

Gül Kütevin

Lifestyle, motherhood and travel creator from Istanbul.

Gül shares everyday life, recipes, shopping finds and trips, many of them filmed with her daughter Zeynep. Her audience comes for the two of them together, and stays for ideas they can use the same day.

307K
followers
on Instagram

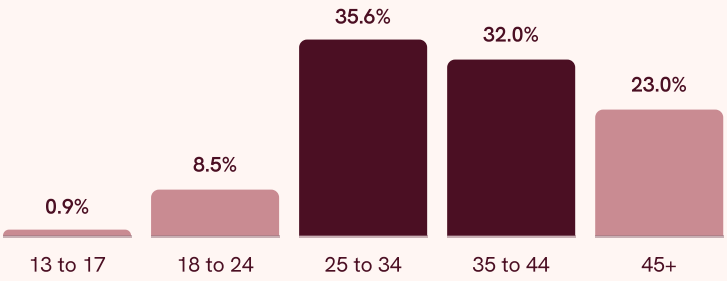
4.1M
views
last 30 days

2.1M
accounts reached
last 30 days

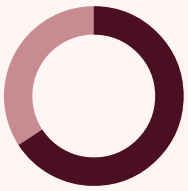
1M
story views
last 30 days

Age of her followers

67.6% are 25 to 44



Gender



65.7% women
34.3% men

Top country **Türkiye**

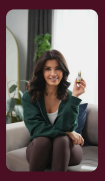
Brands she has worked with

LEGO, NIVEA, Johnson's, Oral-B, Miele, Tetra Pak, Fairy, Pure Encapsulations, LC Waikiki, Orzax, Doping Hafıza.

Followers, views and audience from Instagram Insights, 24 November 2026. Figures are rounded.

Most watched reels

Views as Instagram shows them, measured on 24 November 2026. Each row opens the reel.

1		School season with Zeynep Partnership with Doping Hafıza, September 2025	9.7M
2		Green beans, cooked upside down Organic, June 2024	4.9M
3		A detox drink recipe Organic, June 2024	3.6M
4		Autumn layers with LCW Kids Partnership with LC Waikiki, October 2026	3.1M
5		Taking care in winter Partnership with Orzax, January 2026	2.7M
6		Winter with LCW Girls Partnership with LC Waikiki, December 2025	1.6M

Her 161 reels have 49.7M views in total. 4 of these 6 are brand partnerships and 2 are organic.



Signature reel

Spoon cake recipe

Organic, October 2026. Watched for 15 seconds on average.

955K views	49.1K saves	22.2K shares
21.3K likes	2,650 comments	1,588 new followers

Saves, shares and new followers from the reel's Instagram Insights, 24 November 2026.

What she shares

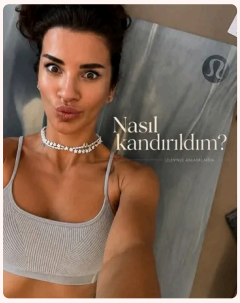
Three reels from each area, with their views. Each one opens on Instagram.



Travel

City vlogs, travel notes and what to bring home.

Athens vlog	368K
Porto travel notes	225K
A Lisbon reel	191K



Everyday and humour

The small moments everyone recognises.

The things that happen to me	737K
What one wet wipe can do	325K
A Sunday in Istanbul	181K



Mother and daughter

Life with a teenager, told by both of them.

What the books don't say about motherhood	227K
Swapping roles for an hour	134K
Mothers of teenagers, hands up	123K



Recipes and wellness

Simple recipes people save, share and ask for.

Green beans, cooked upside down	4.9M
A detox drink recipe	3.6M
Spoon cake recipe	955K



Style and shopping

Season hauls with prices and honest picks.

What I bought in Athens	400K
A Friday outfit	211K
This season's Zara picks	131K

Work with Gül

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