



~ Danny

Danny Lomas Content Creator/ Host

[Instagram](#) [Showreel](#)

Yorkshire born and bred Danny Lomas first got the public's attention through the fashion YouTube hit series PAQ, which he created with three of his friends and thanks to his personal style and quick wit, he instantly built a loyal and highly engaged global audience. Whilst the PAQ days are over, his uniquely modern British style has turned him into somewhat of a style icon amongst his core Gen-Z following yet also transcends to a much wider audience. His wardrobe mixes tailoring, vintage sportswear, technical outerwear and mod accessories for a very honest approach to style.

Danny is a natural presenter and his humour paired with serious fashion knowledge has allowed him to interview global superstars like Hailey Bieber, Billie Eilish and Lewis Hamilton for brands worldwide. In 2022 he launched his Podcast Dansplaining, a platform he utilises to talk to friends and fashion heavyweights alike all things fashion and their careers within the industry. The podcast quickly reached the top of the UK fashion podcast charts and has continued to hold the pole position since.

Danny has an endless portfolio of top tier brands with which he has worked with as a presenter, model and content creator - his client list includes Prada, Gucci, Tommy Hilfiger & Belstaff to name just a few.

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Instagram, Insights.

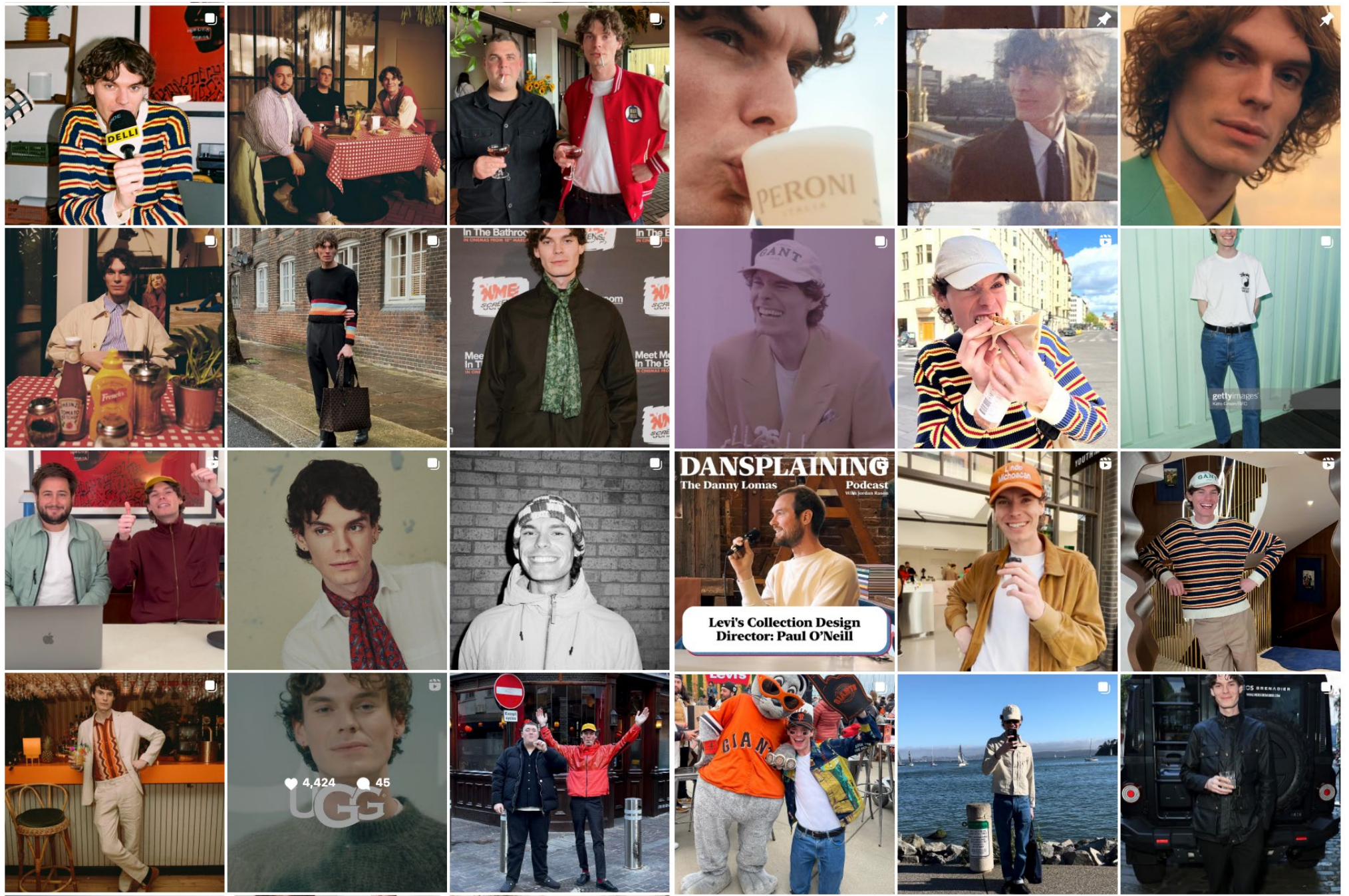
Instagram
[@Dannylomas](#)

Followers
167K

Engagement
7.18%

Average Likes / Comments
12K / 56

Demographic
Female 51.1% / Male 48.8%



Press.



[Read Article](#)

Hypebeast's Sole Mate
Feature
November 2022



[Read Article](#)

EndClothing Feature
March 2022

Appearances.



London Fashion Week
Daniel W. Fletcher AW23



Milan Fashion Week
Moncler x Luisa Via Roma
AW23



Ralph's Club By
Ralph Lauren Event
November 2022

Case Studies.

THE OUTNET



TheOutnet

Overall Engagement
16K

Overall Reach
53K

ARMANI beauty



Armani Beauty

Overall Engagement
7,771

Overall Reach
53K

Case Studies.

PERONI x 



Peroni UK x Royal Ascot

Overall Engagement
22K

Overall Reach
19K

GUCCI



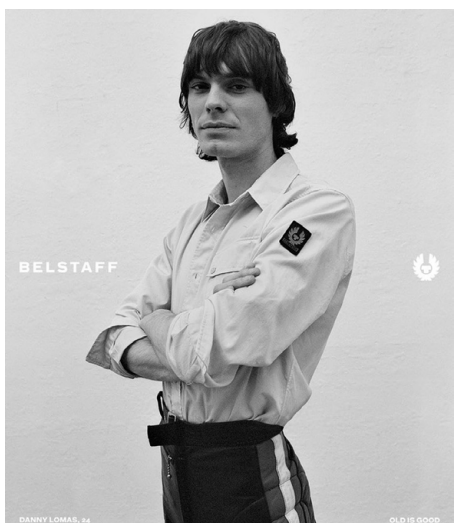
Gucci

Overall Engagement
37K

Overall Reach
103K

Ecommerce & Social Media Activations

Danny is the perfect hybrid model-talent, acting as a model for clients' online stores and print catalogues and continuing the story by creating additional content for Social Media platforms allowing a client to not only make use of his look but also tapping into his highly engaged audience.



BELSTAFF

Overall Engagement
4655

Overall Reach
32K



Thank
you.

Integrated across booking, digital, creative, PR & events, we meet the changing needs of our clients and their consumers, to create meaningful and engaging content. We understand the metrics of success and have the relevant teams and tools to measure them.

Our in-house creative team are able to scope and produce short form content for brands and talent.
