

JIHOON KIM

STYLE &
FASHION ICON,
CONTENT CREATOR



ABOUT JIHOON

Jihoon Kim, born in Seoul and raised in Germany since the age of 12, has quickly become a leading figure in the fashion industry. At just 23 years old, she has captivated more than 4 million followers on Instagram and TikTok, drawing attention not only for her impeccable style but also for her unique blend of Korean pop elegance and global fashion sensibilities.

Collaborating with prestigious brands like Dior, Givenchy, Valentino, Fendi, Tom Ford, Prada, Miu Miu, and many more, Jihoon's success highlights her refined taste and engaging personality. Her cultural fusion makes luxury fashion accessible and relatable, which resonates deeply with her audience.

But Jihoon's influence extends beyond fashion. She is a passionate advocate for mental health, using her platform to discuss her personal challenges and promote mental well-being. This honesty has fostered a deep connection with her followers, making her not just a fashion icon, but an inspiring figure in the broader social media landscape. Especially her broadcast channel, is a testament to the community she has built—a space where high-end fashion meets heartfelt storytelling. Jihoon Kim's dual focus on style and substance has solidified her place as a true trailblazer in today's fashion world.

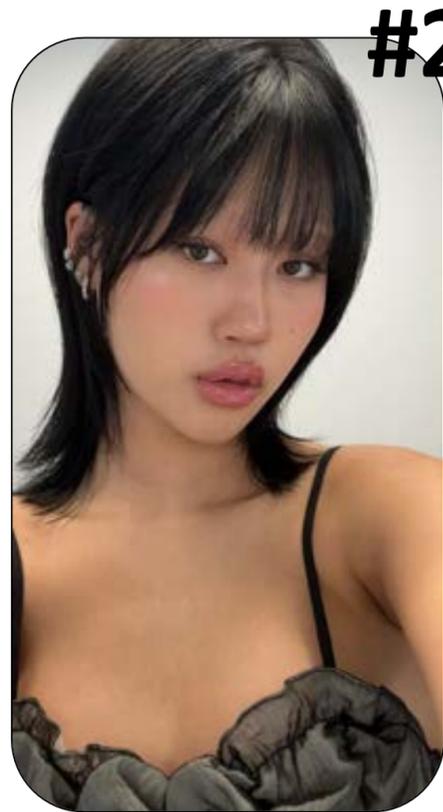


CONTENT



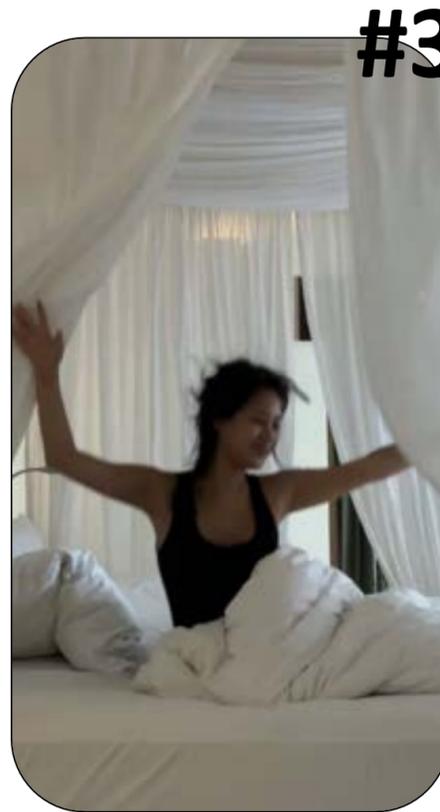
#1

FASHION



#2

BEAUTY



#3

WELL-BEING



#4

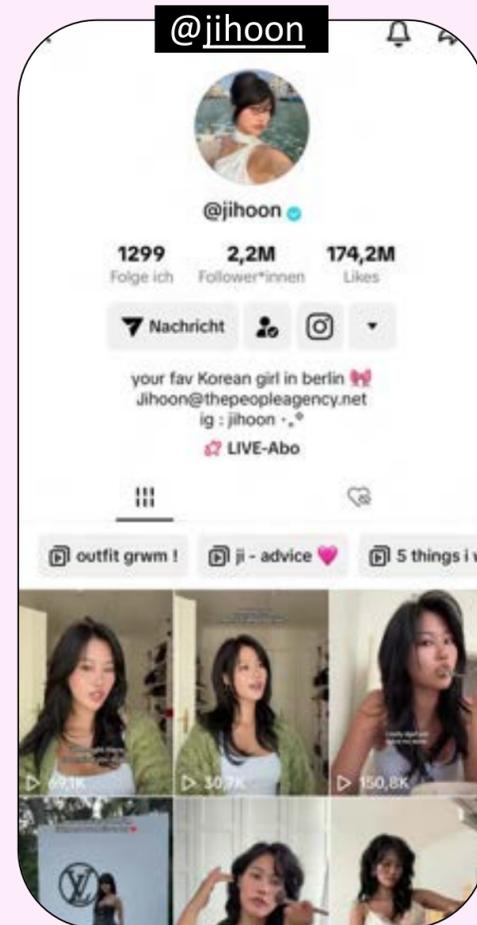
EVENTS



#5

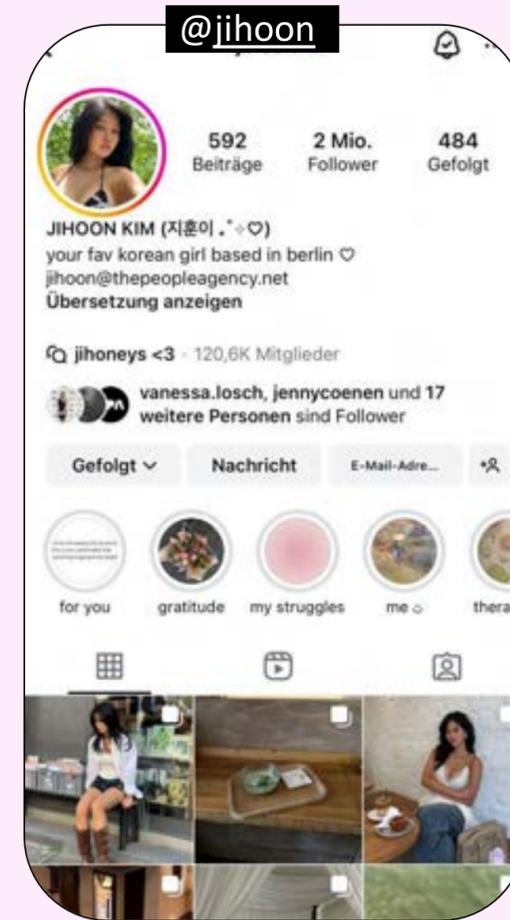
TRAVEL

SOCIAL MEDIA STATISTICS



TIKTOK

follower: 2.2 mio
plays: 536 mio
likes: 174 mio
ER: 11 %



INSTAGRAM

follower: 2 mio
reel views: Ø 980 k
story views: Ø 293 k
post views: Ø 725 k
ER: 6,1 %

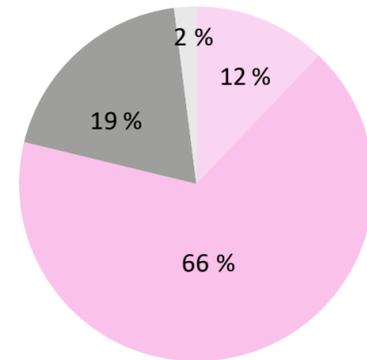
FOLLOWER-PERSONA

TIKTOK

GENDER



AGE

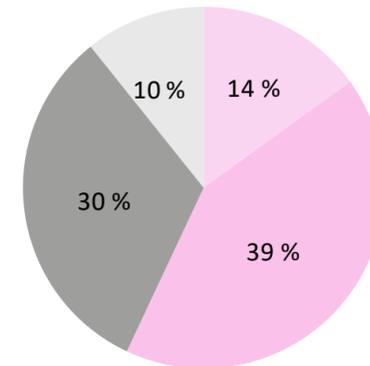


INSTAGRAM

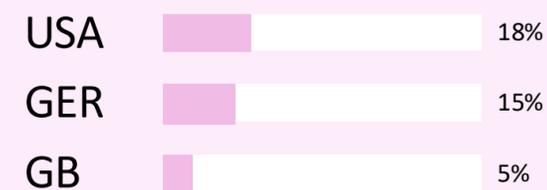
GENDER



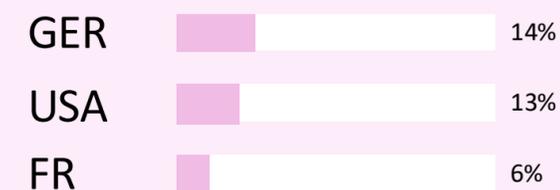
AGE



LOCATION



LOCATION



PARTNERSHIPS & COLLABS

DIOR



VALENTINO



ZALANDO



MISSIONI



ISABEL MARANT



PRADA



LOUIS VUITTON



CAIA



PRESS & EVENTS

VOGUE.DE
/ YSL CAMPAIGN



JOLIE



DIOR FASHIONSHOW



GRAZIA / FENDI STORE
OPENING DÜSSELDORF



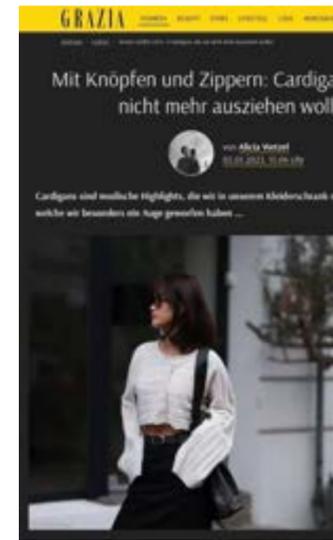
VOGUE.DE



INSTYLE.DE



GRAZIA.DE



GRAZIA / CLEO'S MIDNIGHT TALES
X BREITLING



COSMOPOLITAN.DE



INSTYLE



PRESS & EVENTS

TUSH/ COVER



MAX MARA
CRUSISE SHOW



MARIECLAIRE FRANCE



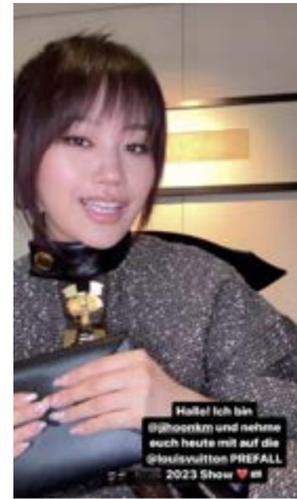
ZOO MAGAZINE/ COVER



IG HIGHNOBIETY TAKEOVER



IG ELLE GERMANY
TAKEOVER



COSMOPOLITAN



DIOR
CRUSISE SHOW



REFERENCES

PRADA

Dior

miu miu


VALENTINO

ISABEL
MARANT

COS


adidas



MISSONI

BURBERRY
LONDON ENGLAND

BVLGARI


POLO
RALPH LAUREN

CAIA


ETRO

dyson

H&M

REVOLVE

 zalando


courrèges

THRILLED?

LET'S GET IN TOUCH.