

# FASHION | LIFESTYLE | MODELING

"DIVERSITY WITH QUALITY INSTEAD OF QUANTITY AND BOREDOM"

## About Me

Hello, my name is Florian Helbig (32) and I'm an influencer/blogger (for *fashion, travel and lifestyle*) and model based in Germany.

Fashion has always been an important topic for me. Especially the Berlin Fashion Week in 2017 has changed a lot for me: Since then I have the chance to collaborate with great photographers, agencies and brands, visit nice events and hotels as well as meet many new people.

I revised my Instagram feed in September 2017 and now I can give better insights into fashion, travel, lifestyle and modeling. For me, it's very important to produce varied content: My motto is "*diversity with quality instead of quantity and boredom*"!

In 2017 my focus was on Instagram. For 2018 I had decided to add a website for blog posts. Since 2019 I expand the travel part for my feed and blog (*Mauritius, Mykonos, Santorini, Mallorca, London, New York* etc.) as well I'm at 21 Buttons (118k).

I'm looking forward to a collaboration.

## Content



Fashion

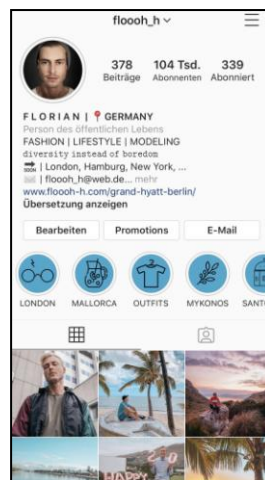


Lifestyle



Modeling

## Instagram: Feed & Insights



@flooooh\_h

104k  
Followers

413.519 Likes  
to 119 posts in 2019

- Engagement Rate 2,5 %
- Likes per post 2.000 to 3.000
- Comments per post 100 to 200
- Story average of 3.000 views
- Followers:
  - Gender: Male 63 %, Female 37 %
  - Average age of 18 to 34 (80 %)
  - Top Country: Germany (45 %)
  - Average monthly followers +1.000

## Social Media & Contact



[www.flooooh-h.com](http://www.flooooh-h.com)



[www.instagram.com/flooooh\\_h](https://www.instagram.com/flooooh_h)



[www.facebook.com/flooooh.jimdo](https://www.facebook.com/flooooh.jimdo)



[flooooh\\_h@web.de](mailto:flooooh_h@web.de)



[www.21buttons.com/flooooh\\_h](http://www.21buttons.com/flooooh_h)

## References

[Selection]

**Brands:** About You, Alcina, Balr, Beachcomber Hotels, Blonde No. 8, Brille Direkt, Clinique, Colours & Sons, Condor, Dickies, Diesel, Dockers, Eastpak, Ellesse, Farah, Fuze Tea, Haily's Men, Hyatt Group, iDeal of Sweden, Jack & Jones, JD Sports, Jeans Fritz, Kaporal, Kronaby, Lee Jeans, Lego Wear, Levi's, Medipharma Cosmetics, Neosens, New Balance, Oreo, Outfittery, Paul Hewitt, Puma, Sebamed, Share, Sik Silk, Superdry, Supra Footwear, Toni Gard, Topman, Ucon Acrobatics, Urban Classics, Vans, Wrangler, Zalando etc.

**Agencies:** Agency V, Black Bird, Bold, Brandzeichen, Clubkind, Collabary, Cover, Finest Blogger, Fischer Appelt, Freachly, Froschkönig, Hansmann, HashMag, Helena Reich, IC, Karkalis, K-MB, Lizzn, Loews, Maier, Max Plus, Müller, On Time, Product Placement 4 You, Reach Hero, Reichert Plus, Silk Relations, Spread, Sugar, Styleheads, Styleranking, Tribes, Zucker etc.

## Services

- Instagram Post & Story
- Website Blog Post
- Booking Male Model
- Brand Ambassador
- Event Visitor
- Press Trip
- ...

## Press Coverage

- KinKats Magazin, Edition November 2017
- #BLOGGINGTALES Print Magazin, Edition September/October 2018

