

# HODAN YOUSUF

FASHION-FORWARD,  
TRENDSOUT,  
CULTURE &  
LIBERATION

**TPA** THE  
PEOPLE  
AGENCY





# ABOUT HODAN

Hodan Yousuf, originally from Canada, officially made Berlin her home in 2023, quickly immersing herself in the vibrant life of the city.

Her unique presence on both TikTok and Instagram swiftly gained a diverse following, drawn to her eclectic fashion choices. Hodan's wardrobe is a captivating blend of vintage treasures, high-end couture, and premium fashion pieces, expertly curated and styled with an array of shoes and accessories that set trends.

Renowned for her modest yet uniquely daring style, Hodan has garnered international attention.

Her influence extends beyond borders, catching the eye of prestigious European and international brands. Noteworthy collaborations with fashion giants such as Prada, Armani, Levis, Aritzia, and Vivienne Westwood underscore her impact on the industry. In the dynamic world of fashion, Hodan Yousuf stands out not only for her sartorial choices but also for her ability to seamlessly blend diverse elements into a cohesive and trendsetting personal style.





# CONTENT

#1



FASHION

#2



BEAUTY

#3



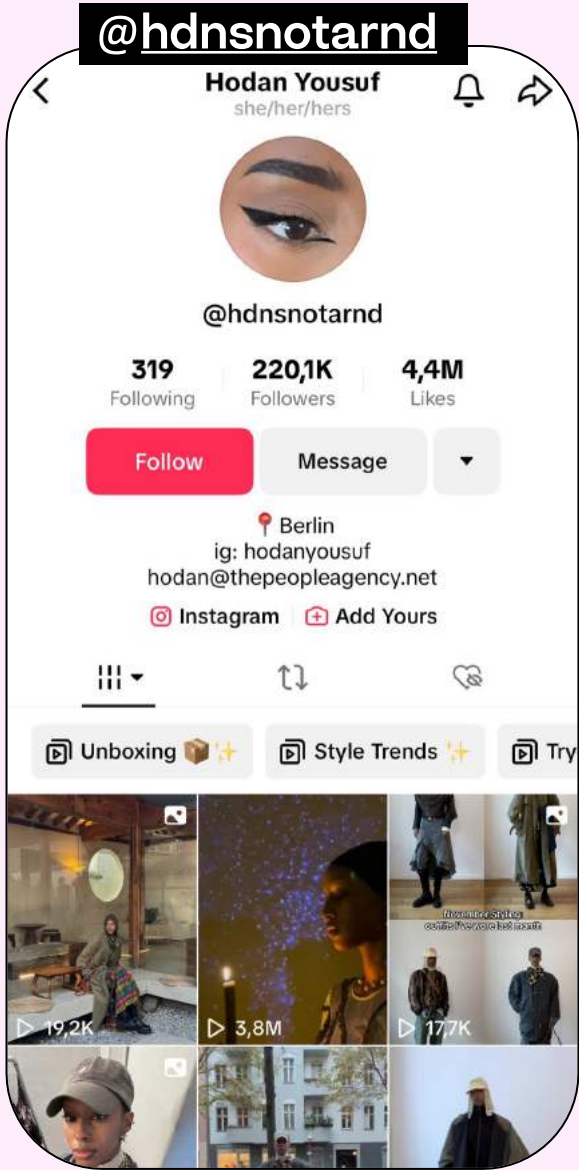
EVENTS

#4



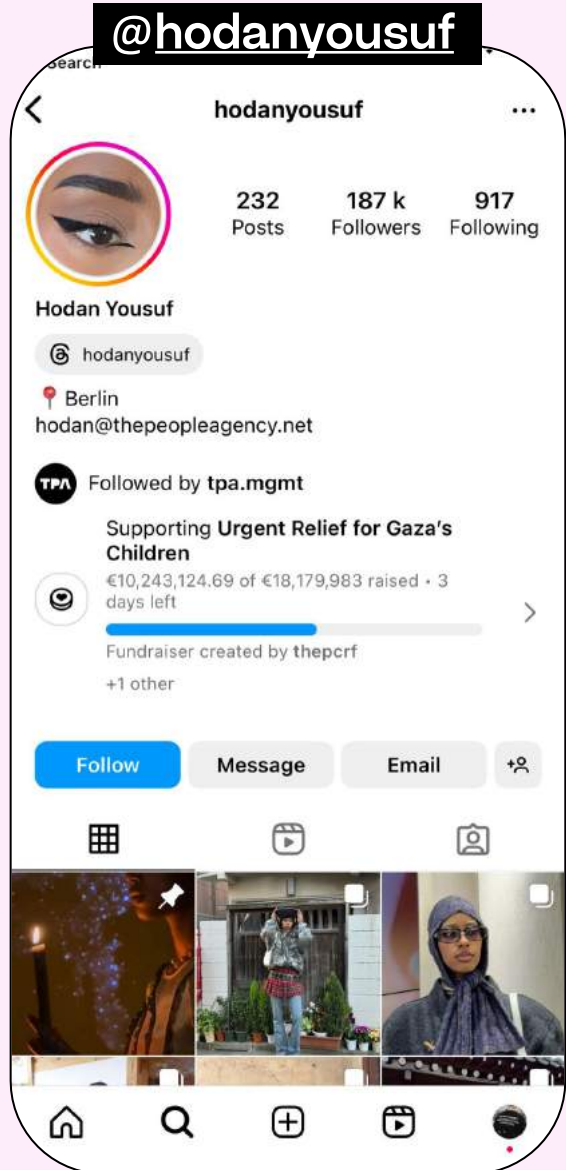
TRAVEL

# SOCIAL MEDIA STATISTICS



## TIKTOK

followers: 218.6 k  
plays: 27.1 mio  
likes: 4.5 mio  
ER: 13 %



## INSTAGRAM

followers: 198.5 k  
reel views: Ø 72.2 k  
post views: Ø 48.1 k  
ER: 7,7 %

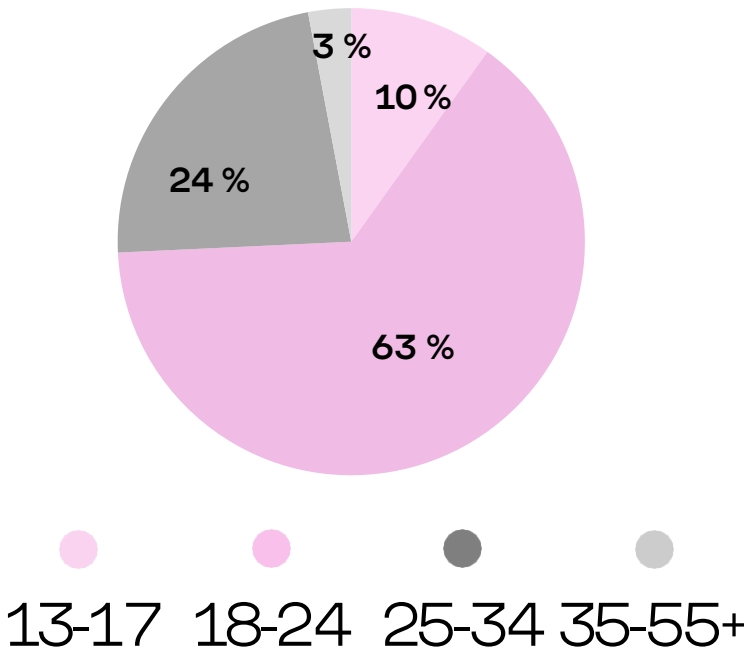
# FOLLOWER-PERSONA

## TIKTOK

### GENDER



### AGE

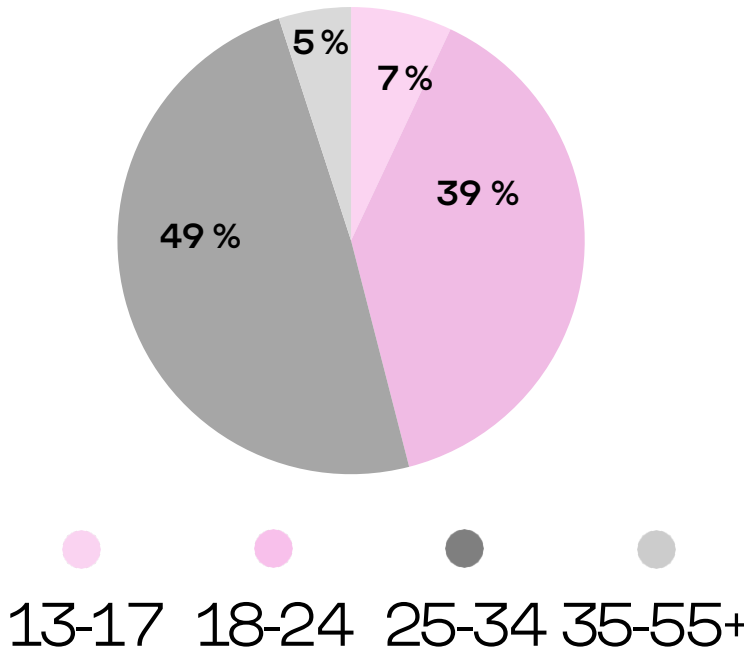


## INSTAGRAM

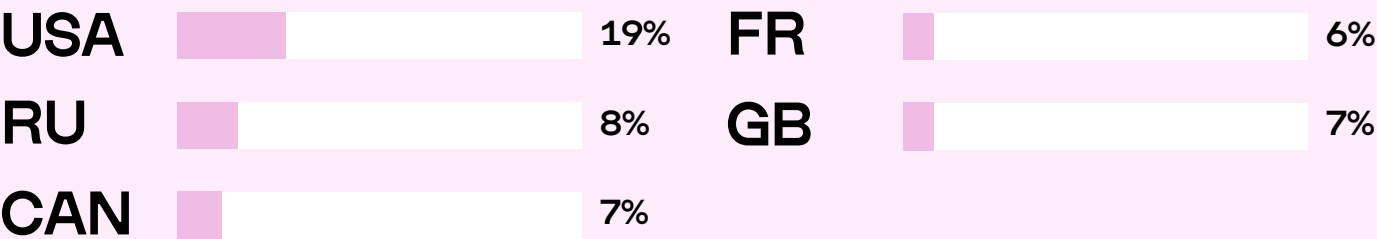
### GENDER



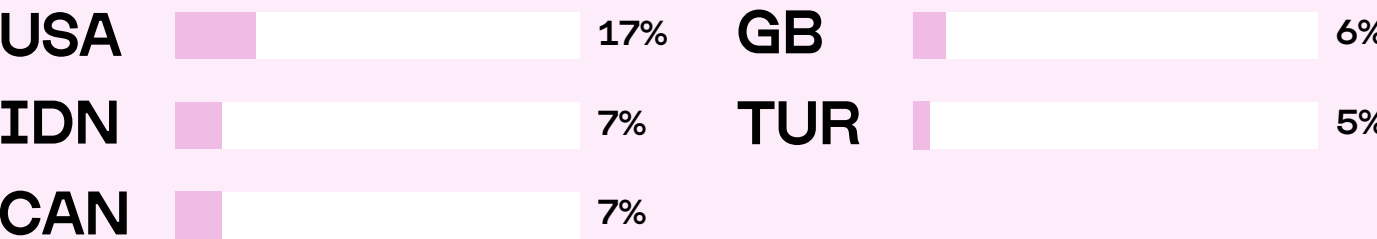
### AGE



### LOCATION



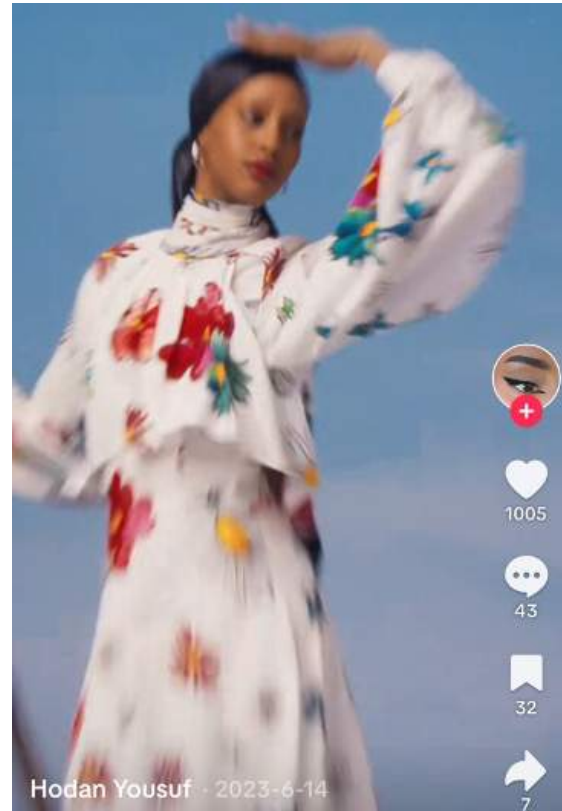
### LOCATION





# PARTNERSHIPS & COLLABS

AMAZON FASHION



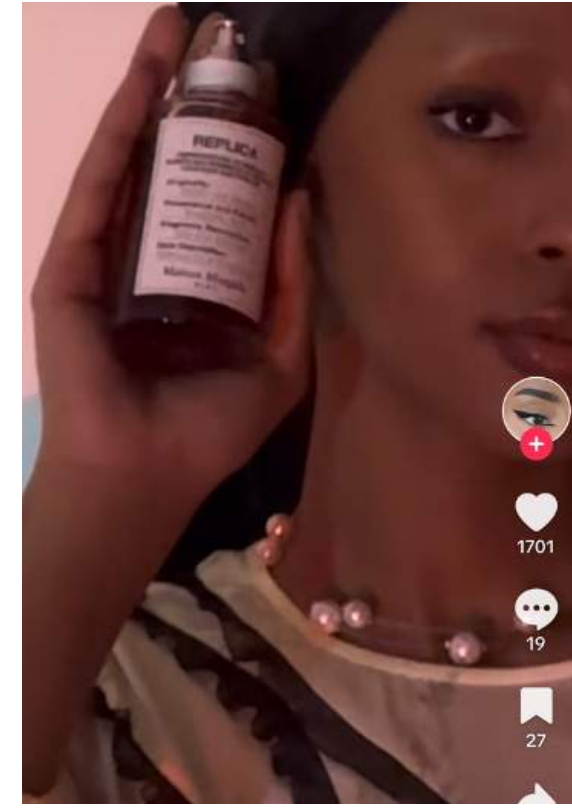
LEVI'S



ARITZA



MAISON MARGIELA  
FRAGRANCES



PRADA BEAUTY



MCM



VIVIENNE  
WESTWOOD



GANNI





# PRESS & EVENTS

GLAMOUR.DE



VOGUE.DE



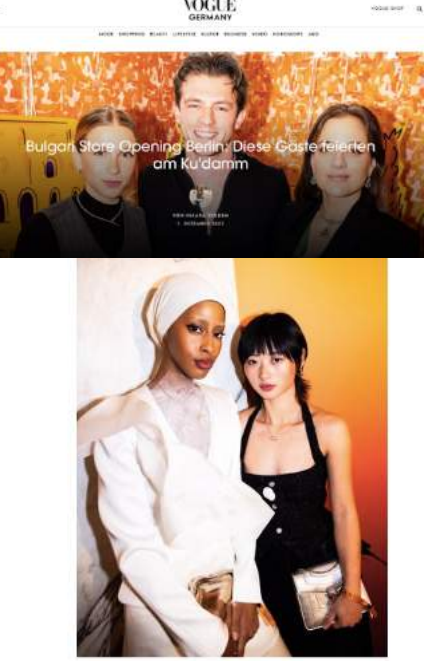
RABANNE x H&M  
/ LAUNCH



ELLE



VOGUE.DE



GLAMOUR  
WOMAN OF THE YEAR



GALA



BVLGARI  
STORE OPENING BERLIN



BUNTE



PRADA  
PARADOXE ANNIVERSARY



# REFERENCES

Maison Margiela  
PARIS

PRADA



ARITZIA

EMPORIO ARMANI

GANNI

Marc O'Polo

Dior



DIESEL

ABOUT YOU®



# THRILLED?

LET'S GET IN TOUCH.