

Xenia Tchoumi

Fashion Influencer & Digital Entrepreneur

"Opposed to being just a model, I wanted to have a voice"

Xenia Tchoumi is a fashion influencer, digital entrepreneur and public speaker. Xenia has worked or is the digital ambassadress of high end fashion and lifestyle brands. She shoots with magazines of the likes of *L'Officiel*, *Vogue, Vanity Fair or Elle.* She has recently given motivational TEDx talks and spoke at the United Nations.

TOPICS:

- Social Media
- Women in the Workplace
- Gender Equality
- Digital Trends
- Millenials

LANGUAGES:

She presents in English.

IN DETAIL:

At 18-years old, Xenia placed second in the Miss Switzerland beauty pageant, which made her a house-hold name in the country. Not only has she become a well-known name in the fashion industry, but also her background in economics sparked off her business career writing for magazines such as Bilan – the Swiss equivalent to Forbes. Xenia's social media and web magazine now produces daily content that is read by over 7.4 million fans. On Instagram, she is highly paid by some of the world's leading fashion brands to flaunt their products to her 1.4 million followers.

WHAT SHE OFFERS YOU:

Accrediting her failures as the trajectory towards success, Xenia speaks about the negative side of social media and believes it is important to speak openly about setbacks and struggles. She also speaks on female empowerment in the workplace. Xenia explains how social media algorithms work, how large corporates can effectively use "influencers" to brand products and engage with the youth market.

HOW SHE PRESENTS:

Xenia's informative and enthusiastic presentations reflect on her inspirational business journey in the world of social media and the fashion industry.