



 TikTok

# The Discover List

Creators to watch, just For You



Creators to watch,  
just For You

# 48 Icons

- @aqeelstar
- @ayame.p
- @charityekezie
- @guywithamoviecamera
- @jaadiee
- @juliansewell
- @madisontevlin
- @mreviatar
- @thekingofchemo
- @zeewhatidid

# 04 Educators

- @adam\_mirek
- @aslanpahari
- @botagozomarova2
- @divediveline
- @englishmakesnosense
- @fahadacademy
- @ladyspinedoc
- @roy.kanyi
- @the\_mrskelly
- @thehistorygossip

# 70 Innovators

- @cinema.joe
- @deadnosuke
- @iamchriskabeya
- @ibnhattuta
- @ladyyasmina1
- @phenixsoul
- @tahertravels
- @theoshakes
- @unlabeled\_
- @zerobrain0

# 26 Foodies

- @amrelhady\_
- @biteswithlily
- @chefabbys
- @logagm
- @notorious\_foodie
- @rappingchef
- @review.rraigon
- @themoodypoody
- @tspiceskitchen
- @veganewunder

# 92 Originators

- @dasha
- @djagonline
- @igobylu
- @jazeek99
- @leostaytrill
- @nxdiamusic
- @parispalomaofficial
- @tiamiscihk
- @titom\_official & @yuppeyeager
- @tuckerwetmore

# The Discover List

# The Discover List



@divediveline



@the\_mrskelly



@adam\_mirek



@botagozomarova2



@thehistorygossip



@aslanpahari



# Educators



@roy.kanyi



@englishmakesnosense



@ladyspinedoc



@fahadacademy

From inspiring their followers, to advocating for change, these creators educate their community and entertain along the way. Whether they're teaching languages, exploring new technology, or highlighting ancient history, Educators encourage us to discover something new and to learn more about the world.

# Adam Mirek



**“What started as a passion project has become a career I love.”**



📍 Warsaw, Poland

**Adam Mirek is a doctor of biomedical engineering and one of Poland’s leading science communicators. The author of bestselling books *Bebechy* (Empik Bestseller 2023, Smart Book of the Year 2023 for Children) and *Glutologia*, he has a gift for turning complex science into fascinating stories. Whether on TikTok, television, or podcasts, Adam shares knowledge with wit and creativity, earning him several creator awards. His engaging approach can make anyone fall in love with science — or at least realize it’s not so daunting after all.**

“TikTok has completely transformed my life. It gave me a platform to unleash my creativity and share my passion for science, which eventually turned into my full-time job. Thanks to this journey, I’ve written two bestselling books, had the incredible opportunity to speak live in front of audiences, and even landed a spot on Poland’s biggest morning TV show. What started as a passion project has become a career I love, and I owe so much of that to the amazing TikTok community.”

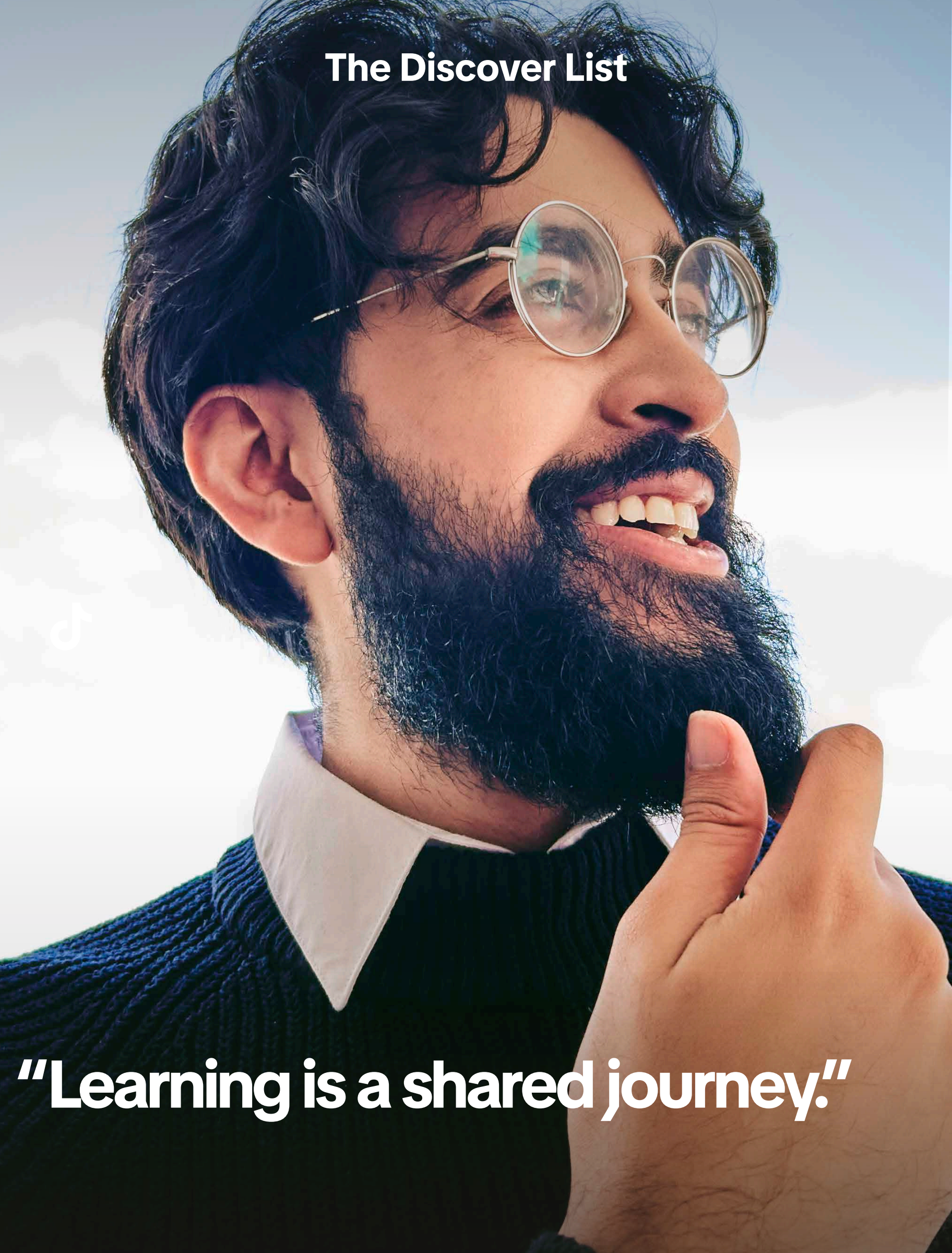
**Favorite subject in school:** “Chemistry — it was like solving puzzles with atoms and molecules. I loved how simple elements could combine to create something completely new, sometimes surprising, but always fascinating. Plus, understanding how things work at a microscopic level made the world feel a little less mysterious and a lot more exciting.”



**Describe yourself in three words:** “Curious, creative, passionate.”

## Educators

## The Discover List



**"Learning is a shared journey."**

**@aslanpahari**

# Aslan Pahari

**Aslan Pahari is a creator from Sydney, Australia, who combines his passion for history and culture with storytelling through engaging videos on TikTok. Utilizing his deep knowledge of mythology, language, and South Asian traditions, he uses his platform to share thought-provoking insights, debunk myths, and inspire curiosity in his millions of followers worldwide.**

"Being nominated as an Educator on the Discover List is an incredible honor and a humbling recognition of the work I've done to share knowledge and spark curiosity. To me, it represents the power of storytelling and education in connecting people to history, culture, and ideas that they may not have encountered before. It's a reminder that learning is a shared journey, and I'm grateful to be part of a community that values critical thinking and understanding as tools to build bridges across cultures and perspectives."



**Sydney, Australia**

**Favorite subject in school:**  
"Social studies — essentially led me to the things I'm interested in today."

**Describe yourself in three words:**  
"Curious, authentic, thoughtful."

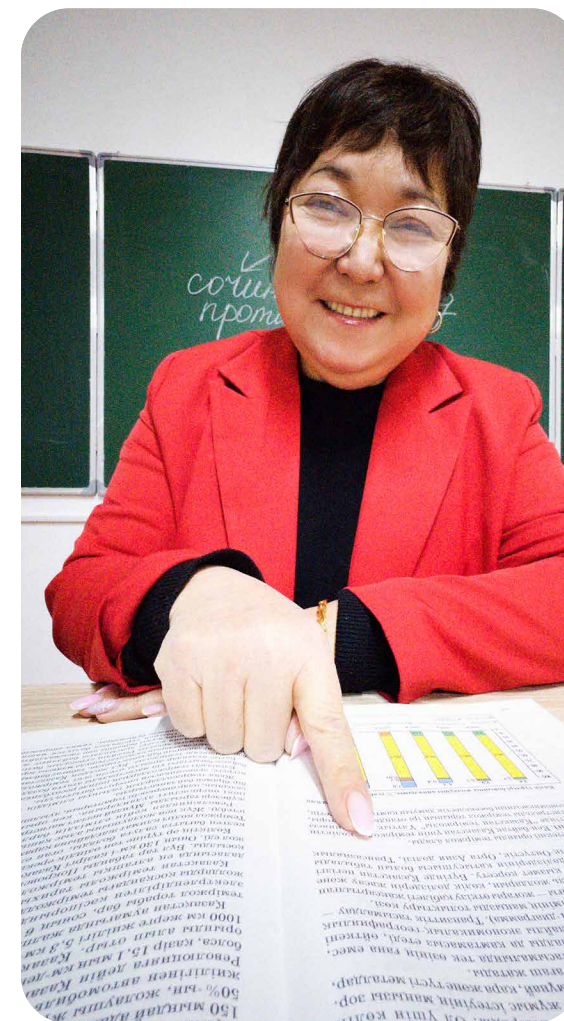


**Educators**

# Botagoz Omarova



**"I love teaching and sharing my knowledge."**



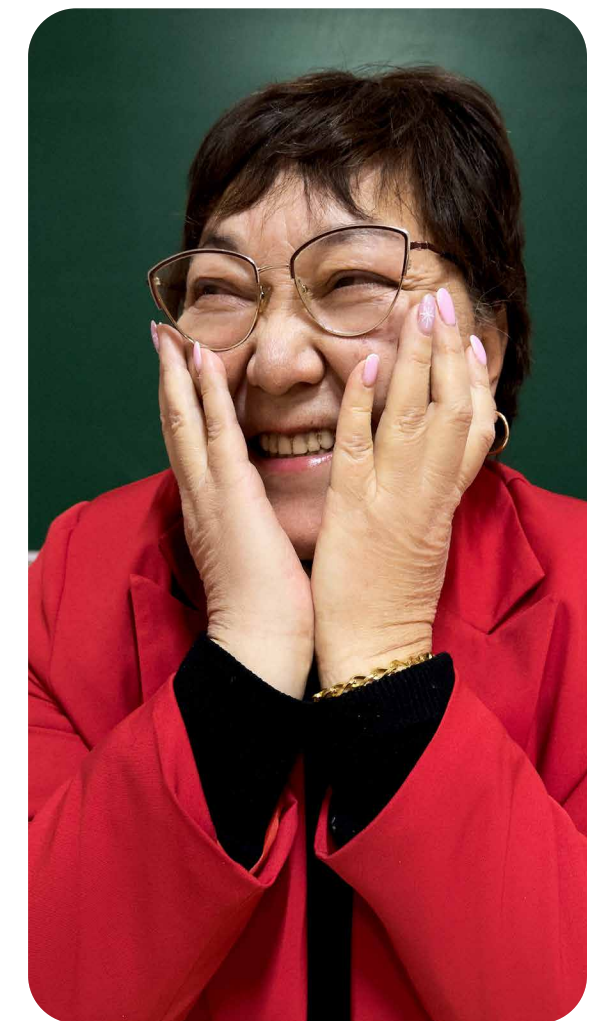
Dostyk, Kazakhstan

Botagoz Omarova is a Russian language teacher from Kazakhstan. Botagoz loves teaching and sharing her knowledge on TikTok. She records videos during break-times after lessons and was the winner of the Teachers of Kazakhstan competition on TikTok in 2023.

"I can give advice to my followers on TikTok and because of TikTok, I have been interviewed by journalists several times."

**Favorite subject in school:**  
"Drawing! I studied at an art school in Karaganda — a city in Kazakhstan."

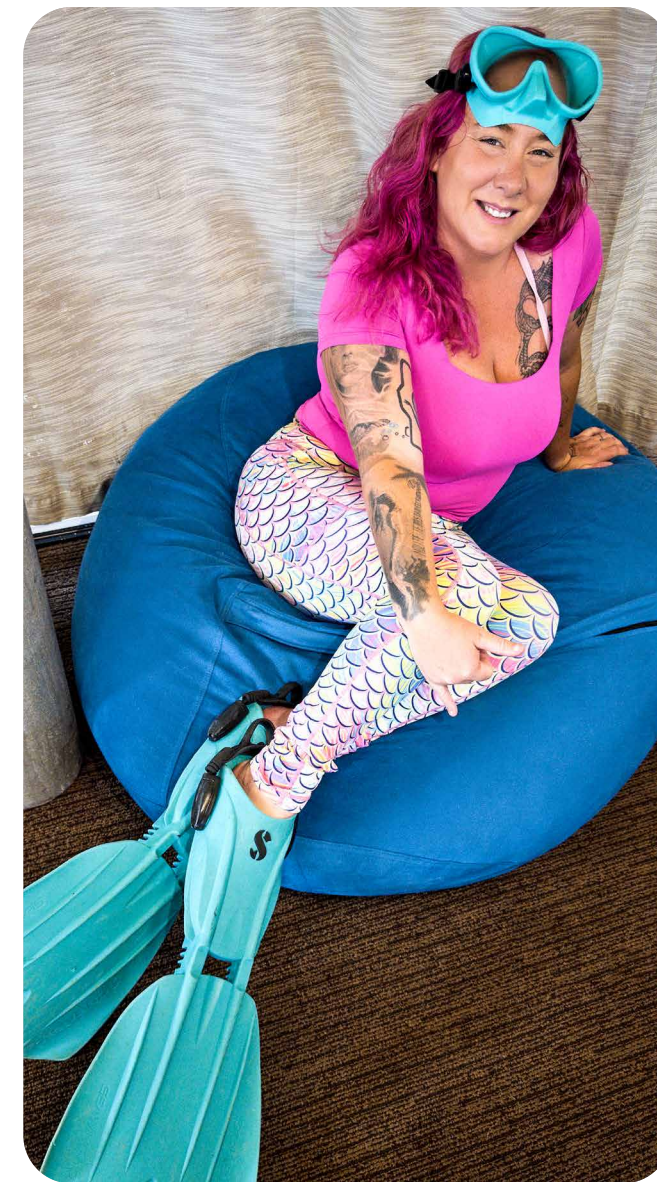
**Describe yourself in three words:**  
"Funny, creative, curious."





# Brittany Ziegler

Brittany Ziegler is an ocean enthusiast and live-streaming scuba diver based in beautiful Hawaii. She captures the mesmerizing world beneath the waves — from graceful sea turtles to awe-inspiring sharks — and shares these moments live, in real time, with the world. Her passion for streaming connects people to the magic of the ocean and inspires them to explore its wonders.



"TikTok has changed my entire life. We have been able to share our passion worldwide — from California, USA, to Japan, to Africa, our dives inspire and reach an amazing audience — and that, in turn, has pushed us to continue sharing our adventures and encouraging the world to fall in love with the ocean. Dive in with me — there's always something amazing to discover!"

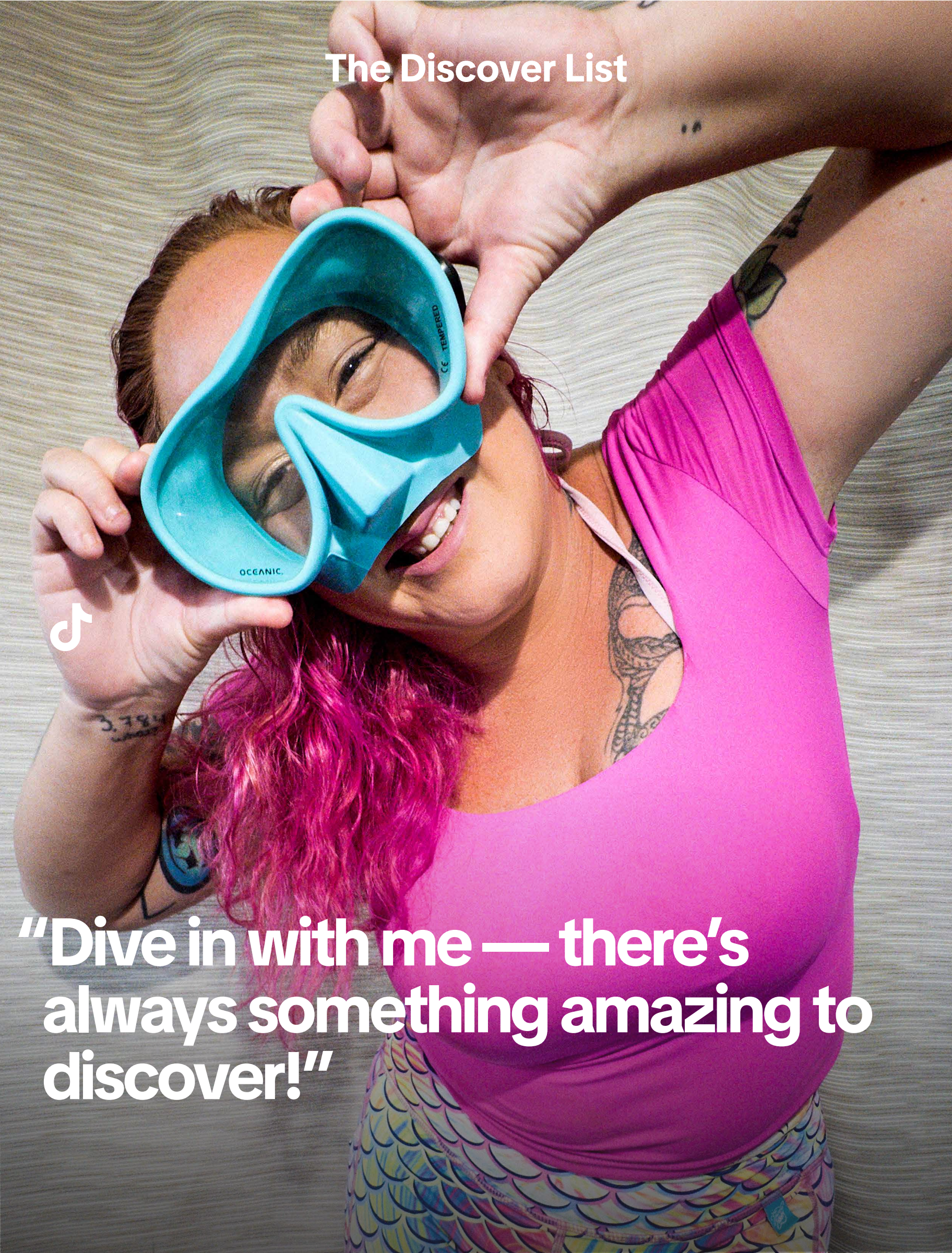
**Favorite subject in school:**  
"English. I have always loved secret worlds, creative writing, and inspiring storytelling."

**Describe yourself in three words:**  
"Unique, adventurous, curious."

📍 Hawaii, USA



**Educators**



"Dive in with me — there's always something amazing to discover!"



**"Teaching with a sense of humor and not having all of the answers is okay."**

**@englishmakesnosense**

# SL Rockfish



 Wisconsin, USA

SL Rockfish is a creator from Milwaukee, who loves to have fun with the English language. SL Rockfish loves teaching and helping others to have fun with language, one lesson at a time. She hopes to put ESL learners at ease as they try to understand the crazy world of the English language.

"I have met people from around the world and have become friends with a number of them. TikTok has also opened up new opportunities to teach and have an impact."

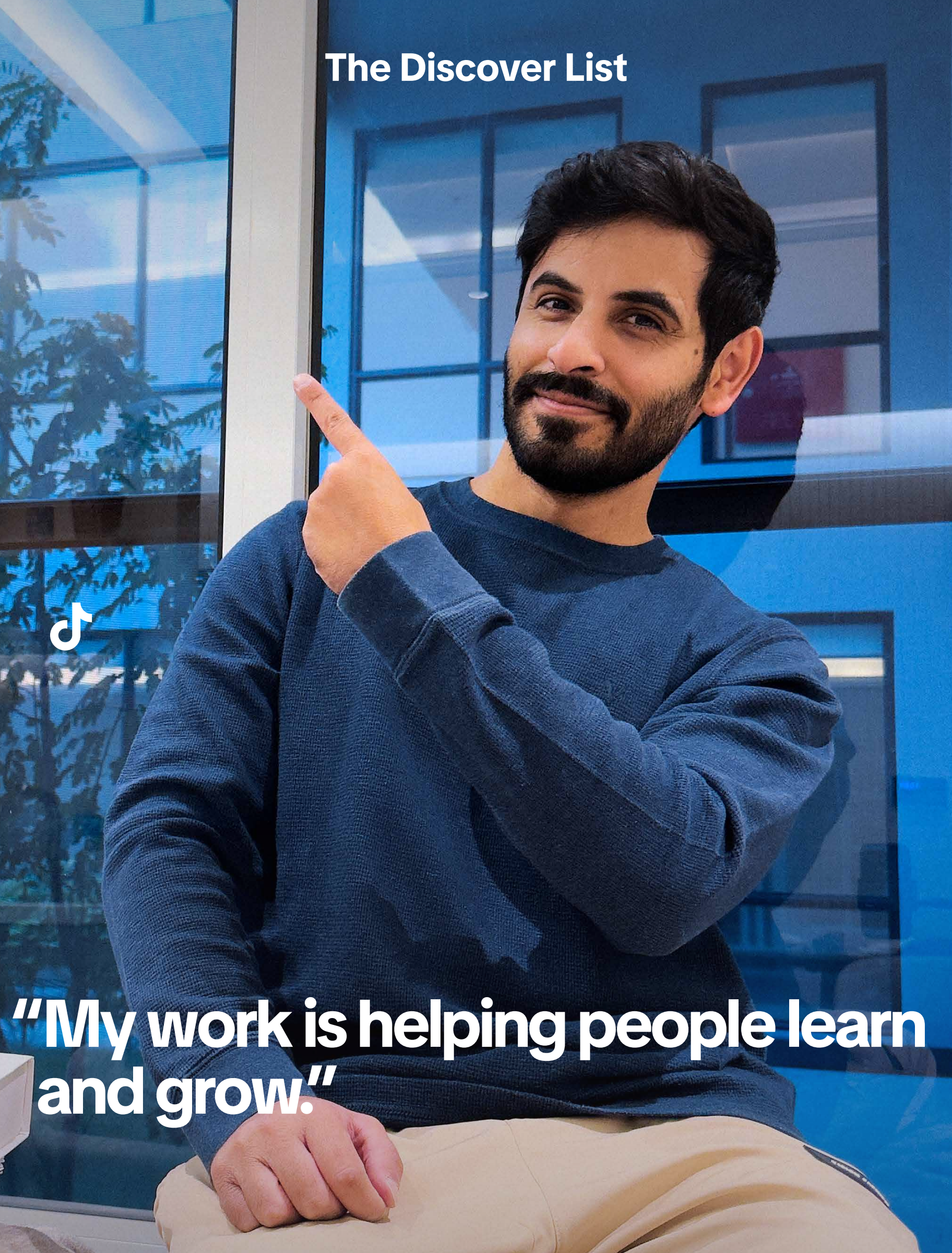
**Favorite subject in school:**  
"Reading."

**Describe yourself in three words:**  
"Enthusiastic, humorous, curious."

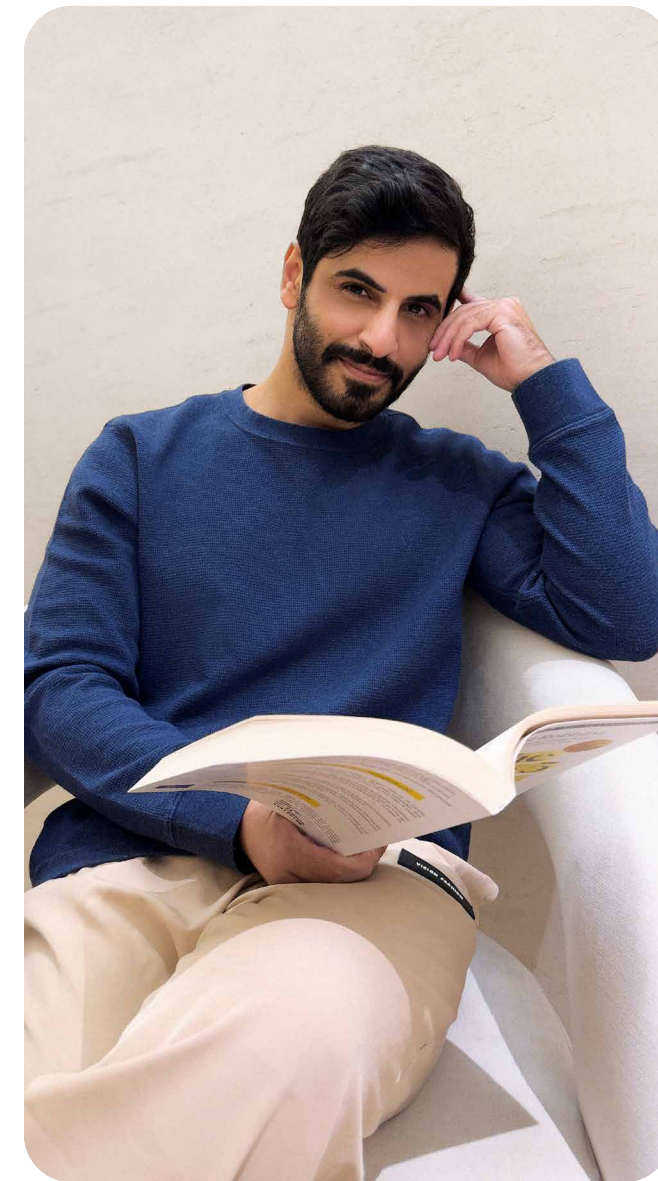


**Educators**

# Fahad Almutairi



**"My work is helping people learn and grow."**



Fahad Almutairi is a creator from Riyadh, Saudi Arabia, known for creating engaging and practical English learning content on TikTok. He shares simple tips and strategies that make learning English easy, fun, and accessible for everyone.

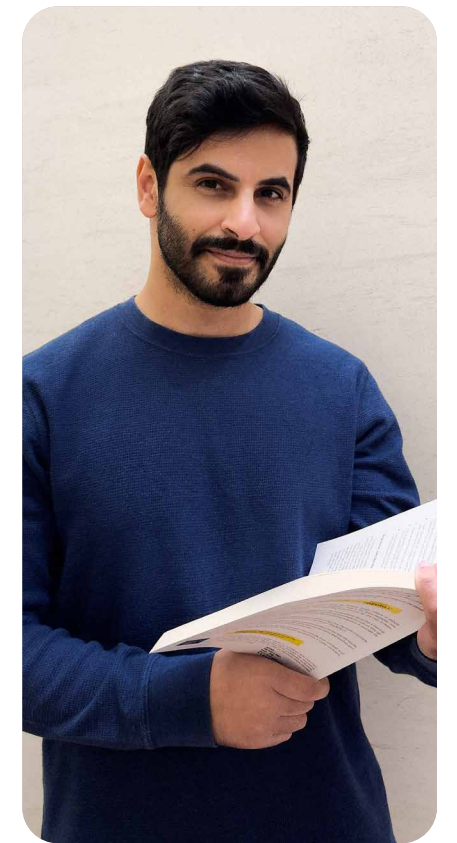
"TikTok had the biggest impact on helping me grow and improve my skills, which allowed me to start my own business and achieve my goals."

**Favorite subject in school:**

"My favorite subject was English because it completely changed my life. It helped me connect with new people, discover new opportunities, and even start my own business in the education sector."

**Describe yourself in three words:**

"Passionate, creative, dedicated."



 Riyadh, Saudi Arabia

**Educators**



"The brain and spine are the body's engine."



@ladyspinedoc

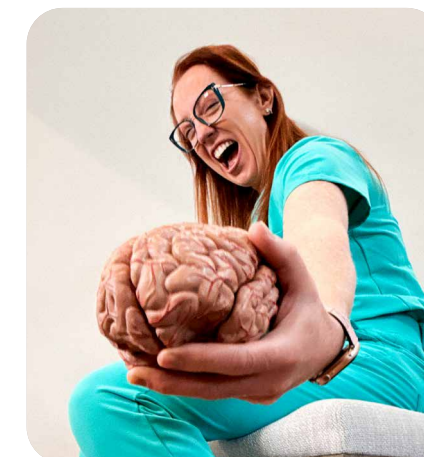
# Dr. Betsy Grunch, MD

**Dr. Betsy Grunch is a board-certified neurosurgeon who has practiced in Gainesville, Georgia for 11 years. She has been listed as a Top Doctor for several years running by Georgia Trend magazine and Atlanta magazine. Her main interests are minimally invasive spine techniques and advancing the field of neurotrauma. Additionally, Dr. Grunch is known online as @ladyspinedoc where she enjoys demystifying the subject of neurosurgery, while also showing her audience how she balances work and life as a mother, wife, and friend. Her thriving social media platform seeks to empower the general public with critical medical knowledge, inspire current and future healthcare professionals, and add a bit of positivity and humor to your day.**

"TikTok has completely changed my life. I have become a more understanding and compassionate physician, mother, and person because of this platform. It has allowed me to express creativity, inspire others, understand the general public, and become a better educator. The brain and spine are the body's engine and we all need to understand how to make them perform their best. I push my audience to learn new topics, understand things in the news, and live life to its fullest."

**Favorite subject in school:**  
"Neuroscience, because the brain is cool!"

**Describe yourself in three words:**  
"Authentic, kind, strong."



📍 Georgia, USA

## Educators



“I get to break down complex tech concepts and make them accessible to everyone.”

@roy.kanyi

# Roy Kanyi



Nairobi, Kenya

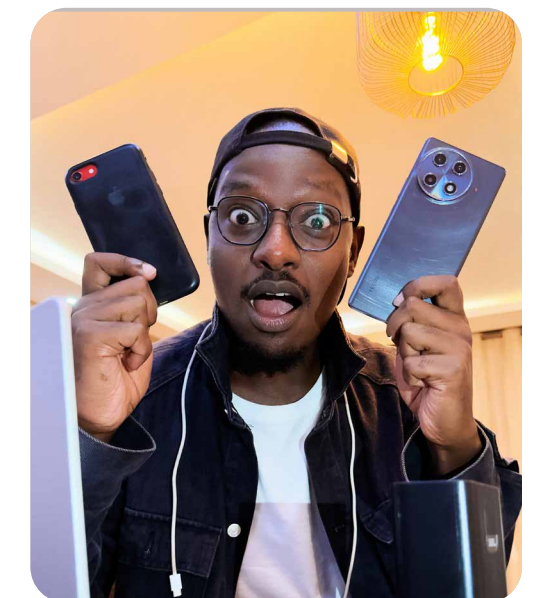
**Roy Kanyi is a tech enthusiast who combines his passion for technology with a talent for clear and engaging communication, making even complex topics easy to understand. Through insightful reviews and tutorials, Kanyi empowers his audience to make informed decisions about the latest gadgets and tech trends.**

“TikTok has been a complete game-changer for me! Honestly, I never expected it to have such a profound impact on my life. It’s helped me develop valuable skills like storytelling, video editing, and on-camera communication – skills that actually landed me a journalism job at Kenya’s most trusted news network! Beyond that, TikTok has given me a deep understanding of the creator economy. Now I consult with brands, helping them navigate the platform and connect with creators.”

It’s not just about the skills and the career though; it’s also about the community and the connections I’ve made. TikTok has empowered me to build a career and a life doing what I love, and I’m excited to see where this journey takes me next.”

**Favorite subject in school:** “Physics fascinated me because it explained the ‘why’ behind everything. I loved understanding fundamental laws. Now I get to break down complex tech concepts and make them accessible to everyone.”

**Describe yourself in three words:** “Informative, tech-savvy, approachable.”



**Educators**



"I have been able to give back to many in ways I didn't think were possible."

@the\_mrskelly

# Deidre Kelly



Texas, USA

Deidre Kelly is a 6th-grade math teacher and content creator from Houston, Texas. Deidre uses her platform on TikTok to help others by creating short form math videos and engaging activities in the classroom. Deidre has a passion for teaching math and TikTok helps her to fulfil that passion while reaching a broad and diverse audience.

"TikTok has impacted my life in the most influential way by being able to make a positive impact on others. I have been able to give back to many in ways I didn't think was possible, and open many doors... I know my efforts of reaching and educating many people from different backgrounds are being appreciated."

**Favorite subject in school:**  
"Believe it or not, math was my favorite subject in school because I liked to be challenged, and when you are able to solve a difficult problem, it gives a feeling of accomplishment."

**Describe yourself in three words:**  
"Passionate, energetic, thoughtful."

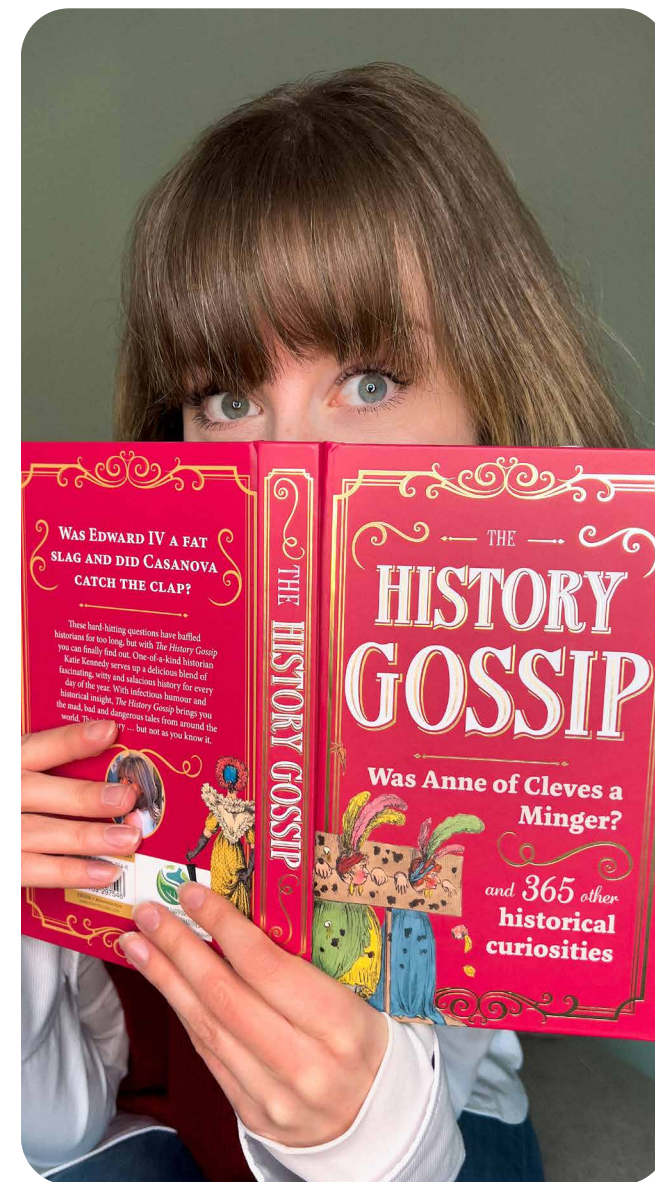


**Educators**

# Katie Kennedy



**"History is full of strange moments that remind us how human the past really was."**



Oxford, United Kingdom

**Katie Kennedy, aka The History Gossip, is a historian who has taken the platform by storm in a year. With an infectious blend of wit and historical insight, Katie has crafted a unique niche where education meets entertainment. She is currently studying at Oxford University.**

"TikTok has absolutely transformed my life for the better. Without it, I'd have never had the chance to connect with so many people across the world who comment or like my videos nor would I have had the opportunity to meet other history creators who have helped to build such a wonderful community. By having a platform and the space on TikTok to build up my brand and share my knowledge with thousands of people, I've had other incredible opportunities arise from it, such as a book deal. I'm so grateful that I've been lucky enough to be able to do what I do on such an amazing platform."



**Favorite subject in school:**  
"History!!! I love to hear about what people got up to..."

**Describe yourself in three words:**  
"Not a minger."

## Educators

# The Discover List



@biteswithlily



@notorious\_foodie



@chefabbys



@rappingchef



@spiceskitchen



@amrelhady\_

# Foodies

Foodies are taking viewers on mouthwatering adventures across the For You Feed, inspiring #FoodTok trends around the globe. They're all adding their own creative spin on cuisine through #cooking, #baking, and more — and it's all delicious.



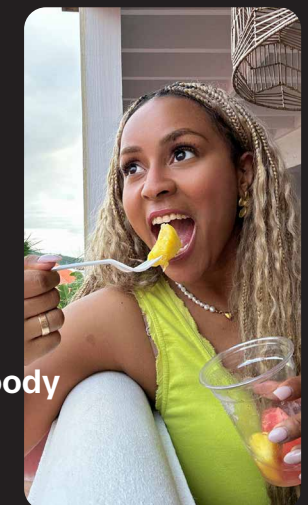
@veganewunder



@logagm



@review.rraigon



@themoodyfoody





“My dedication to sharing authentic culinary experiences and connecting with people through food is resonating.”

@amrelhady\_

# Amr El Hady



📍 Cairo, Egypt

Amr El Hady is a leading food content creator in the MENA region, known for his engaging storytelling and passion for culinary experiences. With over four million followers, he has produced more than 2,000 videos, amassing over two billion views.

“TikTok is the platform that made me known, and even after five years, people still recognize me for my popular series Overrated vs. Underrated. Being nominated as a Foodie on the Discover List is an incredible honor and a testament to the passion I put into my content. It means that my dedication to sharing authentic culinary experiences and connecting with people through food is resonating with audiences. This recognition fuels my motivation to keep exploring, creating, and inspiring others on their own food journeys.”



**Favorite food:**  
“Egyptian food, especially molokhia rice chicken — my favorite childhood meal from my grandmother.”

**Describe yourself in three words:**  
“Authentic, passionate, dedicated.”

## Foodies

## The Discover List



**"It brings me so much joy knowing I've inspired others to try new foods."**

**@biteswithlily**

# Lily Huynh



 Sydney, Australia

**Lily Huynh is a creator who feels like your food best friend, taking you on an adventure to discover the best food around the world. Whether she's diving into local street food or recreating mouthwatering recipes at home, her vibrant content has won the hearts (and appetites) of food lovers everywhere. Lily inspires her audience to try new flavours and explore different cuisines, one bite at a time.**

"TikTok has changed my life, allowing me to follow my dream of exploring the world through food and sharing this passion with millions of people. When I was younger, I wrote a letter to myself that said, 'Lily, I hope you are taking risks and are doing what you truly are passionate about.' A few years ago, I took a leap by quitting my job in tech to pursue my passion for creating food content."

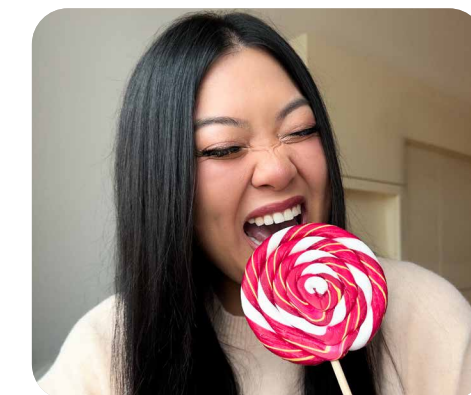
There were times when I asked myself, 'Am I good enough?' but I kept pushing forward and stayed true to myself. Looking back on my journey, I know my younger self would be so proud of me today. I'm so grateful for the incredible community I've built, and it brings me so much joy knowing I've inspired others to try new foods and embrace different cultures."

**Favorite food:**

"It's so hard to pick one but I've got to say Korean BBQ because it feels like you're enjoying multiple meals in one! I love grilling the meat — I'm always the designated cook haha — and pairing it with delicious side dishes like steamed egg and kimchi."

**Describe yourself in three words:**

"Passionate, bubbly, adventurous."

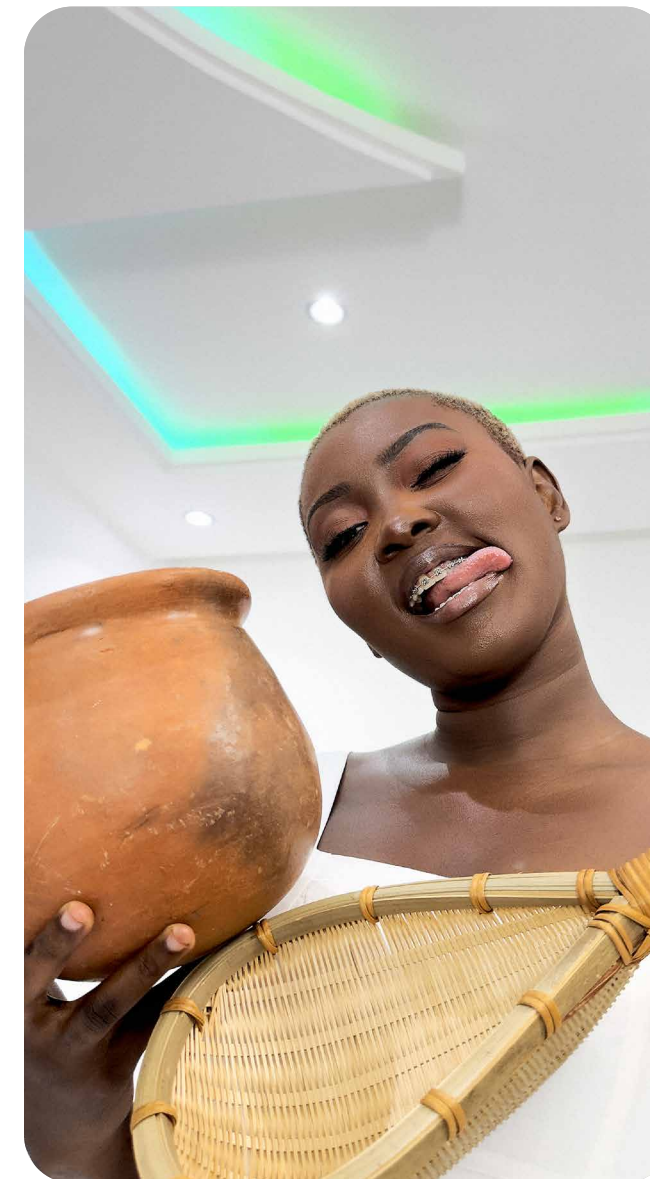


**Foodies**

# Abena Amoakoaa Sintim-Aboagye



"It means the world to me to know that my passion has been recognized and appreciated."



Accra, Ghana

Abena Amoakoaa Sintim-Aboagye is a Ghanaian food content creator who uses her platform to share rich Ghanaian and African food dishes and promote simple recipes — she also considers African food tourism her passion.

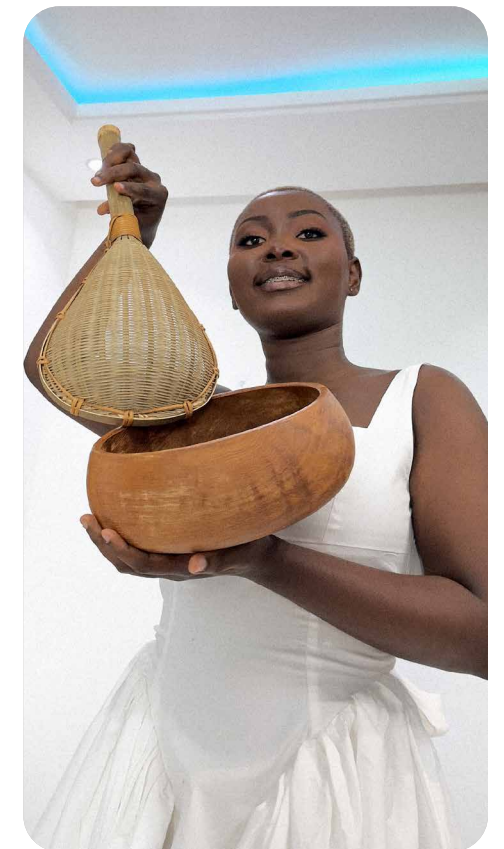
"It means the world to me to know that my passion has been recognized and appreciated. I don't take this for granted."

**Favorite food:**

"My favorite food is Etor, a Ghanaian dish made with ripe plantain. I love it because it's rich and spicy."

**Describe yourself in three words:**

"Strong, consistent, passionate."





**"TikTok has given me a platform to express my creativity."**

@logagm

# Logan Moffitt

Meet Logan Moffitt, Gen-Z's pop culture foodie sensation and the ultimate "it-boy." Logan skyrocketed to fame in 2024 with his viral cucumber salads, gaining overnight success and capturing attention from top-tier media outlets.

His meteoric rise earned him a nomination as People's Digital Creator of the Year and a coveted spot on Teen Vogue's Creators of Tomorrow list, solidifying his status as a force in digital culture. Logan's influence transcends borders, establishing him as a Gen-Z icon not only in the U.S. and Canada, but also in South Korea, a country and culture he is deeply passionate about. Known for blending humor, authenticity, and creativity, he has reshaped how audiences engage with culinary and lifestyle trends.



Ottawa, Canada

"TikTok has given me a platform to express my creativity and build a community I am so proud of! It has connected me with people around the world who share my passions. It also helped me create an international cucumber shortage!"

**Favorite food:**

"Cucumbers because they are the best snack in the world."

**Describe yourself in three words:**

"Innovative, charismatic, influential."



**Foodies**



@notorious\_foodie

# Notorious Foodie

One of the most influential content creators in the culinary world, Notorious Foodie is a self-taught home cook from London. You'll find indulgent home cooking using the very best ingredients, fine dining at the most talked about restaurants, and everything in between on his channels that have amassed over 20 million followers.

"My first viral video was on TikTok and that's what gave me the push to continue creating and improving the videos. It's the platform that kickstarted the Notorious Foodie brand, so I have a lot to be thankful for. It's crazy how many people around the world have seen my videos; I was in Japan last January and had so many chefs who spoke no English come up to me with their phones, showing me my own page. It's wild to think it all started with one — terrible — steak video on TikTok."



London, United Kingdom



**Favorite food:**

"Too difficult to answer, depends on the time of day, but if I had to choose one cuisine to have for the rest of my life, it would be Japanese for sure! They have perfected such a variety of things, from tempura and ramen, to sushi, yakitori and kagigori — the list is endless!"

**Describe yourself in three words:**

"Indulgent, meticulous hungry."

"It's crazy how many people around the world have seen my videos."

Foodies



"It feels great to be recognized for doing something I love."

@rappingchef

# Joshua Williford



Texas, USA

The Rapping Chef has made a name for himself across social media platforms, combining cooking and music by rapping recipes. Residing in Houston, Texas, this self-taught chef had dreams of being a rapper in his early 20s — ultimately, his love for cooking led him to become a private chef, repurposing his lyrical abilities into rapping recipes aka 'rap-cipes.'

"TikTok impacted my life in a positive way. It allowed me to share my talents with the world. It feels great to be recognized for doing something I love."

**Favorite food:**  
"Thanksgiving food because there's such a variety of dishes."

**Describe yourself in three words:**  
"Funny, entertaining, educational."



## Foodies



@review.raigon

# Onjira Malee & Thanadech Propasart



@review.raigon are a dynamic duo that take viewers on a journey to discover the best food spots in Thailand, sharing the joy of eating together. Specialising in uncovering hidden gems, they expertly showcase these culinary treasures through engaging TikTok videos for everyone to enjoy.

"TikTok has created a career for us. Our food reviews won't just make you hungry — it is about creating happiness for both viewers and restaurant operators."

**Favorite food:**

"Somtam, because all over Thailand it is a must-have menu item."

**Describe yourself in three words:**

"Food, eat, happiness."



📍 Bangkok, Thailand

**Foodies**

"It is about creating happiness."

# Toni Chapman



"Food has always been my love language."



📍 Florida, USA

**Toni Chapman, a Miami-based culinary creator and author, combines her Afro-Latina roots with a love for making cooking approachable and fun. With a playful but educational style, she creates short, flavorful recipe videos that anyone can follow. Toni's platform celebrates the joy of food and inspiring confidence in the kitchen.**

"Creating on TikTok has truly changed my life. It's given me a space to share my love for cooking and connect with people who love the flavors and traditions I grew up with. Through TikTok, I've been able to turn my passion into a career, reach a wider audience, and inspire others to explore their love for cooking. The platform has not only helped me grow as a creator but also as a cook."

**Favorite food:**  
"Stews and soups because I like to slow cook and braise."

**Describe yourself in three words:**  
"Fun, creative, relatable."



## Foodies



## The Discover List



**"This recognition reaffirms my mission to showcase the beauty of Nigerian cuisine."**

@tspiceskitchen

# Tosin Samuel



📍 Lokoja, Nigeria

**Tosin Samuel is a Nigerian food blogger and creator of the food page Tspices Kitchen on TikTok, showcasing authentic Nigerian cuisine and fusion dishes. A self-taught cook, she aims to celebrate Nigerian culinary heritage and inspire better home cooking.**

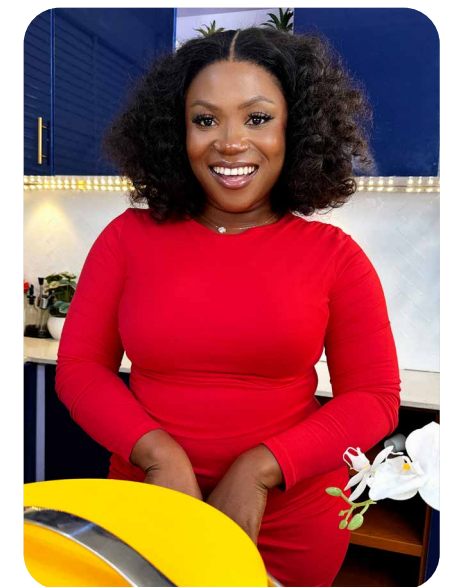
"TikTok has had a significant impact on my life in numerous ways. It has provided me with a platform to share my passion for food and connect with a community of like-minded individuals from around the world. Creating on TikTok has allowed me to turn my passion into a career, transforming me from a food enthusiast into a recognized food creator. It has opened up exciting opportunities for collaborations, brand partnerships, and even my own growth as a content creator. Most importantly, TikTok has given me the confidence to push creative boundaries, all while staying connected with my audience on a deeply personal level. It's truly been life-changing!"

### **Favorite food:**

"My favorite food is pounded yam and vegetable soup because it's a comforting and hearty meal that connects me to my roots. It perfectly combines rich flavors, wholesome ingredients, and the essence of Nigerian culture, reminding me of home and tradition with every bite."

### **Describe yourself in three words:**

"Creative, passionate, inspiring!"



**Foodies**



@veganewunder

# Chris Washington

Chris Washington is a vegan content creator from Germany who inspires his audience with innovative plant-based recipes and sustainable cooking tips. Driven by a passion for animal welfare, he uses his platform to encourage others to embrace veganism and make kinder, more mindful food choices. Through engaging videos, Chris shows how delicious, diverse, and accessible vegan cuisine can be, empowering his followers to help animals and the planet with every meal.

"Creating on TikTok has transformed my life in incredible ways. It has given me a platform to share my passion for vegan cooking with a global audience and connect with a community that shares my values. Through TikTok, I've been able to inspire others to explore plant-based living, which is deeply meaningful to me. The creativity and engagement on the platform have pushed me to grow as a creator and storyteller, and I'm grateful for the opportunities it has brought to make a positive impact."

**Favorite food:**

"My favorite food is California burritos. They remind me of my childhood and symbolize the incredible fusion of two cultures — American and Mexican — coming together to create something truly special. It's a dish that represents both nostalgia and the beauty of culinary diversity."

**Describe yourself in three words:**

"Creative, passionate, compassionate."



📍 Berlin, Germany



## Foodies

"I've been able to inspire others to explore plant-based living."

# The Discover List



@aceelstar



@charityekezie



@jaadiee



@guywithamoviecamera



@ayame.p

# Icons

These creators need no introduction — they embody trends and culture and make an impact every day. They're well known on and off TikTok and are changing the game for content creators everywhere. They live and breathe TikTok culture and inspire others to do the same.



@madisontevin



@mreviatar



@juliansewell



@thekingofchemo



@zeewhatidid



“People have gotten to know me more and learn more about my personality.”

@aqeelstar

# Aqeel Raeisi



Aqeel Raeisi is an actor and creator from Kuwait who is focused on family lifestyle, fashion, cooking and comedy. He’s known for his sense of humor and spontaneous personality which brought millions of people closer to him.

“Of course TikTok has impacted my life in a positive way, people have gotten to know me more and learn more about my personality — it’s like having a whole community of close friends and family who I’m more than comfortable to be myself with. It is an amazing opportunity to be nominated as an Icon. I really enjoy putting my focus on TikTok and staying close and consistent with my followers and with trends — this will give me more exposure and opportunities to gain more recognition in the TikTok community.”

**An icon you look up to:**  
“I love to compete with myself, to allow myself to reach the best point possible.”

**Describe yourself in three words:**  
“Funny, spontaneous, bold.”



 Kuwait City, Kuwait

Icons



"I've always considered myself an icon."

@ayame.p

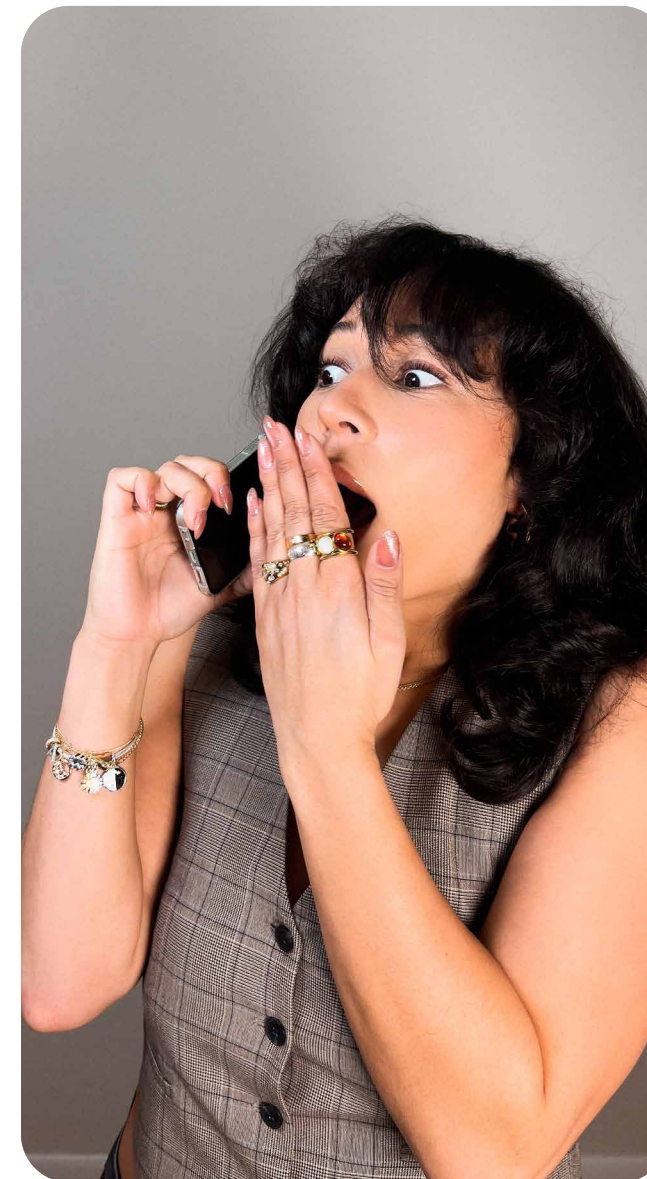
# Ayamé Ponder

Ayamé is a comedian, presenter, podcaster, and content creator who has amassed over five million followers across social media. She's known for her viral reactions and hilarious skits, and has created a community obsessed with bottles smashing! Evolving into an all-round personality covering fashion, lifestyle, and pop culture, Ayamé's repertoire continues to grow.

"I've always considered myself an icon, so it's great to be recognised as such by others. TikTok has changed the trajectory of my life and turned it completely upside down in the best way possible."

**An icon you look up to:**  
"Beyoncé."

**Describe yourself in three words:**  
"Slay, queen, mother."



📍 London, United Kingdom



Icons

# Charity Ekezie



**"...being recognized or discovered is evidence that I am making a change and doing something right."**



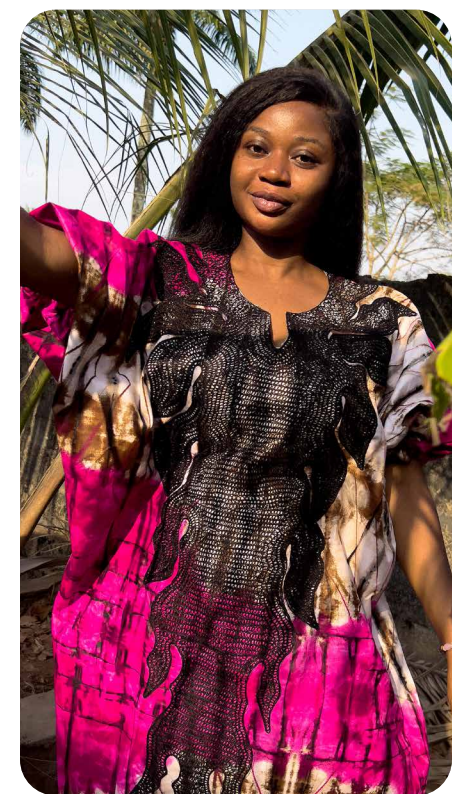
Abuja, Nigeria

**Charity Ekezie is a Nigerian journalist and content creator, who uses humor to dispel negative stereotypes about Africa through videos on TikTok.**

"This is exciting for me. As a creator, being recognized or discovered is evidence that I am making a change and doing something right. I am absolutely grateful for this opportunity. I will say my life truly began when I joined TikTok. TikTok saved me during my worst times, and helped me."

**An icon you look up to:**  
"...it's Trevor Noah for me."

**Describe yourself in three words:**  
"Empathetic, funny, talkative."



## Icons

# Reece Feldman



**"TikTok has allowed me to marry my love of cinema with the ability to create in the digital media space."**



New York, USA

Reece Feldman, aka @guywithamoviecamera, has quickly become the Gen-Z authority and aficionado in all things film, TV, and entertainment. Whether on a movie set, hosting a red carpet, or just casually chatting about his new favorite movie or TV show, Reece's passion for the industry is unparalleled. Through his account, Reece has cultivated an audience that is highly interested in experiencing the world of entertainment through his unique lens, thus singlehandedly changing the relationship between film marketing and social media.

"I love the film industry and working in it has been my dream since childhood. So when I started working as a production assistant, I never thought it could get any better...that was until I started creating on TikTok. TikTok has allowed me to marry my love of cinema with the ability to create in the digital media space, which has led to so many amazing opportunities — like shooting behind-the-scenes at the Oscars, interviewing at the Met Gala, creating content on major film sets, and working with many of the filmmakers and actors I admire. Through TikTok I was able to grow a platform and pave a career I love that simply wouldn't exist without the app."



**An icon you look up to:**  
"Steven Spielberg and Larry David. Both have positively changed their respective fields for the better and I aspire to run a set as well as them one day."

**Describe yourself in three words:**  
"Passionate, curious, creative."



**"It is our goal to show everyone that getting old is something beautiful."**

@jaadiee

# Jannik Diefenbach

@jaadiee is the alias of Jannik Diefenbach, a German photographer and content creator known for showcasing his grandfather's unique streetwear style. Jannik's work features his grandfather, Alojz, in trendy, modern outfits, breaking stereotypes about age and fashion. Their authentic and heartwarming content has gained global attention, inspiring audiences across generations. Together, they redefine how older generations are perceived in digital media and fashion.

"TikTok has impacted our lives by making it possible to share our content with millions of people worldwide."



📍 Mainz, Germany

**An icon you look up to:**  
"My Grandpa."

**Describe yourself in three words:**  
"Creative, authentic, inspiring."



## Icons





**“Paloma is honored to be nominated, YET AGAIN.”**

@juliansewell

# Julian Sewell



Auckland, New Zealand

**Julian Sewell is a creator based in Auckland, New Zealand who makes skits that parody Hollywood & pop culture. He is mostly known for his portrayal of 19-time Oscar nominated actress, Paloma Diamond, and the universe of fictional actors and actresses that inhabit it. Paloma’s old screenings of the soap opera she starred in from the 1980s are also a big hit on his platform.**

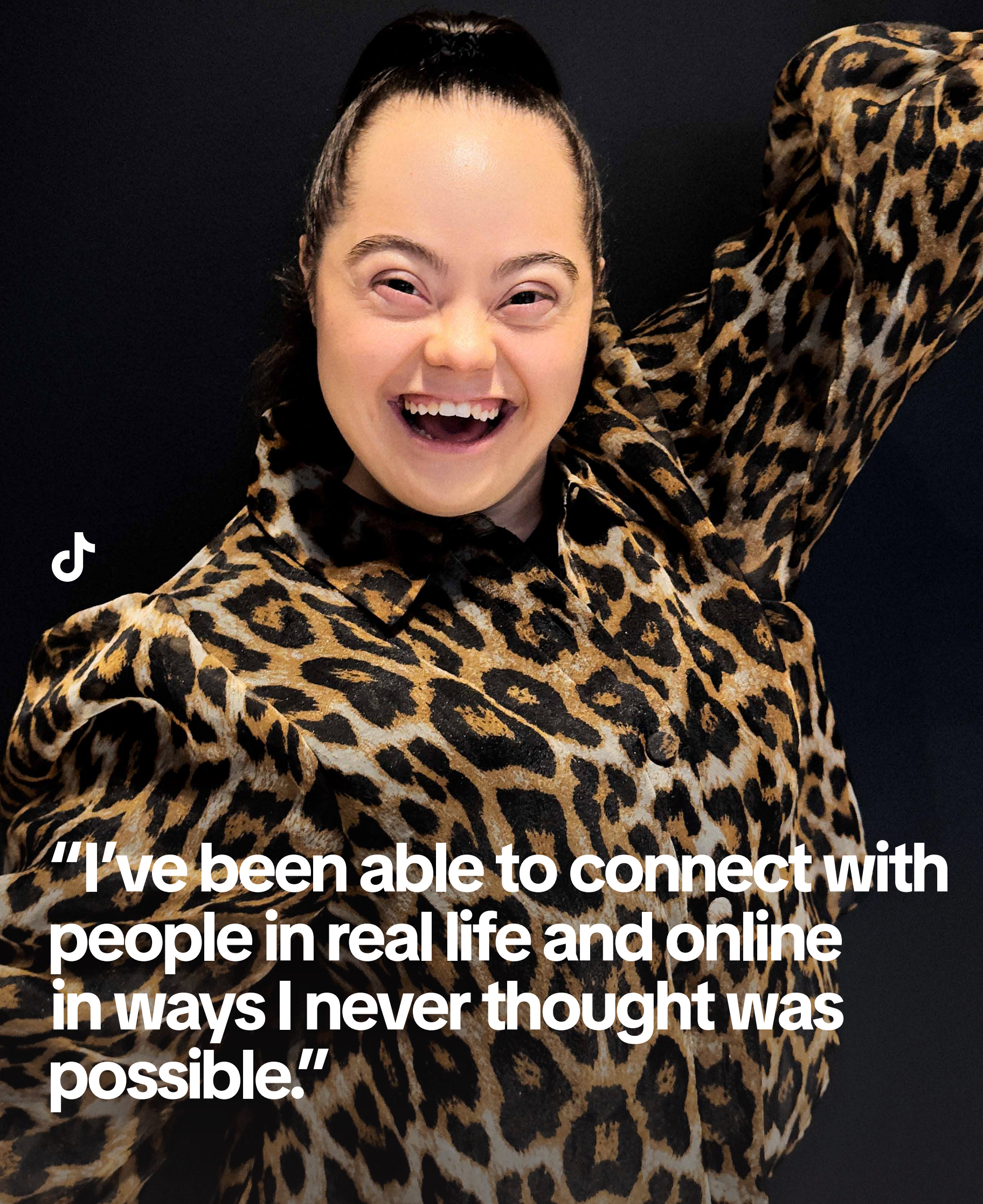
“Paloma is honored to be nominated, YET AGAIN. Jokes! This is so surreal and I can’t express how deeply grateful I am to the two million of you following me. If I could keep doing this for a job for the rest of my life, I’d die a happy man. Sometimes, I question if my videos are worth making. Like, am I actually contributing to the good of society with all these skits and parodies? But then, I get so many lovely messages from people every day, like ‘I was having a bad day until I saw a video of yours and it cheered me up’ or ‘I’m currently going through chemo, and I watch your videos when I need a good laugh’ and that’s what makes it all the worthwhile.”



**An icon you look up to:**  
“Paloma Diamond.”

**Describe yourself in three words:**  
“Creative, colorful, silly.”

## Icons



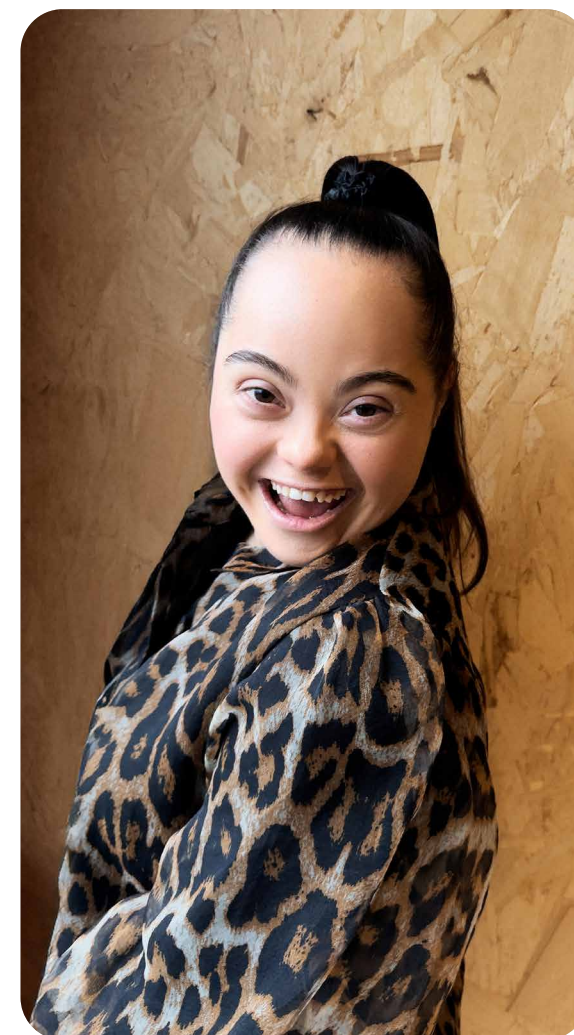
**"I've been able to connect with people in real life and online in ways I never thought was possible."**

@madisontevlin

# Madison Tevlin

**Madison Tevlin is an actor, host, content creator, model, and advocate. She uses her platform on TikTok to help shatter the expectations people have about Down syndrome and others with disabilities. Madison has always said that Down syndrome is the least interesting thing about her.**

"TikTok gives me a platform to share my life! The platform has helped me spread awareness and education about the Down syndrome community through content. It's allowed the world to see what people with Down syndrome are truly made of — and spoiler alert, it's way more than you thought. Because of TikTok, I've been able to connect with people in real life and online in ways I never thought was possible. Having my name alongside so many other amazing influencers and creators is so special, and it makes me want to keep creating and showing the world who I am and what people with disabilities have to offer!"



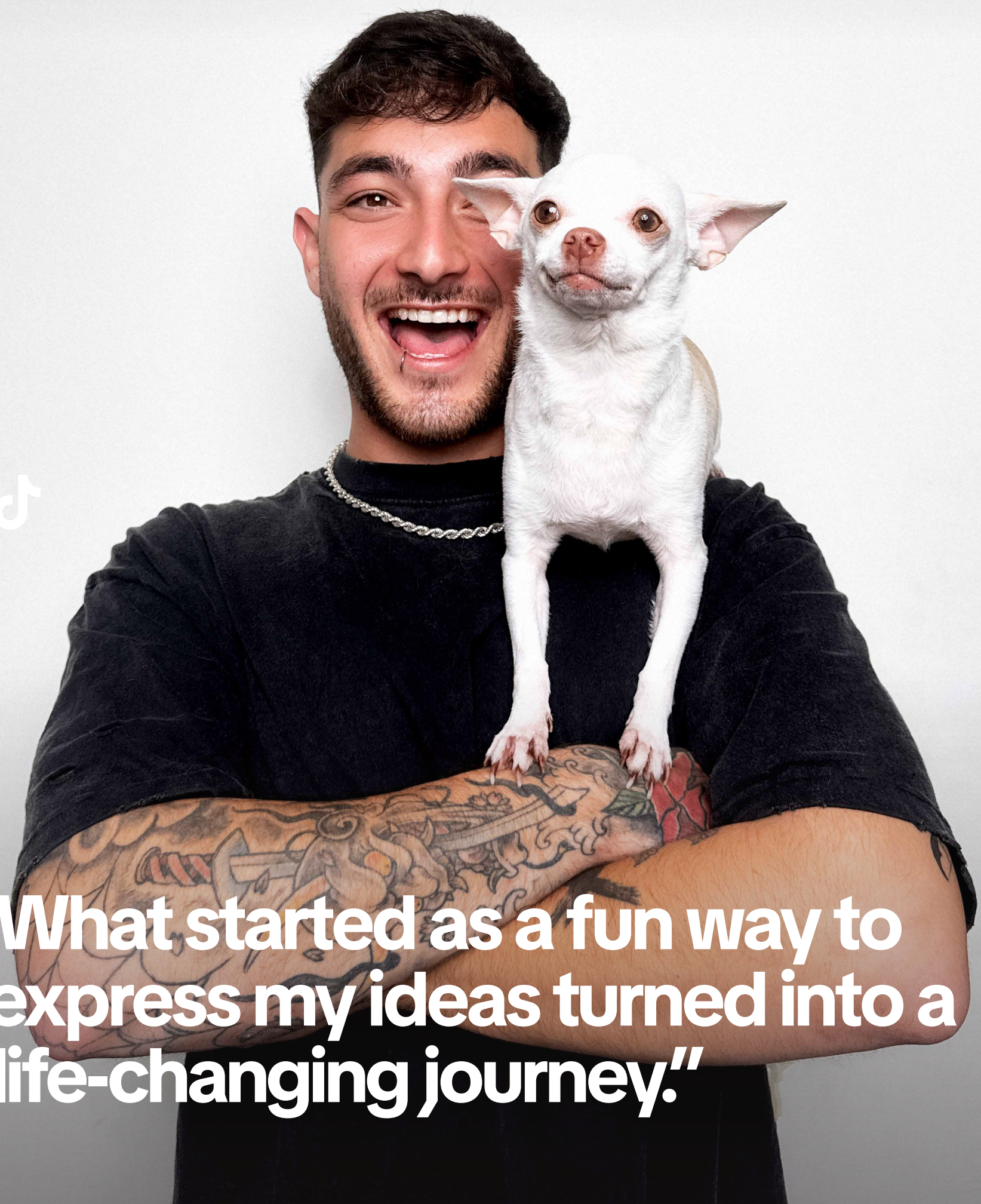
Toronto, Canada



**An icon you look up to:**  
"Paris Hilton! She was so underestimated for so long, and now the world is realizing that she's a smart, passionate, and strong woman who is using her voice for good. I have been underestimated so much in my life that she's really inspired me to never give up just because someone thinks they know what you're capable of."

**Describe yourself in three words:**  
"Fun, creative, organized."

## Icons



“What started as a fun way to express my ideas turned into a life-changing journey.”

@mreviatar

# Eviatar Ozeri



Rishon LeZion, Israel



**Eviatar Ozeri is an actor and social media creator from Israel who makes videos with his famous Chihuahua Niki, his other family members, and the dogs they have. Eviatar shares his love of animals with his followers, while using his talent to make crazy and funny videos. Eviatar and Niki have become viral all over the world thanks to TikTok.**

“TikTok has completely transformed my life in ways I never imagined. It gave me a platform to share my creativity, connect with millions of people, and truly be myself. What started as a fun way to express my ideas turned into a life-changing journey where I’ve been able to inspire, entertain, and even break boundaries on a global scale. TikTok didn’t just open doors — it created entire worlds of opportunities, from acting to collaborations with incredible creators and brands. It showed me the power of storytelling and how being authentic can resonate with so many. Above all, TikTok gave me a community — a family of supporters who believe in me, laugh with me, and inspire me to keep pushing forward. It’s not just an app — it’s the reason I’m living my dream every single day.”

**An icon you look up to:**  
“Adam Sandler.”

**Describe yourself in three words:**  
“Creative, magnetic, hilarious.”

## Icons



**"I could win a million awards and have a billion followers, but if it doesn't lead to me breaking the charity world record then what was the point?"**

@thekingofchemo

# Iain Ward



📍 London, United Kingdom

Iain Ward is a terminally ill brain cancer patient from Ireland, living in London, who has dedicated his remaining years to breaking a charity world record for running a marathon. He sees his situation as an opportunity rather than a tragedy. He's also chosen a unique path way to achieving his goal — he asks people to follow his accounts, and uses those accounts to attract corporate sponsors who donate to charity instead of paying him. So far he's raised over half a million dollars, has amassed 12 million followers on social media, and has run 17 marathons.

**An icon you look up to:**

"...Muhammad Ali being so outspoken about the war in Vietnam, and having his heavyweight title taken away from him at his sporting peak of 27 years old as it was perceived as anti-American at the time, and fighting the courts, winning, and then getting his heavy weights title back again — that is an unbreakable human being and a fantastic example to us all."

**Describe yourself in three words:**

"I am a rebel."

"TikTok literally sparked my career. I could win a million awards and have a billion followers, but if it doesn't lead to me breaking the charity world record then what was the point? That said, I strongly believe things like this are extremely helpful with spreading awareness about the only thing I want in life, which is reaching the milestones of achievement towards my goal of breaking the charity world record. Nothing else matters."



## Icons



**“To be able to absolutely love what you do while making even a small impact means everything.”**

**@zeewhatidid**

# Zainab Jiwa

**Zainab is a creator and presenter within film, television, and fashion. From hosting red carpet premieres, to interviewing actors around the world, and taking her audience backstage on film sets, she uses her platform to entertain and inspire others while making a space for herself and other Muslims in the film industry — and makes sure she’s dressed for the occasion!**

“TikTok seems to have changed my entire life. Who would’ve thought that one ridiculous 30-second video I did for no reason would create a job for me that I could only DREAM of, and a community that I absolutely love and feel so comfortable with? It’s also allowed me to learn so much about myself, my niches, and meet like-minded people. I’ve had to put on 8,304 different hats like ‘director,’ ‘editor,’ ‘stylist,’ etc. — and creating videos has made me do this. My ‘skills’ section on my CV is now PACKED.

It means so much for my work to be recognised and nominated! As someone who rarely sees people like myself within media and within the film industry, it not only brings me joy to celebrate hard work, but also provides hope that others like me can do the same! To be able to absolutely love what you do while making even a small impact means everything.”

**An icon you look up to:**

“Allison Hammond — an absolute icon in my field. Entertaining as hell, loves what she does, but also the nicest person who lights up a room ??????! I want to be her. Also my mum, obviously an icon — in absolutely every way.”

**Describe yourself in three words:**

“Chaotic, professional, yapper.”



London, United Kingdom

## Icons

# The Discover List



@cinema.joe



@deadnosuke



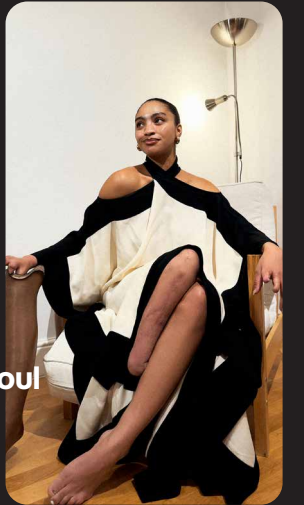
@iamchriskabeya



@ibnhattuta



@ladyyasmina1



@phenixsoul



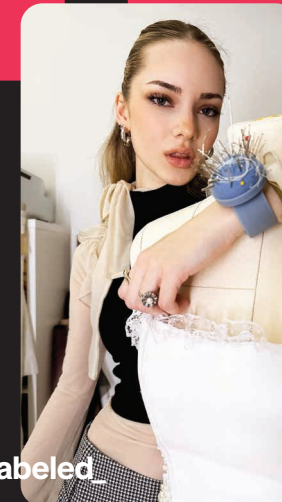
# Innovators



@tahertravels



@theoshakes



@unlabeled\_



@zerobrainer0

Innovators put a new twist on what it means to be a content creator. They are pioneers in their fields who have a unique point of view in their content, and are not afraid to experiment and try something new.



**“Movies have held a special place in my life for as long as I could remember.”**

**@cinema.joe**

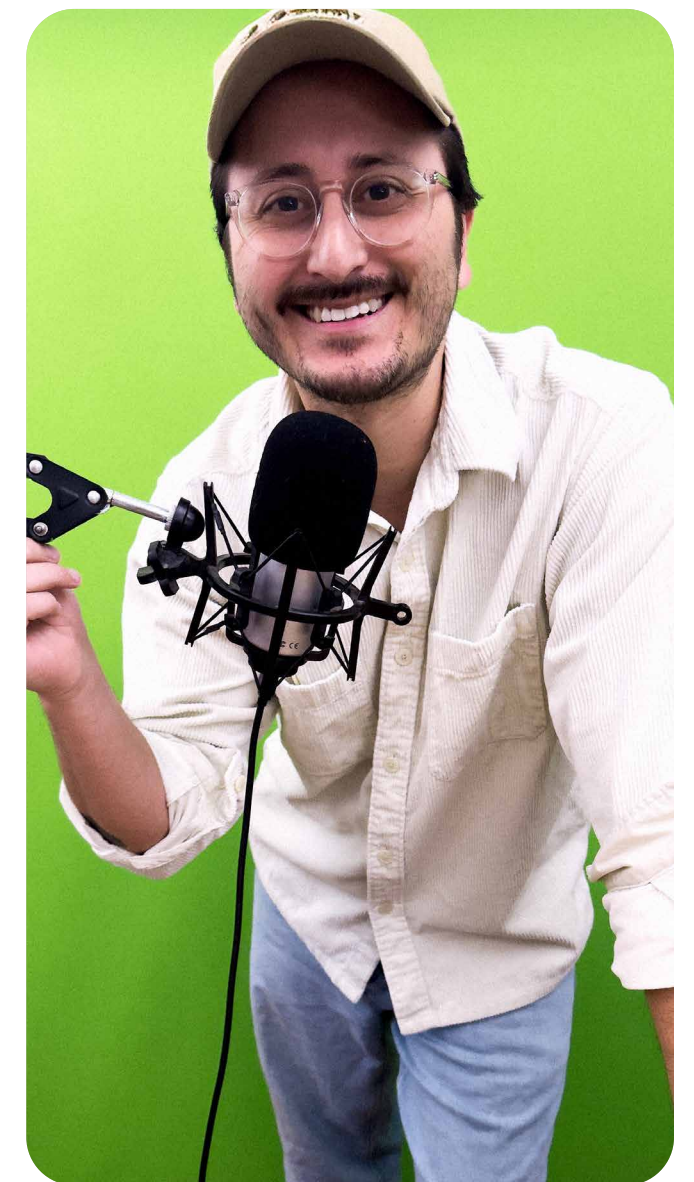
# Joe Aragon

**Joe Aragon is a creator from Los Angeles who combines his love for film and pop culture to create exciting and engaging videos on TikTok. From recommending underrated gems, discussing the most recent releases, or breaking down awards season, Joe’s ultimate goal is to share his love for film and remind people that there’s a movie for everyone.**

“TikTok has completely changed my life. It has allowed me to not only share my love for movies with millions of strangers, but has given me opportunities to speak to the people I admire the most within the industry. It has given me the opportunity to attend press junkets and hosts premieres. It has given my podcast a brand new audience. It has given my dreams of talking about movies a second chance. I’d like to think that my videos serve as a reminder that it does not matter if you’ve watched a thousand movies or ten, there is always room to grow and learn.”

**Who or what inspires you:**  
“Martin Scorsese, Roger Ebert, Pauline Kael, David Ehrlich, Sean Fennesy; the team at Letterboxd; my podcast co-hosts Clairra Curtis and Sydney Volpe; or the person who starts a movie blog even though they have a full-time 9-5 job, but do the work anyways because they simply love movies.”

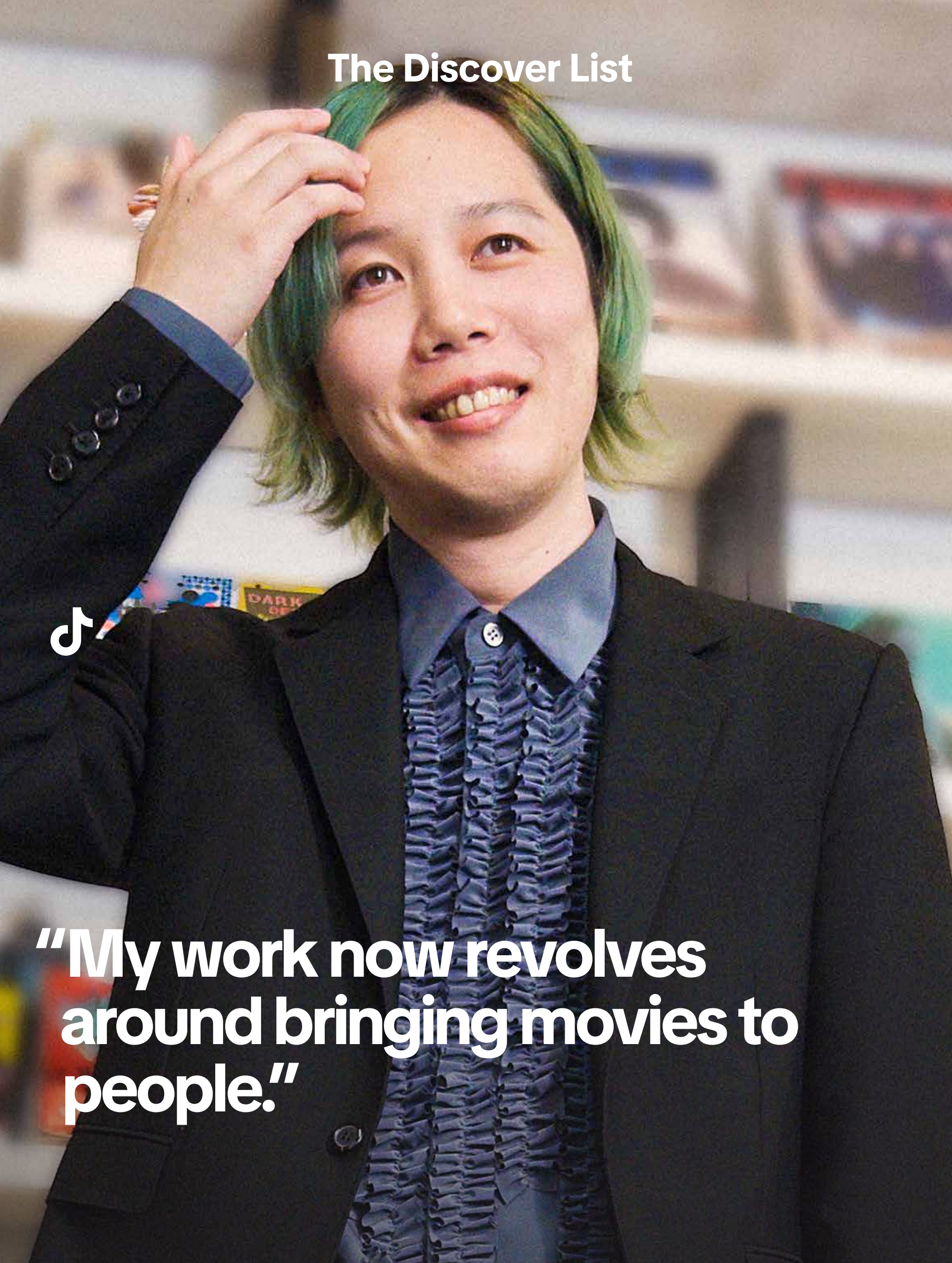
**Describe yourself in three words:**  
“Passionate, determined, awkward.”



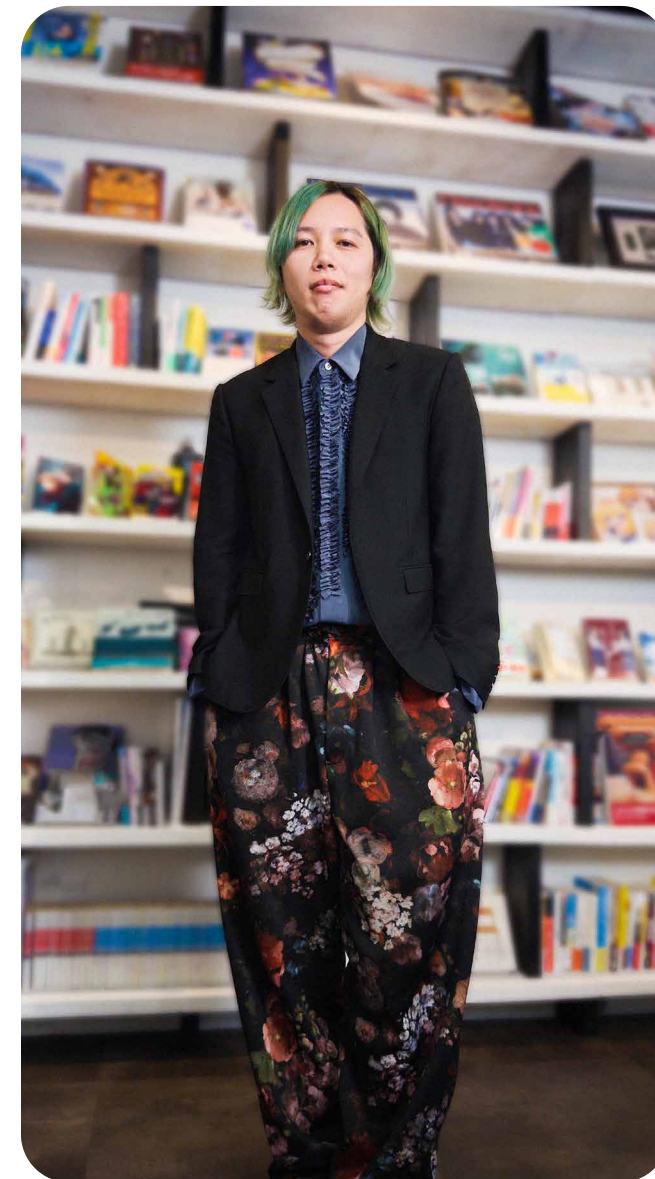
 California, USA

**Innovators**

# Shinnosuke



“My work now revolves around bringing movies to people.”



📍 Tokyo, Japan

Shinnosuke is based in Tokyo, Japan and specializes in creating easy-to-understand videos that introduce entertainment content such as movies, manga, and games. His videos aim to help people overwhelmed by the sheer volume of films and manga find their next watch or read. Leveraging his experience as a former assistant director in the film industry, he also works as a visual creator. Additionally, he serves as the representative of MEW Creators, a company dedicated to supporting cultural initiatives across various fields.

“At a time when I had quit my job due to depression and was looking to start something new, I began creating content on TikTok — and my life changed drastically. While my main focus used to be on making films, my work now revolves around bringing movies to people, which has also given me a clearer view of the challenges within the industry. I’ve realized that these issues aren’t exclusive to the film world. TikTok taught me the importance of collaborating with many creators to uplift culture as a whole.”

**Who or what inspires you:**  
“Sci-Fi movies, Kazuya Yoshii, Tim Burton.”

**Describe yourself in three words:**  
“Movies, otaku, maverick.”



Innovators



# Chris Kabeya



**"As a creator, I strive to combine creativity, authenticity, and impact."**



📍 Montreal, Canada

**Chris Kabeya is a fashion and lifestyle creator from Canada who inspires men to elevate their confidence through style and self-care. With a sharp eye for trends and a passion for authenticity, Chris shares practical tips and engaging content that empowers his audience to refine their look and unlock new opportunities. From grooming essentials to sartorial advice, his platform is a go-to for men aiming to level up in life.**

"TikTok has been amazing for me! It's helped me turn something I once thought was impossible into a real career, and it's made a big, positive difference in my life. Being nominated as an Innovator on the Discover List is an incredible honor and a testament to the passion I pour into my craft. It means being recognized for pushing boundaries, experimenting with fresh ideas, and inspiring others to see content creation in a new light. As a creator, I strive to combine creativity, authenticity, and impact, and this nomination reinforces my commitment to delivering content that not only stands out but also resonates deeply with my audience."



**Who or what inspires you:**  
"My younger self inspires me every day to become someone he would be proud of."

**Describe yourself in three words:**  
"Creative, authentic, visionary."

**Innovators**



@ibnhattuta

# Kasem Hato

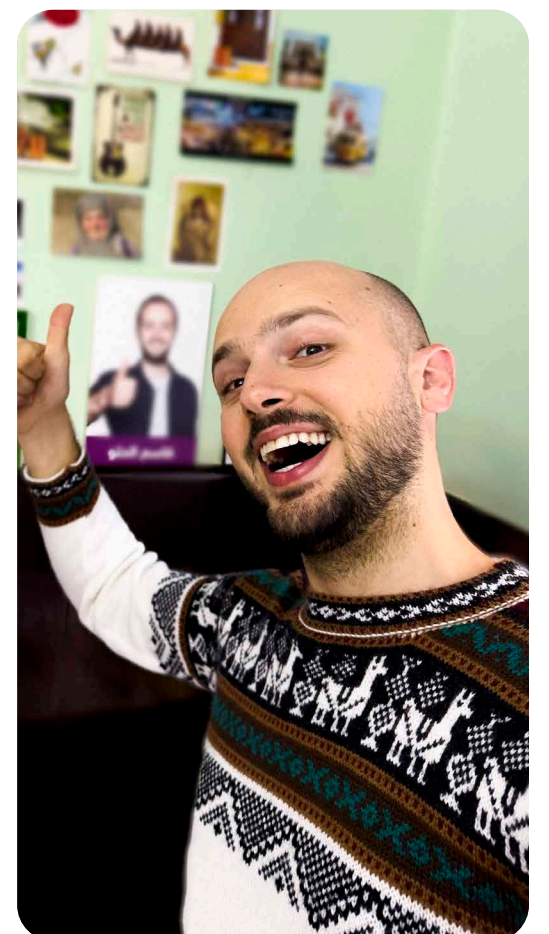


Kasem Hato is a Jordanian-Palestinian traveler and content creator who's trying to document his journey to every country in the world. He started his own blog *Ibn Hattuta Travels* in 2014 and has been to 98 countries so far. He is also the host of *Food Tales* on the Asharq Discovery Channel.

"TikTok helped me create more and get discovered more. It feeds my passion in creating content, motivates me to keep going, and it helps my portfolio when contacting brands for campaigns."

**Who or what inspires you:**  
"My mother."

**Describe yourself in three words:**  
"Passionate, adventurous, ambitious."



"TikTok helped me create more and get discovered."

📍 Amman, Jordan

Innovators



**“I’ve developed more confidence in myself as a creator, actor, and writer!”**

**@ladyyasmina1**

# Yasmine Sahid



 California, USA

Yasmine Sahid is an actress, creator, and writer in Los Angeles, California. She specializes in comedic sketches ranging from pop culture parodies to nostalgic callbacks from the early 2000s. While her work has garnered attention from industry powerhouses like Reese Witherspoon, she has also expanded into hosting — in 2024, she hosted TikTok’s Oscars red carpet LIVE and interviewed talent at the 2024 Cannes Film Festival. She is currently gearing up to be featured in new projects that will premiere this year, both for the stage and screen!

“I’m honored to be seen as an Innovator on such an impactful platform! It’s not always the easiest to come up with new and fresh ideas — I’m glad that my followers have been willing to follow me along for so many years and have seen my personal growth and growth of my content. I’ve gotten crazy opportunities like hosting the Oscars red carpet, attending Cannes, Sundance, and being exposed to so many legendary people in this industry. Not just that, but I’ve developed more confidence in myself as a creator, actor, and writer!”

**Who or what inspires you:**  
“My grandmother. She’s always been so self-sufficient and goal-oriented. I picked up a lot of her skills on staying organized and determined. I feel like I wouldn’t be here today if I didn’t have her guidance.”

**Describe yourself in three words:**  
“Funny, persistent, quick-witted.”



**Innovators**

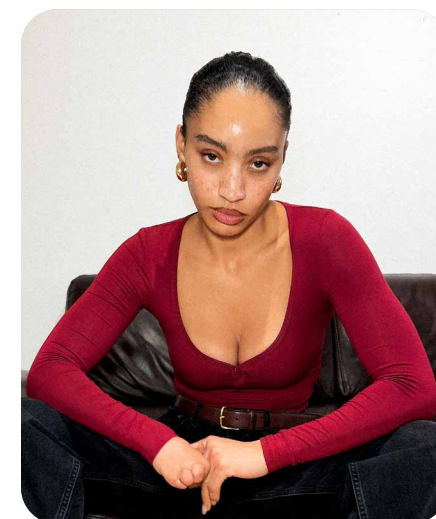
# Lyric Mariah Heard

Lyric Mariah Heard is a model, creator and disability advocate from Chicago, now based in London. Best known for her Carrie Bradshaw-style moments, where she changes her shoes from flats to heels by changing her prosthetic leg, she has amassed hundreds of millions of views in 2024 alone. Aiming to amplify the visibility of disabled people within high fashion and beauty, she has fostered a dedicated community of changemakers and conversation starters through her entertaining, accessible, and stylish content.

"TikTok has definitely impacted my life in a way that it has given me a platform in order to feel seen and be seen, give other people hope, and also to open up a platform for others to feel seen too. Being nominated as an Innovator on the Discover List means the world, it helps to show that individuals with a disability can breakthrough into the mainstream and also feels like a privilege to be selected in amongst an industry that is so vast."

**Who or what inspires you:**  
"My mom, my grandfather, and God."

**Describe yourself in three words:**  
"Brave, funny, unique."



"TikTok has given me a platform in order to feel seen and be seen."

Innovators

London, United Kingdom

# Mohamed Taher



“My TikTok audience has shown me the strongest support.”



Dubai, United Arab Emirates

Mohamed Taher is an Egyptian wanderer and content creator. Known on social media as TaherTravels, his interesting content and unique style of exploring the world has quickly attracted millions of followers across platforms. Taher is on a mission of exploring the whole world, visiting every country on earth and spreading awareness, peace, and love between people.

“I’m more than happy that I was chosen as an Innovator. It makes me feel that my efforts and content is appreciated. TikTok is my strongest platform... it has had a great impact on me because my TikTok audience has shown me the strongest support, which makes me keep posting and sharing my experiences on this amazing platform.”



**Who or what inspires you:**  
“Trying to be the best version of myself.”

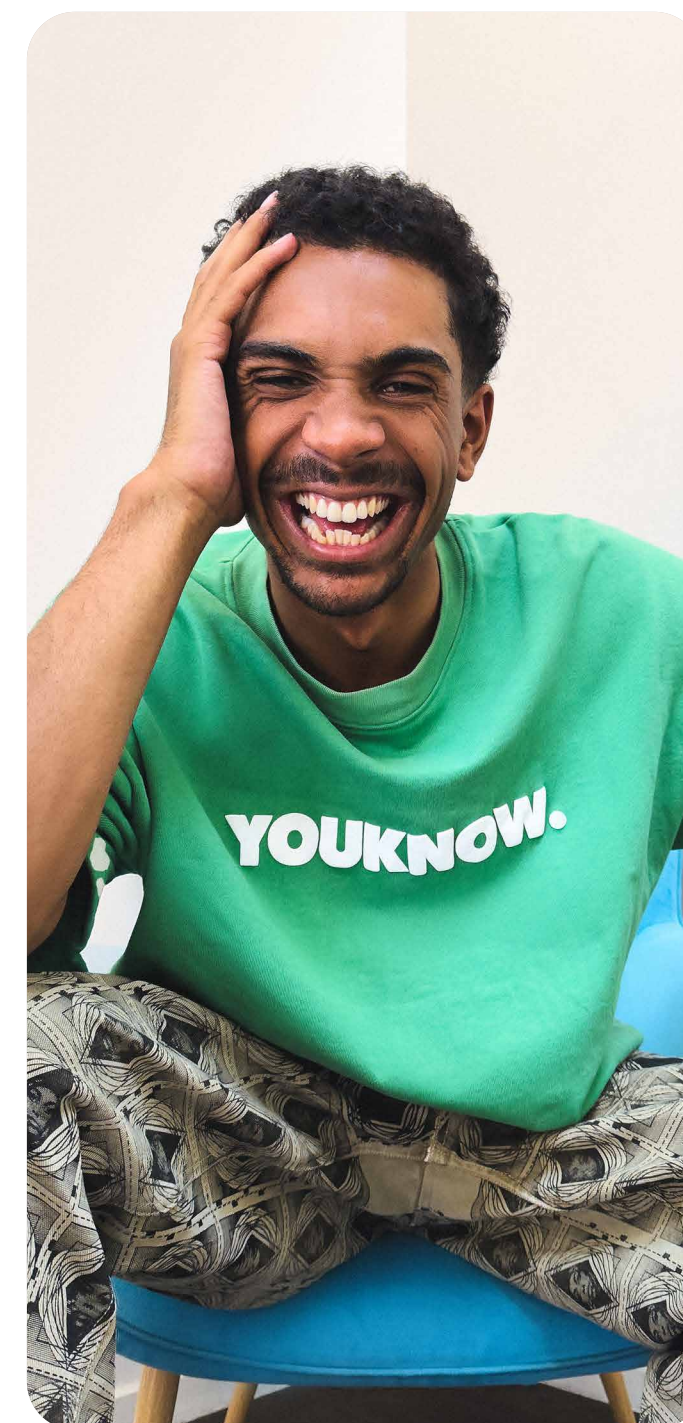
**Describe yourself in three words:**  
“Consistent, passionate, hardworking.”

## Innovators

# Theo Shakes

Theo Shakes is an actor, writer, and comedian from Auckland, New Zealand. You may have seen him on TikTok with 1.6 million followers — he creates captioned comedy on the app with hundreds of characters and impressions under his belt. He's most recently starred alongside Elijah Wood in the 2024 feature film *Bookworm*.

"TikTok allowed me to connect my art to the world. It's allowed me to speak to the times we live in. We study paintings from the 17th century today, we might study TikTok in 300 years. This will be our art. I feel like people in the future might get to see what our lives looked like in the 21st century because of the kinds of work I put out about humanity. I've also been able to earn an income and it's been a massive springboard to gain real industry opportunities outside of the app."



**Who or what inspires you:**  
"My dad. He's taught me how to keep being me and find ways to truly explore what I want with an unstoppable drive."

**Describe yourself in three words:**  
"Creative, driven, expressive."

"TikTok allowed me to connect my art to the world."

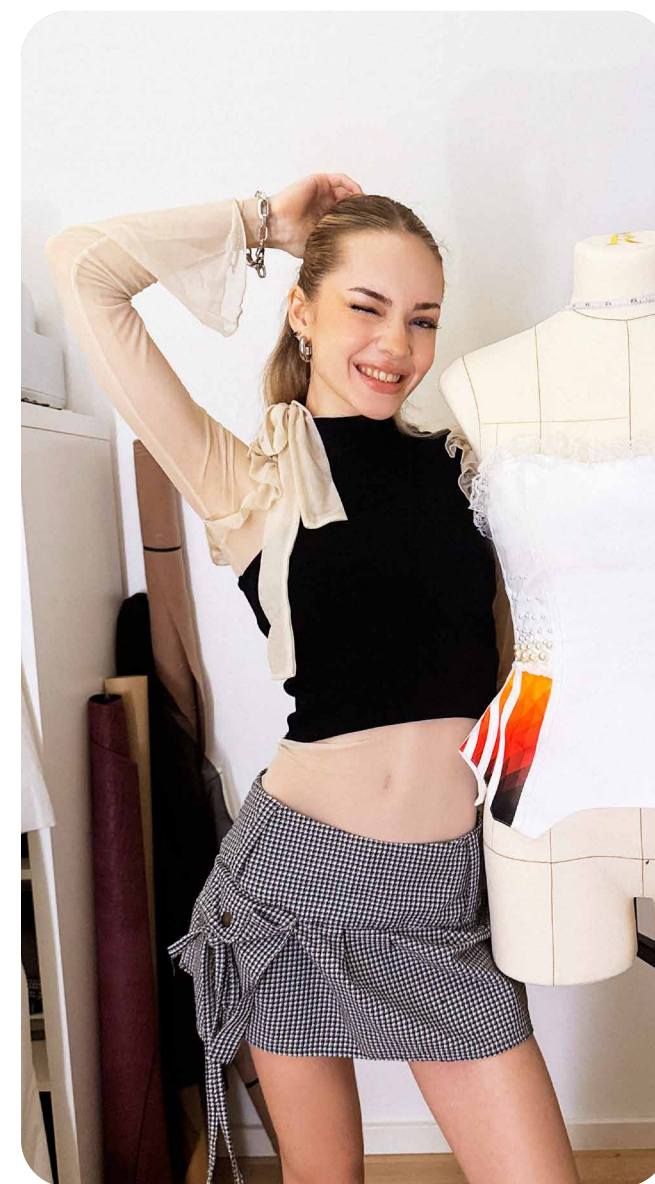
Innovators

 Auckland, New Zealand

# Paula Küttner



**“My wish is to inspire others to embrace their creativity and confidently express their individuality.”**



Berlin, Germany

**Paula is a 20-year-old Berlin-based designer and creator specializing in sustainable clothing. She began her journey by upcycling secondhand garments and has since launched her own fair fashion brand. Through her innovative designs, Paula continues to inspire her audience while advocating for individuality, creativity, and sustainability.**

“TikTok has truly transformed my life. It has given me a platform to freely express my values — individuality, creativity, and sustainability — and share them with a global audience, inspiring others to embrace their own creativity and unique path. I am deeply honored that my work is being recognized globally. My wish is to inspire others to embrace their creativity and confidently express their individuality.”

Additionally, I hope to reignite appreciation for craftsmanship and show younger generations that meaningful work doesn't always have to be digital.”

**Who or what inspires you:**  
“Karl Lagerfeld, Jacquemus, myself.”

**Describe yourself in three words:**  
“Creative, resilient, charismatic.”





**"I became a creator who has inspired and helped the youth from my hometown to have purpose."**

**@zerobrainero**

# Fanuel Masamaki

Zerobrainer is a captivating creator from Tanzania, who has blended football skills with a touch of comedy to captivate his loyal and diverse fanbase across a globe. He dons a light brown suit jacket and a peaked cap, adding a unique flair to his performances on the humble soccer field with a vision of becoming a global brand. He not only entertains, but also inspires others to find joy and laughter in every aspect of life.

"TikTok has made me believe more in myself. Through TikTok, I became a creator that has inspired and helped the youth from my hometown to have purpose and hope while thriving for our dreams. The vision is to become the global brand that inspires; being nominated on the Discover List 2025 is one big step ahead to fulfill those dreams of many who look up to me from my hometown and different parts of the world."

**Who or what inspires you:**

"Cristiano Ronaldo is my inspiration. He came from a humble family and kept on believing in the vision he had till he made it. I see myself on the same path."

**Describe yourself in three words:**

"Creative, funny, light-hearted."



 Dar Es Salaam, Tanzania



**Innovators**



# The Discover List



@dasha



@djagonline



@igobylu



@jazeek99



@leostaytrill



@nxdiamusic



# Originators



@parispalomaofficial



@tiamiscihk

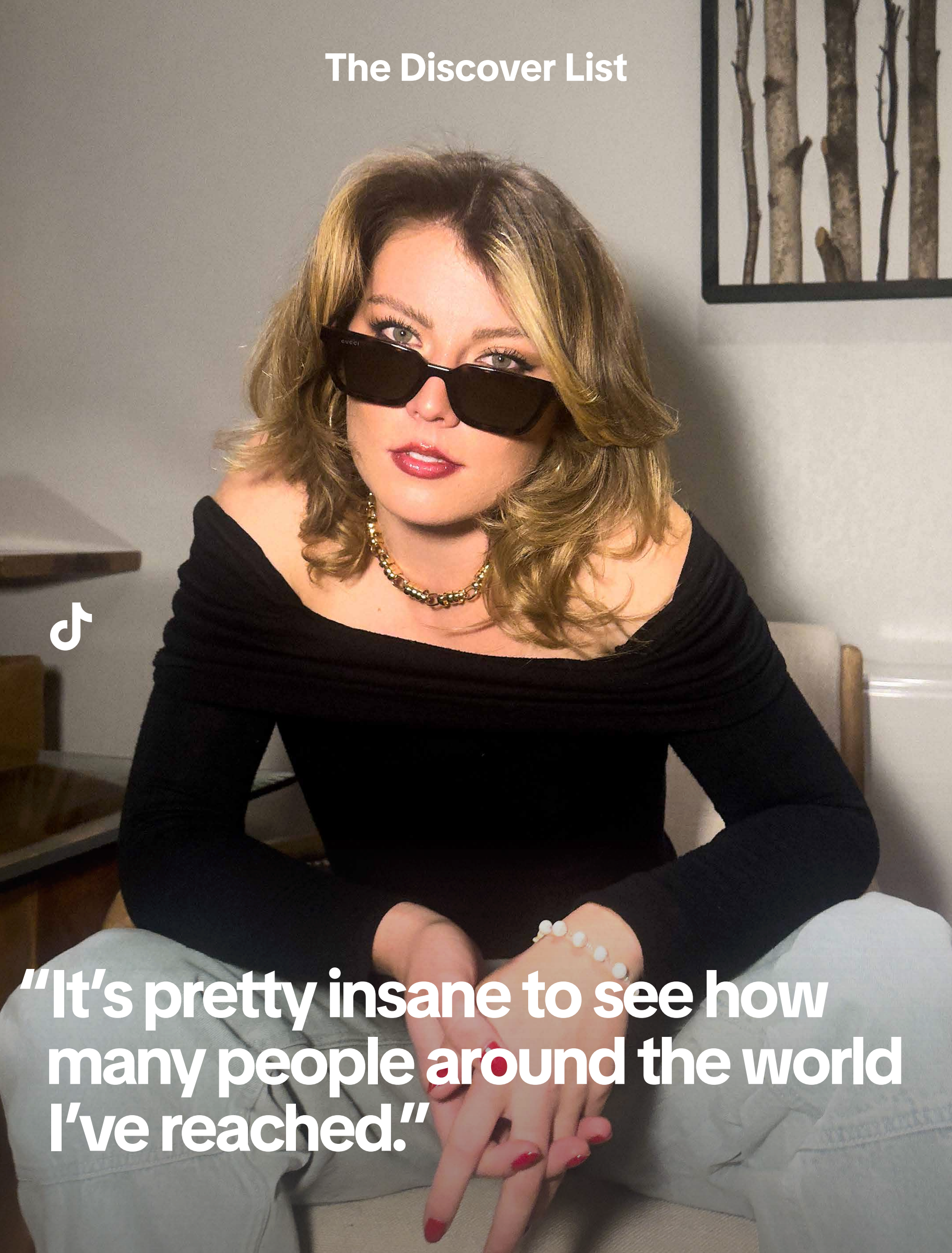


@titom\_official & @yuppeyeager



@tuckerwetmore

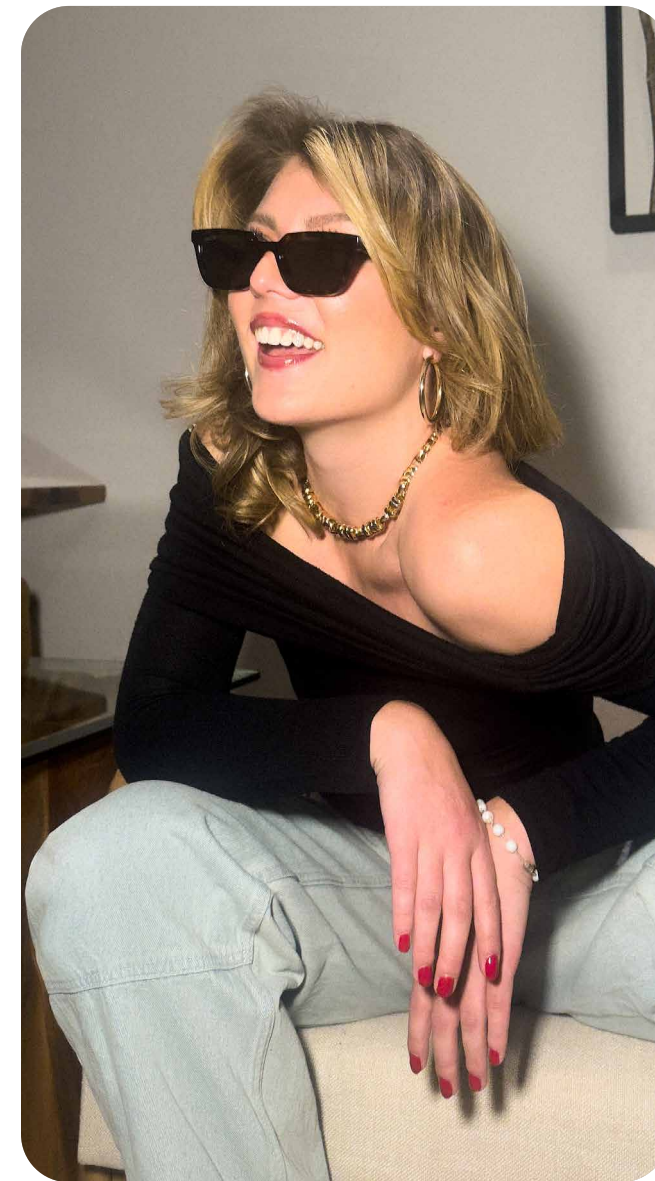
Originators are the artists who share the music we live for. They inspire the aesthetics, the movements, the anthems. Originators are the heart of TikTok — they have a finger on the pulse of culture and create the soundtracks that define the year.



**“It’s pretty insane to see how many people around the world I’ve reached.”**

**@dasha**

# Dasha



 **Tennessee, USA**

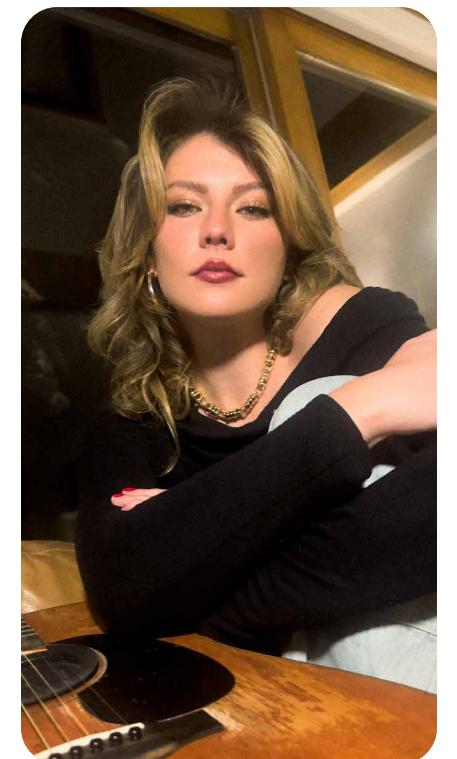
## Originators

Introspective and alluring are just a few of the prolific ways artist and songwriter Dasha has been described. “Austin (Boots Stop Workin’)” was called “one of the signature country songs of the year” by The New York Times. The breakout single has been RIAA-certified platinum in the U.S. and seventeen other countries around the world. Dasha’s debut headlining Dashville, U.S.A tour hit sold-out venues across the country and she has secured an opening slot for Thomas Rhett and Kane Brown in 2025. After a whirlwind 2024 around the success of “Austin (Boots Stop Workin’),” 2025 is shaping up to be an even bigger year for the burgeoning country-pop sensation.

“It’s pretty insane to see how many people around the world I’ve reached with my music this year alone. TikTok has completely changed my life and career in every way — it’s been a game-changer for connecting with fans and sharing my music. I feel super grateful and so seen by the TikTok fam! You guys really get what I’m up to and always champion it. What started as a song I loved and a dance with my friend truly changed my life.”

**Favorite song:**  
“Merry Go Round’ by Kacey Musgraves.”

**Describe yourself in three words:**  
“Joyful, confident, imaginative.”



# DJ AG



**“It’s great to be recognised for creating wholesome content whilst helping to shine a light on my mission.”**



📍 London, United Kingdom

Ashley Gordon, aka DJ AG, has revolutionised LIVE performances on TikTok. With his slick street setups, DJ AG has even been dubbed “the most important DJ in the UK.” Showcasing grassroots artists and celebrities, including freestyles with grime legends like Skepta and JME, DJ AG has built a platform for organic music moments that are all about showing love to the community and lifting up people around him.

“It’s great to be recognised for creating wholesome content whilst helping to shine a light on my mission. Without TikTok I would likely still be working a 9-5. This app has allowed me to realise my true purpose in life.”

**Favorite song:**  
“‘Love Me JeJe’ by Tems.”

**Describe yourself in three words:**  
“Selfless, driven, humble.”



## Originators

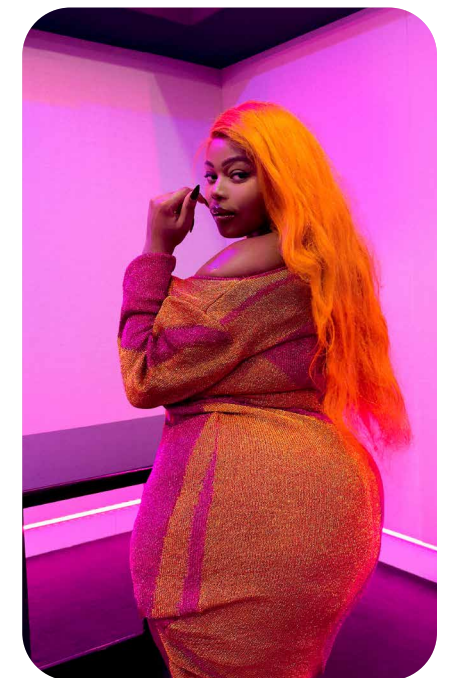
# LU KALA

LU KALA is a Toronto-raised, LA-based singer/songwriter who has found great success on TikTok with multiple songs including her tear-jerking ballad "Nothing But Love" and her empowering self-love anthem "Pretty Girl Era" which has over 30 million streams and spent 15 weeks in the Top 15 at Top 40 radio in Canada — peaking at number 10 on both the Top 40 and Adult Contemporary Mediabase charts. LU KALA was nominated for two Juno Awards in 2024 – Single of The Year for "Pretty Girl Era" and Breakthrough Artist of the Year – as well as Billboard Canada's Women in Music who honored LU with their Rising Star Award.

"TikTok honestly is one of the main reasons my music is being heard globally — the reach TikTok has given me as an artist and creator has been instrumental in pushing my career forward. It's allowed my music to connect with fans across the globe in Africa, America, Australia, Brazil, and Canada to name a few, from big cities to little towns."



📍 California, USA



**Favorite song:**  
"Cry Baby" – one of my all-time favorite songs we wrote three years ago which embodies me as an artist and I am so happy it's out."

**Describe yourself in three words:**  
"Authentic, bold, confident."

## Originators

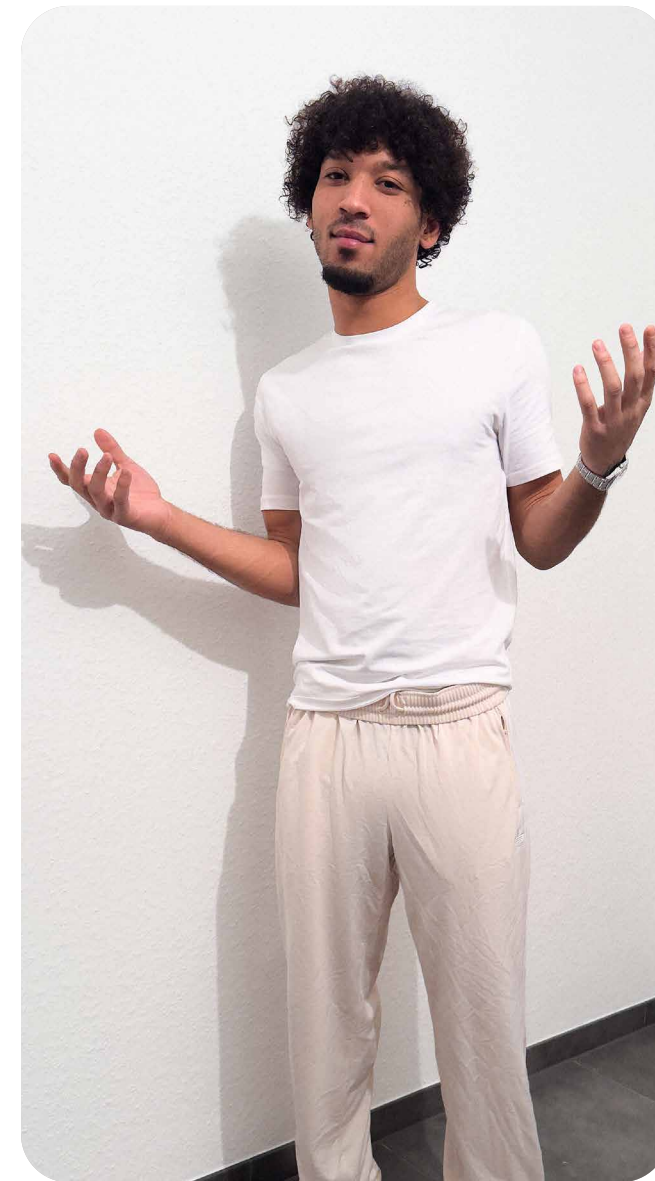
**"TikTok honestly is one of the main reasons my music is being heard globally."**



# Jazeek



"TikTok gave my first song a big push."



"I am delighted to have been nominated. TikTok gave my first song a big push."

**Favorite song:**  
"It's hard to decide but I think my favorite song of mine is 'Take It,' because it's such a great vibe when I perform it live."

**Describe yourself in three words:**  
"Ambitious, creative, visionary."

Jazeek is a German artist with American roots. Jazeek's musical career began in 2021 with the viral hit "Blunt für dich," which quickly attracted attention on social media. Since then, Jazeek has given the RnB genre a completely new meaning in Germany. His lyrics and melodies have shaped an entire generation.

Nordrhein-Westfalen, Germany

## Originators

# LeoStayTrill



"TikTok has impacted my life as it has allowed me to show my personality to my fans, share music around the world and much more. I am very honoured to be nominated in the Originators category for TikTok's 2025 Discover List. This nomination will be something I am extremely proud of as I know this is a global list and only a small selection of incredible creators/artists have been chosen."

**Favorite song:**

"Can't name a song but can definitely name an artist — Asake."

**Describe yourself in three words:**

"Unorthodox, precise, determined."

LeoStayTrill is a 18-year-old UK rapper, originally from Zimbabwe and raised in South East London. His music blends Afro-drill and melodic UK rap, resonating with the digital generation. He gained prominence with the viral hit "Pink Lemonade" and has recently released "2s N 3s," which is a revamp of Clean Bandit's hit song "Rather Be" featuring Jess Glynne. LeoStayTrill uses the platform to show his personality, his music and much more.

📍 London, United Kingdom

## Originators

"TikTok has impacted my life as it has allowed me to show my personality to my fans."

# Nxdia



**“Music is so so personal and you never know what will resonate.”**



London, United Kingdom

## Originators

**24-year-old artist Nxdia sings about the things that make you feel understood and turns them into alt-pop bangers that are as addictive as they are self-affirming. Egyptian-Sudanese Nxdia kicked off 2024 with the queer anthem “She Likes a Boy” and followed up with the fiery “Jennifer’s Body” and the manic “Feel Anything,” gaining a strong community who feel seen. They are now ready to make a statement with their upcoming music.**

“When people talk to me after a gig, they mention how they found my music on TikTok. I love hearing all of their stories. Music is so so personal and you never know what will resonate, especially when you’re writing about your own experiences and feelings — so to be nominated for an award that talks about music, especially mine impacting anyone’s life, that means everything at end.



I love connecting with people and the idea that someone could’ve listened to it heartbroken and felt seen, or happy or overwhelmed, any range of emotions — I just want to make people feel something so that means the world.”

### **Favorite song:**

“One of my favorite songs this year has been Tyler The Creator’s ‘Balloon.’ I think him and Doechii have brought so much life and fun into the song and hearing it just feels really euphoric and free — I love the way they worked together on the track and what they’ve brought out of each other live from the clips I’ve seen makes me really want to see it myself!”

### **Describe yourself in three words:**

“Curious, quite emo, people-orientated.”



**"My music feels so much bigger than me now."**

**@parispalomaofficial**

# Paris Paloma



 London, United Kingdom

**British singer/songwriter Paris Paloma is a storyteller whose music spans from discussions of patriarchy and female empowerment with her viral song "Labour," an anthemic track that speaks to gender inequality and the exploitation of women, to vulnerable songs in which she intimately channels her pain and emotions to make her audience feel heard and held. Taking inspiration from art history, literature and greek mythology, Paris' music uses mythical language to articulate both the power and pain in the female and human experience. She gives ancient weight to these visceral stories that come from her mind, creating a powerful connection with her audience.**

"TikTok has been massively impactful to my career as a place where so many of my fans discovered my music, and its gone on to be the place where the larger community around my music keeps building. It's where we made things like 'Labour (the cacophony)' with hundreds of girls and women adding their voices to the song, and where I was completely uplifted by the voices of all of those people with whom my songs resonate. It's been a huge part of getting my music heard, from when I was posting covers and originals and little creative videos to no audience a few years ago, to where I am now."

**Favorite song:**  
"I'm Your Man' by Mitski."

**Describe yourself in three words:**  
"Driven, imaginative, overthinker."



**Originators**

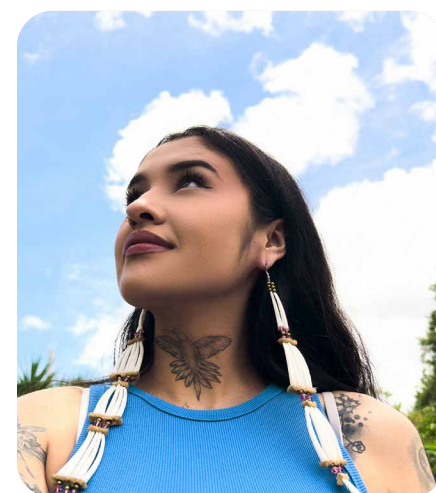




**“TikTok helped me get my voice out into the world. It highlights Indigenous artists and diversity.”**

**@tiamiscihk**

# Tia Wood



Tia was first known for the trend of “Indigenizing” TikTok sounds and built an engaged audience of over two million people. She moved to Los Angeles for a time to record her own music. Then, in 2024, Tia signed with Sony Canada and released her first EP, which is gaining national acclaim. It already has millions of streams in only a few months!

At a young age, Tia Wood was already a seasoned entertainer having toured the powwow trail extensively with her family, some of whom are members of Grammy Award-nominated group, Northern Cree. Tia grew up in Saddle Lake, Alberta, surrounded by educators, activists and artists. Her sister is Juno Award-winning, Fawn Wood and her father famously announces *Hockey Night in Canada* in Cree.

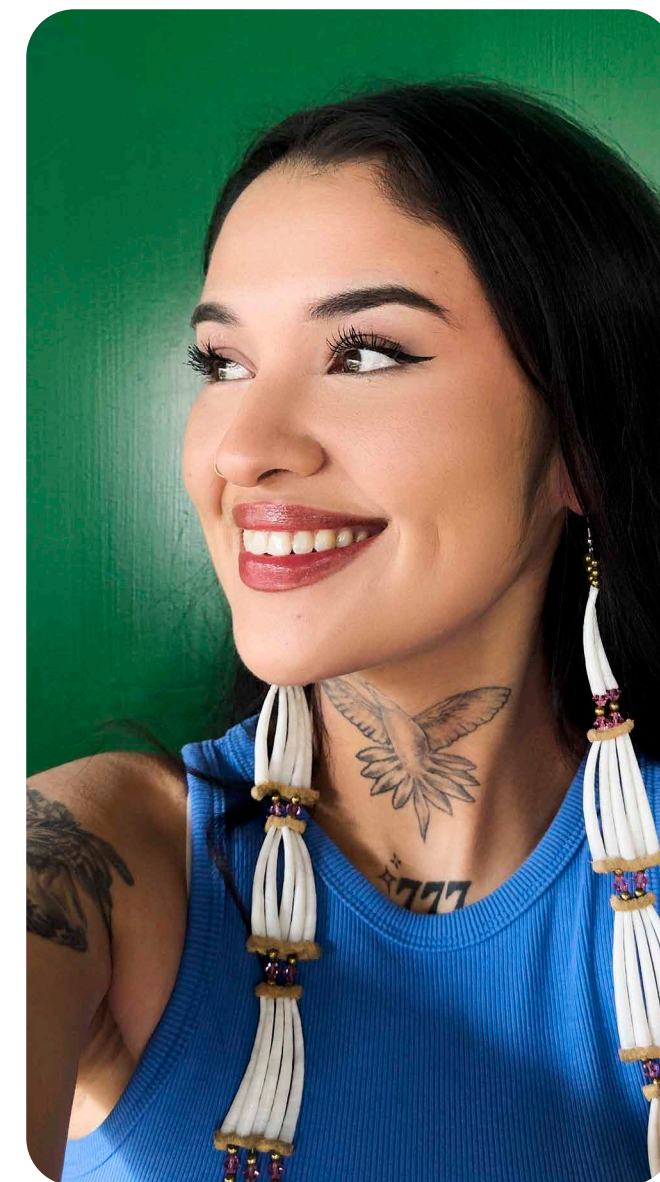
“TikTok helped me get my voice out into the world. It highlights Indigenous artists and diversity. It helps people like me, see themselves in the mainstream. TikTok was a big part of my musical journey and helped me discover that there was a huge audience of people who wanted to hear Indigenous sounds.”

**Favorite song:**

“‘Dirt Roads’ is the song I wrote when I moved away from home the first time. It’s a love letter to my community.”

**Describe yourself in three words:**

“Kind, creative, cooked.”



 Saddle Lake, Canada

## Originators

# TitoM & Yuppe



**“It is a full circle moment and an honour to be recognised.”**



 Johannesburg, South Africa

Thato Seth Mathobela, professionally known as TitoM, is an internationally recognised amapiano producer/DJ from Mamelodi, Pretoria. Born in 1998, music has been part of Tito’s life since he can remember. Bongani Kenneth Sibanyoni, known as Yuppe (pronounced “youpee”) is one of the most exciting wunderkinds of his generation. The amapiano producer/DJ was born in Mpumalanga in 2003 and raised in Mamelodi East, Pretoria. TitoM and Yuppe’s collaboration on mega-viral smash “Tshwala Bam” has solidified their place as a formidable, hit-making force.

“TikTok is the number one reason, outside of the song itself, behind the success of ‘Tshwala Bam’ — the single that changed our lives. It reached fans and creators we could never humanly reach. Our song grew so big because of TikTok. It is a full circle moment and an honour to be recognised.”

**Favorite song:**  
“‘Tshwala Bam’, because it changed our lives.”

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



## Originators



**“I was a small town kid in Washington playing piano, dreaming of Nashville.”**

**@tuckerwetmore**

# Tucker Wetmore



Tennessee, USA

**Originators**



**After cultivating a fanbase on TikTok by posting originals and covers, and converting those online fans to hard-ticket holders and music consumers, Tucker Wetmore can easily say that 2024 solidified him as one of country music’s most promising breakout stars. The small-town Washington native, known for his country twang and infectious personality, notched back-to-back spots on Billboard’s Hot 100 chart with his RIAA platinum-certified debut singles “Wine Into Whiskey” and “Wind Up Missin’ You.”**

“TikTok has changed my life. I was a small town kid in Washington playing piano, dreaming of Nashville. My videos caught the attention of my team who saw my potential and helped me develop as a writer and artist. Because of TikTok, my first two singles charted on Billboard Hot 100 — Kameron Marlowe found my music on TikTok and put me on my first tour opening for him, and I landed my first record deal. I’m so thankful for the opportunities and confidence TikTok has given me, and most importantly for the direct relationship with my fans. I can use the platform for so much — testing new music, celebrating big moments, and just being myself.”

**Favorite song:**  
“Beast of Burden’ by the Rolling Stones.”

**Describe yourself in three words:**  
“Hard-working, God-fearing, thankful.”

# The Discover List



**Educators**

- @adam\_mirek
- @aslanpahari
- @botagozomarova2
- @divediveline
- @englishmakesnosense
- @fahadacademy
- @ladyspinedoc
- @roy.kanyi
- @the\_mrskelly
- @thehistorygossip



**Foodies**

- @amrelhady\_
- @biteswithlily
- @chefabbys
- @logagm
- @notorious\_foodie
- @rappingchef
- @review.rraigon
- @themoodyfoody
- @tspiceskitchen
- @veganewunder



**Icons**

- @aqeelstar
- @ayame.p
- @charityekezie
- @guywithamoviecamera
- @jaadiee
- @juliansewell
- @madisontevlin
- @mreviatar
- @thekingofchemo
- @zeewhatidid



**Innovators**

- @cinema.joe
- @deadnosuke
- @iamchriskabeya
- @ibnhattuta
- @ladyyasmina1
- @phenixsoul
- @tahertravels
- @theoshakes
- @unlabeled\_
- @zerobrain0



**Originators**

- @dasha
- @djagonline
- @igobylu
- @jazeek99
- @leostaytrill
- @nxdiamusic
- @parispalomaofficial
- @tiamisciHK
- @titom\_official & @yuppeyeager
- @tuckerwetmore





*Photographed by Reyda Van*

# Photographer **Angella Choe**

**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!!!**

**@angellachoe**

