MEDIA KIT 2026

BAPTISTE CHARLES

Lifestyle content creator — fashion, travel & fitness

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01

ABOUT ME

I'm passionate about travel, fashion and sports, and I've always been committed to sharing my lifestyle authentically on social media. Through my content, I aim to inspire my community with unique adventures, on-trend outfits and real-life moments that truly reflect who I am.

My goal is to create sincere and creative content that mirrors my personality while bringing value to my audience. Constantly curious and eager for new experiences, I'm always pushing my limits and reinventing myself through meaningful collaborations.



77.1K
Instagram followers

20.2K
TikTok followers

5.91M
views per month

02

INSTAGRAM

@BAPTISTE.CHRLS

77.1K followers

1.19M views in the last 30 days

14.8K avg views / reel

1.31% engagement rate

Top countries France 42%



03

TIKTOK

@BAPTISTE.CHRLS

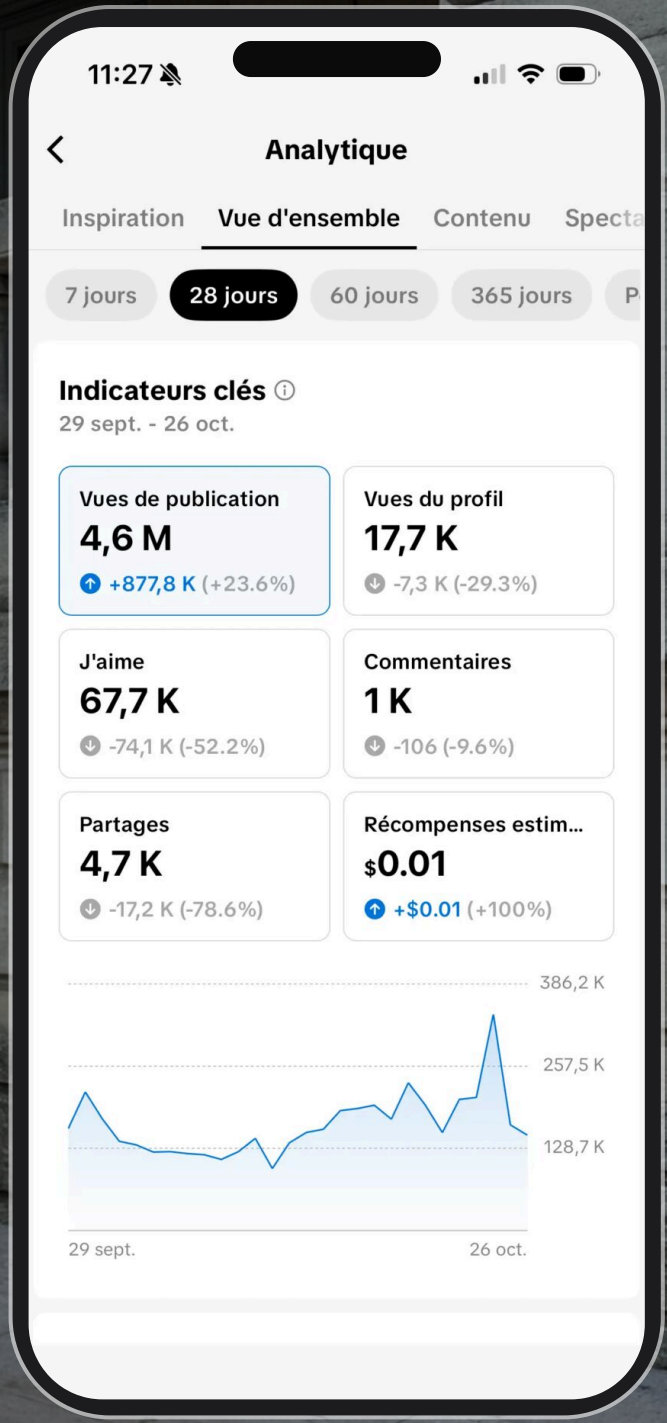
20.2K followers

4.71M views in the last 30 days

31.5K avg views / video

9% engagement rate

Top countries France 42%



04

WHAT I CREATE

FORMATS

- Reels & TikTok videos
- UGC videos ready for your ads
- Sponsored posts & carousels
- Stories & product placement
- Long-term partnerships

WHY WORK WITH ME

- ✓ A real, engaged community that trusts my recommendations
- ✓ Content that fits your brand without losing my tone
- ✓ Fast, reliable delivery, from brief to publication

97.3K followers · **5.91M** views per month, all platforms

HOW IT WORKS

01

BRIEF

You tell me about the brand, the product and the goal. We agree on format, timing and budget.

02

CREATION

I write, shoot and edit the content in my own tone. You validate before anything goes live.

03

PUBLICATION

Published on my accounts and/or delivered as UGC files for your ads, with the performance report.

05

THEY TRUST ME

Brands that share my values and aesthetic. Each partnership is built to showcase the product and the brand identity while staying true to my own creative vision.

head & shoulders

BYD

COLMAR

PULL&BEAR

celio*

calor

HECHTER PARIS

SUPERDRY®

and more to come...

06

PORTFOLIO

A glimpse of my content: travel, fitness, fashion and moments from my daily life.













Full portfolio: baptistecharles.com/en/my-portfolio



07

LET'S WORK TOGETHER

For all collaboration inquiries:

Email	contact@baptistecharles.com
Instagram	@baptiste.chrls
TikTok	@baptiste.chrls
Web	baptistecharles.com

