



DESIGN STORYTELLER

# SHAWN FORTUNE

TRANSLATING ARCHITECTURE,  
SPACES, AND CULTURE  
INTO SHORT-FORM VIDEO.

[INSTAGRAM](#)

[WEBSITE](#)

[EMAIL](#)

01

INSTAGRAM FOLLOWERS

200K

AVERAGE REACH

250K-600K

ENGAGEMENT RATE

~3%

# 02

# About Shawn

Shawn Fortune creates short-form videos that translate architecture, design, and fashion-forward culture into emotional, accessible stories. His work explores how spaces influence how we feel, helping design resonate with audiences beyond the traditional design and architecture world.

Over the past eight months his account has grown to 200,000 followers, with several videos reaching millions of views.

Shawn has collaborated with brands including Expedia, Hotels.com, VRBO, and Xhibition International.

### PAST COLLABORATIONS

EXPEDIA

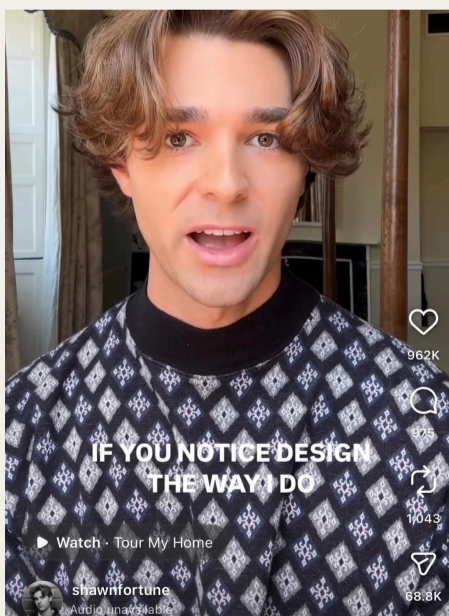
HOTELS.COM

VRBO

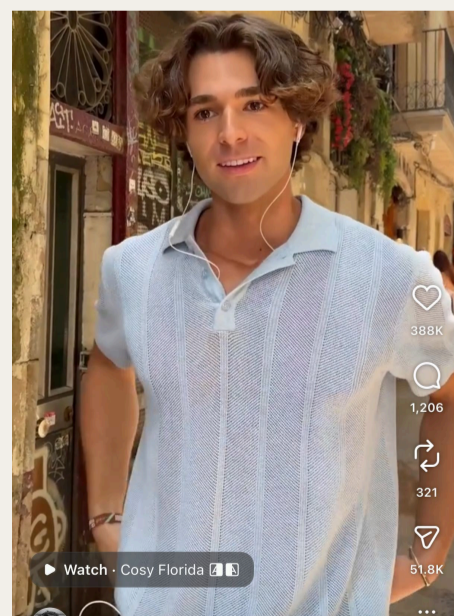
XHIBITION INTERNATIONAL



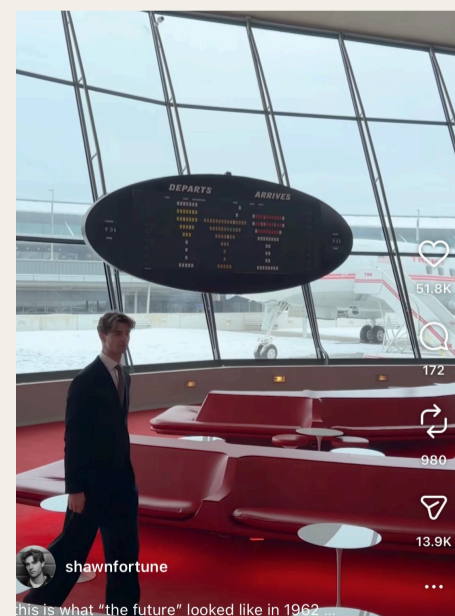
### CONTENT PREVIEW



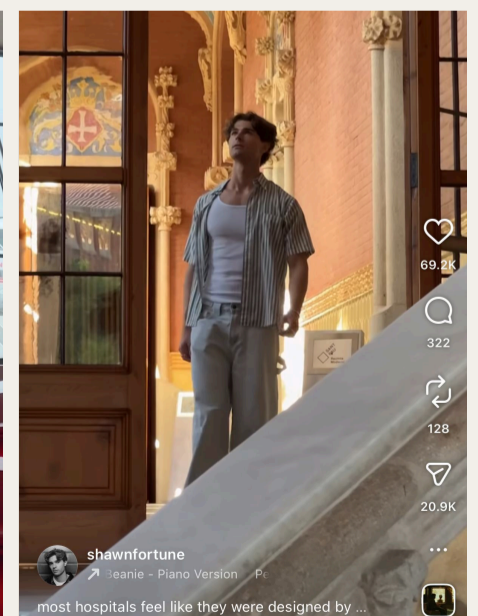
12.5M  
VIEWS



5M  
VIEWS



1M  
VIEWS



1M  
VIEWS

# Audience

A global audience of design-curious viewers, primarily aged 25–34, with the largest concentration across Europe and the United States.

## LARGEST AGE GROUP

# 25–34

44% OF AUDIENCE

## TOP REGION

# Europe

45% OF VIEWERS

## GENDER SPLIT

# 53 / 47

FEMALE / MALE

## DEMOGRAPHIC BREAKDOWN

AGE	GENDER	GEOGRAPHY
18–24 yrs	Female	Europe
25–34 yrs	Male	United States
35–44 yrs		Latin America
		Asia

## AUDIENCE INTERESTS

- ARCHITECTURE
- INTERIOR DESIGN
- URBAN DESIGN
- TRAVEL & CULTURAL EXPLORATION
- PUBLIC SPACE DESIGN
- FURNITURE & PRODUCT DESIGN
- FASHION & PERSONAL STYLE

## CONTENT GRID — @SHAWNFORTUNE

