

# Beauty with Ju

Julie Clerc, creator and founder

Beauty · Lifestyle · Travel.

*Two languages, one creator, content built to convert.*

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## ABOUT

Julie is a London-based beauty, lifestyle and travel creator who creates content that brands can post, boost and repurpose. Her audience is 92% female and concentrated in the 25-44 buying bracket.

As a native French speaker, she can deliver every campaign in both English and French, giving brands two markets from a single booking. Her work spans skincare routines, product reviews, get-ready-with-me reels and editorial style stills.

She works to brief, delivers on schedule and has produced paid campaigns for Withings, HerFlow, Axis-Y, LilySilk and Juvia's Place, and collaborations with Clarins, La Roche-Posay, YSL Beauty, Giorgio Armani, Lynton UK (with Dr Haus Dermatology on Harley Street) and Murad skincare, to name only a few.

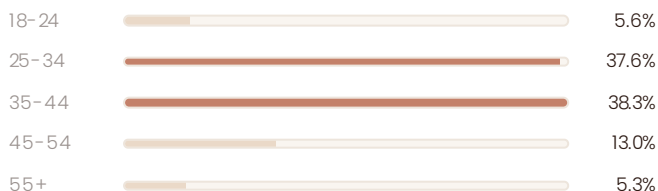
## THE NUMBERS, LAST 30 DAYS

|                         |                               |                                |
|-------------------------|-------------------------------|--------------------------------|
| 21K<br>FOLLOWERS        | 127.5K<br>VIEWS IN 30 DAYS    | 2.4K<br>AVERAGE VIEWS PER REEL |
| 5.8%<br>ENGAGEMENT RATE | 352<br>AVERAGE SAVES PER REEL | 621<br>AVERAGE LIKES PER REEL  |

## AUDIENCE

92% female audience, with 75.9% aged 25 to 44

### Age



### Top markets



### Content pillars

Skincare routines · product reviews · get-ready-with-me reels · unboxings · editorial stills · travel. Julie also collaborates on invitations for aesthetic treatments, hair appointments and hospitality invitations.

## TWO MARKETS, ONE BOOKING

English and French, shot together

Every deliverable can be filmed twice over in the same session, once in English and once in French, by a native French speaker. Brands reach UK and EU audiences without booking a second creator, a second shoot or a second round of translation.

## SELECTED WORK



haru haru wonder  
SKINCARE · ROUTINE



ANLAN Electric Gua Sha  
SKINCARE · DEVICE DEMO



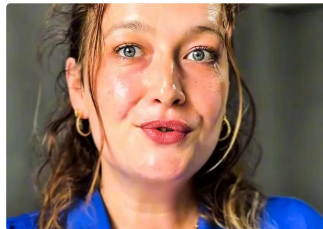
Paula's Choice  
SKINCARE · PRODUCT SHOWCASE



Bohomoon  
WATERPROOF JEWELLERY TRY-ON



Byredo  
FRAGRANCE · MOCK AD



Dr Haus Dermatology  
TREATMENT · VOICEOVER REEL



Christian Louboutin  
FASHION MOCK AD



Garnier  
BEAUTY · LIFESTYLE REEL



Dove  
BODY CARE TRENDING FORMAT



CeraVe  
SKINCARE INTERVIEW



Lipstick London  
MAKE-UP REEL

## SELECTED STILLS



Lipstick London  
MAKEUP STILL



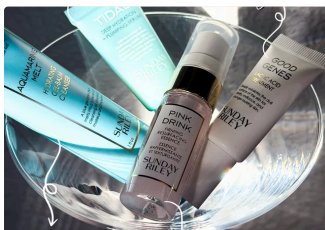
Gison  
BEAUTY AUTUMNAL EDIT



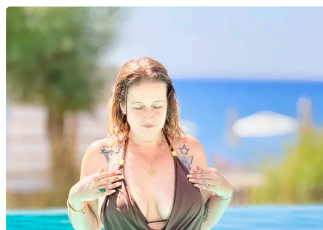
Giorgio Armani  
FRAGRANCE EDITORIAL STILL



No7  
BODY CARE AESTHETIC STILL



Sunday Riley  
SKINCARE EDUCATIONAL POST



Etam  
FASHION SWIMWEAR



Christian Louboutin  
ABSTRACT EDITORIAL STILL



Vanity Shot  
BRANDS FEATURE

## BRANDS WORKED WITH

Withings

Clarins

La Roche-Posay

YSL Beauty

Giorgio Armani

Murad

Philip Kingsley

SVR

Lynton UK

HerFlow

Axis-Y

LilySilk

Juvia's Place

Douvall's Beauty

Balance Active Formula

*"We've reviewed the videos and everything looks great, really nice work."*

WITHINGS

*"SVR loves the content and is happy for you to go ahead..."*

LABORATOIRES SVR UK

#### WAYS TO WORK TOGETHER

- ◆ **Single reel.** 15 to 60 seconds, voiceover or on-screen text.
- ◆ **Three-reel bundle.** Mixed angles across routine, tutorial and review.
- ◆ **Photo pack.** Flat lay and model mix, lightly retouched.
- ◆ **Story set.** 9:16 frames matched to brand fonts and colours.
- ◆ **Unboxing and review.** 60 to 90 seconds, cut for feed and stories.
- ◆ **Full content day.** Reels, stories, stills and unboxing from one shoot.
- ◆ **Usage rights.** Organic and paid licensing, by term.
- ◆ **Dual-language delivery.** English and French versions of any deliverable.

#### Rates on request

Full rate card sent on enquiry, with custom bundles built around the brief.

#### Flat fee bookings

Fixed project fees only. Product supplied ahead of the shoot date.

#### Turnaround

Typically 3 to 10 working days depending on scope, with revisions included.

#### ENQUIRIES

## Let's build something worth saving.

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**Part of Elevate UGC Ltd.** Julie is Co-Founder and Brand and Partnerships Director at Elevate UGC Ltd (Company No. 17064558), a UK creator-led content studio. Larger productions and multi-format campaigns can be delivered through the studio.