

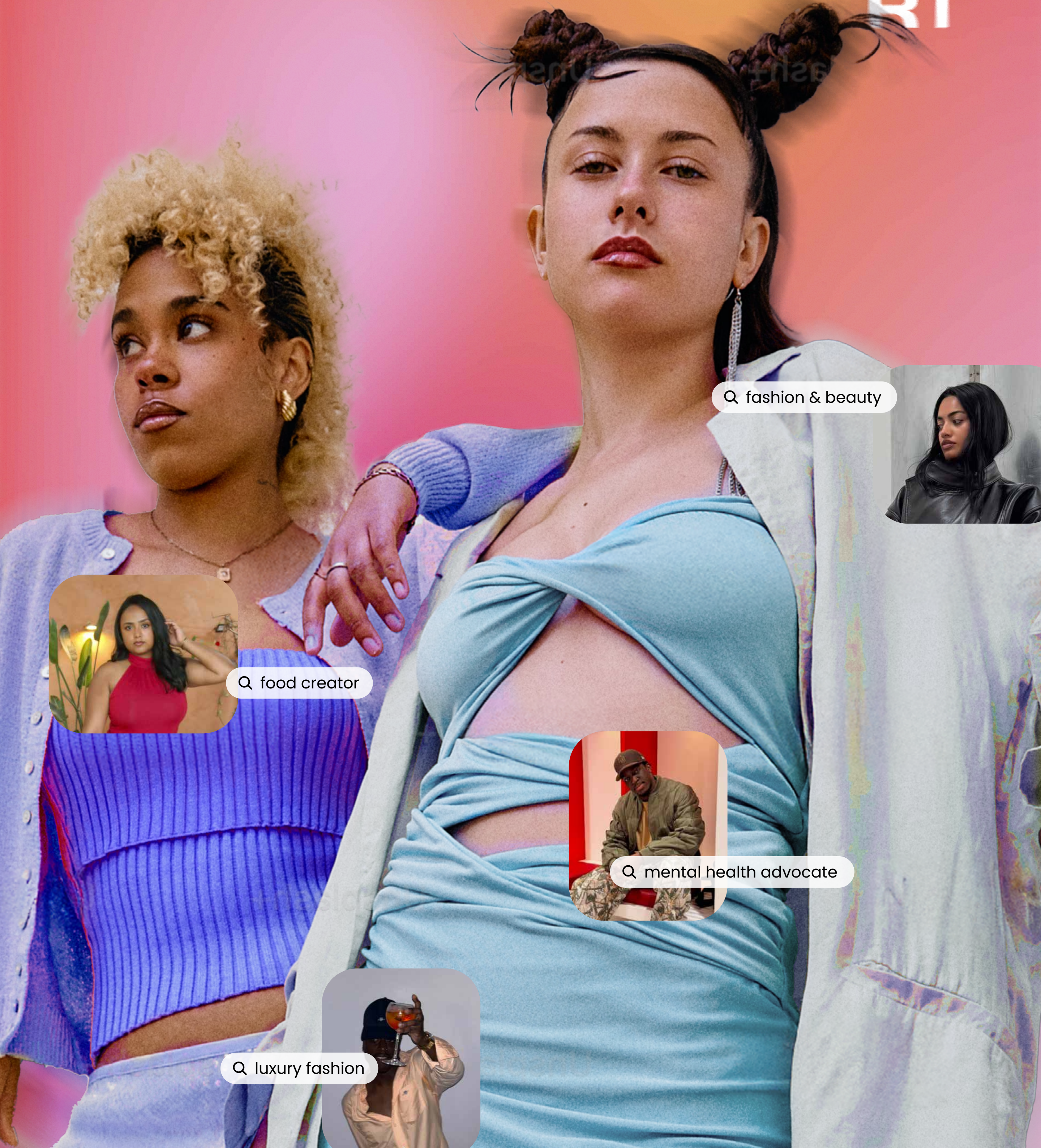
SOCIALLY POWERFUL

THE NEW WAVE:

2025

CREATOR SPOTLIGHT

REPORT



Q food creator



Q fashion & beauty



Q mental health advocate



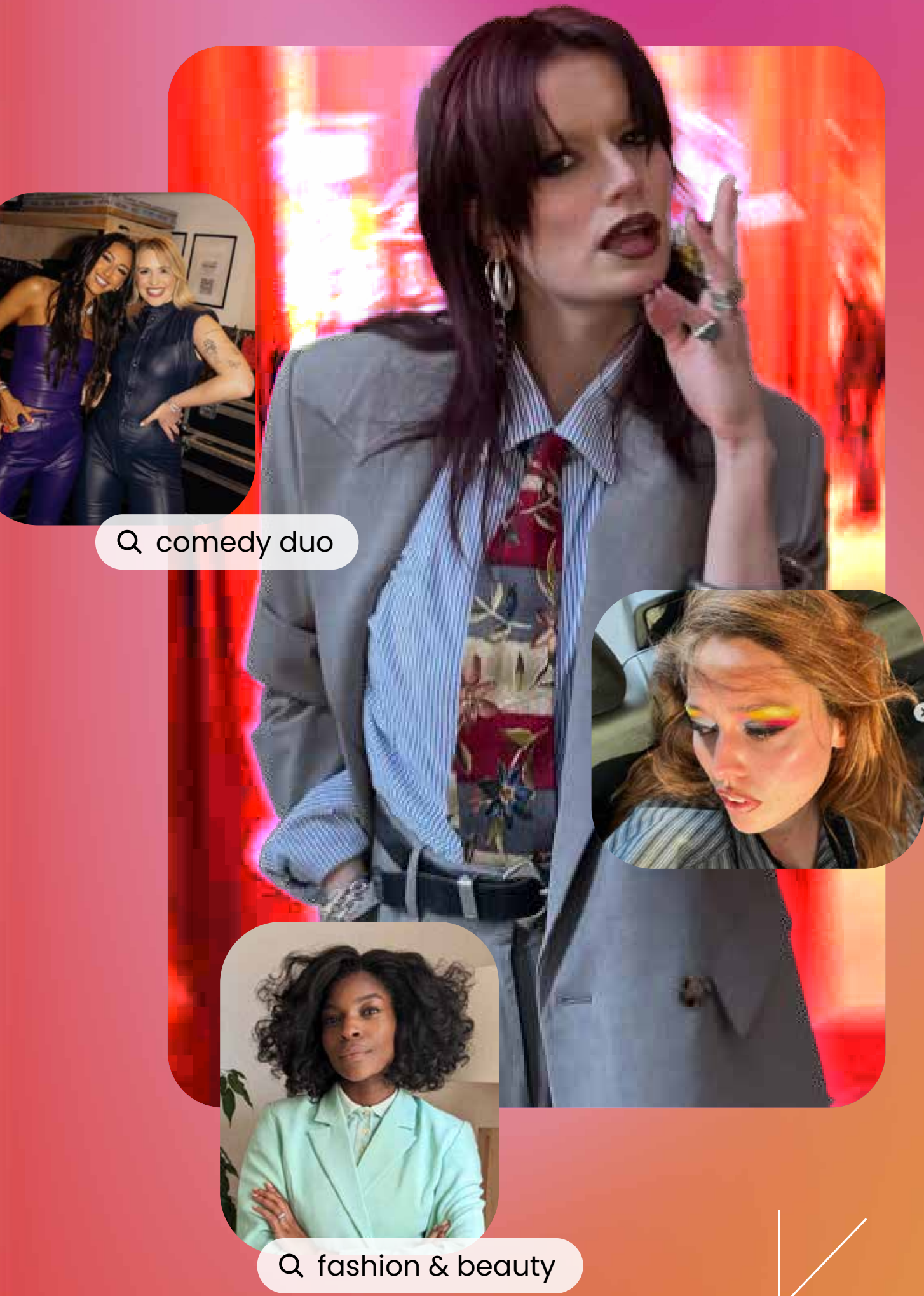
Q luxury fashion

The creator economy in the UK is in the middle of a seismic shift – gone are the days when macro-influencers and algorithm-driven content once dominated social feeds. Today, the emergence of "hidden gem" creators are stealing the spotlight. This assembly of rising creators are quietly building hyper-engaged communities, driving genuine engagement, and delivering real commercial impact – ones to watch as the influencer space grows more competitive.

These rising talents, spanning from Kwofie's insider access to luxury fashion insider and Sammi Jefcoate's gothic-luxe edge, to Cripandip's refreshingly raw food content, represent a new wave rewriting the influencer playbook: creators who prioritise substance over spectacle, community over vanity metrics, and authentic storytelling that resonates more than over-polished moments ever could.



WHAT REALLY SETS THESE CREATORS APART?



Their intuitive understanding of what their audiences crave. They've mastered the art of creating organic content that feels effortlessly on-trend and native to their social platform, without ever losing sight of their personal brand. Whether it's Sherrie Webster timing her elevated basics content perfectly with seasonal styling trends, or YourBoyMo strategically expanding into long-form content on YouTube because he knows his community is hungry for more depth, these creators aren't just riding trends – they're anticipating them and delivering exactly what their audiences want.

In no particular order, each creator featured has been selected not just for their growth potential, but for their proven ability to build a loyal following base and lasting brand partnerships, and cultivate the type of high-intent engagement that actually converts.

Using our AI-powered influencer tool 'ARIA', here's socially powerful's pick of

THE TOP 20

CREATORS

SHAKING UP THE CREATOR ECONOMY

EMILY WOOD

Beauty Creator
Artistic Innovator
Creative Disruptor

156K

157K

ER 10.59%

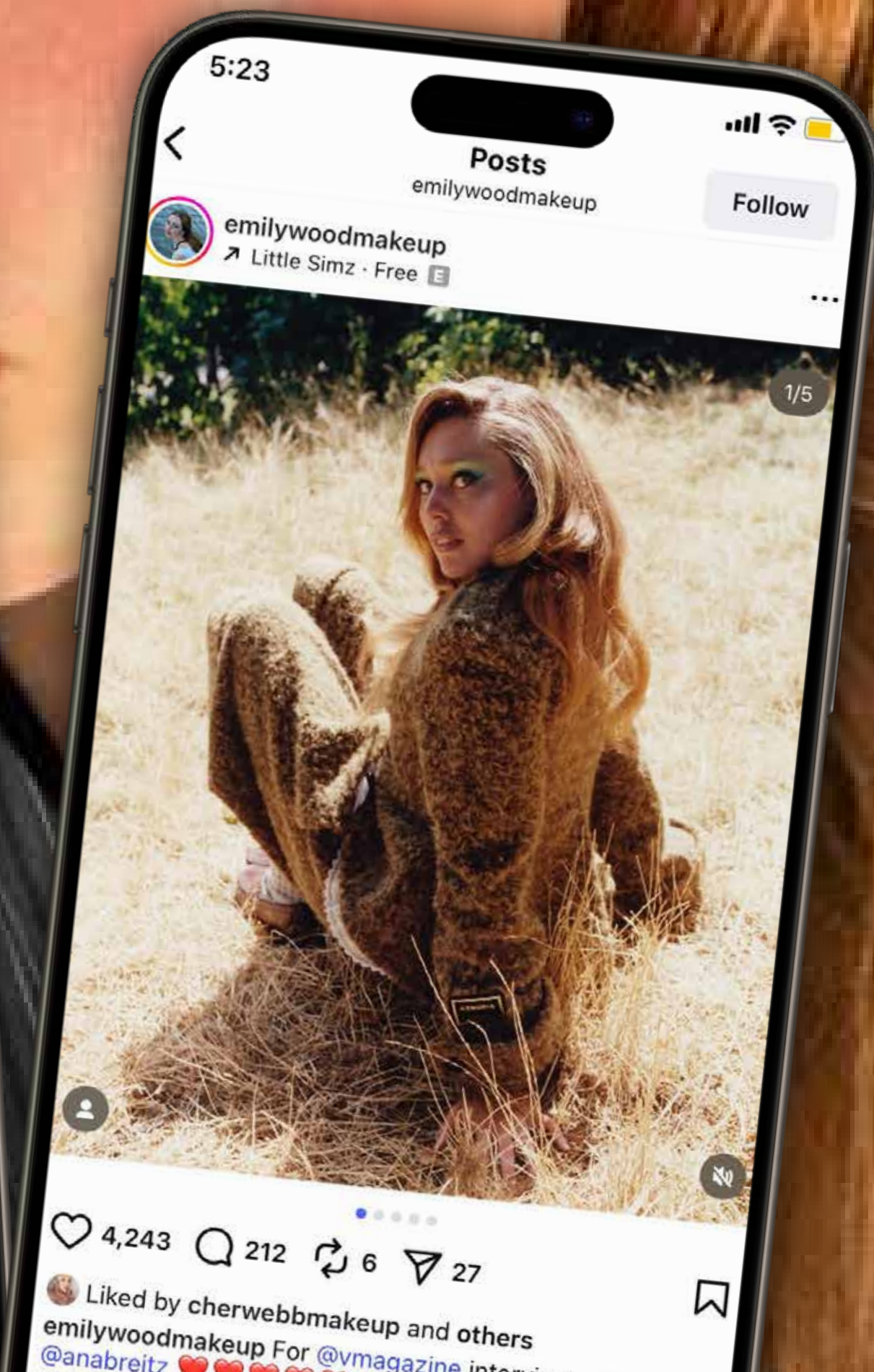


@emilywoodmakeup

In a crowded beauty space, Emily Wood has cut through the noise with a bold, artistic approach that goes far beyond the standard tutorial. While known as the sister of White Lotus star Aimee Lou Wood, Emily has built her own reputation as a creative force—an innovator whose offbeat filming style and fearless artistry have made her a standout, especially on TikTok.

Her signature? Shooting raw, front-camera makeup videos in unexpected places—think building lifts, street corners, and outdoor backdrops—that feel more like playful "face decorating" than polished beauty instruction. Often using bold colours or a single product applied across the whole face, Emily's content feels experimental, authentic, and visually striking. This unique approach has earned recognition from leading publications and even landed her in major campaigns—most notably starring alongside her sister in Burberry's Summer 2025 collection.

With 122K Instagram followers and 125K on TikTok (amassing 4.5M+ likes), Emily's influence is growing fast. Her ability to merge raw, unfiltered creativity with high-fashion visibility makes her a rising star for brands looking to tap into the next wave of beauty content—less about polished perfection, more about artistic expression.



@letsmunch

BARTEK

Food Creator
Self-Taught Chef
Cookbook Author

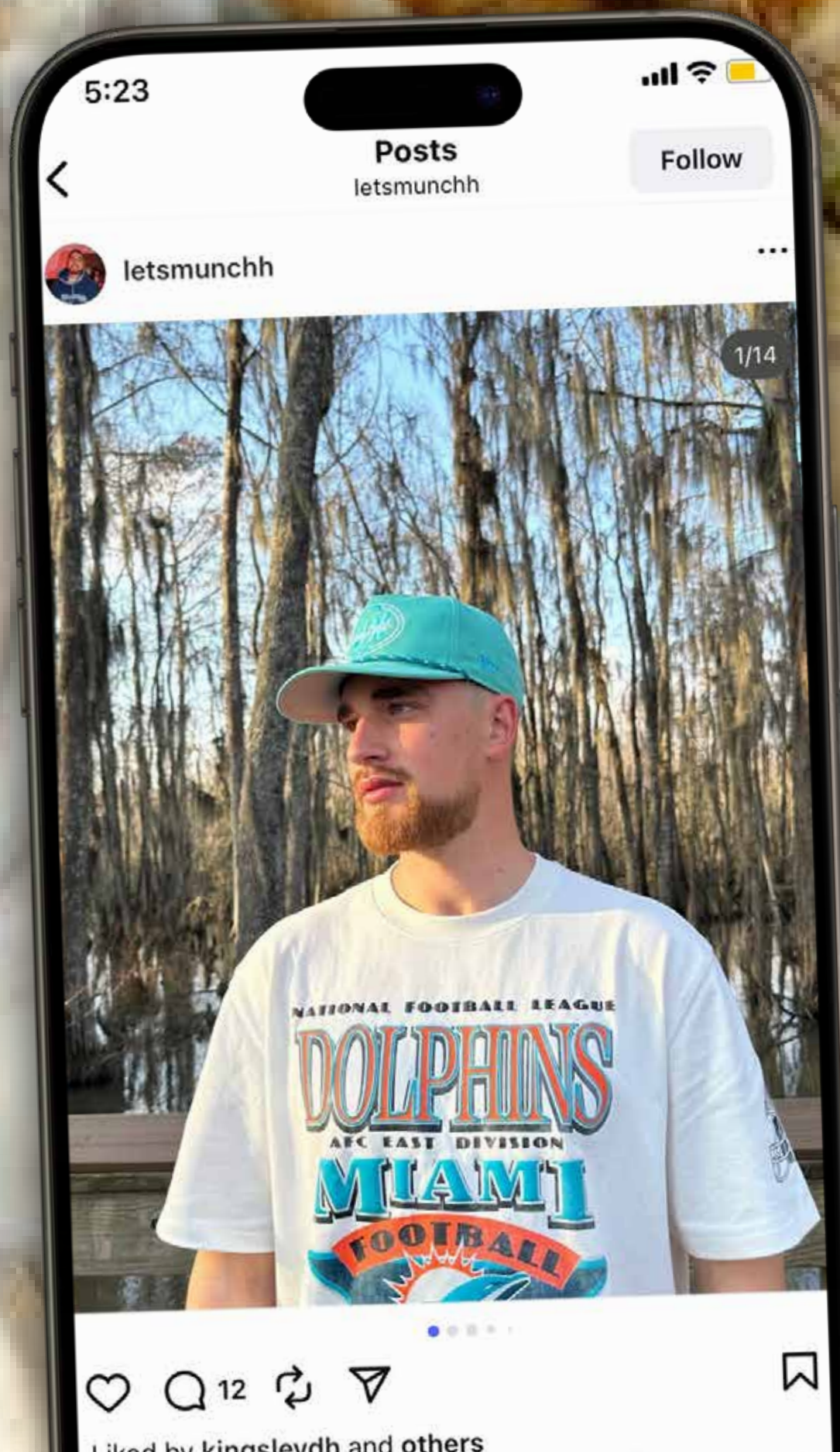
455K

952.3K

ER 8.08%

Bartek's unique journey from bartender to online culinary sensation epitomises how powerful the creator economy truly is. Poland-born and London-raised, Bartek discovered his passion for cooking during the 2020 lockdown period, when his second TikTok – creamy garlic and parmesan chicken – exploded with over 500,000 views overnight. This viral moment launched a social-media career that has seen him secure a cookbook deal, leave bartending far behind, and build his content around accessible and affordable comfort food inspired by his mother's traditional Polish cooking. His authentic approach to sharing simple, flavour-packed recipes, often filmed and edited in a slow, sensual way, resonates with audiences craving inspiration and a genuine personality to follow.

With over 990K TikTok followers and 445K Instagram followers, and a solid 8.08% engagement rate, Bartek has demonstrated his ability to maintain a connection with his audiences beyond initial viral success – proving that authentic passion can translate into lasting digital influence.



ALLY & G

Q @allyandg

Comedy Duo
Relationship Commentators
Pop Culture Critics

📷 28.1K

🎵 266.3K

ER 11.2%



Ally & G, a comedy duo, have redefined what it means to be two women talking about relationships and pop culture commentary through their distinctive conversational dynamic and witty takes on modern dating, marriage, and British cultural quirks. Their collaborative format allows for natural banter and diverse perspectives that create more engaging content, while their candid conversations on everyday life scenarios and dating apps resonate largely with audiences navigating similar experiences.

The duo have shown their ability to balance humour with genuine insight, creating content that not only entertains but offers real value to their viewers who are seeking both laughs and relatability.

Since launching themselves online, the pair have amassed around 268.5K followers on TikTok, generating 20.7M total likes – creating viral content that drives repeat viewing and sharing. Their performance on TikTok demonstrates their mastery of capturing the platform's conversational format, where organic, authentic content thrives.

In a creator economy often dominated by individual personalities and male-heavy comedians, Ally & G's successful duo format and exceptional social metrics position them as unique voices with significant growth potential. Ant and Dec better watch out.



Q @freddieharrel

FRÉDÉRIQUE "FREDDIE" HARREL

Entrepreneur
Fashion & Beauty Creator
Black Business Advocate

📷 160K

ER 3.73%

Frédérique Harrel, also known as Freddie, represents the evolution of creator influencer into entrepreneurship, seamlessly blending fashion and beauty credibility with serious business acumen. As the founder of RadSwan, an afro-hair brand that secured an impressive all-female-led seed round of approximately £1.5m, Freddie has demonstrated the type of creator-to-founder trajectory that brands increasingly value.



Over the years of her social and business career, Freddie has been awarded Cosmopolitan Influencer of the Year in 2018, TEDx speaking engagements, and SHE Unleashed workshops – demonstrating her influence within the space beyond content creation. Her authentic integration of Black entrepreneurship advocacy, lifestyle and parenting content creates a multifaceted appeal to audiences. Women can have it all – a successful business and a family.

With around 160k Instagram followers and an engagement rate of 3.73%, followed by a thread of notable brand collaborations like YSL Beauty and coverage in Vogue Business, Freddie has shown to be the ideal collaborator for premium beauty and fashion campaigns seeking genuine authority and meaningful community connection.



SONIA'S ILLUSTRATIONS

Lifestyle Illustrator
UK Scene Curator
Visual Storyteller

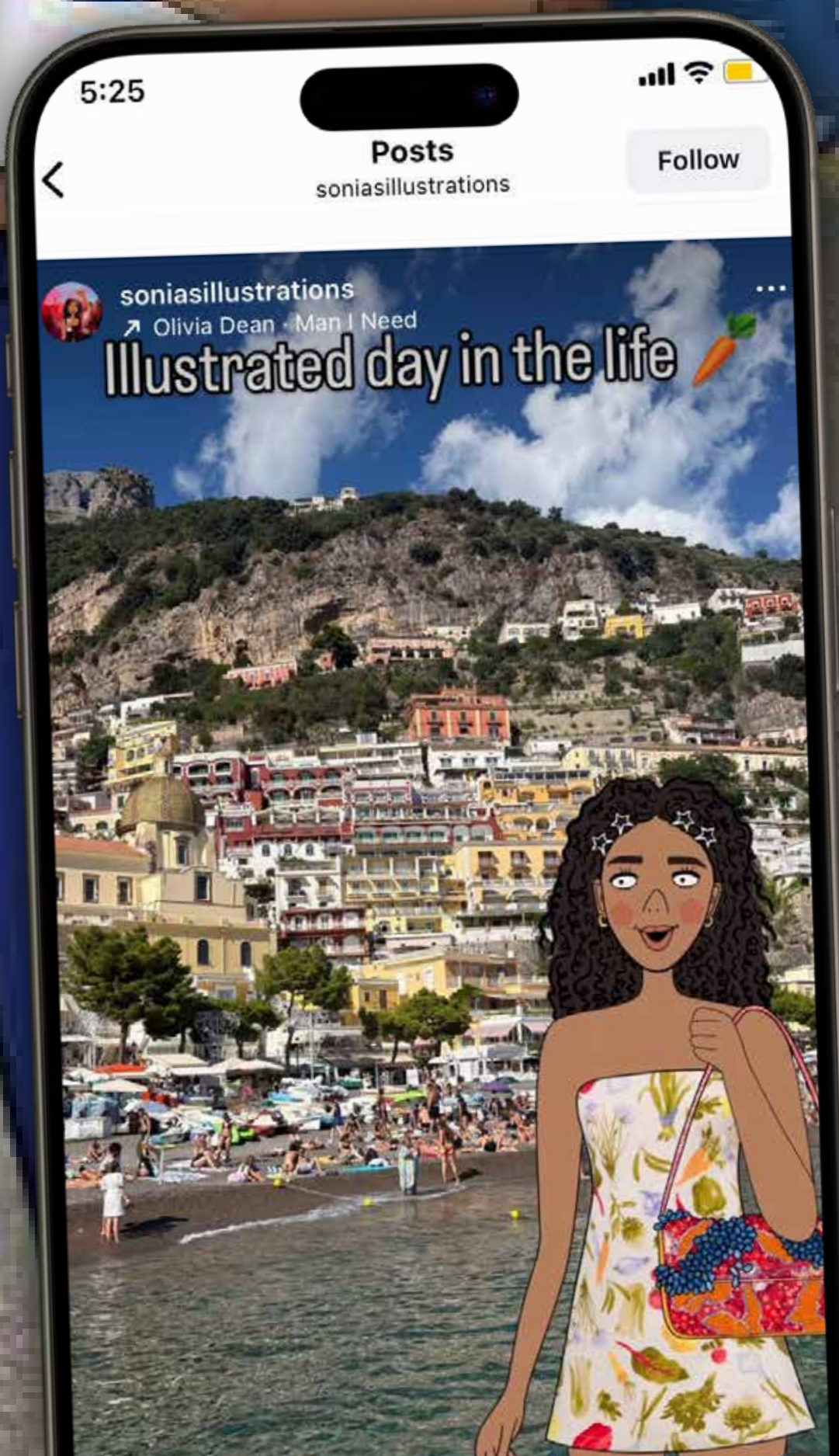
 16K  39.2K ER 8.66%



 @soniasillustrations

Sonia has carved out a distinctive niche by turning everyday UK moments into charming, hand-rendered illustrations that sit perfectly between art and lifestyle content. Her distinctive approach transforms everyday and cultural British moments into highly shareable visual narratives that resonate particularly well with decor enthusiasts and stationery lovers.

Capturing the essence of British culture with an artistic sensibility, Sonia's art makes her content both aesthetically pleasing and emotionally connective. This combination of artistic skill and cultural relevance has positioned her as a go-to creator for brands seeking to tap into UK lifestyle trends through authentic, handcrafted visual content.



Q @xtaramartin

TARA MARTIN

Beauty and Fashion Creator
Minimalist Aesthetic Curator
Premium Brand Partner

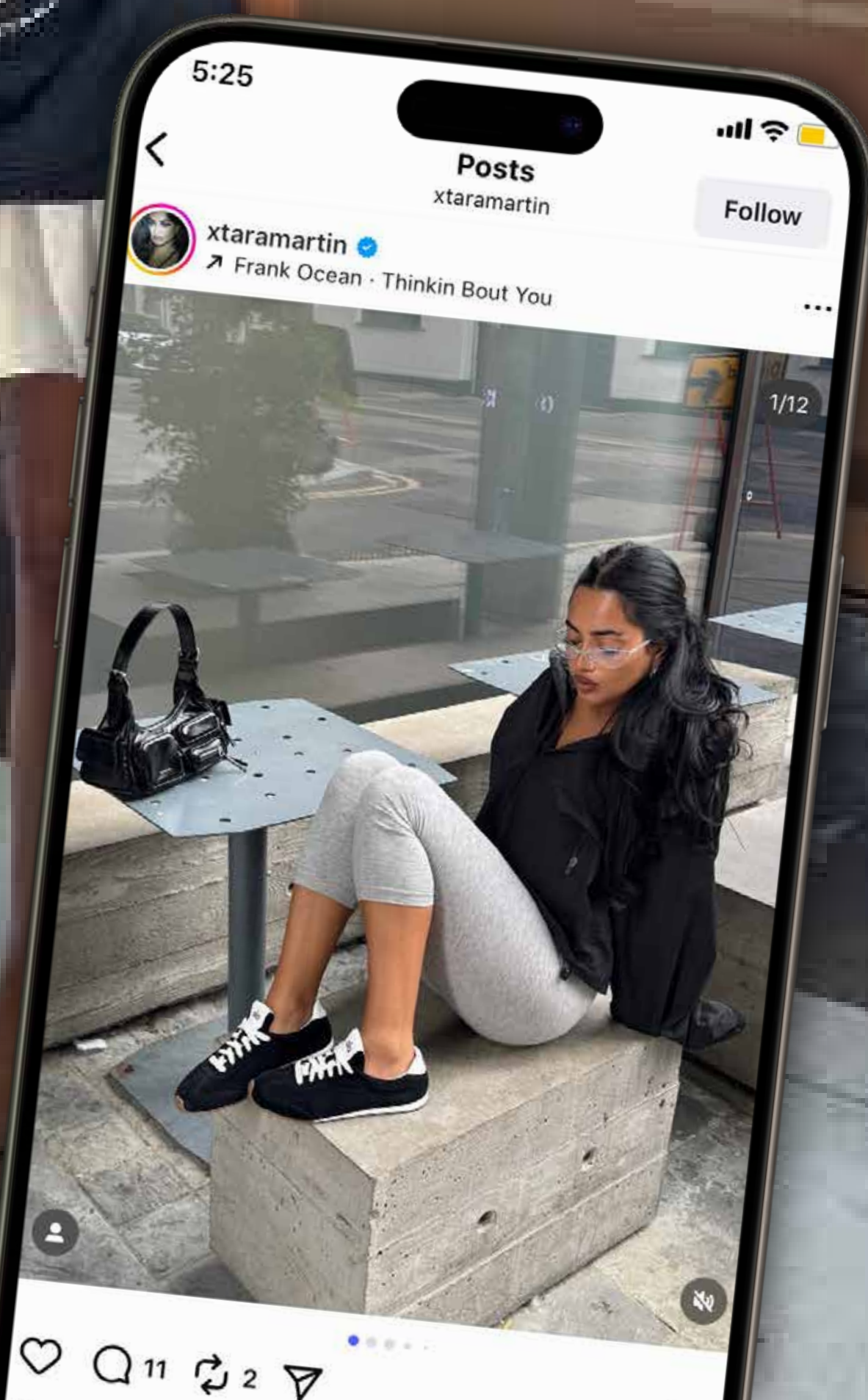
126K

ER 1.12%

Tara Martin has carved out her space as a model-adjacent fashion creator, blending refined streetwear minimalism with a signature cool-girl sensibility. This unique positioning has made her a magnet for premium collaborations, including partnerships with labels like Maison Margiela Fragrances, cementing her appeal to luxury brands in search of sophisticated, repurposable content.

Her feed is a masterclass in curation: beauty GRWMs, styling reels, and sleek edits that showcase both creative vision and technical skill. Beyond the grid, her presence at high-profile beauty and fashion events further solidifies her status as part of the industry's inner circle. She's not just creating content—she's embodying the "It Girl" energy audiences and brands alike gravitate toward.

With an engaged following of 126K and a growing roster of collaborations, Tara's value goes far beyond numbers. Her strength lies in delivering consistent creative excellence and polished storytelling, making her the go-to partner for brands that prioritise quality and cultural relevance over quick-hit virality.



SAMMI JEFCOATE

Beauty and Fashion Influencer
Alternative Style Pioneer
Luxury Brand Collaborator

📷 17M

🎵 2.6M

ER 17.28%

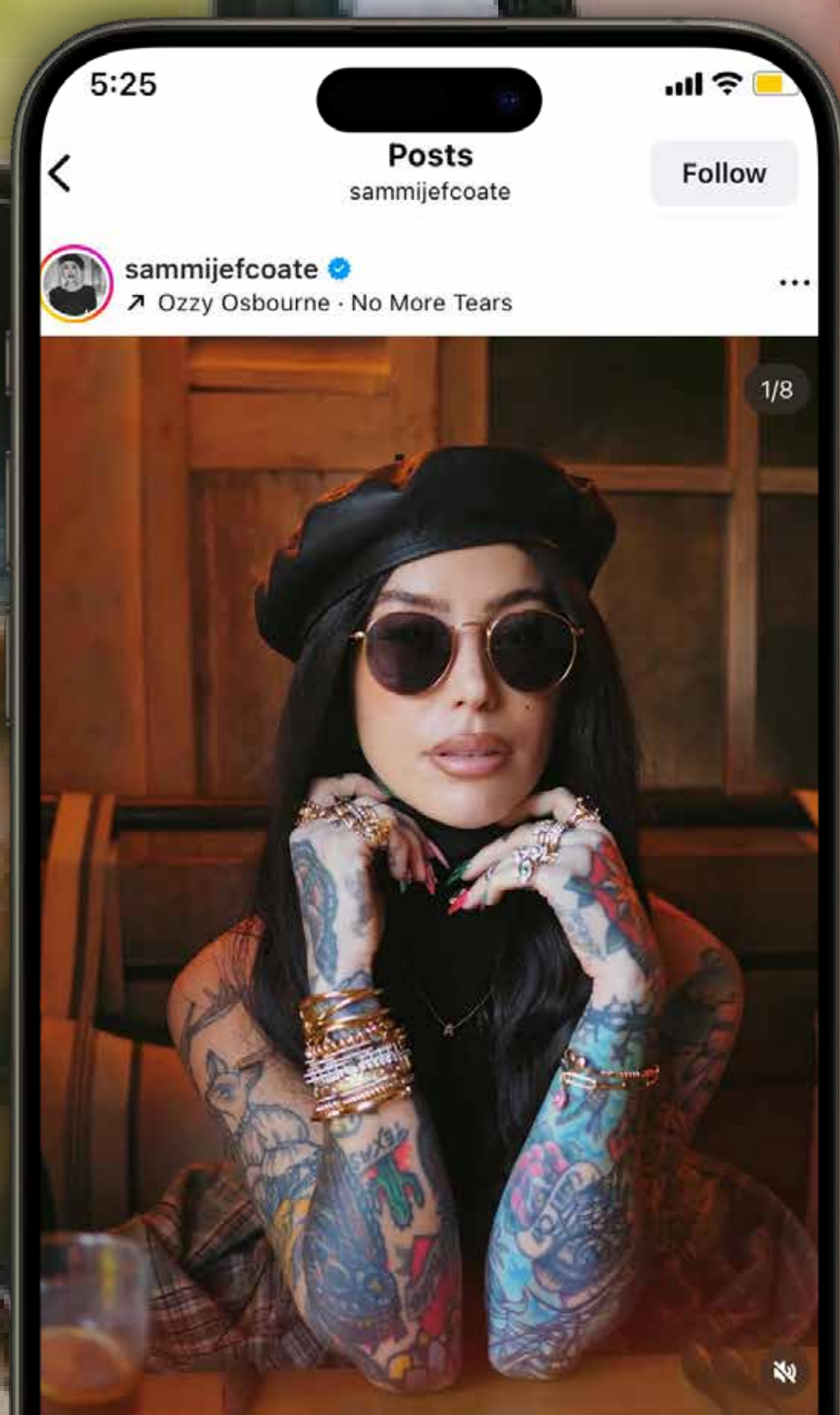
🔍 @sammijefcoate



Beauty and fashion content creator Sammi Jefocate has redefined what it means to be an influencer in today's landscape – creating content that champions individuality through her distinctive blend of gothic-luxe alternative aesthetics. Her signature 'Let's Get Dressed' content series set off the trajectory of her social media career – casually chatting to her audience whilst getting ready and embracing unique style choices rather than following conventional trends.

Sammi's authentic approach to luxury fashion (often asking her audience what designer bag goes with her outfits) has earned her recognition beyond social media – including invitations to acclaimed film premiers in the horror and thriller genres that perfectly align with her aesthetic.

Since amassing over 2.6m TikTok followers with over 125.m total likes, Sammi has collaborated with prestigious brands like YSL Beauty, Maison Margiela, Christian Louboutin Beauty, and Liberty London – demonstrating her influence in high-fashion and beauty partnerships. Along with her success on TikTok with an impressive 17.28% engagement rate, Sammi has gained over 2m Instagram followers.



Q @whatinthechef

IMRAN ALI

**Digital Chef
Recipe Creator
Food Content Strategist**

📷 **676K**

🎵 **1.1M**

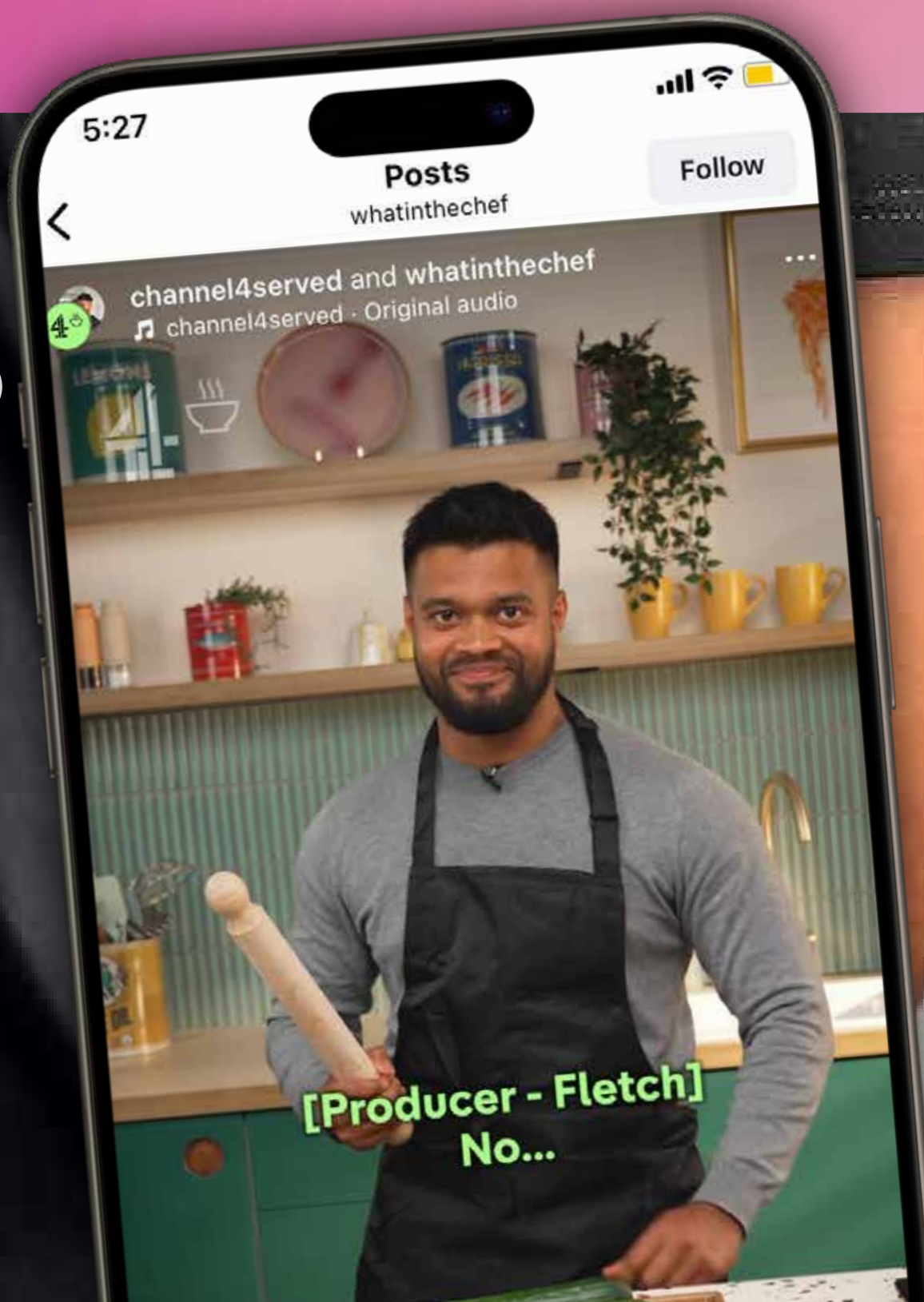
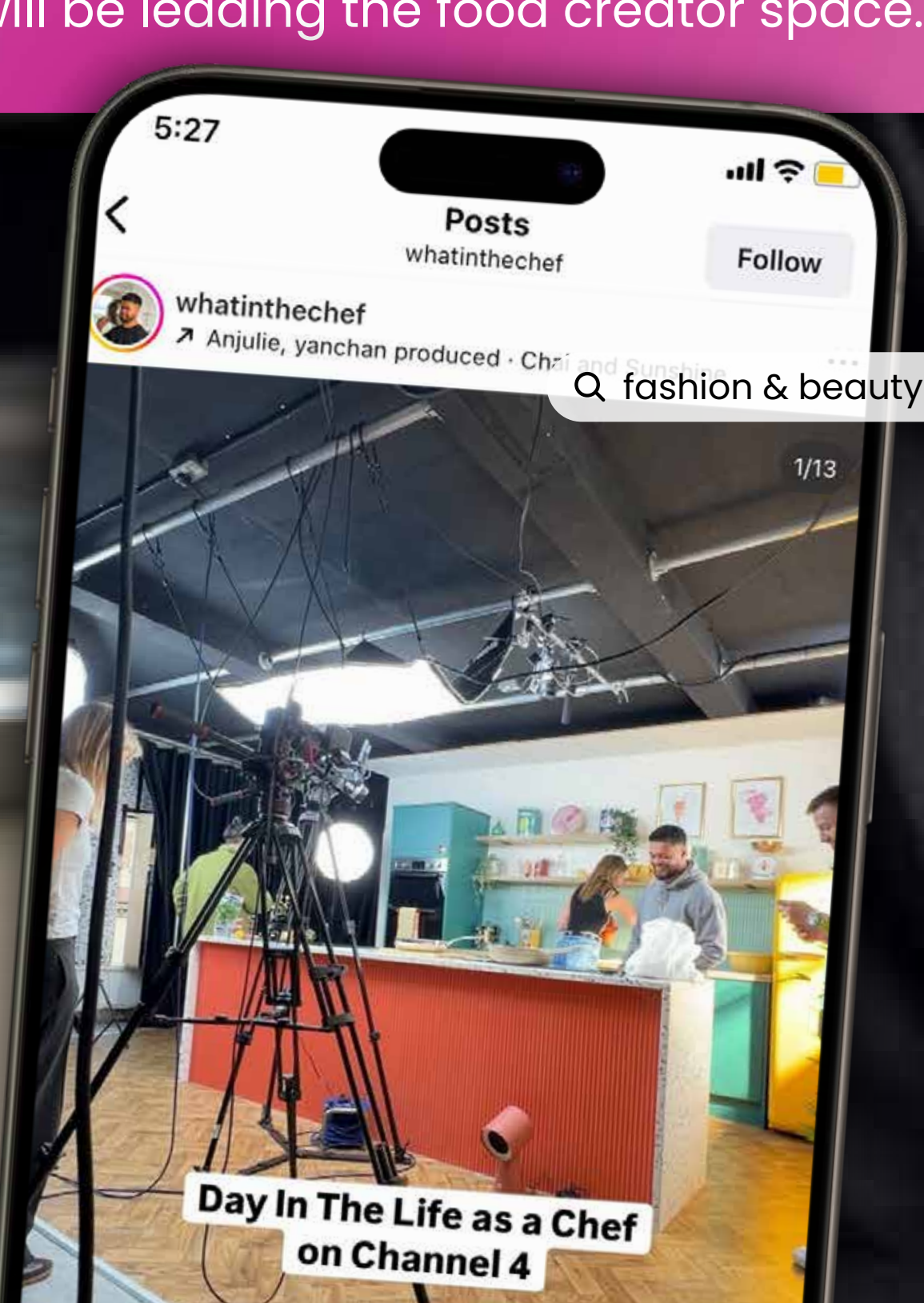
ER **8.71%**

Imran Ali, a once home-cook using his social channels to share accessible, flavour-packed recipes for audiences of all skill levels, turned television culinary extraordinaire. Imran's content consists of quick recipes, kitchen hacks, and a genuine personality that educates while entertaining. While some food creators solely film the cooking process, Ali isn't camera shy – narrating each recipe, commentating and building that genuine connection with his audiences.

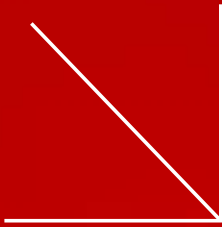
His partnership with Channel 4 Served and other natural brand collaborations demonstrate his ability to translate that social media success into professional opportunities – while his focus on budget-friendly, one-pot meals doesn't waver.

With 1.1M TikTok followers generating 24.5M likes alongside 637K Instagram followers, Ali has showcased an incredible ability to adapt content for different platforms while maintaining consistent engagement. His YouTube videos reaching over 1.3M views prove his content's longevity beyond short-form formats.

Audiences crave an authentic food influencer to follow, not only for easy-to-follow recipes but a personality that is authentic and wholesome. Imram's combination of practical skills, authentic personality, and strategic brand partnerships positions him as a creator whose influence (online and on television) extends beyond social media metrics into real culinary impact. A not-so hidden gem anymore, but a one-to-watch creator who will be leading the food creator space.

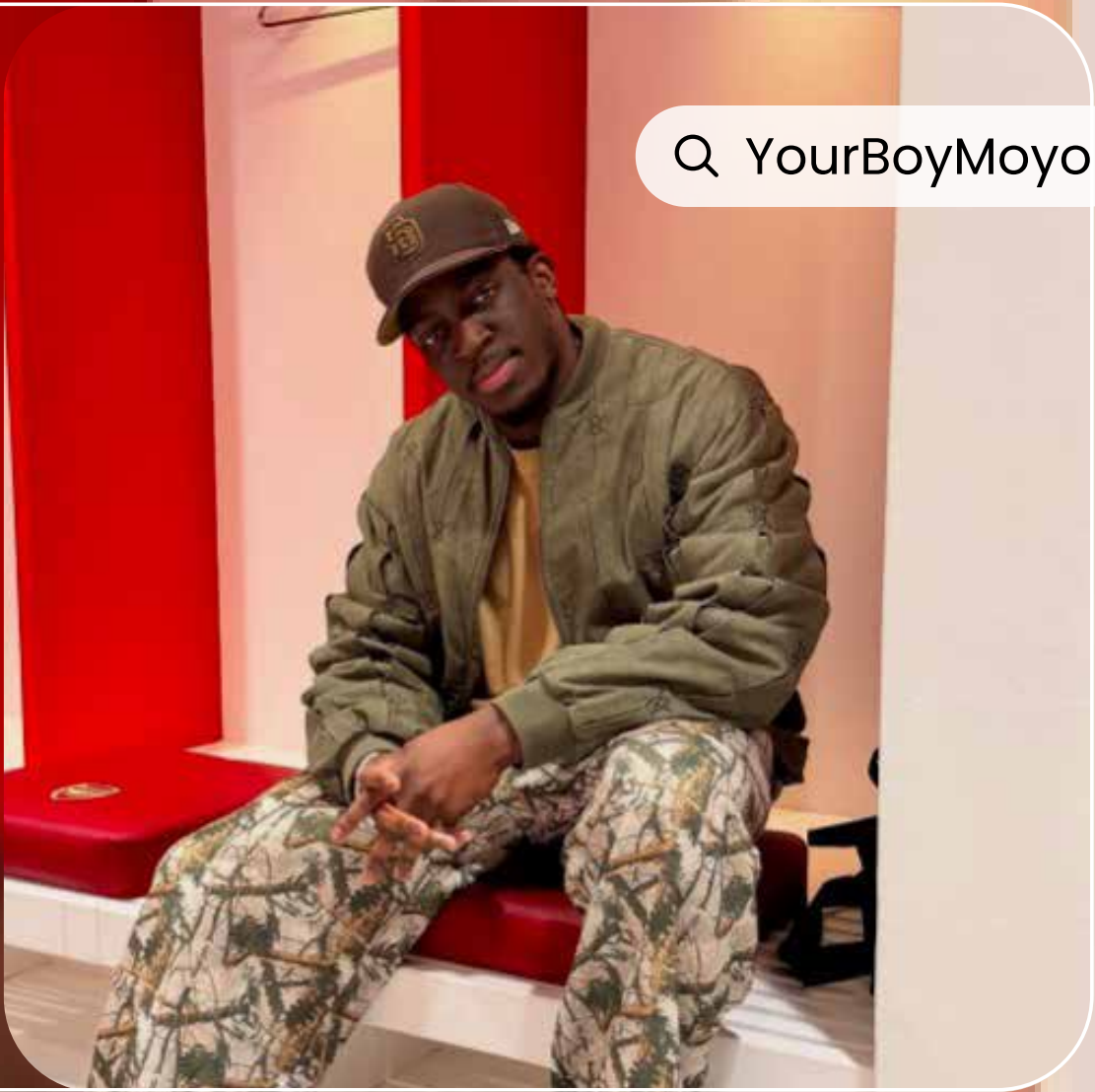


YOURBOYMOYO



Comedic Content Creator
Mental Health Advocate
Cultural Commentator

 **571K**  **3.2M** **ER 19.02%**



Moyo J. Ajibase—better known as YourBoyMo—has built an impressive following by blending humour, cultural storytelling, and vulnerability into content that feels both entertaining and meaningful. Alongside his creative partner Josh (of Josh&Mayo), he transforms everyday experiences into relatable skits and commentary that touch on comedy, relationships, and even mental health—making him as relevant in serious conversations as he is in laugh-out-loud moments.

Describing himself as a "fashion critic," Moyo brings a playful but genuine voice to discussions around style and life's complexities. His content resonates with audiences who want more than surface-level entertainment, and his decision to expand into long-form YouTube shows his instinct for giving his community the depth they're craving.

The numbers back up his impact: over 3.2M TikTok followers, 133M total likes, a staggering 19.02% engagement rate, and an average of 260K views per post—plus a thriving Instagram presence with 571K followers.



@joshpughcomic



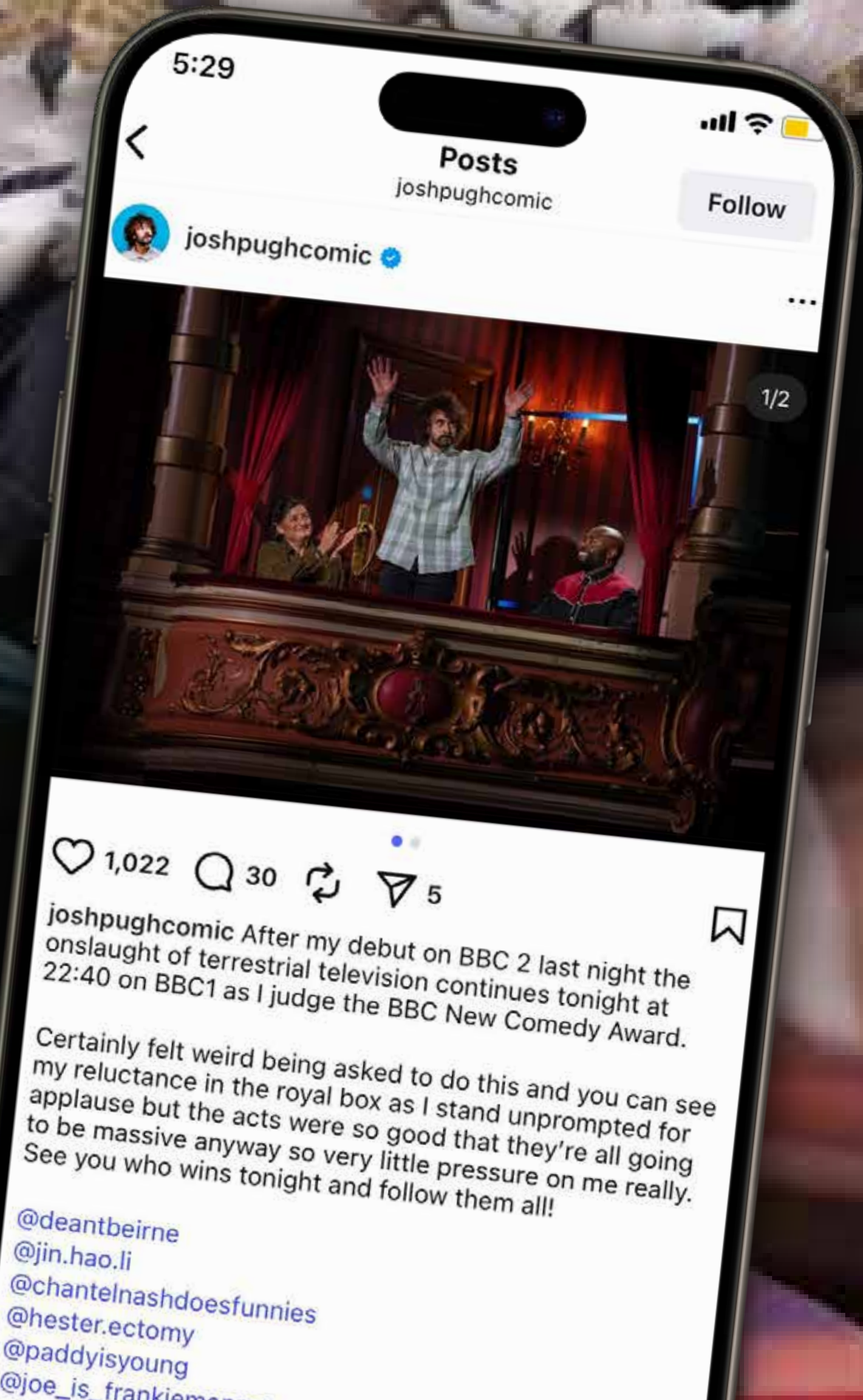
JOSH PUGH

Stand-up Comedian
TV Writer
Digital Content Creator

215K 43.6K 6.06%

Josh Pugh is a rare type of content creator that has succeeded in his craft – someone who has mastered the art of translating live comedy into digital content. Born in Warwickshire, the award-winning comedian has built an impressive career since 2024, earning multiple "New Act" awards and the English Comedian of the Year title in 2016.

Whilst building a successful career on television, Josh has also maintained this audience through his social channels, gaining 215K Instagram followers with an exceptional 6.06% engagement rate, and 3.9m total TikTok likes – demonstrating his ability to translate that stage charisma into online engagement. His viral hits, such as "Inventing the four cheese pizza" and recent stand-up special drawing 85,000 views in its first month, prove his content's staying power.



WILLIAM GOODGE

Running Creator
Extreme Endurance Athlete
Lifestyle Storyteller

📷 259K

🎵 34.3K

ER 6.14%

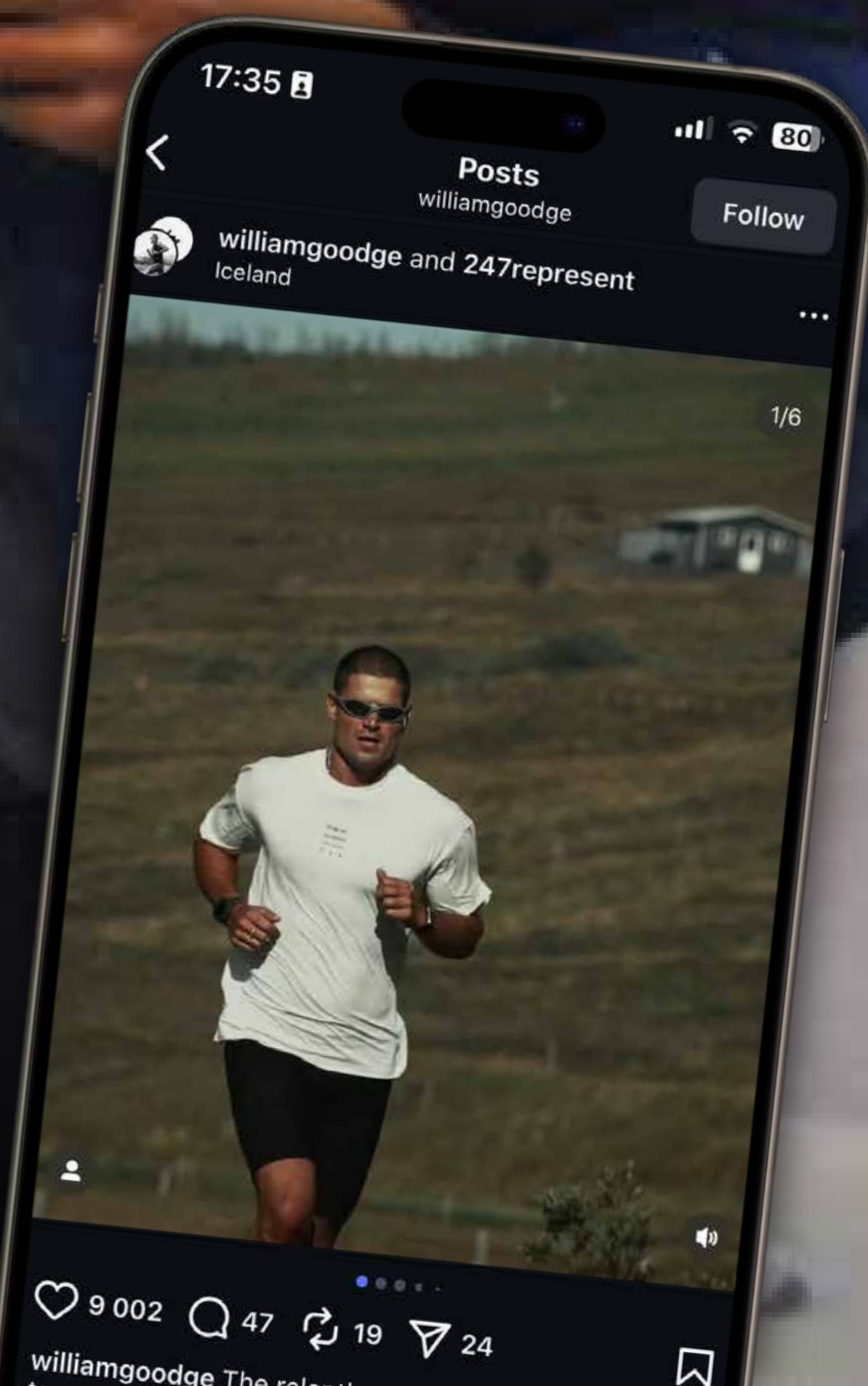
🔍 @williamgoodge



Running has exploded in popularity across the UK—and William Goodge has quickly become one of its most compelling voices. Known for documenting jaw-dropping endurance challenges, William has turned feats like running across Australia in just 34 days into gripping, long-form content that blends athletic achievement with powerful storytelling. His epic cross-continental runs and ultra-distance adventures have cemented him as a standout in the fitness and endurance space.

What makes William unique is his ability to go beyond the sport. His content weaves together extreme running with lifestyle, travel, and even fashion, creating a narrative that resonates not only with serious athletes but also with casual fitness fans and audiences drawn to creators who "do it all."

With over 250K Instagram followers and a strong 6.14% engagement rate, William has proven he can turn gruelling physical challenges into inspiring, highly shareable content. For running, lifestyle, and fitness equipment brands, he represents the ideal partner: authentic, versatile, and deeply connected to a rapidly growing community of runners worldwide.



Q @bookishbytammi

BOOKISH BY TAMMI

BookTok Creator
Fantasy & Romance Specialist
Reading Community Builder

@ 17.6K

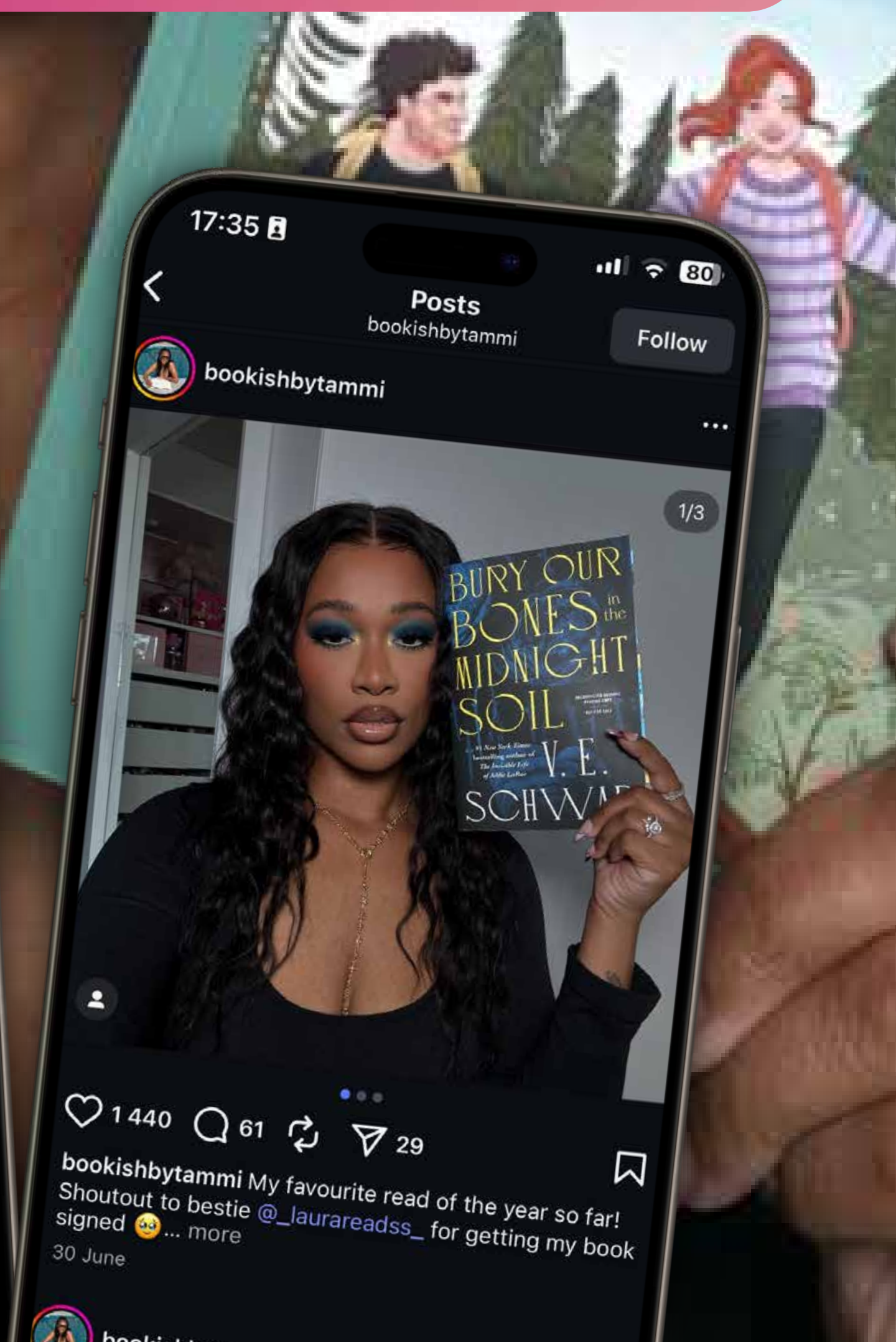
🎵 139K

ER 13.1%

With BookTok taking over our social feeds and disrupting the creator economy, a new niche of influencers has arrived: book-obsessed content-creators. Tammi has established herself as one of the UK's most trusted BookTok voices with her expertly crafted mini-reviews and book recommendations. Also known within the beauty space as @beautybytammi, Tammi has strategically expanded her audience by tapping into a new, untouched territory.

Tammi's approach combines fast-cut video editing with themed recommendations, including wrap-ups, TBRs, and trope lists that drive meaningful engagement from her reading communities. She gives readers honest reviews – drawing in audiences that want authenticity from their favourite BookTok creator.

With 138.9K TikTok followers and 2.3M total likes, Tammi maintains a strong following base of dedicated readers and drives meaningful conversations – the type of high-intent engagement that publishers and literary brands value most.



KAIT PARK

Lifestyle Creator
London Life Curator
Food Creator

28K

106K

ER 10.72%

@kaitpark



Kait Park has mastered the art of making everyday London life feel aspirational through her dynamic blend of cooking adventures, fashion insights, and candid personal storytelling – creating a safe, fun online space with her audiences. Her high-energy delivery and authentic approach to sharing daily experiences—from "What I Eat in a Day" content to behind-the-scenes photoshoot moments—creates content that feels both relatable and inspiring.

Kait's seamless integration of brand collaborations with partners like Belstaff and American Express demonstrates a strategic content strategy, while her vibrant personality transforms routine lifestyle content into genuinely engaging entertainment that captures the essence of modern city living.

Her TikTok's performance has demonstrated her skills at creating dynamic, personality-driven content that captivates audiences back for wanting more. With around 106.4K TikTok followers that has generated 6.7M total likes. Kait has shown that combining different categories of content together (food, lifestyle, fashion, personality) opens up to a larger, diverse audience as well as a variety of brand partnerships. Kait's influence extends beyond content consumption into genuine lifestyle inspiration.



Q @cripandip

CRIPANDIP

Food Content Creator
Viral Sensation
Authentic Voice

📷 93.9K

🎵 595K

ER 10.39%

Maddi Neye-Swift—better known as Cripandip—has won over UK audiences with her witty, unpretentious take on food content. Her breakout moment came with a viral video of her casually "pickling a cucumber," a simple yet hilarious clip that perfectly captured her knack for making everyday cooking feel both entertaining and accessible. Overnight, she became one of the most talked-about new voices in the food creator space.

Her appeal lies in her relaxed authenticity. Maddi's content feels real, not overproduced, and her humour gives her videos a refreshingly down-to-earth edge. This approach has already earned her major recognition—most notably being named TikTok Food Creator of the Year at the TikTok Awards UK & Ireland in December 2024.

With her viral hit alone racking up 890K likes and millions of views, Cripandip has proven her ability to resonate far beyond niche foodie circles. For brands, her blend of relatability, humour, and mass appeal makes her a valuable partner for food and lifestyle campaigns seeking content that feels organic but has genuine viral potential.



JADE BOWLER

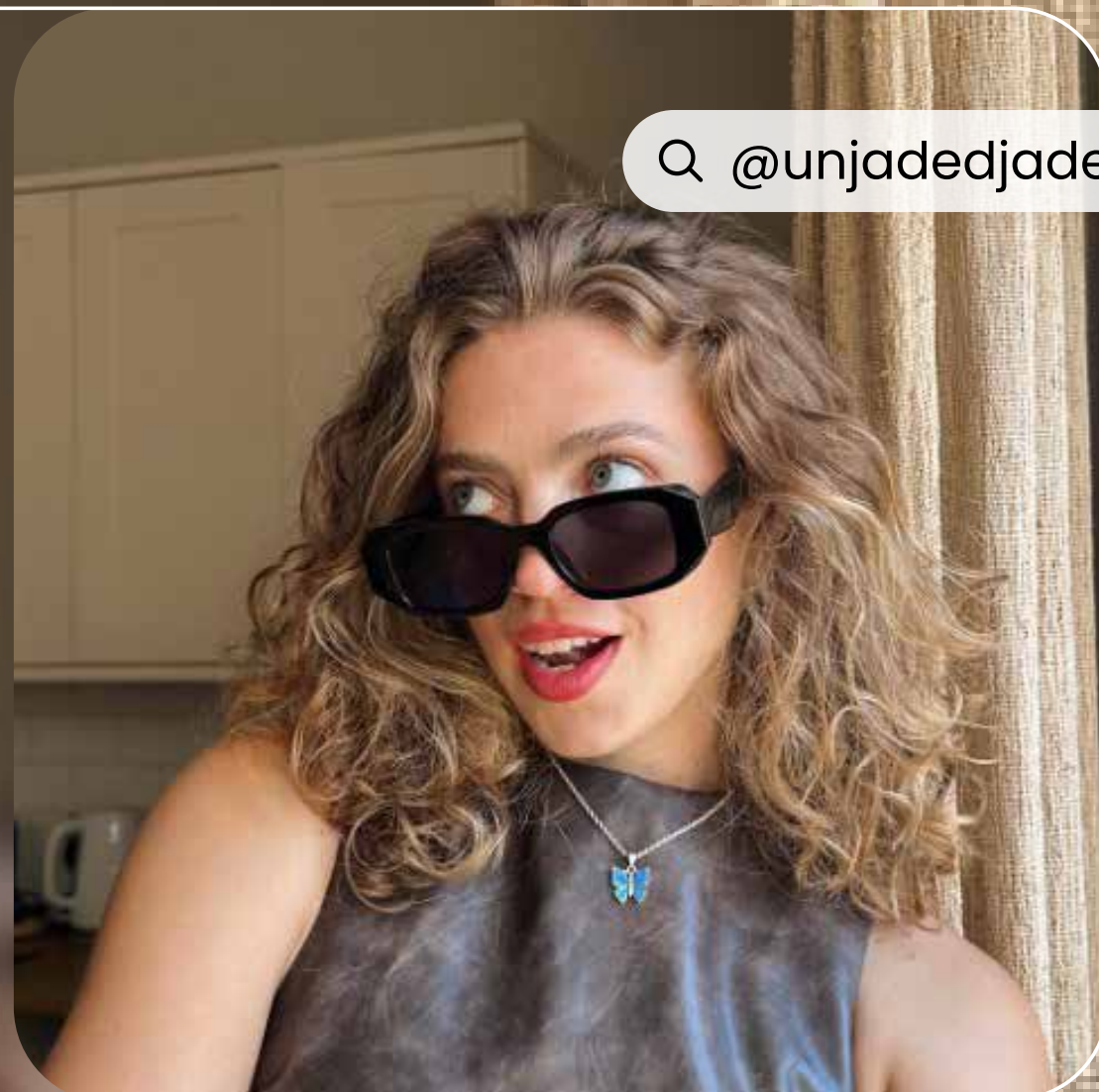


StudyTuber Authority
Self-Development Expert
Multi-Platform Creator

 **368K**

 **210K**

ER 4.02%



Jade Bowler has become one of the UK's most influential StudyTubers, building her platform around authenticity, productivity, and personal growth. What started as revision vlogs and study tips back in 2017 has grown into a multi-platform presence spanning YouTube, Instagram, publishing, and podcasting—proof of her ability to turn digital influence into real-world thought leadership.

Her content has consistently struck a chord with students and young audiences looking for both practical advice and motivational support. Alongside her hugely successful YouTube channel, Jade is also the author of *The Only Study Guide You'll Ever Need* (Blink Publishing) and co-host of *The Wooden Spoon* podcast, cementing her position as a trusted voice in the education and self-development space.

The numbers speak for themselves: nearly 1M YouTube subscribers, 126M+ views across 550+ videos, and 368K Instagram followers with an impressive 4.02% engagement rate. But beyond scale, Jade's influence lies in her depth—her ability to inspire, guide, and connect with her audience on a personal level. For brands looking to reach students and young professionals with messages rooted in learning, growth, and wellbeing, Jade represents a standout partner who balances authority with authenticity.



Q @amy_spalding

AMY SPALDING

Aesthetic Creator
Interior Design Enthusiast
Alternative Fashion Curator

📷 113K

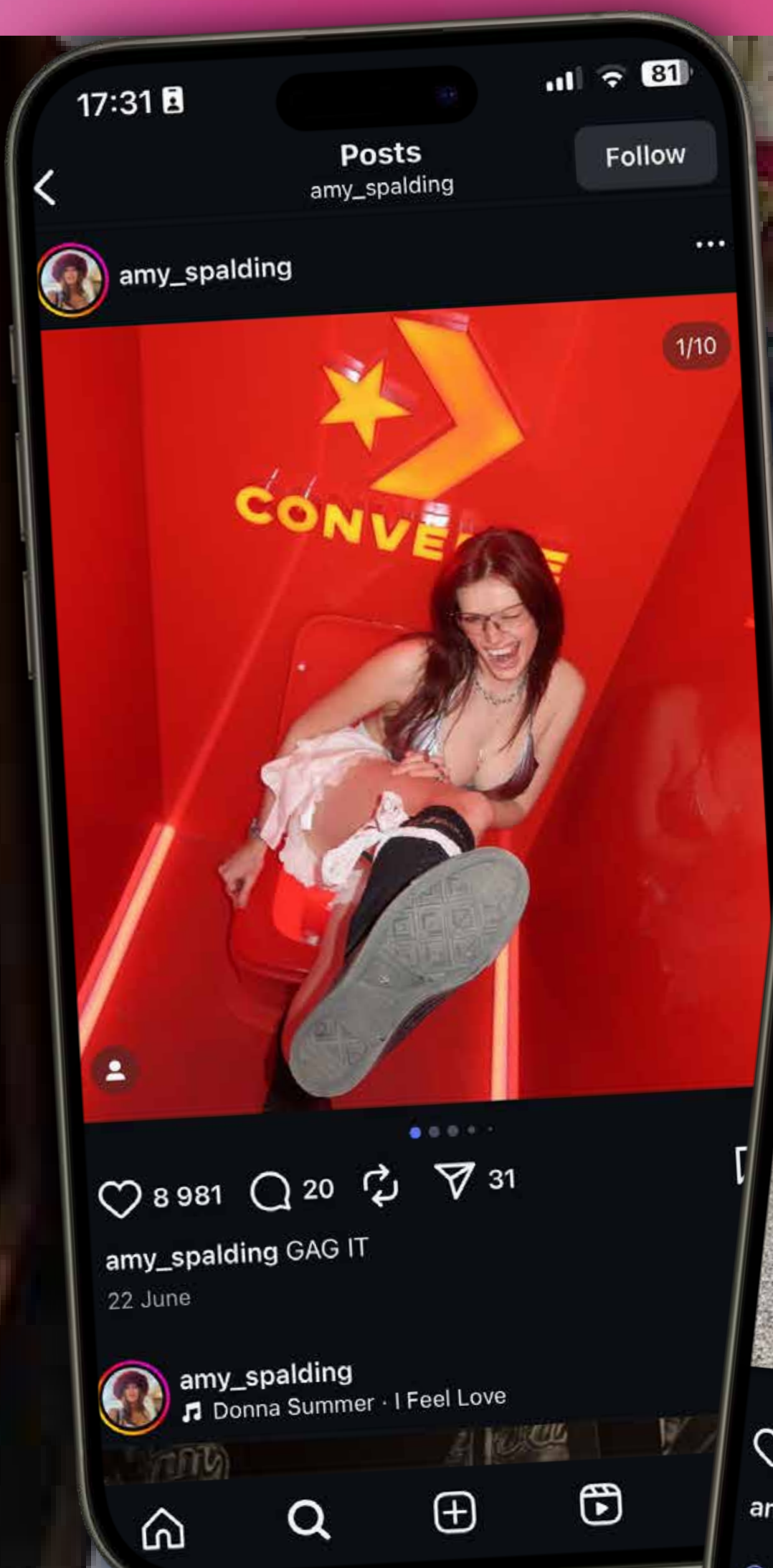
🎵 119K

ER 7.72%

In a creator space where 'clean girl' and 'minimalism' usually dominates the algorithm, Amy Spalding has carved out a distinctive niche by perfecting the "cool girl" aesthetic that resonates deeply with audiences seeking alternative fashion inspiration and creative lifestyle content.

Amy's approach combines high-quality visuals with impressive editing skills, creating a consistent, curated feed that balances aspirational aesthetics with relatable everyday moments. Her focus on interior design and creative projects reflects her versatility beyond typical fashion content, while her alt-girl sensibility attracts followers wanting style inspiration outside mainstream trends. Amy's ability to merge creativity and accessibility makes her content both inspiring and achievable for her dedicated community.

119K TikTok followers and a consistently high engagement rate demonstrate Amy's focus on building an authentic community over passive followers. Amy's distinctive visual style and authentic brand collaborations position her as a hidden gem who will be making waves within the fashion scene.



KWOFIE

Q @kwofie

Style Creator
Luxury Fashion Insider
Aesthetic Storyteller

29.3K



Kwofie has mastered the craft of turning his feed into a living moodboard—seamlessly blending lifestyle, fashion, culture, and accessible creativity. His consistent visual style and aesthetic storytelling strike a chord with urban audiences, particularly in the UK, who look to him for authentic style inspiration and rare glimpses into the luxury fashion world.

His rising influence is clear. From collaborations with high-end designers to regular invitations to exclusive industry dinners and events, Kwofie is firmly on luxury fashion's radar. Most notably, he cemented his model credentials by walking in Hermès's 2026 Paris Men's Fashion Week show—sharing snippets with his community and giving them coveted access to the inner workings of premium fashion. It's this behind-the-scenes perspective that positions him as both tastemaker and insider.

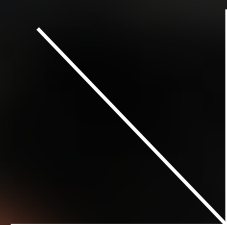
With close to 30K Instagram followers, Kwofie has cultivated a loyal, fashion-savvy community who see his feed as a trusted source of elevated style cues and luxury intelligence. A true hidden gem in the luxury fashion space—and one to watch as his influence continues to grow.



🔍 @shelenzamora



SHELEN ZAMORA



Fashion Creator
Beauty Enthusiast
Lifestyle Curator

📷 17.7K

🎵 246k

ER 11.69%

Shelen Zamora is making style approachable and relatable, turning fashion, beauty, and lifestyle content into something her audience can actually use. Her feed blends outfit inspiration, skincare routines, and lifestyle vlogs with a genuine, down-to-earth personality—eschewing overly polished content for authenticity.

With 17K Instagram followers and over 246K on TikTok – and a focus on video content over static posts – Shelen has shown that meaningful engagement matters more than vanity metrics. Her audience values practical style guidance paired with a friendly, fun face they can trust.

In a crowded fashion space often dominated by surface-level content, Shelen's combination of approachable advice, authentic storytelling, and consistent community interaction positions her as a rising creator to watch.



SHERRIE WEBSTER

Style Creator
Elevated Basics Expert
Shoppable Content Specialist

@ 113K

🎵 128K

ER 4.2%

🔍 @sherriewebster

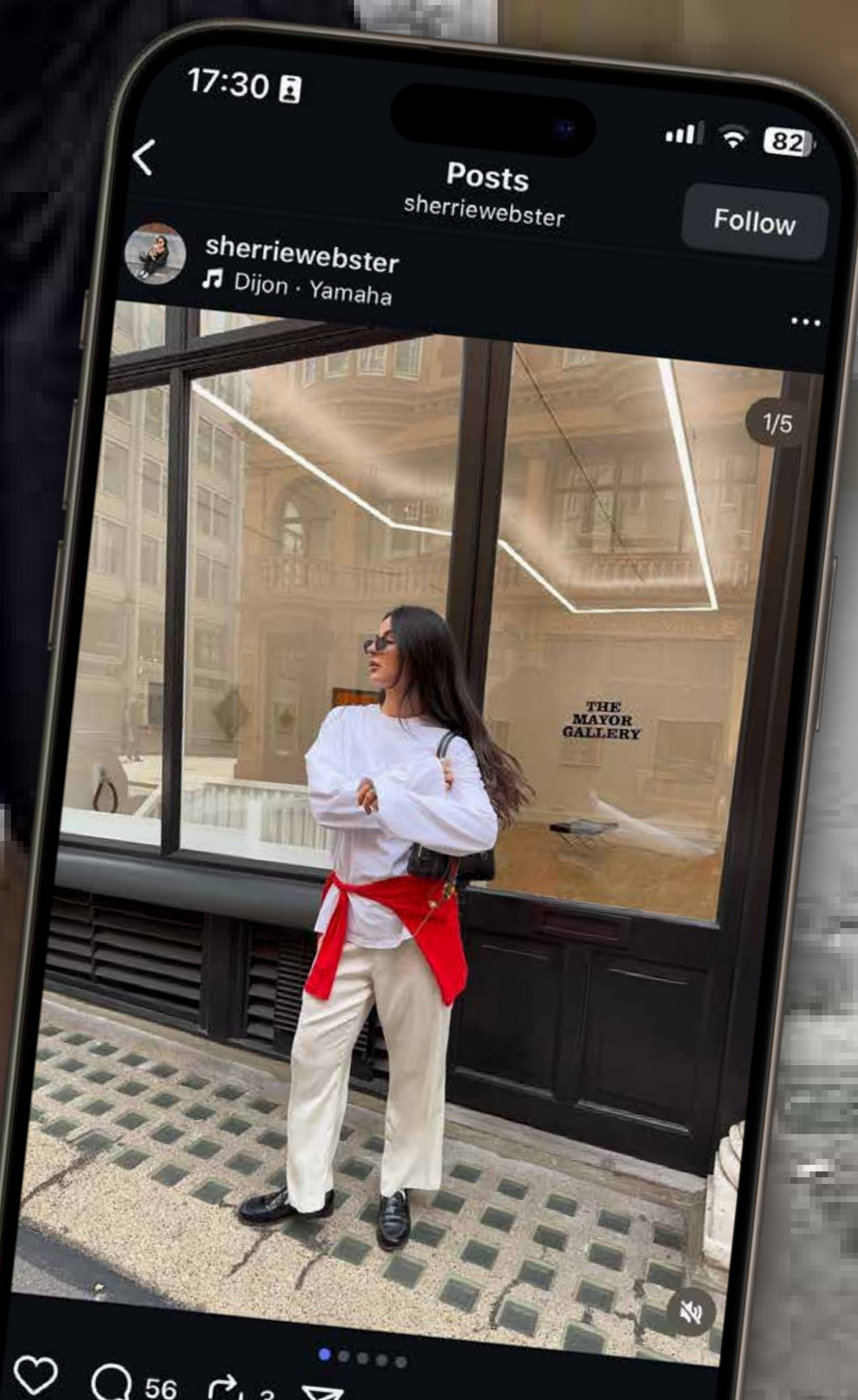


Sherrie Webster has built a reputation for turning "elevated basics" into highly engaging, shoppable content that her audience treats like a personal style guide—many even use her feed as a go-to mood board for inspiration.

She knows exactly what her community wants. By leaning into popular formats like GRWMs, hair tutorials, and capsule styling, she creates content that not only drives strong engagement but also clear conversions, with her LTK and Shop pages showing proven commercial impact.

Rooted in a London-based perspective on accessible luxury, Sherrie balances polished fashion expertise with lifestyle-driven moments—like moving-home vlogs and everyday updates—that make her feel approachable and authentic. It's this blend of authority and relatability that has positioned her as a trusted voice in UK fashion.

For followers, she's the stylish friend they can rely on for organic, effortless advice. For brands, she offers proven shoppability, consistent performance, and genuine audience trust—making her a perfect fit for fashion, haircare, and high-street collaborations that want both authenticity and results.



Q @renes.cravings



RENE SUBASH

Food Creator
Cultural Storyteller
Travel Content Pioneer

📷 151K

🎵 218.6K

ER 5.41%

Rene Subash has carved out a distinctive niche in the foodie social media landscape by weaving together her Liverpoolian roots with her rich Indian culinary heritage, creating content that transcends traditional recipe videos. Her approach, which has captured over 150k followers on Instagram and 200k on TikTok, combines soulful home cooking with cultural narratives and engaging visuals, transporting her audiences all the way from India's bustling markets to Italy's serene Amalfi Coast.

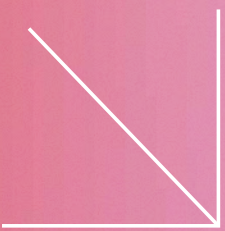
Beyond her cooking expertise, Rene champions small businesses and underrepresented culinary creators, using her platforms to support and celebrate diverse food cultures and emerging talent.

Rene's engagement metrics reflect her organic approach to content creation. Being authentically herself has generated an impressive 3.8 million likes on TikTok, demonstrating exceptional audience connection. Combined with her 151K Instagram following, Rene has been able to build meaningful communities around food storytelling rather than simply accumulating passive followers—making her a standout hidden gem with significant growth potential.





GLOBAL SOCIAL MEDIA & INFLUENCER MARKETING AGENCY.



LET'S
CONNECT



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