

# 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.

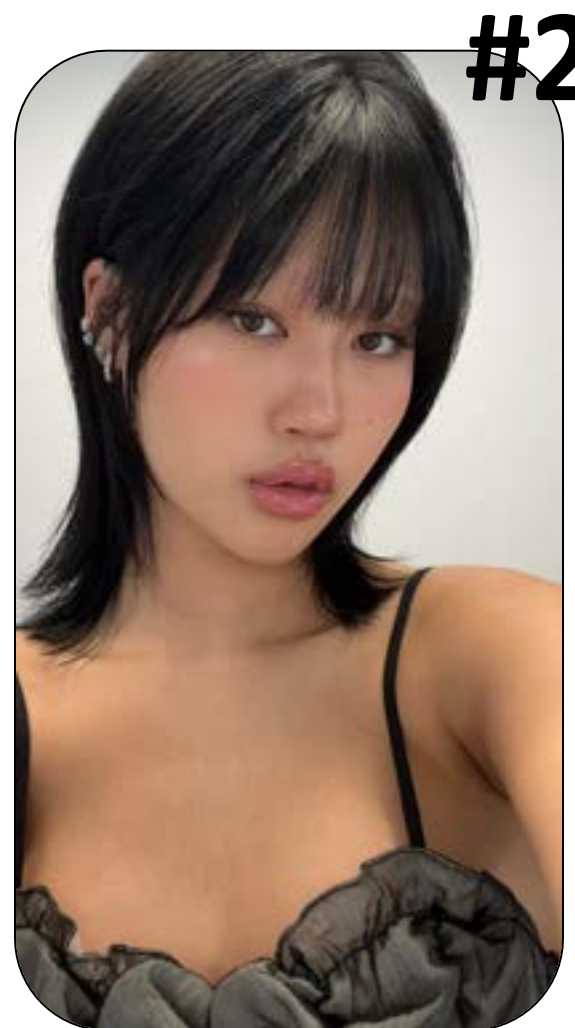




# CONTENT



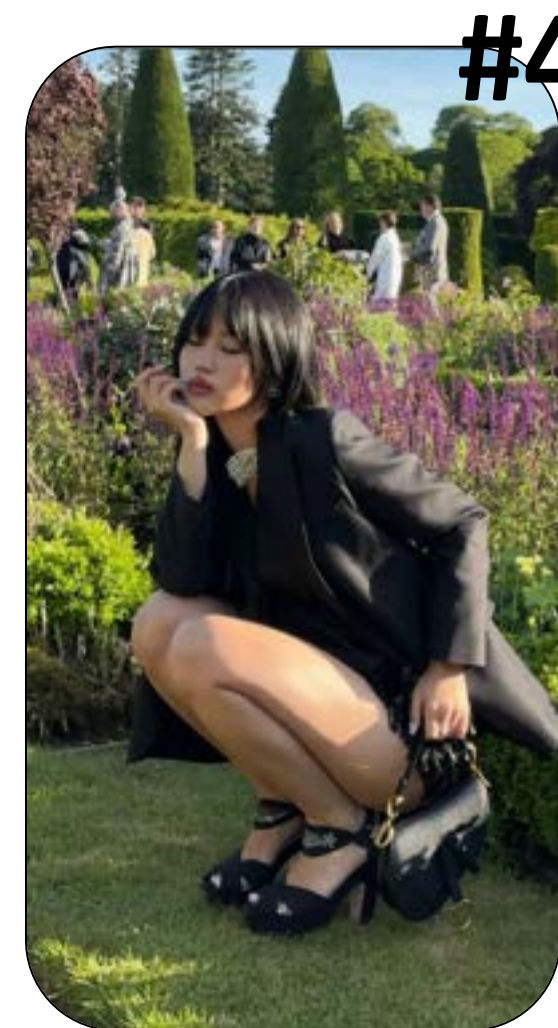
FASHION



BEAUTY



WELL-BEING

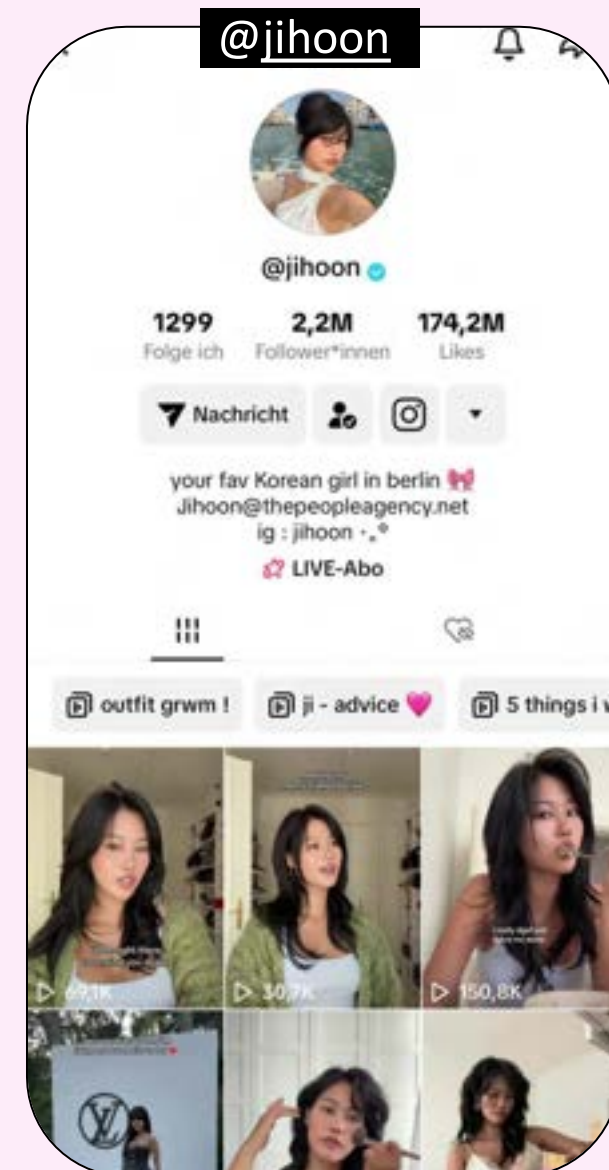


EVENTS



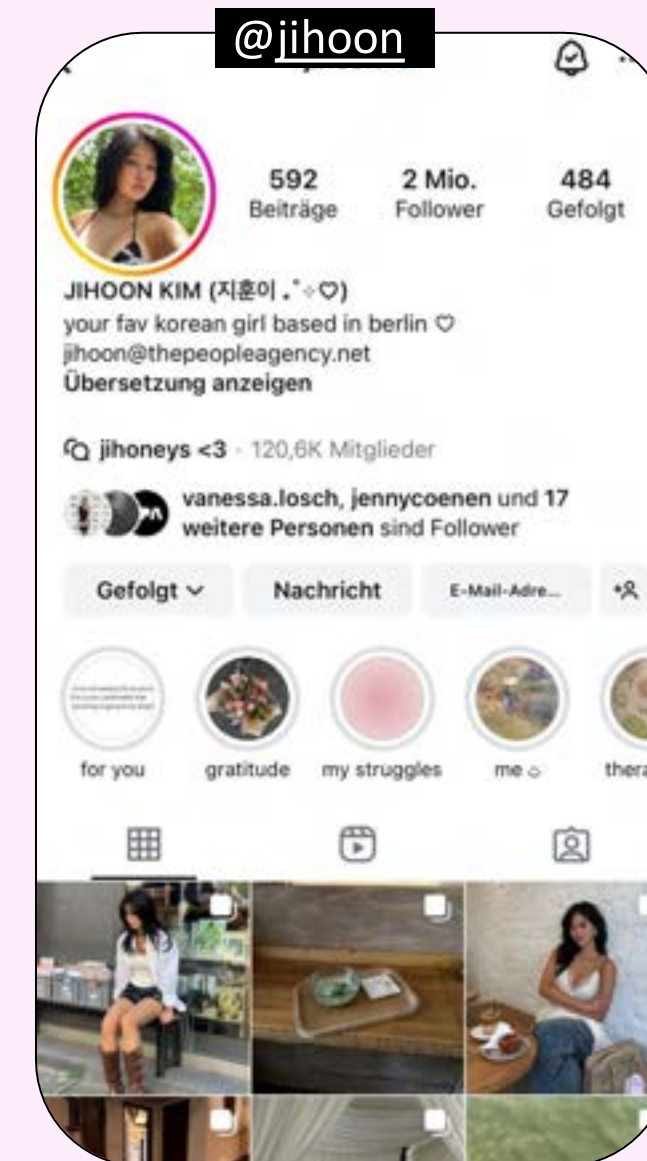
TRAVEL

# 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 %

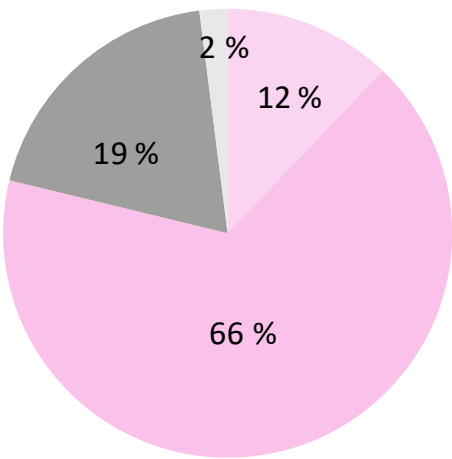
# FOLLOWER-PERSONA

## TIKTOK

### GENDER



### AGE

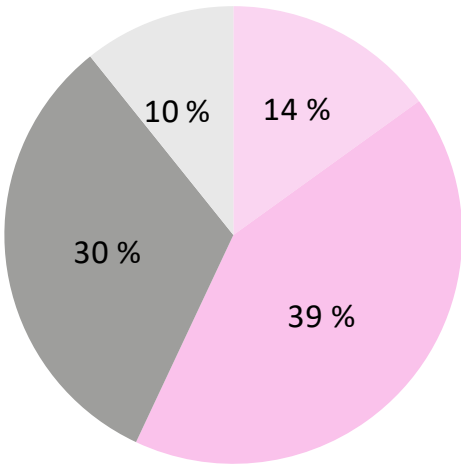


## INSTAGRAM

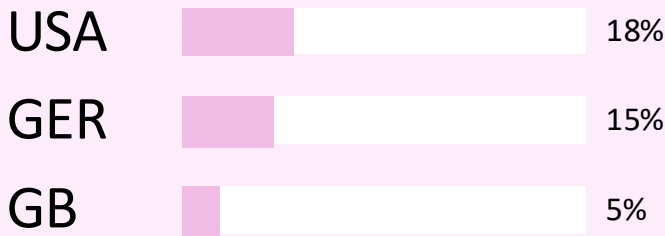
### GENDER



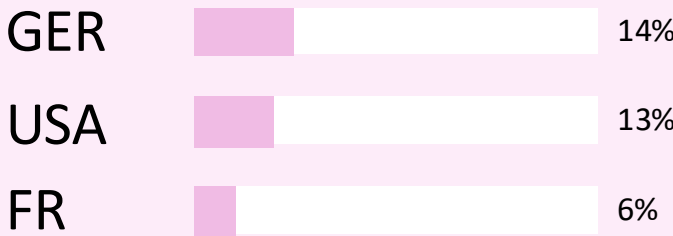
### AGE



### 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  
CRUISE SHOW



MARIECLAIRE FRANCE



ZOO MAGAZINE/ COVER



IG HIGHNOBIETY TAKEOVER



IG ELLE GERMANY  
TAKEOVER



COSMOPOLITAN



DIOR  
CRUISE SHOW





# REFERENCES





# THRILLED?

LET'S GET IN TOUCH.