

MEDIA KIT · 2026

Imani *Mirelle*

MODEL & INFLUENCER

Miami-born model and influencer with a warm, golden-hour aesthetic. Swim, fashion, beauty, fitness and lifestyle, every piece approved by you before anything goes live.

Partnerships: partnerships@imani-mirelle.com · imani-mirelle.com/partner



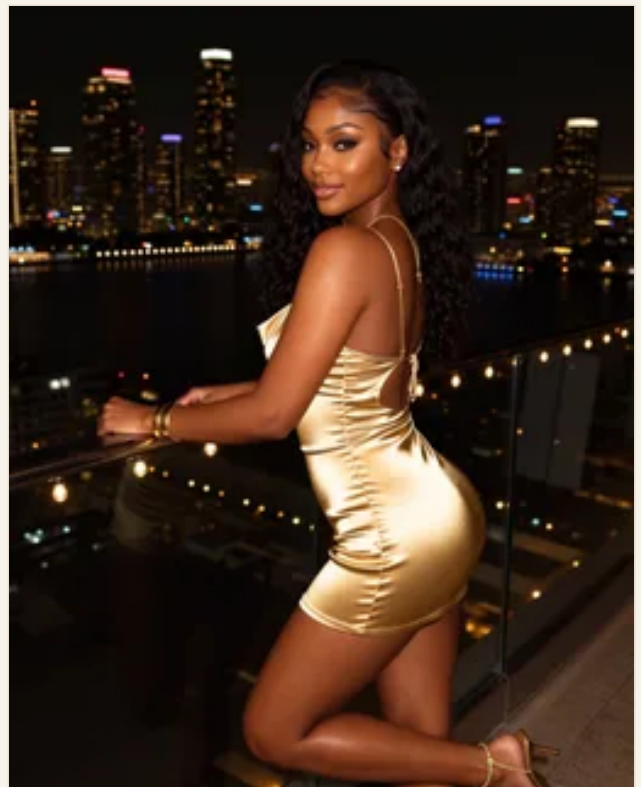


Content pillars



Swim & resort

Golden-hour swim, poolside, yacht and beach-club content, plus first looks from her own label.



Glam & nightlife

Rooftop nights, red-carpet looks, getting-ready moments.





Fashion editorial

Studio editorials and styling that sells the outfit.



Wellness & fitness

Leg day, sunset runs and everyday healthy habits.



Miami lifestyle

Café mornings, sunsets at South Pointe, a day in my life.

Channels & formats

Instagram

Feed posts, carousels, Reels, Stories

TikTok

Short-form video, trends, day-in-the-life

YouTube Shorts

Vertical video, behind-the-scenes

Website & newsletter

Features on imani-mirelle.com and my email list

Campaign assets

Lookbook stills and 9:16 video for your own channels and ads

Audience

Public launch on **November 16, 2026** across Instagram, TikTok, YouTube, X, Threads. Current follower counts, reach and engagement are shared on request and updated in this kit monthly.

Target audience: women and men 18–34 who love fashion, swim, beauty, fitness and travel; Miami and US-wide.

Campaign ideas

Concepts to start the conversation. Every brief is tailored to you.

CONCEPT

Swimwear brand

"Golden Hour Lookbook": a 6-image carousel + Reel at a Miami pool and beach, styled in your colorways.

CONCEPT

Skincare / beauty

"Sunday Reset": a vanity routine Reel featuring your products, with a tracked discount code.

CONCEPT

Fitness app / activewear

"Sunset Miles" challenge: a week of Stories and a Reel inviting my audience to run with me.

CONCEPT

Tech / lifestyle

"Office for the Day": café-desk content showing your product in a real, aspirational routine.

Rates & packages

Single posts, campaign bundles and ambassadorships. Tell us your goals and we'll send a tailored quote within 2 business days.

For partners: Imani is a digital talent. All partnerships are disclosed (#ad), and contracts state clearly that she is a digital talent.