

KEN, FRAGRANCE ARCHAEOLOGIST. MEDIA KIT, OCTOBER 2026

Fragrance stories for people who actually buy niche perfume.

Short videos on Instagram, TikTok and YouTube about the people, history, places and bottles behind fragrance. Posting since December 2025, with 143 videos in the library here.



The numbers

As of October 18, 2026.

9,000+

followers across Instagram, TikTok and YouTube

5,175

TikTok followers

3,590

Instagram followers

+49%

YouTube subscribers in the last 30 days (254 now)

323,000+

plays across the videos on this site

62,000+

views on Instagram Reels posted in the last 30 days

201,000

views on the top TikTok, Downy Unstoppables No. 26

143

videos in the library on this site, posting since December 2025

Who's watching

Instagram followers by age



57% are 35 to 54, the age group that buys niche and prestige fragrance, not just follows it.

73%

of Instagram followers are in the US. Next: India, the UK and Canada.

63%

women, among followers who list a gender on Instagram.

12.3%

Instagram Reels engagement rate, last 30 days (likes, comments, saves and shares per person reached).

Most watched

History of Scent, Hawaii ep. 1: before plumeria	34.4K, Instagram
Outremer, Cola and Violette Watch on TikTok	14K, TikTok
Shalimar and its three guardians	10.4K, Instagram
What happens if you never pick your lemons	9.1K, Instagram
Everyday scent too: Downy Unstoppables No. 26 Watch on TikTok	201K, TikTok
Everyday scent too: Dawn dish soap dossier Watch on TikTok	5.3K, TikTok

On the road

Van Dang launch at Saks, introducing Kim-Van	Nov 4, 2026, upcoming
ScentXplore, New York	Nov 5 to 7, 2026, upcoming
Esxence, Milan	Feb 24 to 27, 2027, upcoming
FUMED Atlanta, 13 episodes	Oct 2026
ScentFest SF, hosted Pass the Blotter	Jun 2026
FUMED Chicago	Mar 2026
ScentXplore, New York	Dec 2025

Made together

Collaborations with people and places I admire.



Perfumer's Apprentice
9 videos, 32,600+ plays



FUMED Atlanta
13 episodes, 25 videos, 39,900+ plays



AAILA, Honolulu
In conversation with the owner



ScentFest SF
Hosted Pass the Blotter, 19 videos, 31,500+ plays

What I make

Short videos on Instagram, TikTok and YouTube, one house or one bottle at a time.

Event coverage as a series, like 13 house-by-house episodes from the FUMED Atlanta floor.

Hosting, like Pass the Blotter at ScentFest SF.

Introductions: perfumers before the show, and founders at their launch, like Kim-Van Dang at Saks Fifth Avenue on November 4, 2026.

In conversation features with shop owners and makers, in their own words.

Events and in-store

Open to in-store launches, panels and hosting. Let's talk.

TALK ABOUT AN EVENT

From hello to live

01

Say hello first

Tell me what you're launching. No brief required.

02

Send it

Once we have talked, send a sample or a full bottle, whichever you have.

03

I smell and dig in

Three to seven days, and a real opinion.

04

If it moves me, it goes live

Usually seven to ten days, always disclosed. If it doesn't, you'll hear that too.

The ground rules

Every gifted, sampled or paid product is disclosed, and so are affiliate links and codes.

I keep full creative control.

A gifted bottle doesn't guarantee a post.

Usage rights and exclusivity are agreed separately.

Let's talk

There's no public rate card. A house just starting out and one with full US distribution aren't the same conversation.

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Stay fabulous, sample first.

and remember, when a really tall man pulls out a black felt bag and asks if you like oud, the answer is absolutely.

From Pure oud oil at FUMED Atlanta

