

JARINPAT

PAT CHAVEESAK · FASHION, TRAVEL & LIFESTYLE

BASED IN PARIS · THE MEDITERRANEAN & BEYOND



944K

FOLLOWERS

81M

VIEWS · JULY 2026

43M

VIEWS · SINGLE REEL

+71%

GROWTH · 12 MONTHS

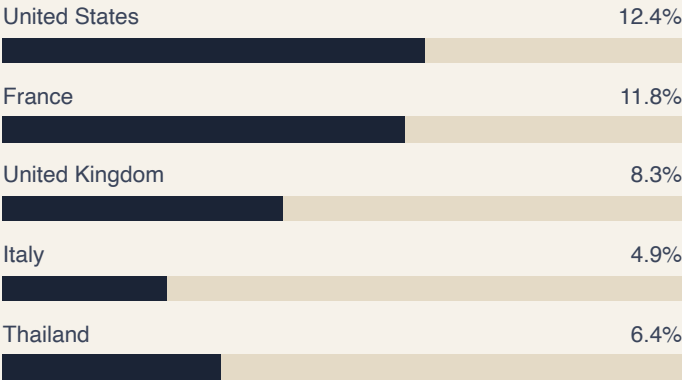
Timeless elegance across the Mediterranean and Europe's most iconic addresses. Jarinpat creates cinematic fashion and travel stories that reach far beyond her own audience: 81% of July views came from non-followers.

AUDIENCE

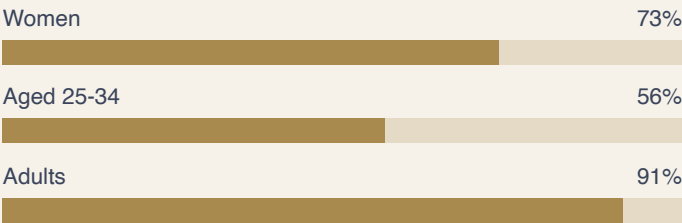
The audience brands actually reach

Analytics distinguish the historical follower base from the ACTIVE audience, the people who watch, like and comment today. Active-audience data, July 2026:

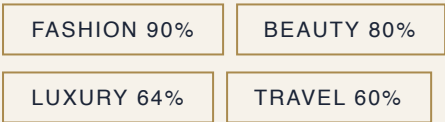
ACTIVE AUDIENCE · TOP COUNTRIES



PROFILE



INTERESTS



ENGAGEMENT · LAST 30 DAYS

4.2%

AVG ENGAGEMENT RATE

11.6%

PEAK CONTENT ER

Better than 70% of accounts this size. 22 pieces of content above 4% ER in the last 30 days. 81% of monthly views come from non-followers: true discovery reach, not a captive base.

WHY IT WORKS FOR BRANDS

Sponsored content performs ABOVE organic: 104% paid engagement, 113% paid views.

Brand safety: 9/9 clean (no negative content categories detected).

159 consecutive weeks of publishing. 37 reels, 23 posts and 107 stories in July alone.

81%

of July views came from non-followers. Average reel: 279.9K plays, 337 shares.



PARTNERSHIPS

Selected collaborations

ANANTARA HOTELS

LE BRISTOL PARIS

METROPOLE MONACO

RUDSAK

FASHION NOVA

ROYAL ASCOT

FOUNDER · LA RIVIERA

Jarinpat is the founder of **LA RIVIERA** (lariviera.store), a made-to-order womenswear label crafted in Paris with Italian fabrics. A proven eye for product, fit and merchandising, and a native playground for capsule collections, co-branded drops and retail storytelling.

FORMATS

Signature narrative reels · carousels · stories · brand trips and hotel stays · events and front rows (Ascot, Cannes, Monaco) · capsule product collaborations.

SIGNATURE SERIES

"How people react..." storytelling reels: up to 43M views and +29K followers from a single reel. Mediterranean summer editorials: peak engagement at 11.6% ER.

CREDENTIALS & PRESS

Bachelor in Fashion Marketing, **IFA Paris** (student interview published by the school). Former graphic designer and fashion illustrator. Regular on the Paris fashion and luxury circuit, covered by **Say Who** at the Plaza Athenee (Maison Rama Rilys couture dinner), Ducasse Baccarat (Baccarat Rouge 540 with Francis Kurkdjian), the Sirivannavari cocktail during Paris Fashion Week and the PrettyLittleThing relaunch at Caviar Kaspia. Sources : syncora.biz/jarinpat

CONTACT

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Rates and full analytics on request · professional invoicing (SYNCORA)

