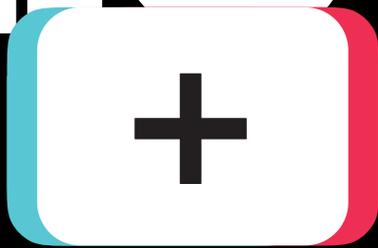


Creators to watch,
just For You

THE DISCOVER LIST





06

28

50

72

94

Educators

Foodies

Icons

Innovators

Originators

 **@andreanovita**
Andrea Novita pg. 08

 **@2peoplecooking**
Chuck & Hailee pg. 30

 **@drew_talbert**
Drew Talbert pg. 52

 **@assolyaa**
Assel Sabyrzhankyzy pg. 74

 **@cheekyglo**
Xixi Liu & Allen Fu pg. 96

 **@byjacklynn**
Jacklynn Botwe pg. 10

 **@afroecologica**
Alene de Godoy pg. 32

 **@golloria**
Golloria George pg. 54

 **@benedettaa.delucaa**
Benedetta De Luca pg. 76

 **@cheriekihato**
Cherie Kihato pg. 98

 **@doctorwalesmd**
Olawale Ogunlana pg. 12

 **@cassiestokes1111**
Cassie Stokes pg. 34

 **@ireneswnd**
Irene Suwandi pg. 56

 **@brunchwithbabs**
Babs Costello pg. 78

 **@elysebreannedesign**
Elyse Burns pg. 100

 **@drjudithjoseph**
Dr. Judith Joseph pg. 14

 **@lu.singluten**
Lucia Martinez pg. 36

 **@izzipoopi**
Izzi Allain pg. 58

 **@calligraphilic**
Paola Gallegos pg. 80

 **@gweroz**
Ghina Eroz pg. 102

 **@jeremyfilmsthings**
Jeremy Drakeford pg. 16

 **@munchin_mash**
Wayne Chang pg. 38

 **@leanadeeb**
Leana Deeb pg. 60

 **@definitelytai**
Theophilus Taiwo Aladejebi pg. 82

 **@hairanatomyuk**
Dominique Bogle pg. 104

 **@kengo_book**
Kengo Kamijyo pg. 18

 **@nabil_zemmouri**
Nabil Zemmouri pg. 40

 **@madison.humphrey**
Madison Humphrey pg. 62

 **@itay_bezaleli**
Itay Bezaleli pg. 84

 **@morrisonmade**
Jeffrey Morrison pg. 106

 **@odddanimalspecimens**
Charlie Engelman pg. 20

 **@ramysoli**
Ramy Soli pg. 42

 **@mattovarini**
Matto Varini pg. 64

 **@marvinroch**
Marvin Roch pg. 86

 **@newmartina**
Carmen Fiorito pg. 108

 **@pryscilla_lsm**
Priscilla Monroy Garcia pg. 22

 **@rashadjonesbbq**
Rashad Jones pg. 44

 **@mrmelk_**
Ollly Bowman pg. 66

 **@missdarcei**
Darcei Giles pg. 88

 **@thebeautycrop**
Ning Cheah pg. 110

 **@ran_levi**
Ran Levi pg. 24

 **@salt_hank**
Henry Laporte pg. 46

 **@taryndelaniesmith**
Taryn Delanie Smith pg. 68

 **@sixspeed.official**
Aamir Dassat pg. 90

 **@tolthema**
Tamia Nontsikelelo pg. 112

 **@stemwithm**
Morgan McKeen pg. 26

 **@saute_with_trevor**
Trevor Were pg. 48

 **@yasmeen_alshafai**
Yasmeen Alshafai pg. 70

 **@steppingthroughfilm**
Thomas Duke pg. 92

 **@toystoystoys.uk**
Jane Hastings pg. 114

CREATORS TO WATCH, JUST FOR YOU



@saute_with_trevor



@sixspeed.official



@oddanimalspecimens



@yasmeen_alshafai



@golloria



@2peoplecooking



@mrmelk_



@andreanovitaa



@definitelytai



@toystoystoys.uk



@drjudithjoseph



@pryscilla_lsm



@jeremyfilmsthings



@byjacklynn



@kengo_book



@stemwithm

EDUCATORS



@ran_levi



@doctorwalesmd



@oddanimalspecimens



@andreanovita

Educators fuel our sense of discovery, energizing our community to learn, build new skills, and broaden horizons, one inspiring post at a time. From making science fun and accessible to fostering a sense of wonder about the natural world, these creators inform, entertain, and invite us to join the conversation.





Andrea Novita

@andreanovitaa



Tangerang, Indonesia

“TikTok has taught me how powerful short-form content can be for education.”

Andrea Novita is a science-based content creator from Indonesia. She demystifies food science, microbiology, and evidence-based science communication through educational videos, research-driven insights, and hands-on experiments in her small personal laboratory. Andrea often creates innovative food products using a variety of unique ingredients. Through clear, engaging storytelling, she makes complex science more accessible to everyone.

“Creating on TikTok allows me to spread food science education rooted in what I learned during my food technology studies, and turn it into something accessible...Being recognized as an Educator on the Discover List makes me genuinely happy, because my content is built around doing real experiments in my own lab with the intention to educate...It motivates me to keep translating complex science into content that sparks curiosity and understanding.”

What is something you’ve learned or taught because of TikTok?

“TikTok has taught me how powerful short-form content can be for education. Seeing how much people engage and learn reminds me that there’s a huge opportunity to introduce lesser-known science topics to my audience.”

Describe yourself in three words:

“Creative, passionate, curious.”





"I want my content to be an educational escape for my community and a safe space where they can nerd out over history."

Jacklynn Botwe

@byjacklynn



London, England

Jacklynn is a travel storyteller and history enthusiast who blends her love for culture and history into immersive experiences. With a deep appreciation for ancient architecture, museums, and the hidden gems of every destination, she brings the richness of the past into the present.

Her goal is to make her audience feel like they're right there with her — walking cobblestone streets, standing before centuries-old masterpieces, and discovering new corners of the world. Through her lens and words, Jacklynn invites others to not only observe the adventure but to feel part of it.

"I began my TikTok at the beginning of 2025, never imagining that I would gain such an incredible, wholesome community. I'm now lucky enough for this to be my full-time job! From TikTok, I was inspired to start my Muse Meetups group and community, and was able to spend time in the arts and history scene with wonderful like-minded individuals. I want my content to be an educational escape for my community and a safe space where they can nerd out over history, so for my page to be recognised among countless others means I'm succeeding!"

What is something you've learned or taught because of TikTok?

"I have learned a lot more about British history through my time researching and sharing on my account."

Describe yourself in three words:

"Whimsical, daydreamer, empath."





“The future of medicine isn’t just in the clinic, it’s on our screens.”

Dr. Olawale Ogunlana (Dr. Wales) is a medical doctor dedicated to fighting health misinformation. He combines clinical expertise with engaging pop-culture storytelling, making complex medical concepts accessible to millions across the continent. Through initiatives such as HealthKraft Africa and the 100KClub Foundation, he is redefining health communication for over 1 billion Africans,

advocating for the elimination of health poverty and the welfare of frontline healthcare workers.

“To be recognized as an Educator is a profound validation not just of my work, but of the critical importance of health conversations on TikTok. For a long time, health was seen as a topic for clinics and classrooms, but this nomination proves that it belongs on the For You page, sparking curiosity and changing lives. Millions of Africans are becoming more learned, empowered, and capable of making better health decisions because of the content we create... TikTok transformed me from a clinician at a local hospital into a global health leader and advocate recognized by institutions like the World Health Organization... It gave me the proof of concept I needed: the future of medicine isn’t just in the clinic, it’s on our screens.”

What is something you’ve learned or taught because of TikTok?

“A lot of people come to TikTok seeking health advice, particularly vulnerable groups such as pregnant women, and this is the reason the core of my content has been focused on maternal health. Contributing to these conversations as a medical doctor has improved the quality of health information on TikTok and created a massive impact on the lives of a lot of people.”

Describe yourself in three words:

“Innovative, creative, builder.”



Olawale Ogunlana

@doctorwalesmd





Dr. Judith Joseph, MD

@drjudithjoseph



New York, United States



“Understanding the science of your happiness helps you to reclaim your joy.”

Dr. Judith Joseph, MD is a board-certified psychiatrist, researcher, and author of the national bestselling book, *High Functioning*, which has been translated into 17 languages and published in 20 countries. She chairs Columbia University’s Women in Medicine Initiative and is a clinical assistant professor at NYU School of Medicine, where she teaches doctors how to educate the public using social media.

A renowned speaker, Dr. Judith has presented at the White House, Fortune 500 companies, and the United Nations. She advocates for mental health through research, media, and education.

“As a health educator, I know how crucial it is for you to understand your unique mental and physical health. Understanding the science of your happiness helps you to reclaim your joy... TikTok has allowed my research and work to reach millions internationally and has led to opening doors to prestigious institutions... My community is so curious about learning about mental health and the science of happiness that it inspires me to create evidence-based content that may impact the access to care that my community seeks offline, in the real world.”

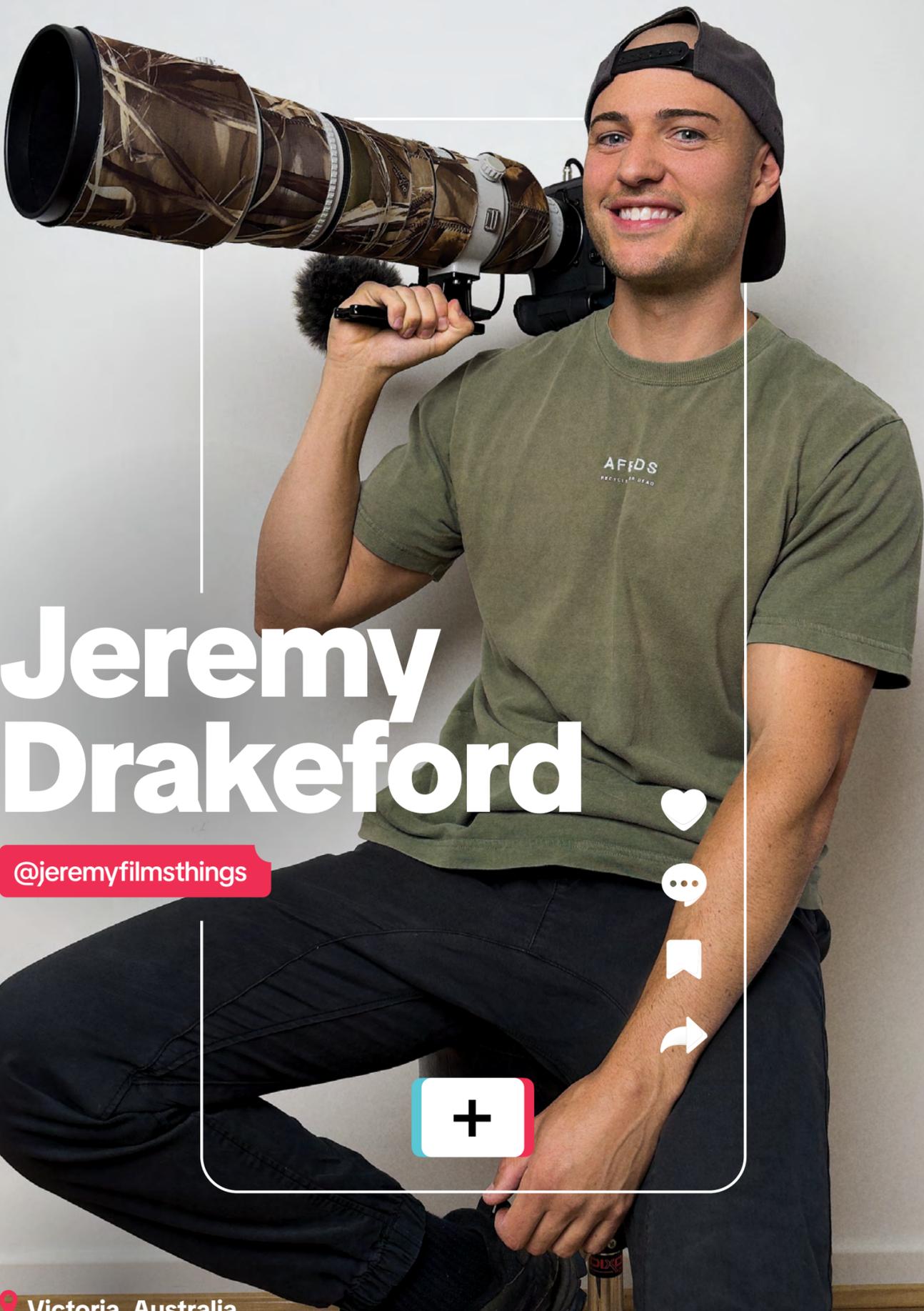
What is something you’ve learned or taught because of TikTok?

“I started to educate my community about the first peer-reviewed study in the world on High Functioning Depression (HFD), published by my lab. Educating about HFD and the symptoms of Anhedonia (a lack of joy) led people in my community to seek mental health resources so they could reclaim their joy based on the science of their own happiness.”

Describe yourself in three words:

“Curious, creative, caring.”





Jeremy Drakeford

@jeremyfilmsthings



Victoria, Australia

“My goal has always been to inspire real change for our animals and the ecosystems they live in.”

Jeremy Drakeford is a wildlife filmmaker known for capturing moments of Australia’s unique native animals. Through his content, Jeremy aims to educate and inspire his audience to protect the natural world by showcasing its incredible beauty.

“It means a lot to be nominated as an Educator because my goal has always been to teach people about the natural world and inspire real change for our animals and the ecosystems they live in. Our wildlife needs all the help they can get, so opportunities like this are such a win for our vulnerable animals. Creating on TikTok has allowed my humble wildlife videos to reach a global audience. It has put Australian wildlife on the world stage and led to many real-life opportunities for me.”

What is something you’ve learned or taught because of TikTok?

“TikTok has taught me that there’s so much to learn in so many different niches. I love being able to teach people about the Australian animals they might never have seen – or even heard of – in their lifetime.”

Describe yourself in three words:

“Compassionate, determined, patient.”





Kengo Kamijyo

@kengo_book



Tokyo, Japan

“I feel so fortunate to have a platform where I can freely express my passions.”

Kengo is a leading video creator, originally from Fukuoka, Japan. He specializes in introducing novels through TikTok, where his concise and insightful reviews have connected with audiences of all ages, amassing over 1.1 million followers across TikTok and other social media platforms.

He is also an accomplished author, known for his book *Kengo's Novel Introduction: 88 Books to Drag You into the Swamp of Reading*.

“TikTok has been a huge inspiration in my life. As an individual, I feel so fortunate to have a platform where I can freely express my passions, and there are many people dear to me whom I would never have met without TikTok. It is no exaggeration to say that this platform has significantly changed my life for the better. I am deeply grateful to the world of literature and the TikTok platform; I wouldn't be where I am today without them. This recognition has given me a renewed sense of responsibility to push my activities even further. As a creator, I will continue posting videos to further energize the TikTok community.”

What is something you've learned or taught because of TikTok?

“While the decline in reading among young people has been discussed for a long time in Japan, through introducing novels on TikTok, I have learned that we can still create opportunities for people to start reading. I truly believe that reading still holds endless possibilities, and I am committed to working even harder to share its charm with a wider audience.”

Describe yourself in three words:

“Books, passion, perseverance.”





“I’ve developed an even deeper respect for and appreciation of the natural world.”

Charlie Engelman is an Emmy-winning television producer, content creator, and science communicator. His project, Odd Animal Specimens, featuring natural history specimens from museums around the United States, has generated over 4 billion views and over 10 million followers across various platforms.

He was recently named on TIME’s list of the 100 most influential creators on the internet, and also holds an academic position in the University of Michigan Department of Ecology and Evolutionary Biology.

“Being nominated feels incredibly validating. I’ve put a lot of care and hard work into trying to elevate educational content by doing things a bit differently — showing things that aren’t usually seen online and presenting them in a calm, gentle, and unhurried way. It’s meaningful to see that my slower, more thoughtful style is resonating. TikTok has given me a wonderful outlet to share the things I find most interesting and awe-inspiring in life, in a style and manner that I feel is representative of who I am as a person. It has also allowed me to collaborate with some of the world’s most incredible natural history museums and engage directly with some of the rarest and most remarkable treasures on Earth. Through that access, I’ve developed an even deeper respect for and appreciation of the natural world.”



What is something you’ve learned or taught because of TikTok?

“TikTok has taught me a lot about what people find interesting.... I’ve learned that how something is presented matters more than what is presented. When you take the time to break down even the most common objects in a thoughtful way, people are genuinely curious and engaged.”

Describe yourself in three words:

“Thoughtful, creative, curious.”



Charlie Engelman

@oddanimalspecimens

Michigan, United States



“I’ve been able to teach thousands of people about Deaf culture, Mexican Sign Language, and the importance of inclusive communication.”

Priscilla Monroy García

@priscilla_lsm



📍 México City, México

Based in México City, Priscilla Monroy is a content creator, educator, and entrepreneur who is Deaf, using her videos to raise awareness of Deaf culture, accessibility, and Mexican Sign Language, while sharing her daily life with a cochlear implant. She is the founder of Academia LSM, where she has inspired and trained thousands of people in inclusive communication. Priscilla uses her platform to educate, break down barriers, and demonstrate that inclusion transforms lives.

“Being nominated as an Educator is a recognition of the power of education to foster inclusion. It means that sharing my experience as a Deaf person with a cochlear implant and teaching Mexican Sign Language is helping to build a more empathetic society. It motivates me to continue educating and breaking down barriers every day. TikTok changed my life by giving me a voice, a community, and the opportunity to transform my experience as a Deaf person with a cochlear implant into education, social impact, and new opportunities.”

What is something you’ve learned or taught because of TikTok?

“Thanks to TikTok, I’ve learned the power of accessibility and community-based education. I’ve been able to teach thousands of people about Deaf culture, Mexican Sign Language, and the importance of inclusive communication, while also learning from the stories and questions of my audience.”

Describe yourself in three words:

“Authentic, educational, strong.”





Ran Levi

@ran_levi



Atlit, Israel

“Showing how passionate you are about the things you love and enjoy attracts other people like yourself.”

Ran Levi is an author, engineer, podcaster, and public speaker, specializing in popular science. Making History, a show he created in 2007, was the most popular podcast in Israel for over 10 years.

“I have dedicated my career to exposing the public — especially the younger generations — to the beauty and elegance of technology and scientific ideas. I am grateful for this nomination and to TikTok for helping me spread these important ideas. Although I was already well known among podcast listeners in Israel, my activity on TikTok has brought me to a new and immensely larger audience of all ages and walks of life.”

What is something you’ve learned or taught because of TikTok?

“I’ve learned the importance of authenticity in online interactions. Being true to yourself and showing how passionate you are about the things you love and enjoy attracts other people like yourself and helps you share the ideas you care about.”

Describe yourself in three words:

“Always very curious.”





Morgan McKeen

@stemwithm

Auckland, New Zealand



“Educators can have a meaningful impact well beyond traditional spaces.”

Morgan McKeen is a science educator based in Aotearoa (New Zealand) who blends curiosity, creativity, and hands-on learning through engaging STEM content. Drawing on her background as a primary teacher, she uses her platform to make complex ideas accessible, playful, and relevant, connecting classroom science to real-world environmental action. Through experiments, storytelling, and visual content, Morgan inspires young learners, educators, and families to stay curious and keep experimenting.

“Being nominated as an Educator on the Discover List is incredibly meaningful to me because it affirms the value of curiosity, learning, and genuine care for the world. I see education as more than sharing information – it’s about empowering people to ask questions, think critically, and feel capable of creating change, no matter how small. Creating on TikTok has significantly impacted my life. It’s allowed me to extend my work as an educator beyond the classroom and grow a connected community of curious minds. Creating on the platform has refined how I communicate complex ideas and opened opportunities to collaborate, advocate, and lead conversations around science, education, and environmental responsibility. Most importantly, it’s shown me that learning can happen anywhere - and that educators can have a meaningful impact well beyond traditional spaces.”



What is something you’ve learned or taught because of TikTok?

“I love learning new facts on TikTok’s STEM feed. The STEM feed has introduced me to everything from weird and wonderful animal facts and mind-blowing space science to clever new ways of solving math equations.”

Describe yourself in three words:

“Curious, creative, open-hearted.”



@lu.singluten



@salt_hank



@cassiestokes1111



@afroecologica



@saute_with_trevor



@ramysoli

FOODIES



@2peoplecooking



@rashadjonesbbq



@nabil_zemmouri



@munchin_mash

From acclaimed restaurateurs to passionate home chefs, Foodies share mouthwatering dishes and crave-worthy cuisine from every corner of the world, igniting new #FoodTok trends everywhere they go. These creators transport us through taste, leading us to discover bold new flavors or time-honored recipes — all brought to life with distinctive culinary vision.





“We are honored to share our Friday night meals with so many like-minded people!”

Chuck & Hailee

@2peoplecooking



New Jersey, United States



Beloved culinary duo @chuckischarles and @haileecatalano began their journey at the Culinary Institute of America, later working in acclaimed kitchens around the country for nearly a decade, most notably at Cellar Door Provisions in Chicago. During the pandemic, Chuck and Hailee stepped back from the restaurant industry and turned to social media as an outlet for their cooking. Now with over three million followers combined — including their latest account, @2peoplecooking — they’re here to share their culinary spirit and expertise, proving that restaurant-worthy, seasonally-driven, and cozy meals can be made in every home kitchen.

“We are honored to share our Friday night meals with so many like-minded people! It’s helped us find a community through our love of food!”

What is your favorite food and why?
“Hot dogs! They have everything you need.”

Describe yourselves in three words:
“Fun, silly, creative.”



Alene de Godoy

@afroecologica



Londrina, Brazil

“It’s a dream come true to have my content recognized as something important!”



Alene de Godoy is a Brazilian Black woman who lives in the countryside, creating content about Brazilian comfort food with a focus on history, nostalgia, sustainability, and a touch of fantasy.

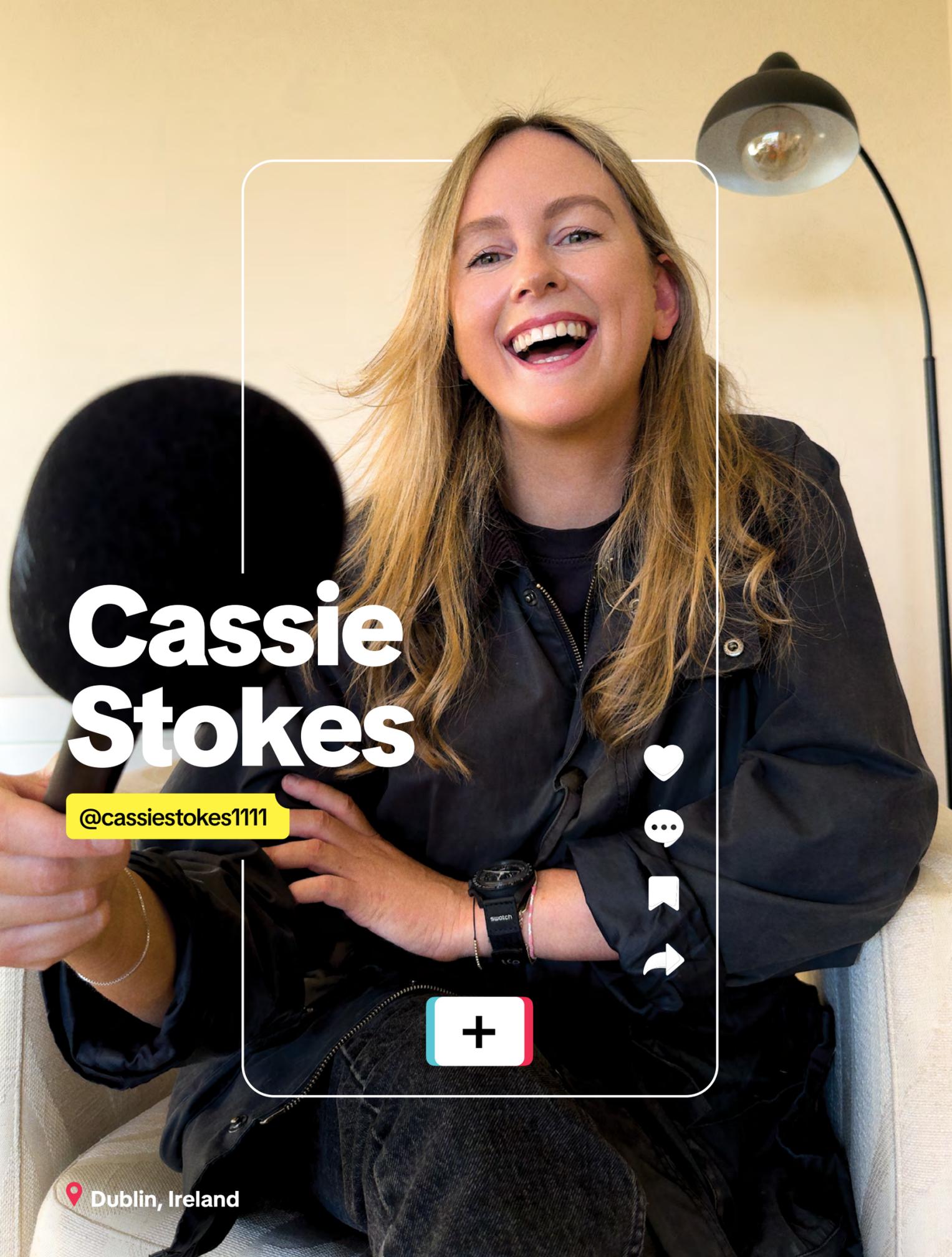
“It’s a dream come true to have my content recognized as something important! TikTok has impacted my life by showing me that there’s a place for my content on social media, and it has introduced me to many incredible and diverse creators.”

What is your favorite food and why?

“My favorite food is polenta with meat and eggs. It reminds me of my childhood and my grandmother. There were many times when my grandmother saved my sister and me from hunger. She always made this dish for us, and it was prepared with love and care.”

Describe yourself in three words:

“Resilient, curious, nostalgic.”



Cassie Stokes

@cassiestokes1111



Dublin, Ireland



“I get to create content for a living; I’m so lucky to do this.”

Cassie Stokes is a creator whose content focuses on Ireland, food, travel, and the hospitality industry. She celebrates everything Irish — especially food from around the country — and she also visits Irish pubs all over the world.



“It’s unbelievable to be included in this list. I love watching foodie content from all over the world on TikTok, so it’s extra special that I’m included. I love the community I have on TikTok, and I can’t wait to celebrate this with all of them! I get to create content for a living; I’m so lucky to do this. It has given me a space to be me, talk about things I love, and create a supportive community. It has also given me a space to show off the country where I’m from to people all over the world.”

What is your favorite food and why?

“Pizza. I love the different varieties, but also how simple it is: bread, tomato sauce, and cheese. Delicious!”

Describe yourself in three words:

“Passionate, hardworking, interested.”



Lucía Martínez

@lu.singluten

Almería, Spain



“Food content can be creative, enjoyable, and inclusive.”

Lucía Martínez is a Spanish food and lifestyle creator focused on gluten-free cooking. Through simple, real-life content, she aims to connect with her audience and make gluten-free living feel natural, accessible, and far from restrictive.

“Being nominated as a Foodie on the Discover List feels like a meaningful recognition of the work I put into making gluten-free cooking approachable and inspiring. It validates my goal of showing that food content can be creative, enjoyable, and inclusive, while connecting with people who want to love cooking without feeling limited by dietary restrictions. TikTok has impacted my life in so many ways, beyond the professional side. Creating on this platform has helped me discover a genuine passion for making videos and connect with a sense of purpose and a beautiful community.”



What is your favorite food and why?

“Obviously, croquetas! They’re made in almost every home and passed down from generation to generation (and they’re delicious). I like to think that the most meaningful food is often the simplest, the one we grew up with.”

Describe yourself in three words:

“Creative, authentic, relatable.”



Wayne Chang

@munchin_mash



Cape Town, South Africa

“I hope to make more content so we’re all able to share in this experience.”

Wayne Chang is a foodie from Cape Town, South Africa, who is driven to share his experiences cooking and learning new recipes.

“Being nominated for the Discover List as a Foodie means that people are able to find even more ways to scratch their own foodie itch. I hope to make more content so we’re all able to share in this experience.”

What is your favorite food and why?

“Braised pork belly hits all the right spots for me. The sweet and the savory from the sauce, along with the melt-in-your-mouth pork belly go down insanely well with rice. I could eat a whole pot of this by myself! If you have ever added sugar or anything sweet to soy sauce and pork, you’ll experience an umami bomb like nothing else.”

Describe yourself in three words:

“Hungry, excited, curious.”





Nabil Zemmouri

@nabil_zemmouri



Paris, France



“My life has changed, now I am known as the ‘no-waste chef’ in France.”



Nabil Zemmouri is an eco-conscious Parisian chef known for his anti-waste content creation. He is considered one of the first to popularize this type of cooking on TikTok and has successfully changed attitudes towards food waste in France — and beyond.

“My life has changed, now I am known as the ‘no-waste-chef’ in France — [it’s] unbelievable to be considered a masterpiece creator.”

What is your favorite food and why?

“French food because this is the country that taught me everything.”

Describe yourself in three words:

“Smile, happy, helpful.”



Ramy Soli

@ramysoli



Dubai, United Arab Emirates

"Sometimes it still doesn't feel real to be living this dream."

Ramy Soli is a former architect who turned his passion for food into a full-time content creation career, bringing structure and intention to everything he shares on TikTok. His design background informs his clean, organized style, from food trays and easy recipes —

to a fan-favorite fridge-drawer segment that started with a viral tiramisu and expanded to include both sweet and savory creations. Self-taught and a one-man show, Ramy produces every piece of content from start to finish in a simple, satisfying way — and occasionally lets his inner Swiftie shine.

"I started creating content to share my love for food — and seeing it get this kind of attention still blows my mind. I'm always challenging myself with new ideas, from recipes to restaurant tips, trays, and fridge drawers. I love talking food with anyone and everyone, and I'll keep pushing myself to make it even better. Honestly, sometimes it still doesn't feel real to be living this dream — and I'm so grateful for every moment. I've always been a shy person. It took me years to appear in my videos — and even more years to start talking in them. During the pandemic, TikTok felt like a safe space. I began doing trends with my friends, which made me feel more comfortable, less anxious, and more creative... without TikTok, I'm not sure I would be the person I am today."



What is your favorite food and why?

"Burgers. There's something about layering that brings me joy."

Describe yourself in three words:

"Humble, creative, detail-focused."



Rashad Jones

@rashadjonesbbq

Florida, United States



"Food has always been my way of connecting with people."

Rashad Jones is a creator, entrepreneur, and BBQ pitmaster who uses his TikTok platform to redefine the standard for modern hospitality. Through his signature storytelling style, he provides a fly-on-the-wall perspective of the world-class customer service and genuine human connections that happen daily at Big Lee's BBQ.

By treating his award-winning food as the backdrop to the incredible people he serves, Rashad inspires his audience to lead with kindness and excellence in every interaction.

"Food has always been my way of connecting with people, and to have that connection validated on a global stage like this means the world to me...Creating on TikTok has completely shifted the atmosphere of my life in ways I am still trying to wrap my head around. It turns every video into a virtual seat at my table, where I can make millions of people feel the love before they ever even take a bite. That digital connection has sparked a real-world movement, driving thousands of beautiful souls to travel from all over the map just to walk through our doors."



What is your favorite food and why?

"To me, BBQ has never just been about what's on the plate; it's the pulse of my entire life...This craft has stepped in and changed my life in the most positive ways imaginable. You can't rush a brisket, and you can't shortcut the smoke; it teaches you to respect the process...But there is one undeniable truth that keeps me coming back every single day... It is also, quite literally, the most absolutely delicious thing on the planet."

Describe yourself in three words:

"Compassionate, loving, leader."



Henry Laporte

@salt_hank

New York, United States



“TikTok and the internet have created a launchpad for chefs to pursue tangible dreams they have in the physical world.”



Henry Laporte, aka Salt Hank, is known for his over-the-top cooking videos online and his New York Times bestselling cookbook, *Salt Hank: A Five Napkin Situation*. He recently opened his first restaurant, Salt Hank's, on Bleecker Street in New York's West Village, where he sells one of New York's best French dips.

“I love that TikTok and the internet have created a launchpad for chefs to pursue tangible dreams they have in the physical world that might not have been possible before. I quit my day job basically right after I started posting TikToks, and since then, it has absolutely catapulted me into my lifelong dream career of working in food media.”

What is your favorite food and why?
“French dips, because they are perfect.”

Describe yourself in three words:
“Comfy, happy, hungry.”



Trevor Were

@saute_with_trevor



Nairobi, Kenya



“I didn’t expect to have this much recognition, but it sure is a privilege and a blessing.”



Trevor Were is a creator from Nairobi, Kenya, who brings raw ingredients to life through his videos on TikTok. Combining artistry and cinematography, this self-taught chef uses his platform to tell a story through his cuisine, and his community loves following his elegant, easy-to-follow, and delicious recipes.

“It’s an honor to be nominated as a Foodie on The Discover List. I didn’t expect to have this much recognition, but it sure is a privilege and a blessing too. It has created room for recognition and brand opportunities. I never thought I’d have a chance to work with them.”

What is your favorite food and why?

“Spaghetti with beef or chicken. Its presentation is captivating to the eye, and it just tastes so good.”

Describe yourself in three words:

“Confident, reserved, outgoing.”



@drew_talbert



@ireneswnd



@golloria



@yasmeen_alshafai



@izzipoopi



@taryndelaniesmith



@mrmelk_



@madison.humphreyy

ICONS



@mattovarini



@leanadeeb

These creators need no introduction — they set the trends, build expansive communities, and redefine what it means to be a modern creative. Synonymous with TikTok culture and beyond, they highlight the power of connection and inspiration.





Drew Talbert

@drew_talbert



📍 California, United States



“We’ve been able to help people from all over the world find a little levity and feel connected.”

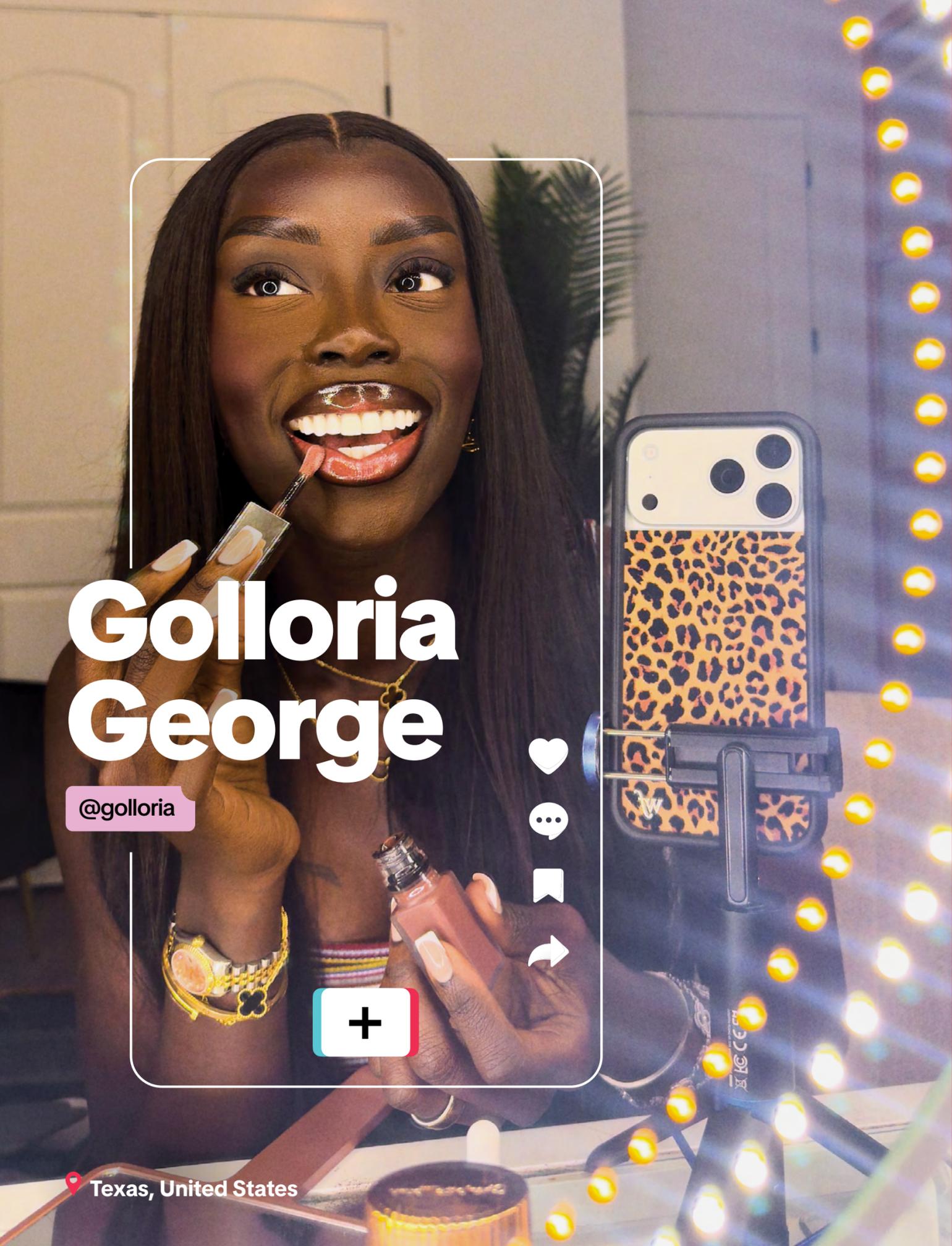
Drew Talbert and his wife, Andrea, are the creators of *Bistro Huddy*, a comedy series set in a restaurant where Drew plays all the characters. They draw on their many years of restaurant server experience to shine a hilarious light on the daily struggles of restaurant workers, and offer non-servers a glimpse behind the swinging kitchen doors.



“This honor, to me, means that our videos are relatable and we’ve been able to help people from all over the world find a little levity and feel connected. As actors and writers, it has been our dream for years to find an audience, and TikTok allowed us to do that. It’s completely transformed my life. I went from a restaurant server to a full-time creator. My comedy went from never seen to millions of eyeballs on me every day. TikTok’s groundbreaking algorithm removed the barriers between me and an audience, and there’s no part of my life untouched.”

Who is an icon you look up to?
“Will Ferrell (Honorable mentions: Martin Short, Dana Carvey, and Mike Myers).”

Describe yourself in three words:
“Entertainer, dreamer, grateful.”



Golloria George

@golloria



Texas, United States

“...you’re an icon, boo... it speaks for itself.”



Golloria George is a creator, consultant, and advocate recognized for reshaping the beauty industry by championing inclusivity for darker skin tones. Her content has influenced global brands to expand their shade ranges and uphold higher standards of representation in beauty. Her work has earned her recognition on prestigious lists such as Forbes 30 Under 30, The Hollywood Reporter’s Next Gen, DAZED100, and the inaugural TIME100 Creator List. Beyond beauty, Golloria is deeply committed to humanitarian work, contributing to initiatives that provide clean water access, education, and resources to Sudanese communities, ensuring her impact extends far beyond the digital space.

What does it mean to be nominated?

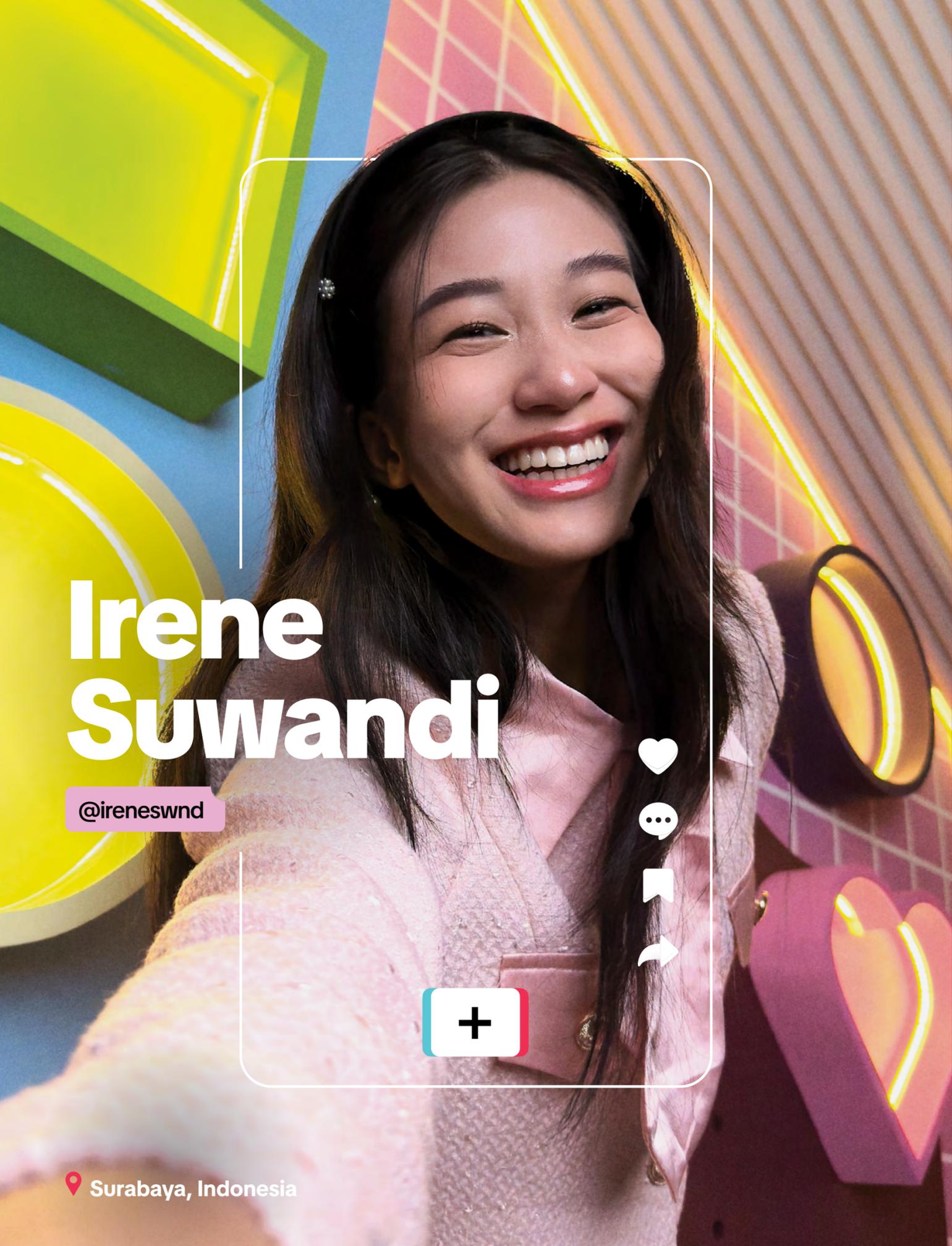
“It means that you’re an icon, boo... it speaks for itself.”

Who is an icon you look up to?

“Danessa Myricks.”

Describe yourself in three words:

“Unapologetic, Black, and beautiful.”



Irene Suwandi

@ireneswnd



Surabaya, Indonesia

“Creating on TikTok has opened doors to collaborations, growth, and opportunities I never imagined.”

Irene Suwandi is an Indonesian creator celebrated for her DIY projects and visually impactful creative builds on TikTok.

Her content blends craftsmanship, storytelling, and pop culture inspiration, including projects inspired by global entertainment and fandom culture. Irene’s work highlights creativity at scale while pushing the boundaries of handmade content.



“Being nominated as an Icon on the Discover List is a huge honor and a meaningful milestone in my creative journey. It represents years of experimenting, building, and staying true to my creative voice while growing alongside the TikTok community. This nomination is not just recognition, but a reminder of the responsibility to keep inspiring others to create content. TikTok has had a huge impact on my life. It gave me a platform to share my creativity with a global audience and turn personal ideas into meaningful projects. Creating on TikTok has opened doors to collaborations, growth, and opportunities I never imagined.”

Who is an icon you look up to?
“Lisa from BLACKPINK.”

Describe yourself in three words:
“Creative, dreamer, cheerful.”



Izzi Allain

@izzipoopi



United States & Canada



"To think back to that first video to now feels so crazy."

Izzi Allain is a bonafide fashion tastemaker celebrated for her personal style and playful, personality-driven content. Known for her ability to source and style bold silhouettes, statement pieces, and unexpected combinations, Izzi has built a community around making fashion fun.

Izzi also has a keen eye for showcasing emerging designers from around the world and creating DIY fashion pieces.

"It definitely feels so crazy to be a part of the Icons list, because it really takes me back to when I first started. I remember the first time I posted a TikTok I was so scared and I really truly had no idea what I was doing. And to think back to that first video to now feels so crazy. This nomination also feels so reassuring that I'm doing something right and inspiring that I get to be in this list with so many other amazing creators. TikTok definitely changed my life. I was working as an assistant stylist and assistant producer for magazines when I first started. And every day, I wished I could wear the clothes I was prepping for the models – and TikTok allowed me to do that! It allowed me to access fashion in such close proximity, to be my own boss, to meet so many people. I'm so grateful for TikTok and so excited for what's next!"



Who is an icon you look up to?

"Pieter Mulier."

Describe yourself in three words:

"Ambitious, curious, fun."



“When you stay true to yourself and share openly, the right people will find you.”

Leana Deeb is a content creator and entrepreneur with over 18 million followers. She is on a mission to help women live healthier, more fulfilled lives by building strength from the inside out. Leana is the founder of Uplift You, a global community that empowers women to grow with intention, and the visionary behind a modest activewear line with Gymshark that redefined representation in the fitness industry.

In 2025, she was recognized on the Forbes 30 Under 30 list and the TIME100 Creators List as one of the world’s most influential voices, reflecting the impact of her work both online and beyond.

“Being nominated as a TikTok Icon honestly feels incredibly humbling. I started sharing online simply to document my own journey and connect with people who felt the same way I did, never with the intention of being seen as an ‘icon.’ To me, this nomination represents the power of showing up as yourself, even when you’re still figuring things out. It’s a reminder that vulnerability, consistency, and staying true to your values can resonate far beyond what you could ever expect. I’m deeply grateful, and I see this as a reflection of the community that has grown with me and supported me every step of the way. TikTok taught me that when you stay true to yourself and share openly, the right people will find you. It’s pushed me to be more honest with myself and with others. It’s helped me build an incredible community rooted in connection, growth, and shared life experiences.”

Who is an icon you look up to?

“Khadija RA.”

Describe yourself in three words:

“Grounded, disciplined, human.”



Leana Deeb

@leanadeeb



Texas, United States



“I absolutely love getting to engage with my followers; they truly make me laugh every single day.”

Madison Humphrey

@madison.humphreyy



Texas, United States

Madison Humphrey is an American comedian, actress, and content creator who rose to prominence on TikTok for her sharp observational humor and relatable character work. Originally a broadcast journalist with a degree from the University of North Texas, Humphrey pivoted to comedy during the pandemic, quickly amassing millions —

of followers with viral POV sketches that satirize everyday archetypes — notably, her recurring “Divorced Mom,” “Leasing Manager,” and “Hallmark Parody” characters. Beyond social media, she has expanded her career into traditional acting and modeling, leveraging her digital success to secure roles in indie film and television projects.

“I absolutely love my job and getting to create content for people all over the world on the internet. It brings me so much joy, and I have the most amazing and supportive followers who I would be nowhere without! Getting nominated as an Icon is just as much for me as it is for my community of followers and supporters. TikTok has truly changed my life in so many ways. I have met the most amazing people through TikTok, and I think creating videos on the internet has made me a better actor and performer in my professional field. I absolutely love getting to engage with my followers; they truly make me laugh every single day. TikTok has provided a way for me to build connections and friendships with people all over the world!”

Who is an icon you look up to?
“Jennifer Lawrence.”

Describe yourself in three words:
“Creative, motivated, thankful.”

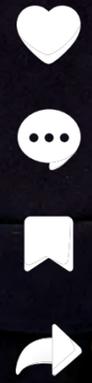




"Creating on TikTok trained me to stay curious."

Matto Varini

@mattovarini



Milan, Italy

Matto Varini is an actor and digital creator from Italy. He's an artist if you ask him, and a really nice guy if you ask his grandmother. He began his artistic journey in Naples, performing for years in a regional theater company before moving between Los Angeles and London to complete his acting studies and appear in early television roles.

It was there he discovered his true purpose: telling stories about people, through people. Today, he translates this vision into original social formats — blending surreal humor, imaginary scenarios, and observational comedy — and into his podcast *Matto mica Scemo*, where he explores the world by slightly bending reality.

"Being nominated as an Icon on the Discover List makes me realize that something born as a very personal, almost instinctive way of observing people has become part of a shared language. I've always used TikTok as a space to experiment, to follow curiosity, and to turn everyday situations into stories that feel slightly surreal but deeply human. Being recognized as an Icon tells me this approach resonates not only within me but within all of us. And that's the iconic part. Creating on TikTok trained me to stay curious. Everyday moments, silences, awkward interactions, things that would normally pass unnoticed suddenly became material, stories, points of view...On a personal level, it gave me a direct relationship with an audience, without filters or intermediaries, and that's been both grounding and surprising."

Who is an icon you look up to?
"Everyday people."

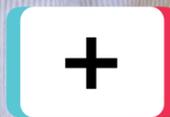
Describe yourself in three words:
"Matto, crazy, loco."





Olly Bowman

@mrmelk_



📍 London, England



“I’ve always tried to create content that feels real and brings people together.”

Olly Bowman is an Aussie lifestyle creator, personality, and presenter who encourages his followers to think deeply and live joyfully by documenting his life in London.

Through his many side quests, Olly has released a hit song in Norway (that reached No. 9 on the top 50 Spotify charts), raced 100 meters at the Diamond League (winning in front of 35,000 people), and started a trend called “the shoulder injury,” just to name a few of his chaotic accomplishments. Whether he is discussing sober living, health and fitness, or his positive psychology, Olly encourages his followers to live freer, happier lives. In hard times or good ones, a voice like Olly’s is a precious thing.



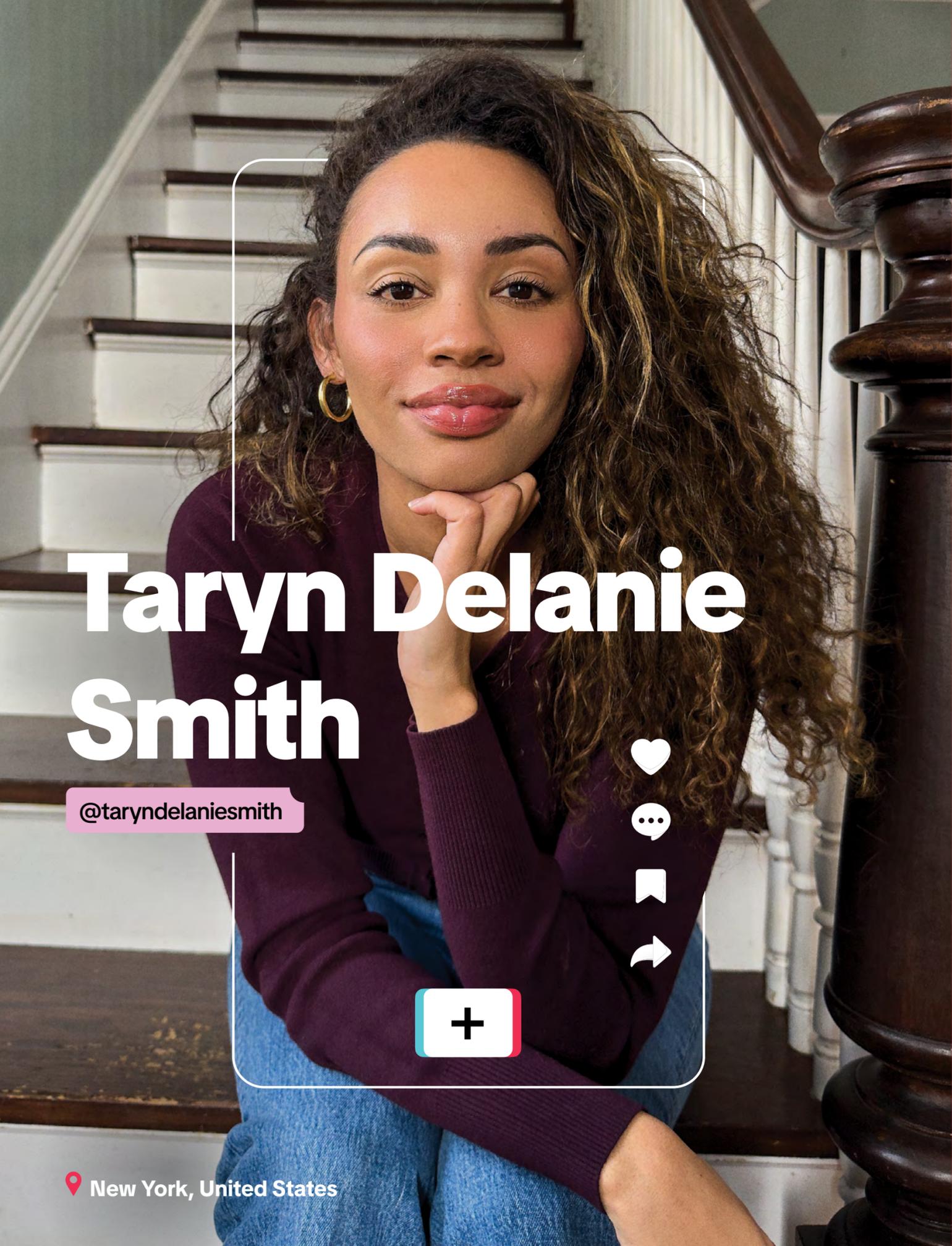
“I always knew I was an icon (joking), but genuinely, it means a lot to be nominated for this list, especially knowing it comes from doing what I love. I’ve always tried to create content that feels real and brings people together, and despite all my silliness, having tangible recognition like this is incredibly meaningful. I’m feeling very grateful to everyone who’s watched, supported, and been part of my awesome community. It’s put me in a position to just live my life, have fun, film it, and get to call it work. It’s completely changed my life.”

Who is an icon you look up to?

“Anthony Bourdain.”

Describe yourself in three words:

“Shoulder injury, mustache, indescribable.”



Taryn Delanie Smith

@taryndelaniesmith



New York, United States



"You can step into a career you never thought possible as an artist."

Taryn Delanie Smith is a creator, comedian, and advocate best known for her viral character, Denise (Heaven's receptionist). She is a pioneering voice in digital comedy with a reach of over 3 million. On TikTok, Taryn's community is built on sisterhood and unfiltered conversation.

She has been profiled by The New York Times, NPR, The Today Show, and The Washington Post. She serves on the board of Trinity Place Shelter, is the first ambassador for the Coalition for the Homeless in New York City, and founded Supporting Our Shelters to mobilize resources and expand access for those experiencing homelessness.

"It was my second (ever) TikTok video that went viral with 21 million views, and made my career. I think my story is really representative of what makes this app a revolutionary tool. You can step into a career you never thought possible as an artist on this platform. I'm really grateful for that. I was working in a call center and as a receptionist when I made my first TikTok...I'm now able to not only create online, but I'm a writer and actor in other projects, and have been able to move into television and film. I'm extraordinarily lucky. I am dedicated to being worthy of that luck by working hard to get better at my craft all the time."

Who is an icon you look up to?

"AOC has been this magnificently ferocious advocate for those she represents, and I would ride into battle for her any day *raises a sword and banner, howls like a coyote to the moon.*"

Describe yourself in three words:

"Clown, mischievous, a pleasure to have in class."





Yasmeen Alshafai

@yasmeen_alshafai



 Riyadh, Saudi Arabia



“I was able to leave my job and fulfill my dreams.”

Yasmeen Alshafai is a Saudi lifestyle creator who brings everyday mom-life to the screen with humor, warmth, and cultural authenticity. Known for her relatable skits and clever storytelling, she uses her platform to highlight the beauty, chaos, and joy of family life. Through short-form comedy and thoughtful visuals, she showcases routines, hacks, and real moments that resonate with moms across the region. Whether it's navigating daily chaos or spotlighting smart home products, her content feels like a conversation with your favorite cousin.



“This means all of the hard-working days brainstorming creative ideas and filming into the late hours have finally started to pay off, for my content to be recognised internationally gives me the exact boost to create more. I was able to transform my life because of content creation. TikTok's community gave me the chance to be creative and grow an audience, and because of how innovative short-form media was, I was able to leave my job and fulfill my dreams.”

Who is an icon you look up to?

“Alex and Jon, Emilie Kiser, and many more.”

Describe yourself in three words:

“Creative, purpose-driven, anxious.”



@assolyaa



@brunchwithbabs



@benedettaa.delucaa



@missdarcei



@sixspeed.official



@steppingthroughfilm



@marvinroch



@itay_bezaleli

INNOVATORS



@calligraphic



@definitelytai

Innovators are pioneers who boldly chart their own course, turning fearless originality into a spark of inspiration. They bring a personal, inventive, and sometimes unconventional approach to their content, embodying an audacious spirit and offering a perspective that's entirely their own.



“TikTok gives me the freedom to experiment, share my creative process, and transform cultural heritage into contemporary visual language.”



Assel Sabyrzhankyzy

@assolyaa



Almaty, Kazakhstan

Assolyaa is a contemporary artist and content creator from Kazakhstan, known for her original carpet-based artworks (kilemart) and her bold reinterpretation of national culture. Through her art and videos, she blends the traditional motifs of the Great Steppe with the aesthetics of contemporary art and modern visual formats. On TikTok, Assolyaa shares her creative process,

inspires emerging artists, and demonstrates how cultural roots can be reimaged and resonate on a global stage.

“Being nominated for the Discover List as an Innovator means recognition that art from Kazakhstan and its rich culture can be reimaged and heard on a global stage. TikTok gives me the freedom to experiment, share my creative process, and transform cultural heritage into contemporary visual language that resonates worldwide. Thanks to TikTok, I found my first followers and supporters - it was the platform where my journey as a creator truly began. TikTok has played a major role in building my visibility, allowing my art and cultural voice to reach people far beyond my immediate circle.”



What or who inspires you?
 “I am inspired by my homeland, my family, and our history, as well as by female strength and creative experimentation. These elements shape my art and motivate me to explore new ways of expressing culture through contemporary visual language.”

Describe yourself in three words:
 “Bold, cultural, visionary.”



“No longer are stories told about us, but stories are told by us, with awareness, irony, and power.”

Benedetta De Luca

@benedettaa.delucaa



Salerno, Italy

Benedetta De Luca is an Italian content creator, lawyer, and disability advocate. As a woman with a disability, she uses her voice and personal story to change the way disability is seen and represented. On TikTok, she talks about inclusion, self-worth, and rights, breaking stereotypes and ableism with authenticity, emotion, and irony.

Her community is a safe space where diversity becomes a strength and is valued.

“For me, being named an Innovator means that TikTok and its community see and validate my effort to create a new language around disability, shifting the narrative from passive to active. No longer are stories told about us, but stories are told by us, with awareness, irony, and power. Innovation for me is turning lived experience into action, choice, and presence, using creativity to challenge old frameworks and perceptions. When the point of view changes, the story changes, and so does culture. TikTok has changed my life by giving me a space to turn my experience into an active voice and to raise awareness about rights. It has allowed me to speak up after many times when my voice was silenced, and it has made me feel stronger and more confident in who I am. Through TikTok, I’ve met many people, taken part in meaningful events, and built a community online and offline rooted in authenticity, inclusion, and empowerment. I love TikTok!”

What or who inspires you?

“The little girl I once was, who fought in the hospital and never stopped believing in life.”

Describe yourself in three words:

“Bold, authentic, strong.”





Babs Costello

@brunchwithbabs



Connecticut, United States

“I’ve built an online family of over 10 million across all platforms, and it all began on TikTok!”



Babs Costello is a creator from Connecticut. Following Babs is like getting a big warm hug from your mom every day!

“I’m honored, especially since I was on no social media until I joined TikTok five years ago at age 73! Now I’ve built an online family of over 10 million across all platforms, and it all began on TikTok!”

What or who inspires you?

“My own mother, who passed away years ago but still inspires me every day!”

Describe yourself in three words:

“Outgoing, passionate, nurturing.”



Paola Gallegos

@calligraphilic

Cusco, Perú



“Even calligraphy, a discipline that requires patience, calm, and attention to detail, can find a place in the digital world.”

Paola Gallegos is a Peruvian calligrapher, lettering artist, and educator who, through short-form TikTok videos, has reimagined how this ancient art form is experienced and shared. Through educational and entertaining content that showcases the full creative process, she presents calligraphy as a traditional art form capable of connecting with today’s digital language,

engaging a global audience, and breaking the barriers between age, language, and culture.

“This nomination is a deeply meaningful honor and fills me with gratitude, as it recognizes my personal journey built on learning, growth, and perseverance. As a creator, it has reminded me that even calligraphy, a discipline that requires patience, calm, and attention to detail, can find a place in the digital world when it is shared generously and when the creative process is shown with authenticity. TikTok has opened many opportunities for me: reaching a new audience, being highlighted as an artist, and giving visibility to a traditional art form in a digital space. It has been key to my personal and professional growth, allowing me to achieve things I never imagined, such as becoming the first Peruvian woman to be nominated for the TikTok Awards and representing Spanish-speaking creators at APEC.”



What or who inspires you?

“I am inspired by those pioneers who not only invent but also transform what already exists, leaving behind a world of possibilities. Claude Dieterich is an inspiration to me as both a calligrapher and a graphic designer. He had the vision to bring and adapt graphic design for a Latin American audience, especially in Perú, creating his own language and opening pathways for others.”

Describe yourself in three words:

“Inquisitive, passionate, dedicated.”



Theophilus Taiwo Aladejebi

@definitelytai



Toronto, Canada



“Education can be just as powerful as entertainment.”

Theophilus Taiwo Aladejebi is a Toronto-based creator on a mission to make the world of men’s fragrance approachable. His educational videos demystify everything from fragrance notes to application techniques, helping his audience smell great without the guesswork.

What started as a passion for cologne has grown into a platform that empowers men to express themselves through scent.

“Being nominated as an Innovator means the work is resonating beyond just views and likes. When I started creating fragrance content, there wasn’t much out there for men who wanted to learn without feeling overwhelmed or judged. I saw a gap and decided to fill it. This nomination tells me that TikTok sees what I’ve been building: a space where men can discover something as personal as how they smell without pretension. It’s validation that education can be just as powerful as entertainment. TikTok changed my life completely. What started as a passion for fragrance turned into a full content business with brand partnerships, PR relationships with major fragrance houses, and a community of over half a million people who trust my recommendations. I’m a university student who built something real while still in school. TikTok gave me the platform to turn expertise into opportunity.”



What or who inspires you?

“My audience. Every comment from a guy who finally feels confident enough to choose a cologne reminds me why I started. I want to make this space less intimidating and more accessible.”

Describe yourself in three words:

“Intentional, educational, aspirational.”



“Innovation is the freedom to take risks, break formats, and invite audiences into the styling and creative process — not just the final look.”

Itay Bezeleli is an award-winning fashion stylist and creative director based in Tel Aviv, Israel. With over two decades of experience, he has been responsible for the looks of Israel’s Eurovision representatives over the past decade, alongside working with leading artists, major television productions, and on international stages. Viewing styling as a form of visual art, Itay uses TikTok to share behind-the-scenes —

moments from his creative process, live transformations, and his philosophy behind building unforgettable looks.

“Being nominated as an Innovator on the Discover List is a meaningful recognition of my approach to creativity, fashion, and visual storytelling. It reflects my belief that fashion and content can go beyond trends and become a space for experimentation, transformation, and personal expression. To me, innovation is the freedom to take risks, break formats, and invite audiences into the styling and creative process — not just the final look. TikTok has had a transformative impact on my life. The exposure I have gained through the platform has allowed me to focus fully on creating and working through TikTok, opening new creative and professional opportunities. Most importantly, it has given me the freedom to express myself authentically, and I genuinely enjoy the process.”

What or who inspires you?
“People, fabrics, clothing, nature.”

Describe yourself in three words:
“Creative, innovative, authentic.”



Itay Bezeleli

@itay_bezaleli



Tel Aviv, Israel



Marvin Roch

@marvinroch

North Rhine-Westphalia, Germany

"I am so thankful to be able to do what I love the most every day."

Marvin Roch is a football creator from Düsseldorf, Germany, who showcases his football skills through tutorials and challenges — including recreating legendary goals from the past.

In his youth career, he played at the highest level for Borussia Mönchengladbach. Now on TikTok, Marvin combines his passion for football with his enthusiasm for video production, sharing his professional knowledge with his fans.

"Being nominated as an Innovator on the Discover List is a huge honor and a meaningful validation of my work. It tells me that taking creative risks, experimenting with new formats, and staying true to my perspective really matters. More than anything, it motivates me to keep pushing boundaries and creating content that inspires curiosity and connection. TikTok completely changed my life, because about three years ago, creating content on TikTok became my full-time job. I am so thankful to be able to do what I love the most every day."

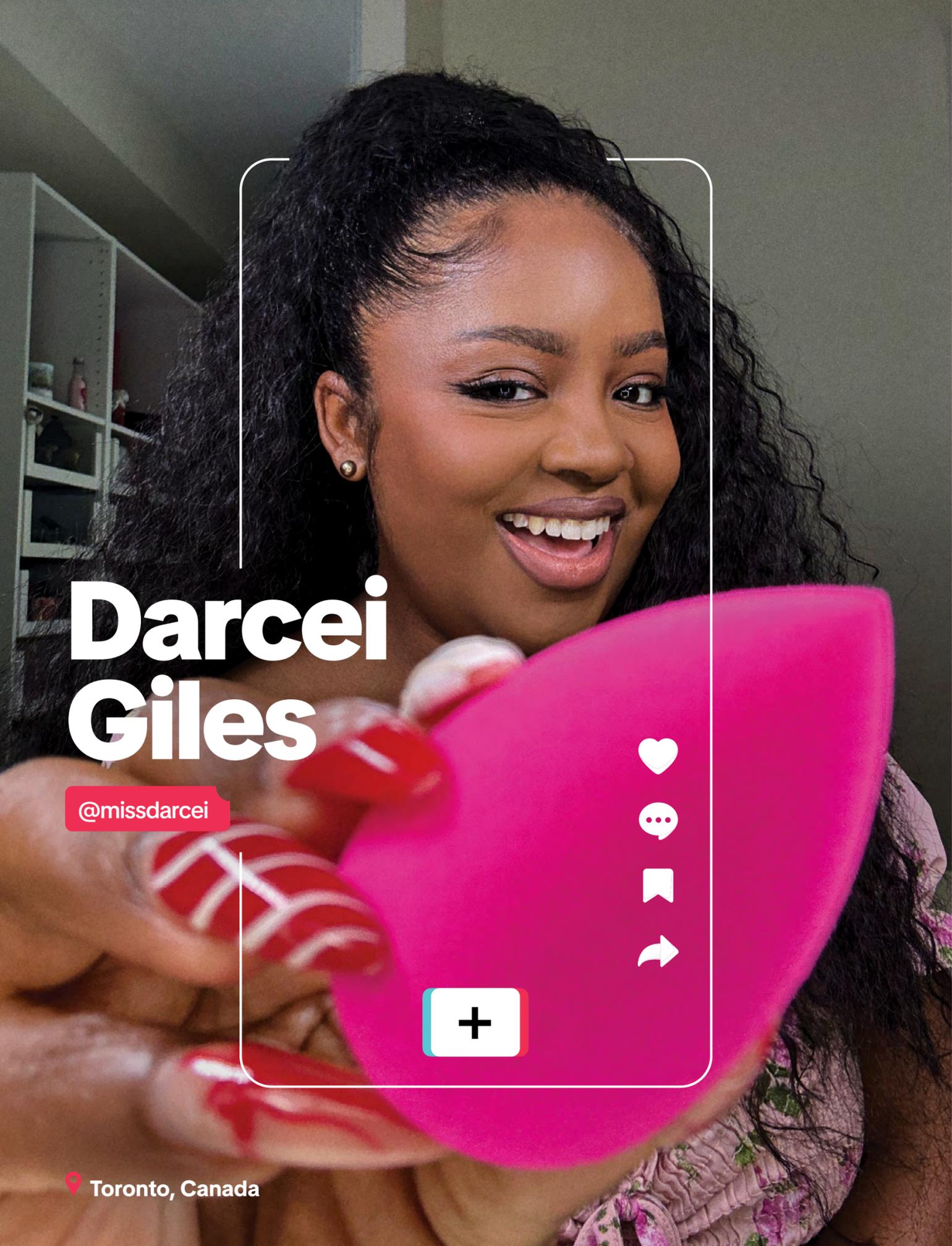


What or who inspires you?

"To be completely honest, nobody inspires me. I just try out what works and what I like, and look at the feedback from people. I think that's also one of the reasons why I am nominated as an Innovator, because I start new formats that others are inspired by."

Describe yourself in three words:

"Passionate, perfectionist, patient."



Darcei Giles

@missdarcei

Toronto, Canada



“There’s value in trusting your instincts and carving your own lane.”

Darcei Giles, aka Miss Darcei, has a vibrant personality that shines through as she discusses everything from the latest makeup trends to cultural appropriation. Darcei’s interest in Korean culture, including beauty, entertainment, and fashion, makes her a one-stop shop for the ever-growing K-pop fanbase. Her meteoric rise is partly due to her popular series, “Black Girl Tries.” In 2022, Darcei won the Streamy Award for Beauty,

becoming the first Black creator to win. She has since collaborated with major brands like TIRTIR and Parnell, working to expand their shade ranges to be more inclusive for worldwide consumers.

“Innovation, to me, isn’t about being the most polished; it’s about doing something differently and opening doors that didn’t exist before. I’ve always approached beauty from a perspective that wasn’t widely represented, especially within K-beauty, and this nomination feels like recognition of that impact...There’s value in trusting your instincts and carving your own lane. TikTok gave me a platform to build a career doing something I genuinely love, but more importantly, it gave me a voice. I’ve been able to turn my personality, humor, and lived experience into a real business, travel the world, work with brands I once admired from afar, and connect with people who see themselves in me.”

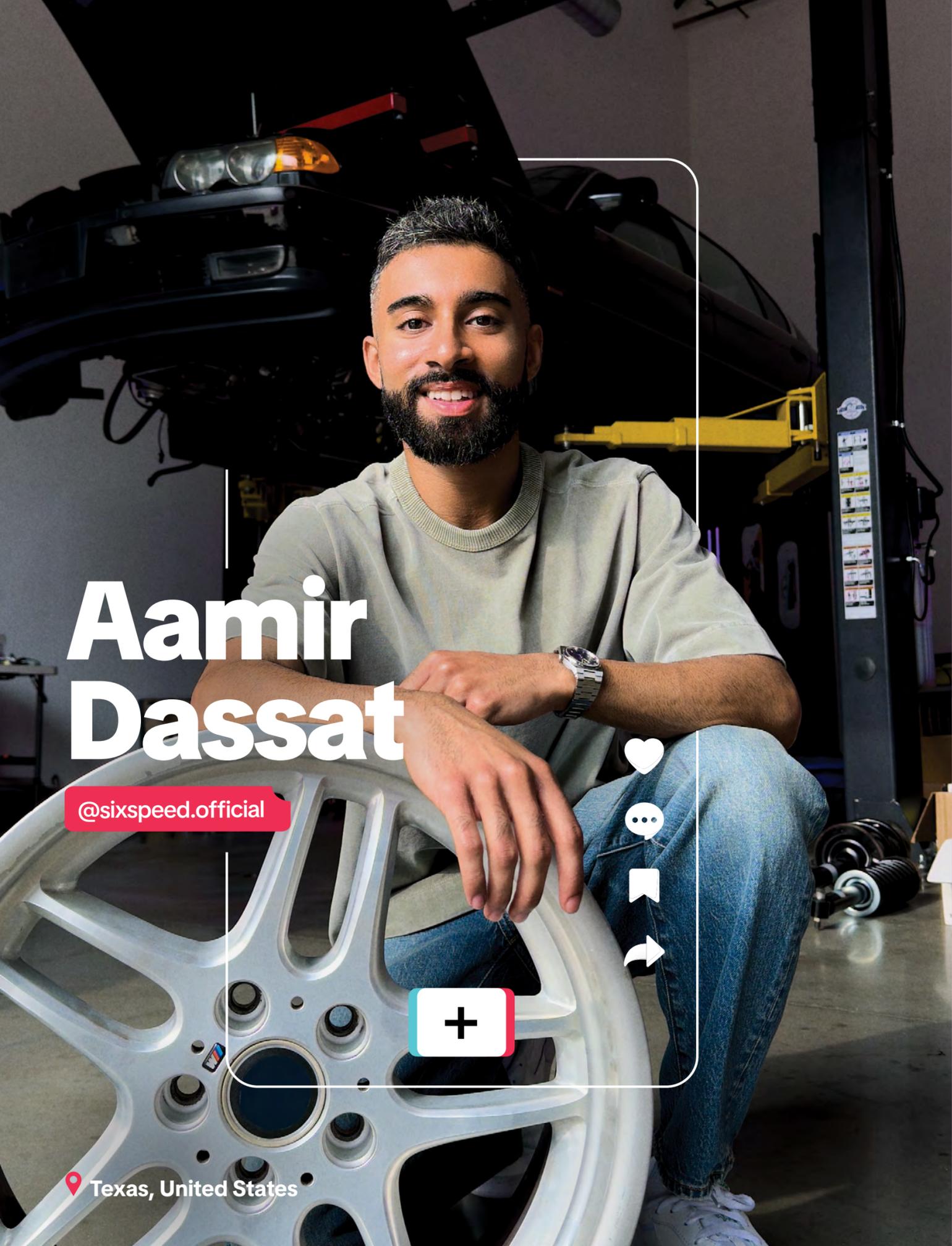


What or who inspires you?

“Women who are unapologetically themselves and build power on their own terms, especially creators and founders who don’t fit into a traditional mold but still make space for others...Most of all, I’m inspired by the idea that representation can be joyful, fun, and impactful all at once.”

Describe yourself in three words:

“Authentic, funny, unapologetic.”



Aamir Dassat

@sixspeed.official



Texas, United States



“I aim to present concepts and DIYs in the simplest way possible.”

Aamir is an automotive content creator and car collector who shares the journey of owning, restoring, and driving classic vehicles on TikTok. He began posting content in 2020 while studying for a mechanical engineering degree and eventually transitioned to full-time content creation.

On his page, you'll find tons of automotive DIYs, reviews of new and old cars, cinematic edits, and even the occasional tech video. Whether you just want to learn the basics about cars, save money by working on your daily driver, or go all out and restore your own project car, there's a video for just about everyone.

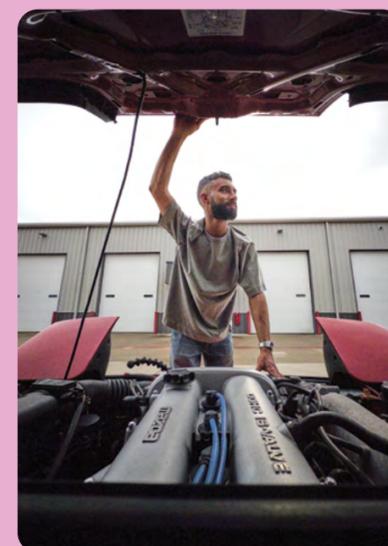
“Working on cars can seem confusing, but I aim to present concepts and DIYs in the simplest way possible—often scripting and rewording for hours on end...Getting recognized as an Innovator means all the focus on details hasn't gone unnoticed...In my junior year of mechanical engineering, on a whim, I decided to download TikTok and post my first video – a simple 15-second clip showing my old Mitsubishi with a trending audio...I quickly noticed an opportunity not only to showcase the cars but also to teach about them...Fast forward a few years, I graduated from college, transitioned to full-time content creation, have been able to work with a ton of dream automotive companies, and met a majority of my closest friends – all through TikTok.”

Who is an icon you look up to?

“My mom, my colleagues, and friends who are always pushing the boundaries of content creation, anyone who pursues their passion, whether it's a hobby or a job.”

Describe yourself in three words:

“Creative, methodical, easy-going.”





Thomas Duke

@steppingthroughfilm



London, England

"The magic of film inspires me every single day."

Thomas Duke is a creator from London who lives and breathes the world of film and TV. Being inspired by the screen since he was five years old, it's been a dream for Thomas to share his passion with his acting and directing inspirations through film junkets and set visits, connecting with them through his love —

for the arts on TikTok and digging deep into what makes cinema so special for us all. His trusted little film journal — which he's kept going for 16 years now — comes in handy to help conjure up nostalgic conversations about the magic of the movies and its presence in our lives.

"As a lover of all things creative, it's a true pleasure to be nominated on this list. It's been a surreal journey sharing my love for film online, and a journey I never thought would get me here...The magic of film inspires me every single day. It has allowed me to reach audiences all over the world in such a beautiful, personal way. It's given me a voice that would possibly never have reached who it has if I hadn't started posting videos."



What or who inspires you?

"My mum got me to this point in so many ways; she inspires me every day and makes me want to carry on. Second to that, multiple people from the screen - in front of and behind the camera - who have such a drive to create their vision for us to enjoy for decades to come. And I'd have to say, the idea of never knowing what the future holds... and waking up every day knowing you can make a difference in the world. Keep going."

Describe yourself in three words:

"Passionate, intentful, creative."



@cheekyglo



@toystoystoys.uk



@cheriekihato



@newmartina



@tolthema



@thebeautycrop



@morrisonmade



@hairanatomyuk

ORIGINATORS



@elysebreannedesign



@gweroz

Originators are entrepreneurs, inventors, and business owners who bring energy and imagination to commerce, enabling people to discover products in creative ways. From TikTok Shop to TikTok LIVE, they highlight that authenticity and personal storytelling can build loyal communities, transform lives, and elevate entire industries.



Xixi Liu & Allen Fu

@cheekyglo



Sydney, Australia

"It's a great honour to be recognised for the impact we've made and the community we've built."



Xixi Liu and Allen Fu are the co-founders of CheekyGlo, an Australian skin and haircare brand. Xixi is a creator and entrepreneur who shares her exciting journey as a bootstrapped beauty founder. She brings hands-on industry experience and passion to building CheekyGlo.

Inspired by her own skin insecurities, she co-founded the brand with a desire to help others feel seen, confident, and comfortable in their skin. Allen is a seasoned entrepreneur and operator focused on building and scaling his ventures. With a background spanning science, consulting, and sales, he brings a practical, evidence-informed approach to growing CheekyGlo. He is committed to inclusive self-care, with a focus on creating accessible skincare solutions for men who want to take better care of their skin.



"As early adopters of TikTok in Australia, we quickly built our own personal brands alongside using the platform to launch CheekyGlo. It's a great honour to be recognised for the impact we've made and the community we've built. Our product first sold out in 48 hours after we posted it on TikTok, and since then, the platform has given us the opportunity to share our brand with the world. We've used it as a foundation to create businesses that educate, entertain, and positively impact people. The platform has also enabled us to hire dozens of people, move into a warehouse we once only imagined, support our families, and access opportunities that simply didn't exist before. Watching it grow beyond our expectations has been incredibly rewarding."

Who is an entrepreneur, brand, or business that you look up to?

Allen: "Alex Hormozi."

Describe yourself in three words:

Xixi: "Passionate, honest, authentic."



Cherie Kihato

@cheriekihato



Nairobi, Kenya



"Creating on TikTok has played a huge role in my confidence journey."

Cherie is a creative entrepreneur and founder of Savannah Space, a Kenyan design studio and showroom showcasing heritage through furniture, art, and interiors. Her platform inspires a global audience of design lovers, makers, and aspiring creatives by documenting her journey and sharing tools that make creative business work possible.

She also shares lifestyle and fashion content with a focus on African artistry.

"It means that my message that Africans and African brands should be highlighted and respected is being noticed. This is such an honor, as it's so important for us as Africans to showcase what incredible things are coming out of our continent. Being nominated as an Originator proves to me that the risk I took in sharing my journey of building an African brand is resonating with so many people. I'm incredibly proud of that. Creating on TikTok has played a huge role in my confidence journey. It pushed me far outside my comfort zone...It's opened up so many unexpected opportunities, but more than that, it's allowed me to build a really special community of people who genuinely support me and are rooting for the growth and success of my brand."



Who is an entrepreneur, brand, or business that you look up to?

"Tracee Ellis Ross is an entrepreneur — and a person in general — who I gain so much inspiration from. She is authentically herself and is building an incredible brand by being so. Also, Hermès! They have shown that it is possible to be an artisanal, heritage-focused brand with a global presence."

Describe yourself in three words:

"Child of God, storyteller, learner."



Elyse Breanne

@elysebreannedesign



North Carolina, United States



“I have gotten to pursue my dream career as an artist and business owner.”

Elyse Breanne is an artist and small business owner who grew her side-hustle Etsy shop into a multimillion-dollar business while attending law school by sharing her small business journey on TikTok. She graduated from Duke Law in 2022 and took her business full-time, opening a storefront a few months later, and started growing her team.

Now, she has a team of 16 full-time employees, a 14,000-square-foot warehouse, and over \$15 million in all-time revenue. She continues to create new art, develop new products, and document every success and challenge she faces as a small-business owner through her content on TikTok.

“I am honored to be nominated as an Originator. TikTok has been integral to the success of my business, and as someone with no background in art or business, being able to share my journey and learn from others through TikTok has been indispensable. I owe a lot to TikTok, and it is exciting to be nominated as someone who is also contributing to this community. TikTok has completely reshaped my life and career in extremely tangible ways. Without TikTok helping expand my business 18x in 2020, I would currently be a lawyer and probably living in another state. Instead, I have gotten to pursue my dream career as an artist and business owner, open a stationery storefront in my community, and create 16 full-time jobs as well.”

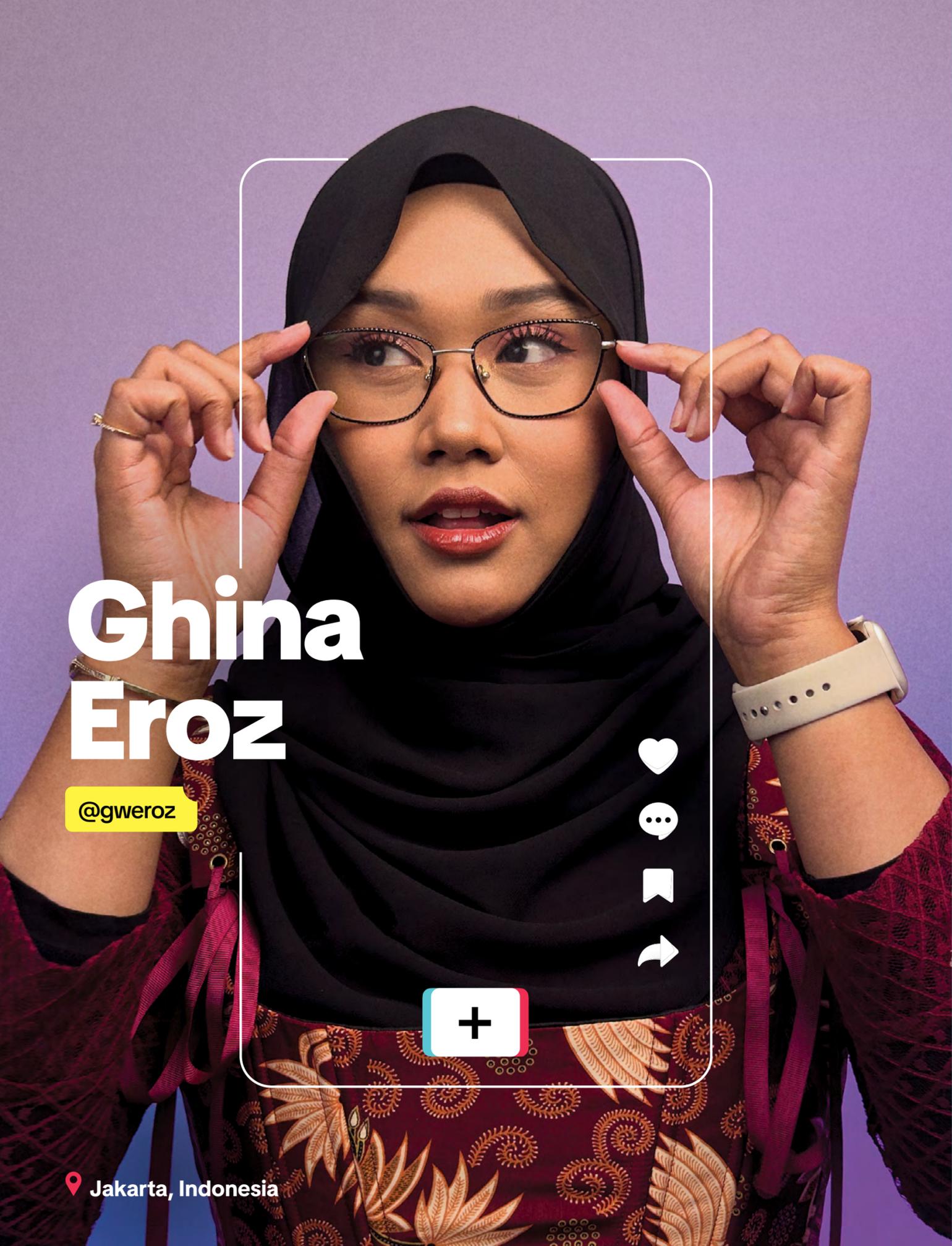
Who is an entrepreneur, brand, or business that you look up to?

“Simplified by Emily Ley.”

Describe yourself in three words:

“Creative, fun-loving, practical.”





Ghina Eroz

@gweroz



Jakarta, Indonesia



“My voice is being heard, and my stories matter.”

Ghina Eroz is a dreamer from Indonesia who has become many of the things she loves – a creator, a storyteller, an inspiration, and an entrepreneur. She built her business around her passion: telling stories that inspire. “GEROZ” is her brand name, but also her nickname.

She started making innovative foods at the end of 2024, selling them creatively through TikTok. Now, as she builds her business, she is on a new mission: to travel the world and tell stories to inspire people even more.

“I built my business, and now I sell my innovative products in my own fun and creative way that catches people’s attention and also interests them in buying my products. Being nominated as an Originator means that, as far as my business goes, I have succeeded in creating an impact in a unique way – in MY way. With TikTok, I have achieved a lot of the things that I want to be and do, my voice is being heard, and my stories matter. TikTok has changed how I see opportunities and values around me. Without TikTok, my ideas and business wouldn’t have come to life as they are now.”



Who is an entrepreneur, brand, or business that you look up to?

“My mom and my family. I come from an entrepreneurial family, and everyone in my family has created a small business in our lives to hopefully make a living from.”

Describe yourself in three words:

“Dreamer, persevering, joyful.”

Dominique Bogle

@hairanatomyuk



Birmingham, England



"TikTok helped me build a highly engaged community and a strong brand presence."

Dominique is the founder of Hair Anatomy U.K., a fast-growing hair brand known for making synthetic wigs and wig care feel easy, premium, and confidence-boosting. She scaled the business from a small start-up into a multi-six-figure brand through TikTok Shop, building a loyal community by teaching real, practical wig tips.

"Being nominated as an Originator on the Discover List is a significant honour and a meaningful recognition of the work I've put into building a trusted brand and community through TikTok LIVE...TikTok became the platform that allowed me to scale quickly by turning product education and demonstration into a direct sales channel through TikTok Shop and TikTok LIVE, and it ultimately gave me the confidence and momentum to leave my banking career and pursue entrepreneurship full-time. Beyond revenue, TikTok helped me build a highly engaged community and a strong brand presence by enabling real-time interaction, trust-building, and feedback that have directly shaped my product development and customer experience. It has also expanded my professional opportunities from partnerships and collaborations to increased visibility and credibility, and ultimately changed what I believed was possible for a small business to achieve."



Who is an entrepreneur, brand, or business that you look up to?

"I look up to P. Louise and Made by Mitchell — both have built standout brands by combining bold product innovation with strong storytelling and community-led marketing. They've shown how consistency, personality, and direct-to-consumer focus can turn a beauty brand into a movement, not just a product line."

Describe yourself in three words:

"Strategic, entrepreneurial, customer-focused."



Jeffrey Morrison

@morrisonmade



Kentucky, United States



“It has set my life on a trajectory I never thought possible.”



MorrisonMade is a small family business in Northern Kentucky. The company was founded in 2019 and is dedicated to producing the highest quality leather goods in the United States. Each product is handcrafted by a husband-and-wife team with the highest attention to detail.

“It is always an honor to take part in these kinds of things for a company and an app that has had such an amazing impact on my life and my family’s life. It has set my life on a trajectory I never thought possible with the opportunities it has brought our business.”

Who is an entrepreneur, brand, or business that you look up to?

“Trayvax.”

Describe yourself in three words:

“All about family.”



Carmen Fiorito

@newmartina

Naples, Italy



“TikTok has made my company what it is today.”

Carmen Fiorito started sharing her work in her father’s phone shop on TikTok, and in a short time, the videos in which she changed protective films on smartphones with an unusual and engaging style went viral (one of them reached over 470M VVs). Thanks to her success on TikTok, she helped her family expand their business, hire staff and open new shops in different Italian cities.

New Martina has now become a leading brand in electronic device protection, recognized for its high-quality products and attentive, efficient customer service. Trusted by celebrities from film, television, sports, music, and mostly normal people, New Martina has become a beloved brand with over 10 million followers on TikTok, a loyal global community, drawn to its innovation, attention to detail, and unwavering customer service.



“I am so proud and honored to be nominated as an Originator! TikTok was the platform where everything started for me in 2023, and even today, it continues to give me so much satisfaction as I grow my company even more. TikTok has made my company what it is today, changing my company for the better, allowing me to reach millions of people and, above all, to open many stores throughout Italy.”

Who is an entrepreneur, brand, or business that you look up to?

“My favorite brand is Apple, along with Steve Jobs. I absolutely love their way of communicating and marketing, as well as their consistently innovative and original products.”

Describe yourself in three words:

“Courageous, ambitious, stubborn.”



Ning Cheah

@thebeautycrop



London, England



“I am so proud of what we’ve built together.”

Ning is the founder and CEO of The Beauty Crop, a clean beauty brand that has become known for its high-performing, plant-based products that don’t compromise on fun, affordability, or ethics. With a background in chemical engineering and a high-powered career in investment banking,

Ning’s personal struggle with eczema and cystic acne led her to launch The Beauty Crop in 2014. Since launching, it has become a cult favourite, stocked in major retailers like Boots, Beauty Bay, ASOS, and Look Fantastic.

“As the founder of The Beauty Crop, it’s proof that showing up consistently, building in public, and growing with our community actually matters. We didn’t just follow trends — we helped create them through TikTok LIVE, real conversations, and products shaped by our audience. This nomination is a reminder that small brands can lead culture, not chase it — and I’m so proud of what we’ve built together. TikTok’s transformed how I’ve built The Beauty Crop — from how products are launched to how customers discover and connect with us. TikTok LIVE allowed me to build the brand in real time, have honest conversations with our community, and turn feedback straight into product innovation...TikTok gave me a platform to show the real side of being a founder — the wins, the setbacks, the unfiltered moments — and that transparency is what’s built trust...Most importantly, TikTok proved that you don’t need a huge budget to build something meaningful — you need consistency, authenticity, and the courage to show up.”

Who is an icon you look up to?

“Sara Blakely of Spanx.”

Describe yourself in three words:

“Resilient, mission-driven, unfiltered.”





Tamia Nontsikelelo

@tolthema

Johannesburg, South Africa



“I was able to scale my brand, create jobs, and build a real team.”

Tamia Nontsikelelo is a creator from South Africa who uses storytelling and marketing on TikTok to create powerful, engaged communities. Through these skills, she has grown a loyal audience around her modest fashion brand, Tol'thema, leading to exponential growth in a short span of time.

She now uses her platform to share her entrepreneurship journey, insights, and practical lessons with other creators and entrepreneurs.

“Being nominated as an Originator on the Discover List is a powerful affirmation of the work I’ve done to build more than just a business on TikTok. It represents the impact of creating products, stories, and conversations that resonate deeply with people and turn viewers into a genuine community. TikTok has completely transformed my life and career. It quite literally blew up my small business and became the single most effective marketing tool I have ever used...Because of the exposure and support from TikTok, I was able to scale my brand, create jobs, and build a real team. It has not only transformed my business but also changed my personal life by opening doors, creating opportunities, and allowing me to step fully into my purpose as an entrepreneur.”



Who is an entrepreneur, brand, or business that you look up to?

“Daniel Priestley.”

Describe yourself in three words:

“Unwavering, visionary, intentional.”



Jane Hastings

@toystoystoys.uk



Liverpool, England



"Selling on TikTok Shop has completely transformed my business."

Jane Hastings is an independent toy retailer based in Liverpool who loves toys and supporting her local community. She now has the best TikTok community. Since launching on TikTok Shop, it has changed Jane's life.



"I'm over the moon to be nominated. It makes me very emotional. TikTok has changed my life unbelievably, and many others through my account. Selling on TikTok Shop has completely transformed my business, and it's helped me keep my much-loved shop doors open on my local high street. It's fast, it's fun, and most importantly, I have a chance to connect directly with the people who love my products!"

Who is an entrepreneur, brand, or business that you look up to?
"Sylvanian Families! The brand has supported me with my TikTok Shop LIVES from the very start."

Describe yourself in three words:
"Funny, caring, generous."



Educators

- @andreonovitaa
- @byjacklynn
- @drjudithjoseph
- @doctorwalesmd
- @jeremyfilmsthings
- @kengo_book
- @oddanimalspecimens
- @pryscilla_lsm
- @ran_levi
- @stemwithm

Foodies

- @2peoplecooking
- @afroecologica
- @cassiestokes1111
- @lu.singluten
- @munchin_mash
- @nabil_zemmouri
- @ramysoli
- @rashadjonesbbq
- @salt_hank
- @saute_with_trevor

Icons

- @drew_talbert
- @golloria
- @ireneswnd
- @izzipoopi
- @leanadeeb
- @madison.humphreyy
- @mattovarini
- @mrmelk_
- @taryndelaniesmith
- @yasmeen_alshafai

Innovators

- @assolyaa
- @benedettaa.deluca
- @brunchwithbabs
- @calligraphilic
- @definitelytai
- @itay_bezaleli
- @marvinroch
- @missdarcei
- @sixspeed.official
- @steppingthroughfilm

Originators

- @cheekyglo
- @cheriekihato
- @elysebreannedesign
- @gweroz
- @hairanatomyuk
- @morrisonmade
- @newmartina
- @thebeautycrop
- @tolthema
- @toystoystoys.uk



PHOTOGRAPHER

ANGELLA CHOE

@angellachoe

Angella Choe is a Los Angeles and New York based photographer and director working across fashion, music, sports, technology, and lifestyle. Redefining the lens of traditional visuals and photography, her work continues to shape and amplify the stories of tomorrow, while celebrating diverse voices in the community, authentic self-expression, and global changemakers. Her true passion comes from shooting everyday people and inspiring joy and storytelling through her lens. Let's shoot!



THE DISCOVER LIST 2026

