

BLERIM NIK

@blerimnik

I DON'T FOLLOW TRENDS. I START THEM.

- 341K combined across TikTok and Instagram, and 104.4M TikTok views this year alone, built on a diaspora audience that shows up rather than a rented one.
- A fashion brand owner as well as a creator. He builds product, posts it, and sells it, which is why his selling content outperforms everything else he makes.
- Trend originator: his three posts on Buta's “SKI” drew 3.0M views, more than the artist's own official video.
- Has worked with ADI Predictstreet, a FIFA World Cup 2026™ Official Partner, alongside Temu and Bono Croissant. This audience converts for local and global advertisers alike.
- Podcast guest on GrowingUpItalian, June 2025, talking Albanian identity and growing up in the diaspora.

341K
COMBINED FOLLOWING

104.4M
VIEWS IN 2026 TO DATE

263K TikTok **77.7K** Instagram **77.4%** aged 18–34

TOP MARKETS · TIKTOK

United States	30.8%
United Kingdom	5.3%
Germany	3.2%
Albania	2.9%
Brazil	2.9%

TikTok Studio · Follower insights · 2026-08-26

TOP MARKETS · INSTAGRAM

United States	36.9%
Albania	7.9%
United Kingdom	6.6%
Italy	5.4%
Germany	4.7%

Instagram Insights · Followers / Top locations · 2026-08-08

PARTNERS

FIFA | ADI PREDICTSTREET ADI PREDICTSTREET TEMU BONO BONO CROISSANT AKINGS THE GOLD COFFEE SHAN CLINIC

BRANDED POSTS THAT TRAVEL

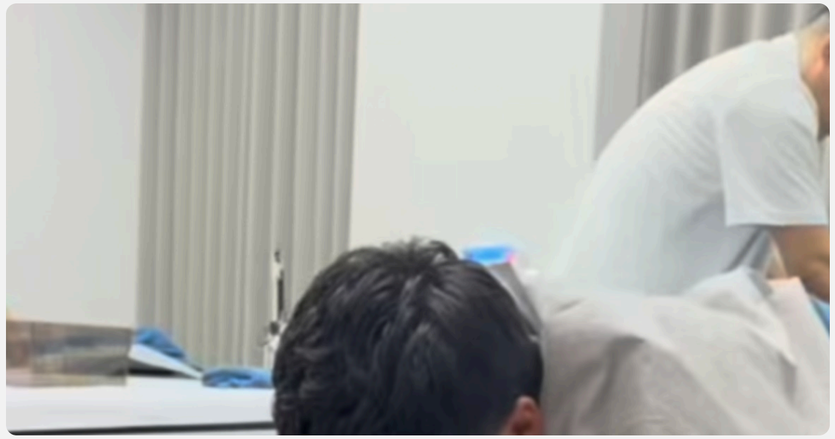
Two brand collaborations, 1.75M views between them. His own product posts outperform his best non-selling post more than 12 to 1.



1.3M VIEWS

51.1K likes · 1,746 shares · 27.4K saves

THE GOLD COFFEE



449K VIEWS

8,105 likes · 2,373 saves

SHAN CLINIC, CHINA



63K LIKES

153 comments

PRODUCT POST

5x

HIS STORE'S DAILY ORDER RATE

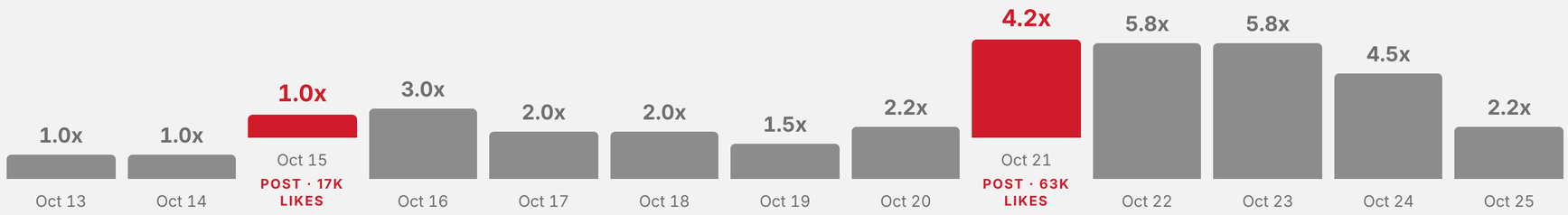
44%

OF THE MONTH'S ORDERS

#1 & #2

BEST SELLERS THAT MONTH

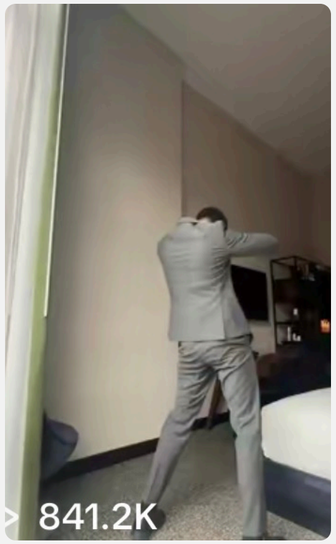
DAILY ORDER RATE, INDEXED TO THE PRE-POST BASELINE



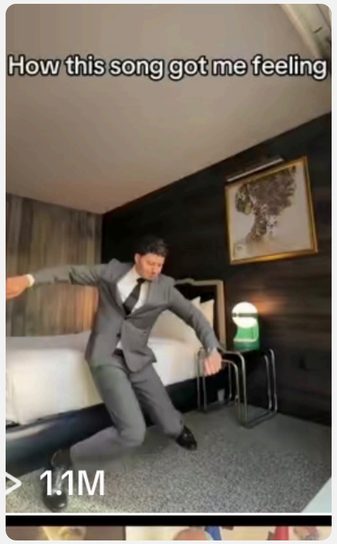
No promo code was running, so this is timing and product match rather than tracked attribution. The two jackets shown in the posts were the store's first and second best sellers that month. Shopify Admin API, order data for October 2025 · 2026-08-27

HE DOESN'T RIDE SOUNDS. HE STARTS THEM.

One record, three posts. His videos on the sound out-performed the artist's own official release.







BUTA — “SKI”

His three posts

3.0M

The official video

2.9M

Released by Folé Publishing, which also manages Blerim's own artist channel. An existing pipeline into the label's roster, not a cold approach.

2025-10-15
record released

2025-10-27
he posted from

2.57M
SPOTIFY PLAYS
his most-played track

2.9M
OFFICIAL VIDEO
YouTube

238K
MONTHLY LISTENERS
Buta today

192K
YOUTUBE SUBS
Buta today

His own post views are his. The record's totals are shown as context and are not claimed as attributed to him. Spotify and YouTube public pages, captured 2026-08-28

THE AUDIENCE YOU CAN'T BUY WITH AD SPEND.

- Multi-country, single-culture. One placement reaches the diaspora across the US, UK, Germany, Italy and Albania. Five media markets, one cultural conversation.
- High-income Western base. The largest share sits in the US, with Western European markets behind it. Not a low-CPM audience mislabelled as reach.
- Split-platform gender coverage. TikTok skews 57% female; Instagram skews 61.9% male. The two platforms reach opposite halves of the same community, coverage most single creators cannot offer.
- Core buying age. 18-34 is 77.4% on TikTok and 63.7% on Instagram.

WHERE THE ALBANIAN DIASPORA LIVES

GREECE	400,000-700,000	HEADROOM
ITALY	440,000-480,000	TOP-5 MARKET
GERMANY	350,000-500,000	TOP-5 MARKET
SWITZERLAND	200,000-300,000	HEADROOM
UNITED STATES	~206,500	TOP-5 MARKET

~2.2M Albanians live outside Albania (INSTAT). Switzerland and Greece are top-tier diaspora markets where he does not yet index. Named as headroom, not as reach.

LET'S BUILD THE MOMENT.

Alan King Group · Talent Division

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