

INSTAGRAM



INSIDER

FASHION AND BEAUTY EDITION
SPRING 2021



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WELCOME

...to the first ever issue of Instagram Insider!

If you've ever spent an indulgent weekend afternoon (or, let's be real, an indulgent Monday afternoon or Thursday morning) scrolling through your feed, Explore or Shop tab, liking and saving posts... then this 'zine is for you! 'Instagram Insider' is about inspiration and discovery—not just of the trends (Crafty quilted fashion! Stick-on beauty products! Vintage streetwear!), but the people behind them.

Every day our team works with emerging creators, designers, personalities and brands who are pushing culture forward. We get to see social movements breaking in real time. Read on to meet some of your future favorites—I know you'll be just as inspired as I am.

@EVACHEN212

VP of Fashion & Shopping Partnerships at Instagram

CONTRIBUTORS

We asked the team to describe their Explore Feeds in 50 words or less.
Here's what they said:

LARISSA
GARGARO



@LARISSAGARGARO

"My Explore page is a weird mix of very colorful fashion content (from both influencers and small businesses), cookie dough and peanut butter-related recipes, running advice and Millennials x GenZ Reels."

BROOKE
OZAYDINLI



@BROOKEDEVARD

"So much nail art (I'm always looking for manicure inspo), cutie babies (I'm a new mom 💕) and makeup tutorial reels."

@DENNISTODISCO



DENNIS
TODISCO

"A mix of sneaker content, mid-century modern architecture, streetwear, skate Reels and trading cards—sprinkled with some memes and a dash of The Sopranos."

@BESIDONE

"Black beauty, elegance, joy and the funniest videos you can't find anywhere else."

BESIDONE
AMORUWA



@AJAALONG



AJAA
LONG

"Family life 🧑🏾🧑🏾, bike rides 🚲, and beach vibes 🌊. The places where beauty 🌹, luxury 🏠 and tech 📱 collide."

JENNA
COTTLIEB



@JENNACOTT

"Treats of ALL kinds: spring shoes (hello, puffy sandals and dad sneakers), '90s cool kids (Drew! Angelina! Ryan P!) and a super-exciting collab involving ice cream."

@ELISABENSON

ELISA
BENSON



"As a former gymnast, I'm obsessed with the UCLA gymnastics team, Olympian @cmmemel23's comeback after retiring (unheard of!) and seeing the GOAT @simonebiles' life outside the gym. As a result, my Explore is 100 percent tumbling, bar and beam routines, which keeps me up-to-date on a sport that's rarely on TV."

#TRENDING

The Instagram Community Lab team members uncover all of the latest trends in the Instagram ecosystem. They shared four of the biggest fashion and beauty moments gaining momentum this season!



@JESS_MEANY



@BETHJOYH



@SOFTPAWVINTAGE



@HOPE.MACAULAY



@ROWISINGH



@HELMSTEDT_

PSYCHEDELIA 2

The shift to lighter color palettes is something we can always expect for spring, but we're seeing a newer twist with psychedelic prints and '70s disco vibes.

1 ARTS AND CRAFTS

Eco-fashion enthusiasts and DIY designers are showing off the biggest new style trend of the season via handmade quilted patchwork coats, knitwear, accessories and home decor.



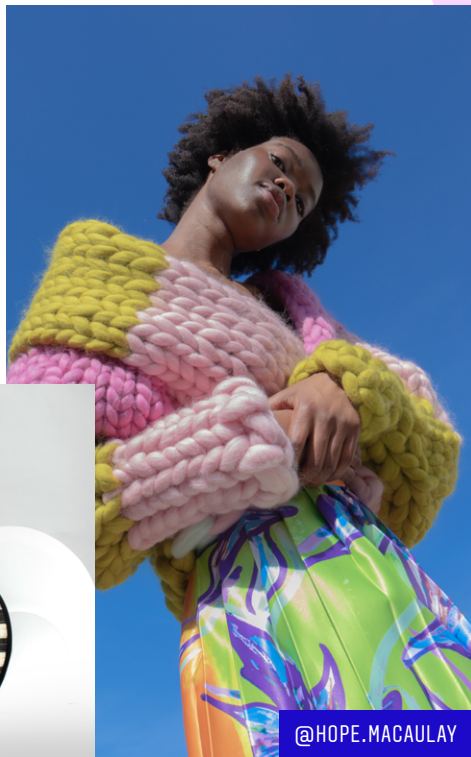
@THEOPTIMIST_LA



@HELLOHAWWAA



@EMILYVANHOFF



@HOPE.MACAULAY



@LOU.DEHROT



@THERAGGEDPRIEST



@POSEANDREPEAT



@WUZG00D



@ZANYCHAINS



@COOKIECAT.HERINE



@DRAINBOWLAND



@MAIOHANA



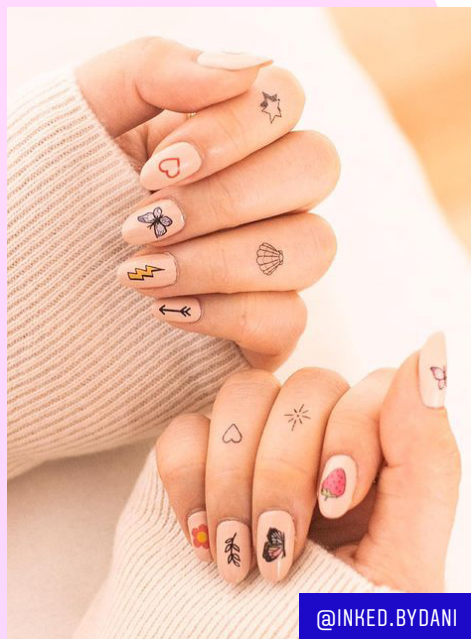
@HOUSEOFSUNNY



@SWEETMUTUALS



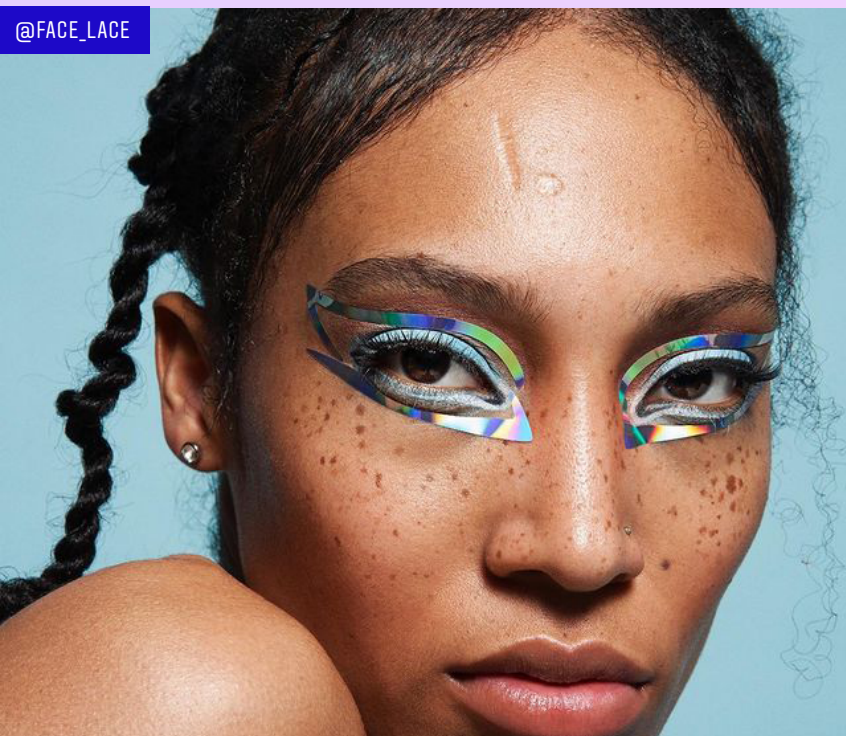
@SQUISH.BEAUTY



@INKED.BYDANI

3 STICK-ON BEAUTY

DIY beauty is on the rise—from nail decals to teeth glam to eye art—as people boost their moods instantly with stick-on embellishments, makeup and more.



@FACE_LACE



@KNCBEAUTY



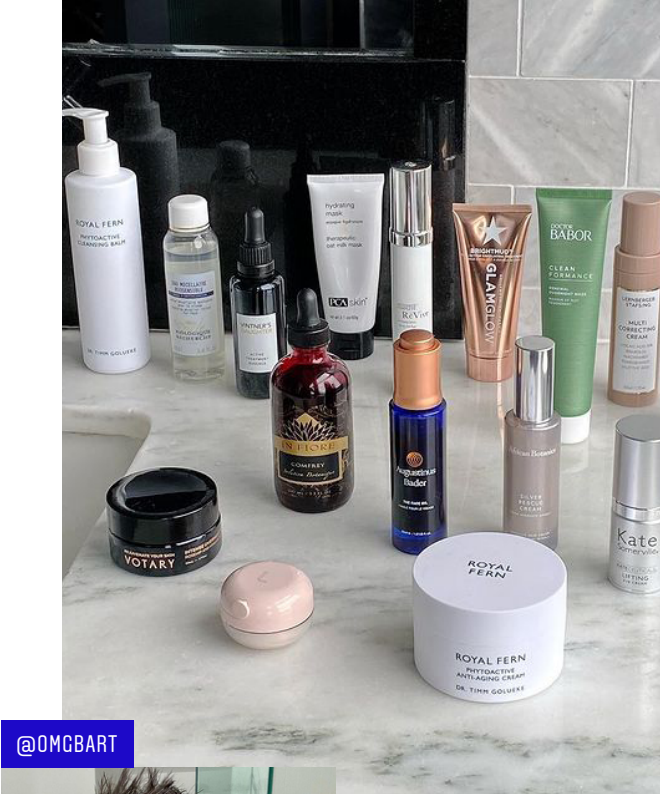
@JEMMEBEAUTY



@SEANGARRETTE



@HOWTOHYDRATE



@OMGBART



4 THE NEW SKINFLUENCER

Male beauty creators have been on our radar for a while, but recently we're seeing an increasing number focused on skincare—and showing off product shelfies, glowing selfies and morning routine Reels.



FASHION FOLLOWS

Strategic Partner Manager Larissa Gargaro shares five Latin-America-based style creators that will provide sartorial inspiration all year long.



@MACAVILHAS

1 MAGÁ MOURA @magavilhas

Creator, activist, entrepreneur (check out her brand [@magamouramodas](#)!) and owner of Brazil's most colorful closet, Magá is always dripped in the latest trends from iconic fashion houses. Magá's style is just as extravagant and unique as the content she creates on Reels and IGTV, where she shares everything from makeup tutorials to how to recreate outfits worn by Rihanna!

3 CARLA MORTIZ @carla_mortiz

Carla is all about showing that any person can pull off every fashion trend. Really! Check out her Reels to get inspired with a series of fashion-forward, chic and urban looks that work well on all sizes.



@NATALYNERI

2 NÁTALY NERI @natalyneri

From kombucha ASMR (yes, that's a thing!) to tips on how to apply essential oils on your daily routine, Nátaly uses Reels to teach fans about vegan and eco-friendly fashion, beauty and wellness in a fun and unique way. #BussItChallenge with vintage pieces? She's done it. How to reduce the environmental impact of your makeup routine? She'll teach you!

4 JOSY RAMOS @josyramos

Dance, fashion and beauty meet in Josy's Instagram account. If you're into psychedelic prints, colorful makeup and bold nails, don't miss out on this Carioca's amazing Reels. But Josy is all about inspiring and empowering as well. I love how she uses trending audio to discuss racial issues in Brazil.

5 AMANDA MENDES @todecrespa

Amanda started her career as a beauty influencer, becoming one of Brazil's most important sources for all things natural hair. But over time, she discovered a passion for fashion that you can see on her channel. Her effortless, comfy and sophisticated looks are featured in almost daily Reels.



@CARLA_MORTIZ



@JOSYRAMOS



@TODECRESPA

STREETWEAR CORNER

Strategic Partner Manager Dennis Todisco scopes out what's now and what's next for sneakerheads and streetwear fans.



@NOAHCLOTHING



@DEFECTIVEGARMENTS



@HERONPRESTON

VINTAGE VIBES

There's nothing like the gorgeous patina you find on a pair of 1985 Jordan 1's or the distressing on a two or three-decade old band tee. Vintage continues to gain traction not only for its economic and environmental benefits, but also for its unique properties and scarcity. Some designers have found exciting ways to breathe new life into older garments through upcycling like [@defective_garments](#), which is known for incredible mixing and matching of various materials and vintage sportswear pieces.

DRESSING UP

With the weather changing, people are anxious to go and trade in their sweatpants for trousers. Brands like [@aimeleondore](#) and [@noahclothing](#) have been releasing beautiful cardigans, polos, rugbys and loafers perfect for heading out again.

BIG IS BACK

Powered by nostalgia and love for the '90s and '00s, baggier pants are making their way back into the forefront. Legs are getting wider, and brands like [@off___white](#) and [@heronpreston](#) continue to put forth new silhouettes that challenge the slim/skinny status quo.

JENNA'S PICKS

Editorial Merchandiser Jenna Gottlieb works deep in the virtual racks of Instagram's shopping catalogs, curating the coolest product assortments every day for the Shop tab's 'Editors' Picks' collections. Here's what she's putting in her cart this spring.

I CAN'T STOP BUYING: CAMP SHIRTS



@VICTORLI



@CYNTHIAROWLEY



@SURFSIDESUPPLYCO

These vintage-inspired short-sleeve button-downs (wow, so many hyphens!) toe the line between quirky and polished in the best possible way. I'll be wearing mine over bathing suits, under oversized blazers and any time I want to feel extra jazzy on Zoom.

SPOTLIGHT ON: API DESIGNERS!

To celebrate Asian and Pacific Islander Heritage month at Instagram, we'll be highlighting some of our favorite API-owned brands. Here are just a couple names to get on your radar (and in your closet).



@SANDYLIANG



@BUILDINGBLOCK



@SIIZU_OFFICIAL



@THESERIESNY



@LOLO.NYC



@SHOPMARVINRUBY

CRAFTASTIC DETAILS

Get your homespun-cool fix (and support your favorite makers) with artisanal beadwork, hand-woven bags and playful patchwork. The vibe is summer camp, but for grownups.

EARTH DAY OBSESSION: @RENTRAYAGE

Okay, fine—this upcycled luxury fashion and home label (named for the french word meaning "to make whole again") is actually an all-year-round obsession.



@RENTRAYAGE

TIE GAME

Sure the season's wrap skirts and string-adorned suits are labor intensive. But isn't all that extra looping and knotting kind of exciting after a year of not really getting dressed?



@ANEMOSSWIM

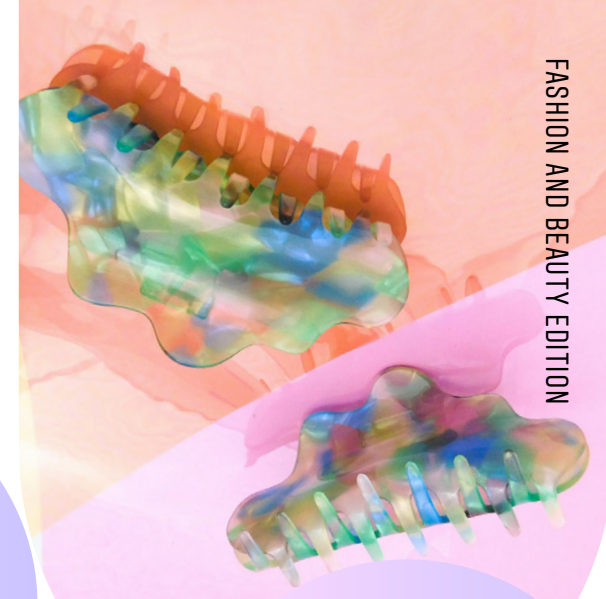
The Nice Plant co-founder Jasmine Nicole says she was inspired by her dad's green thumb to start her Los-Angeles-based brand with partner Andre Cisco in 2020.

@THENICEPLANT



@DEADIA

Last summer, Dea Dia founder Jessica Lawson expanded her abstract jewelry line to include chic mask chains. ♻️ We love that Jessica uses recycled metals for all of her gorgeous pieces.



@CHUNKS.SHOP

This Seattle-based brand, founded by Tiffany Ju, makes Feed-worthy accessories that take any outfit up a notch. (Yes, even sweats.) ✨

@SHOP SMALL BUSINESS SPOTLIGHT

Instagram's @shop spotlights a new emerging brand every day—and each post is shoppable! 🛒👀 In celebration of @shop's second birthday, check out these five standout SMBs that have been featured on the account.

@KNCBEAUTY

Since launching four years ago, KNC Beauty, founded by Kristen Noel Crawley, has made everything you need for your 🗨️—from masks to balms to scrubs—as well as fun eye masks.



@AJOUTERSTORE

Alisha Khan, co-founder of Scottish home goods brand Ajouter, has been hand-making the brand's popular candles in her kitchen during the pandemic. (And when demand is high she enlists her mother and sister to help! 🙌)

BESIDONE ON BEAUTY

Strategic Partner Manager Besidone Amoruwa shares the trends that will dominate your feeds this spring and summer.

As we push through the global pandemic, I see the Instagram community continuing to deepen their focus on inner beauty. And now that the weather has warmed up and it's safer to be out in the world, everyone can show off that authentic confidence outside! (Check out [@thenotoriouskia](#) doing her thing in Brooklyn and [@kamecrawford](#) posting all around Los Angeles.)

What does inner beauty moving outside mean for this season's trends? I think it's that the natural look is here to stay even as people venture outdoors. I love seeing creators sharing videos explaining why they're not changing their lip balm because it works for everywhere they need to go—or showing their real skin texture and admitting that there is no such thing as “perfect.” (Two of my favorite natural look follows are [@claire_most](#) and [@catchmeeksifyoucan](#).)

And the idea of being authentic carries over to the types of beauty experts people are looking to get their tips from. Some of the best follows are those that just keep it 100 with you.

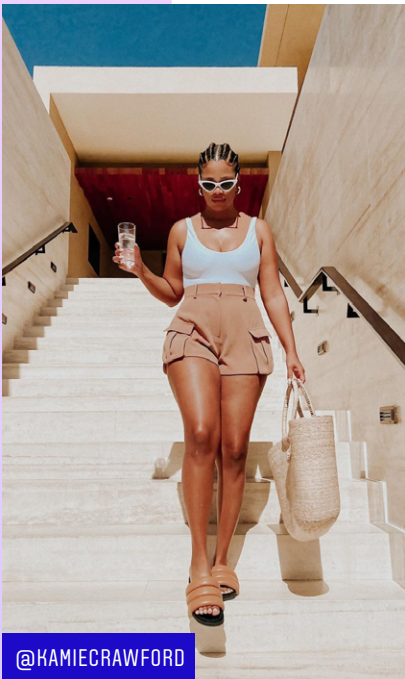
By sharing what's really going on—from the social and political climate, to real life fears and norms of a pandemic, to the essential products they really use or to the average relatable go-to life issues that aren't necessarily the highlights. I'm so into what [@_lyneezy](#) and [@nicolconcilio](#) have been sharing—the full picture of someone's experience is so much more engaging than only seeing the brightest moments.



@THENOTORIOUSKIA



@CATCHMEEKSIFYOUCAN



@KAMIECRAWFORD



@_LYNEEZY



@CLAIRE_MOST



@NICOLCONCILIO

WHAT BROOKE'S WATCHING

Creator Marketing Manager Brooke Ozaydinli on four creators making their (beauty) mark on Reels.

1 FUNNY AND EDUCATIONAL

CLICK TO WATCH @EHLIELUNA

NYC-based beauty blogger [Ehlie Luna](#) uses original audio and various Reels trends to make her audience laugh as she blends out her smokey eye. My favorite was when she used her Reels to clap back at critics who tell women they wear too much make-up.



2 ALL ABOUT THE CRAFT

CLICK TO VISIT @ROWSINGH

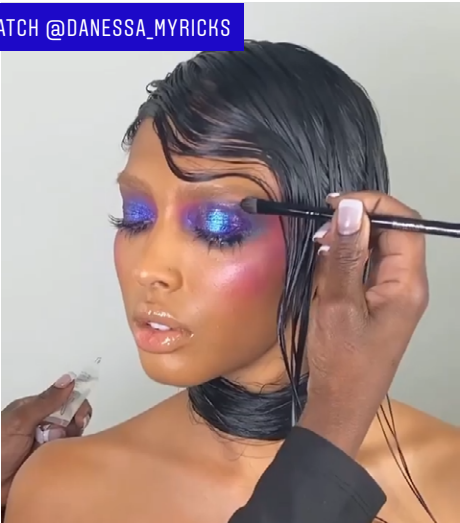
[Rowi Singh](#) is truly an artist and her face is her canvas. She's also master video editor, expertly pairing her tutorials with upbeat tracks that make the finished product so engaging.



3 ULTIMATE INSPO

CLICK TO WATCH @DANESSA_MYRICKS

Professional makeup artist [Danessa Myricks](#) creates stunning, bold tutorials, showcasing her techniques in ways you can actually achieve at home. I love how she uses color in her looks.



4 KEEPING IT REAL

CLICK TO WATCH @KATIEJANEHUGHES

A big advocate for showing filter-free skin, [Katie Jane Hughes](#) shares tutorials that range from the beginner: 'Peachy Summer Skin' to the daring: 'Green Jelly Eyes.'



BEAUTY BREAKTHROUGH: A/R TRY-ON

As the pandemic hit last spring and people began to rely more heavily on shopping online, beauty brands faced a particular challenge of finding ways to reach people who may be hesitant to purchase new makeup or lashes they haven't been able to physically try on. And while face filters and fun animation in Instagram and Facebook Stories aren't new, augmented reality try-on filters give people a way to safely experiment with new products—from lashes to lipsticks—to see how they actually look on their face, so they can feel confident about their purchase.

We think—even after the pandemic is over—A/R try-on is a trend that's here to stay — In fact, roughly 80% of women said in a recent First Insight survey that they wouldn't feel comfortable testing beauty products in stores, even after they are vaccinated. —Ajaa Long, Beauty Director for the Global Client & Category team.

TRY ON EYE SHADOW

ASK ELISA

Strategic Partner Manager Elisa Benson answers your burning IG account questions. 🤔🤔

DEAR ELISA,

I need to know how I can get a blue checkmark. Please. I'll do anything.

—Verifiably Curious

DEAR VERIFIABLY CURIOUS,

As a fellow non-Verified, I feel this. You can apply for verification in the app (Settings > Account > Request Verification), and the request will go in a queue to be reviewed by our support team, which is staffed by real humans who are like caretakers for Instagram's policies around the world. The mysterious part, which I will attempt to make less mysterious by telling you the literal truth, is that one requirement is notability — your account must represent

a well-known, highly searched for person or brand. Verification is intended to help us all distinguish the real Beyoncé from the imposters. But here's the thing: A tiny blue blip does not a Beyoncé make, nor does it impact your ability to build an engaged fanbase or a successful side hustle or niche account dedicated to memes exclusively about growing up in Ohio in 1994 or whatever. Don't let it distract you from your passions.

DEAR ELISA,

Hashtags — do they work?

—#Interested#In#NYC

DEAR #INTERESTED#IN#NYC,

Old-school as they may seem, hashtags are the primary way people search and discover content on Instagram, so I recommend using three-to-five highly relevant hashtags on your posts. I would not do that early-blogger-thing of dumping like 50 generic tags onto

every crumb of content because you will piss off Instagram's spam filters and/or look thirsty. Think of hashtags like SEO terms — a long play that helps interested parties find content they're looking for over time, not a silver bullet for instant engagement.

DEAR ELISA,

I've heard rumors that Instagram is removing like counts. Is that really happening?

—LoveMyLikes

DEAR LOVEMYLIKES,

We initially tested making like counts private in hopes of reducing the pressure some people say they feel on social media. Reactions were more mixed than a craft cocktail, so the team working on this went back to their Instagram bunker and hunkered down to think of other ways to solve the problem. (I'm not on this team but assume this is

the gist of what happened.) Now we've started testing a new version where you can choose whether or not you see likes. (As a personal aside, since I work here and have early access to tests, I haven't seen like counts since '19. I love it! Less noise! What are numbers?! But that's me. Like mayo and socks with Birks, this is a highly personal choice.)

DEAR ELISA,

I use Instagram for [insert valid professional/heartwarming purpose here]. Can I get swipe up links?

—Swipeless in Seattle

DEAR SWIPELESS IN SEATTLE,

Swipe up links have historically been available to large accounts because we viewed them as a professional tool and not something regular ol' users needed (and because no one wanted to turn Insta into a link farm). We also know that lately, people think this is mean. (Especially during this past year, when so many people wanted to share information and resources about really important causes.) As we speak, there is a team working on some ideas that should be even more exciting than a swipe up... I can't say more because, like, I need this job, but STAY TUNED! Oh! And not to weirdly plug my boss's boss's boss, but follow @mosseri on Instagram. He is a leaky faucet about top secret Instagram news and will definitely share more about this the second it's ready and probably sooner.

MASTHEAD

COMMUNICATIONS

Ashley Chapman, Danielle Malkin, Monique McKenzie, Blake Schenerlein, Anne Yeh

SHOPPING EDITORIAL

Leigh Belz Ray

COMMUNITY LAB

Kim Garcia, Ruby Goldberg, Joel Jagerroos, Matheus Lima, Alexander Thebez

