voga * haus

EXCLUSIVE CASTING

# Juliana Trindade

@julianatrindade___

*A real-life web muse.*

São Paulo · fashion, beauty and behavior · media kit 2026





01 · WHO

# The craft of someone who has built brands, *with the honesty of someone starting over.*

Born in São Paulo, with a degree in Fashion and a postgraduate degree in Digital Marketing, Ju spent more than ten years across PR agencies, brands and marketing management before founding Musa, a content creation business.

In 2026, a video honoring her story with her late husband reached more than 1 million people and grew her community from 900 to nearly 20K followers.

behavior · self-esteem · relationships · fashion · beauty · hair

**21.9K**

Instagram · @julianatrindade___

followers on Oct 16, 2026

**@musahub___**

Instagram · Musa

content creation profile

02 · REACH

# In 30 days

Instagram @julianatrindade___
Sep 16 to Oct 15, 2026

**183.4K**
views

**57.8K**
unique accounts reached

**9,461**
content interactions

**79.8%**
of views come from people who don't follow her yet

## VIEWS BY FORMAT




## GROWTH IN THE PERIOD

**+708** new followers, up 3.3%

SOURCE: INSTAGRAM INSIGHTS DASHBOARD, READ ON OCT 16, 2026

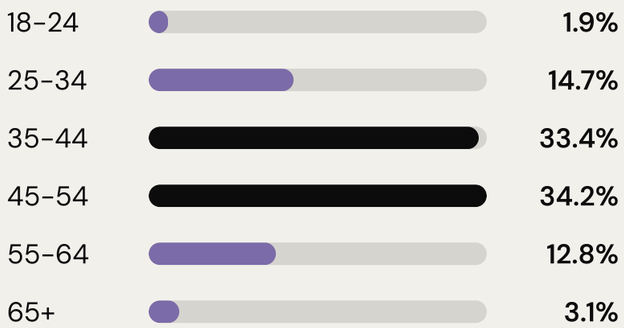
03 · AUDIENCE

# Who listens to Ju

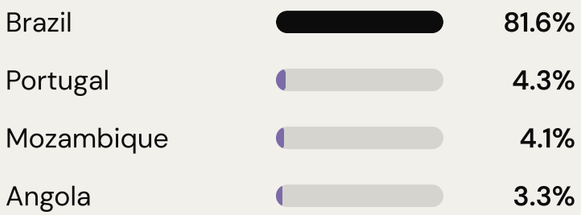
**91.9%**

of the audience is female, and 67.6% are aged 35 to 54

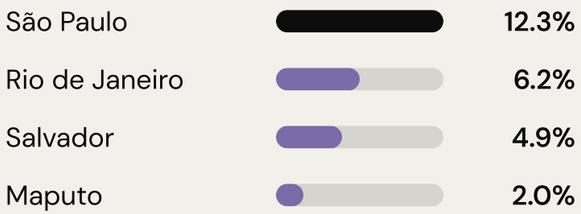
## AGE RANGE




## COUNTRIES




## CITIES




A Portuguese-speaking community beyond Brazil: 11.7% of the audience is in Portugal, Mozambique and Angola.

SOURCE: INSTAGRAM INSIGHTS DASHBOARD, READ ON OCT 16, 2026

04 · CAREER

# More than ten years on the inside of brands.

BRANDS SERVED AT THE PR AGENCY

## Lacoste · Ronaldo Fraga · Osklen · Melissa · Cantão · Cavalera

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With Musa (@musahub___), the content creation agency she founded, she ran social media for São Paulo Futebol Clube's stadium store.





LET'S TALK

# Want Ju in your campaign?

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vogahaus.com.br

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