CURVE GLOW

PERFUME, BEAUTY & LIFESTYLE CONTENT CREATOR

Fragrance discovery & demand creation

PERFUME • BEAUTY • LIFESTYLE

KHADY DOUMBIA
Abidjan, Côte d’Ivoire • International audience

MEDIA KIT

2026

16.5M views • 2.9M likes

TikTok Analytics • 365 days

A VOICE THAT TURNS DISCOVERY INTO DESIRE

I am Khady Doumbia, a content creator and passionate fragrance collector. I discover, explain and showcase houses that are still little known in Côte d’Ivoire, through an accessible and honest voice that stays close to my community.

I uncover and decode emerging fragrance houses through authentic storytelling and an engaged community.

POSITIONING

CURATOR

emerging launches and fragrance houses

EDUCATOR

notes, wear, comparisons and advice

TRUSTED RECOMMENDER

conversation, purchase intent and demand

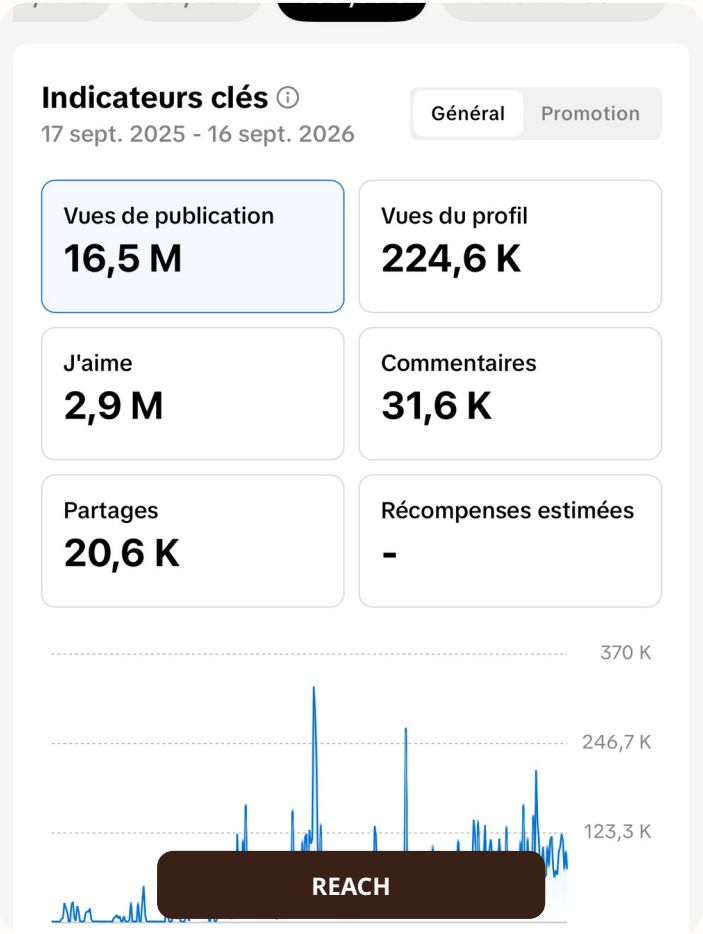
PERFORMANCE OVER 365 DAYS

16.5M	**2.9M**	**224.6K**	**31.6K**
POST VIEWS	LIKES	PROFILE VIEWS	COMMENTS
20.6K	**86.9%**	**196,980**	**+189.9K**
SHARES	FOR YOU TRAFFIC	FOLLOWERS MEASURED	NET NEW FOLLOWERS

Organic growth driven by discovery, education and community conversation.

Source: TikTok Analytics • 17 Sep 2025 - 16 Sep 2026

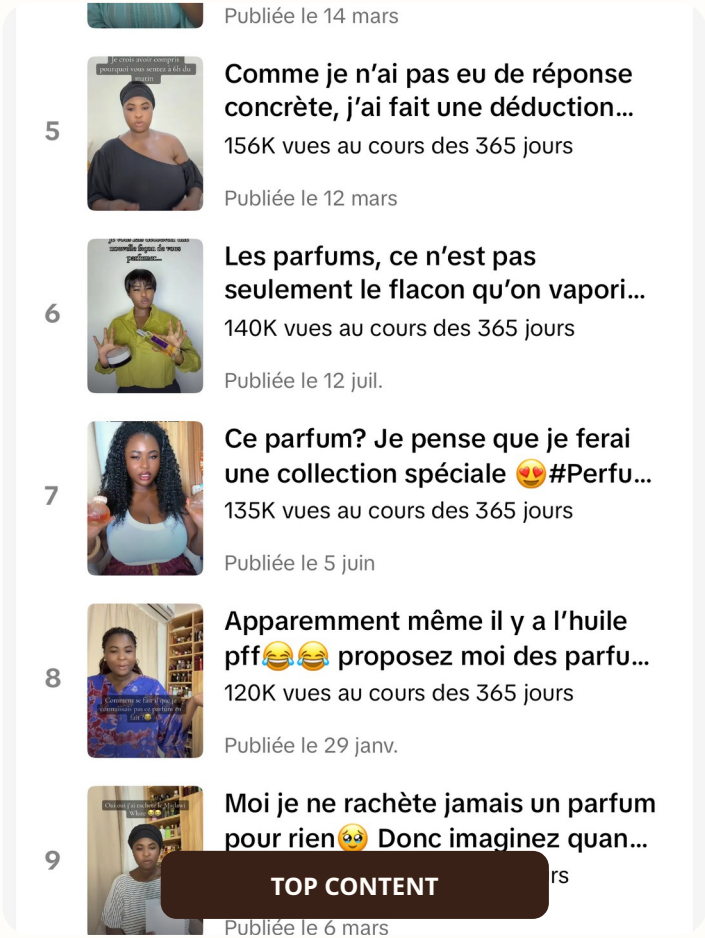
EVIDENCE BEHIND THE NUMBERS



REACH



GROWTH



TOP CONTENT

A QUALIFIED, DISCOVERY-DRIVEN AUDIENCE

60 %
WOMEN

40 %
MEN

11.9M
VIEWERS

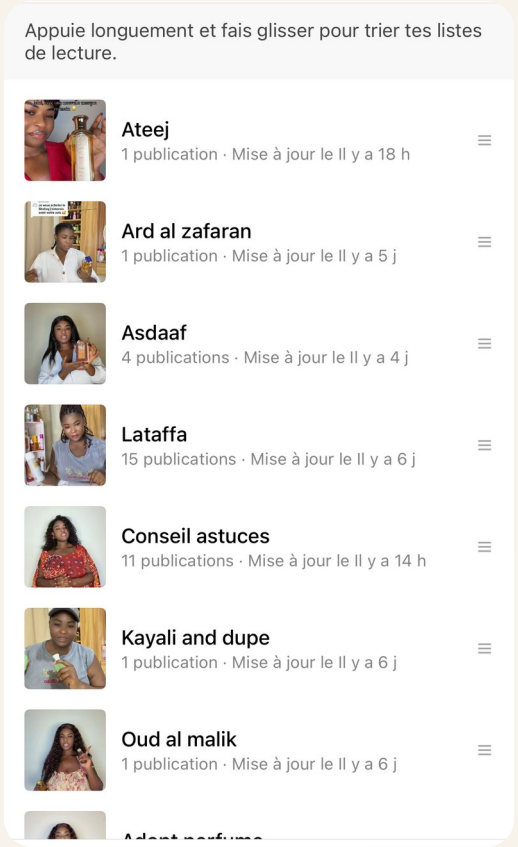
4M
NEW VIEWERS

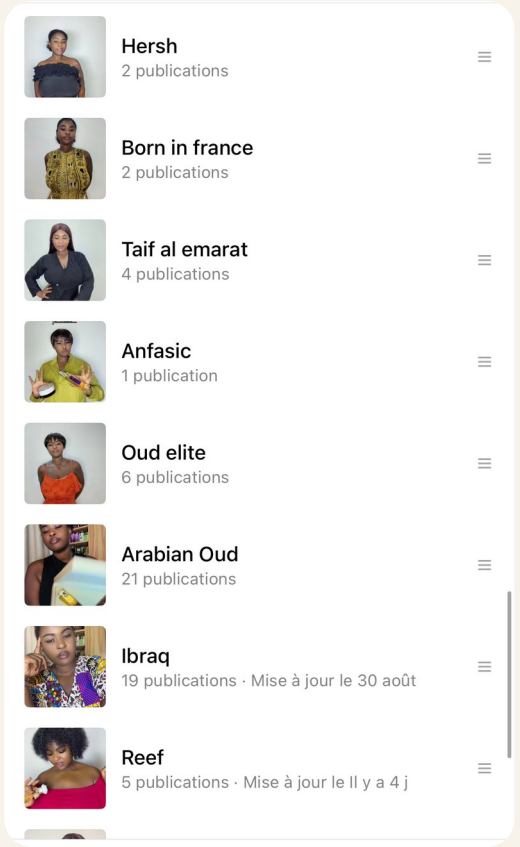
The videos analysed reach mostly non-followers, with selected posts reaching up to 99%. This gives product launches access to audiences well beyond the existing community.

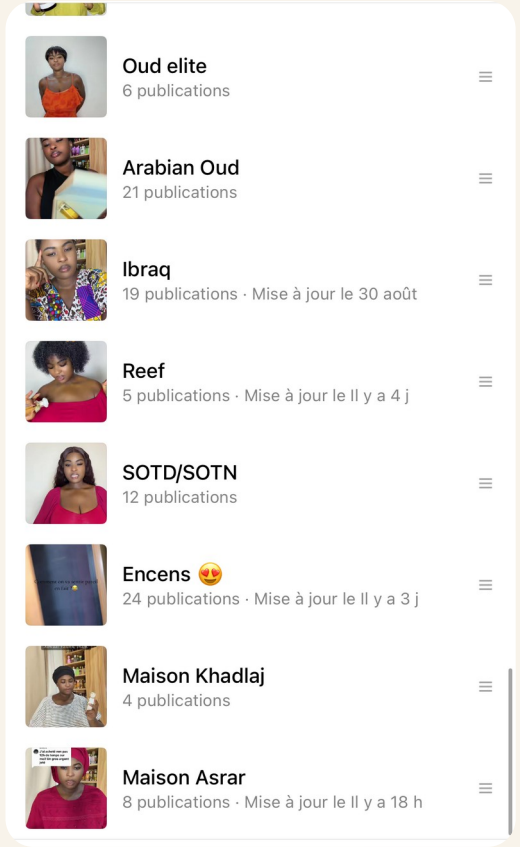
Discovery-led content expands reach before turning attention into trust and purchase intent.

DISCOVERY | TRUST | CONVERSION

A BRAND-LED EDITORIAL ENGINE







A DISCOVERY LIBRARY

Dedicated playlists for fragrance houses, advice, incense, SOTD/SOTN and recommendations make the content easy to find, revisit and reuse.

Arabian Oud: 21 posts
Ibraq: 19 posts
Incense: 24 posts
+ dozens of fragrance houses

THE COMMUNITY RESPONDS, VOTES AND ASKS





91 %

want more content about incense and home fragrance

390 votes

27 K likes

144 comments

Comments show clear intent through questions about price, availability, comparisons and purchase interest.

FROM DISCOVERY TO MARKET DEMAND

01

I DISCOVER

a fragrance house or product

→

02

I TELL THE STORY

with context and education

→

03

THE COMMUNITY ASKS

price, availability and retailers

→

04

RETAILERS START STOCKING

and stock moves quickly

In under two months, Curve Glow helped build conversation around Saudi fragrance houses that were still little known locally, beyond already popular Arabic perfumes.

Impact observed and reported by the creator: faster demand and rapid sell-outs across several products in Côte d'Ivoire.

PARTNERSHIPS DESIGNED FOR IMPACT

PRODUCT LAUNCH

Teaser • discovery • demonstration • follow-up

SPONSORED CONTENT

Native TikTok • storytelling • testing • comparison

AMBASSADORSHIP

Regular presence • education • brand recall

EVENTS & TRAVEL

Coverage • behind the scenes • interviews • live content

SOCIAL LISTENING

Community questions, objections and expectations

FRENCH-SPEAKING AFRICA

Cultural relevance • accessible language • proximity

Rates and deliverables available upon request

LET’S CREATE THE NEXT FRAGRANCE OBSESSION

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VIEWS / 365 DAYS

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