



INTO the Beauty

An editor of quiet taste.
Wardrobe, home, glow, travel.

ABOUT · THE EDITOR

Natália Barros. Editor of quiet taste.



Beauty with depth, soul, and intention.

Into The Beauty is my ongoing exploration of beauty in all its forms — the things we wear, keep, collect, love, return to, and carry through different phases of life.

I was born in Brazil, lived in New York for years, and now call Barcelona home. Somewhere between those places, I realized I've always been drawn to the same thing: finding beauty with depth, soul, and intention — whether it's in a perfectly cut dress, an old wooden chair, a tiny café, a skincare product, a hotel lobby, a photograph, or the way late afternoon light enters a room.

I've never believed beauty is about price. Some of the things I love most are simple, worn-in, imperfect, or unexpectedly accessible. What matters to me is the feeling something carries. The atmosphere it creates. The intention behind it.

Curating has always come naturally to me. I love searching, comparing, observing, collecting references, and finding the version that feels truly special among hundreds of options.

THE APPROACH

Edited, not endless. The one version worth having, found among hundreds.

High and low, always paired. Beauty is never only about price.

Editorial, never breathless. Taste with depth, soul, and intention.

THE GEOGRAPHY

Brazil — New York — Barcelona

Trilingual register. Barcelona present, São Paulo past, New York formative.

Five registers of quiet taste.



NO. 01 — WEAR

Wear

Clothes that feel lived in, loved, and quietly timeless. Pieces that move through seasons, cities, and different versions of ourselves.



NO. 02 — LIVE

Live

Objects, textures, light, books, flowers, ceramics, and the small details that make a space feel deeply personal and alive.



NO. 03 — GLOW

Glow

Beauty as ritual, emotion, softness, and self-expression. A thoughtful approach to skincare, makeup, wellbeing, and being at home in your own skin.



NO. 04 — TRAVEL

Travel

Hotels, cafés, landscapes, hidden corners, long walks, photographs, and the beauty of seeing the world slowly and attentively.

NO. 05 — NOTES

Notes

Thoughts, references, memories, images, feelings, conversations, and the quiet inspirations collected along the way.

The numbers, last sixty days.

<p>412.2K</p> <p>Pinterest followers</p>	<p>319,640</p> <p>Pinterest impressions (60 days, organic)</p>	<p>+73%</p> <p>month over month · April 117K → May 202K</p>	<p>220,973</p> <p>impressions on the mood board · 69% of total</p>
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SUPPORTING SIGNALS

9,286 pin clicks · 3,540 saves · 88 outbound clicks (60d)

Top pin: 868 engagements in 60 days. Top five averaged 761 each.

Top boards — mood 220,973 imp · 2,301 saves; words 53,014 imp · 850 saves; fashion 9,302 imp; clothes 3,881 imp.

Ranks for: european capsule wardrobe · quiet luxury linen blazer · clean beauty skincare over 30 · Mediterranean home decor · slow travel europe summer

THE AUDIENCE

Women, late 20s through 40s, across Europe, the US, and Latin America. Educated, discerning, with moderate disposable income. They want **the look without the lifestyle** — accessible curated taste, not aspirational-only recommendations. They follow editors over creators, arrive from Pinterest, Substack, or a friend's screenshot, and act on recommendations rather than only saving them.

Substack	Home base. Weekly "Five things this week" edits.
Pinterest	Discovery engine. The mood board anchor.
ShopMy	Curated storefront, by pillar and price tier.
Instagram	Daily notes, in passing. Stories and carousels.
Vinted	Pre-loved closet. What she's selling on.

Three tiers, one register.

TIER ONE
NOW · ACCEPTING

Gifting and ShopMy Lookbook partnerships with affordable and mid-tier brands. Active and accepting applications.

For thoughtful everyday and accessible-luxury labels across wardrobe, home, and beauty.

TIER TWO
UNLOCKING SOON

Direct outreach and paid Lookbook opportunities for mid-tier brands. ShopMy Trendsetter unlock is imminent — one point from threshold at time of print.

For established design-led labels ready for a considered, paid editorial placement.

TIER THREE
ON THE HORIZON

Aspirational luxury. Paid partnerships with exclusivity, gated on ShopMy Icon tier and a documented track record.

For heritage and contemporary luxury houses, in the long view.

Every affiliate link is disclosed in compliance with FTC and Pinterest rules. Pin descriptions carry "Affiliate pin" or #affiliate; Substack uses ShopMy's native disclosure; Instagram reads "Contains affiliate links via @shopmy." No AD, SPON, or GIFT display language — disclosure is editorial, not performative.

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Edited finds for women who want quiet taste in their wardrobe, home, and rituals — from the everyday to the aspirational.

Web intothebeauty.com
Substack [@intothebeauty](https://substack.com/@intothebeauty)
Pinterest [intothebeautynb](https://pinterest.com/intothebeautynb)
Instagram [@into.the.beauty](https://instagram.com/into.the.beauty)
ShopMy shopmy.us/intothebeauty