



the discover list

creators to watch, just For You



creators to watch,
just For You

04 changemakers

- @alitasnim
- @aurikatarina
- @dylanmulvaney
- @hunterprosper
- @iben_ma
- @lima
- @mndiaye_97
- @naomihearts
- @ohkairyn
- @sciencewithana

26 foodies

- @abir.sag
- @bayashi.tiktok
- @cookingwithshereen
- @daenskitchen
- @dimsthemeatguy
- @himynameispriya
- @mariandcandicee
- @patriciocarvalho21
- @samofrais
- @sxmplyni

48 icons

- @artbydemarcusshawn
- @drewafualo
- @fabiola.baglieri
- @fannita
- @francis.bourgeois
- @jimmyjan
- @linhbarbie
- @nicholas_flannery
- @ox_zung
- @sejsejlja

70 innovators

- @adrianbliss
- @carolineklidonas
- @jarredjermaine
- @justthenobodys
- @shahirazlan
- @thefashioncouple
- @tra.dang.904
- @vikabren.art
- @youneszarou
- @zono.sann

92 originators

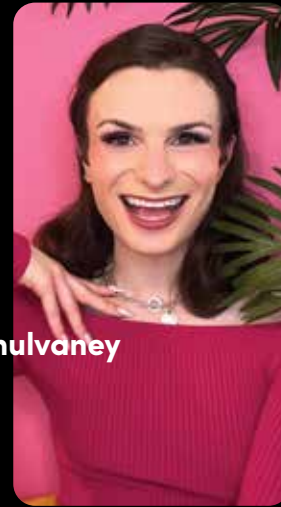
- @janmahavan
- @aidafi3
- @arri.arri
- @avemoves
- @davidvooo
- @icymahree
- @meicrosoft
- @nianaguerrero
- @poppycooks
- @prettyaxme

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the discover list



@alitasnim



@dylanmulvaney



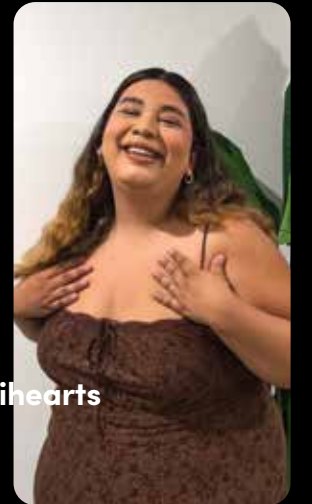
@iben_ma



@aurikatariina



@mndiaye_97



@naomihearts



changemakers



@ohkairyn



@lima



@hunterprosper



@sciencewithana

Creators who speak up and speak out. They advocate for others. They stand for something. They teach us something new. From educating their followers, to advocating for change, to sharing their culture — these creators push themselves and others every day to learn and to do better for the world.



“I try to fight prejudice by informing, sharing, and answering questions from my community.”



Tasnim Ali



Rome, Italy

Born in Arezzo and raised in Rome, Tasnim Ali shares her unique cultural background with the community in a fun and creative way. Her friendly personality shines on camera as she answers questions about her culture and traditions while dispelling misconceptions about her religion.

“TikTok completely changed me. Thanks to TikTok, I have a voice. Having such a wide audience listening to what I have to say is not always easy. I’m now aware that every single piece of content I create may



influence someone else. This is something that changed the way I look at the world. Being selected as a Changemaker is something I actually can’t believe. It is a huge achievement for me. I try to fight prejudice by informing, sharing, and answering questions from my community. This accomplishment means my message is getting out there and resonating.”

Favorite quote that you live by:

“My father used to tell me: ‘Life is an experience, so anything that may happen, happens for a reason and has to enrich yourself.’”

Describe yourself in three words:

“Positive, Cheerful, Light-hearted.”

the discover list



**“I’m not afraid of dirt,
the dirt is afraid of me.”**

@aurikatriina

Auri Kananen



📍 Finland



Auri Katriina is a professional cleaner who shares her cleaning secrets with the world and finds that “the dirtier, the better.” She also cleans homes free of charge for people who live in cluttered and unsafe conditions due to struggles with their mental health.

“I became an entrepreneur because of TikTok. Before TikTok, I was a service manager in a cleaning company, but because of my success through TikTok, I can afford to clean one home a week for free and give back to others. I love that I created a platform where people get excited about cleaning. I am grateful for the recognition and the opportunity to showcase my cleaning and mental health interests.”

Favorite quote that you live by:

**“The dirtier the better!
I’m not afraid of dirt,
the dirt is afraid of me.”**

Describe yourself in three words:

**“Enthusiastic, Joyful,
Empathetic.”**

changemakers



“I had no idea I could help so many others discover their own personal authenticity.”

@dylanmulvaney

Dylan Mulvaney



California, USA

Dylan Mulvaney is a trans actress, comic, and content creator. Dylan’s viral series “Days of Girlhood,” a documentary of her transition journey, has reached more than one billion views. Pre-pandemic, Dylan played Elder White in the “Book of Mormon” Broadway musical, fresh out of college from the Cincinnati Conservatory of Music. Dylan currently lives in Los Angeles with hopes of making trans stories mainstream.

changemakers



“TikTok has made so many of my dreams come true! I am extremely honored to be nominated. When I began my transition, I had no idea I could help so many others discover their own personal authenticity.”

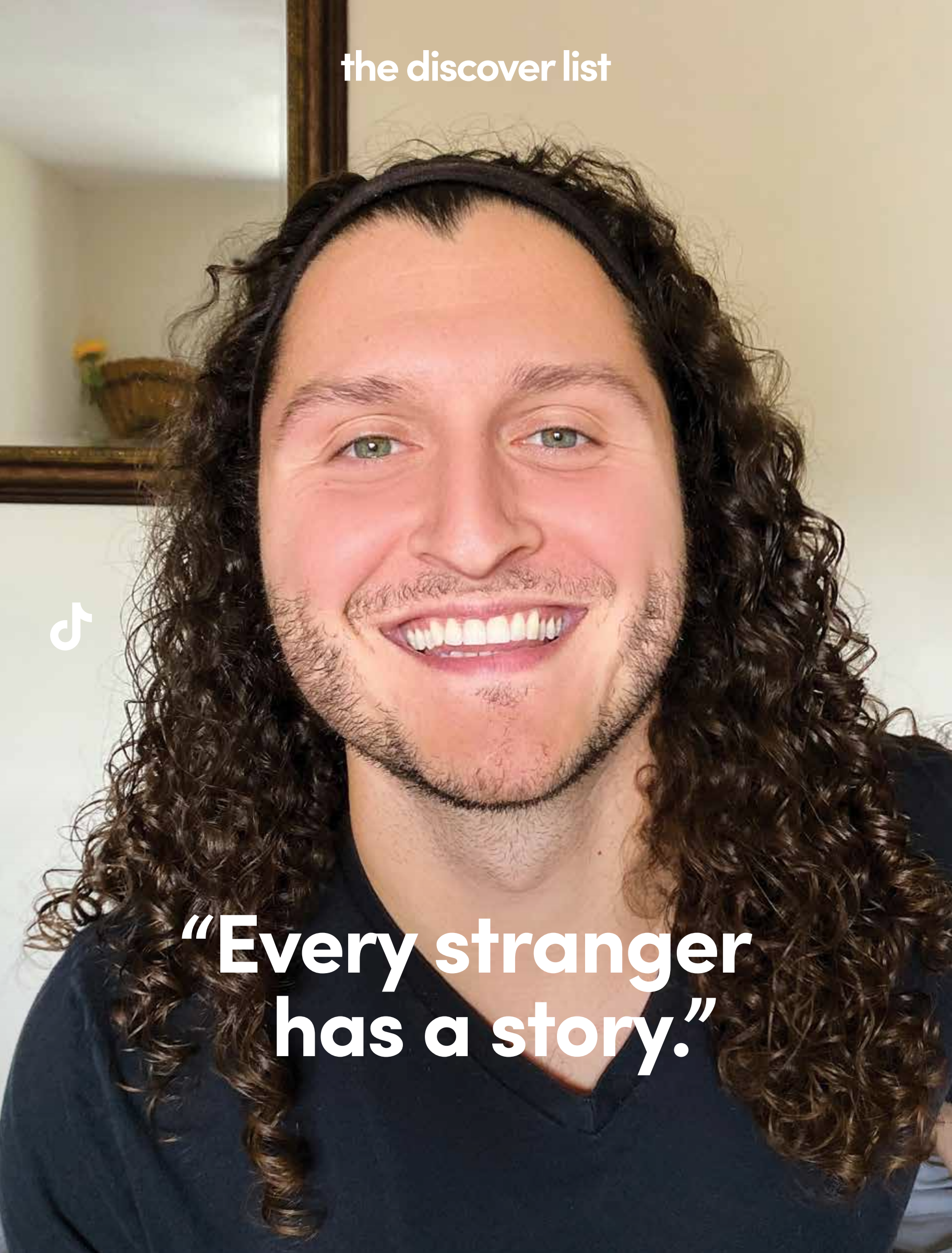
Favorite quote that you live by:

“The beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair. The beauty of a woman is seen in her eyes, because that is the doorway to her heart, the place where love resides. True beauty in a woman is reflected in her soul.” - Audrey Hepburn

Describe yourself in three words:

“Bubbly, Weird, Stylish.”

Hunter Prosper



“Every stranger has a story.”



 **Pennsylvania, USA**

Hunter Prosper is an ICU nurse who uses TikTok to share people’s stories by combining his love for listening and meeting new people to make videos showcasing that every stranger has a story. Hunter approaches strangers, asking them deep questions to show how people are more alike than different.



“TikTok opened my eyes to how big the world is and how we all matter. As a nurse, my main responsibility is to advocate for patients and make sure their voices are heard. I carry that same decree in my videos. It’s important now more than ever that we listen to one another and understand that we all have a story to tell.”

Favorite quote that you live by:

“Every stranger has a story.”

Describe yourself in three words:

“Empathetic, Compassionate, Patient.”

the discover list



“Live life to the fullest.”

@iben_ma

Iben MA



Tangerang, Indonesia

Iben MA has garnered a large following on TikTok for taking on various social challenges and documenting them on the app. He uses his platform to share fun experiences and social experiments globally.



“I worked as a lawyer before TikTok and wasn’t able to travel for four years. Since I joined TikTok, I have been able to travel all over the world. It has been the most amazing experience and opportunity that I have ever had. Being honored as a Changemaker means a lot. I love sharing my experiences and social experiments on TikTok. I want my platform to be a place that shows how much diversity there is in the world.”

Favorite quote that you live by:
“Live life to the fullest.”

Describe yourself in three words:
“All Out Hustler.”

changemakers



“I want to use my time on earth to promote empathy.”



@lima

Osito Lima



📍 Lima, Peru

Osito Lima is a Peruvian content creator who promotes empathy by creating videos that showcase philanthropic actions. His content focuses on helping people on the street, bringing awareness to what others go through every day, and empowering people with motivational and caring kind words like, “You are important. I love you.”

“TikTok has amplified my dreams and my mission to spread empathy. The Osito Lima project was inspired by how



my parents came from extreme poverty and worked so hard for my siblings and me to have a better life. They battled adversity, went through hunger, experienced abandonment, and so many difficulties in life. I want to use my time on earth to promote empathy. Life can sometimes be so hard, so unfair, and so sad. We need to help each other, tell the world we care, hug more, say I love you more, be the balance, and be the change. It’s truly an honor to be on The Discover List because it helps my mission to reach more hearts together.”

Favorite quote that you live by:
“You are important. I love you.”

Describe yourself in three words:
“Love, Kindness, Perseverance.”

changemakers

@mndiaye_97

Mamadou Diaye



“I’m able to use my platform to introduce or revive interest in the natural world.”



📍 New Jersey, USA

Mamadou Ndiaye combines his love of all things animals with dry humor and quick wit to educate his followers on the wonderful and weird world of nature. He has explored his passion for zoology since he was three years old and now expresses this passion with his 15 million followers on TikTok.

“TikTok allowed me to turn my biggest passion and love for the animal world into a career, connecting me to millions of people. It’s extremely humbling to know something that started with me talking about animals and cracking jokes using Apple-wired headphones as a mic has afforded me so many opportunities and recognition. But most importantly, I’m able to use my platform to introduce or revive interest in the natural world to people from multiple walks of life. I’ve received messages

from middle school and high school students, as well as those from people 30 to 40 years my senior, telling me how much they enjoy my videos. However, my favorite comments are from people telling me that I’ve inspired them to seek a career in marine biology, zoology, etc. Those messages are what make me truly feel as though I’m helping make a difference, and I believe that’s exactly what social media should be used for.”

Favorite quote that you live by:

“I have two: ‘Be the change you want to see in the world’ and ‘Be the person you would’ve looked up to as a child.’”

Describe yourself in three words:

“Easygoing, Ambitious, Sardonic.”

changemakers



“I have a platform to show that no matter what society says about you, you are beautiful and valid!”



@naomiheartso

Naomi Hearts



📍 California, USA

changemakers

Naomi Hearts is a trans, plus-size, Latina creator known for spreading love and positivity through her comedic videos. She started her social media journey in 2020, inspiring people to be uniquely themselves. Naomi was recently named a 2022 TikTok Pride Trailblazer and booked a major modeling campaign.

“I grew up in a single-parent household, which was challenging because we were homeless and living on someone’s couch at one point. Fourteen years later, I bought my first apartment,



purchased a new car, booked three modeling campaigns, worked with numerous brands, and walked red carpets. Most importantly, I have a platform to show that no matter what society says about you, you are beautiful and valid! TikTok is a place where you really can do big things, and I am forever grateful for TikTok. To be nominated as a Changemaker feels so unreal! I never thought I would ever be heard as a trans, plus-size, Latina woman, but the universe had different plans. This means the world to me, and I am so grateful to have a platform to help educate an audience on a larger scale!”

Favorite quote that you live by:

“Never give up on yourself.”

Describe yourself in three words:

“Confident, Beautiful, Powerful.”

Kairyn Potts



“One of my main purposes in life is to be an advocate.”



📍 Toronto, Canada

Kairyn Potts is a Two Spirit, Nakota Sioux creator from Treaty Six Territory. On TikTok, he shares videos around his passions like gaming, acting, beauty, and fashion, while also advocating and educating his community.

“TikTok has allowed me to take the work that I love doing — writing, acting, advocacy, education, and outreach — and has given me a huge platform.”



It’s also shown me that I am not alone in fighting for the things that mean a lot to me. It’s been a great tool of representation for Indigenous people, which I think has changed the world as we know it. Being nominated as a Changemaker is great and is incredibly humbling. It’s affirming as someone that strives every day to share, inspire and teach. One of my main purposes in life is to be an advocate, and TikTok has given me a way to do that effectively on a larger scale.”

Favorite quote that you live by:
“Laugh hard and often.”

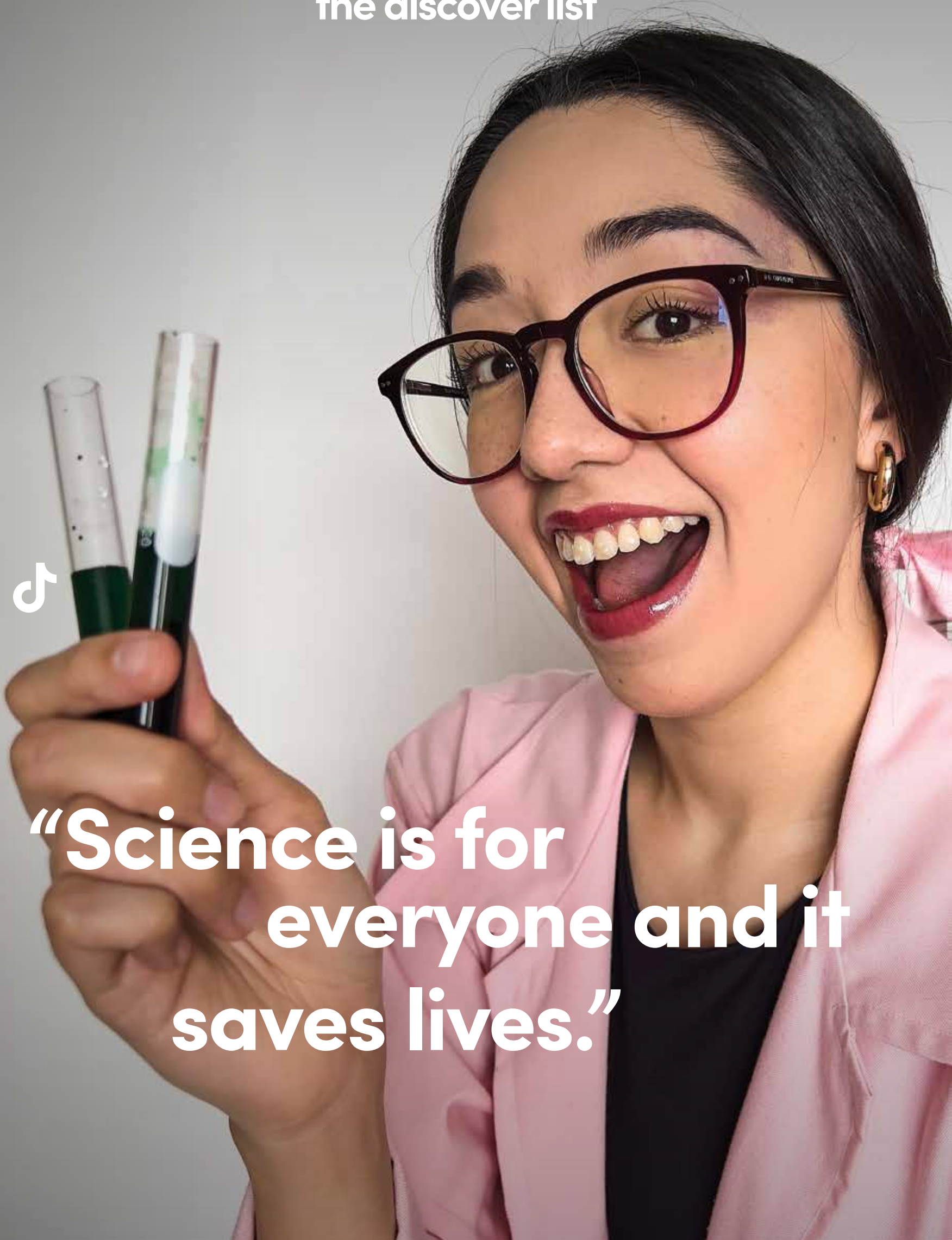
Describe yourself in three words:
“Sacred, Deadly, In-Between.”

changemakers

Ana Laura Pacheco



“Science is for everyone and it saves lives.”



📍 Sinaloa, Mexico

Ana is a chemical engineer by profession and a science communicator by passion. On her TikTok, she shares fantastic experiments that help her audience bring chemistry from the lab right to their homes. It is impossible not to find science exciting after watching her videos.

“TikTok has allowed me to do what I love the most: talk about science. It helped me fulfill dreams that seemed impossible for this young engineer — including being on

TV, appearing on a science show, and collaborating with people and institutions that I have admired for years — like NASA. On the other hand, it gave me a platform to reach young people through educational and fun scientific content which can awaken their curiosity and motivate them to be the next generation of scientists. I’m trying to debunk the myth that science is boring or hard. Science is for everyone and it saves lives.”



Favorite quote that you live by:

“Nobody knows everything but everybody knows something.”

Describe yourself in three words:

“Curious, Creative, Charismatic.”

changemakers

the discover list



@abir.sag



@denskitchen



@patriciocarvalho21



@samofrais



@bayashi.tiktok



@sxmplyni

foodies



The creators who are making food dreams come true on the For You Feed. They're creating new recipes and going above and beyond in the food space. They're not just making food, they're designing masterpieces. The one thing they have in common is that they're all adding their creative spin on cuisine — and it's all delicious.



@himynameispriya



@cookingwithshereen



@dimsthemeatguy



@mariandcandicee

Abir El Saghir

“Creating on TikTok has helped me show the world my love and passion for cooking.”



📍 West Bekaa, Lebanon

foodies

Abir El Saghir is a creator who combines her love for cooking and cinematography through her TikTok content. She is a self-taught chef who uses her platform to share the cinematic process behind creating delicious and new recipes.

“Creating on TikTok has helped me show the world my love and passion for cooking and baking. I’m much happier practicing my hobby and interacting with people from all

around the world, and TikTok has given me the opportunity to be known by millions of people. It means a lot to me to be nominated as a Foodie on The Discover List. The hard work, love, and passion that I’ve added to every dish makes this nomination a huge achievement for me.



Favorite comfort food:

“My favorite food is lasagna. I love the combination of bolognese sauce with lasagna pasta sheets, béchamel sauce, and lots of cheese. I think these layers of flavors can bring happiness and joy to anyone’s day.”

Describe yourself in three words:

“Ambitious, Creative, Active.”

Bayashi



“The concept of each video is to make what I want to eat, and to post the process for others to enjoy.”



Japan

Bayashi is a creator with over 34 million followers on TikTok. His fast-paced, surprising cooking videos have won the hearts (and stomachs) of viewers worldwide. Originally from Japan, his videos transcend national borders to entertain viewers around the world.

foodies

“My cooking knowledge is nowhere near professional level. The concept of each video is to make what I want to eat, and to post the process for others to enjoy as well. TikTok has motivated me to keep posting and has allowed me to hone in on my creativity and grow as a creator. The For You Feed is overflowing with great videos from all over the world,



so I work to make videos that stand out from the crowd. My videos have generated a lot of buzz as I make them eye-catching and interesting right from the start. After posting, I usually get a lot of comments which I enjoy, and which further motivate me to create more videos. When I first started posting, I thought ‘Will anyone ever watch my videos?’ But thanks to the TikTok community, my account has grown, and I have grown as a creator. I am very honored to be nominated as a Foodie, even though I don’t consider myself a professional chef.”

Favorite comfort food:

“Deep-fried food, because deep-fried food is usually tastier.”

Describe yourself in three words:

“Foodie, Hungry, Honest.”



“My passion is to help my followers feel like rock stars in their own kitchen.”

@cookingwithshereen

Shereen Pavlides



 New Jersey, USA

Shereen is a professionally trained chef and creator from New Jersey who encourages viewers to cook from scratch. She shares her recipes through a step-by-step process and includes detailed visuals so that anyone can create the perfect consistency and texture of food to achieve restaurant-quality dishes at home.

“TikTok has allowed me to be my true self by giving me the platform to express my passion for food. I’m humbled and appreciative to be nominated as a Foodie. My passion is to help my followers feel like rock stars in their own kitchen and I love sharing that with the world.”



Favorite comfort food:

“I can’t pick just one. I’m passionate about every culture’s cuisine and what their dishes mean to them.”

Describe yourself in three words:

“Hard-Working, Detail-Oriented, Tough-but-Loving.”

foodies



“I do everything I can to create a safe space and promote a positive relationship with food.”

@daenskitchen

Daen Kelly



📍 Melbourne, Australia

foodies

Taking inspiration from her Spanish and Italian heritage and global travels, Daen’s recipes are built on celebrating bold flavors and fresh ingredients. Generosity and accessibility are at the heart of everything she cooks. She loves pasta and garlic, and olive oil runs through her veins.

“When my first food video went viral, everything changed for Daen’s Kitchen. I was so excited because it made me feel like all my hard work was paying off. After that, my followers grew rapidly, everyone was making my recipes and I received incredible job offers. I’ve been able to turn Daen’s Kitchen from a side hustle into a self-sufficient profiting company. My page has become a safe space for those who have struggled with body image, eating disorders, or the toxicity that comes from diet culture. While that wasn’t my initial intention, my account was shaped this way when people felt it was their right to

comment on what I ate, how my body looked, and the amount of calories in my food. I wanted to turn this negative experience into something positive. So I continued to cook and eat what I loved and made my followers feel empowered to do the same. I love food. It is a part of me, my identity, and my Spanish and Italian heritage. I now have a beautiful relationship with food and that is something I want to continue to share with my community. I do everything I can to create a safe space and promote a positive relationship with food.”

What is your favorite food and why?:

“Garlic and olive oil of course! Those two ingredients are always the beginning of a truly delicious dish.”

Describe yourself in three words:

“Driven, Creative, Passionate.”

the discover list



“Opening my own steakhouse has been a dream come true.”

@dimsthemeatguy

Dimas Ramadhan Pangestu



📍 Jakarta, Indonesia

foodies

Dimas is a content creator and a meat enthusiast from Indonesia that loves to share his passion and hobby through the world of steaks. His vision is to educate and introduce people to cooking a good steak, choosing a slice of good meat, and showing others that cooking a steak is a fun and energizing activity. Through his eyes, he wants to share with the world that, with heart and consistency, anyone can make the perfect steak.

“TikTok has drastically changed my life. From being a regular meat enthusiast in a small kitchen, to having a proper studio kitchen and finally opening my own steakhouse, it has been a dream come true. This Foodie recognition is something I’ve never imagined for myself. It shows that the people have fully acknowledged my hard work, and they get value from my content.”



Favorite comfort food:

“Steak because it’s in my blood. It is one of the most complex and unique tastes that takes real techniques to be executed deliciously, which is why I love steak so much.”

Describe yourself in three words:

“Consistent, Persistent, Fast.”



“In so many ways I’m now embracing my true self.”

@himynameispriya

Priya Sharma



📍 Sydney, Australia

Priya Sharma is a creator from Australia who loves making unique recipes inspired by her Indian heritage, while using her “Dad’s Special Spice Mix.” In 2020 she quit her engineering job to live in a van and travel around Australia while sharing the daily meals she cooked in the back of the van.

“Because of TikTok, I was able to quit my engineering job. I always thought I would have to go back in one

year because that’s all the money I had saved up. With TikTok, I am able to keep pushing that ‘return to work date’ out more and more. In so many ways I’m now embracing my true self. Growing up I was insecure about opening my lunchbox at school because it was different from all my friends. Now, for the first time in my life, I’m able to share my culture on a safe place like TikTok, and be fully embraced. Being nominated is healing my four-year-old self and that’s a true gift.”



Favorite comfort food:

“All Indian food! It is my comfort food and it’s delicious.”

Describe yourself in three words:

“Positive, Foodie, Calm.”

foodies



“We are glad we made our mark in the food world.”

@mariandcandicee

Mari Monet & Candice Danae



📍 Georgia, USA

foodies

Candice and Mari are content creators and sisters. Candice is the little sister who cooks for her big sister, Mari, and every day she changes the game when it comes to plating and cooking. Since the series started, she has made everything from mouth-watering dishes to out-of-this-world food creations.

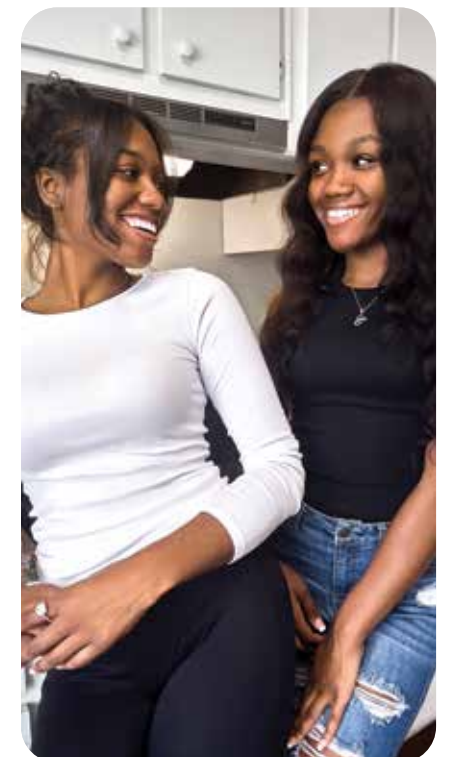
Favorite comfort food:

“That’s a very hard choice. My favorite food that my little sister cooks for me right now is tacos.” - Candice

Describe yourself in three words:

“Ambitious, Hardworking, Creative.”

“TikTok changed our life drastically. It’s our life, and it’s our job now. We are proud to say we started a trend and are glad we made our mark in the food world. It is mind-blowing to be nominated as a Foodie on the Discover list. We have lots of fun, but we also work hard to create the best content possible, so it shows that hard work pays off.”



the discover list



“As a fire and meat enthusiast, it’s been incredible to dedicate my career to being a creator.”

@patriciocarvalho21

Patricio Carvalho



📍 Brasília, DF, Brazil



Patricio Carvalho has built a following for his delicious barbecue videos. Living in the forest, he combines his passion for nature and gastronomy in his videos. His videos are easy for anyone to follow, with easy-to-make recipes.

“I feel honored to be nominated as a Foodie. As a fire and meat enthusiast, it’s been incredible to dedicate my career to being a creator. TikTok has opened up many opportunities for me and receiving this recognition is wonderful.”

Favorite comfort food:

“Churrasco. I grew up eating barbecue every weekend.”

Describe yourself in three words:

“Family-oriented, Loving, Faithful.”

foodies



“Sharing my passion for food has been life-changing.”

@samofrais

Samo Frais



📍 Texas, USA

Samo Frais combines his love for cooking and cinematography through his TikTok videos. He uses his creativity to share the cinematic process behind creating delicious recipes and easy-to-make meals.

“I love being able to create and share my passion with people, whether they are across the world or next door. Creating on TikTok has also given me financial freedom and the ability

to create more and dream bigger. This recognition allows me to reflect on the times when I would help my grandmother prepare Thanksgiving dinner, and she would be singing and teaching me how to cook in the kitchen. Sharing my passion for food on TikTok has been life-changing — and this nomination is the icing on the cake.”

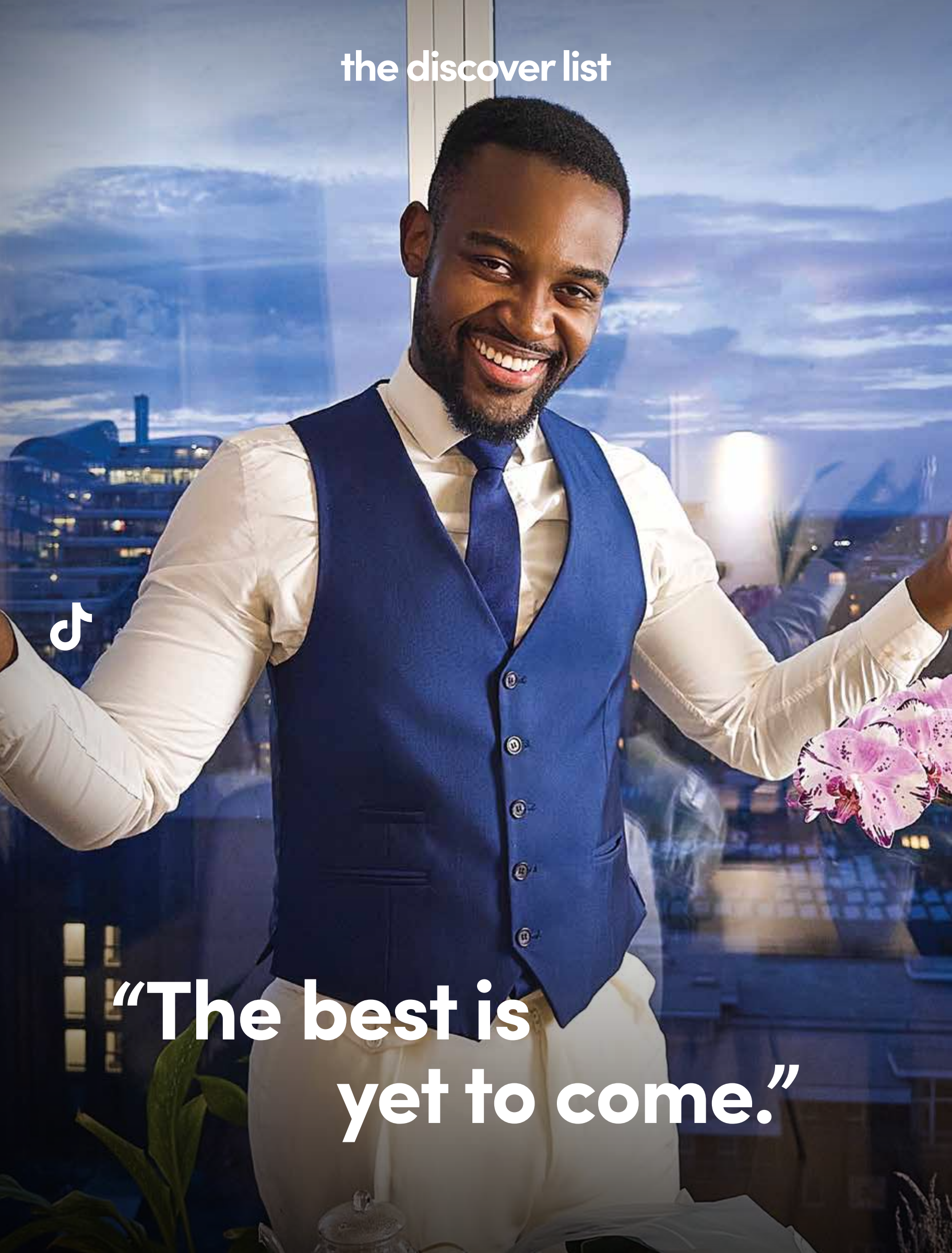


Favorite comfort food:
“Soul food, specifically holiday soul food. This is what I first learned how to make for my grandmother when I was a kid — her most famous dishes are now mine. So when I make soul food, it’s just that — soul-ful.”

Describe yourself in three words:
“Hilarious, Creative, Imaginative.”

foodies

the discover list



“The best is yet to come.”

@sxmplyni

Nigel Kabvina



📍 Manchester, United Kingdom

foodies

Nigel Kabvina is a digital food and mixology creator known for spearheading #BrunchTok in August 2021. He uses art, music, mixology, and theatrics to create a food experience in short 40-second moments. He consistently strives to make his dramatic dishes accessible by using everyday objects people can find at home, to cater to foodies and people who may struggle with their appetite and having breakfast in the morning. His TikTok bio asks one simple question — “Have you eaten today?”

“It’s the small moments on TikTok that constantly shock me. I am thankful for everything. When I



receive DMs, comments, and messages from young people telling me that they struggle to eat, but watch my videos and are encouraged to go the extra mile for themselves while cooking, it warms my heart. I am humbled beyond belief — I discovered recently that I am one of the most followed Black Food Creators on TikTok (and the internet) and I felt this overwhelming sense of responsibility to honor every single person who has followed me and shared in so many beautiful moments with my loved ones and me over food. The best is yet to come.”

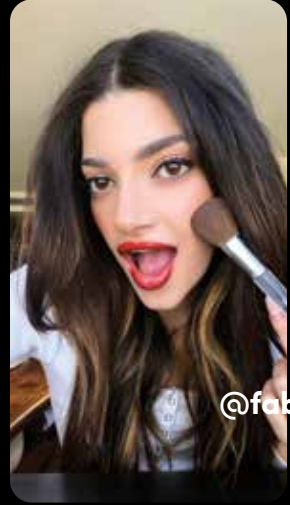
Favorite comfort food:

“Vietnamese food. Every dish tastes like a warm hug from your grandmother. It tastes like love and time.”

Describe yourself in three words:

“Curious, Passionate, Eccentric.”

the discover list



@fabiola.baglieri



@artbydemarcusshawn



@linhbarbie



@jimmyjan



@nicholas_flannery

icons



These creators are the moment. They're leading trends and are recognizable up and down the For You Feed. They're carving a path for content creators everywhere, both on and off the platform. They live and breathe TikTok culture and inspire others to do the same.



@sejsejlja



@drewafualo



@francis.bourgeois



@fannita



@ok_zung



“I have had so many amazing opportunities that have come my way.”

@artbydemarcusshawn

DeMarcus Montgomery



📍 Illinois, USA

DeMarcus is an actor and comedian who found massive success over a short period of time with his super relatable comedy skits on TikTok. His fun-loving and evergreen comedic outlook on life has helped him become recognizable on and off the platform. Originally from Chicago, DeMarcus is now focusing his efforts on expanding his social media empire and pursuing opportunities in fashion, acting, and writing for various TV shows.

“TikTok has completely changed my life. I have had so many amazing opportunities that have come my way due to the success I have found on the platform. Being nominated as an Icon is such a huge honor and means so much to me!”



An icon you look up to:

“My parents. They have instilled in me the importance of being humble and accepting all good things with humility.”

Describe yourself in three words:

“Exceptional, Goofy, Light-hearted.”

icons



“I am so happy I get to represent the many women and others who draw strength from my content.”

@drewafualo

Drew Afualo



📍 California, USA

icons

Drew Afualo, best known as TikTok’s “Crusader of Women”, is a part of the new Hollywood’s next generation of rising stars. From her hilariously witty content to her authentic approach to calling out misogyny via viral takedowns on the app, Drew is taking women’s empowerment to new levels through her commentary.

“TikTok has changed my life in the best way possible and has given me a life I could only dream of. But most importantly, it’s given me my true purpose. I thought I was meant

for something else in this life but this platform has shown me what I was actually destined for. I owe it all to TikTok. This is truly such an honor to me. As a Samoan woman who grew up with little to no representation in the media, being honored as a global creator in the Icon category for TikTok is surreal. I am so happy I get to not only represent TikTok, but also the many women and others who draw strength from my content. I am forever grateful to this app for the ability to truly make a difference in the world.”

An icon you look up to:
“My mom and my sister.”

Describe yourself in three words:
“Smart, Confrontational, Funny.”





“Remain true to who you are.”

@fabiola.baglieri

Fabiola Baglieri



📍 Milan, Italy

Fabiola Baglieri is known and loved by the TikTok community for her ability to create beautiful makeup looks, backed by creativity, humor, talent, and kindness. She believes everyone should be true to themselves, and aims to share that message in her videos.

icons

“I grew up in a small city where I was bullied for how I looked, and for a long time, I thought that was all I would experience for the rest of my life. TikTok was a light in my life that changed everything. This



platform offered me new possibilities, the chance to share my talents with the world, and live my dreams. To be nominated as part of the Discover List is one of my biggest achievements. As a role model in the beauty category, I feel that I have a huge responsibility to communicate how important it is to accept yourself, remain true to who you are and not adapt to beauty standards. It makes me happy to be able to see how people recreate my videos, feel emotions, react positively, and spread my message.”

An icon you look up to:
“Selena Gomez and Kylie Jenner.”

Describe yourself in three words:
“Determined, Dreamer, Versatile.”

the discover list

“I’m living my dream to the fullest.”



@fannita

Fannita Leggett



Fannita Leggett is an internet comedian and self-proclaimed “#1 Menace in the Nation” because of her hilarious observations and comedic responses to viral TikTok videos. She’s not afraid to speak her mind and has cultivated a loyal audience because of her candor.

“My life took a complete 180 in just one year, and I would’ve never expected to have come this far in such a short amount of time. TikTok has helped me

cultivate a community and given me many opportunities I never imagined. I’ve met many amazing people and made incredible friendships along the way. Now, I’m living my dream to the fullest. I honestly can’t put into words what this nomination means to me, I’m so glad my content has made such an impact. I’m so grateful for this opportunity and for people to see a part of me from behind the camera. TikTok has been a catalyst for changing my life completely and I’m forever thankful.”

An icon you look up to:

“Issa Rae.”

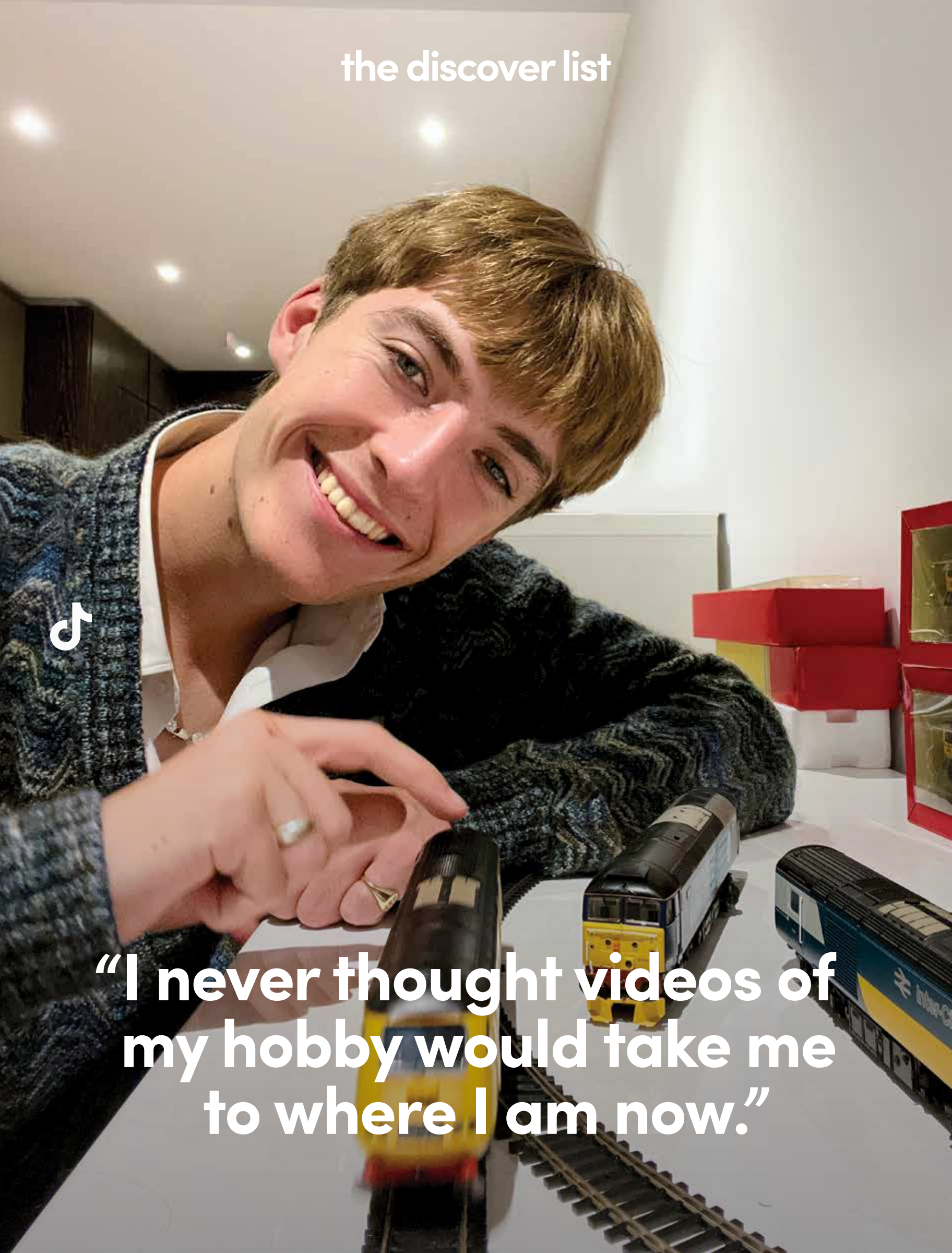
Describe yourself in three words:

“Funny, Charismatic, Quick-Witted.”



📍 California, USA

icons



“I never thought videos of my hobby would take me to where I am now.”

@francis.bourgeois

Francis Bourgeois



📍 London, United Kingdom

icons

Francis Bourgeois is the internet’s best-known and most beloved trainspotter. Francis has achieved massive success by documenting his warm, inspiring, and uplifting adventures trainspotting — championing unadulterated joy and the importance of embracing your passions to his followers.

“What was first a creative outlet has now given me the ability to spread positive energy and joy to millions of people. It is a gift I am very thankful for and I



owe it all to TikTok for amplifying creators’ passions that would’ve otherwise remained in a bedroom or on a footbridge. Also, I get asked for photos and chat with people in the street who have watched my videos all the time! I feel incredibly honored and thankful to anyone and everyone who has watched my videos. To be able to be a professional trainspotter and be nominated as an Icon on the Discover List is bamboozling! I never thought videos of my hobby would take me to where I am now.”

An icon you look up to:
“My mum and dad.”

Describe yourself in three words:
“Whacky, Eclectic, Trainspotter.”

Jimmy Jan



“Life doesn’t stop with a disability. It might be different, but that doesn’t mean it can’t be awesome.”



Newcastle, Australia

Jimmy Jan is a 22-year-old creator who wheeled onto the TikTok scene in January 2022, sharing his story of the skiing accident that left him paralyzed and in a wheelchair. Not letting his “oopsie” slow him down, Jimmy shows his positive outlook and humorous attitude towards life through his content. Since then, Jimmy has been documenting his journey living with a disability, all with a smile on his face. Jimmy continues to seek thrills, adventures, and new experiences all while sharing it on TikTok.

“When I posted my first TikTok I had no idea how many doors it would open for me. I’ve been able to build such a strong, supportive community and share my experience of living with a disability. I never imagined having a platform like this, where I can show so many people that life doesn’t stop with a disability. It might

be different, but that doesn’t mean it can’t be awesome. It’s so wild to see my name on the Icons list, and such an honor. My approach to life is to focus on the good stuff that happens, and not get too caught up in the bad, so that’s the vibe of my content. I’m pretty stoked that people find that ‘iconic.’ I’m not here to be ‘iNsPiRAtiONal,’ because I’m just a regular person who happens to be going through life in a wheelchair, but I’ll take ‘Icon’ any day of the week.”

An icon you look up to:
“My sisters.”

Describe yourself in three words:
“Resilient, Adventurous, Vibrant.”

icons

Linh Barbie



“I hope to continue to spread positive energy to everyone.”



Thu Duc City, Vietnam

Linh Barbie is a creator with over 18.6 million followers, known for her array of content — including POVs, short films, comedy, dance covers and more. Her goal is to spread positivity through content creation on TikTok.



“I am very happy and honored to be on the list of nominees — it means a lot to me. Ever since I discovered TikTok, my life has completely changed. I am expressing myself, I’m more confident and comfortable speaking publicly, and I’ve gotten to know many people who I now consider friends. TikTok has helped me transform into a new person due to the love and support from the community. I hope to continue to spread positive energy to everyone.”

An icon you look up to:

“Actress Zhao Liying (Zanilia).”

Describe yourself in three words:

“Individuality, Humorous, Sociability.”

icons

Nicholas Flannery



“I am eternally grateful for the support of my followers.”



California, USA

Nicholas Flannery is a British comedy creator that satirizes pop culture and iconic film moments such as the “Rich White Lady” or the “Wife That Dies At the Beginning of the Movie” from drama series like The Undoing and Big Little Lies.

“Within a year my life has changed monumentally. What keeps me going is the relationship I have with my followers, particularly anyone who is struggling. Knowing that a video of mine has helped ease their pain for even a moment that day, I know

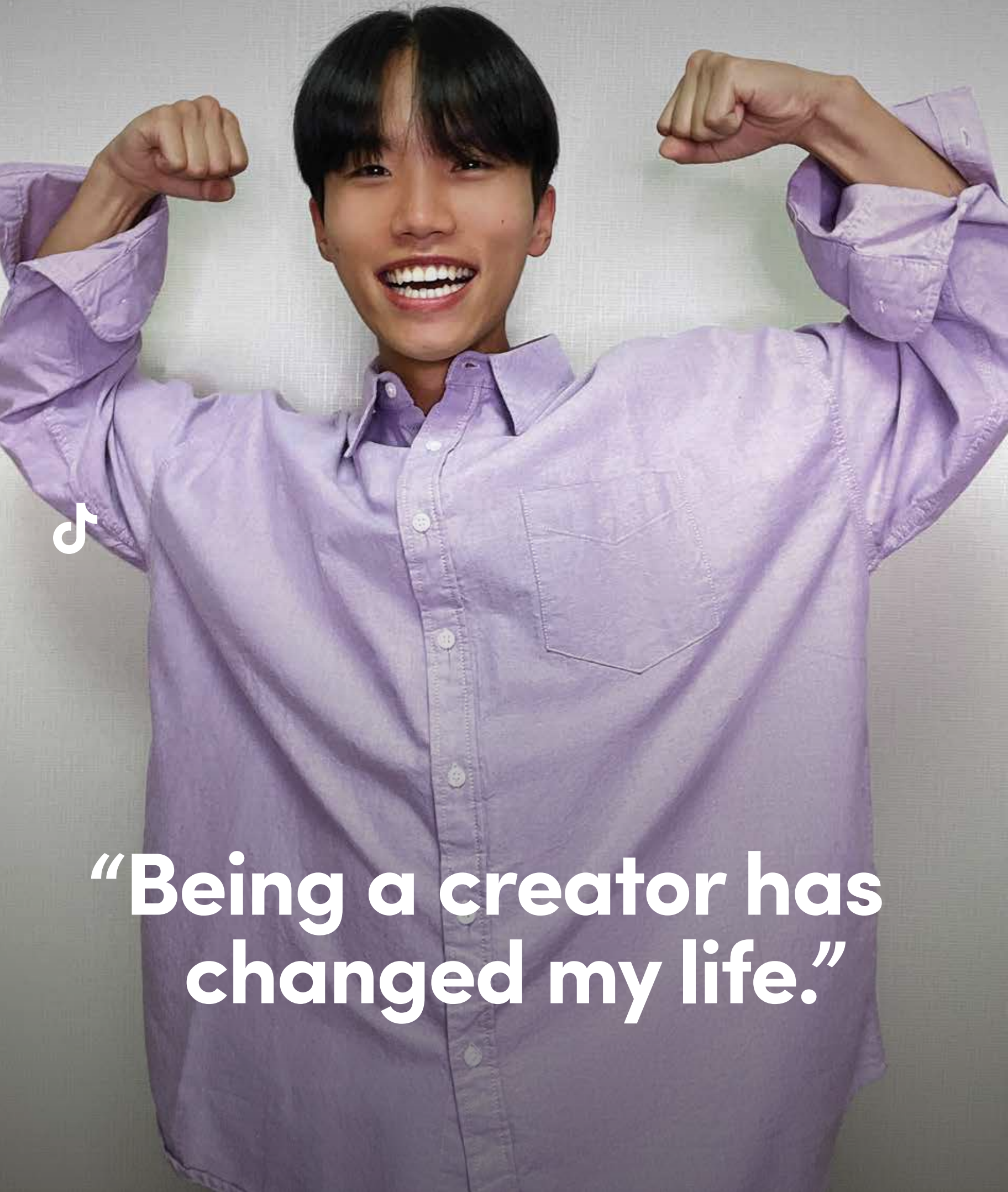
what I do is worth it. I truly must thank them, as they have lifted me up with devotion and kindness when I have needed it most. TikTok is a wonderful place where you can find and build a community that you relate to, plus be in touch with the world with the tap of a finger. I am eternally grateful for the support of my followers and those who have lifted me up in the last year. To be in this prestigious category has been a dream of mine and I do not take the privilege of this opportunity for granted. I am honored to be considered amongst some of the greatest and funniest minds on TikTok.”



An icon you look up to:
“Serena Williams.”

Describe yourself in three words:
“Funny, Friendly, Enthusiastic.”

icons



“Being a creator has changed my life.”

WonJeong



Seoul, Korea

“MAMA!” WonJeong is known for his sense of humor and for making creative and fun stitch videos about his daily life. After starting on TikTok two years ago, his audience has grown to over 49 million followers and counting across the globe.



“TikTok has changed my whole life. I did not expect my life to turn out the way it is right now by simply making TikTok videos. I wouldn’t have imagined myself working as a full-time creator, since I always thought I’d be working as an audio engineer. Being nominated as an Icon is very meaningful and impressive — I’m thankful because it’s my followers who have made all of this happen. And these life-changing experiences will continue to happen — being a creator has changed my life, my surroundings, and me as a person. And I’m ready to embrace it all. I will continue to work hard to keep creating great content!”

Describe yourself in three words:

“MAMA, Friendliness, Happiness.”

icons



“To be able to have a positive impact on other people’s lives is truly what it is all about for me.”

@sejsejlja

Cecilia Blomdahl



📍 Svalbard, Norway

Cecilia Blomdahl moved to Svalbard, an island close to the North Pole, seven years ago, intending to only stay for a few months. However, she fell in love with life in the Northernmost town and uses TikTok to show what life is like in the arctic — the land of the midnight sun and northern lights. This also means showing the world how something simple like walking her dog can be so different in a place like Svalbard because she has to walk with a shotgun on her back due to the polar bear population on the island.

icons



“TikTok has completely changed my life. Not only has it made it possible for me to be a creator full time, but it has also created a community for me — a community full of different kinds of personalities that are so positive

and encouraging and make me smile every day. I’m very thankful for the TikTok community and for all of the possibilities that have come from creating content. This nomination is a true honor. The power of TikTok and how it opens up a view of the world is remarkable. It gives people an opportunity to connect with, and experience, different cultures and lifestyles in a very authentic way. To be able to have a positive impact on other people’s lives is truly what it is all about for me, and I’m very grateful that TikTok makes that possible.”

An icon you look up to:
“Cecilie Skoog.”

Describe yourself in three words:
“Energetic, Happy, Fearless.”

the discover list



@tra.dang.904



@youneszarou



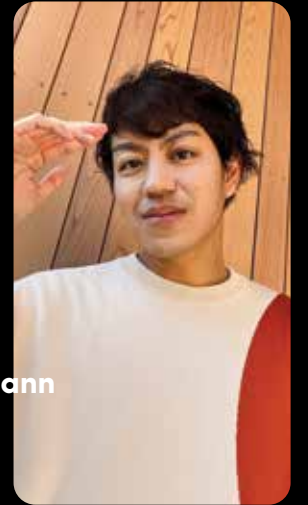
@adrianbliss



@justthenobodys



@vikabren.art



@zonosann



innovators



@jarredjermaine



@thefashioncouple



@shahirazlan



@carolineklidonas

They bring a unique twist to what it means to be a content creator. They are pioneers in their fields and have a fresh point of view in everything they do. They are constantly pushing boundaries and are not afraid to experiment and try something new, inspiring millions with their creations.



“On a platform filled with so many incredibly creative and funny people, I’m excited to be seen as an Innovator.”

@adrianbliss

Adrian Bliss



📍 London, United Kingdom



Adrian Bliss is a creator, writer, and performer from London, best known for his comedy sketches on TikTok which explore everything from history to natural science to religion. Adrian’s work has earned him over 11 million followers across social media and he has been profiled in CNN, The Guardian, and Vogue — the latter listing him as one of the funniest accounts on TikTok in 2021. With his unique ability to create sketch videos that become viral sensations, he has become an incredibly valued partner to brands like Amazon, Dungeons & Dragons,

and the BBC. Adrian also has numerous TV projects in varying stages of development, and was most recently named one of the New Faces of Comedy at Just For Laughs. He is represented by WME and Settebello Entertainment.

“TikTok has given me a perfect outlet for all the fantastical or silly ideas that have previously just lived inside my head, bouncing about without a home. On a platform filled with so many incredibly creative and funny people, I’m excited to be seen as an Innovator on the Discover List. TikTok continues to motivate and inspire me to create new and original ideas that will hopefully bring a smile to others.”

innovators



“I hope that the creative risks I take inspire others to make things they believe in.”

@carolineklidonas

Caroline Klidonas



📍 California, USA

Caroline Klidonas is an actor and writer who creates parody videos based on popular TV and film tropes. Whether it's a medical drama, a corporate romcom, or a Zodiac-inspired fantasy series that spans four seasons, Caroline blurs the line between parody and sincerity, resulting in distilled storylines that are both surprisingly binge-worthy and utterly cringeworthy.

“Sharing my content has helped me build trust in myself and in my creative ideas. As someone who has always felt at odds with what you're supposed to do to be 'successful' as an actor and a writer, it means a lot to have my work celebrated in this particular category. I have always let creative joy and curiosity be the guiding force behind my content even when

the fears of it not landing or being perceived as too cringe or too weird were at the back of my mind. I hope that the creative risks I take inspire others to make things they believe in — to act on those ideas they daydream about at stop lights, to trust their creative impulses, and to have MORE FUN! Innovation becomes possible when we invest in creative expression, both within ourselves and each other.”

Describe yourself as a song:
“One Foot in Front of the Other” by Griff

Describe yourself in three words:
“Gemini, Scorpio, Aries.”

innovators

the discover list

“This recognition encourages me to keep doing what I do even more.”



@jarredjermaine

Jarred Jermaine



📍 California, USA

Jarred Jermaine is a music knowledge creator with 20 years of experience producing and engineering music. He loves to create content where he can connect with people through song and pop culture. On TikTok, he has amassed a following of four million people by creating content educating people on sample origins, introducing songs that sound similar, and sharing sound information.

“TikTok has completely changed my life in the best way possible. I could never have imagined the opportunities TikTok would have given me just by making fun videos. Being nominated as an Innovator means the world to me — I’ve never been nominated for something of this level, and this recognition encourages me to keep doing what I do even more!”

Describe yourself as a song:

“Blinding Lights” by The Weeknd

Describe yourself in three words:

“Creative, Consistent, Authentic.”



innovators

the discover list

“Our lives have changed in ways we never thought were possible.”



@justthenobodys

Ryan Omoto & Daniel Omoto

Just The Nobodys is an account with over 8.9 million followers where two brothers, Ryan Omoto and Daniel Omoto, discuss pop culture, television shows, movie fandoms, life hacks, and science facts. Just The Nobodys has reshaped and reinvented podcast content on TikTok — their content also represents not having to be a “somebody” to make a difference in the world. Just The Nobodys is a community-based account showcasing family friendly content and inclusivity — with a goal to pave new paths of representation and inspire future generations to chase their ambitions and create positive content without compromising their values or morals.

“It is such a huge honor for Just The Nobodys to be recognized as Innovators. We are very proud to be able to reinvent and reshape podcasts. We’re changing the way people view and consume podcasting

innovators



📍 **California, USA**

and inspiring future generations to talk about their passions. We are so grateful to TikTok and to everyone who watches our videos. We have been able to find like-minded people with the same passions as us and have been able to build a community. TikTok has been able to provide us with many opportunities to work with dream brands, attend movie premieres, interview our childhood heroes and make amazing friends. It has changed our lives in ways we never thought were possible.”

Describe yourself as a song:
“High Hopes” by Panic at The Disco

Describe yourself in three words:
“Dedicated, Resilient, Trailblazer.”



“From nothing we can be something.”

@shahirazlan

Shahira Azlan

Shahira Azlan is a lifestyle content creator known for creating beautiful and colorful makeup tutorials. She has become well-regarded as a makeup artist throughout Malaysia, resulting in local businesses reaching out to her for collaboration opportunities.



📍 Pahang, Malaysia

“TikTok has changed my life a lot. Now, people are starting to recognize my art and talent. Being nominated as an Innovator means a lot to me! I can be an example for people out there that from nothing we can be something.”

Describe yourself as a song:

“Try Everything” by Shakira

Describe yourself in three words:

“Bubbly and Introverted.”

innovators

the discover list



“Who would have thought that walking on a treadmill could be this cool?”

@thefashioncouple

Sir Bucks & Janina



📍 Frankfurt, Germany

innovators

Sir Bucks and Janina Neoral, aka TheFashionCouple, are focused on elevating style and confidence through their videos on TikTok. The couple share coordinated looks, typically with a statement hat, which has captured the heart and attention of many. They aim to prove that race and gender should never be a barrier when it comes to fashion, love, and unity.

“To us, innovation is a must-have ability as a creator. Creating something new, executing ideas, and starting trends are things you can

always count on us for. The TikTok trend of walking on a treadmill to showcase outfits was innovated by us. Who would have thought that walking on a treadmill could be this cool? TikTok has changed our lives in a very positive way. Thanks to TikTok, we have become full-time content creators and have been able to monetize our platform, making it our main source of income. It has given us an opportunity to showcase our talent, passion, and uniqueness, and has given us the platform to be an inspiration to both our local community and the world.”

Describe yourself as a song:

“Power of Love” by Celine Dion

Describe yourself in three words:

“Creative, Unique, Dedicated.”



Tra Dang



“Creating content has made my life dynamic and interesting.”



Tra Dang is a creator who has been making transformative content for over six years. She currently has over 19 million followers on TikTok and enjoys producing content where she can combine her passion for dancing and singing.

“The opportunity to create content on TikTok has made my life dynamic and interesting. I am thrilled and proud to be on The Discover List this year. As a content creator, I love challenging myself to create better content and positively contribute to the TikTok community.”

Describe yourself as a song:

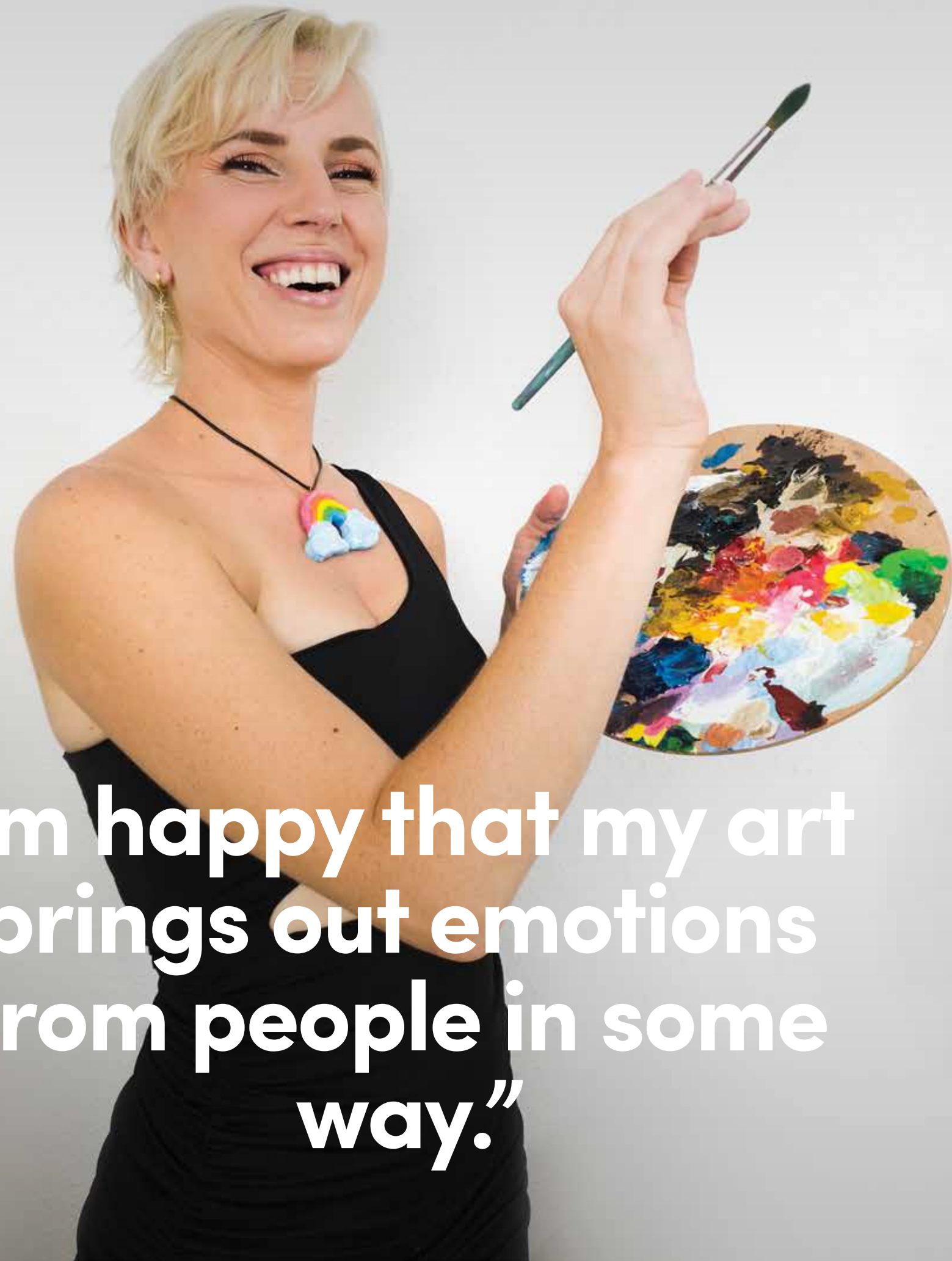
“I’m the Best” by 2NE1

Describe yourself in three words:

“Consistent, Confident, Diligent.”

Hai Phong City, Vietnam

innovators



“I’m happy that my art brings out emotions from people in some way.”

@vikabren.art

Vika Bren



📍 Israel

After many years of body painting and creating other styles of art, Vika set a goal of creating 100 hand paintings composed of optical illusions on TikTok. After completing that goal, she continues to create endless paintings that challenge the imagination and vision.



More than a decade ago, when I started painting on the body, people didn't quite understand it. Now, a lot of people have an appreciation for art, and I'm happy that my art brings out emotions from people in some way and excites them. TikTok helped me fulfill my life's dream of becoming a full time artist. Through TikTok, I was given the opportunity to connect with lots of people around the world. The TikTok community feels like home because it is home to real and amazing people."

Describe yourself as a song:

"Imagine" by John Lennon

Describe yourself in three words:

"Loving, Creative, Free."

"It is a great honor to be considered an Innovator, especially as an artist."

innovators

Younes Zarou



“This recognition means a lot to me.”



 Germany

As the modern-day magician of creative content, Younes' videos are a playful recipe of wild stunts, colorful effects, and unique edits that leave you questioning how he pulls it off. His success isn't an illusion. — while most people have one thumb on the pulse, he has two, leaving viewers inspired to hit up their own inner creativity. He has built a massive community based on creativity and positivity.

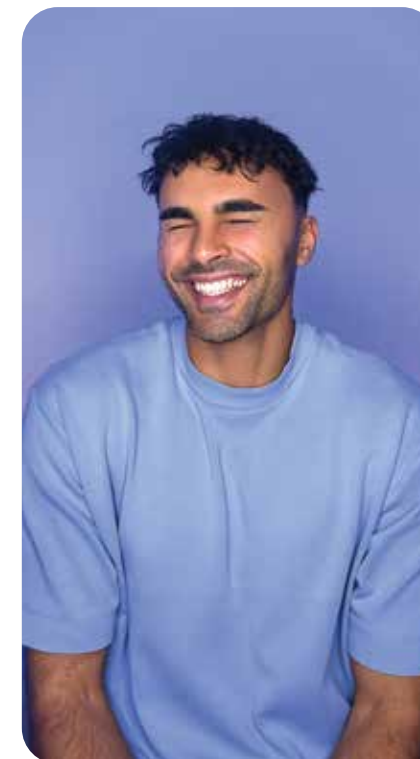
“TikTok has changed my life completely. I have more than 50 million followers, and I'm recognized as one of the biggest creators in Germany and one of the biggest worldwide. This recognition means a lot to me because I've been creating content for several years and this shows that my creative output is being seen by the TikTok community!”

Describe yourself as a song:

“Happy” by Pharell Williams

Describe yourself in three words:

“Creative, Energetic, Positive.”



innovators

“The people I work with have become some of the best people I know.”



Zonosann



📍 Tokyo, Japan

Zonosann is a leading visual artist with over 2.7 million followers on TikTok. He combines incredible cinematography, animation, and storytelling to pull viewers into an amazing visual experience.

“My career has completely shifted to being a full-time content creator. The people I work with have become some of the best people I know. It is an honor to be recognized as an Innovator on this year’s Discover List. TikTok has become a great outlet for me to showcase my artistic talent with the global community.”



Describe yourself as a song:
“Mood” by 24kGoldn

Describe yourself in three words:
“Creative, Happy, Positive.”

the discover list



@poppycooks



@janmahavan



@aidafi3



@avemoves



@nianaguerrero



@arri.arii



originators



@davidvoo



@meicrosoft



@icymahree



@prettyaxme

The creators we love who create the trends we live for. The creators who've started viral dances, sounds, aesthetics and more. The creators who are the culture. Originators know what makes the community tick and they continue to make content that is iconically #ForYou.



“My effects were shared more than a million times overnight.”

@janmahavan

Jan Trejo

Jan Trejo is an AR designer who uses his platform to share the many effects he creates. He loves to create intuitive and playful effects that spark trends on the platform — including well known effects like “Who’d You Rather? By Jan,” all the TapTap series effects, “TapTap ABC by Jan,” and “Personality by Jan,” which have been shared by millions on TikTok. His distinctive style and cohesive design can be easily recognized across all of his effects.

“It’s beyond exciting to be nominated as an Originator — TikTok is my favorite platform to create content and where I feel most comfortable. I wanted to create something very interactive and animated, so creators could make and share content in a very easy and fun way. With this in mind, I sat down, opened the Effect House and started using a few tools from the software to play around.

originators



Mexico

Once I had a clearer idea of what I wanted, I decided to use Emojis, letters, and numbers as the focal point of the effect. This is how my first TapTap effects were born. The response they got was incredible — my effects were shared more than a million times overnight. From there, I kept improving the same idea and giving it different twists, many times based on the suggestions that creators left in my video comments. I love how users that feel connected to your content interact with you through comments, tags, DMs, or even duets — everything feels so organic.”

Trend originated:

Several effects, including the viral TapTap series.

Describe yourself in three words:

“Creative, Passionate, Optimistic.”



“I can channel my hobby creatively, which helps me to be more confident.”

Aida Fitri



Banda Aceh, Indonesia

Aida is a dance creator based in Banda Aceh, Indonesia. Aida is known for creating choreography to the song “Darari” by TREASURE, which successfully propelled her profile to stardom. The trend rapidly grew in popularity starting in February 2022 due to its usage by TikTok users, including major celebrities in Indonesia. The choreography that Aida created was also used by TREASURE in their concerts.

“After the dance went viral on TikTok, a lot of ‘teume,’ TREASURE’s fandom, reached out to me personally to share their appreciation with me for creating the ‘Darari’ dance. All of the comments were really touching and positive and I couldn’t believe that the dance that I created could be so well received and appreciated by the TikTok community. I am really excited to

learn that what I do as a content creator on TikTok could have a positive impact on other people’s lives. In addition, thanks to the exposure I got from the ‘Darari’ dance, I was also given the opportunity to perform the dance at the ‘TikTok For You Stage’ event recently with other TikTok creators from Indonesia and outside Indonesia. Thanks to TikTok, I can channel my hobby creatively, which helps me to be more confident now.”

Trend originated:

“Darari” (by TREASURE) dance

Describe yourself in three words:

“Dancer, Cute, Love-Myself.”

originators

Ariana Taylor



“Expressing my creative side has taught me more about myself than anything.”



New York, USA



“When I create a dance, I decide on what kind of dance I want to create — a trendy

Ariana has been dancing since she was four years old, and she has continued to share her love for dance by creating hip-hop videos on TikTok that inspire and encourage others to dance along. She has created several viral dance challenges and has received a lot of support and encouragement from the community.

dance, a mix of choreo dance and TikTok dancing, slow motion dancing, etc. — once I figure that out I start creating! Creating on TikTok has most definitely changed my life. Expressing my creative side has taught me more about myself than anything. It helps me grow as a person, makes me feel more confident in myself, and helps me understand the people around me as well. Being an Originator means the world to me, and it fills up my purpose in ways I couldn't even imagine.”

Trend originated:

Several dance trends, including the #HomecomingxTWENTY dance and more.

Describe yourself in three words:

“Creative, Fun, Open-minded.”

originators

Ave moves



“Pursuing your passion is the best thing a person can do.”



📍 Bremerhaven, Germany

Avemoves is known for his smooth moves and signature mask. The signature mask represents the ability to achieve anything, regardless of who you are or where you come from. He believes that your performance should be the only thing that matters.

“You know that moment when you see someone do something, and you think to yourself ‘why did I not come up with this idea?’ I was always telling myself once I got a great

idea, I would execute it. I noticed that dance groups wore masks, but not single dancers — so BOOM: I ordered the mask, and started making content with it. Being your true self and trusting the process is a key ingredient to get further than you could ever imagine. You are unique and you should empower that. Be like no one else. Becoming an independent individual through TikTok has made me realize that pursuing your passion is the best thing a person can do. There is nothing greater than that.”

Trend originated:
Several dance trends and his “signature mask” look.

Describe yourself in three words:
“Artist, Progressive, Chill.”



originators

the discover list



“TikTok has quickly shaped into a place for me to showcase my style in both dance and fashion.”

@davidvooo

David Vu

David Vu is a creator from Oslo, Norway who combines his playful taste in dance and fashion through videos on TikTok. Together with his girlfriend Yasmin Hassan, he shares joyful dances and fashion inspiration in hope to make viewers smile. David is also a member of The Quick Style, a group that has taken the world by storm this year with their viral wedding dance.

“TikTok has given me a voice I didn’t know that I had, and a platform to share my personality through dance and fashion. I get to connect with so many people that I wouldn’t have been able to meet had it not been for TikTok. Being nominated as an Originator is truly a recognition I feel honored by. I started using this platform for fun, and it has quickly shaped into a place for me to showcase my style in both dance and fashion — to see so many people enjoying my content is

overwhelming. To be nominated as an Originator is something I will always cherish and be thankful for. The dance itself was really spontaneous — it happened during a road trip in Norway. While in the car my girlfriend put ‘Get Into It (Yuh)’ on the aux, and immediately



I was hooked by the flow and said that I was going to create a dance challenge to the song. I started to choreograph while in the car, and when we got to our destination I showed the dance to the group — my girlfriend Yasmin and my two friends Umar and Kunal. First thing my girlfriend said was to slow the dance down a little, then Umar encouraged me to include a move in this dance that I had previously created for another dance. Then me, Yasmin, and Kunal found a good spot with one of the fjords in the background and started to film the TikTok video. The rest is history.”

Trend originated:

“Get Into It (Yuh)” (by Doja Cat) dance.

Describe yourself in three words:

“Creative, Dedicated, Passionate.”

📍 Oslo, Norway

originators

Amahree Carwise



“I can’t wait to see what else is in store for me.”



📍 South Carolina, USA

Amahree is a creator from Piedmont, SC who has created countless trends and viral sounds since downloading TikTok in August 2019. He uses his platform to share his personality with the world and in doing so, has become the Originator of many trends while gaining worldwide love and support in the process.



“When it comes to these trends, I honestly don’t have a set process, I feel like it’s more of a lifestyle. I just do it. There’s really

nothing else to it honestly. It feels good to be appreciated and acknowledged as an Originator — I’ve started so much on TikTok and I’m happy to now be seen, heard, and paid attention to! TikTok has made such an impact on me and has given me a place to be myself and meet new people. I am so happy to be a part of the TikTok community. I can’t wait to see what else is in store for me.”

Trend originated:

Several trends and sounds including “Is It A Mango,” “You Either Got it Or You Don’t,” “Ask Yo Mama,” and more.

Describe yourself in three words:

“Authentic, Fun, Kind.”

originators



“I’m proud that my work has empowered so many people to be bold in life.”

@meicrosoft

Mei Pang



📍 Toronto, Canada

Mei Pang is a first-gen Malaysian-Canadian creator recognized for her collection of head-to-toe fully symmetrical tattoos. She has cemented her spot as a trendsetter in the beauty industry with countless mega-viral TikTok videos showcasing her unmatched ability to create inspired, avant-garde, yet accessible makeup looks.

“TikTok allowed me to experiment with a new format when I felt uninspired. I’ve been able to connect with my audience in a more authentic and transparent way ever since I shifted away from just photo content. For the Valentine’s kiss print, I had been thinking of ways to use household items in makeup looks. Lipstick prints are such a fun, recognizable holiday symbol, so I incorporated them into the look. After trying a few messy alternatives, I landed

on this! This trend succeeded because you only needed three things: plastic wrap, lipstick, and a desire to try something new! I’m honored to be recognized alongside a community of amazing artists and proud that my work has empowered so many people to be bold in life!”

Trend originated:
Valentine’s Kiss Print.
#valentinesdaymakeup

Describe yourself in three words:
“Experimental, Resourceful, Virgo.”

originators

Niana Guerrero



“For every dance trend I create, I make sure the songs that I use are catchy and relatable to people.”

Niana Guerrero is a dance and lifestyle creator. The 16-year-old ‘girl next door’ has been making an impact worldwide by going out of her comfort zone and boldly sharing her passion for music and laughter. With her incredible knack for dance, fantastic sense, and humor, Niana continues to touch the hearts of many across the globe.

“I’ve been creating TikToks every day, ever since my first video went viral. It helps me express myself creatively. For every dance trend I create, I make sure the songs that I use are catchy and relatable to people.”



📍 Manila, Philippines

When I choreograph, I always make sure that the steps are easy to follow and feel doable, so that anyone in the app can try it out. Also, thanks to TikTok, I’ve been able to meet so many new friends! I’m so grateful to be nominated. We out here representing the Philippines. Let’s go!”

Trend originated:
Several dance trends, including the dance to “Booty Wurf (One Cheek At a Time)” by T-Pain ft. Joey Galaxy.

Describe yourself in three words:
“Chill, Friendly, Creative.”

originators



“Every day I am impressed by the wide variety of talent on TikTok”

Poppy O'Toole



Birmingham, United Kingdom

originators

When Poppy O'Toole lost her job due to the pandemic, she turned to TikTok to showcase her cooking talent with the community through easy, how-to recipes. Her love of potatoes resonated with the audience and resulted in amazing opportunities like launching her own recipe book, having a new role as a MasterChef Judge, and being recognized as the “High Priestess of potatoes” by the iconic Nigella Lawson.

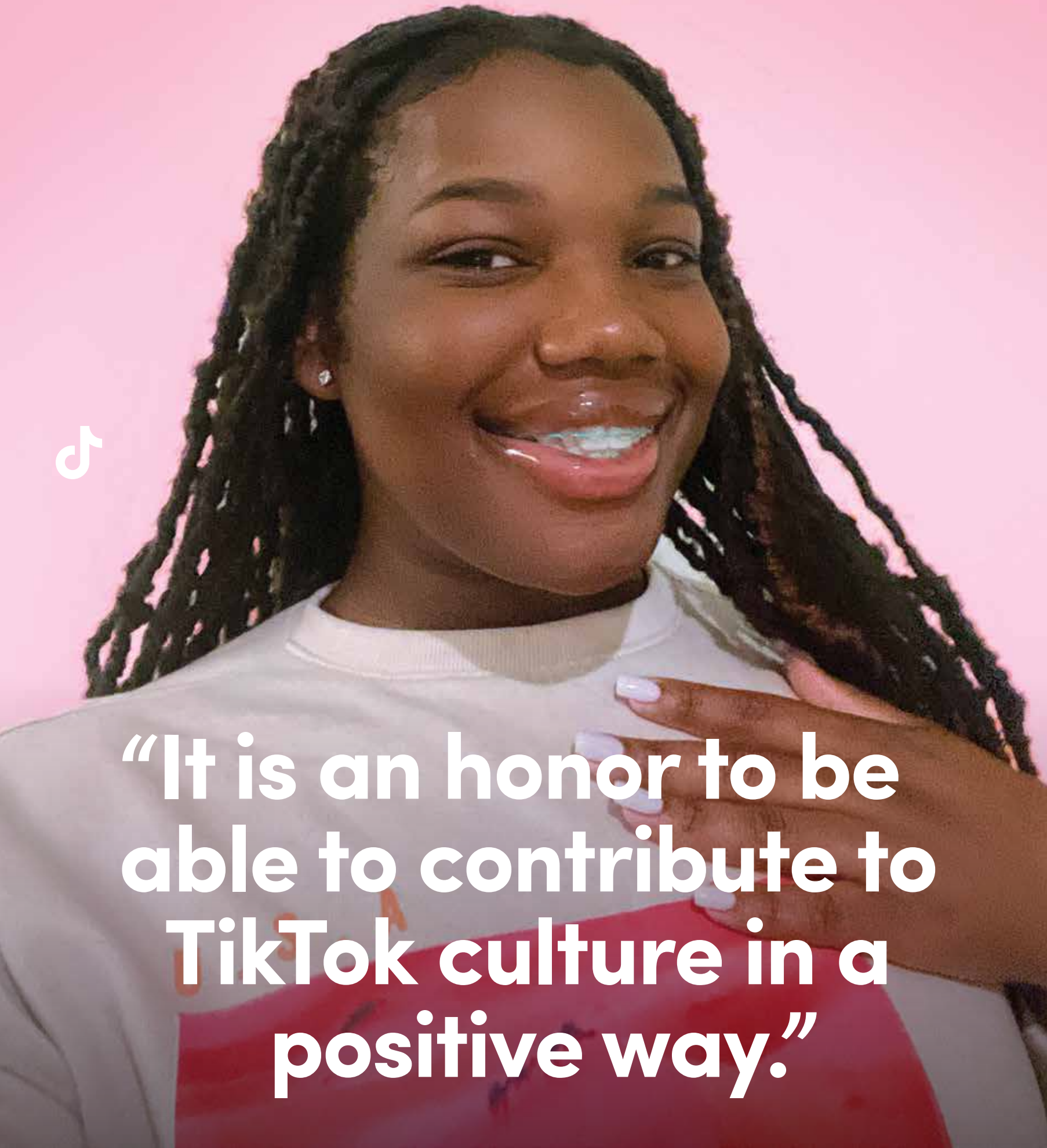
“I started creating TikTok content when I was unemployed and left with nothing to do when kitchens were closed across the UK. It gave me a distraction, but it also introduced me to so many opportunities I never thought possible. Without the platform, I wouldn't be where I am now, with three million followers across platforms, starring in TV shows, and having my own recipe book. TikTok has quite literally made my dreams

come true. Every day I am impressed by the wide variety of talent on TikTok, so being recognized as an Originator on The Discover List alongside an incredible roster of creators is truly an honor. I coined #PotatoTikTok, which now has more than 643 million views, and posted the viral '15 Hour Potato' video, which has been recreated worldwide. Also, during the middle of the 25-day lockdown, I created a 'Welcome to Potato TikTok' video, which increased my follower base from 200k to over a million overnight.”

Trend originated:
“15 Hour Potato.”

Describe yourself in three words:
“Buttery, Carby, Starchy.”

Prettyaxme



“It is an honor to be able to contribute to TikTok culture in a positive way.”

Prettyaxme is a talented creator who enjoys making jokes and entertaining people around the world. She is the voice behind several iconic sounds on the platform, including the viral sound “That’ll Do it, You Don’t Have to Worry About Me, You Do Not Have to Worry About Me,” inspiring over 150,000 video creations.

“It is an honor to contribute to TikTok culture in a positive way. The ‘That’ll Do It’ sound originated naturally. I just started recording and was having fun while filming. TikTok has allowed me to meet so many new people and get out of my comfort zone.”



📍 Texas, USA

Trend originated:
“That’ll Do It” sound.

Describe yourself in three words:
“Intelligent, Talented, Humorous.”

originators

the discover list



changemakers
 @alitanim
 @aurikatariina
 @dylanmulvaney
 @hunterprosper
 @iben_ma
 @lima
 @mndiaye_97
 @naomiheartso
 @ohkairyn
 @sciencewithana

foodies
 @abir.sag
 @bayashi.tiktok
 @cookingwithshereen
 @daenskitchen
 @dimsthemeatguy
 @himynameispriya
 @mariandcandicee
 @patriciocarvalho21
 @samofrais
 @sxmplyni

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 @artbydemarcusshawn
 @drewafualo
 @fabiola.baglieri
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 @francis.bourgeois
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 @nicholas_flannery
 @ox_zung
 @sejsejlja

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 @jarredjermaine
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 @avemoves
 @davidvoo
 @icymahree
 @janmahavan
 @meicrosoft
 @nianaguerrero
 @poppycooks
 @prettyaxme





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 photography in these verticals, her work celebrates diverse voices in the community, authentic self-expression, and the changemakers of tomorrow. Her true passion comes from shooting everyday people by amplifying their stories and inspiring joy through her lens. Let's shoot!!!

@angellachoe

