
Kamil Abbas

Influencer Project

Who is Kamil?

- Kamil Abbas is a creative who currently works with AWGE.
- In the past he has worked with brands like Off White, Fred Perry and more recently Diesel.
- He also has his own self titled brand where he does small product drops.





Online Presence

- Kamil mostly uses Instagram where he has over 42,000 followers.
 - His content varies and does not follow any specific theme.
 - Most of his posts are either of himself, friends or visuals.
 - Some brands that he usually wears are as follows: Prada, Gosha Rubchinskiy, JW Anderson, Vans, Nike and Stussy.
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Target Audience



@kamilxabbas February 03, 2018

New York City

3,319

Engagements

42,040

Followers



Popular # and @

#Longliveyams

@Asvpxnvst

#Marketing

@Wavybone

#Tbt

@Virgilabloh

#Nofear

@Asaprocky

#Squad

@Joncaramanica

Notable Engaged Users



@asaprocky

7m followers



@g_eazy

5.3m followers



@richthekid

2.3m followers

Influencer Brand Affinity



Coachella



Apple



Sweetgreen

Influencer Interests



Restaurants, Food & Groc...



Music



Art & Design

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Audience Data



Deep Social

97.99%

Audience Credibility



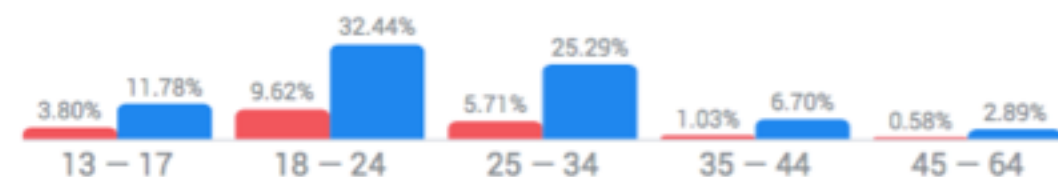
19.62%

Female

80.38%

Male

Age and Gender Split



Audience Brand Affinity



Adidas

18.25%



Walt Disney

10.95%



Nike

10.68%



Apple

10.25%



SoundCloud

8.60%

Audience Interests



Clothes, Shoes, Han...

36.77%



Activewear

31.38%



Luxury Goods

26.35%



Shopping & Retail

20.71%



Music

20.57%

Location by Country



United States of A... 55.77%



United Kingdom 7.25%



France 6.25%

Location by City



New York City 13.28%



Los Angeles 9.31%



London 4.68%



Paris 3.31%



Chicago 1.53%

Influence on Trends

Kamil generally keeps a low profile but he still has a huge impact on trends. He is definitely connected to the streetwear movement as well as the term “hypebeast”. Kamil is not a hypebeast himself however as a trendsetter and innovator, people look at him for trends and the brands he usually wears are associated to the term hypebeast.



Brands That Should Work With Him

If given the opportunity, Kamil should work with Converse, Carhartt and Prada.

