

Young Instagram Influencers for LuxuryApartments.com

The Next-Gen Luxury Living Ambassadors

Executive Summary

These younger influencers represent 500M+ combined followers and the future of luxury consumption. They're digital natives who've built empires before 30, making them perfect for reaching the new generation of high-earning renters who value experiences over ownership.

1. The Mega-Influencers (20M+ Followers)

The Cultural Phenomenons

Emma Chamberlain

Stats: 16M followers | **Age:** 22 | **Category:** Lifestyle **Why Perfect:**

- Coffee company founder (Chamberlain Coffee)
- Moved from SF to NYC to LA (serial luxury renter)
- Met Gala regular
- Authentic, relatable luxury
- Gen Z's most trusted voice

Content Strategy:

- "Emma's Apartment Tours" series
- Coffee mornings in penthouses
- Moving day vlogs
- Design collaboration content

Deal Structure: \$3M/year **Expected ROI:** 50M impressions, 25K applications

Addison Rae

Stats: 40M followers | **Age:** 23 | **Category:** Entertainment/Lifestyle **Why Perfect:**

- Louisiana to LA success story
- Multiple luxury rentals publicly

- Acting career (needs temporary housing)
- Reaches middle America dreaming of luxury

Content Strategy:

- Dance videos in luxury apartments
- "From Louisiana to Luxury" series
- Fashion shoots in penthouses
- Workout content in building gyms

Deal Structure: \$4M/year **Expected ROI:** 100M impressions, 30K applications

Dixie & Charli D'Amelio

Stats: Combined 150M+ | Ages: 22 & 19 | Category: Entertainment **Why Perfect:**

- Connecticut to LA relocators
- Family brand (parents are renters too)
- Multiple business ventures
- Mainstream appeal

Content Strategy:

- Sister apartment hunting series
- Family dinner in luxury spaces
- Dance studios in buildings
- "Young millionaire's guide to renting"

Deal Structure: \$8M/year (both) **Expected ROI:** 200M impressions, 50K applications

2. The Lifestyle Architects (5-20M Followers)

The Taste Makers

Olivia Rodrigo

Stats: 36M followers | Age: 20 | Category: Music/Lifestyle **Why Perfect:**

- Tours constantly (needs temporary housing)

- Young Grammy winner
- Authentic personality
- Crossover appeal (music + lifestyle)

Content Strategy:

- Tour housing diaries
- Writing songs in different spaces
- "Good 4 U to Rent" campaign
- Behind-the-scenes content

Deal Structure: \$5M/year **Expected ROI:** Massive PR value + 40K applications

Bella Poarch

Stats: 13M followers | **Age:** 26 | **Category:** Music/Content **Why Perfect:**

- Navy veteran to TikTok star story
- International appeal (Filipino-American)
- Tech-savvy audience
- Rising music career

Content Strategy:

- Studio apartments for recording
- International touring housing
- Gaming setup in luxury spaces
- Pet-friendly luxury content

Deal Structure: \$2M/year

Bretman Rock

Stats: 18M followers | **Age:** 25 | **Category:** Beauty/Lifestyle **Why Perfect:**

- Hawaii to LA success
- LGBTQ+ icon
- Luxury lifestyle content

- Highly engaged audience

Content Strategy:

- Glam rooms in penthouses
- Pool deck content
- Pride month luxury tours
- Sustainable luxury living

Deal Structure: \$2.5M/year

Avani Gregg

Stats: 25M followers | **Age:** 20 | **Category:** Beauty/Lifestyle **Why Perfect:**

- Indiana to LA story
- Clown makeup to luxury lifestyle
- Young entrepreneur
- Authentic voice

Content Strategy:

- Makeup tutorials in luxury bathrooms
- Small town to big city content
- Young renter's journey
- Building amenity reviews

Deal Structure: \$2M/year

3. The Business Builders (1-10M Followers)

The Entrepreneur Influencers

Josh Richards

Stats: 7M followers | **Age:** 21 | **Category:** Business/Entertainment **Why Perfect:**

- VC fund co-founder (Animal Capital)
- Multiple businesses

- Toronto to LA journey
- Male audience reach

Content Strategy:

- Entrepreneur housing needs
- Home office setups
- Podcast recording spaces
- Investment philosophy content

Deal Structure: \$1.5M/year **Expected ROI:** Tech/finance audience penetration

Haley Baylee (Kalb)

Stats: 1.2M followers | **Age:** 27 | **Category:** Fashion/Business **Why Perfect:**

- Fashion entrepreneur
- NYC luxury lifestyle
- Married to football player
- Aspirational yet relatable

Content Strategy:

- NFL wife housing needs
- Seasonal moves content
- Closet organization in luxury
- Date nights using amenities

Deal Structure: \$500K/year

Graham Stephan

Stats: 900K followers | **Age:** 33 | **Category:** Finance/Real Estate **Why Perfect:**

- Real estate agent turned YouTuber
- Financial literacy educator
- Explains luxury rental economics
- Trusted by young investors

Content Strategy:

- "Why millionaires rent" series
- Property analysis content
- Investment comparisons
- Tour reactions with financial breakdowns

Deal Structure: \$1M/year **Expected ROI:** High-conversion educated audience

4. The Fashion Icons (5-15M Followers)

The Style Setters

Wisdom Kaye

Stats: 11M followers | Age: 22 | Category: Fashion **Why Perfect:**

- IMG model
- Best-dressed Gen Z icon
- Houston to NYC journey
- Diverse luxury appeal

Content Strategy:

- Closet tours in luxury apartments
- Fashion Week housing
- Outfit changes in different rooms
- Style meets living space

Deal Structure: \$2M/year

Devon Lee Carlson

Stats: 2M followers | Age: 29 | Category: Fashion/Lifestyle **Why Perfect:**

- Co-founder Wildflower Cases
- Sydney to LA story
- Jesse Rutherford connection

- Vintage luxury aesthetic

Content Strategy:

- Design-focused apartment tours
- Vintage furniture in modern spaces
- Couple's housing content
- Phone case photoshoots in penthouses

Deal Structure: \$800K/year

Nava Rose

Stats: 1.5M followers | Age: 24 | Category: Fashion/Beauty **Why Perfect:**

- NYC fashion influencer
- Sustainable luxury focus
- Young professional audience
- Authentic voice

Content Strategy:

- Sustainable luxury living
- Fashion storage solutions
- Beauty routines in luxury bathrooms
- City guide from penthouse views

Deal Structure: \$600K/year

5. The Athletes & Gamers (2-30M Followers)

The New Sports Money

JuJu Smith-Schuster

Stats: 3M followers | Age: 26 | Category: Sports/Gaming **Why Perfect:**

- NFL player who games
- Multiple city moves (trades)

- Young athlete lifestyle
- Crossover appeal

Content Strategy:

- Athlete relocation reality
- Gaming setup tours
- Team housing needs
- Off-season luxury living

Deal Structure: \$1.5M/year

FaZe Rug

Stats: 7M followers | **Age:** 26 | **Category:** Gaming/Lifestyle **Why Perfect:**

- FaZe Clan member
- San Diego luxury lifestyle
- Young millionaire audience
- Entertainment crossover

Content Strategy:

- Gaming house tours
- Content creator spaces
- Pool/amenity challenges
- Luxury pranks series

Deal Structure: \$2M/year

Bugha (Kyle Giersdorf)

Stats: 4.5M followers | **Age:** 20 | **Category:** Gaming **Why Perfect:**

- Fortnite World Champion at 16
- \$3M prize winner story
- Young wealth example
- Esports audience

Content Strategy:

- Pro gamer housing needs
- Tournament travel housing
- Ultimate gaming setup tours
- Young millionaire lifestyle

Deal Structure: \$1M/year

6. The Couples & Collectives

The Relationship Goals

Pierson Wodzynski & Brent Rivera

Stats: Combined 25M+ | **Ages:** 24 & 25 **Why Perfect:**

- Couple goals content
- LA lifestyle leaders
- Amp Studios connection
- Family-friendly luxury

Content Strategy:

- Couple's apartment hunting
- Date nights using amenities
- Relationship milestones in luxury
- Friend group content

Deal Structure: \$3M/year (both)

The Hype House Collective

Stats: 20M+ (house account) | **Ages:** 19-25 **Why Perfect:**

- Multiple creators need housing
- Constant relocation
- Content house expertise

- Young wealth concentration

Content Strategy:

- Content house hunting series
- Creator collab spaces
- Amenity competitions
- Behind-the-scenes living

Deal Structure: \$5M/year (multiple creators)

7. The International Stars

Global Reach

Lele Pons

Stats: 53M followers | **Age:** 27 | **Category:** Comedy/Music **Why Perfect:**

- Venezuelan-American
- Miami to LA journey
- Latin audience reach
- Music career housing needs

Content Strategy:

- Bilingual content
- International relocation stories
- Latin luxury lifestyle
- Comedy sketches in penthouses

Deal Structure: \$4M/year

Juanpa Zurita

Stats: 31M followers | **Age:** 27 | **Category:** Entertainment **Why Perfect:**

- Mexican creator in LA
- International appeal

- Adventure lifestyle
- Young Latin wealth

Content Strategy:

- Adventure from luxury base
- International comparison content
- Spanish-language tours
- Cross-border living

Deal Structure: \$3M/year

8. Implementation Strategy

The Influencer Funnel

Tier 1: Mega Ambassadors (\$20M budget)

- Emma Chamberlain (lead)
- D'Amelio sisters
- Addison Rae
- Combined reach: 200M+

Tier 2: Category Leaders (\$15M budget)

- Graham Stephan (finance)
- JuJu Smith-Schuster (sports)
- Wisdom Kaye (fashion)
- Josh Richards (business)
- Targeted audience penetration

Tier 3: Micro Army (\$10M budget)

- 50 creators (100K-1M followers)
- \$200K each average
- Authentic testimonials
- Local market coverage

Content Calendar Integration

Monthly Themes:

- January: "New Year, New Apartment" (all creators)
 - February: "Love Where You Live" (couples focus)
 - March: "Spring Moves" (Emma leads)
 - April: "Earth Month Eco-Luxury" (sustainability)
 - May: "Graduation Housing" (young professionals)
 - June: "Pride Luxury Living" (LGBTQ+ creators)
 - July: "Summer Penthouses" (lifestyle focus)
 - August: "Back to School Luxury" (student creators)
 - September: "Fashion Month Housing" (fashion creators)
 - October: "Spooky Luxury" (entertainment)
 - November: "Thankful for Views" (gratitude)
 - December: "Holiday Hosting" (everyone)
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9. Performance Metrics

Measuring Gen Z Impact

Key Performance Indicators

Reach Metrics:

- Combined followers: 500M+
- Monthly impressions: 2B+
- Engagement rate: 5%+ average
- Story views: 100M+ monthly

Conversion Metrics:

- Profile visits to site: 10%
- Site visits to applications: 15%
- Applications to leases: 25%
- Influencer attribution: 30% of all leases

Brand Metrics:

- Gen Z awareness: 60% (from 5%)
 - Consideration: 40% (from 2%)
 - Preference: 25% (from 1%)
 - Culture coefficient: 10x increase
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10. The Revolutionary Campaigns

Breaking the Internet

"The Apartment Swap" (Q2)

- 10 influencers swap luxury apartments
- Live in each other's spaces for a week
- Document the experience
- Vote for best apartment
- **Viral potential: 100M+ views**

"From Dorm to Dream" (Q3)

- Follow young millionaires' housing journey
- Document first luxury apartment
- Before/after transformations
- Inspirational content
- **Target: Recent grads with high income**

"The Luxury House" (Q4)

- Reality show concept
 - 8 influencers in one building
 - Dating, drama, and luxury
 - Netflix potential
 - **Cultural moment creation**
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11. ROI Projections

The Numbers That Matter

Investment Analysis

Influencer Tier	Investment	Year 1 Impact	5-Year Value	ROI
Mega (Top 5)	\$20M	\$60M revenue	\$300M	15x
Category Leaders	\$15M	\$40M revenue	\$200M	13x
Micro Army	\$10M	\$25M revenue	\$125M	13x
Total	\$45M	\$125M	\$625M	14x

Conversion Funnel

500M followers exposed

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50M engage with content (10%)

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5M visit website (10%)

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500K start application (10%)

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125K complete application (25%)

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31,250 sign leases (25%)

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Average lease: \$8,000/month

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Annual revenue impact: \$250M

12. The Bottom Line Strategy

The Perfect Mix Formula

Lead with Lifestyle:

- Emma Chamberlain as Chief Youth Officer
- Equity stake + \$3M
- Creative control for Gen Z

Add the D'Amelio Effect:

- Family-friendly luxury
- Mainstream penetration
- Dance/entertainment angle

Include Diverse Voices:

- Bretman Rock (LGBTQ+)
- Wisdom Kaye (Black excellence)
- Lele Pons (Latin market)

Leverage the Niches:

- Graham Stephan (finance education)
- JuJu Smith-Schuster (athletes)
- Josh Richards (entrepreneurs)

The Investment

Total: \$45M over 2 years

- Guaranteed minimum: \$30M
- Performance bonuses: \$10M
- Content production: \$5M

The Return

Expected Outcomes:

- 31,250 leases attributed
- \$250M annual revenue
- 500M impressions monthly
- Cultural relevance achieved
- Gen Z market dominated

The Strategic Masterstroke

Don't just hire influencers—create a creator economy around luxury living.

Give them:

- Discounted luxury apartments
- First access to new properties
- Content creation spaces
- Equity participation potential

Get back:

- Authentic testimonials
- Constant content stream
- Cultural credibility
- Next-gen customer base

The Message That Resonates:

"Your parents bought houses. You're smarter. You rent luxury and invest the difference. That's why Emma Chamberlain rents. That's why Graham Stephan rents. That's why 50 millionaire creators rent. Welcome to the new American Dream."

Because when every young millionaire on Instagram is showing off their [LuxuryApartments.com](https://www.luxuryapartments.com) penthouse, renting luxury doesn't just become acceptable—it becomes aspirational.

Sign Emma Chamberlain tomorrow. Add the D'Amelios next week. Build the creator army this quarter. Own Gen Z luxury forever.

This isn't just influencer marketing. It's a generational mindset shift worth \$625M.