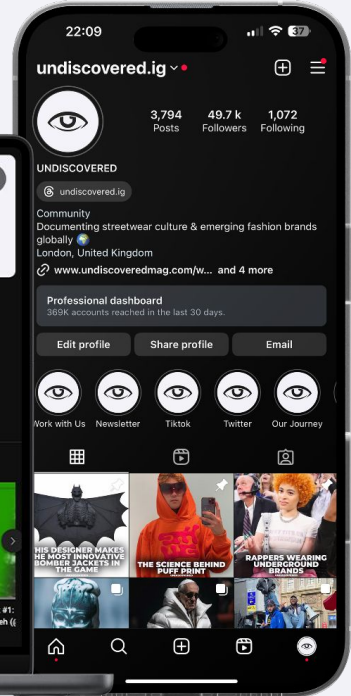
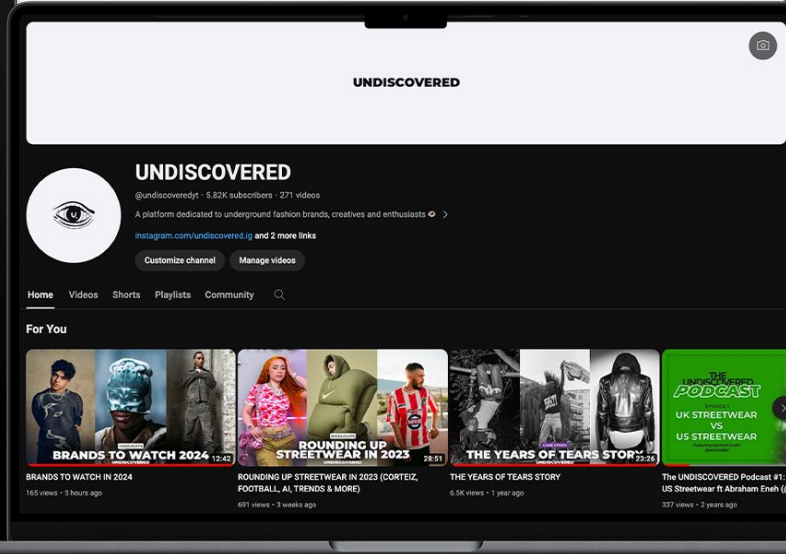


Image via @houseoferrors



# UNDISCOVERED MEDIA DECK

UNDISCOVERED

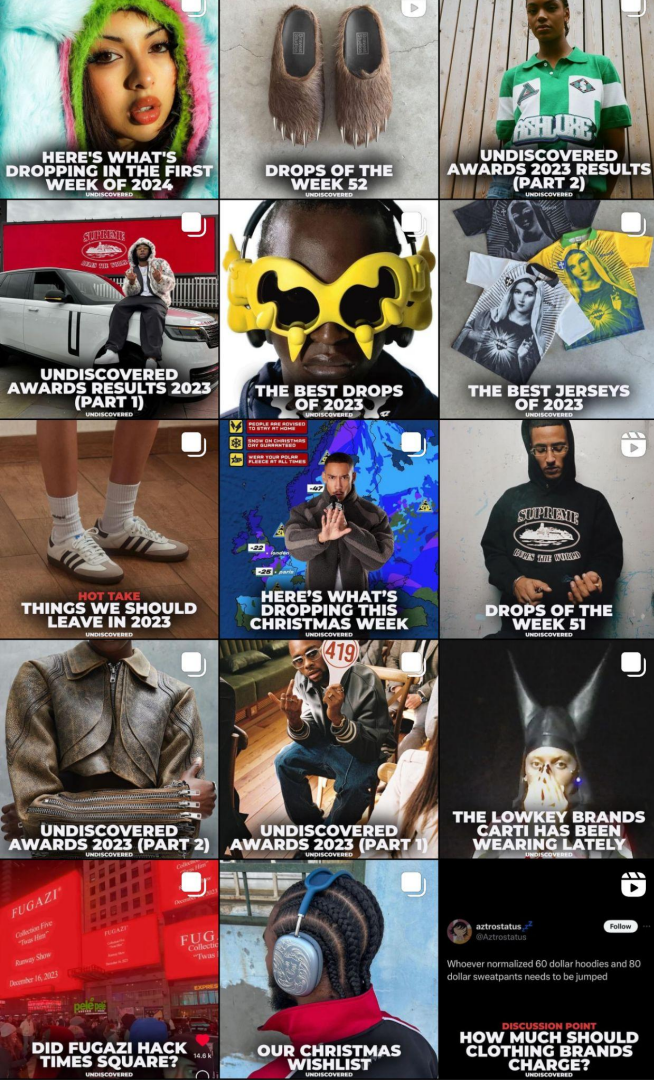


**A DIGITAL HOME FOR STREETWEAR CULTURE  
& EMERGING FASHION BRANDS GLOBALLY**

# ABOUT US

**UNDISCOVERED** is a platform dedicated to documenting **streetwear culture** and the **emerging creative scene globally**. Our global community of over **60,000 followers** across multiple social platforms consists of clothing brands, both fashion & cultural enthusiasts, public figures and industry personnel, making it a **digital home** for all things fashion and its accompanying cultures. This home has been recognised by the likes of **HighSnobiety, Virgil Abloh, multiple artists & more!**





## WE DON'T REPOST CONTENT... WE MAKE CONTENT

What started as an archive has gone on to develop into a **social media blog page** accompanied with a website, Youtube channel, Newsletter and further social media presences across Tiktok and Twitter

Having covered more than **500 brands**, UNDISCOVERED strategically delivers **creative content ideas** through captivating titles, media selection and storytelling tailored around brands and topics within streetwear that aim to **inform, educate, inspire, entertain** and overall spark conversation among the UNDISCOVERED community.

## MISSION

To inform, educate, inspire and entertain it's community through daily content centred around streetwear culture and emerging fashion creatives.

## VISION

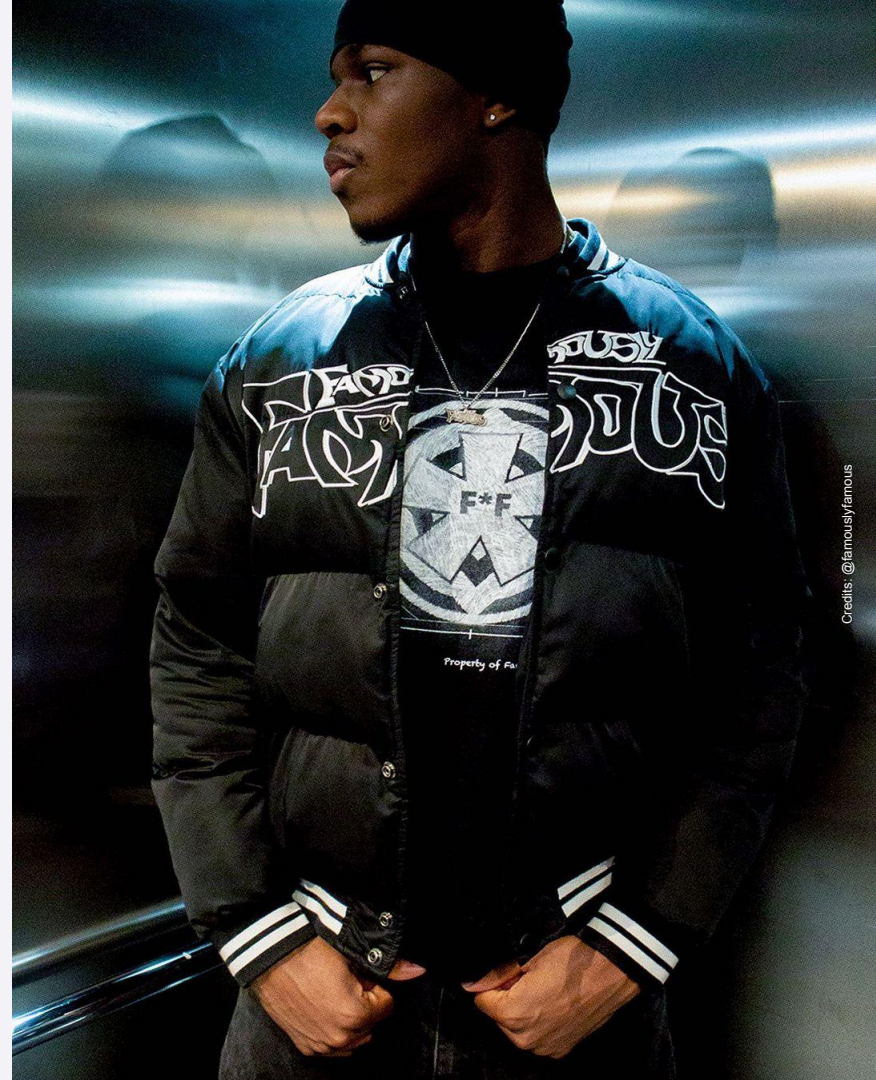
Be recognised as the digital home for emerging clothing brands, streetwear culture and all things fashion. Not only through content, but an extensive range of resources that elevate the lives of people in fashion.

## VALUES

Authenticity  
Quality  
Inspiration  
Innovation  
Simplicity  
Uniqueness

## PURPOSE

Our purpose and why sparks from knowing brand owners' pain points as well as the pain points of the enthusiasts interested in the underground fashion niche.





## WHY US

**We Understand Your Struggle.** Part of UNDISCOVERED's routes stem from the issues the founder faced with two of his own failed clothing brands. We've walked in your footsteps and we're committed to making that walk to the top smoother. Whether that's through exposure, resources and further collaborations, we're here for you.

**We Allow YOU to be Heard.** Marketing has changed, if you are not telling a story through content, you're missing out. Rather than posting a few of your images with a simple caption, we tell a story about your brand and what it's about. Working with us gives you a large amount of creative control allowing us to craft captivating content around your business.

**We Know The Culture.** Fashion isn't just about clothes. There's a whole world around fashion including entertainment, music, worldly news, social media culture and youth culture. UNDISCOVERED is run by the youth, for the youth. It's basically our job to stay tapped in.

**Our Authenticity.** We truly believe our authenticity is unmatched. Our customer services & experience allow for a smooth working relationship in which we keep you updated with transparent commentary during the partnership process. We also breakdown the performance of your campaigns with us. This can be vital information for not only your brands future development but also future partnerships we're confident you will pursue with us.



# INSTAGRAM ANALYTICS

\*LAST 30 DAYS\*

**53.7K**

FOLLOWERS

**775K**

ACCOUNTS  
REACHED

**98K**

ENGAGEMENTS

**1.5M**

IMPRESSIONS

**67K**  
LIKES

**1.7K**  
COMMENTS

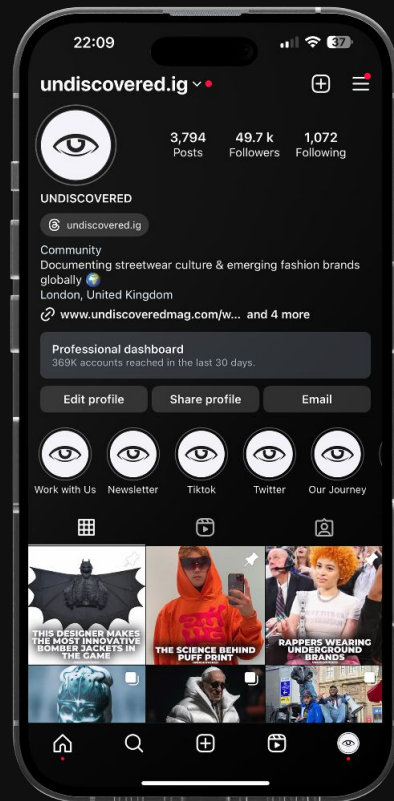
**27K**  
SAVES

**1.5k - 4k**

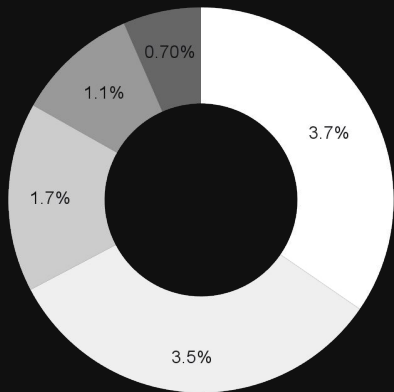
DAILY STORY VIEWS

**5PM - 6PM**

PEAK POST TIMES (UK TIME)

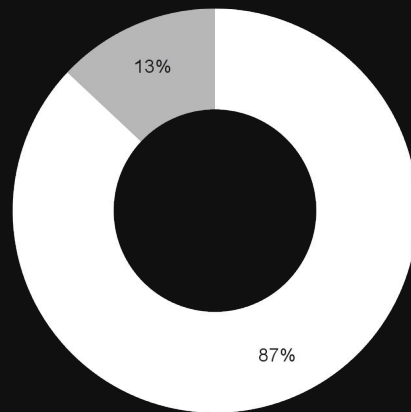






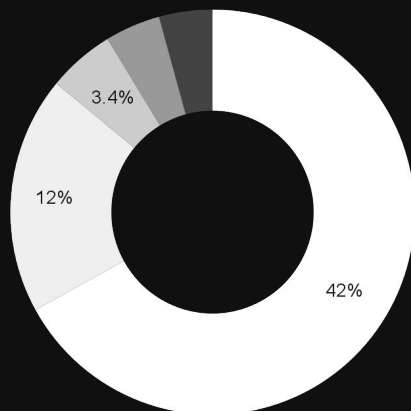
● New York ● London ● Los Angeles ● Lagos ● Toront

**Audience By Location (Cities/Towns)**



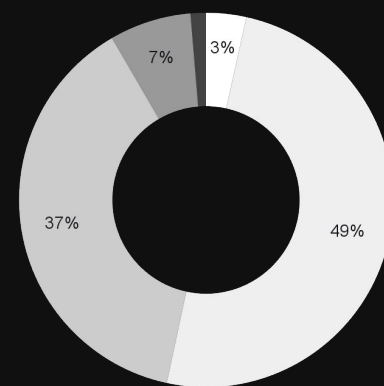
● Men ● Women

**Audience by Gender**



● US ● UK ● Canada ● India ● France

**Audience by Location (Countries)**



● 13-17 ● 18-24 ● 25-34 ● 35-44 ● 45+

**Audience by Age Range**

# YOUTUBE ANALYTICS

\*LAST 30 DAYS\*

**6K**

SUBSCRIBERS

**12K**

VIEWS

**140K**

IMPRESSIONS

**6.1%**

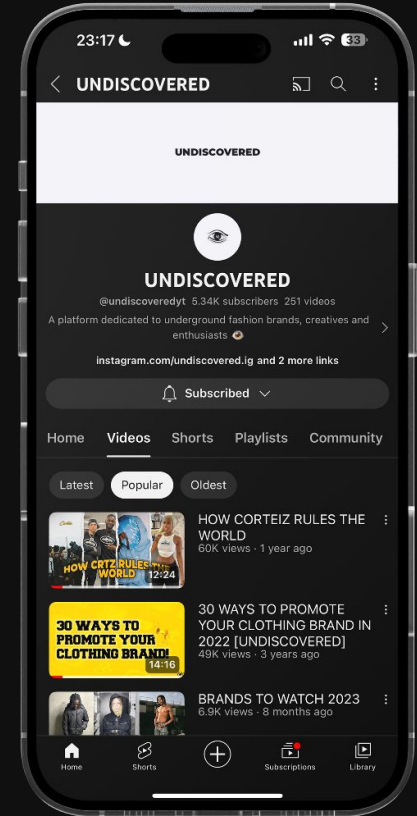
CLICK THROUGH RATE

**523**

WATCH TIME (HRS)

**5PM - 6PM**

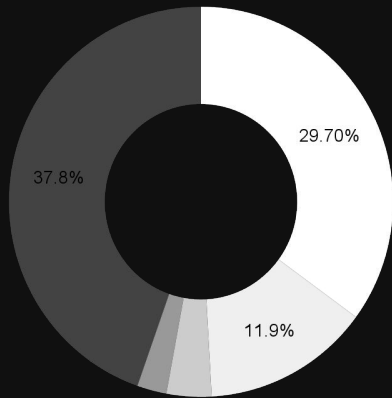
PEAK POST TIMES (UK TIME)



**UNDISCOVERED**

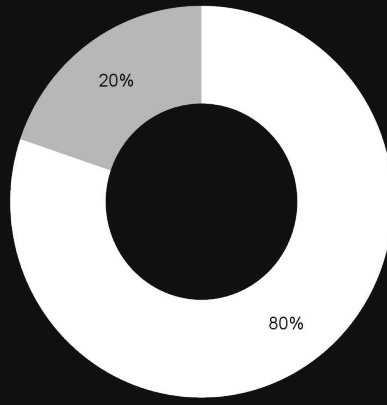
**700**  
RETURNING  
VIEWERS

**5K**  
UNIQUE  
VIEWERS



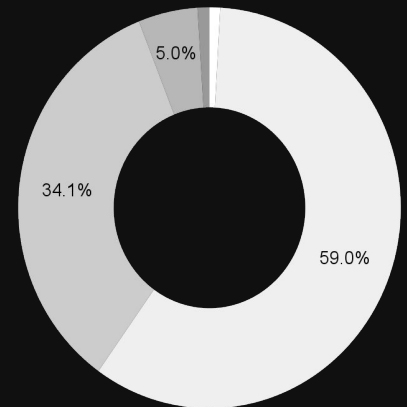
● US ● UK ● South Africa ● India ● Rest of the World

**Audience By Location (Countries)**



● Men ● Women

**Audience By Gender**



● 13 - 17 ● 18 - 24 ● 25 - 34 ● 35 - 44 ● 45+

**Audience By Age**

# WEBSITE ANALYTICS

\*LAST 30 DAYS\*

## 4.4K

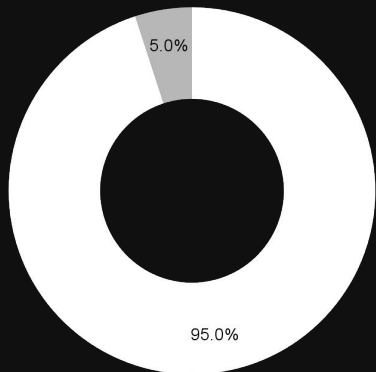
SITE SESSIONS

## 3.7K

UNIQUE VIEWERS

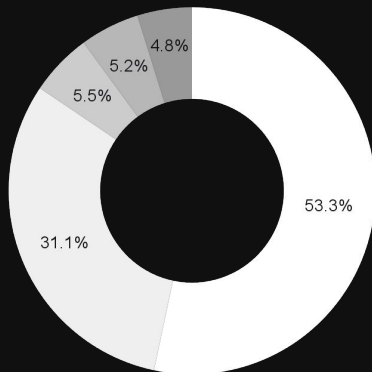
## 6.7K

PAGE VIEWS



● Unique Visitors ● Returning Visitors

Traffic by Unique vs Returning Visitors



● UK ● US ● France ● Canada ● Germany

Audience by Location (Countries)



WWW.UNDISCOVEREDMAG.COM

# TIKTOK ANALYTICS

\*LAST 30 DAYS\*

## 14K

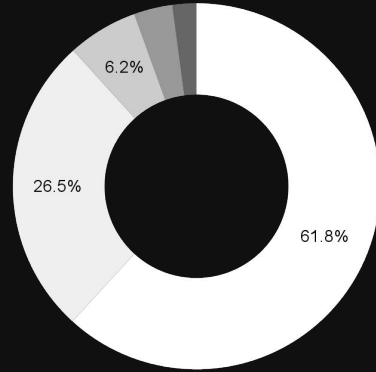
FOLLOWERS

## 33K

REACHED AUDIENCE

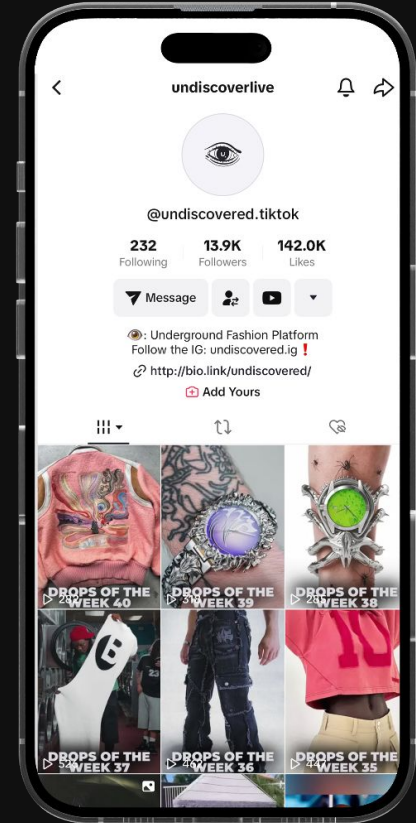
## 43.5K

VIDEO VIEWS



● 18 - 24 ● 25 - 34 ● 35 - 44 ● 45 - 54 ● 55 +

Audience By Age



# EMAIL ANALYTICS

\*LAST 30 DAYS\*

1.4K

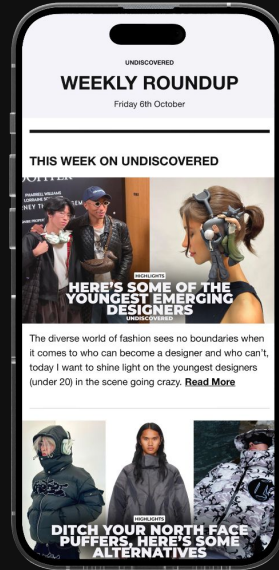
SUBSCRIBERS

40.8%

AVERAGE OPEN RATE

1%

AVERAGE CLICK RATE



THE UNDISCOVERED NEWSLETTER



# THE JEWELLERY BRAND ON A MISSION TO ACCESSORISE STREETWEAR

UNDISCOVERED

## CASE STUDY: FEATURE FOR ALL INCLUSIVE

**ALL INCLUSIVE** hit us up in July to introduce their brand to the scene ready for their first drop. They wanted to **break into the streetwear world** by positioning themselves as a Gen Z jewellery brand targeting **cultural enthusiasts**. We offered them an **extensive content package** that included a Feed Post, a Feed post placement, a Blog Article, Email Newsletter and three Story Posts which **gained the following**:

### 35.9K

IMPRESSIONS

### 115%

FOLLOWER  
INCREASE

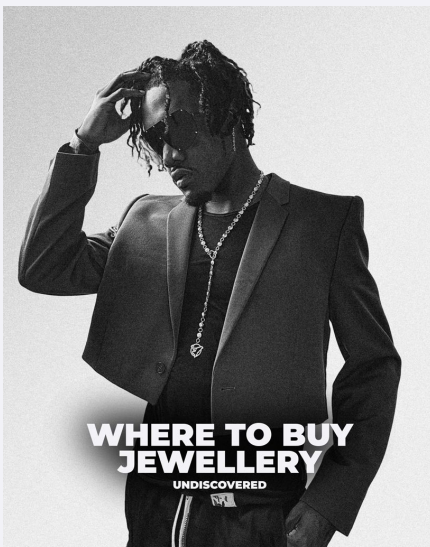
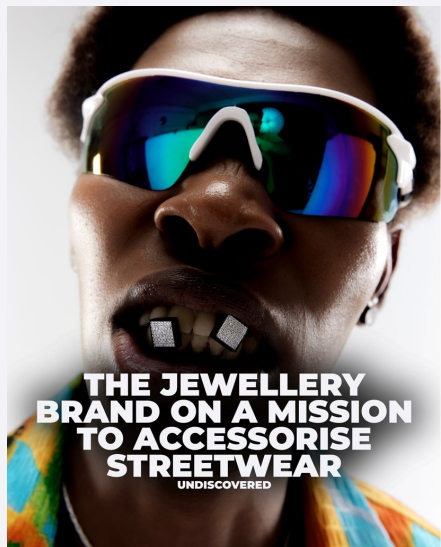
### 2.5K

INTERACTIONS  
(LIKES, COMMENTS,  
SAVES, LINK / @ TAPS\*)

\*INSTAGRAM IS UNABLE TO TRACK @ TAPS ON  
POSTS SO 2.5K IS A MINIMUM

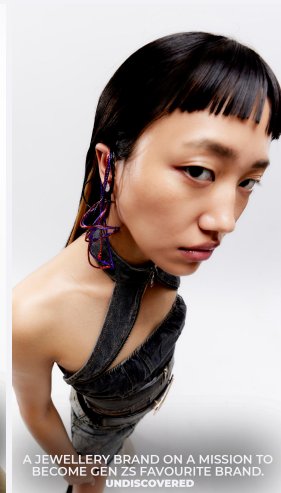
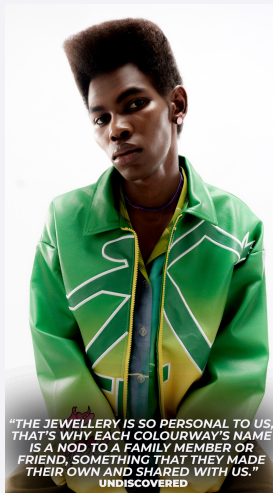
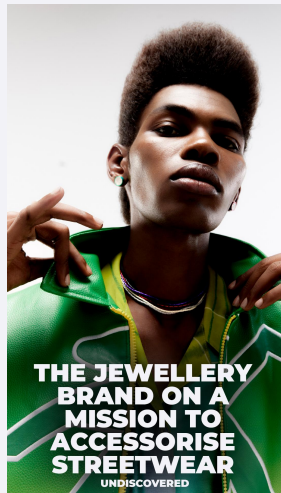



ALL INCLUSIVE REPORTED TO US  
THAT THEY CAUGHT THE EYES OF  
STYLIST & CREATIVE DIRECTOR  
MELINA CANTERO THROUGH  
OUR PLATFORM.



*"I absolutely loved working with you. The results speak for themselves. We gained so much traction thanks to you. You were incredibly professional & used the content so well. The pricing was honestly phenomenal. We've had to pay a lot more to some services & seen almost no results. You & your page have been a blessing. Thank you for everything you do. Never stop 🙌"*


**ALL INCLUSIVE**

ALL INCLUSIVE is a jewellery brand on a mission to become synonymous with accessorising the streetwear scene. The brand looks to position itself as a streetwear jewellery brand harbouring an inclusive community that is provided high-quality designs, beautifully and ethically crafted by empowered female artisans.

Gen Z's inscapable requirements for brands to be eco-conscious, inclusive and create community while providing beautiful products meets ALL INCLUSIVE's concept of creating "a brand for all people that embrace inclusivity through design." The idea is to create jewellery for the youth that has never been seen before while doing good for the planet's communities along the way.

From empowering Indian women to their charitable acts and attentive care to products, click the image to read how ALL INCLUSIVE strives to be Gen Z's favourite brand.







**THIS BRAND JUST  
SHUT DOWN AUSTRIA**

UNDISCOVERED

# CASE STUDY: FEATURE FOR RARE HUMANS

Austrian brand **Rare Humans** shut down their city and approached us to cover the event.

**Mass hysteria** caused by in real life pop ups is nothing new in **streetwear**. They're mainly caused by **US & UK** brands so we knew we had to cover it when we saw a brand do it from a **whole other side of the world**.

Here's how the feature performed:

**44K**

IMPRESSIONS

**2.5K**

LIKES

**36.3K**

ACCOUNTS  
REACHED

**85**

COMMENTS



# THE DESIGNER THAT JUST MADE A JACKET FOR A\$AP ROCKY

UNDISCOVERED

## CASE STUDY: FEATURE FOR CÉLESTE CLEDAT

**Céleste** is small fashion designer out of Paris. He recently collaborated with **A\$AP Rocky** to create a jacket for the **Puma x F1 collab** which was huge for him. He didn't exactly get the exposure he wanted, so he looked to **us** to help **get him the coverage he deserved**. As a result, we were able to **double his following** from **700** to **1400** and bring him a **new wave of supporters**, allowing him to **get recognised for his work**.

Here's how the feature performed:

~ **100%**

FOLLOWER  
INCREASE

- RECOGNITION FOR HIS WORK!
- NEW SUPPORT GROUP!

let me know how the post does for you

7 NOV AT 19:13

It's amazing bro people showing so much love I really appreciate what u did

U have an amazing community

# REVIEWS



**WINTER'S NOT DONE  
YET. THESE BEANIES  
WILL KEEP YOU WARM**

UNDISCOVERED

*"You guys were very quick with your service and put together a great theme to showcase our brand. Looking forward to what you guys got up your sleeves."*

**MADE WITH TRUST**

*"Working with UNDISCOVERED was worth every dollar spent. The process is really simple and quick. After getting a post put up I got the feedback that I needed and will honestly be working with them again for my future drops."*

**GET YOURS LA**



**HOW AFRICAN SPIRIT  
INSPIRED THIS BRANDS  
RECENT COLLECTION**

UNDISCOVERED

*"UNDISCOVERED is a good platform for emerging brands with authentic identities, The communication was flawless and the integration was seamless, by appearing on UNDISCOVERED The brand was discovered by overseas showrooms and helped us tap into a new demographic. We'll definitely keep working with UNDISCOVERED for all our future drops as their platform breathes a new fashion audience that aligns with our vision."*

**FAVELO WORLDWIDE**



**YOUR SUMMER  
SHOPPING GUIDE  
PART 2**

UNDISCOVERED

*"We would like to say working with you guys what's very easy, fast responding, professional.*

*We love how easy from the moment of approaching until posting it was. You guys were on top on responding any questions we have and helping with filtering the images so make sure we get the right content. The service was very professional and we are happy how the end product was. We're looking forward to working together again."*

**ORION APPAREL**



01 November at 22:20



You ur promos hit frll

02 November at 00:17

fr?? talk to me gang



Fasholy few followers



I'd say the right people coming from ur page onto mine form the promo

ayyyy that's what we like to hear



i knew it'd work



Hell yea

Thanks again



Will def be copping more for next drop



UNDISCOVERED



UNDISCOVERED



Hi Guys,  
Thank you so much for posting us on your page, we really appreciated



yoooo you hit over 1k!!!



so cool



Hahaha thanks to you guys



The follows we've had from it has been humbling thank you

23 NOV AT 19:07

that's what we like to hear

i think yours was amongst the top ones preferred



what was the numbers like for you ?

60+ follows

2 sales





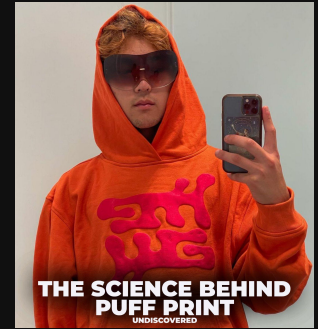
RAPPERS WEARING UNDERGROUND BRANDS  
UNDISCOVERED

1.6M 43.7K 634



THIS DESIGNER MAKES THE MOST INNOVATIVE BOMBER JACKETS IN THE GAME  
UNDISCOVERED

1.6M 66.4K 875



THE SCIENCE BEHIND PUFF PRINT  
UNDISCOVERED

225K 11.5K 80

# CONTENT HIGHLIGHTS



HOW CRTZ RULES THE WORLD  
UNDISCOVERED

630.4K 60.5K 2.3K 62



BRANDS TO WATCH IN 2023  
UNDISCOVERED

75.4K 7K 373 32



THE YEARS OF TEARS STORY  
UNDISCOVERED

53.5K 5.1K 421 43



PIECES FROM CENTRAL CEE'S UPCOMING BRAND  
UNDISCOVERED

7K NEW 5.8K



CENTRAL CEE FINALLY LAUNCHED HIS CLOTHING BRAND  
UNDISCOVERED

1.5K NEW 1.3K



THE KEYBOARD PUFFER JACKET  
UNDISCOVERED

3.8K NEW 3K

**WHAT ARE YOU WAITING FOR?**

**CONTACT US TO WORK WITH US**

[@undiscovered.ig](#)

[info@undiscoveredmag.com](mailto:info@undiscoveredmag.com)