



the  
JK  
edit. ©

**edit N°01**  
[MARCH]

**THIS IS FOR  
CREATIVES WITH  
BIG DREAMS.**

**the<sup>®</sup>  
JK  
edit.**

# HELLO I'M JULIA RAMMERER

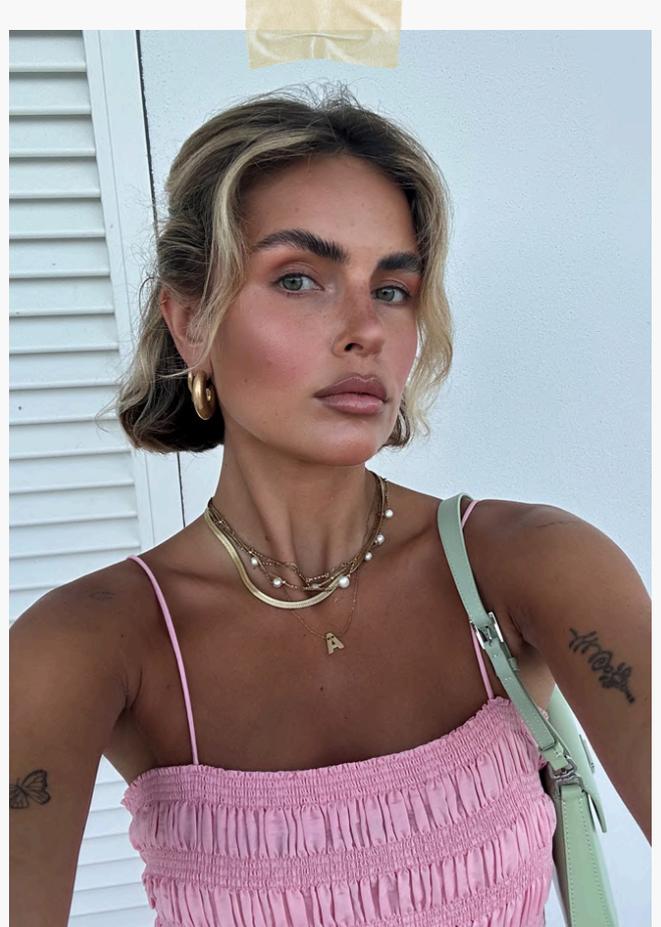
Heyheyyy, I'm Julia - your fashion and lifestyle inspo!

For me, fashion is more than just clothes - it's an expression of personality, creativity and lifestyle. I love discovering new trends, combining styles and sharing my looks with you. Whether casual streetwear, timeless classics or unusual statement pieces - my style is a mixture of elegance and coolness, always with a personal touch.

With "the JK edit", I'm not just taking you into my fashion world. Here you'll find my favorite styling tips, outfit ideas and inspiration for every occasion. Of course, there will also be insights into my beauty favorites, hair transformations, interior trends and culinary highlights - because true aesthetics can be seen in every detail.

Let's discover the most beautiful styles together and enhance everyday life with an extra dose of fashion!

*Yours, Julia <3*



# PREVIEW

edit N°01  
[MARCH]



*Just click on the image -  
it will take you  
directly to the  
edit! <3*

Want to repurchase something?  
Here's a guide for you!



Easy-to-use QR codes  
- just tap on them!



Important: Our QR codes  
don't work by simply scanning  
them with another camera app.  
Instead, just a quick tap is enough  
- and the link opens  
automatically!

Hi, welcome to the JK edit!



*SPRING EDIT*

*EDIT No 01*

*THE  
FASHION  
EDIT.*

**01**

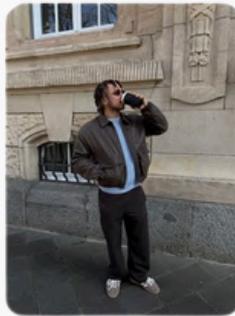


THEJKEDIT



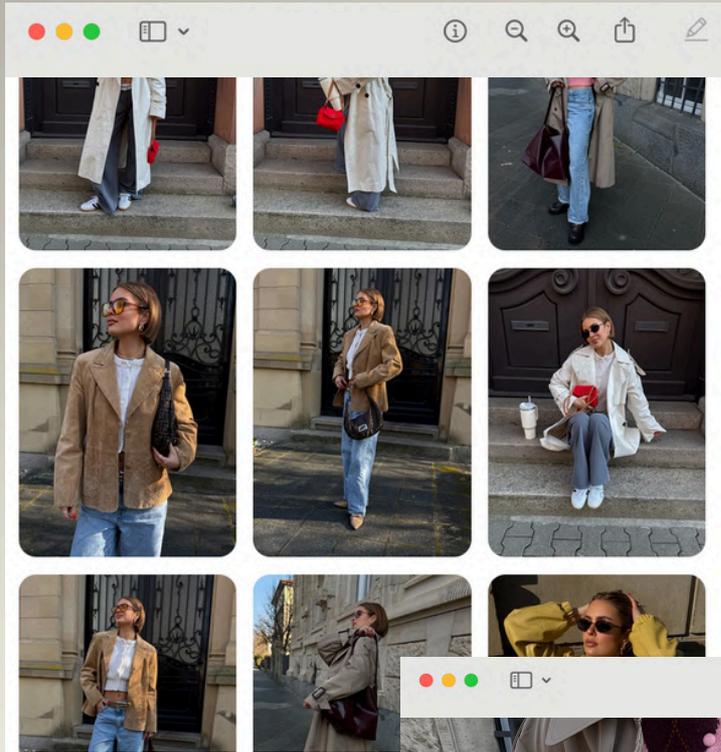
Did someone say

Jackets?

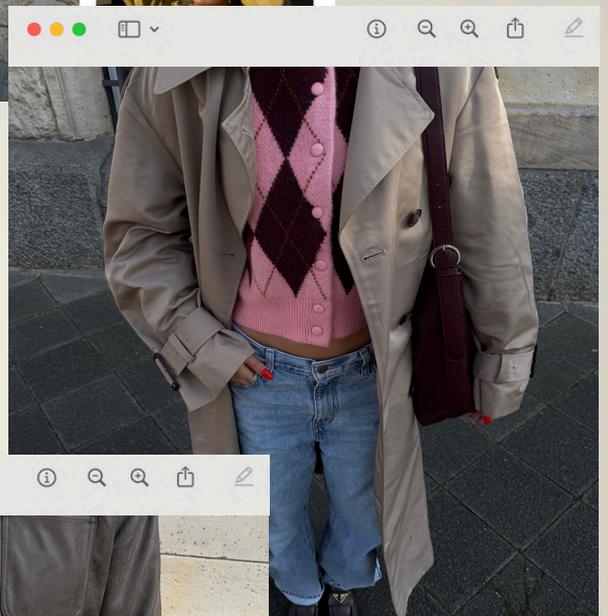


iMessage

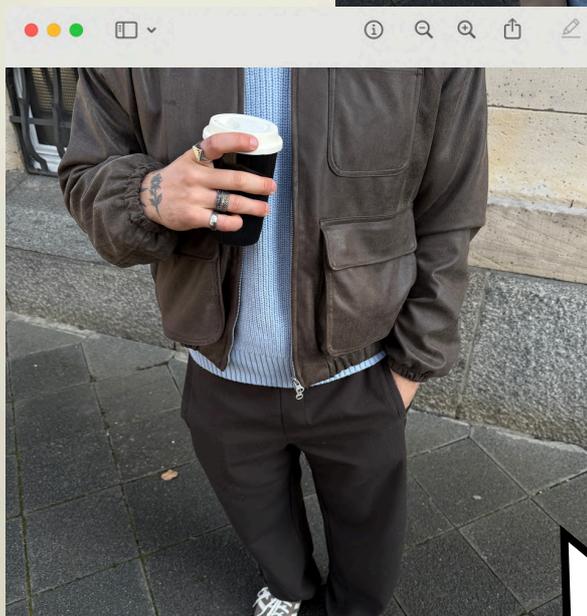




JACKETS JULIA

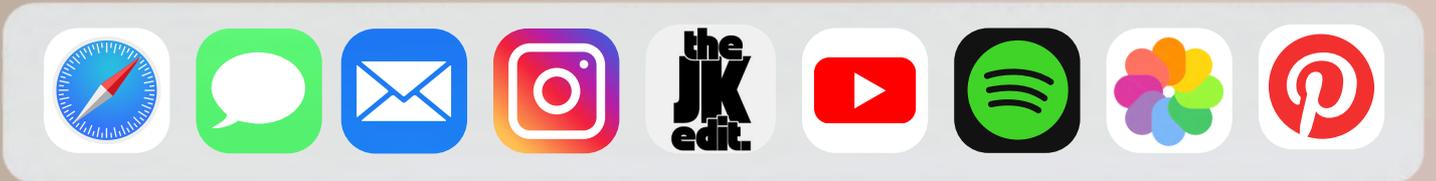


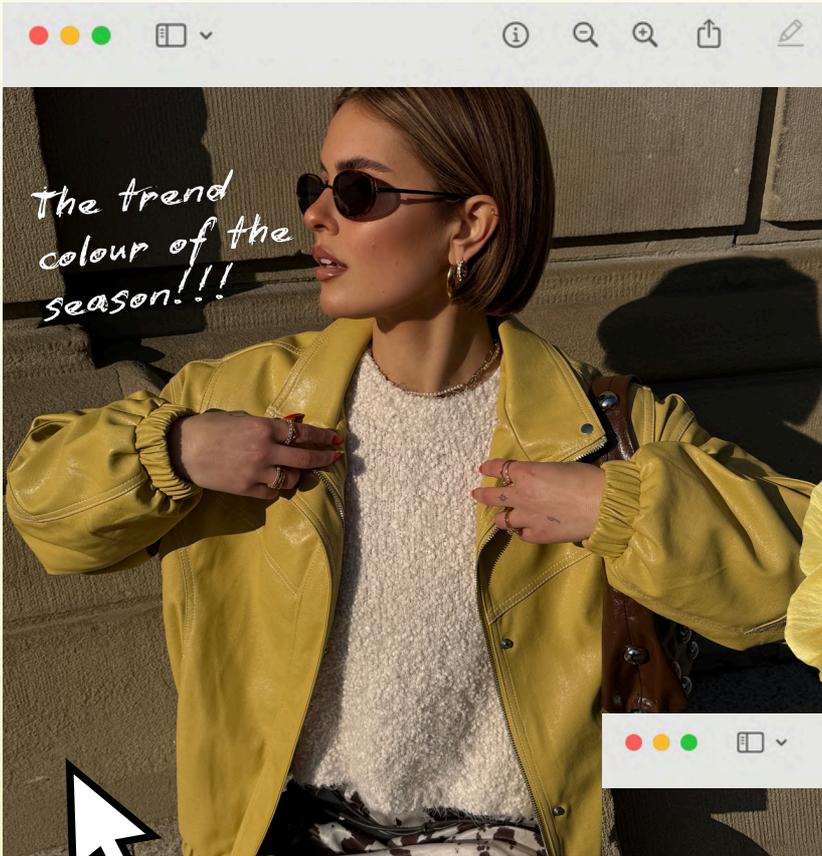
JACKETS PASCAL





[1] JACKET ALTERNATIVE





Just tap the QR code, and the website will open!



[2] YELLOW JACKET





de.pinterest.com

Suchen

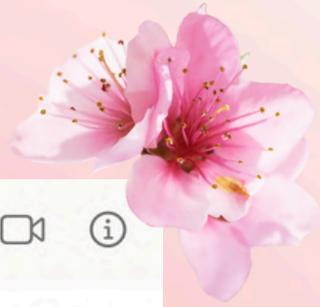
the JK edit

all time classic trench coat



[3] TRENCH COAT





The screenshot shows an iMessage window with a light gray background. On the left is a vertical toolbar with icons for adding contacts, a group, and a logo for 'the JK edit.' (a blue square with white text). The message content includes three photos of a woman in a tan trench coat, a pink top, and blue jeans. The first photo shows her in profile, the second shows her with arms raised, and the third is a full-body shot. To the right of the photos is a pink QR code with the text '[4] TRENCH COAT' below it. A blue message bubble at the bottom right contains the text 'Springtime! It's trench coat season.' followed by two heart and flower emojis. The iMessage input field at the bottom shows 'iMessage' and a microphone icon.



# NOISY MAY



[5] NOISY MAY



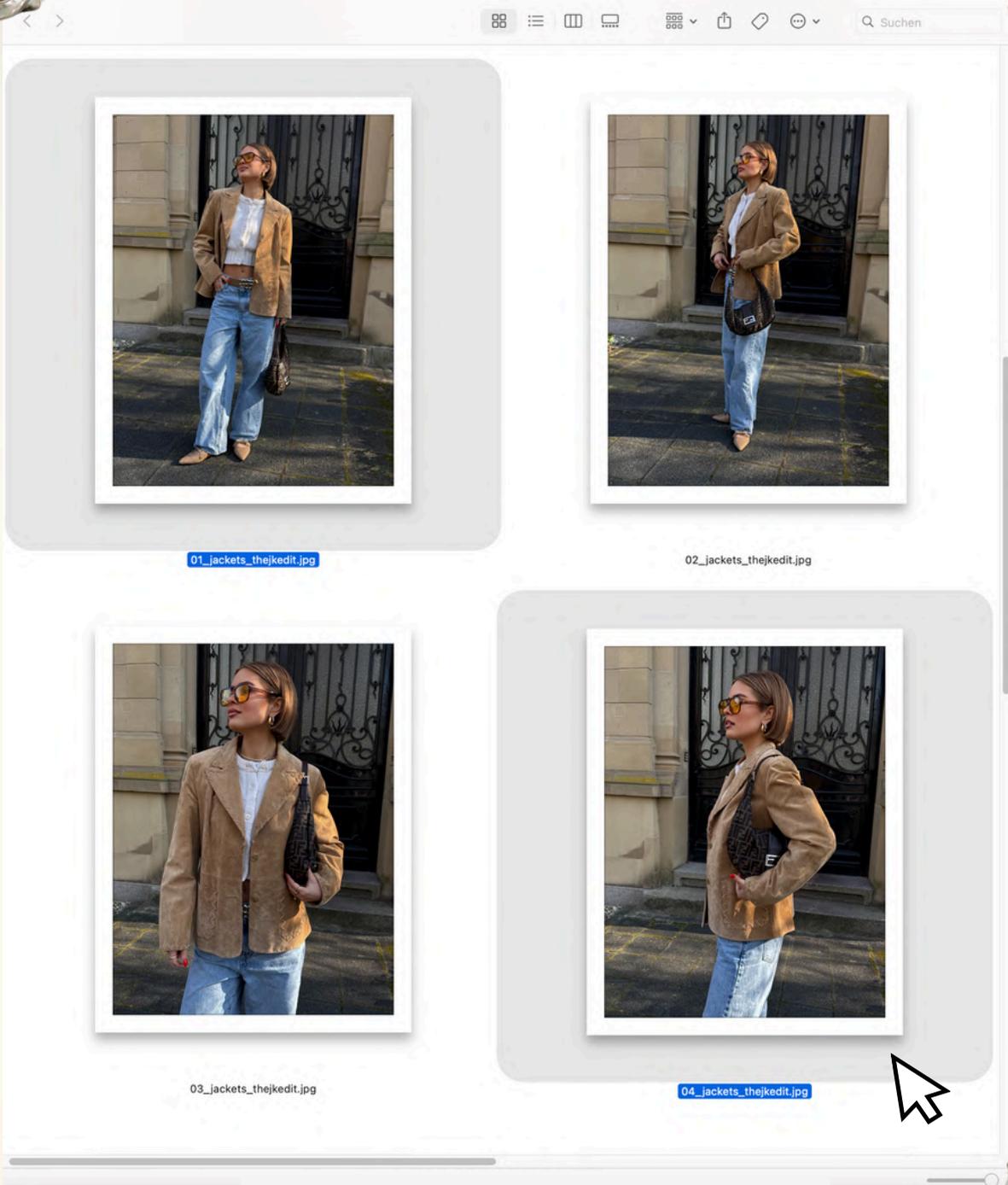
#fakefur 🐻



obsessed with this blazer!



[6] BLAZER ALTERNATIVE



It's vintage! <3

Dear me,

I know you're scared,  
But you can handle this.

Love,

me

# MUST HAVE

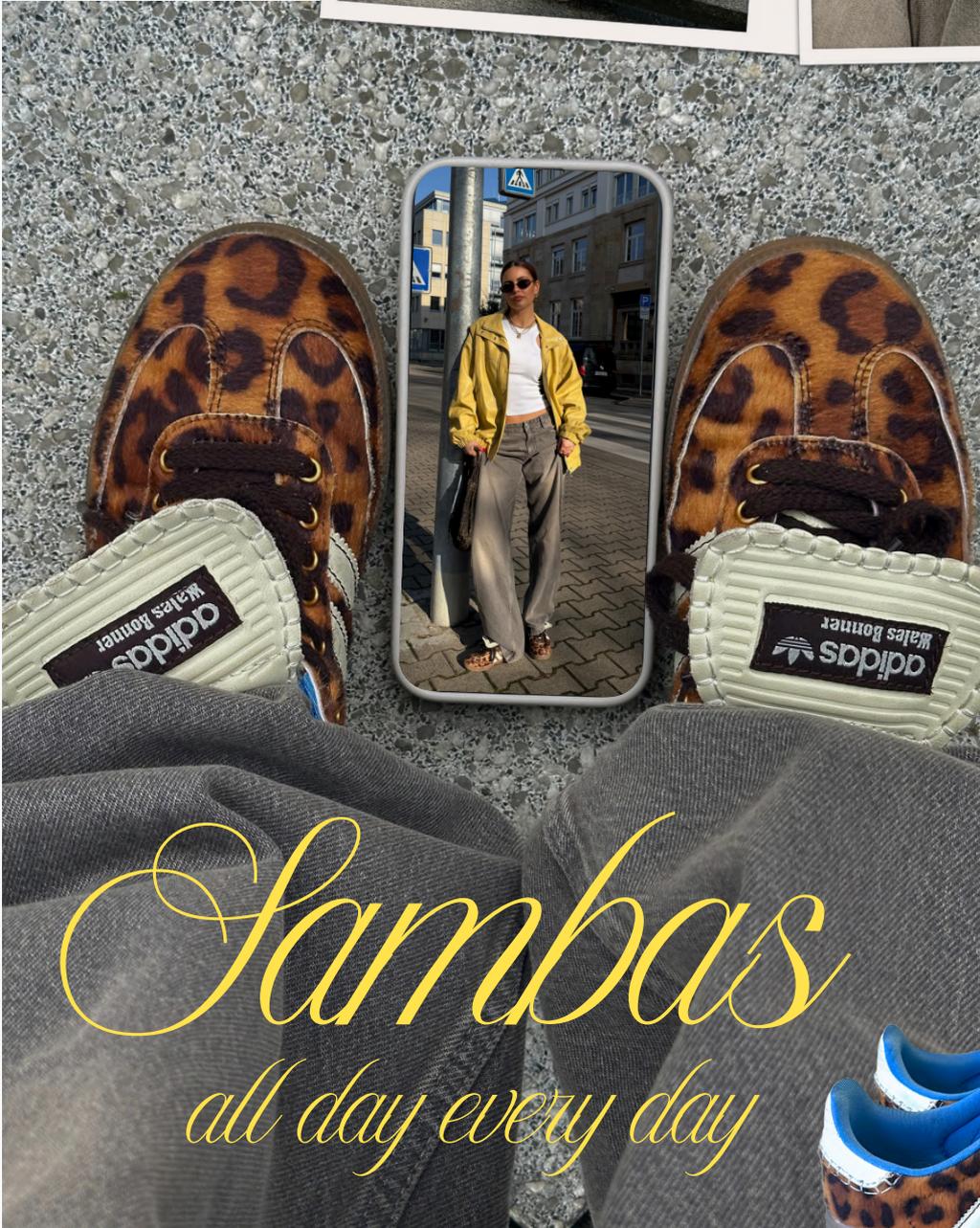
# *Shoes*

*sneaker love*

Just tap the QR code, and  
the website will open!



[1] ADIDAS SNEAKER



[2] ALTERNATIVE

*Sambas*  
all day every day





Sneakers instantly elevate any outfit, making it cooler and more relaxed – especially Sambas, which add a trendy touch to every look. They are timeless, versatile, and offer the perfect blend of retro charm and modern street style.

Whether paired with high socks, relaxed pants, or sporty details, they effortlessly upgrade any outfit and create a stylish, laid-back vibe. A must-have for anyone who loves combining fashion and comfort!



[1] ADIDAS SNEAKER SPEZIAL



[2] ADIDAS SNEAKER SAMBA



[1] ADIDAS SNEAKER PINK



# Spice UP YOUR OUTFIT



[1] ADIDAS SNEAKER RED

*I'm in love with this colour! <3*



[1] ADIDAS SNEAKER GREEN



*...so excited that it's finally spring again!*

*Loafer your way through spring!*

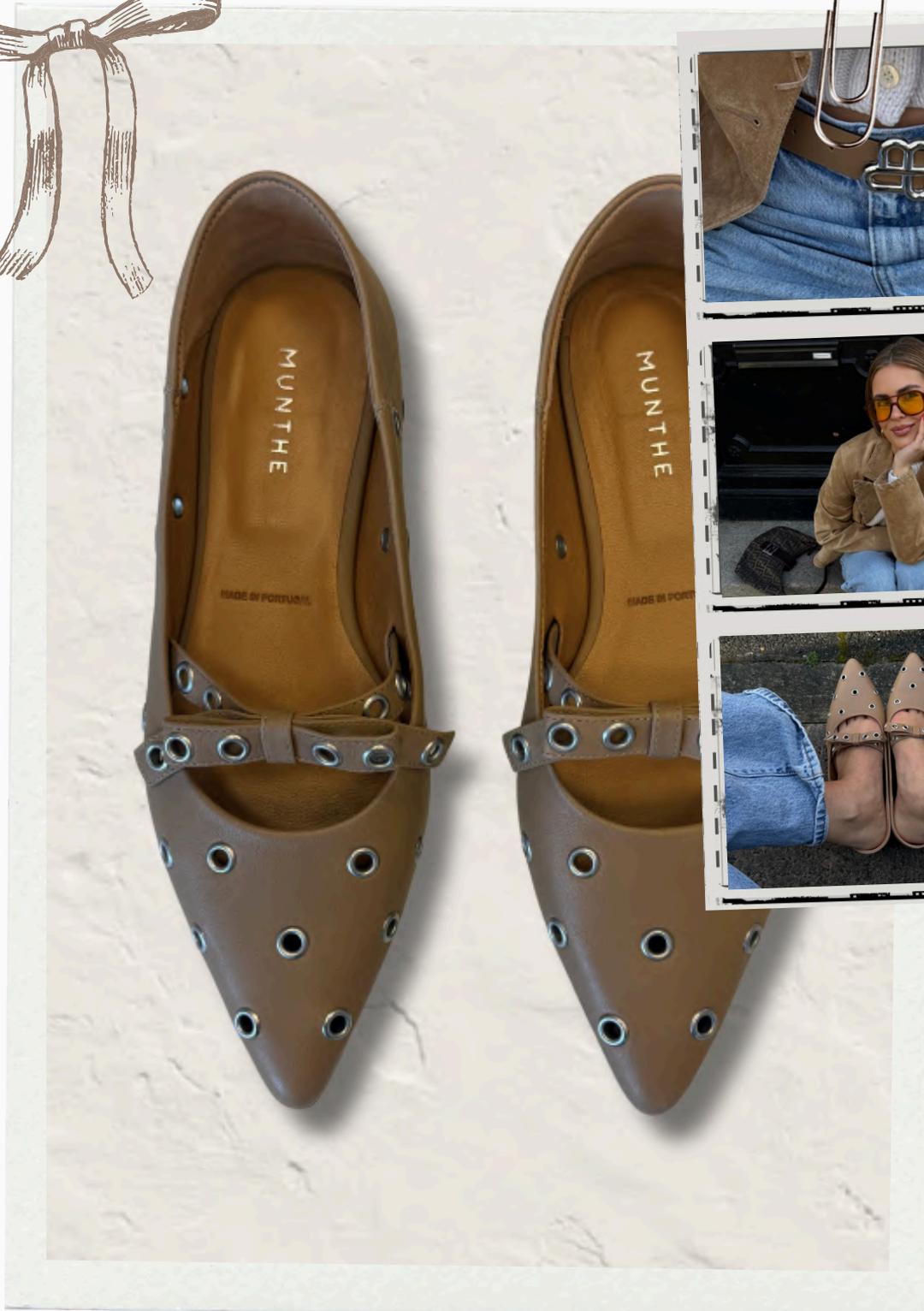


[1] PRADA LOAFER



[2] ALTERNATIVE

*Munthe ballet flats*



*The perfect shoe for this season!*



*This is such a comfy and easy shoe! I love it.*



[1] FLUFFY BALLETT FLATS

Ballet flats are back – and more versatile than ever! These mesh ballet flats add a light, playful touch to any look while remaining effortlessly modern.

They blend classic elegance with an edgy twist, perfect for pairing with denim, flowy dresses, or minimalist outfits. Whether casual or chic, these shoes instantly elevate any outfit, making it more stylish and on-trend!



Just tap the QR code, and the website will open!



[1] BLACK BALLETT FLATS





the  
JK  
edit. ©

WAKE UP AND PUT ON YOUR

# SNEAKERS



# SPRING

EDITION





# LET'S *pimp up* OUR SNEAKERS



☆ Guys, it's so easy, and I'm going to show you how I did it! ☆



Make your sneakers one of a kind! With different laces, charms, and accessories, you can customize your shoes to match your personal style. Whether it's cute bows, pearl details, or playful charms - the possibilities are endless. Choose your favorites, get creative, and design a pair that truly represents you. After all, the best sneakers are the ones that tell your story!



volutpat officiu... sed tincidunt tempus in ic...  
 neque ped... sed libero. Suscipit in maecen s luctus, porttitor i...  
 ehicula pro... sed non vestibulum rutrum et. Cum ame...  
 n gr...

Dolor...  
 rmo...  
 te t...  
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 nec et...  
 n retr...  
 aliqu m li...  
 em m tti...

Nibh rc...  
 incidunt...  
 elit. Est...  
 en tibus...  
 Null nec i...  
 Et di...  
 as leo nit...  
 mpus cu...  
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auris pu...  
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 modo e...  
 antesque...  
 volutp...  
 corpe...  
 te...



[1] different charms

FILM NEGATIVE



[3] select your favs

FILM NEGATIVE



[2] different laces

FILM NEGATIVE



[4] design your shoe!

FILM NEGATIVE



[1] PEARL BOWS

[2] CHARMS

[3] LACE SHOELACES



[1] FLUFFY LACES



Guys, this is so much fun!  
You'll instantly have a new pair of shoes!

time to be creative



[2] LEO LACES



# PATTERN

*is always  
a  
good idea*

*Now*



*THE PERFECT STAPLE SHOE*

*Print*



[1] BALLET FLATS



# THE LEOPARD

# SAMBAs

THIS SHOE IS SUCH A STATEMENT PIECE



*YOU CAN SPICE UP  
EVERY OUTFIT*



# THE COWPRINT SKIRT



[1] MIDI SKIRT

THE  
ACCESSORIES  
EDIT.

TIME  
FOR

*Accessories*



the  
JK  
edit.

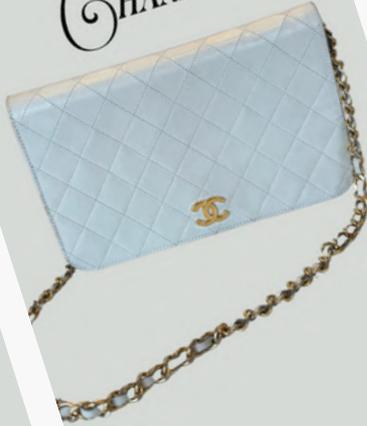
# CURRENT BAG

## *Rotation*

FENDI



CHANEL



PRADA



PRADA



GUCCI



LOUIS VUITTON



GOOSH



LOUIS VUITTON



PRADA





# THE JEWELLERY OBSESSION



[1] CELINE SUNGLASSES



[2] KAPTEN & SON SUNGLASSES





003



[3] VEHLA SUNGLASSES



004



...s that the  
...et in the sim  
...cted Jewish  
...ric violence  
...tory



[4] MIU REGARD SUNGLASSES



005



[5] VEHLA SUNGLASSES



006

*Handwritten signature*



[6] BERSHKA SUNGLASSES



007



[7] VEHLA SUNGLASSES



008



[8] VEHLA SUNGLASSES



March welcomes the heart of spring, bringing blossoms in bloom, warmer breezes, and the fresh promise of new beginnings.

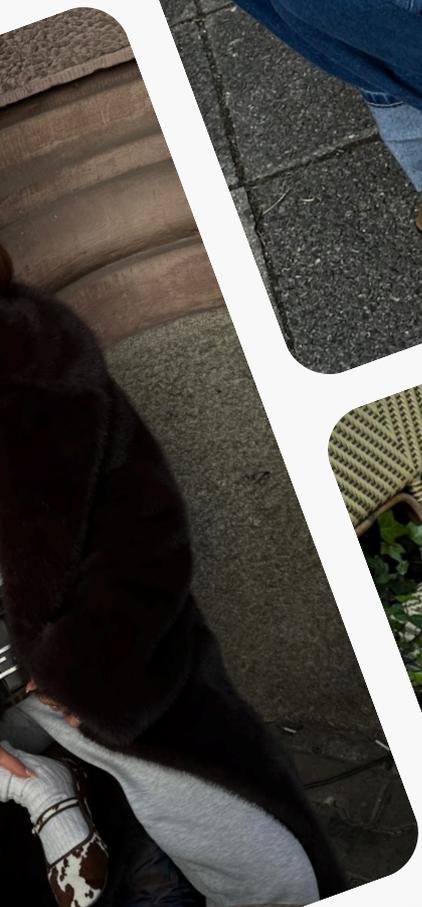
I love the spring season!

the  
JK  
edit.

the<sup>©</sup>  
JK  
edit.

*DID ANYONE SEE MY  
GLASSES?*





the  
JK  
edit

*THE  
BEAUTY  
EDIT.*

WHAT'S IN MY  
BEAUTY BAG

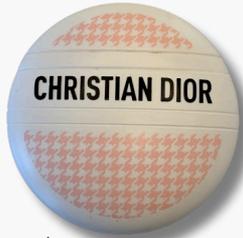




*THE  
SPRING*

*EDIT*

# THE SPRING FAVS



Christian Dior Hand Cream



Eye Pads



Faux Bag



Kindle



Clarins lip perfector



Hair Clip



Celine sunglasses



My first Stanley Cup



Light Therapy Mask



miu miu glasses



THE  
FAIR  
EDIT.

*LET'S*



*TALK*



*ABOUT*



*FAIR*

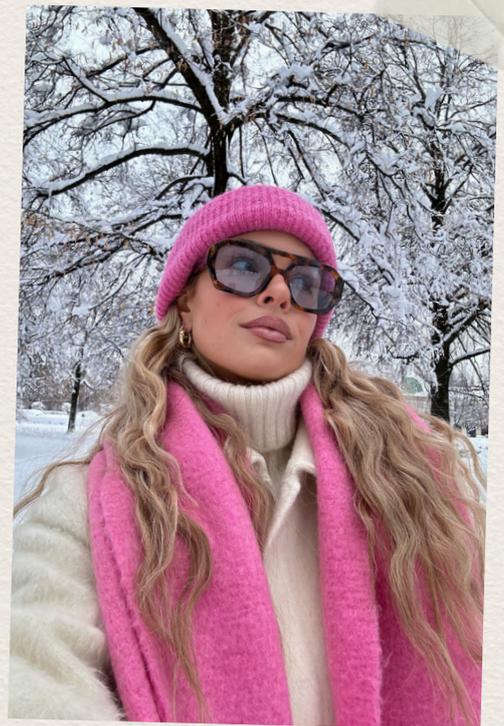


# THE BLONDES

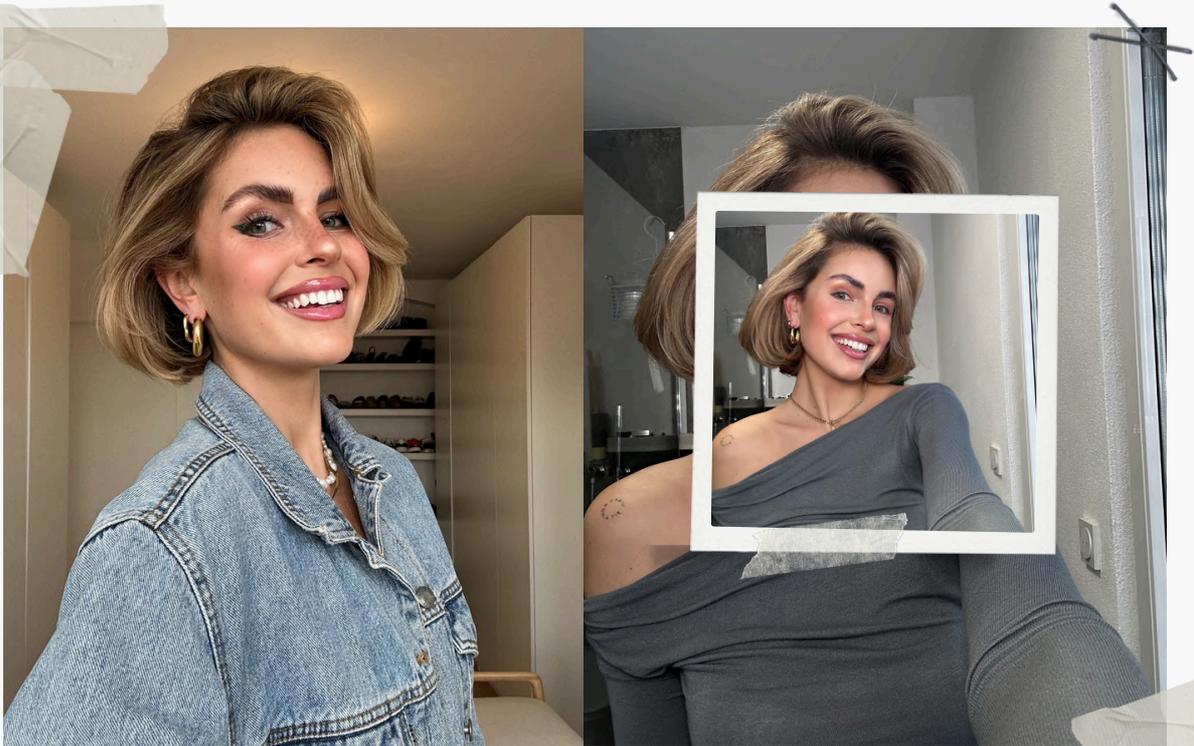


*Blonde is simply always striking, classy, and timeless! For me, it's the perfect look that never goes out of style and always gives a fresh, radiant vibe.*

*It's my absolute favorite look, and I will definitely remain a blonde forever. Whether it's summer or winter, long or short, blonde hair is the ultimate classic for me!*



# THE BRONDES



bronde bob

(02)

*Definitely one of my favorite looks! The combination of a natural bronde (blonde + brown) and the cut transforms the whole look in such a cool, yet timeless way.*

*It's super versatile and always works – whether dressy or casual, it suits any occasion. The colour and the cut together immediately give the face more expression and freshness – an absolute eye-catcher that never gets boring!*



# THE GINGER



the ginger bob

[O3 GINGER]

The hair colour *Ginger* is really something special! I've always wanted to try it, and I loved it so much. It's a look that definitely stands out and is a breath of fresh air. But even though I loved the colour, it's not for me in the long term. It was super exciting to try something new, but I'd rather stick with something natural!

Isn't it crazy how much it changes my look?

# HAIR CARE



The *Olaplex products* are truly magical for my damaged and bleached hair! They repair and strengthen the hair from the inside out, providing intense shine and smoothness. The No. 3 'Hair Perfector' in particular has transformed my hair and helps rebuild its structure.

The care with the No. 4 Shampoo, No. 5 Conditioner, and No. 6 Leave-In Treatment not only moisturizes my hair but also protects it from further damage.

*I love it!!!*





# HAIR CARE

The *FlexStyle* hairdryer from SharkBeauty is my absolute go-to product for my hair. I really don't use anything else anymore! With its innovative design and versatile features, this hairdryer provides quick, effective styling while remaining gentle on my hair, preventing damage and delivering a smooth finish.



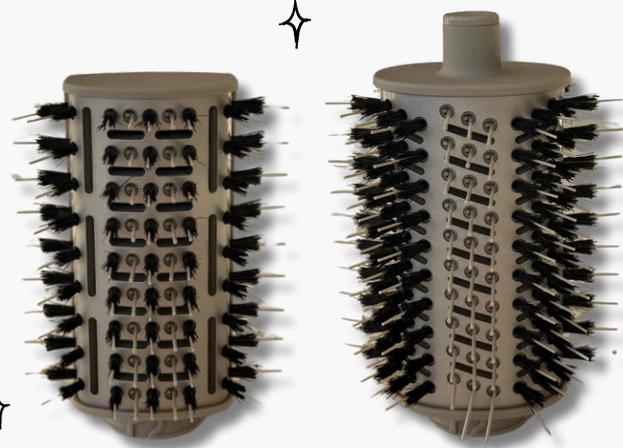
Thanks to the *flexible attachments*, I can create different looks without damaging my hair. It's simply a game changer that should never be missing from my hair care routine again!



**Shark**  
BEAUTY™



[1] SHARK BEAUTY



*THE  
TRAVEL  
EDIT.*

# NEW YORK

## *edition*

*"NEW YORK - the city that never sleeps"*

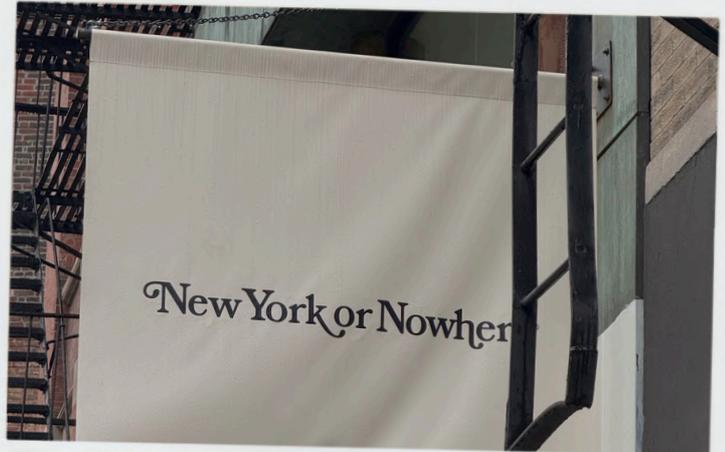
Welcome to my New York Edition - a city that captivated me from the very first moment! The energy, the endless opportunities, and that unmistakable atmosphere make NYC a place you simply have to experience. In this chapter, I'm taking you along on my journey, sharing my personal highlights: the best food spots, unique shopping destinations, hidden gems, and unforgettable moments that make this city so magical.

New York is a place that inspires, overwhelms, and always surprises. I want to show you how to make the most of your trip - whether it's your first time here or you're already a NYC pro. From rooftop bars with breathtaking skyline views to the coolest vintage boutiques, I've explored it all for you! Let my journey inspire you, feel the unique vibe of the city, and who knows - you might just discover your new favorite spot!

*New York or Nowhere - Let's dive in!*



# POSTCARDS FROM NEW YORK



NEW YORK OR NOWHERE



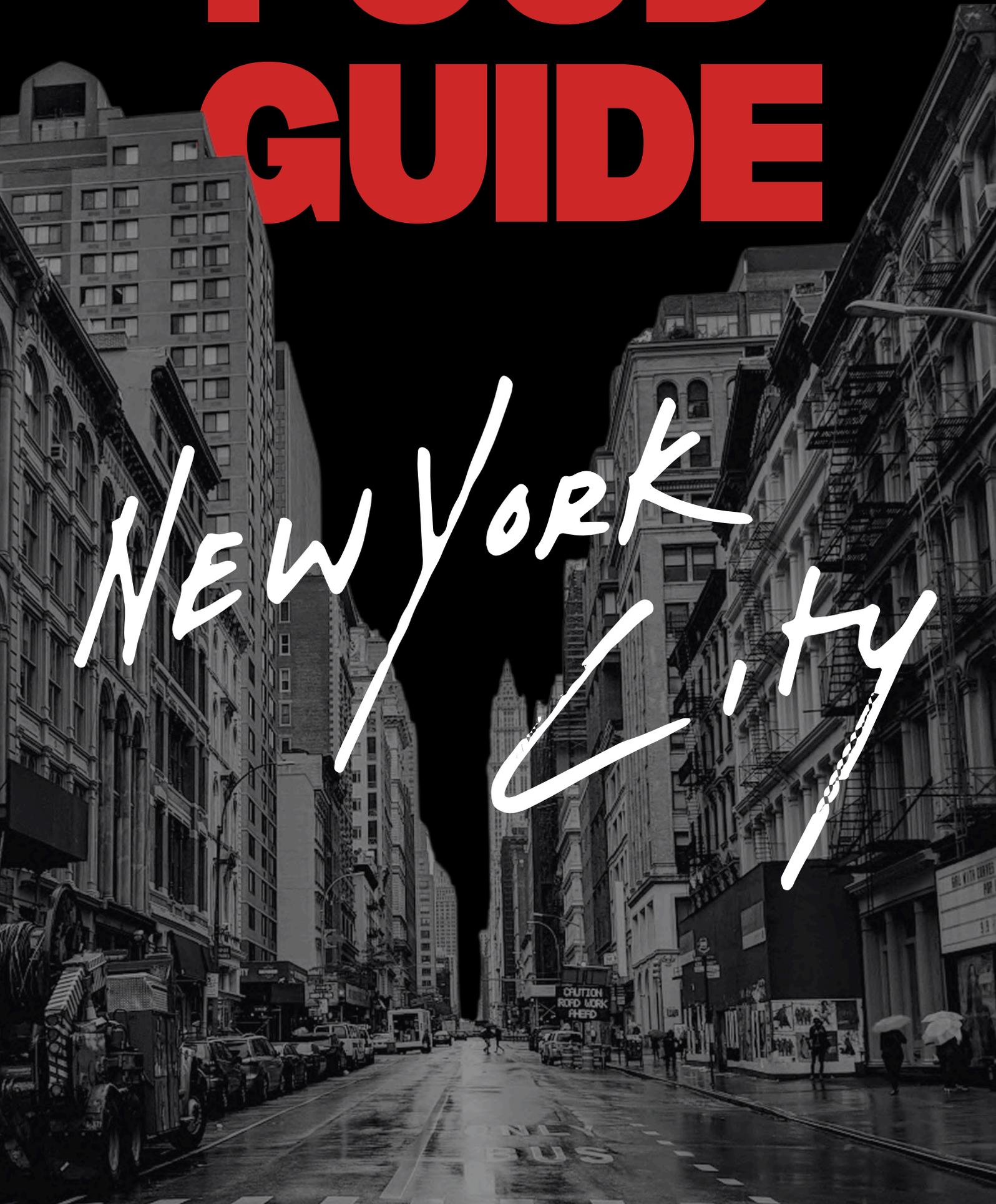
If it can be well enough dreamed;  
it can be easily enough done.



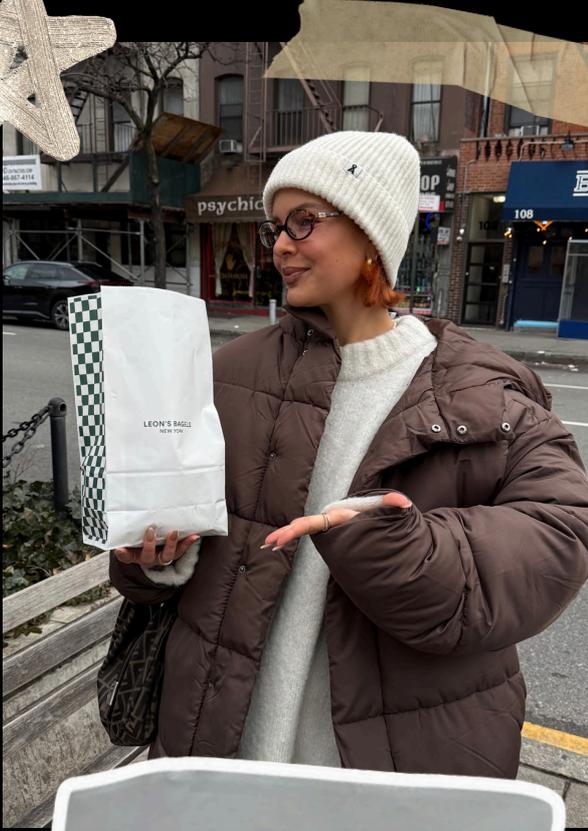
HELICOPTER RIDE!

# FOOD GUIDE

NEW YORK  
City



# LEON'S BAGELS



Leon's Bagels - THE Trendy Bagel Spot in NYC!

If you're looking for the ultimate NYC bagel experience, Leon's Bagels is the place to be! With its cool vibe, fresh ingredients, and perfectly crispy-yet-chewy bagels, this spot is a must-visit. Whether you go for a classic lox & cream cheese, a loaded avocado-egg combo, or something more experimental, every bite is next level. It's the perfect blend of authentic New York flavors and a trendy, laid-back atmosphere. Grab a bagel, soak in the city vibes, and start your day the right way!



Just tap the QR code, and the Instagram page will open! ☺



LEON'S BAGELS  
NEW YORK



# Fellini COFFEE



## Fellini Coffee - Vintage Flair in NYC

A café with Italian charm and a cool retro vibe, Fellini Coffee is the perfect spot for those who love great coffee and stylish ambiance. Whether it's a creamy cappuccino or a strong espresso, this place blends coziness with elegance. Perfect for a little escape from the city's hustle, it's a true must-visit for coffee and design lovers!



# TIME OUT MARKET

## Time Out Market -

The ultimate foodie hotspot in NYC, with a view of the Brooklyn Bridge.

A culinary paradise in the heart of New York! Time Out Market brings together the city's best restaurants, trending food spots, and unique flavors all under one roof. Whether you're craving street food, gourmet dishes, or sweet treats, you'll find it all here.

The best part? The breathtaking location with an unbeatable view of the Brooklyn Bridge. Enjoy your meal while taking in one of the most stunning views in the city and soaking in the vibrant atmosphere. A must-visit for foodies, connoisseurs, and anyone looking to experience NYC to the fullest!



# Jack's Wife Freda

*Jack's Wife Freda* - with multiple locations in trendy neighborhoods like SoHo, West Village, and Chelsea - is a hotspot for creatives, brunch lovers, and food enthusiasts. The mix of locals, tourists, and regulars creates a unique vibe: urban, stylish, and relaxed. Perfect for a cozy breakfast, a lively lunch, or a glass of wine in the afternoon while watching the city buzz around you.

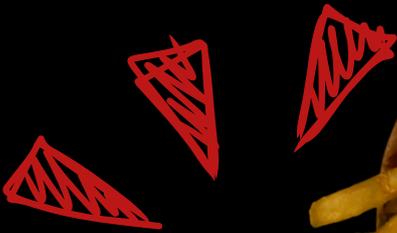


# 7<sup>TH</sup> STREET BURGER

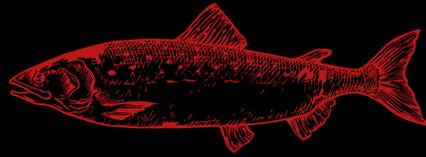


*7th Street Burger* – known for its juicy smash burgers, but also for offering one of the best veggie burger alternatives in New York. The minimalist, laid-back vibe makes it the perfect spot for a quick, no-fuss bite.

Whether it's the classic cheeseburger or the popular Impossible Burger option, vegetarians can also enjoy simple yet amazing flavors. The open, casual atmosphere and straightforward concept make it an ideal place for a fast but flavorful snack in the heart of the city.



# Oceana Restaurant



*Oceana Restaurant* – an elegant seafood restaurant in the heart of New York, known for its fresh oysters, high-quality fish dishes, and refined seafood platters. The stylish, modern ambiance strikes the perfect balance between fine dining and a relaxed atmosphere.

Whether for a full dinner experience or a selection of exquisite small bites, Oceana offers top-tier quality and a touch of luxury in the heart of the city.



# IVAN RAMEN

*Ivan Ramen* – a modern take on traditional Japanese ramen with a unique New York twist. Founded by Ivan Orkin, the restaurant blends authentic Japanese techniques with creative Western influences. The house-made noodles, rich broths, and innovative toppings make every bowl an unforgettable experience. With its cool, urban vibe, Ivan Ramen is the perfect spot for anyone looking to enjoy top-tier ramen in a casual yet stylish setting.



IVAN RAMEN INSTA



*Ivan Orkin's* incredible journey and rise to ramen mastery are even featured in an episode of Netflix's *Chef's Table*. And honestly, this is some of the best ramen I've ever had!

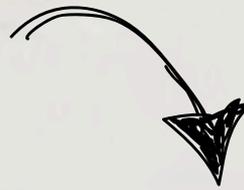
New York or Nowhere

# Food



# SPOTS

*Just tap the card briefly, and the Google Maps list will open!*



## *Food Spots - A Culinary Journey Through New York*

New York City is a paradise for food lovers, packed with countless restaurants, cafés, and street food spots catering to every taste. From trendy brunch locations to authentic ramen bars and elegant seafood restaurants, there's always something new to discover. This map highlights some of the city's best spots.

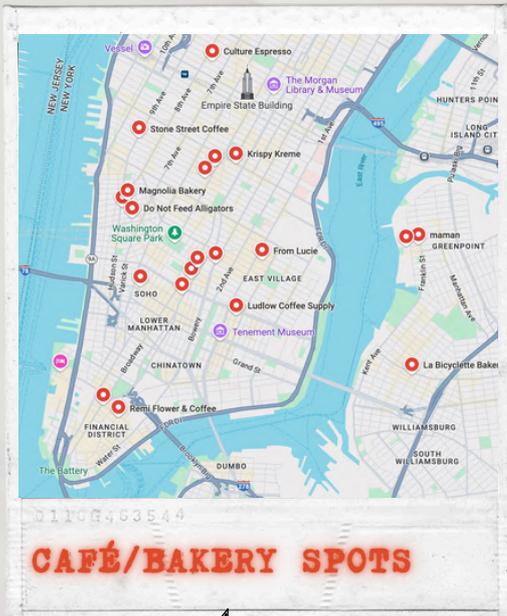
Whether you're looking for a quick bite or a special dining experience, NYC offers endless opportunities for unforgettable culinary moments.



# Food



# SPOTS



*Just tap the card briefly, and the Google Maps list will open!*

# NEW YORK



New York or Nowhere

GOLF

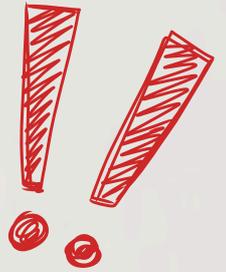
LEON'S BALLS

the JK edit.

# BIG APPLE



INSIDER



# TRANSPORT

New York City offers plenty of ways to get around quickly and efficiently. But the best way to truly experience the city is by bike - it's flexible, fun, and gives you the ultimate NYC feeling. "Citi Bikes" can easily be rented through an app, with docking stations located all over the city.



For the fastest and most budget-friendly option, the subway is your best bet, running 24/7 and getting you anywhere in no time. Walking is also a great way to explore NYC - just wander and let the city guide you to hidden gems.



Cabs and Uber can be convenient, but they're often expensive and slow due to traffic. If you want a more relaxed ride, take a ferry across the Hudson River and soak in the breathtaking skyline views.



# ACTIVITIES



New York City is full of iconic spots that you simply have to experience, and each place has its own unique charm depending on the time of day.



[1] BROOKLYN BRIDGE

For a magical start to the day, head to Brooklyn Bridge at sunrise for fewer people, a peaceful atmosphere and breathtaking skyline views.



The Statue of Liberty? In my opinion, seeing it from the air is enough – a helicopter flight over New York is an unforgettable experience, offering a breathtaking view of the entire city.

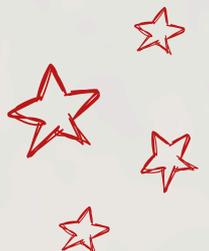


[2] STATUE OF LIBERTY

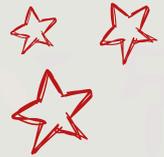


[3] SUMMIT

In the evening, SUMMIT One Vanderbilt offers the perfect setting for spectacular sunsets, with reflective glass surfaces and a unique perspective of the city.



For *Sex and the City* fans, a stop at Carrie Bradshaw's apartment on Perry Street in the West Village is a must. It's perfect for a relaxing stroll through the charming neighbourhoods of SoHo, West Village and Brooklyn, where you can stop at cosy cafes and soak up the city's atmosphere.



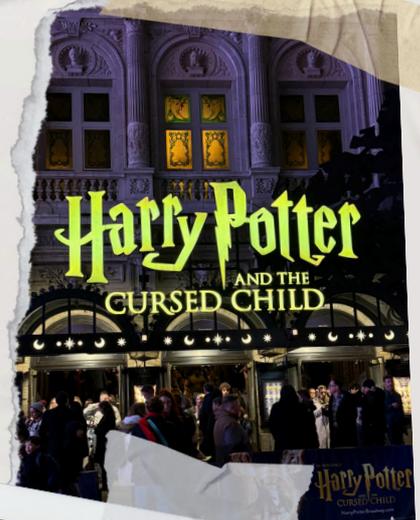
[4] STROLL THROUGH THE CHARMING NEIGHBORHOODS

And for the ultimate experience? Take a helicopter ride over the city! It's definitely not the cheapest option, but it's 100% worth it for an unforgettable view of New York from above.



[5] HELICOPTER FLIGHT

A *Broadway musical* is an absolute must while in NYC - whether it's a classic like Michael Jackson or a modern hit like Harry Potter, the energy and talent on stage are unmatched.



[6] BROADWAY SHOW

BROADWAY

W 40 ST



[7] FOODIE'S PARADISE

New York is also a foodie's paradise - so make sure to explore the best food spots, from trendy brunch places to amazing street food.



Vintage lovers will find incredible treasures in SoHo and Brooklyn, where unique fashion pieces and rare finds are waiting to be discovered.



[8] SHOPPING



[9] EMPIRE STATE BUILDING

The Empire State Building is an absolute must-see and one of the most famous landmarks in the city. Whether you admire it from the ground or take in the views from its observation deck, it's an essential NYC experience.





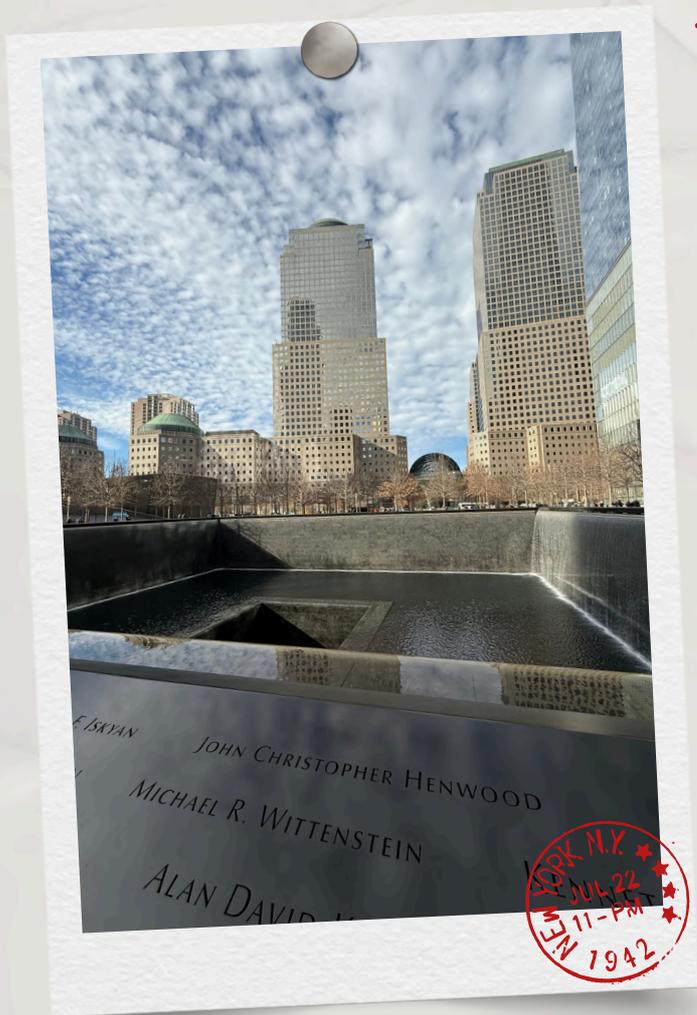
[10] BASKETBALL GAME

For sports fans, a basketball game at Madison Square Garden is an unforgettable experience. Watching the New York Knicks play in one of the most famous arenas in the world is a true highlight – the atmosphere is electric, and even if you're not a huge basketball fan, it's a night to remember.

And of course: Times Square – a classic, but best experienced briefly, and definitely not during rush hour to avoid the overwhelming crowds.



[11] TIMES SQUARE



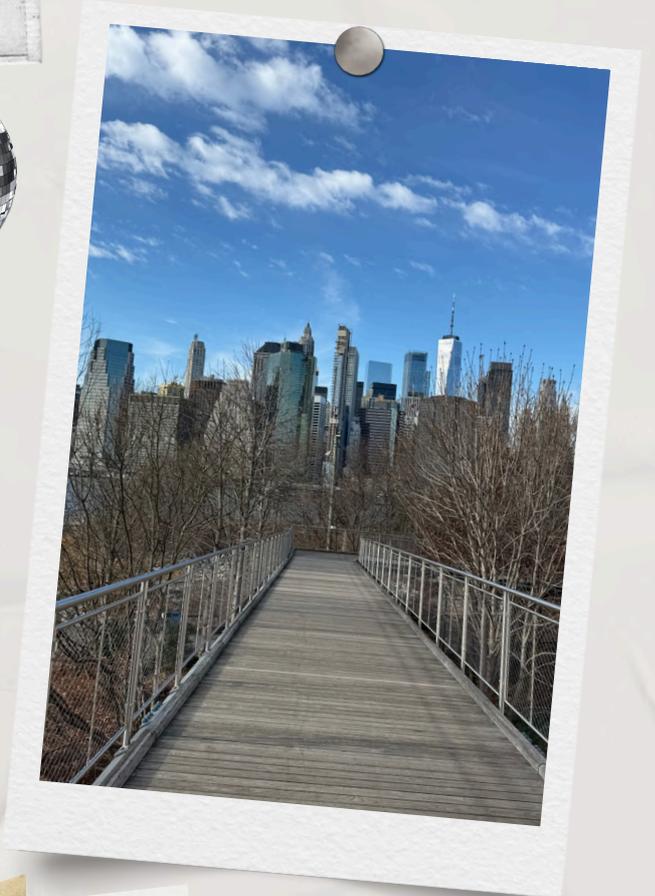
[12] 9/11 MEMORIAL

The 9/11 Museum is a deeply moving place that has shaped the city's history and is absolutely worth a visit. Right next to it, the 9/11 Memorial, with its striking water pools, serves as a powerful and emotional tribute to the victims of the attacks.





After dark, visiting a rooftop bar is a must to experience NYC in all its glowing beauty.



[13] ROOFTOP-BAR

During the day, a bike ride through Central Park is the perfect blend of nature and urban vibes.



[14] BIKE TOUR

Just wander, explore, and fully enjoy everything that makes NYC so special!

THE ONLY WAY TO  
MOVE FORWARD IS TO  
LET GO OF THE PAST  
AND EMBRACE THE  
FUTURE.

THE  
O&S  
EDIT.



# TIME FOR *ANSWERS*

Welcome to the Q&A session in my magazine! Here, I'll be answering all your most asked questions and sharing what really interests you. It's not just about quick tips or facts, but deeper insights into my life.

You've asked me about the products I truly use, how I organize my day-to-day, and the travels that have shaped me the most. As a content creator, I'm sharing openly and honestly about the challenges I face daily, giving you an authentic look behind the scenes.

*Are you ready? - Then let's goooo!!*



*it's time  
for some  
answers*



**LET'S TALK**  
**LET'S TALK**  
**LET'S TALK**

# NEW YORK

## Edition





Ask me a question



*"New York is not a city, it's a world." – I couldn't agree more! In this Q&A edition, let's dive into everything about my New York experience. From the iconic spots to hidden gems, I'm here to answer all your burning questions about this vibrant city. Ready to explore the Big Apple with me? Let's go!*



What would you like to know about NYC?

How much did the whole trip cost?



What would you like to know about NYC?

How was the vibe? Did you feel comfortable and safe?

The vibe was incredible!!!

I was also a bit scared about some situations and had a lot of thoughts before we arrived in NYC. But I have to say that I hardly ever felt uncomfortable.

Of course, you often come across strange people, but not in a way that made me feel 'scared.'

These people are actually in their own world, and we simply avoided them and didn't pay attention to them.

Please note that we were there during the most expensive time of the year!

Flight:

1000,- p.p.

Hotel:

1200,- p.p.

Food:

approx. 100,- p.p. per day

Transportation:

20,- flat rate per day by bike.

Subway costs for 1W I think 37,- is of course the cheapest option.

Cab to the airport and back:

180,- or you can take the train.

Cost of attractions:

Summit: 60,- p.p.

Edge: 60,- p.p.

Broadway Musical: between 100,- and 300,- p.p. depending on seat selection

NBA game: between 200,- p.p. and no upper limit, depending on seat selection

Heli-flight: from 200,- p.p. depending on flight length and time.



What would you like to know about NYC?

Which hotel did you stay at?

We stayed at the **Freehand NYC**. There are certainly other good hotels in terms of value for money, but at the time (i.e., over New Year's Eve), we were a bit limited as everything was fully booked and very expensive.

I thought this was great value for money for NYC; it was clean, relatively new, and the location was fantastic! At least for people coming here for the first time. It's close to everything and yet not in the crowded area.

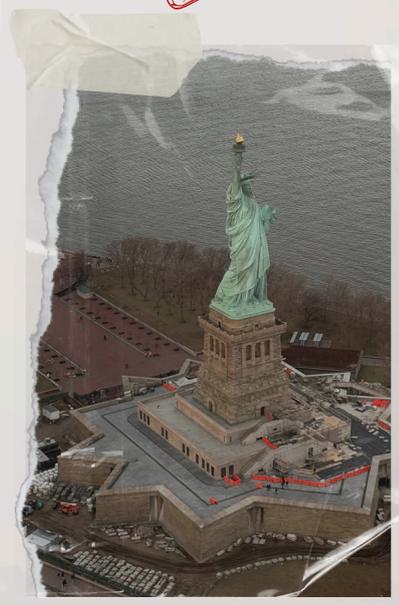


We did the flight from New Jersey with @helioNY (40 minutes with the N) Streetcar) and flew for about 30 minutes from there. The cost per person was \$299.

Of course, the cost varies depending on the time, duration, and departure, etc.

What would you like to know about NYC?

How long was the helicopter flight, and how much did it cost?



**What would you like to know about NYC?**

**What would you do differently on your next NYC trip?**



Although we were really lucky with the weather (3-4 days of sunshine and especially no sub-zero temperatures) and were able to do everything, I would come to NYC at a different time.

When it's warmer, you just have a lot more options, like sitting in cafes, getting food to go, sitting in the park. It doesn't get dark at 4:30, and you get more out of the day.

Oh yeah... and of course it's not as crowded as New Year's Eve/Christmas. Still, there's something very special about being in NYC during the Christmas season. We didn't have much of a choice though, as Pascal was only free at that time.

**Early!!!!**

Well, I'm sure it's not normally that crazy, but during our time I wanted to book the Summit at sunset for example, and unfortunately I didn't get anything despite 3 weeks notice, so we were there at 12 noon. I booked the basketball game 1.5-2 months in advance because of the seats.

You can also get seats on the spur of the moment, but it's a long way up. So for things that are a bit more popular or that you really want to do, I would book well in advance - several weeks in advance.



**What would you like to know about NYC?**

**When should I book the sights? How long in advance?**



**What would you like to know about NYC?**

**Prices and daily budget without flight and hotel?**



It's hard to say, as every day was different and it depends on whether you booked an attraction or not, but I'd say about 100-120€ per person per day for food and transport (and that's if you don't eat three times a day or always eat in restaurants).

**YES, food is very expensive there!** Of course, if you have something else planned, like an entrance fee, that comes on top.

Food is the most expensive thing you can buy in New York (whether from a supermarket, restaurant, or to-go) - apart from fast food, of course.



It's really hard to pick just one highlight because everything was amazing, but as far as attractions go, the helicopter ride and the basketball game at Madison Square Garden were definitely the best.

**Was wollt ihr über NYC wissen?**

**What can't be missed? What was the highlight?**

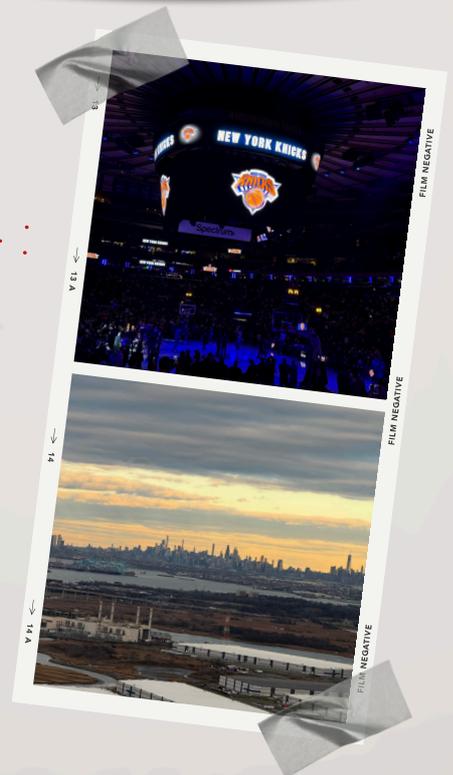


Do you have any questions? Or is there anything else you're curious about - whether it's me or a specific topic?

Just let me know and I'll be happy to include it next time! <33

Send me a DM and I'll be happy to do another Q&A round in my story. xoxo

@julia.kammerer





*lucky girl  
all good things  
come to me*



# PERSONAL

# *Edition*





Ask me a question

*"The best way to predict the future is to create it." - Abraham Lincoln.*



*In this **personal Q&A** edition, I'm answering your questions about me, my goals, and what makes me who I am. Get ready for an honest look behind the scenes of my life!*



What would you like to know about me?

When did you start with Instagram and how?



I've had Instagram privately from the very beginning and just posted private and vacation pictures.

Until I started modeling in 2017. I actually only posted model pictures from 2017 to 2020, until COVID came along in 2020. That's when I started posting fashion content in the summer of 2020. I continued posting for about a year, and then joined my first agency at the end of 2021. That's when it really took off, I would say.

From the *middle of 2022*, I did Instagram full-time and earned my money with it.

Pascal and I have actually *been together for 10 years*. Wow - how long does that sound, haha?

I had just turned 18 and Pascal was 22 when we met. Pascal had messaged me on Snapchat at the time, haha, but we already knew each other through friends and acquaintances, and also through the professional sport that Pascal does/has done.

What would you like to know about me?

How long have you and Pascal been together, and how did you two meet?



What would you like to know about me?

What is your favorite place in the world?



It's super difficult because I'm someone who sees beauty and advantage in a lot of things.

First and foremost, of course, it's where my loved ones are around me and where I feel comfortable. But overall, the place that made the biggest impression on me was Cape Town.

There's just a **DIFFERENT** feeling there. My heart flutters when I think about it because the atmosphere there is so special.



**What would you like to know about me?**

**What would you do if you weren't doing Instagram full-time?**



This isn't an easy question for me either. I'm a person who has clear ideas and I always know what I want, BUT if there's one thing I'm not, it's a person with only one personality.

I'm *versatile* in my character and interests.

I've always had a strong interest in architecture and interior design, but I'm also passionate about fashion and anything to do with animals.



I think *denim jeans* - I LOVE jeans, especially oversized ones.

Wear them with a white t-shirt and cool trainers.

**What would you like to know about me?**

**If you could only wear one outfit for the rest of your life, what would it be?**

Oh yeah, definitely!!!

Actually, there are several, but this one is my favourite and has been in my WhatsApp description for 10 years, haha! It just says it all!

He who lives in harmony with himself lives in harmony with the universe.

I think that is so true.

**What would you like to know about me?**

**Do you have a life motto or a quote that you live by?**



What would you like to know about me?

What would you like to pass on to your community?

Always *believe in yourself* and only surround yourself with people who are good for you and support you!

Don't be disturbed by people who are unhappy, don't believe in themselves and try to bring you down or make you feel insecure.

No matter when you decide to pursue what is good for you or your passion, it is never too late and never too early - believe me!!! <3



Do you have any questions? Or is there anything else you're curious about - whether it's me or a specific topic?

Just let me know and I'll be happy to include it next time! <33

Send me a DM and I'll be happy to do another Q&A round in my story. xoxo  
**@julia.kammerer**



*Grow*



**AT YOUR OWN PACE**

the<sup>©</sup>  
JK  
edit.



*THE  
FOOD  
EDIT.*

# BRUNCH & LUNCH

- NEW YORK EDITION

I'm excited to share three special recipes that really inspired me on my last trip to New York. The city that never sleeps offers so many culinary delights that I couldn't resist bringing a little taste of it back home. I immediately fell in love with these dishes - perfect for a relaxed brunch or light lunch with your loved ones. I can't wait to hear what you think and hope they bring a touch of New York flair to your kitchens!

*Enjoy cooking and experimenting! I hope these recipes bring you as much joy as they did for us, and take you on a little culinary journey to New York.*

*Julia & Pascal*



THE

NEW YORK  
EDITION

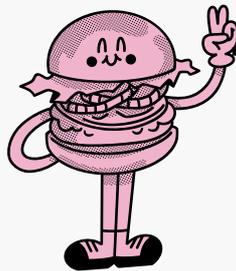
BY JULIA  
&  
PASCAL

COOK

BOOK

EDIT NO°1

*the*  
**FASHION**  
*kitchen*



SINCE 2024

# BURGER



# SLUB

CAN YOU SMELL IT? THE SMELL OF FRESHLY GRILLED FOOD IS IN THE AIR! BURGERS ARE THE ULTIMATE SOUL FOOD FOR ME - AND THE BEST PART? YOU CAN REINVENT THEM OVER AND OVER AGAIN. THIS RECIPE IS A FRESH TAKE ON THE CLASSIC, PACKED WITH CRUNCHY INGREDIENTS AND BOLD FLAVOURS.

ENJOY YOUR MEAL!

# BURGER CLUB

## INGREDIENTS

- 1. FOR THE BURGER SAUCE, TAKE EQUAL PARTS MAYO, KETCHUP, AND MUSTARD. MIX WELL AND ADD CHOPPED GHERKINS, A DASH OF VINEGAR, CHOPPED RED ONION, AND SOME PAPRIKA SPICE.**
- 2. NOW, ALL YOU HAVE TO DO IS FRY THE MEAT PATTIES (WE USED VEGAN ONES FROM 'LIKE') IN A LITTLE GHEE. FRY THE BURGER PATTIES (WE USED GLUTEN-FREE ONES FROM SCHÄR) BRIEFLY, ADD THE CHEDDAR SLICES ON TOP, LET THEM MELT A LITTLE, AND THEN PLACE THE FRIED PATTY ON THE BUN.**
- 3. TOP WITH THE REMAINING INGREDIENTS AND THE SAUCE!**
- 4. ENJOYYYYY <33**

- VEGAN BURGER PATTIES (MEAT SUBSTITUTE FROM "BEYOND MEAT")
- BURGER PATTIES (GLUTEN-FREE OR REGULAR)
- 1 TOMATO, SLICED
- ROMAINE LETTUCE LEAVES
- 1 RED ONION, SLICED
- CHEDDAR PROCESSED CHEESE

### SAUCE:

- MAYO, KETCHUP & MUSTARD
- GHERKINS
- RED ONION
- DASH OF VINEGAR
- PAPRIKA SEASONING



*Just tap the QR code - our cooking video will open right up!*



# BAGEL



# SLUB

THE NEW YORK BREAKFAST BAGEL – A CLASSIC WITH A MODERN TWIST! FRESHLY TOASTED AND FILLED WITH CRISPY INGREDIENTS AND BOLD FLAVORS. THIS BAGEL IS ALSO GREAT FOR VEGGIE LOVERS. PERFECT FOR A DELICIOUS BREAKFAST!

ENJOY!

# BAGEL CLUB

1. SLICE THE AVOCADO AND SET IT ASIDE.
2. SCRAMBLE BOTH EGGS AND MIX WITH THE SPICES.
3. POUR THE EGG MIXTURE INTO THE PAN AND PLACE THE HALVED BAGEL INSIDE. AFTER A FEW SECONDS, TURN THE BAGEL SO THAT THE UNDERSIDE IS FACING DOWNWARDS.
4. AS SOON AS THE EGG IS SET, TURN THE WHOLE THING SO THAT THE TOP OF THE BAGEL IS FACING DOWNWARDS.
5. NOW, YOU CAN TOP THE BAGEL.
6. START BY SPREADING SOME CREAM CHEESE ON IT (CAREFULLY!). THEN, ADD THE CHEDDAR SLICES.
7. ONCE THESE ARE A LITTLE SOFT, ADD THE AVOCADO, RED ONIONS, JALAPEÑOS, SPICES, AND FINALLY, CREME VEGA.
8. ENJOYYYYYYYYY <333

## INGREDIENTS

- BAGEL (GLUTEN-FREE OPTIONAL)
- 2 EGGS
- SALT, PEPPER, PAPRIKA
- ½ AVOCADO
- 2 TBSP CREAM CHEESE
- 2 SLICES CHEDDAR CHEESE
- ½ RED ONION
- A FEW JALAPEÑOS
- VEGAN SRIRACHA SAUCE



Just tap the QR code - our cooking video will open right up!



# BURRITO



THIS CHIPOTLE-INSPIRED BURRITO TAKES SOUL FOOD TO A WHOLE NEW LEVEL! FRESHLY FILLED WITH CRUNCHY INGREDIENTS AND BOLD FLAVORS, IT'S PERFECT FOR ANYONE WHO LIKES IT SPICY AND DELICIOUS.

AND FOR THE VEGGIE LOVERS AMONG US, IT'S ALSO AN ABSOLUTE DELIGHT AS A VEGETARIAN OPTION! A BURRITO THAT'S GUARANTEED TO BLOW YOUR MIND – BON APPÉTIT!

# CLUB

# BURRITO CLUB

## INGREDIENTS

**1. GUACAMOLE: CRUSH THE CORIANDER, GARLIC CLOVES, AND CHILIES IN A MORTAR. ADD THE ONIONS AND TOMATO AND GRIND THEM IN THE SAME WAY. ADD THE AVOCADOS, LIME, AND SPICES, AND GRIND UNTIL IT BECOMES A COARSE PASTE.**

**2. FRY THE CHICKEN IN A PAN.**

**3. SAUTÉ THE ONIONS WITH A LITTLE GHEE, ADD A DASH OF VINEGAR, AND SEASON WITH SALT AND PEPPER.**

**4. BRIEFLY FRY THE BURRITO IN THE PAN AND THEN SPREAD WITH CRÈME FRAÎCHE.**

**5. ADD THE RICE, BEANS, AND CORN.**

**6. TOP WITH LETTUCE AND CHILI CHICKEN.**

**7. TOP WITH GUACAMOLE, THE SAUTÉED ONIONS, CORIANDER, AND SRIRACHA.**

**8. ENJOYYYY <333**

- 4 BURRITO WRAPS
- SHREDDED CHEESE
- VEGAN CHICKEN (MEAT SUBSTITUTE FROM "LIKE")
- CREME VEGA
- 1 CUP RICE
- 1 CAN BLACK BEANS
- ½ CAN CORN
- 1 ROMAINE LETTUCE HEART
- SAUCES: SRIRACHA (RED & GREEN)
- ONIONS: 2 RED ONIONS
- GHEE
- A DASH OF VINEGAR

### GUACAMOLE:

- 2 RIPE AVOCADOS
- 1 RED ONION
- 2 CLOVES GARLIC
- 1 TOMATO
- FRESH CILANTRO
- JUICE OF 1 LIME
- SALT & PEPPER



*Just tap the QR code - our cooking video will open right up!*



*Bon  
Appetit!*



the  
JK  
edit. ©

*THE  
INTERIOR  
EDIT.*

# INTERIOR

Spring

edition



the  
JK<sup>®</sup>  
edit

# INTERIOR

## Spring edition

The "Interior Edit" is all about how to make your home cozy and stylish with details and accessories. Versatile furniture that is practical, timeless, cool, and eye-catching in its simplicity forms the heart of a modern home.

Fresh flowers, bright colors, and seasonal accents add a touch of spring to your home. Discover how a few thoughtful details can transform your space and infuse it with the vibrant energy of the season. <33



# INDOOR OUTDOOR LIVING





The **coffee table**, with its modern design, is not only practical but also a real eye-catcher. With its sophisticated vibe and unique combination of wood and marble, it brightens up any room.

Combined with a cool **vase** that perfectly accentuates fresh flowers, it creates a cozy and calming space.



[1] COFFEE TABLE



[2] VASE



The **plants** in these super **cool pots** give your room a fresh and natural touch. Plants enhance every room and fill it with life. This combination of simple yet stylish pots and green plants creates a relaxed atmosphere and brings nature directly into the (outdoor) living room.

With the right care, these plants not only create a pleasant indoor climate but also set decorative accents that make every home cozier.



[3] PLANT POT

Just tap the QR code,  
and the website will  
open! <3



READY FOR  
SPRING



[1] SOFA



# LIVING ROOM



Light colors make the room feel friendly and inviting while creating a calm and relaxed atmosphere. They provide the perfect base for integrating versatile furniture that can be combined effortlessly.

With the right accessories, such as cushions, blankets, and plants, the room can be adapted to any season - whether for a fresh spring look or a cozy autumn ambience. This will keep your living room stylish and unique all year round!



# THE SAME CHANGER COUCH



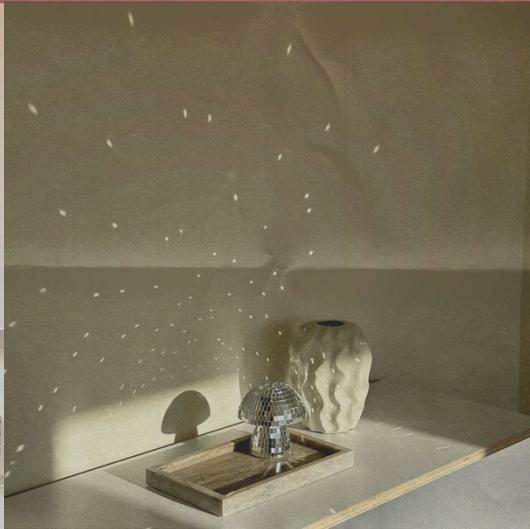
*The sofa from LIVOM is a real game changer for any living room! With its versatile covers, it can be transformed in an instant, giving your room a fresh look time and time again.*

*Whether used as a cozy daybed for relaxing days or as a stylish statement piece, it adapts perfectly to your needs and the style of your home. Its simplicity and flexibility make it a timeless and practical highlight for any home!*



[1] SOFA



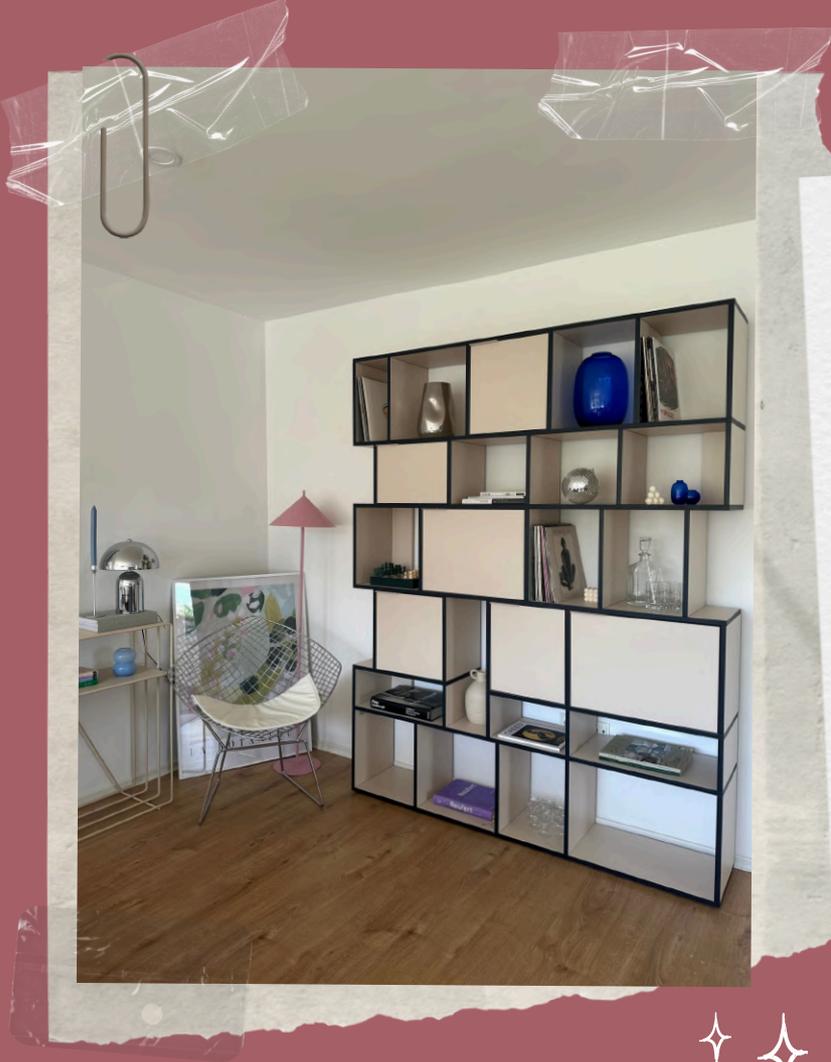


[08]

# INTERIOR



# MAKE IT COZY



love it

This *shelf* from **TYLKO** is an absolute eye-catcher! With its modern design and clean lines, it captures everyone's attention. Not only does it offer generous storage space, but it also features an exceptionally high-quality finish.

The combination of functionality and style makes it the perfect piece of furniture to give your room a sophisticated and cozy atmosphere. A true statement for any home!



[1] SHELF

# MAKE IT cozy



The **console** is a real highlight with its modern, minimalist design and unique material – it's made entirely out of metal, which gives it a cool and distinctive look. The high-quality material creates a sophisticated aesthetic and makes the console a durable piece of furniture.

Combined with accessories in silver, such as the sleek, special vase and the simple lamp, the room is given a trendy, modern touch. These details not only add style to your home but also create a special vibe!



[1] SIDEBOARD



[2] VASE



[3] LAMP



# MAKE IT cozy



The flowers from Botane Studios are the perfect choice if you want high-quality, non-real flowers in your home. They look absolutely real and add a fresh, stylish, and sophisticated atmosphere to any room.

Even though they are a little more expensive, the investment is definitely worth it – their quality and durability make them a valuable accessory for your interior. Whether it's the delicate pink lilies or the white anthuriums, these artificial flowers are a real eye-catcher and will brighten up any corner!

## DIFFERENT TYPES OF FLOWERS



# MAKE IT cozy



This shelf from Metallbude is a real statement piece for any home! It impresses with its simple elegance and high quality craftsmanship. The timeless design makes it a special eye-catcher, perfect for the hallway or any other room. It offers practical storage space as well as room for decorative accents.

An ideal piece of furniture that is both functional and aesthetic - beautiful and unique! The Motel a Mio's colourful vase also adds a cheerful touch to the room and creates the perfect spring vibe with its vibrant colours.



[1] SHELF



[2] VASE



**NOT**



**JUST**



*FURNITURE,*

**BUT A**



*REFLECTION*

**OF YOUR**



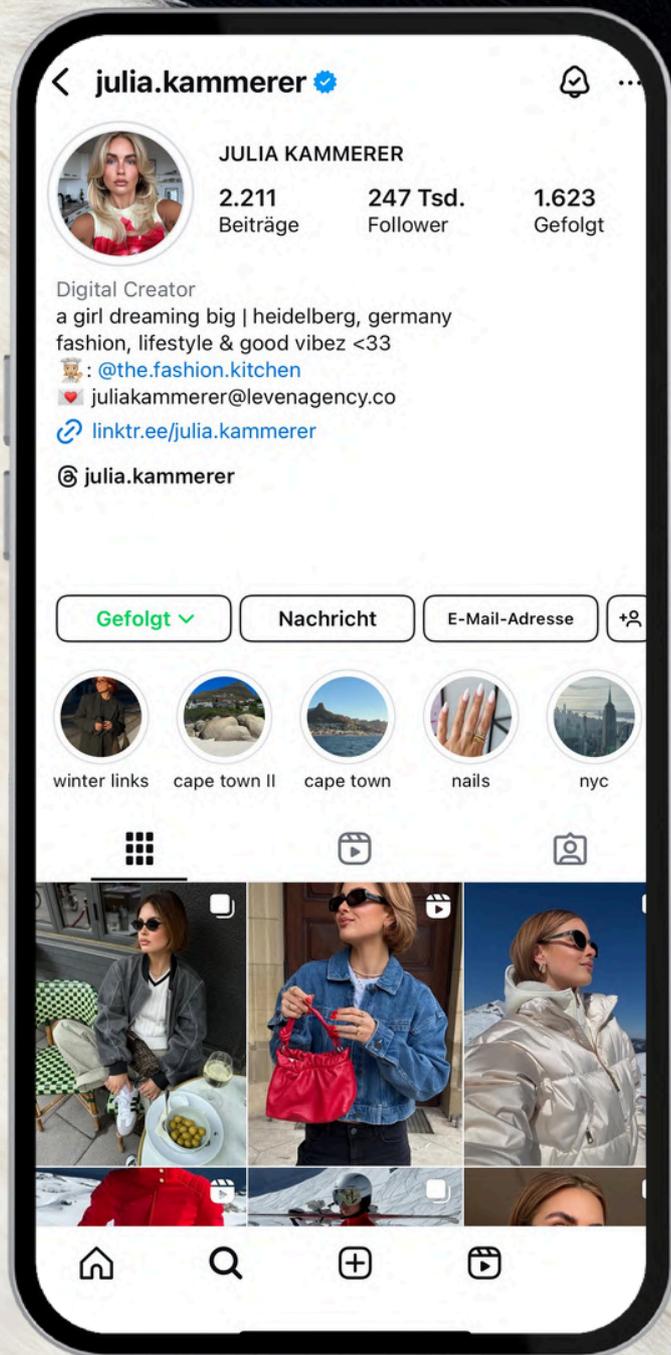
*LIFESTYLE*

# mini malism

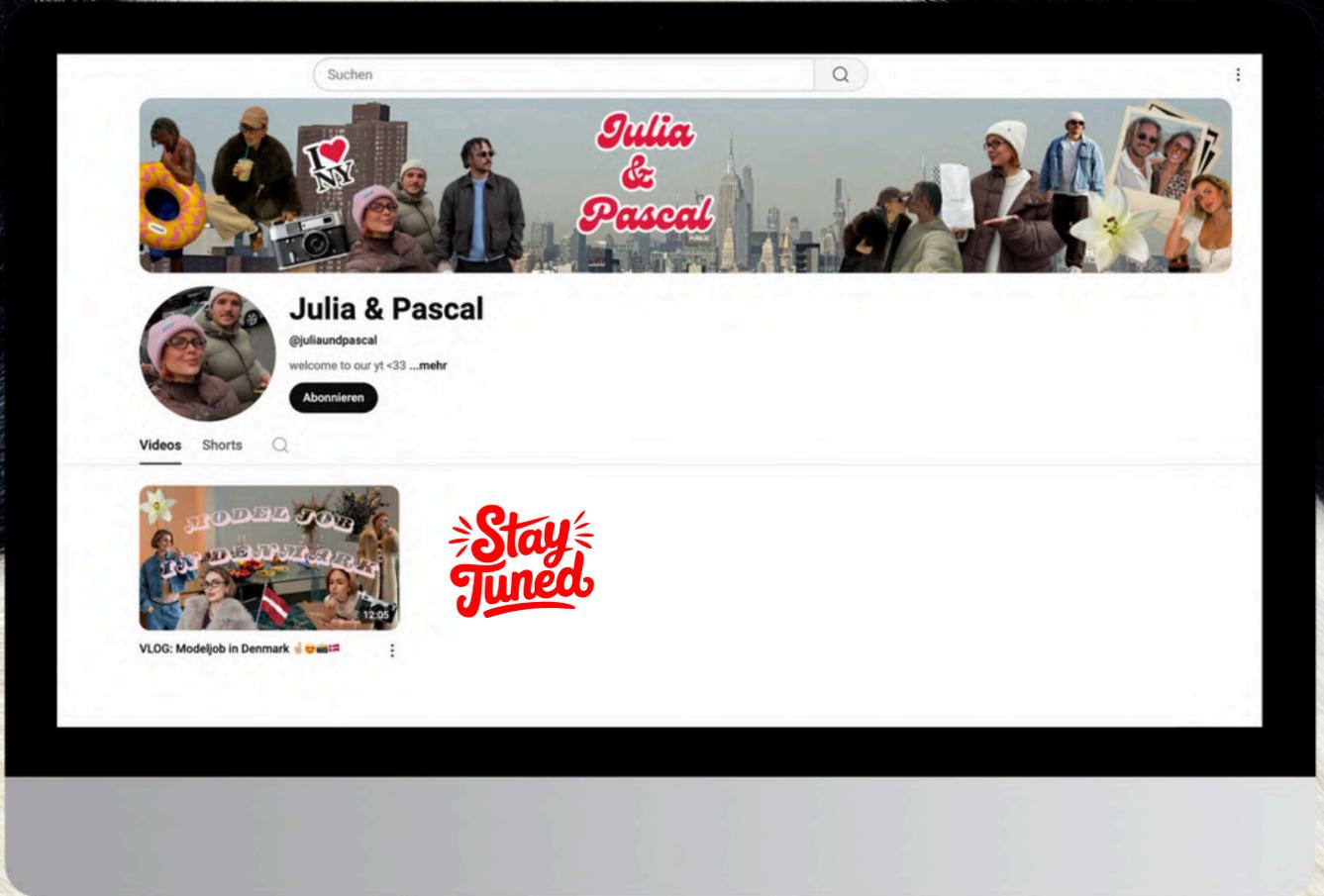
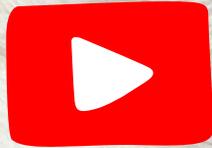
Minimalism – Create space  
for elegance and ease!



WANT TO  
SEE  
MORE?



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Just press and hold the QR  
code, and the YouTube  
page will open! <3

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