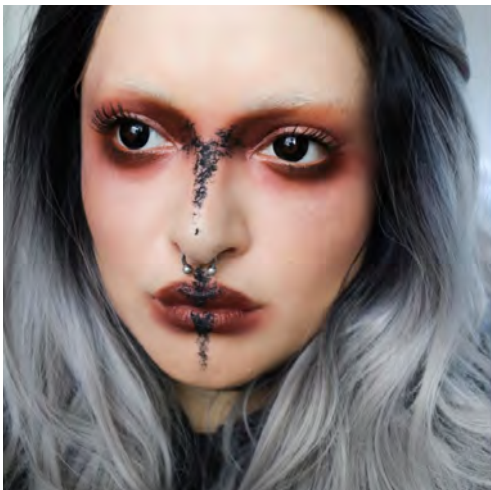


1. @ofthelunareclipse

CONTACT

Makeup artist Pamela Tellez has mastered gothic looks from [black lace](#) to [fake blood](#). Her clever pop culture references satisfy many fandoms, from Labyrinth lovers to Dexter devotees—even our girl [Eleven](#) makes an appearance. As her handle indicates, the moon also plays an important role in her repertoire, with lunar [lips](#) and [lids](#). We’d nominate Tellez for [Underworld Queen](#) any day.

FOLLOWERS: 31,915	LOCATION: ATLANTA, GA
W/O/W GROWTH: 0.14%	DAILY POSTING AVERAGE: .20
AVERAGE LIKES & COMMENTS: 1,617 / 200	30-DAY ENGAGEMENT RATE: 9.27%

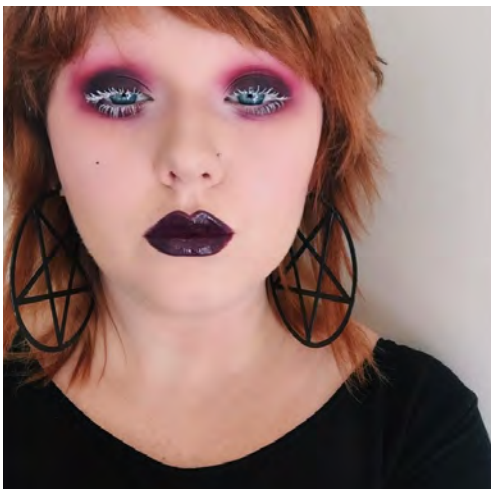


2. @succuvus

CONTACT

Inspired by the masters from [Roberto Ferri](#) to [Valentino](#), Anna’s stark white blonde hair and brows provide the perfect blank canvas for her artwork. For Halloween? Try [glam](#), [goth](#) or [glitter](#) clown faces—she even wore this [American Horror Story](#) inspired [look](#) to the [IT experience maze](#) in LA.

FOLLOWERS: 50,840	LOCATION: LOS ANGELES, CA
W/O/W GROWTH: 0.14%	DAILY POSTING AVERAGE: .14
AVERAGE LIKES & COMMENTS: 367/ 4	30-DAY ENGAGEMENT RATE: 5.30%

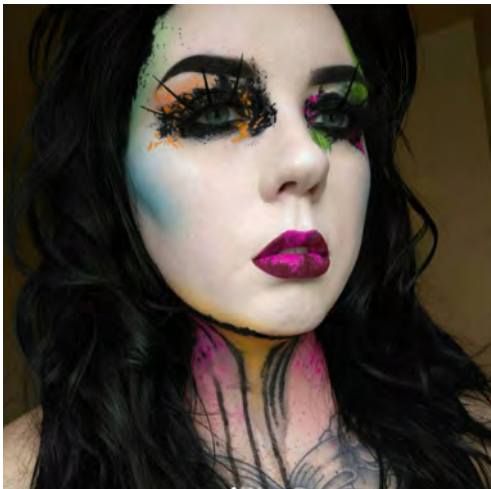


03. @merelymegan

CONTACT

Photographer and makeup artist Megan Wilson knows how to highlight her sparkling blue eyes in each look. From frosted [eyelash tips](#) and spiked chokers to [bronze lids](#) and bone earrings with fur, Wilson’s feed is full of similar combinations: attention to intricate, delicate details paired with tough accessories.

FOLLOWERS: 7,564	LOCATION: CANADA
W/O/W GROWTH: 0.42%	DAILY POSTING AVERAGE: 1.0
AVERAGE LIKES & COMMENTS: 358 / 5	30-DAY ENGAGEMENT RATE: 5.50%



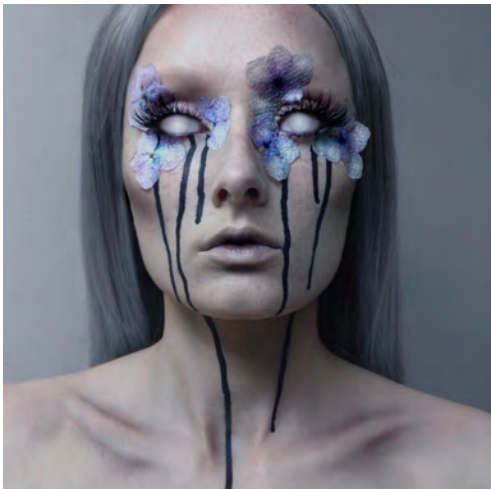
04. @ashrenn\_

CONTACT

For Ashley Osborne, a full face [mask](#) of makeup is no sweat. Where she really shines? When she works objects into her designs. From crystallized [amethyst](#) and red fishnet [lips](#) to googly-eyed [eyes](#), each piece adds another dimension to her work.

FOLLOWERS: 4,836	LOCATION: VIRGINIA
W/O/W GROWTH: 0.10%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 51 / 2	30-DAY ENGAGEMENT RATE: 5.17%





5. @laurakalmakoff

CONTACT

A self-described abstract editorial face painter, Laura Kalmakoff has mastered many high level techniques allowing her to transform from galaxy princess to LA landmark. From lines with perfectly straight edges to carefully channeled drips, we love when she combines the techniques for full face looks.

FOLLOWERS: 71,549	LOCATION: EDMONTON, CA
W/O/W GROWTH: 2.89%	DAILY POSTING AVERAGE: .71
AVERAGE LIKES & COMMENTS: 3,093 / 61	30-DAY ENGAGEMENT RATE: 8.12%

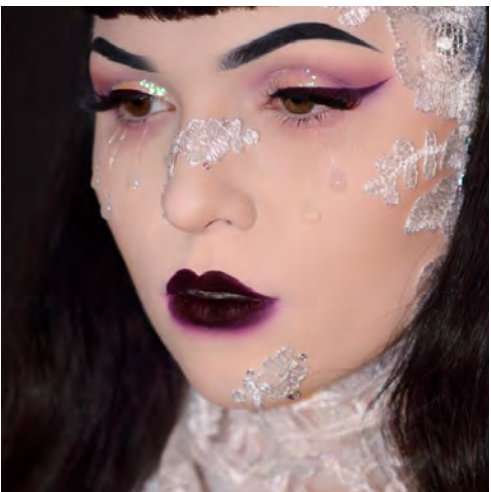


6. @creationabyelina

CONTACT

Even makeup artist Elina Liljeholm’s potentially creepiest looks are armored and oozing with glamour. Scrolling through her feed, it becomes evident she is an artist capable of complete transformation from image to image. From dark wigs and starry eyes to white-blond alien encounters, we’re not entirely sure she isn’t a goddess.

FOLLOWERS: 49,814	LOCATION: HELSINGBORG, SWEDEN
W/O/W GROWTH: 0.41%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 437 / 4	30-DAY ENGAGEMENT RATE: 2.77%

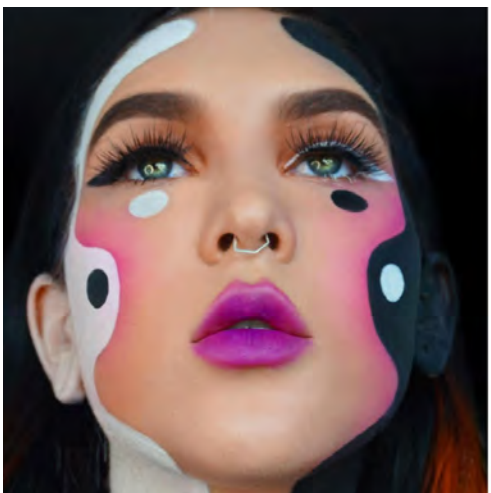


7. @madisonnnanne

CONTACT

We love makeup artist Madison Anne’s Kat Von D-reminiscent looks, from fiery ruby red lips and bangs to cool blue hues. Even more delightful are the detailed descriptions of the inspiration behind each of her looks including Jaws movie nights and Queen Anne’s Lace.

FOLLOWERS: 21,841	LOCATION: TAMPA, FL
W/O/W GROWTH: 3.51%	DAILY POSTING AVERAGE: 2.0
AVERAGE LIKES & COMMENTS: 3,926 / 38	30-DAY ENGAGEMENT RATE: 9.65%



8. @mamamcdonie

CONTACT

A hair stylist and makeup artist, Caylin McDonie’s aesthetic can be described as decadent. Metallics are her forte whether her face is dripping in gold or lined with silver. She has styled herself as everything from the heir to the Iron Throne to the virgin mother and you better believe she fully commits to each look.

FOLLOWERS: 3,560	LOCATION: FLORIDA
W/O/W GROWTH: 2.62%	DAILY POSTING AVERAGE: .43
AVERAGE LIKES & COMMENTS: 297 / 8	30-DAY ENGAGEMENT RATE: 16.74%



9. @aycarter

CONTACT

With looks including Raggedy-Anne mystique and goth prom queen, self described “saint with the appearance of a sinner,” Alise Carter-Ward, looks more like the dark princess Barbie we’ve always dreamt of adding to our collection. She’s very much a real human being and her looks are versatile, from striking sunrise eyes paired with midnight lips to her beautifully natural wedding look. We’re still hoping Barbie Alise comes with adorable cat sidekick Theodore.

FOLLOWERS: 70,519	LOCATION: PORTLAND, OR
W/O/W GROWTH: 0.21%	DAILY POSTING AVERAGE: 1.0
AVERAGE LIKES & COMMENTS: 1,570 / 36	30-DAY ENGAGEMENT RATE: 2.90%



10. @annatrinidad\_

CONTACT

Filipina Anna Trinidad’s feed is unique in its consistency. She has a signature style—the color mostly centers around the eyes and lips, sometimes with a pop of pink blush and flower crown or hair buns and bright hues all around. What makes her feed cohesive is the repetition of three views of the same look i.e, head on making eyes at the camera, a peek directly at the eyes and looking off into the distance in profile. The formula might change up but the looks are always on point.

FOLLOWERS: 7,019	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.60%	DAILY POSTING AVERAGE: 1.14
AVERAGE LIKES & COMMENTS: 572 / 23	30-DAY ENGAGEMENT RATE: 10.82%



# Influencer Markets

@29Rooms: The NYFW Fun House

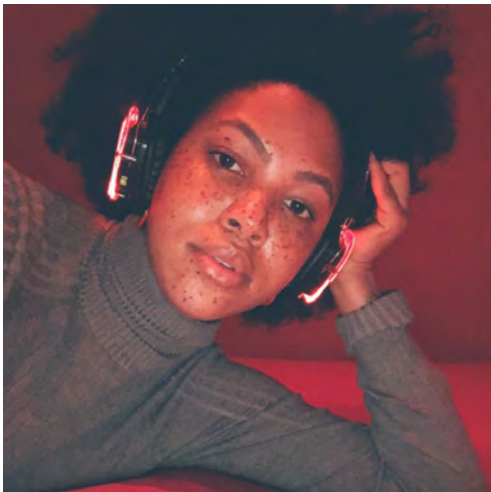
FASHION

# FASHION INFLUENCERS

Refinery29's 29 Rooms continued to impress attendees in its third year at NYFW. We already covered the artists behind some of the event's titular rooms, so now, we're bringing you the micro-influencers who struck a pose at the veritable Instagram playground.

One thing you can always count on: if you build a photo-worthy spot, the fashionable will arrive in droves. Here are some of our favorites from the event.





1. @spicy.mayo

CONTACT

Yaminah "Spicy" Mayo's signature look is marked by large, white, vintage cat eye sunglasses—there's even an artist's rendition. Blogging at Spicy Mayo, Mayo writes with a fresh sense of confidence and honesty. Her outfits make a statement with bright hues and bold patterns, punctuated by theatrical poses.

FOLLOWERS: 11,208	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.64%	DAILY POSTING AVERAGE: .57
AVERAGE LIKES & COMMENTS: 363 / 4	30-DAY ENGAGEMENT RATE: 6.62%

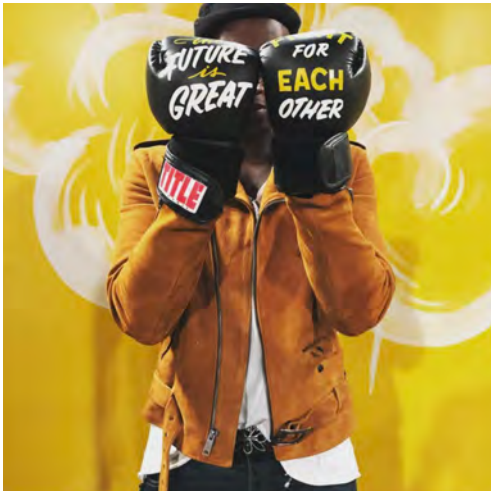


2. @ricejenna

CONTACT

Jenna Rice, the titular fair haired gal behind Blonde Well Traveled, hails originally from the sunshine state. Now, she's living and working as an account exec in the the big apple, where some of her best adventures take place. We mean sneaking onto rooftops in Kips Bay, highlighting sun kissed hair while ogling the Wonder Wheel and boasting breezy frocks at Bethesda Terrace. Rice is still a Florida girl at heart; a percentage of dress sale proceeds were directed to hurricane relief funds back home.

FOLLOWERS: 8,024	LOCATION: NEW YORK, NY & FLORIDA
W/O/W GROWTH: 0.09%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 54 / 2	30-DAY ENGAGEMENT RATE: 3.51%



3. @\_jasonandrew

CONTACT

Menswear enthusiast, entrepreneur, and new father Jason Andrew lives life in style. While his looks are already on point, his masterful selection of backdrops take each carefully selected outfit piece to the next level. Try sleeveless stripes on stripes, monochromatic whites and actual trash turned art. Mr. Andrew and his feed are full of surprises.

FOLLOWERS: 7,664	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.08%	DAILY POSTING AVERAGE: .14
AVERAGE LIKES & COMMENTS: 31 / 2	30-DAY ENGAGEMENT RATE: 2.48%



4. @laurenelyce

CONTACT

A co-founder of Adorn Media Group, Lauren Price is an authority on brand consulting and statement pieces, i.e. this leopard print suit. Her closet is full of fun graphic tees, favorite patterns and unexpected cuts. Elyce shares tips on how to achieve her attainable style at her site.

FOLLOWERS: 35,937	LOCATION: ATLANTA, GA
W/O/W GROWTH: 0.45%	DAILY POSTING AVERAGE: 1.43
AVERAGE LIKES & COMMENTS: 410 / 13	30-DAY ENGAGEMENT RATE: 1.00%



5. @melangeofmusings

CONTACT

Sara Suri made the move from Delhi, India to NYC in order to pursue her studies at the New School. Even as a budding content creator and video producer she still makes time to blog at [Melange of Musings](#), covering everything from [recipes](#) to beauty and [fashion](#). When she’s not slaying the [color block game](#)—she even coordinates with a car—she’s spreading messages of [positivity](#) and urges her followers to embrace their bodies.

FOLLOWERS: 22,690	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.04%	DAILY POSTING AVERAGE: 1.29
AVERAGE LIKES & COMMENTS: 152 / 5	30-DAY ENGAGEMENT RATE: 1.00%



6. @alexandramachover

CONTACT

Alexandra Machover is a renaissance woman. Between producing content for food humor account [Spoon University](#), singing a capella with NYU’s freshest group, [Blackout NYC](#), and running her own blog [Spur of the Moments](#), Machover’s looks are still somehow effortless. From vintage tees to pick up salad to [Clueless](#) vibes at the arcade to [signature](#) leg lengthening pants and crops tops, Machover has mastered memorable style.

FOLLOWERS: 21,248	LOCATION: NEW YORK, NY
W/O/W GROWTH: 1.08%	DAILY POSTING AVERAGE: 1.14
AVERAGE LIKES & COMMENTS: 341 / 9	30-DAY ENGAGEMENT RATE: 1.68%



7. @okayword

CONTACT

At the top of [Phil Rosario](#)’s list of passions? People and brunch. He pursues these as a Project Manager at [Huge](#), a digital strategy consulting firm, and through his series [BRUNCH DRAMA](#). Even though his pun stylings might lead you to believe he couldn’t “[chair](#)” less, Rosario fully commits to his projects and looks, from [party painter](#) to [boating prep](#) to [all denim](#) everything, including the hair.

FOLLOWERS: 25,469	LOCATION: NEW YORK, NY
W/O/W GROWTH: 4.48%	DAILY POSTING AVERAGE: .29
AVERAGE LIKES & COMMENTS: 290 / 3	30-DAY ENGAGEMENT RATE: 6.63%



8. @ashleynii

CONTACT

Whether blogging at [On the 10](#) or dressed up to the nines—even for [breakfast in bed](#)—Ashley Nelson’s casual elegance informs each of her looks. She rebranded her blog to reflect her love of [fitness](#), travel, and style from [Nicaragua](#) to [Paris](#). We’d love Nelson’s help [organizing](#) our closets any day.

FOLLOWERS: 21,945	LOCATION: NEW YORK, NY
W/O/W GROWTH: 2.34%	DAILY POSTING AVERAGE: 1.43
AVERAGE LIKES & COMMENTS: 682 / 59	30-DAY ENGAGEMENT RATE: 2.54%





9. @alyssa.lenore

CONTACT

Alyssa L. Olivares or Alyssa Lenore, as she’s known on Insta and as the face of fashion blog [Styled & Smitten](#), curates a visually simple feed. Her focus: [neutrals only](#). Working within her constrained palette, Lenore covers a wide range of silhouettes from [tailored suits](#) and [long trench lines](#) to oversized shirts paired with [mini skirts](#). Lenore’s looks, coupled with a sincere willingness to [open up](#) to her readers, keep them coming back for more.

FOLLOWERS: 87,361	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.90%	DAILY POSTING AVERAGE: 2.0
AVERAGE LIKES & COMMENTS: 6,918 / 102	30-DAY ENGAGEMENT RATE: 4.19%



10. @taylorraealmonte

CONTACT

Taylor Rae Almonte is an actor, singer, and self-described “sometime accidental model.” Makes sense considering this is what she looks like working out by the [bridge](#), casually [thrifting](#), and sipping on [frozen beverages](#). Scroll through her feed and play her Broadway [vocal reel](#) for a good time.

FOLLOWERS: 10,203	LOCATION: NEW YORK, NY
W/O/W GROWTH: 0.03%	DAILY POSTING AVERAGE: .14
AVERAGE LIKES & COMMENTS: 7 / 1	30-DAY ENGAGEMENT RATE: .79%