

the discover list



@bomanizer



@brittany\_broski



@chris  
@ianpaget\_

TikTok



@snarkymarky



@bellapoarch

# icons

Creators who need no introductions. They're the trends and the culture. They're well known up and down the FYP and outside of TikTok they're changing the game for content creators everywhere. They live and breathe TikTok culture and inspire others to do the same.



@flossybaby



@challxn



@tinx



@leogonzall



@iamtabithabrown

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@bellapoarch

# Bella Poarch



Photographed by Simone Komine



Bella Poarch is a true force of nature. Not only is she the world's fourth-biggest TikTok star (with over 81 million followers and counting), the Filipina-American is a U.S. Navy veteran, gaming icon, anime obsessive, lifelong singer, and burgeoning songwriter who has created countless home recordings based on her emotionally raw lyrics and self-taught ukulele skills.

**“It’s a huge honor to be nominated as an Icon on The Discover List! The TikTok community has inspired me through their creativity. It’s the most creative community out there and I’m honored to be a part of it.”**

An icon you look up to:

**“Lil Nas X.”**

Describe yourself in three words:

**“I love pickles.”**

icons

**“This is the most creative community out there, and I’m honored to be part of it.”**



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“There is an entire world of talented, brave, funny, and passionate people trying to make the world a better place.”



@bomanizer

# Boman Martinez-Reid



Photographed by Yaw Asiedu

Boman Martinez-Reid is a force to be reckoned with. Through his comedic skits, Boman has been featured in publications such as *Vulture* and *BuzzFeed*, and was most recently named one of the nine Canadian celebrities under 30 who are taking the entertainment industry by storm. His most notable video, *When One of Your Friends Coughs Except it's Reality TV*, has seen over 20 million views across TikTok and Twitter.

“Being named an Icon means so much to me. Growing up *Black and Queer*, I was always made to feel different or ‘less than’ my peers. TikTok gave me a voice and the confidence to be who I am and exceed even my own idea of what I was capable of. It has shown me that there is an entire world of talented, brave, funny, and passionate people trying to make the world a better place.”

An icon you look up to:

“My mom. She never stops learning and challenging herself to try new things. Being able to make content with her has been an experience that I will cherish for the rest of my life.”

Describe yourself in three words:

“Silly, Dramatic, Bright.”



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@brittany\_broski

# Brittany Broski



“I find inspiration from other creators being themselves.”



Photographed by Yaw Asiedu

Brittany Broski took the internet by storm in 2019 with her wit, charm, and of course, distaste for kombucha. Since then, she has appeared in Paper Magazine, Super Bowl commercials, has created content for Comedy Central and MTV, has a number of ongoing brand deals and has been nominated for a number of awards, most recently taking home the 2020 WOWIE Award for Outstanding Achievement in Comedy. Brittany also currently hosts TikTok's official podcast, "For You Podcast."

**“What do I post? Garbage. But the nice type of garbage. Garbage from a nice restaurant, still kind of edible but might give you food poisoning—a risk you’re willing to take. TikTok constantly inspires me in non-traditional ways. I find inspiration from other creators being themselves. It says a lot about how grassroots TikTok is that any random person can reach the masses and spread love and laughter.”**

An icon you look up to:

**“An all-encompassing answer would be Harry Styles. He radiates love and kindness, and that’s all I hope to do as well.”**

Describe yourself in three words:

**“Flamboyant, Witty, Bloating.”**



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“The TikTok community has inspired me to be the best version of myself.”

@challxn

# Challan



Photographed by Yaw Asiedu



Challan, hailing from Texas via Barbados, has been creating content since she was in high school. Starting out with beauty, she slowly experimented with different interests. A jack of all trades, she doesn't like living in one content bubble—she does it all. Challan possesses an ever expanding desire to learn new skills and hone in on her existing talents, and she dreams about expanding into modeling and acting full time.

Fun fact: all of her hair and makeup skills are completely self taught through tutorials and hours of experimentation.

**“The TikTok community has inspired me to be the best version of myself. It feels very affirming and exciting to be recognized in this way.”**

An icon you look up to:

**“My sister.”**

Describe yourself in three words:

**“Energetic, Curious, Powerful.”**

icons



“The FYP will always show us that we are never alone.”



@chris & @ianpaget\_

# Chris & Ian

Chris Olsen started his TikTok with his boyfriend Ian Paget at the start of lockdown as something to do to pass the time. Their couples' challenges and quick-witted editing quickly swept the community by storm and they gained millions of followers in a matter of weeks. Chris strives to bring visibility to the gay community, the sober community, and all matters mental health through his content. Ian is a dancer and foodie who loves to cook and is also known for his famous phrases — “focus on your blooming” and “do we need to unpack this?” were printed on merch he and Chris made in collaboration with Custom Ink.

“I am creatively inspired, emotionally inspired, and artistically inspired by my peers on TikTok. It has inspired me to be more unapologetic about my emotions and my everyday life, and also be more confident in myself, as the FYP will always show us that we are never alone. I am so excited to be nominated as an Icon. Having tangible feedback that I am positively impacting people who connect with my content means more than anyone could ever know.” - Chris

## icons



Photographed by Yaw Asiedu

“The TikTok community reminds me every day of the creativity and joy that we all have inside us but are maybe too scared to share. Watching the community do their thing inspires me to never take myself too seriously! It’s an honor to be nominated among these fellow creators who are killing it. And to quote Sally Field: ‘You like me! You really really like me!’.” - Ian

An icon you look up to:

“I have and always will look up to Lady Gaga, as she always inspired me as a young person in the LGBTQ+ community to be unapologetically myself.” - Chris

“@HappyKelli! Her content always makes me smile.” - Ian

Describe yourself in three words:

“Understanding, Loving, Anxious.” - Chris

“Proud, Vibrant, Unashamed.” - Ian

the discover list



**“Not many apps provide this sense of community.”**

@flossybaby

# Jay



*Photos provided by Jay*

**“TikTok has given me the space to completely be myself and find people who are just like me. Not many apps provide this sense of community. To be nominated feels like a huge accomplishment, as there are so many talented creators. I feel honored to have been selected.”**

Jay, also known as @flossybaby, is a content creator who specializes in comedy, fashion, and lifestyle. She first began posting on the app in April 2020, and became a breakout star with her comedic skits, relatable humor and special appearances from her dog, who she lovingly refers to as her son. She recently was tapped by JanSport for a comedy series.

An icon you look up to:

**“Nicki Minaj.”**

Describe yourself in three words:

**“Funny, Beautiful, Intelligent.”**

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“Me just being me is enough.”

@iamtabithabrown

# Tabitha Brown



Photo provided by Tabitha Brown



Photographed by JR Williams

Tabitha Brown satisfies the hunger of millions with her unique approach to veganism and her wholesome, comedic personality, earning her the coined title of “America’s mom.” She draws her viewers in as the “auntie they never had,” welcoming them into her world through her delicious, yet simple recipes, sautéed with compassionate messages, and sprinkled with a pinch of humor. When she’s not entertaining millions at home, Tabitha is on the big screen, appearing in projects ranging from *Princess of the Row* alongside Martin Sheen to NBC’s hit comedy *Will & Grace* and most recently in her role on the Showtime Hit Series, *The Chi*, created by Lena Waithe.

“When I read comments from people, it makes me realize that TikTok is not just for young people, it’s for everyone. You don’t have to create content for one particular audience. I can be the same me, and it relates to everyone. Me just being me is enough.”

An icon you look up to:

“My mom and dad.”

Describe yourself in three words:

“Happy, Honest, Free.”

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“It’s beautiful to watch people’s stories unfold.”



@leogonzall

# Leo Gonzalez



Photographed by Yaw Asiedu

Leo Gonzalez is a California native based in Los Angeles who can always find his audience laughing at his comedic content. With a background in broadcast production and live television programming, Leo creates sketches, characters and content related to the Latinx community. His content highlights relatable situations while showcasing his talent for impressions acting along the way. He recently had the opportunity to create content and tape a podcast with his idol, George Lopez.

**“The TikTok community has shown how together we are, no matter what. The talent of everyone is WILD and it’s beautiful to watch people’s stories unfold. Being nominated as an Icon means a great deal because TikTok has helped so many people cope with issues both related and unrelated to the pandemic. I have seen the power that this platform has to change how people feel as it relates to inspiration and hope, and it has given me the opportunity to showcase comedy in a way that brings us together.”**

An icon you look up to:

**“George Lopez and Conan O’Brien.”**

Describe yourself in three words:

**“Caring, Creative, Hopeful.”**



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@snarkymarky

# Mark Gaetano



“Being a social media creator has been a dream of mine forever.”



Photographed by Yaw Asiedu

Mark started his journey on TikTok by testing out the waters and making content of all kinds. He was able to find his niche — a small but tight one — poking fun at teachers, teacher’s pets, mean “Karens,” and secretaries. In February of 2020, Mark had a viral TikTok video imitating teachers on field trips, with the line, “ladies and gentlemen, the volume inside of this bus is astronomical, it is way too loud.” The sound became a trademark for him, and a remix of that sound and “Captain Hook” by Megan Thee Stallion has amassed over 500,000 video creations. Recently, another character has been added to the snarkymarky multiverse — Donna, the office lady.

“TikTok never fails to inspire me. There are hundreds of creators constantly pushing out fantastic content, and it’s amazing to see ideas and concepts bounced around and revamped in different formats. It is truly humbling to be nominated as an Icon. Being a social media creator has been a dream of mine forever, and I’m very grateful!”

An icon you look up to:

“Rosa (aka @adamrayokay). The Rosa series is one of my most absolute favourite series to watch. He’s so funny!”

Describe yourself in three words:

“Gemini (I’m not even into astrology at all, but the description of what a Gemini is totally fits me), Passionate, and Realist.”

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# Christina Najjar



“I want to inspire anyone and everyone to follow their curiosity and never give up.”



Photographed by Yaw Asiedu

Christina Najjar, aka Tinx, is a Los Angeles-based Stanford grad and former brand strategist, who is now better known as “TikTok’s big sister.” In less than a year, Tinx has amassed over one million followers on her social media platforms, showcasing her quintessential product reviews, Rich Mom skits, and authentic vlogs, with her dear friend and fan favorite “Mini Mic” in hand at every step. Tinx has worked with a wide range of brands including Lancôme, Chipotle, SKIMS, BMW Mini Cooper and The RealReal. She has big plans for 2021 — but not as big as the extra dirty martini she notoriously mixes.

**“The TikTok community has inspired me to live and love boldly. The community rewards authenticity and that has inspired me beyond measure. Being nominated as an Icon means the world to me. My entire raison d’être is to inspire women and girls of all ages, and to be recognized by this community is everything. I want to inspire anyone and everyone to follow their curiosity and never give up, no matter how old they are or where they are in life.”**

An icon you look up to:  
**“Oprah.”**

Describe yourself in three words:  
**“Fun, Protective, Inspiring.”**



icons