

# Picture-perfect London



## A carefully curated guide to London's most Instagrammable spots.

- Gulshan's primary Instagram account, @gulshanlondon, has 208k followers. She has collaborated with everyone from Claridge's and The Connaught to Peggy Porschen and Sketch.
- Gulshan focuses on the luxury London lifestyle and is a unique influencer in an arena largely dominated by upper-class white women. She is known for championing female and minority entrepreneurs.
- Gulshan's audience is 87% female, and she has broad global reach: top countries are the US (21%), the UK (20%), Italy, France and Australia.
- Most influencer-created guides to London published pre-2020, giving us a clear advantage in terms of how up-to-date competitor titles will be.

# Picture-perfect London

Pub Date	<b>07/05/2026</b>
Pub Price	<b>£25.00</b>
ISBN	<b>9781800783294</b>
H × W	<b>230 × 190mm</b>
Binding	<b>Hardback</b>
Age Range	<b>Adult</b>
Author	<b>Gulshan Batool</b>
Extent	<b>240pp</b>
Files To Printer	<b>05/12/2025</b>
Freight On Board	<b>26/02/2026</b>
Rights Available	<b>World</b>