

# YUSRA MARDINI

UN-AMBASSADOR,  
OLYMPIAN,  
FORBES 30 UNDER 30

**TPA** THE  
PEOPLE  
AGENCY



# ABOUT YUSRA

YUSRA IS THE EPINOM OF THE SYNERGY BETWEEN RESILIENCE & HOPE

Born on March 5, 1998, in Damascus, Syria, Yusra fled her war-torn homeland as a teenager. During the harrowing journey Yusra prevented the dinghy from capsizing and saved herself and other refugees from drowning. Settling in Germany, she turned the tides of her life through sheer determination and talent.

A competitive swimmer since childhood, Yusra didn't let adversity dampen her spirit. She continued to train and made waves on the global stage at the Rio 2016 Olympics as a member of the Refugee Olympic Team. Her story is not just one of athletic prowess but also of unwavering courage in the face of overwhelming odds.

Today, Yusra Mardini is an embodiment of inspiration, using her platform to advocate for refugees worldwide as a UNHCR Goodwill Ambassador. Her journey reminds us all that with hope and perseverance, we can overcome even the most daunting challenges.



# MILESTONES

Participation in  
the first IOC  
Refugee Olympic  
Team in Rio

2015

Honored with  
"The Girls Award"  
from UNICEF's  
Global Goal Awards

2016

Refugees of the  
UN Agency UNHCR  
Youngest appointed  
Ambassador

04/2017

Winner Bambi award in the  
category "Silent Heroes,"

Mardini presented the  
"Millennium Bambi" to Papst  
Franziskus

2016

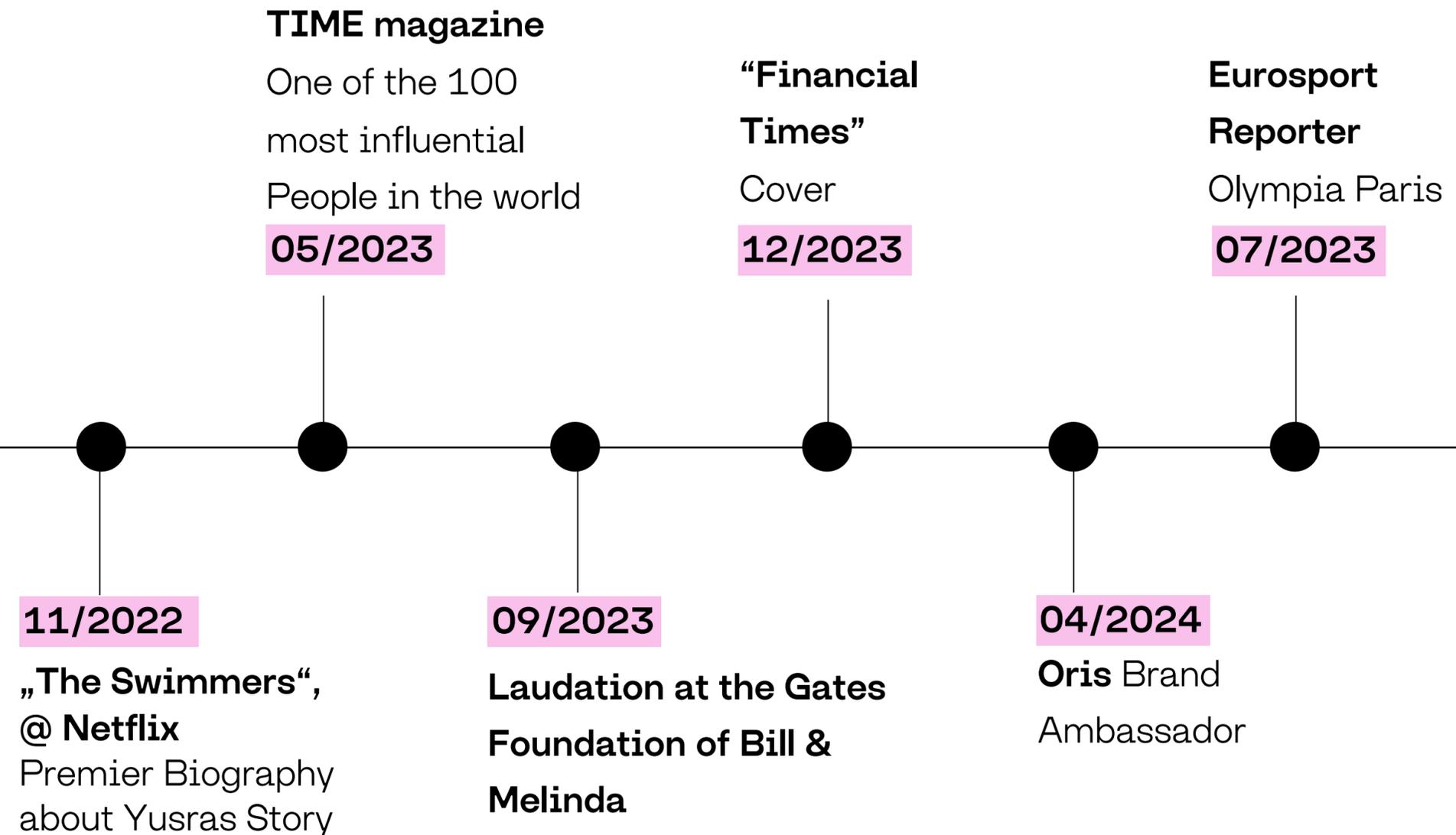
2016

TIME magazine  
named her one of the  
30 most influential  
teenagers

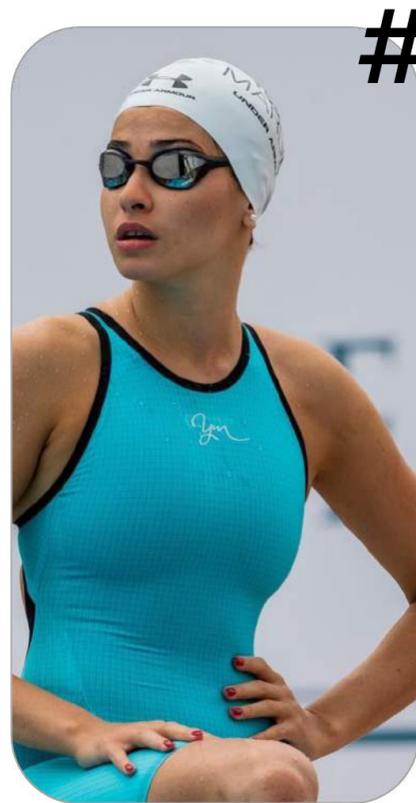
02/2019

Winner  
„Made For More Award“  
category „Hero“

# MILESTONES



# CONTENT



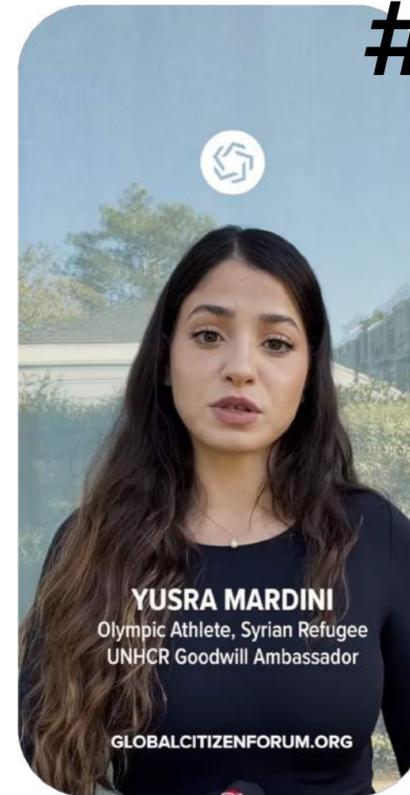
#1

SPORTS



#2

HUMANITY



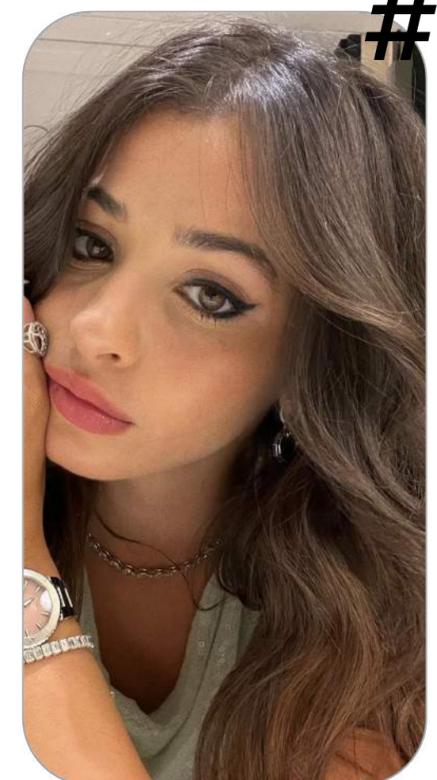
#3

COURAGE



#4

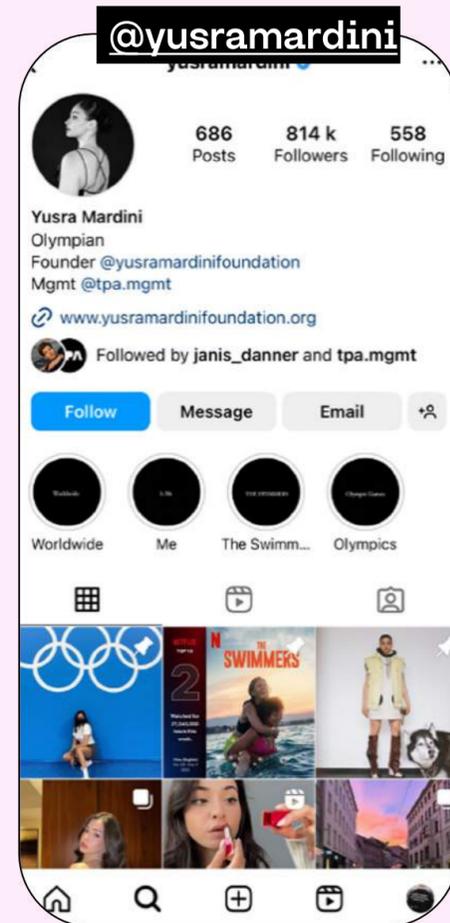
FASHION



#5

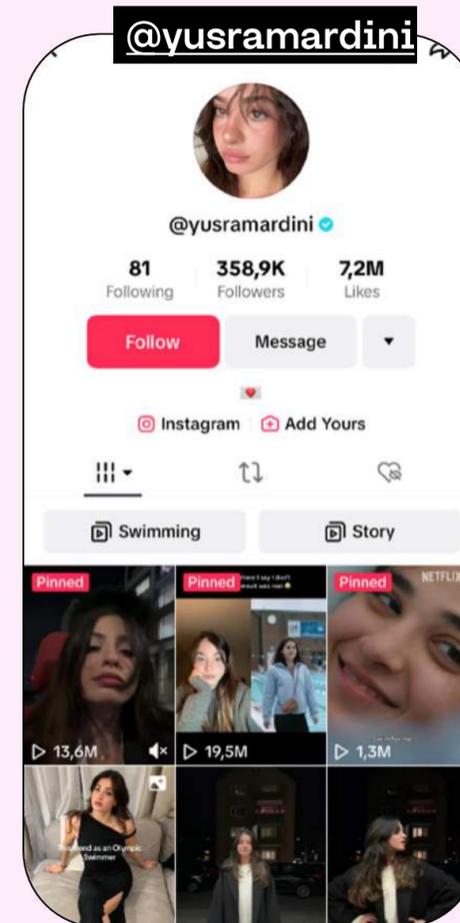
BEAUTY

# SOCIAL MEDIA STATISTICS



## INSTAGRAM

followers: 820 k  
story views: Ø 88 k  
reel views: Ø 375 k



## TIKTOK

followers: 361 k  
likes: 7,3 mio  
story views: Ø 93 k

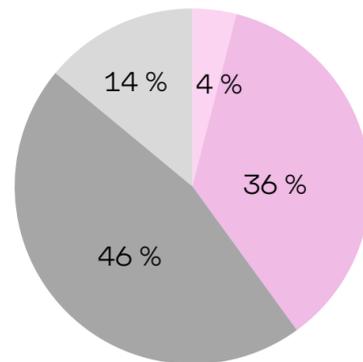
# FOLLOWER-PERSONA

## INSTAGRAM

GENDER

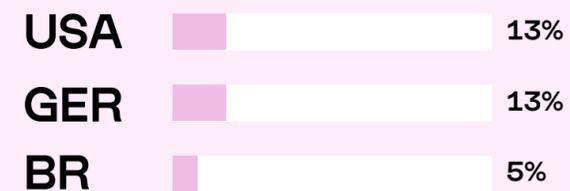
♂ 51 % ♀ 48 %

AGE



● 13-17 ● 18-24 ● 25-34 ● 35-55+

LOCATION

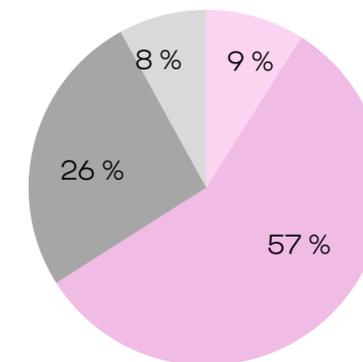


## TIKTOK

GENDER

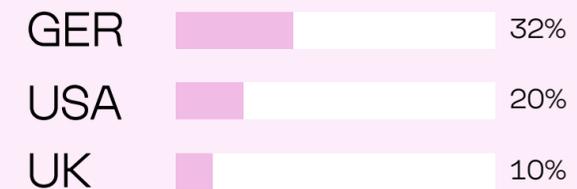
♂ 80 % ♀ 20 %

AGE



● 13-17 ● 18-24 ● 25-34 ● 35-55+

LOCATION



# PARTNERSHIPS & COLLABS

MYTHERESA.COM  
X DOLCE GABBANA



MAXMARA



BURBERRY



TOMMY HILFIGER



PRADA



VALENTINO BEAUTY



ORIS



BOSS



# PRESS & EVENTS

FORBES



VOGUE



"THE SWIMMERS"  
WORLD PREMIERE



TUSH / COVER



BBC / INTERVIEW



BOSS FASHION SHOW



FINANCIAL TIMES  
/ COVER



TIME MAGAZINE



JUNG / COVER



LONDEON FILM  
FESTIVAL



# REFERENCES

**BOSS**  
HUGO BOSS

DOLCE & GABBANA

**Dior**

TOMMY  HILFIGER

**L**  
**V**

  
VALENTINO

**BURBERRY**  
LONDON ENGLAND

**ORIS**  
HÖLSTEIN 1904

MaxMara

**PRADA**

MYTHERESA

# THRILLED?

LET'S GET IN TOUCH.