

Perla Ceme

Making ordinary days feel pretty - through beauty, hair, lifestyle, faith, relatable POVs, and queer joy.

- Beauty
- Natural hair
- Lifestyle
- Faith
- POV storytelling
- Queer joy



18.5K+

combined followers across Instagram and TikTok

12.5K

Instagram content views in the latest 30 days

1.7K

Instagram interactions in the latest 30 days

1.7K

Instagram profile visits in the latest 30 days

A familiar voice, not a polished pitch

Perla creates warm, personality-led content that feels like a check-in from a friend. Her communities come for soft beauty, protective-style inspiration, everyday rituals, honest point of view, and affirming spaces where joy and self-expression belong.

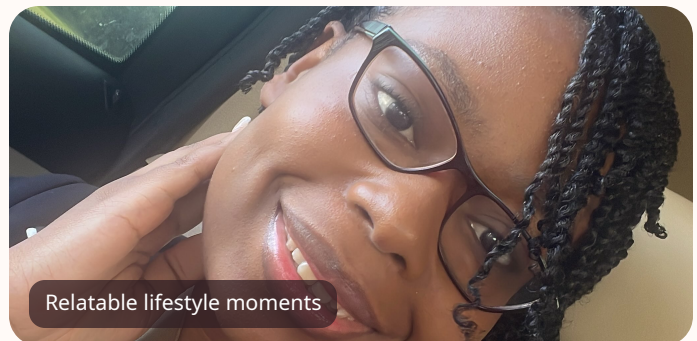
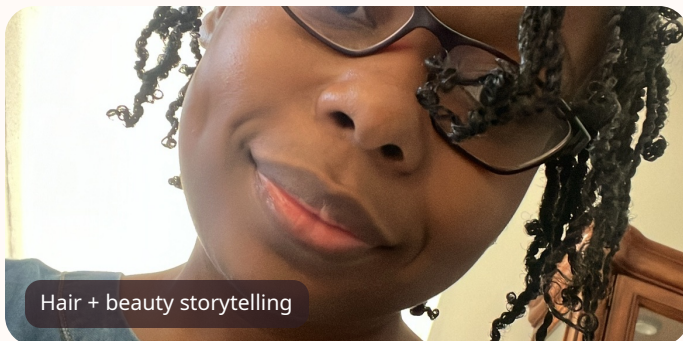
Instagram · @softieperla	4,236
TikTok · @heyitsperla_	10.1K
TikTok · @softie_perla	4,188

Partnerships with a personal touch

heyitsperla622@gmail.com

Why Perla

Perla brings products into real routines rather than treating them like props. Her content blends clear visual storytelling with an approachable, conversational voice - a strong fit for beauty, textured-hair care, fashion, home, wellness, faith-forward, and LGBTQ+ affirming campaigns.



Available formats

- Sponsored short-form video
- Product demos, routines, and reviews
- Get-ready-with-me and POV storytelling
- User-generated content for brand channels
- Photo posts and carousels
- Longer-term ambassadorships

Audience snapshot

- 74% of age-classified Instagram followers are 18-34
- Global audience, with strong communities in India and the United States
- 575 engaged Instagram accounts in the latest 30 days
- Beauty, hair, lifestyle, faith, and queer-community affinity

Press-ready bio

Perla Ceme is a lifestyle, beauty, and POV creator known for making ordinary days feel a little prettier. Across Instagram and TikTok, she shares natural-hair inspiration, soft beauty, faith, queer joy, and the kind of relatable moments that turn an audience into a community.

Feature and interview angles

Queer joy online

Building affirming digital spaces that feel like a best-friend check-in.

Soft living, honestly

Why romanticizing ordinary days can coexist with real life.

Beauty with identity

Natural hair, protective styles, and self-expression on camera.

Two distinct communities

How one creator shapes different voices for separate TikTok audiences.

Figures current Sept. 20, 2026. Instagram performance covers Aug. 21-Sept. 20, 2026. Rates and campaign scope available on request.