



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

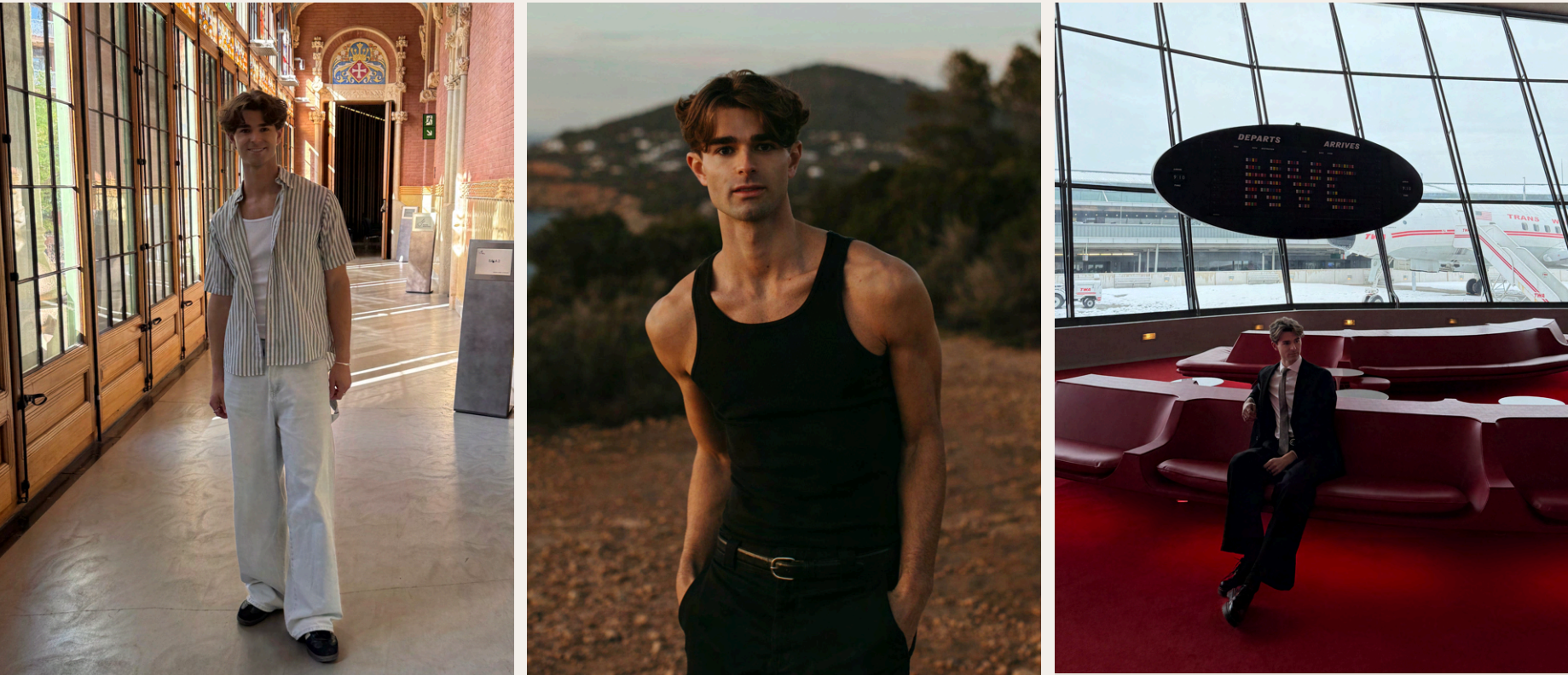
Shawn Fortune creates short-form videos that translate architecture, design, and fashion-forward culture into emotional, accessible stories. His work explores how spaces influence how we feel, helping design resonate with audiences beyond the traditional design and architecture world.

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

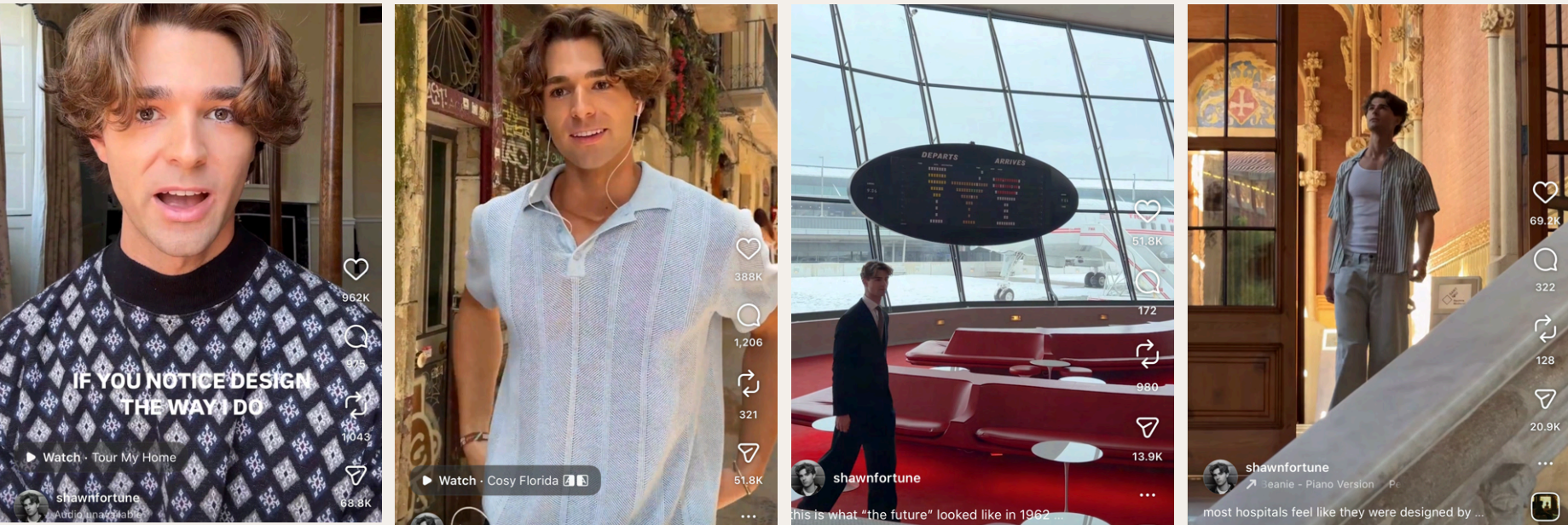
Shawn has collaborated with brands including Expedia, Hotels.com, VRBO, and Xhibition International.

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	26%	Female	53%	Europe	45%
25–34 yrs	44%	Male	47%	United States	20%
35–44 yrs	15%			Latin America	15%
				Asia	10%

AUDIENCE INTERESTS

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

CONTENT GRID — @SHAWNFORTUNE

