International representation

STORIES THAT HELP AUDIENCES UNDERSTAND FASHION AND THE LUXURY INDUSTRY



Olga Krayzman

I explore the people, products and decisions that have shaped leading companies

250K

YouTube subscribers

168K

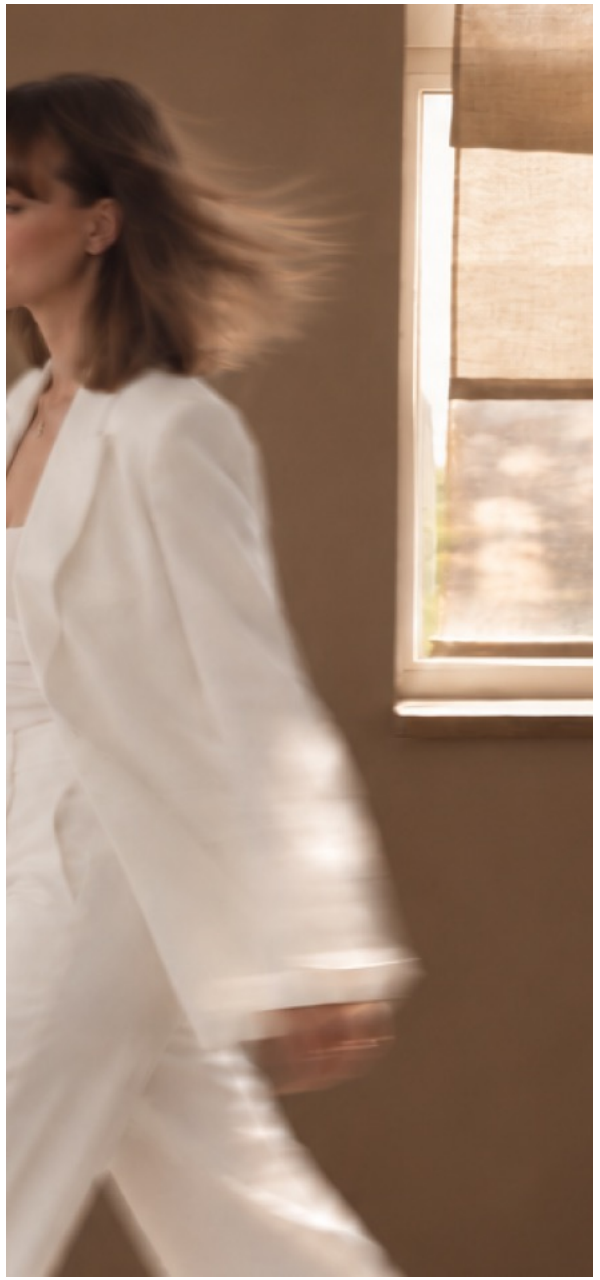
Instagram followers

Europe-based creator

FROM ONE BRAND TO THE INDUSTRY'S DEFINING MOMENTS

I combine in-depth episodes about brands and designers with regular industry analysis across three core formats

Thorough research is paired with a personal and emotionally engaging voice, keeping the content lively, accessible and enjoyable to watch



Brands & designers

In-depth episodes on founders, iconic products, creative identity, marketing and business development

News & analysis

New products, campaigns, appointments, financial results and the developments shaping fashion, luxury and beauty

Fashion Week & runway analysis

Collections and runway shows – from creative concepts and cultural references to brand heritage

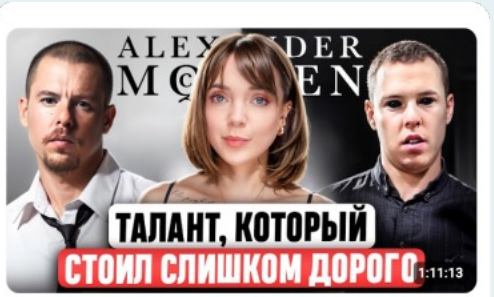
International representation

EDITORIAL UNIVERSE

On my channel, I cover legendary fashion houses, global consumer brands, watches, jewellery, beauty, technology, hotels and other companies that are compelling through both design and business

Fashion Houses & Contemporary Brands

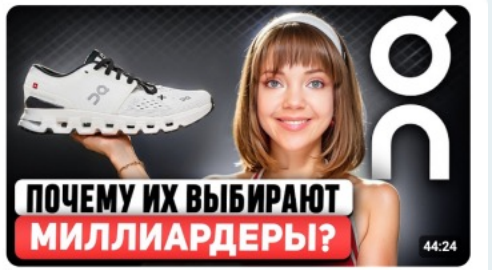
Alexander McQueen



Alexander McQueen 🖤 История, о которой обычно молчат. Самый полный разбор творческого пути ...

▷ 428K 1y ago

ON



ON - тихий люкс в мире кроссовок? 💎 И почему они вдруг стали такими популярными? История ...

▷ 369K 9mo ago

Watches & Jewellery

Rolex



👑 ROLEX - гении маркетинга. Полная история и разбор успеха самого популярного бренда часов.

▷ 275K 2y ago

Graff



💎 GRAFF - Почему он лучше Cartier, Tiffany, Bulgari и считается КОРОЛЕМ БРИЛЛИАНТОВ?👑 Полная ...

▷ 479K 2y ago

Luxury & Lifestyle

Aman



AMAN - В чем их феномен и ПОЧЕМУ ТАК ДОРОГО? 😱 История самой роскошной сети отелей

▷ 173K 9mo ago

Villeroy & Boch



☕ Villeroy & Boch - Больше, чем просто посуда. Французская изысканность с Немецким качеством

▷ 350K 2y ago

Runway & Fashion News

Met Gala



MET GALA 2025 🌟 Самый подробный разбор образов и всех отсылок. Кто справился, а кто ...

▷ 176K 1y ago

Men's Fashion Week



Зачем Dior и Valentino возвращают эстетику "частных школ"?

▷ 192K 2mo ago

DEEP RESEARCH SHAPED INTO A STORY THAT IS EASY TO FOLLOW

The final result remains warm, engaging and easy to watch – something audiences can enjoy in the evening rather than approach like a lecture



01

Research

Archives, biographies, interviews, historical context, industry sources and financial reporting

02

Design

Collections, visual codes, creative directors and the ideas that make a brand recognisable

03

Business

Strategy, marketing, retail and management decisions that shape a company’s development

04

Storytelling

Emotion, personal observations and clear context that keep complex subjects vivid and accessible

BEYOND THE CHANNEL



Personal

Hobbies and interests

Travel, tennis, fitness and literature are part of the everyday relationship with the audience



Background

Professional Foundation

- M.Sc. in economics and financial analytics
- Career in Germany, including KPMG and ERGO
- Native Russian, fluent English and German

This background helps reveal the decisions behind products, collections and company growth

Future directions

Where The Work Is Heading

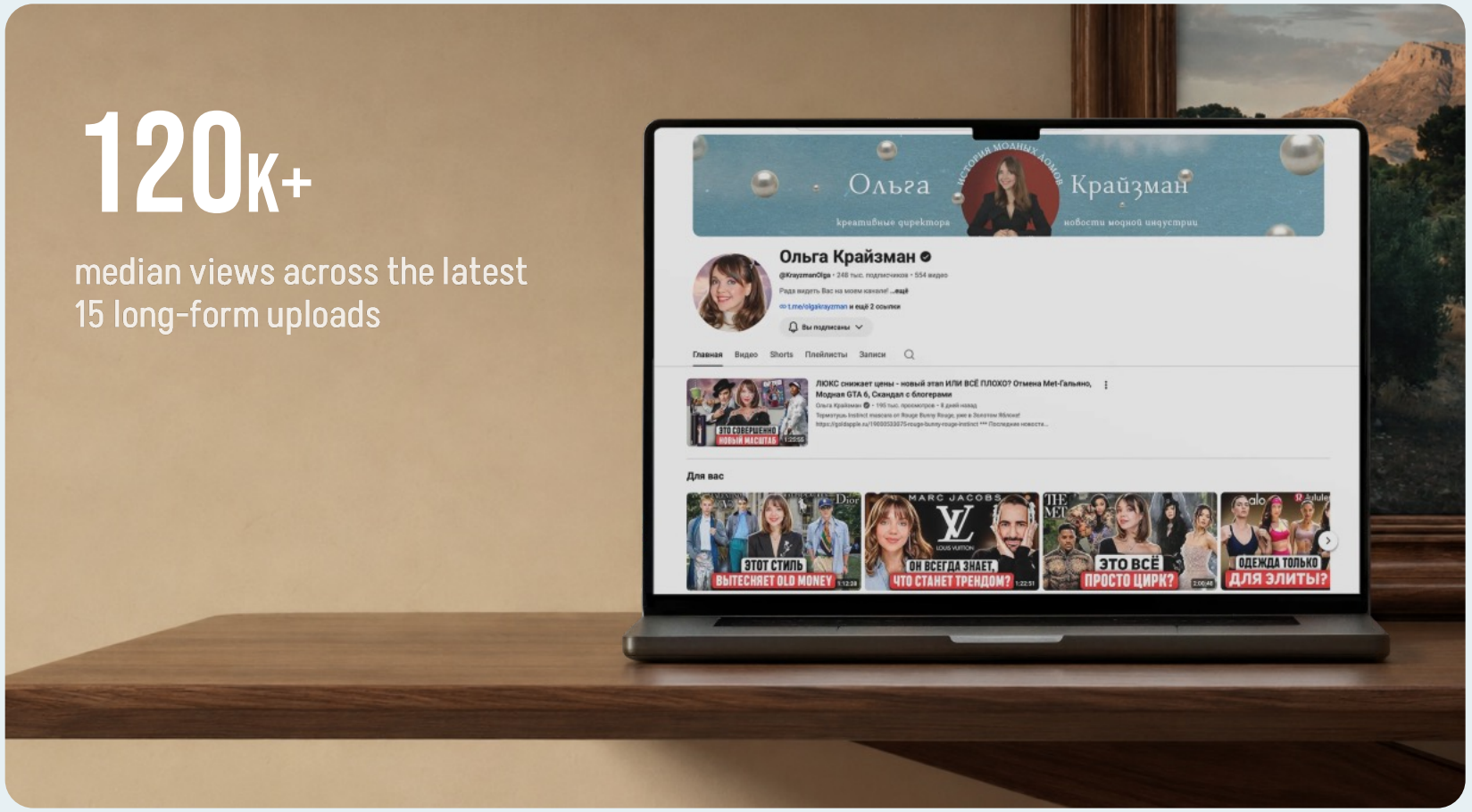
- On-the-ground Fashion Week reporting and runway coverage
- Long-term brand partnerships
- Research at the intersection of fashion and society
- Teaching and educational projects

STORIES AUDIENCES MAKE TIME FOR

Long-form is where my editorial identity is strongest: research-led episodes that audiences actively choose to spend time with

120K+

median views across the latest 15 long-form uploads



17:27

average view duration

8.18M

long-form video views over the past 365 days

2.34M

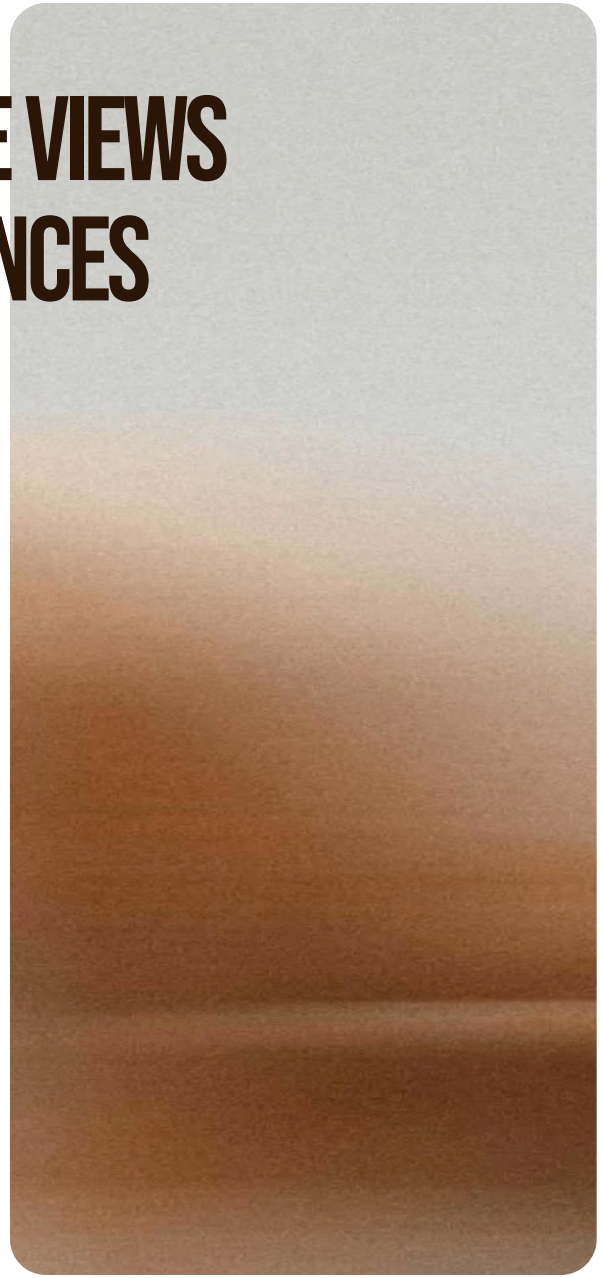
hours watched over the same period

250K

YouTube subscribers,
channel launched february 2023

International representation

77.1% OF YOUTUBE VIEWS COME FROM AUDIENCES OUTSIDE RUSSIA



Russian-language content with a substantial audience across Europe, North America, the Middle East and the wider Russian-speaking diaspora

This is an opportunity to reach an international Russian-speaking audience through a familiar language and a shared interest in fashion and luxury

77.3%

female audience

78.0%

aged 25–54

9.4%

Germany, Austria & Switzerland

9.0%

United States & Canada

Other key markets include Ukraine, the Netherlands, Poland, the United Kingdom and the UAE

INSTAGRAM COMPLEMENTS LONG-FORM VIDEOS WITH SHORTER, MORE PERSONAL CONTENT



Instagram adds a more personal and immediate layer to my editorial world through original Reels and Stories spanning fashion, brands, travel and everyday life

The content is developed specifically for short-form viewing rather than repurposed from YouTube

Key Metrics

3.15M
views over 90 days

168K
followers

~71K
median recent reel views

Views by format

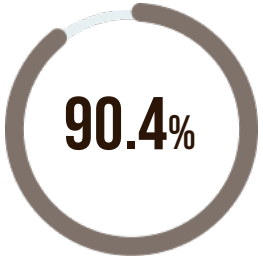
1.7M
reels views over 90 days

1.3M
stories views over 90 days

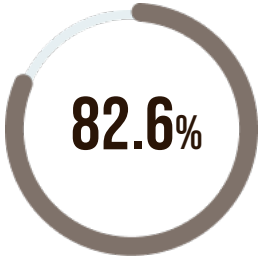
1.9M
views on the best-performing reel

My audience

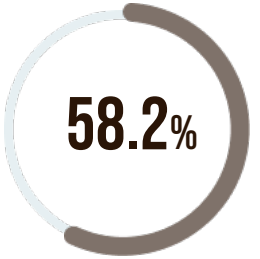
Women



Aged 25–54



Of followers – based outside Russia



BRAND-FOCUSED VIDEOS CONTINUE TO ATTRACT VIEWERS MONTHS AFTER RELEASE

Viewers discover previously published videos and return to them, allowing their reach to continue growing beyond the first month

60%

of combined views across these four episodes came after the first 30 days

Loro Piana



LORO PIANA - Uniqlo для миллиардеров? 🤷‍♀️ Как такая ПРОСТАЯ ОДЕЖДА может стоить ТАК ...

▷ 669K 2y ago

53% of views came after 30 days

318K in first 30 days

669K+ total views

Cartier



Самая полная история бренда Cartier. Вот как надо делать бизнес! Браслеты Love и Гвоздь -не Cartier?

▷ 530K 2y ago

62% of views came after 30 days

201K in first 30 days

530K+ total views

Graff



💎 GRAFF - Почему он лучше Cartier, Tiffany, Bulgari и считается КОРОЛЕМ БРИЛЛИАНТОВ?👑 Полная ...

▷ 479K 2y ago

69% of views came after 30 days

151K in first 30 days

479K+ total views

Alexander McQueen



Alexander McQueen 🖤 История, о которой обычно молчат. Самый полный разбор творческого пути ...

▷ 428K 1y ago

57% of views came after 30 days

183K in first 30 days

428K+ total views

DAVINES BECAME THE FOCUS OF A DEDICATED EPISODE

For Davines, I created a sponsored standalone episode in which the company, its values, and its approach formed the core of the video

Key Metrics

14:36
average view duration

84K+
YouTube views

~20K
watch hours

46:29
episode length





ENTRAVEL

ENTRAVEL INTEGRATIONS GENERATED $368.3K IN HOTEL BOOKING VOLUME

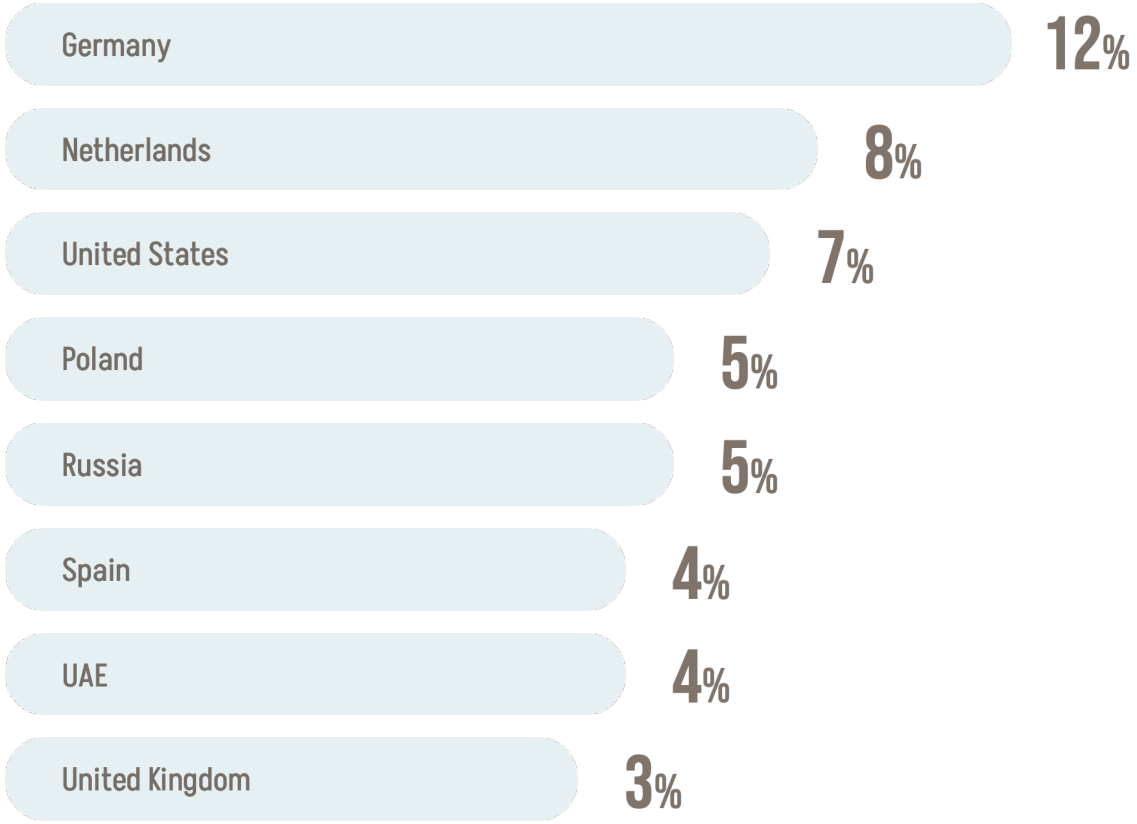
Since October 2025, I have featured the luxury hotel booking platform Entravel in YouTube videos and Instagram Stories

Source: Entravel partner dashboard

Key Metrics

365	6,894	~95%
hotel bookings	registrations	registrations outside Russia

Top registration markets



FROM INDIVIDUAL INTEGRATIONS TO MAJOR EDITORIAL PROJECTS

Dedicated episode

A full-length episode centred entirely on the brand
A deeply researched editorial feature exploring the brand's history, founders, creative vision, iconic products, strategy, marketing, cultural impact and business evolution

Best for

- Major brand storytelling
- Milestones & anniversaries
- Market entry
- Repositioning
- Heritage & image building

Ongoing partnership

Recurring brand presence across news and industry-analysis episodes
Product launches, campaigns, collaborations, and other brand news can be featured in regular episodes over an agreed period

Best for

- Long-term visibility
- Multiple launches
- Brand repositioning
- Building familiarity over time

Episode integration

A dedicated advertising segment within a relevant YouTube episode

Best for

- Product launches
- Brand awareness
- Services & platforms
- Seasonal campaigns

Reels & stories

Short-form narratives and product presentation through personal experience

Best for

- Everyday use
- Announcements
- Campaign extensions

THE NEXT CHAPTER



With the platform, audience and editorial identity established, the next step is to build deeper relationships around them

What i want to build

Long-term relationships with leading fashion, luxury and beauty brands
Partnerships where my editorial perspective is part of the creative idea - not simply the distribution

Areas of growth

- Fashion, luxury & beauty
- Luxury hospitality & travel
- Watches & jewellery
- On-the-ground Fashion Week coverage
- Presenting, events & editorial collaborations

Looking for

A selective representation partner with strong relationships across fashion, luxury and premium lifestyle – and the ability to develop opportunities beyond individual social campaigns

SEEKING INTERNATIONAL REPRESENTATION



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