

# MEDIA KIT

👤 @JUSTEMARGOTRUIZ

THE *Creators*  
AVENUE

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2025



# ABOUT ME

Margot is a lifestyle content creator with a passion for sharing life's little joys through vibrant, authentic storytelling.

Based in Belgium, she invites her community into her world through cosy home moments, fashion and beauty favourites, personal reflections, and playful day-to-day content that feels like a warm conversation with a close friend.

Across Instagram and TikTok, Margot stands out for her unique mix of aesthetic creativity and real-life relatability. Whether she's refreshing a corner of her home, sharing her self-care routine, or capturing everyday moments with charm and humour, her content is always honest, approachable, and full of personality.

She has a natural gift for creating visuals that are both stylish and down-to-earth reflecting who she is: spontaneous, joyful, and creatively driven.

At the heart of Margot's work is a strong connection with her community. She creates content that speaks to real people, real homes, and real emotions making her platforms a source of inspiration, comfort, and positivity.

As a creator, Margot values authenticity above all. She believes in sharing a life that's beautiful not because it's perfect, but because it's lived with intention, warmth, and a genuine sense of self.

## HELLO, @JUSTEMARGOT

#VLOGS

#EVERYDAYLIFE

#LIFESTYLE

#DOGMUMMY



# TIKTOK

Margot brings her colourful, feel-good universe to life on TikTok through playful edits, home styling tips, fashion moments, and a dose of humour making everyday content effortlessly inspiring and relatable.

**Followers:** 48,8 k followers

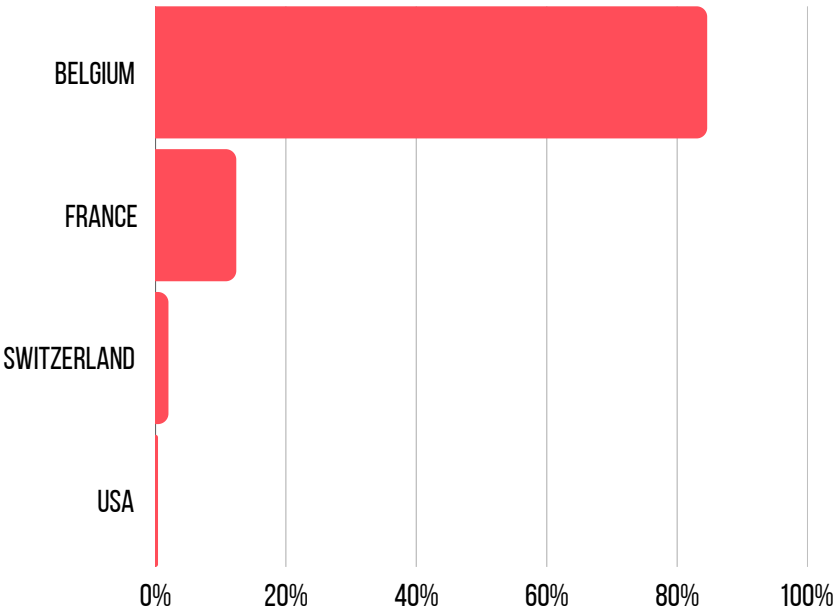
**Engagement rate:** 3.9%

**Total Likes:** 3M likes

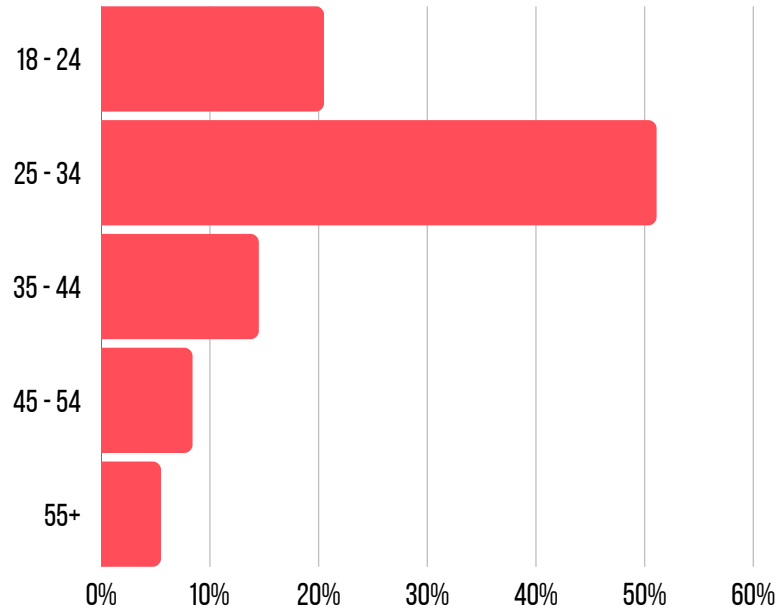
**Average views:** 19.3k views

**Gender:** Women ♀ 94% Men ♂ 6%

### Countries:



### Age groups:



# INSTAGRAM

Margot curates a joyful blend of cosy interiors, chic lifestyle snapshots, and personal touches that reflect her warm, vibrant personality and creative eye.

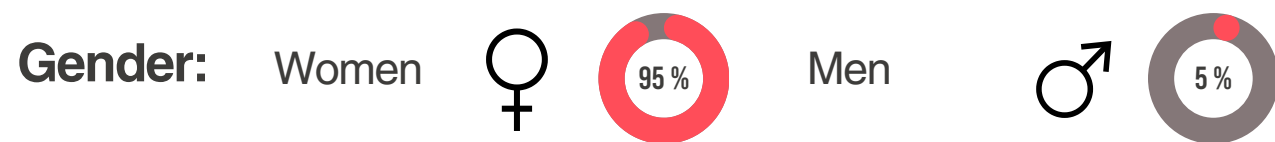
**Followers:** 7.2k followers

**Engagement Rate:** 4,1%

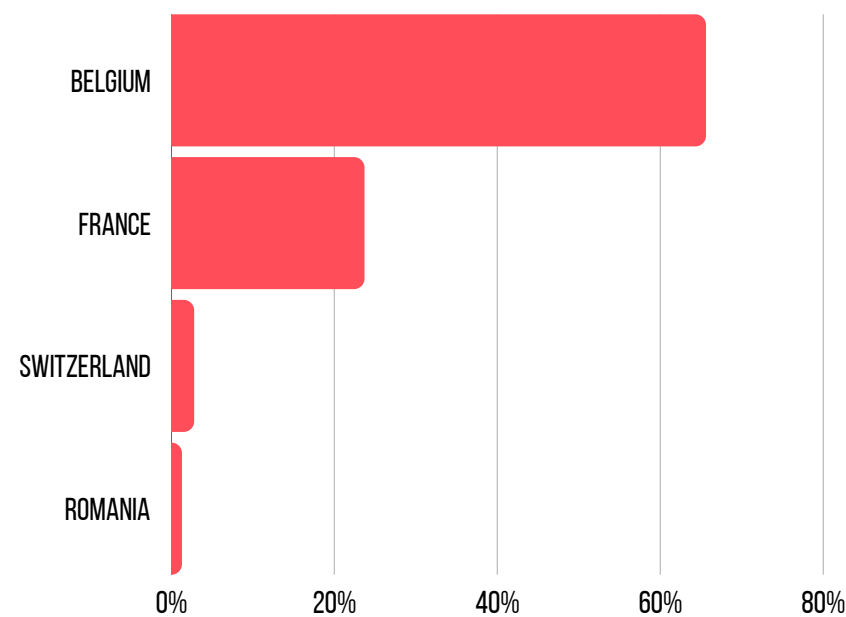
**Stories views:** 2.6k impressions

**Reel views:** 9.9k impressions

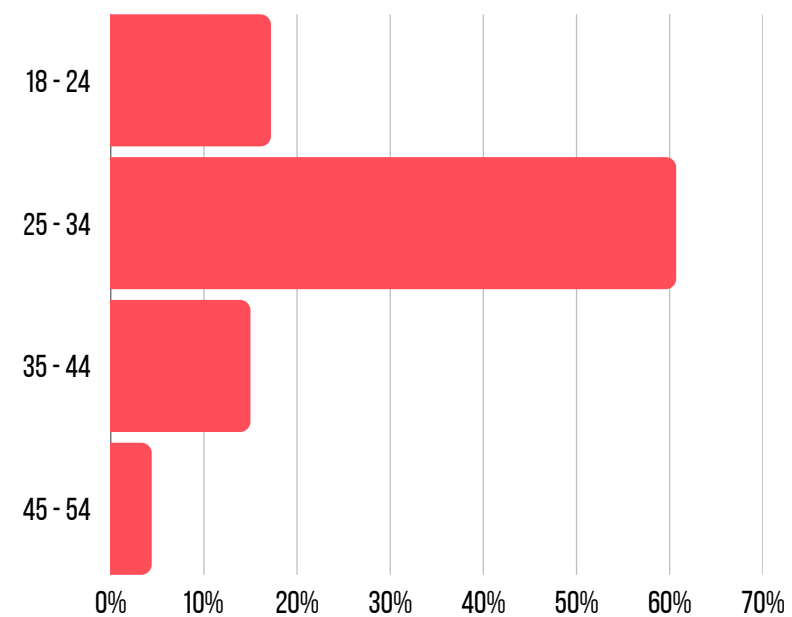
**Post views:** 7.2k impressions



## Countries:



## Age group:



@justemargot



# PORTFOLIO

A selection of Margot's brand collaborations, showcasing her ability to create warm, engaging, and visually charming content that blends lifestyle, personality, and storytelling.

Brands we have collaborated with



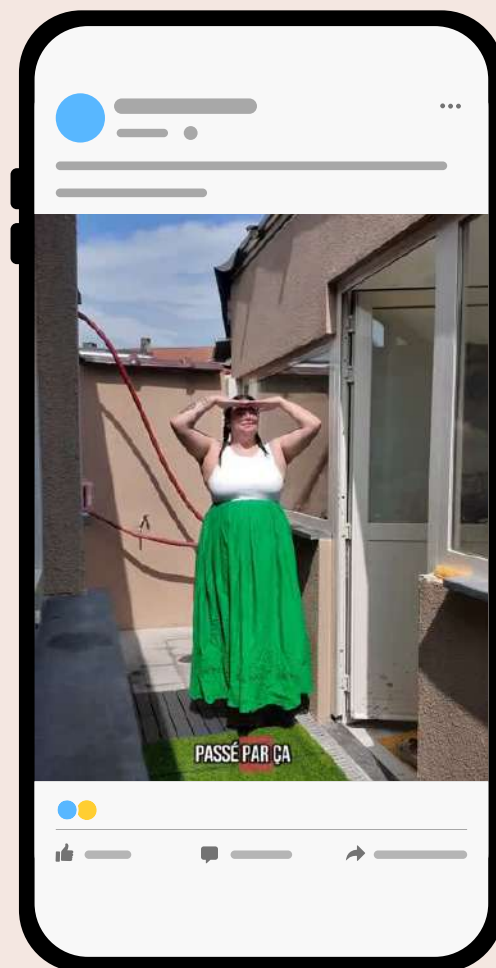
## Primark

Margot highlighted the home and sport collection through a playful and authentic TikTok, blending aesthetic styling with everyday comfort to inspire her audience.

383 Likes 15 Comments

10.4K Views

[Link](#)



## IKEA

Margot transformed her small outdoor space using pieces from their outdoor collection, creating a cosy, stylish corner and sharing the makeover in a relatable and inspiring way.

305 Likes 55 Comments

10.3K Views

[Link](#)



## Formy

As a Formy ambassador, Margot promotes her favourite beauty essentials and gave her community a sneak peek inside the brand's factory during an exclusive visit.

110 Likes 97 Comments

2.6K Views

[Link](#)



## GET IN TOUCH



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