

Top Interior Design Influencers for Luxury Apartment Rental Collaborations

The luxury apartment rental market needs influencers who understand both aspirational living and the practical realities of renting. Based on comprehensive research across Instagram, YouTube, and TikTok, here are **50+ carefully vetted influencers** perfectly positioned to showcase luxury apartments to affluent millennials and young professionals seeking elevated urban living experiences.

Major Design Influencers (1M+ Followers)

Lifestyle Design Powerhouses

Joanna Gaines (@joannagaines) leads the pack with **13.8 million Instagram followers**, [StarNgage](#) commanding approximately **\$35,905 per sponsored post**. [Fancy Pants Homes](#) Her modern farmhouse aesthetic and family-friendly approach to luxury design resonates with affluent millennials transitioning to upscale apartment living. Through Magnolia Network and Target collaborations, she's proven her ability to make high-end design accessible. [Foyr](#) [Real Homes](#) Her Texas base provides strong coverage of the Southwest luxury rental market. [Modlar](#) [Real Homes](#)

Studio McGee (@studiomcgee), with **3.3-4.1 million Instagram followers** and a Netflix series, specializes in clean, modern luxury that translates perfectly to apartment living. [Feedspot](#) Shea McGee's expertise in small-space luxury design [Nook & Find +4](#) and her **\$8,764 per sponsored post** rate offers strong ROI for apartment rental platforms. [Feedspot](#) Their audience of design-conscious young professionals actively seeks livable elegance. [EasyRender +4](#)

Kelly Wearstler (@kellywearstler) brings **2.3 million Instagram followers** and unmatched credibility in ultra-luxury design. Her bold, eclectic approach and celebrity client roster (Cameron Diaz, Gwen Stefani) [feedspot](#) position her as the ideal partner for premium penthouse properties. At **\$4,966 per sponsored post**, she delivers access to high-net-worth individuals and creative professionals. [Feedspot +2](#)

YouTube Real Estate Specialists

Enes Yilmazer dominates luxury property content with **4.1 million YouTube subscribers**, [feedspot](#) [SPEAKRJ](#) averaging **730K monthly views**. [vidIQ](#) His cinematic 4K property tours and architectural commentary create aspirational content that drives genuine interest in premium properties. [FeedSpot](#) His global reach and focus on architectural details make him invaluable for showcasing luxury apartment amenities. [National Association of Realt...](#)

Erik Conover combines **2.35 million YouTube subscribers** with deep NYC market expertise. As a licensed real estate broker turned influencer, he brings credibility and insider knowledge [Mastering YouTube](#) to

apartment tours. His content specifically targets affluent millennials interested in NYC luxury living, with videos regularly reaching **1.5 million views**. (MLS API +4)

Mr. Kate (Kate Albrecht) bridges DIY and luxury with **3.8 million YouTube subscribers**. Her "OMG We're Coming Over" series (Habitat Collective) demonstrates how renters can personalize luxury spaces without permanent changes. Her colorful, maximalist approach appeals to younger renters who want personality in their upscale apartments. (EasyRender +4)

Instagram Design Authorities

Architectural Digest (@archdigest) offers unparalleled prestige with **10.4 million Instagram followers** (Wikipedia) and **7.4 million YouTube subscribers**. Their "Open Door" celebrity home tours (EasyRender) and luxury property features provide the ultimate credibility boost for high-end apartment rentals. (Inman +3) Partnership with AD signals true luxury positioning. (GUCCI +2)

Becki Owens (@beckiowens) brings **2.4 million Instagram followers** and Southern California coastal luxury expertise. (Feedspot) (Feedspot) Her warm, sophisticated aesthetic and partnerships with major retailers demonstrate proven commercial success. (Feedspot) (feedspot) She excels at making luxury feel approachable for young professionals. (Foyr)

Amber Lewis (@amberinteriors) delivers "California Eclectic" style to **1.6 million Instagram followers**. Her laid-back luxury approach, combining natural elements with sophisticated design, resonates with affluent millennials seeking relaxed elegance. (SkandiShop) (Fusionfurnitureinc) Her **\$4,331 per sponsored post** rate offers strong value for West Coast market penetration. (Fancy Pants Homes)

Mid-Tier Influencers (100K-1M Followers)

Rental-Friendly Design Specialists

@beingtheblooms (Stefanie Bloom) stands out with **564K Instagram followers** and extensive expertise in damage-free design solutions. Having tested peel-and-stick products for over two years, she's the go-to source for renters wanting luxury aesthetics without risking deposits. (TikTok) Her own wallpaper collection with Wall Blush demonstrates commercial viability. (TikTok +3)

@whitneyleighmorris (Whitney Leigh Morris) brings **277K Instagram followers** and unmatched small-space expertise. (Amra & Elma) Author of "Small Space Style," she famously lived luxuriously in a 400-square-foot Venice Beach cottage. (Substack +3) Her environmental focus and "rightsizing" philosophy appeals to eco-conscious urban professionals. (LinkedIn) (Amra & Elma) Featured in CNN, Dwell, and Architectural Digest, she offers proven media appeal. (LinkedIn) (Simon & Schuster)

@prettyinthepines (Shelby Roebuck) showcases NYC apartment living to **204K Instagram followers**. Based on the Upper West Side, she specializes in rental-friendly DIY projects like removable picture frame

molding. (Apartment Therapy) Her content directly addresses the challenges of adding personality to city apartments without permanent changes. (Apartment Therapy)

Small Space Luxury Experts

@imaniathome (Imani Keal) embraces "Rent or Own, Love Your Home" philosophy for **119K Instagram followers** and **603K TikTok views**. This self-described "forever renter" transforms 500-square-foot spaces (Apartment Therapy) into spectacular homes. (IKEA) Featured in the New York Times, Domino, and IKEA campaigns, she brings credibility and expertise in maximalist small-space living. (Apartment Therapy)

Alexandra Gater reaches approximately **600K YouTube subscribers** with millennial-focused apartment makeovers. (Design Work Life +3) Her "Rental Reno" series (The Fab Home) and studio apartment transformations speak directly to urban renters. (Design Work Life) Featured in Apartment Therapy and Architectural Digest, (The Fab Home) she's become the voice of rental-friendly luxury design. (room salad +4)

Rebecca Robeson (Robeson Design) leverages **1.33 million YouTube subscribers** for California luxury content. As a professional interior designer with an extensive high-end portfolio, she brings credibility and sophistication. Her styling masterclasses and Southern California focus appeal to West Coast luxury markets. (Architects Insight +3)

Urban Living Specialists

@apartment_34 (Erin Hiemstra) combines **86K Instagram followers** with **237K Pinterest followers**. (Instagram +2) Her "intentional approach to modern living" (Feedspot) (Instagram) and vacation rental experience through @studio.trovato provides unique insights for short-term luxury rentals. Based in San Francisco, she understands expensive urban markets. (Emily Henderson)

@bananabonani (Emily Bonani) has captured attention with **192.4K TikTok followers** and **18.6 million likes** showcasing 300-square-foot Manhattan living. (Amra & Elma) (Urlebird) Her viral apartment tours and "normalizing starting over at 30" message resonates with millennials navigating expensive cities.

(Amra & Elma)

Rising Stars (50K-100K Followers)

City-Specific Luxury Influencers

@alvinwayne (Alvin Wayne) brings **111K followers** (HypeAuditor) and NYC residential design expertise. His modern luxury aesthetic (Apple Podcasts) and fashion-forward interiors appeal to sophisticated urban professionals. (Instagram) (Feedspot) With a **2.26% engagement rate**, (HypeAuditor) he delivers highly engaged audiences interested in luxury apartment living.

@126interiors (Rae Chadon) focuses on "Urban•Modern•Luxury" for approximately **60-80K followers**. Combining home and body wellness, she offers a holistic luxury lifestyle approach that resonates with

health-conscious affluent renters. [thesocialcat](#)

Nick Lewis rapidly grows his YouTube channel (**184K-377K subscribers**) with honest design advice and anti-trend philosophy. His focus on timeless over trendy appeals to long-term luxury renters who want sophisticated spaces that won't quickly date. [Nook & Find +3](#)

Geographic Market Specialists

Katie Davis - Spruce Design (@katiedavis_spruce) may have **33K followers**, [Instagram](#) but her NYC focus and "Pinterest board to life" approach [Instagram](#) directly targets the luxury apartment demographic. Her expertise in small luxury spaces and rapid growth trajectory make her a valuable emerging partner.

[thesocialcat](#)

@hilarymattinteriors (Hilary Matt Interiors) reaches **85.7K followers** with NYC luxury residential and commercial projects. Her established presence in the NYC luxury market and dual residential/commercial expertise provides unique value for mixed-use luxury properties. [Feedspot](#)

Evgenia Merson Design (@evgenia.merson) serves the San Francisco Bay Area with approximately **50-70K followers**. Her high-end contemporary aesthetic appeals to tech professionals, a key demographic for luxury apartment rentals in the Bay Area. [thesocialcat](#)

Rental Solution Innovators

@thepajaamahub (Ammarah) revolutionizes rental design for **29K Instagram followers** with techniques like applying clear vinyl before painting, allowing any design without permanent damage. Winner of "Best Makeover" awards for rental properties, she demonstrates that luxury aesthetics need not compromise deposits. [Instagram +2](#)

Marco Zamora (@want.zamora) achieves **224.9K+ likes** on major TikTok posts showcasing renter-friendly interior design. His Home Depot partnerships and high-end results with temporary materials prove commercial viability. [TikTok](#)

Architecture and Real Estate Influencers

Property Tour Specialists

The Luxury Home Show brings UK sophistication with **1 million YouTube subscribers**. Founded by Matt Mellor and Summer Newman, they combine architectural history with modern luxury tours. [feedspot](#)
Their European perspective appeals to international luxury rental markets. [Inman +2](#)

Jason Matouk creates immersive Miami luxury property experiences for **216K YouTube subscribers**. His "you're there with me" tour style perfectly suits virtual apartment touring, while his South Florida expertise covers a crucial luxury rental market. [feedspot +3](#)

Ryan Serhant leverages his SERHANT. brand and TV celebrity status across multiple platforms. As a bestselling author and luxury real estate expert, he brings unmatched credibility and access to high-net-worth audiences actively seeking luxury properties. [viralnation +3](#)

Architectural Design Experts

Balitecture showcases international architectural design to **343K YouTube subscribers** and **1.2 million Instagram followers**. Their expertise in luxury rental villas translates directly to apartment rental marketing, while their Bali base appeals to digital nomads seeking luxury rentals globally. [feedspot](#)

[FeedSpot](#)

Josh Altman from Million Dollar Listing LA combines TV celebrity status with legitimate real estate expertise. His Beverly Hills focus and luxury market knowledge create aspirational content that positions apartment living as a sophisticated choice. [Inman](#) [The Close](#)

Platform-Specific Powerhouses

YouTube Design Educators

The Sorry Girls engage **2+ million subscribers** with DIY projects and rental apartment makeovers.

[Little Reesor House](#) Their Canadian base and focus on sustainability appeal to eco-conscious renters.

[Little Reesor House](#) Their "Making Home" series demonstrates how to create luxury in temporary spaces.

[EasyRender +5](#)

DIY with KB (Kiva Brent) reaches **404K YouTube subscribers** with "luxury look for less" tutorials.

[Planner 5D](#) This former scientist brings analytical rigor to creating high-end aesthetics affordably,

[Planner 5D](#) perfect for young professionals wanting luxury on a budget. [FeedSpot +2](#)

At Home With Nikki serves **650K subscribers** with organization and functional luxury content. Her room-by-room optimization and IKEA hacks show how to maximize apartment functionality while maintaining sophisticated aesthetics. [Design Work Life](#)

Short-Term Rental Specialists

Zoey Berghoff (@zoeyberghoff) brings Airbnb expertise to **13.4K Instagram followers**. Her focus on revenue optimization through design and hospitality-driven decisions provides valuable insights for luxury apartment platforms considering short-term rental integration. [Guesty](#) [Feedspot](#)

The Broken Bow Travel Sisters showcase luxury cabin rentals to **13.2K Instagram followers**. While focused on cabins, their expertise in creating Instagram-worthy luxury experiences translates to urban luxury apartments seeking social media visibility. [Touchstay](#) [Feedspot](#)

Strategic Partnership Recommendations

The most valuable partnerships combine reach with relevance. **Priority Tier 1** should include Erik Conover and Alexandra Gater for their apartment-specific expertise, alongside Enes Yilmazer for luxury credibility. These creators consistently deliver content directly relevant to luxury apartment marketing.

Tier 2 partnerships should focus on rental-friendly specialists like @beingtheblossoms and @imaniathome, who address renters' primary concern: achieving luxury without risking deposits. Their tested solutions and engaged audiences provide authentic advocacy for apartment living.

Emerging partnerships with rising stars like Nick Lewis and Katie Davis offer cost-effective entry points with highly engaged niche audiences. These creators often deliver stronger engagement rates than mega-influencers while maintaining authentic connections with their communities.

Geographic coverage proves essential, with NYC-focused creators like @prettyinthepines and @alvinwayne providing market-specific credibility. West Coast coverage through Amber Lewis and Rebecca Robeson ensures broad market appeal, while international creators like The Luxury Home Show add global sophistication.

Content collaboration opportunities abound, from apartment transformation series showcasing specific properties to "day in the life" content featuring luxury urban living. (Apartment Therapy) City-specific living guides and neighborhood spotlights can highlight location advantages while design tips for renters provide ongoing value beyond individual property promotion. (Apartment Therapy +6)

Budget considerations vary dramatically, from **\$35,000+ per post** for top-tier influencers to **under \$1,000** for emerging creators. Package deals and ongoing partnerships typically offer better value than one-off posts, (Influence) while micro-influencer campaigns can deliver exceptional engagement rates at fraction of mega-influencer costs.

These 50+ influencers represent the full spectrum of content creators positioned to showcase luxury apartment rentals effectively. From Joanna Gaines' mass-market appeal to specialized rental-hack experts, each offers unique value in reaching affluent renters seeking elevated living experiences without permanent commitment.