


FORBES COUNCILS MEMBER

# XERXES FRECHIANI

@doublex · Miami, FL

Fashion and lifestyle creator. Sixteen brand partners since 2018 — Hugo Boss, Calvin Klein, Ralph Lauren, Genesis, American Express.

**501K**
FOLLOWERS

**16**
BRAND PARTNERS

**7 YRS**
2018 – 2025

ALAN KING GROUP — TALENT DIVISION · EA@ALANKINGGROUP.COM

PARTNERS

# BRANDS THAT HAVE BOOKED XERXES

Sixteen partners across fashion, fragrance, automotive, sportswear, spirits and finance — a seven-year run of repeat blue-chip work.

HUGO BOSS

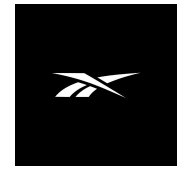
CALVIN KLEIN

RALPH LAUREN



GMC





CLIVE CHRISTIAN

SMIRNOFF

BowFlex

AMEX

macy's

ebay

Colgate

Nine partnerships verified against live, disclosed posts on his channel. Remaining seven confirmed by the creator.

CAMPAIGN HISTORY

# EVERY PARTNERSHIP, LISTED

## FASHION & APPAREL

| | |
|---|---|
| **Hugo Boss** | #TheNextBoss · 2019 |
| **Calvin Klein** | #MyCalvins · 2019 |
| **Ralph Lauren** | Polo Red · 2018 |
| **Perry Ellis** | Perry Ellis America · 2018 |
| **Macy's** | Retail · confirmed |

## FRAGRANCE & GROOMING

| | |
|---|---|
| **Clive Christian** | Perfume · 2022 |
| **Colgate** | Oral care · confirmed |

## AUTOMOTIVE

| | |
|---|---|
| **Genesis** | GV80 launch · 2025 |
| **GMC** | Automotive · confirmed |

## SPORTSWEAR & FITNESS

| | |
|---|---|
| **Under Armour** | HOVR · 2018 |
| **Bowflex** | Home fitness · 2020 |
| **Reebok** | Sportswear · confirmed |

## SPIRITS

| | |
|---|---|
| **Smirnoff** | × No Time To Die · 2021 |

## FINANCE, TECH & RETAIL

| | |
|---|---|
| **American Express** | Financial services |
| **eBay** | Marketplace |
| **Meta** | Platform |

**9.39M**

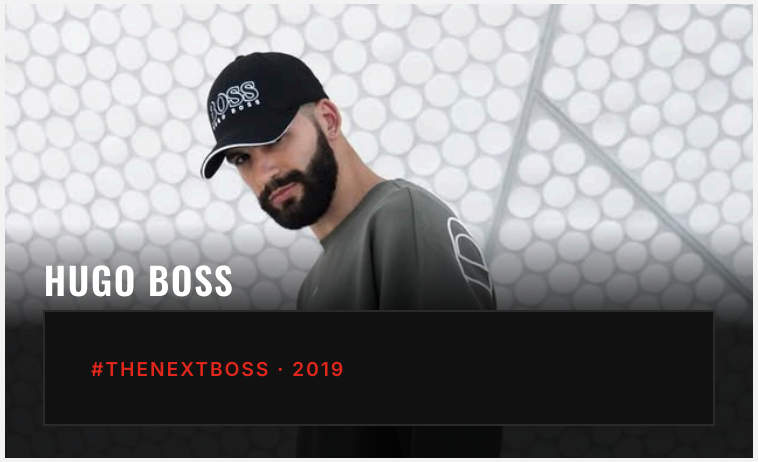
views on the Genesis GV80 launch — 29,494 interactions, 4,606 comments, 1,400 shares.

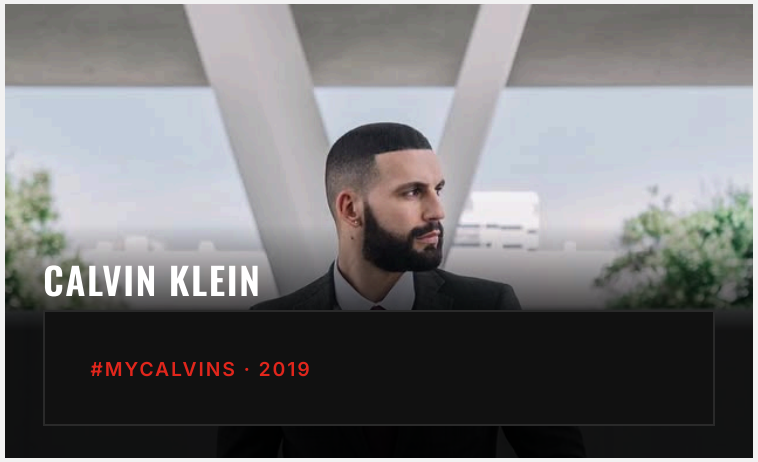
Nine partnerships verified against live, disclosed posts. Seven confirmed by the creator, pending post links.

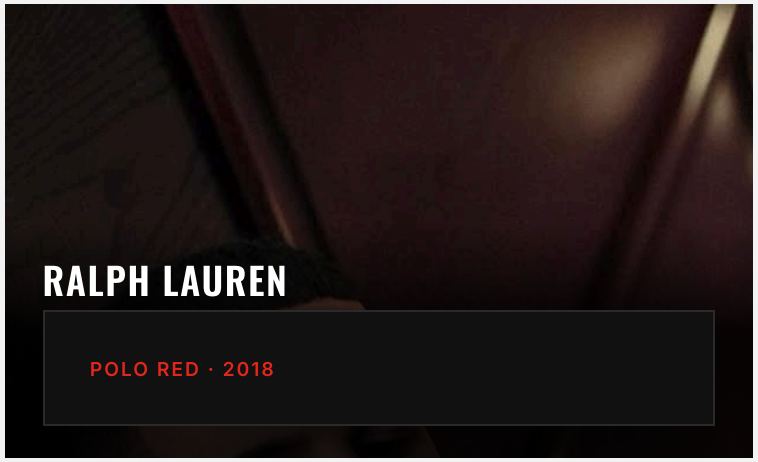
SELECTED WORK · FASHION

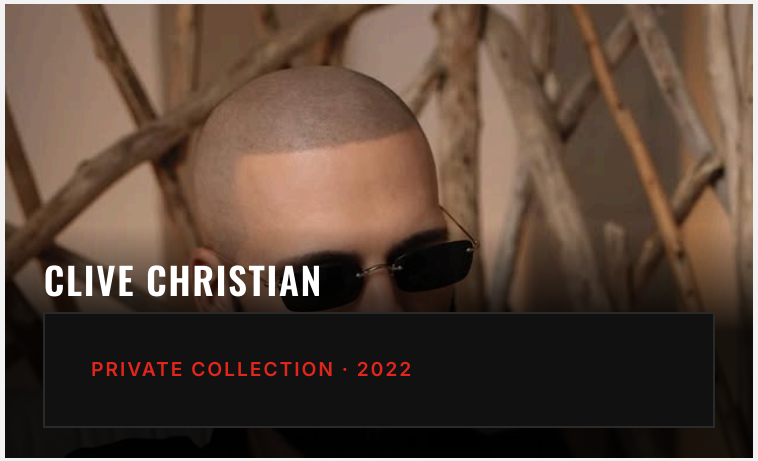
# FASHION IS THE CORE

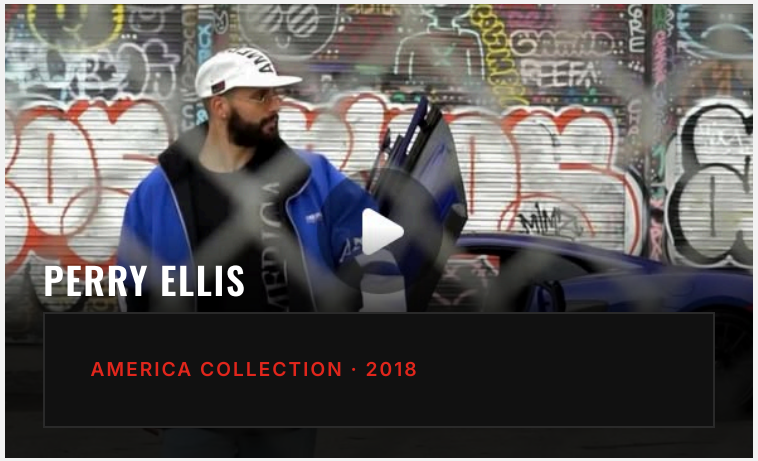
Four fashion houses have booked him, two under named fragrance partner programmes rather than one-off gifting.



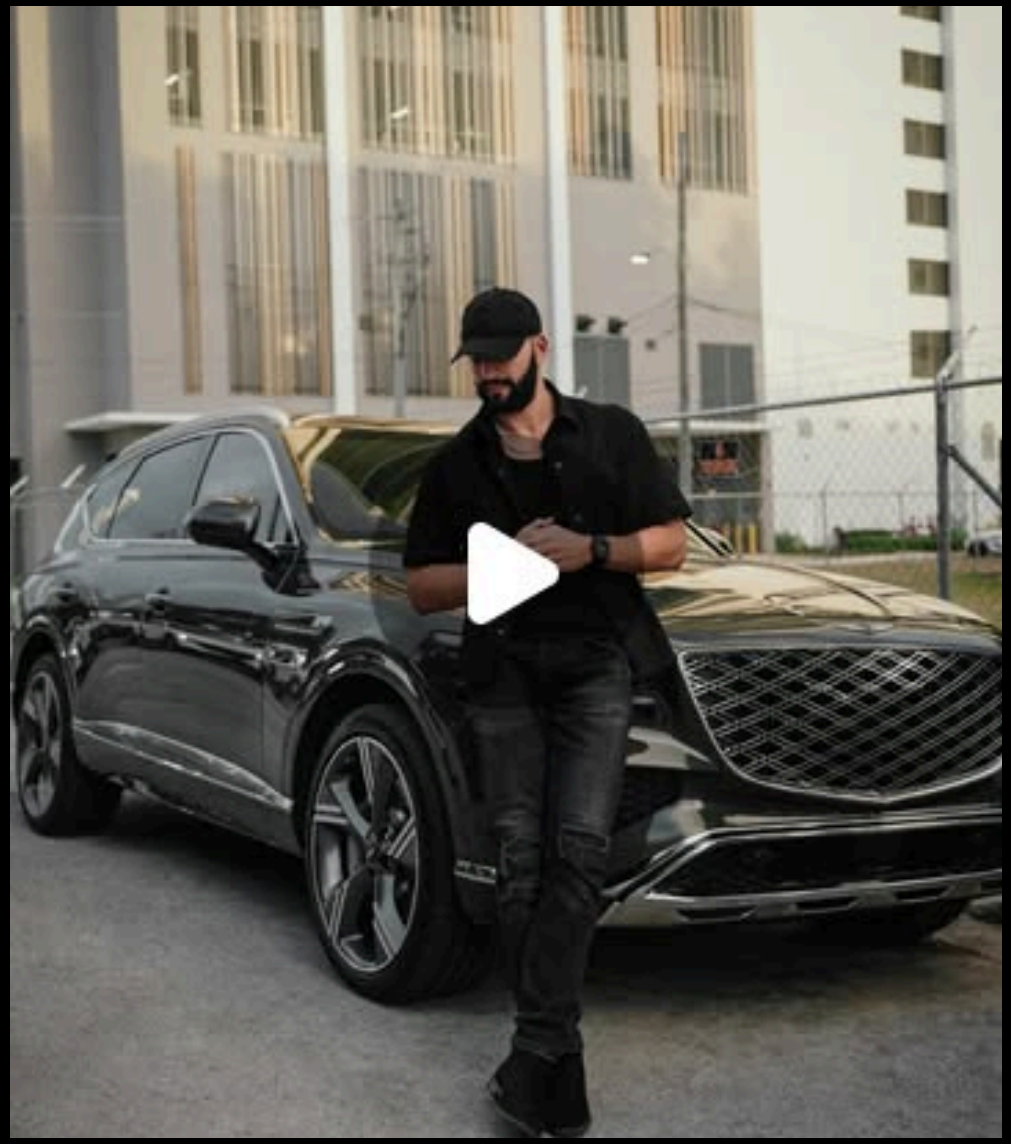




## THE GENDER READ

57.6% of his audience is women. For menswear that is an advantage — roughly 289K women buying menswear as gifts alongside 212K men buying for themselves. Both sides of the purchase decision in one placement.

All campaigns disclosed via Instagram Paid Partnership label or #ad. Live post links available on request.



CASE STUDY · AUTOMOTIVE

# GENESIS GV80

Hyundai's luxury division trusted him to carry a new-model launch. The brand then put media spend behind his creative and ran it as paid.

**9.39M**
VIEWS · ORGANIC + AMPLIFIED

**4,606**
COMMENTS

**139 days**
WATCH TIME

**Paid spend buys views. It does not manufacture 4,606 comments.**

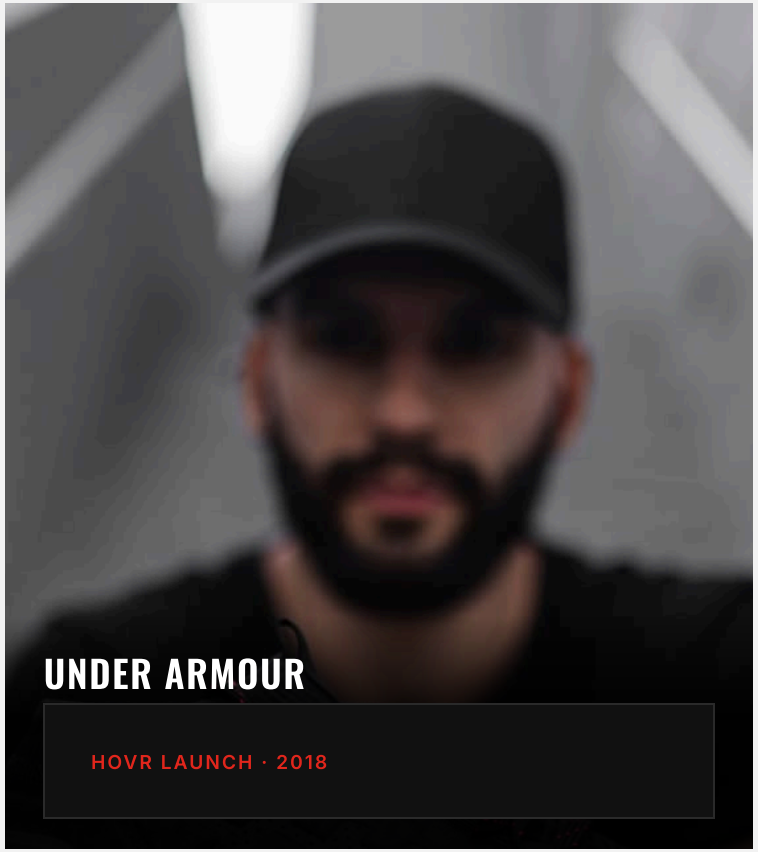
A brand choosing to put budget behind a creator's cut is the clearest signal the creative worked — and whitelisting is a separate rights line, priced on top of the post.

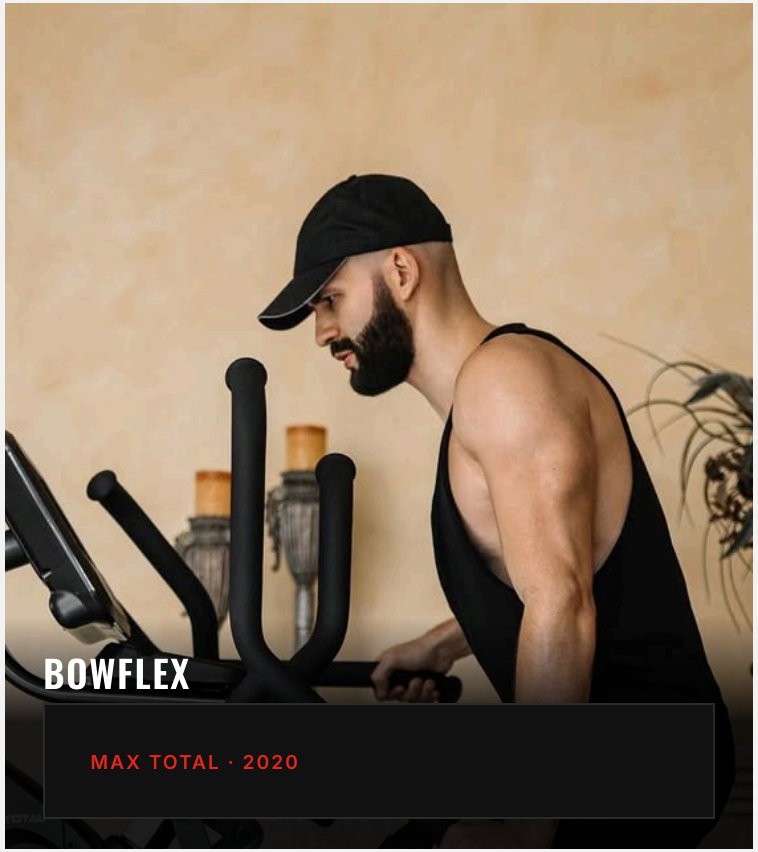
Instagram Insights, supplied by the account owner. Insights include data from ads created on Instagram or Facebook advertising tools; brand amplification confirmed by the creator. Post 16 Jan 2025.

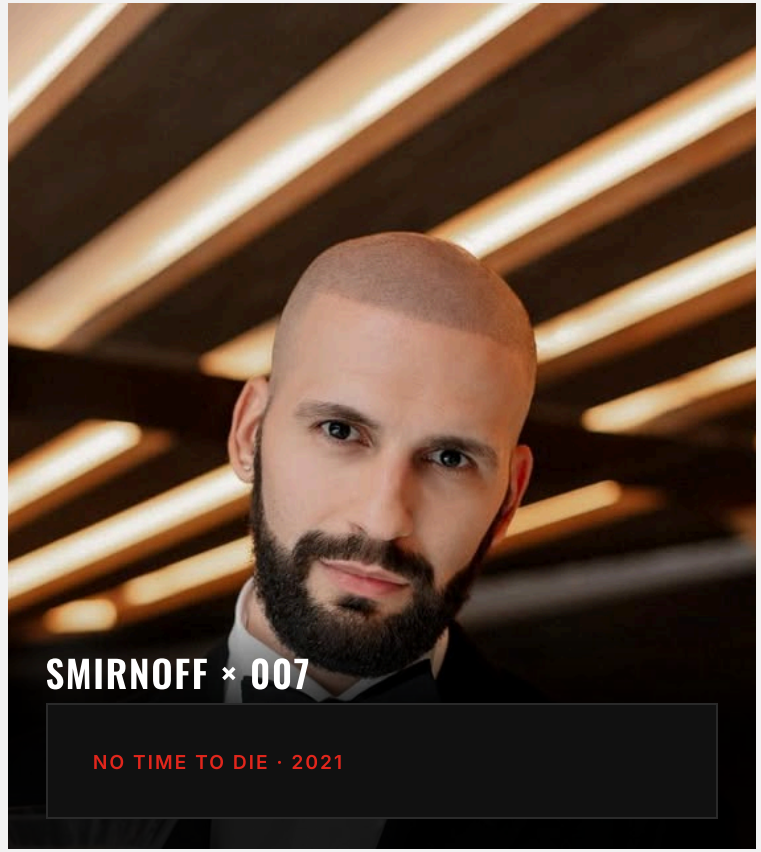
SELECTED WORK · SPORT, WELLNESS AND SPIRITS

# BEYOND FASHION

Product-education briefs and age-gated spirits campaigns — categories with review gates he has already cleared.



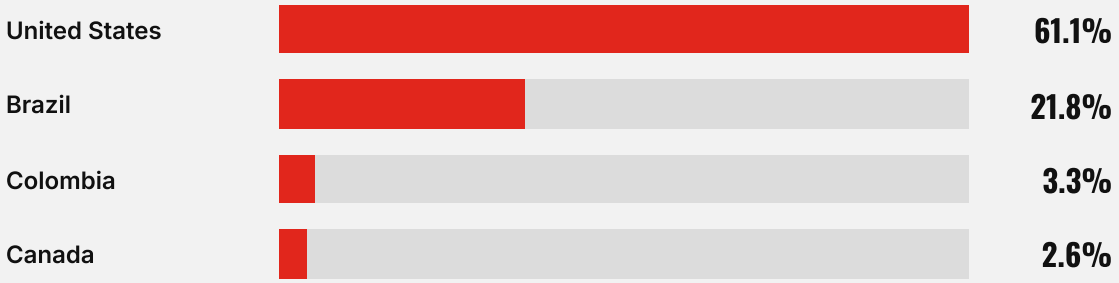




Spirits work cleared on audience composition — 1.2% of his followers are under 18, inside the threshold for 21+ age-gated briefs.

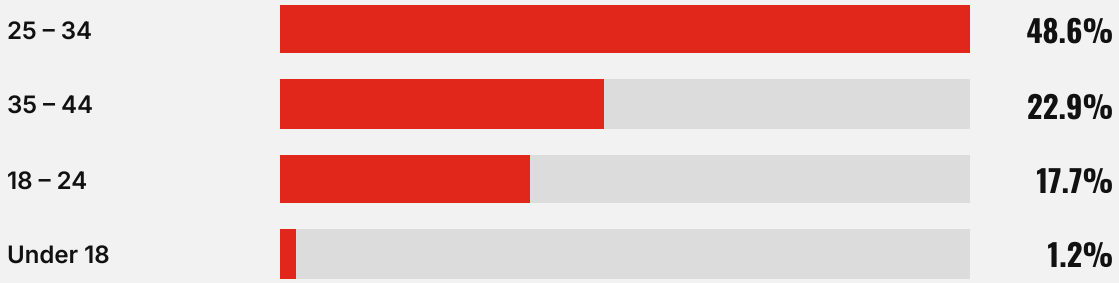
AUDIENCE

# WHO HE REACHES

## TOP LOCATIONS




## AGE RANGE




**~306K**
US FOLLOWERS — CLEARS US-MARKET BRIEFS

**71.5%**
AGED 25–44 · PEAK SPENDING YEARS

**57.6 / 42.4**
WOMEN / MEN — THE GIFT BUYER AND THE SELF-BUYER

Source: Instagram Insights, account-owner screenshots, 20 Sep 2026. Follower count verified against the public profile the same day.

ENQUIRIES

# LET'S TALK ABOUT THE BRIEF.

CLEARED CATEGORIES

Fashion · Luxury fragrance · Automotive · Sportswear · Fitness and wellness · Travel and hospitality · Finance · Spirits (21+ age-gated)

CONTACT

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