



MEDIA KIT 2019

Yujen Teng

Content Creator
Fashion Blogger
Social Media Influencer

yujenteng@gmail.com | @yjt



About Yujen

Hey! I'm Yujen, a menswear blogger living in the concrete jungle in New York City, NY. I love showcasing different fashion items and try and show my follower as many different and creative styles as possible.

My main channel is currently through instagram - @yjt.

I started this journey about 2 years ago and I've grown my audiences to over 100,000 followers. I average 50,000 profile views a week and generate more than 40,000 reach per post.

Previous Collaborations Include:

@kiamotorsusa	@aesthete.us
@blackpinkofficial	@korchmarbags
@saksof5th	@oaknyc
@allsaints	@dstld

Available for

Ambassadorship
Social Media Content & Collaborations
Product Reviews
Post + Stories

Contact

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@yjt

Based in New York City, NY



@yjt

108k+ 4.46%

followers

average post
engagement rate

AUDIENCE INSIGHTS

65% male

25-35 years old

AUDIENCE INTERESTS

79% Fashion

69% How-to & Style

54% Travel

INSTAGRAM COLLABORATIONS



@kiamotorsusa + @blackpinkofficial

Collaboration project to promote Kia's new car - Soul.
Attended concert to showcase the newest car. Total of 5 stories and 1 post.

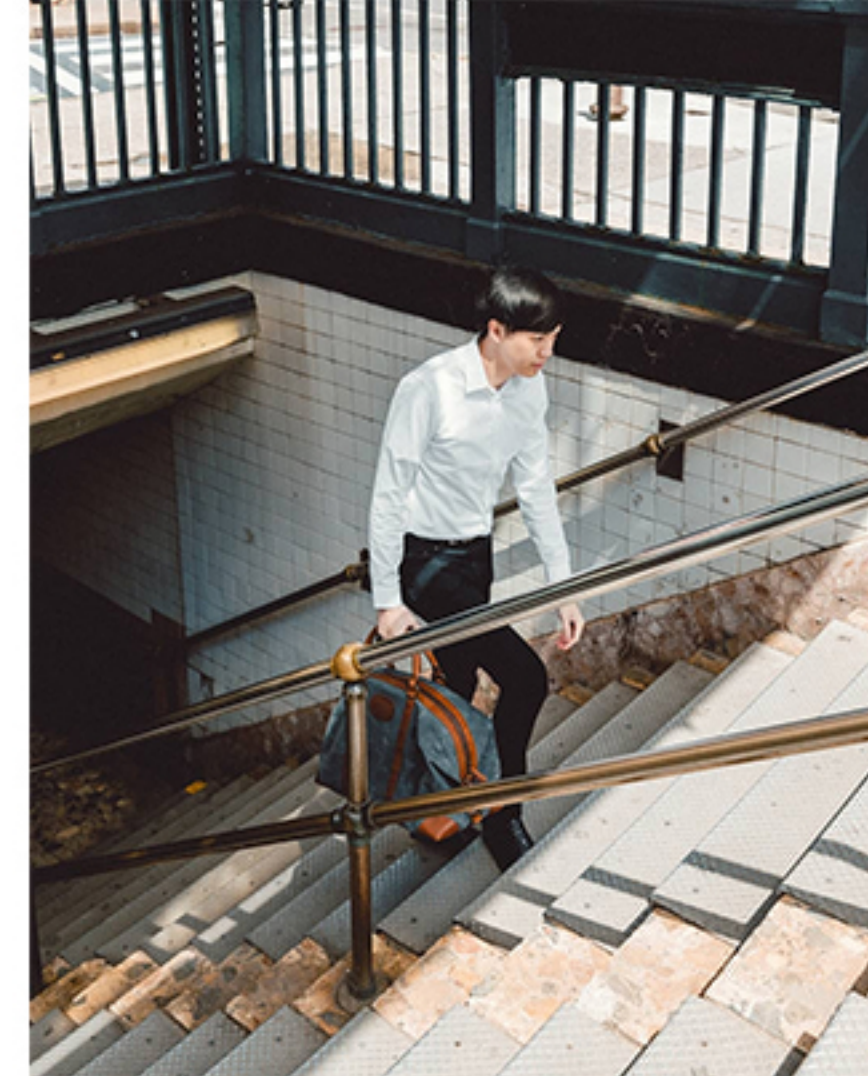


Creature/Of

Project to focus on launching the Creature/Of 1.0 denim. Focusing on customizability of the denim. (Distressing/Length)



Additional images focusing on the fit of the jeans and the stretchability of the material.



Korchmar Bags

Project to focus on new Waxed Canvas Weekender style. Included a 15 image set that shows different unique selling points.

- Premium waxed canvas with full grain American leather trim
- Showed Interior pockets and used stories to show different items that fit.
- Different on-the-move images to show the portability and usability of the product.
- Showed water resistant material.
- Showed removable, adjustable leather shoulder strap.



Aes·thete

ALLSAINTS



OAK

“The pictures came out great!
Thank you so much for the
constant communication during
the launch.”

- CREATURE/OF, FOUNDER, SUMEET SINGH

Let's Work Together

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