#TikTokFashion

TRENDING TOMORROW

07-13.09.23 - NEW YORK

15-19.09.23 - LONDON

19-25.09.23 - MILAN

25.09- 03.10.23 - PARIS
Discover what’s trending tomorrow with #TikTokFashion

Fashion starts on TikTok. From showcasing their latest designs to #OOTD inspo to rediscovering trends and championing sustainable fashion, our global community of fashion and beauty creators comes to TikTok to unleash their creativity, inspiring many of the top trends and conversations in fashion today and tomorrow.
Introducing the first-ever #TikTokFashion Collective

Every day, our global community of over 1 billion people discover and are inspired by trends created and driven by creators on TikTok, making fashion more relatable and accessible while redefining the industry. To celebrate the impact of our global creator community across the fashion world, we’re thrilled to introduce the #TikTokFashion Collective - creators from around the world who are creatives, designers, and fashion thinkers shaping the future of fashion on TikTok and beyond.

From models and photographers to emerging designers to savvy fashion commentators, members of the #TikTokFashion Collective are next-gen talent representing the most exciting voices breaking into the industry, ultimately reimagining fashion through their authenticity, self-expression, and creativity.

“On TikTok, fashion and beauty go hand in hand with creativity, diversity and authenticity. It’s been incredible to see fashion and beauty creators achieve success on and beyond our platform. As we welcome Fashion Month, we are looking forward to inspiring our global community by bringing them closer to the runway, introducing unique experiences, and spotlighting fashion’s most talented voices- everything that’s shaping what’s trending tomorrow on TikTok and beyond.”

- Vanessa Craft, Global Head of Lifestyle and Education, TikTok
Meet the #TikTokFashion Collective
07-13.09.23
- NEW YORK

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Challan

@challxn | US

Challan is a social media content creator from Barbados focused on fashion, beauty, lifestyle, gaming, modeling and photography. Challan’s following has grown at a rapid pace, leading to her being selected to be part of the inaugural Fenty Beauty House, the first-ever TikTok Black History Summit, the first all-black creator content house and featured on the cover of The Hollywood Reporter.

Rami Aly-zein

@ramizeinn | US

Rami is a lifestyle creator with a burning passion for fashion and content creation, who grew up homeless before becoming a rising actor and social media star. From comedic #GRWM videos, to serving looks on the red carpet and occasional food reviews, he uses his unique personality and sense of style to stay connected with his audience wherever he is in the world.
Kristine Thompson
@trendycurvy | US
Kristine is a fashion and lifestyle creator whose content inspires women to be more confident in themselves. On TikTok, she offers style inspiration along with tips and tricks for people to use in their everyday life. Describing herself as "a curvy girl living in a trendy world", Kristine believes that no matter your size, there is always a way to be trendy and fashionable.

Taiwo Aladejebi
@definitelytai | CA
Tai is an international fashion model who creates content combining his two greatest passions: fashion and video editing. Known for being the pioneer of the iconic "Outfit Walk Challenge", Tai’s fashion sense, photography, and editing skills has helped him garner over 500,000 followers and 10 million likes on TikTok. He has worked with top fashion brands such as Off-White, Levi’s, Foot Locker, Nike, Tommy Hilfiger, Calvin Klein, Nobis, and The Hudson Bay.
Izzi Allain
@izzipoopi | CA
Izzi is a fashion and lifestyle creator from Montreal, Canada. Izzi is best known for her highly entertaining #GRWM videos where she styles the season’s most unique and eye-catching pieces. Izzi’s authentic and engaging content has amassed her an audience of 1.3 million and secured her successful partnerships with global brands such as Loewe, Fendi, Longchamp, and Gucci, helping to bridge the gap between high fashion and the online world.

Mari Seki
@mariseki | SE
Mari is a 22-year-old creative from Tokyo, Japan and currently based in Sweden. For her, fashion is a form of artistic expression. She draws inspiration from both Asian and European fashion, inspired by her upbringing across two different cultures. With a passion for traveling and meeting new people from different cultures, she strives to be real and authentic on her channel, inspiring her followers as she continues to drive awareness around important issues such as sustainable fashion practices and mental well-being.
Jenny Cha

@chaserize | NO

Jenny Cha is a Norwegian content creator based in Oslo with a background in fashion and digital art. On TikTok, Jenny shares her creativity through makeup, fashion and hair, like her colourful “hedgehog hair” which helped launch her social media journey.

Nelson Gariba

@nelsongariba | NL

Nelson is a Dutch 20-year-old dancer and a professional model who loves to create fashion videos and style himself by experimenting with color. Having worked with several high-end fashion brands like Hugo Boss and Dsquared2, he gives his TikTok followers a glimpse of what it’s like to be a model for large fashion brands.
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- LONDON
Bernard Garby

@bernardgarby | UK

Bernard quickly gained a reputation as “The Fashion Intellect” among fashion bloggers and the rest of the industry, having been named as one of the world’s top five fashion TikTok creators by publications such as Vogue Business, Hypebeast, Wonderland, among others. A seasoned luxury fashion executive at legendary fashion publications such as Harper’s Bazaar, ELLE UK, and Esquire UK, this fashion industry insider has turned his TikTok channel into a fashion-obsessed community made up of over 400,000 followers.

Saeedah Haque

@saeedahhaque | UK

Saeedah is a self-taught designer with a mission to take back the narrative of Muslim women through her reinterpretation of the abaya into utility wear. Her designs have been supported by Kehlani, AJ Tracey, and Avelino, to name a few. Her most recent collaboration was with Nike, where she showcased the first Nike abaya and niqab.
Holly Marston

@hollymarstonn | UK

Holly is a body confidence and acceptance content creator who is passionate about driving awareness and ongoing education on the lack of size diversity across the fashion industry. She creates lifestyle content that shows how plus-size people deserve to live life to the fullest and be loved. Holly is best known on TikTok for her series “Is It a Fit or Is She Just Skinny?”, in which she recreates outfits to see if they work just as well on a plus-size body. She is now branching out into fashion design herself and hopes to have her own fashion label one day.

Aly Meghani

@yungalyy | UK

Aly is known for his fun fashion content, ranging from styling never-before-seen pieces to everyday #GRWM videos. He also invites his followers to experience events through his eyes, thanks to his “Come to this Event with Me” series.
Maria Jose

@mariajosearroyog | CO

Maria is a content creator focused on sharing inspiring fashion and decor ideas. She loves art and is inspired by her creative passion in everything she does, from her DIY and vintage content to educating her followers on everything they need to know about fashion.

Manu Castillo

@manustyling1 | MX

Manu is a Mexican fashion stylist and fashion coordinator with over ten years in the industry. His career has ranged from celebrity styling, editorials, appearances in fashion capsules on TV to being a content creator. His content focuses on explaining the social impact of fashion, along with topics related to fashion styling and personal branding.
Santiago Artemis

Santiago is a fashion designer, actor, and visual artist from Argentina. He started his fashion journey at the age of 19 when he had the opportunity to dress Katy Perry. After being named one of Remix Vogue's 10 global finalists for Remix Vogue Italia in 2016, he launched his ready-to-wear clothing line, Vurda, the following year. He is well known for his docuseries, “No Hay Tiempo Para La Vergüenza,” which follows the journey of his life and career, as well as his autobiography “Artemis: El Chico del Fin del Mundo.”

Rana Ashraf

Rana is a beauty, lifestyle and fashion creator from Egypt. After initially studying architecture and inspired by watching her mom get ready everyday, Rana started to post content focused on vlogs, hacks and #GRWM videos. After gaining an audience, Rana was inspired to keep creating and was named the Top Beauty Creator at the TikTok Awards (MENA) in 2022.
Davide Paoli
@clessiolab | IT
Davide aka Clessio is a footwear artist, customizer, and sneaker-maker who transforms sneakers and shoes into works of art and one-of-a-kind pieces. Through his platform, he hopes to reimagine Italy’s artisanal heritage and elevate the value of crafts and craftsmanship.

Luigi Giaretti
@luigigiaretti | IT
Luigi Giaretti is based in Milan where he works in fashion and often talks about it on his platform, using his unique sense of humor to make fashion feel more accessible to everyone. He launched his own brand, Lag World, and talks about everyday challenges and opportunities as brand owner and designer. By sharing daily quotes and lifestyle tips, he has successfully built a community.
Samuele Bartoletti

@samuelebaroletti5 | IT

Samuele is a 25-year-old Italian content creator based near Florence. He shares content expressing himself through art, narrating stories from his perspective, and sharing his life in hopes of inspiring others to be their authentic selves. Within just a few short years, Samuele has grown his audience on TikTok and partnered with several brands in the fashion and beauty space.

Elèna Hazinah

@elenahazinah | IT

Elèna is a comedian and beauty content creator. TikTok changed her life in 2020, when she was an exchange student in Delaware, New Jersey. She wasn’t into social media then, but the COVID pandemic changed all that. When the quarantine started, she got bored and decided to start posting videos on TikTok documenting her American life, showing Italian people back home what it was like to live in Delaware, and garnering one million followers within the first six months.
Francesca Busi
@youaremylemonade | IT

Francesca is a fashion content creator who is passionate about the intersection of fashion and the celebrity world. Her content focuses on celebrity news, before and after shots of public figures, and the latest on who is wearing what. Her unique tone of voice makes her stand apart from other creators and easily recognizable to her followers.

Safa Srour
@safasrour | SA

Safa is a Middle Eastern-American fashion, beauty and health creator who uses her platform to advocate for women, human rights, and youth empowerment. Raised between Russia and the United States, Safa began curating content about health, beauty and lifestyle while undertaking medical studies in New York City. Her work has been recognized by an array of luxury brands in the beauty space as her following across social media has grown to now over 6 million followers. She is passionate about serving the community and giving back through philanthropic efforts, including raising awareness about Syrian refugees, endorsing hospital works and supporting Dubai Ambulance's initiatives.
Omar Shabra

@oshabra | SA

Omar is a healthcare practitioner based in Jeddah, who shares content on his work in the medical field as well as his other passion: fashion. Using his unique experience and current role, Omar combines these two industries by sharing content related to fashion and healthcare as well as outfit inspiration on his off-duty days.
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Emmanuelle Sits
@emmanuellesits | FR
Emmanuelle is a luxury brand expert who is known for her bright neon green nails. Through her content, Emmanuelle shares her love for designer brands through unboxing videos and taking her followers along with her on her shopping adventures.

Marine
@terriblementm | FR
Marine is a fashion content creator who loves to share her passion for collecting beautiful pieces through videos that depict her most elaborate, original and unique looks. Marine is known for taking and combining vintage, colorful streetwear and luxury pieces, customizing them to fit her style. She strives to inspire her followers to embrace their individuality by offering her own vision of fashion and celebrating her own authenticity.
Elisabeth
@eliefy | FR

Elisabeth is a lifestyle sensation who brings just the right touch of freshness to her followers by combining authenticity with caring and good advice. She is passionate about fashion and never hesitates to share her tips with her followers on how they can put their own unique spin on iconic looks and shop on a budget.

Anna
@annasdecade | FR

Anna is a creator with a passion for beauty and fashion, who has built her platform on the concepts of dedication to creativity and kindness. With a background in digital artistic direction, she prides herself on respecting and accepting others for their differences. To demonstrate these values, she strives to post content that is both thoughtful and responsible, tackling important social issues with a light-hearted tone in order to appeal to her audience.
Merwan

@whoismero_ | FR

Whoismero is a French couple who shares their love for fashion on TikTok through creative and entertaining outfit ideas that often compliment or match each other. They are known to showcase a clean aesthetic, pairing neutrals with bold and bright pieces to make them easily stand out. The couple is well known not only for their stylish looks but also for their use of dynamic editing and effects, creating visually compelling content.

Siyanda Bani

@siyabunny | ZA

Siyanda is a well-versed content creator and digital marketing strategist who has an established history of working in the publishing and beauty industry. She captivates her online audience with her flair for fashion as well as her innate devotion to beauty and all things lifestyle including travel, fitness and great adventures.
Adam is a Brazilian journalist who has been creating beauty content online for over 10 years. She fell in love with beauty while watching internet style icons and, at 18, bought her first beauty product with the money she earned from her first job as a graphic designer – a foundation. Since embarking on her TikTok journey in 2021, she has shared honest and humorous reviews of beauty products along with application techniques, which have attracted a community of more than 2 million followers, including several industry-leading brands.

Paula is a fashion communicator and content creator focused on luxury, ready-to-wear and haute couture. She started sharing content on TikTok two years ago, which has since become her main platform. Her videos highlight the most important fashion events, with an analysis of fashion shows, trends, current affairs, and industry news, where she provides a professional yet entertaining and educational perspective.
Adham Alsaiaari

@adhamalsaiaari | AE

Adham is a creative professional with a passion for fashion as well as inspiring and educating others. Adham shares valuable content with his followers showcasing the latest trends and news in fashion, offering tips and tricks for aspiring stylists, with the ultimate goal to maintain and foster a meaningful connection with his audience.

Juney

@juney4u2 | KR

Juney is a fashion creator who introduces a variety of different fashion styles for a wide array of occasions. Born in Korea but raised in Spain and China, Juney injects English, Spanish, French and Chinese influences into her style. Prior to taking the TikTok fashion community by storm, Juney worked as a broadcaster hosting events such as the 2018 PyeongChang Winter Olympics and 2019 FINA World Championships. During COVID-19, she saw a unique opportunity to combine her unique experience as a broadcaster and her passion for fashion and style into a career. Following her success on TikTok, she wrote a book on how to make a living on TikTok to inspire others to follow their dreams.
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