



PARKER YORK SMITH

the Looksmith

MEDIA KIT



@PARKERYORKSMITH

Hey! I'm Parker, a menswear influencer living the dream in Los Angeles, CA. I pride myself on showcasing how fashion creates confidence as well as educating guys on how to create their own personal style.

My degree in journalism creates a uniquely personal voice and tone on my blog, www.thelooksmith.com, which averages **20,000** monthly page views and **7,500** UMVs.

I started blogging in 2015 and have grown my Instagram audience to **26,000** followers, averaging **250,000** weekly page impressions and a per post average of **11,500** impressions, **9,000** reach and **1,400** engagements for an overall **6.5%** engagement rate. My stories reach an average of **2,500** views.

Previous collaborations include:

Steve Madden, Coach, Movado, UGG Australia, Greats Brand, Fossil, Perry Ellis, Original Penguin, Dockers, Five Four Club, Timex, Tommy Bahama, Gordon Rush, Kiehl's, American Made Supply Co., Goorin Bros, Combatant Gentlemen, MVMT Watches, GQ



SERVICES:

Instagram Post: Hi-res image provided

Blog Post: Shared across all social platforms

Multiple hi-res images provided

YouTube Video Review/Feature

Instagram Stories Feature

His & Hers Content (Shot with fiancée)

Appearances

Modeling

Hosting

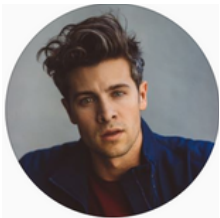
Styling

Contact for rates.

CONTACT:

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@parkeryorksmith
menswear. lifestyle. fitness.

