

CUTE FASHION & COZY GAMING

"EVERYBODY CAN BE KAWAII"

FLUFF ISLE

Fluffy
Kawaii Jo



ABOUT JOËLLE

Home: Switzerland

Pronouns: She/her

Colors: Mint and pink

Obsessions: Travel, milk tea,
video games, Sanrio

On her YouTube channel **Fluffy Kawaii Jo**, she shares videos about Japanese street fashion with events, hauls, interviews, and funny skits.

Her gaming channel **Fluff'isle** focuses on Sanrio and cozy games like Hello Kitty Island Adventure, featuring let's plays, guides, and news.



Cozy gaming @fluffisle

SUBSCRIBERS

9.3 K

ENGAGEMENT RATE

4.93 %

MONTHLY VIEWS

217 K

MONTHLY GROWTH RATE

7.07 %



Discord

MEMBERS

640



Kawaii & fashion

@fluffykawaiiyo

SUBSCRIBERS

10.2 K

ENGAGEMENT RATE

8.77 %

MONTHLY VIEWS

6.8 K

TOTAL VIEWS

1.2 M

MAY 2025

Instagram @fluffykawaiiyo

FOLLOWERS

5.3 K

Engagement rate: 2.44%

TikTok @fluffykawaiiyo_

FOLLOWERS

1.3 K

Engagement rate: 6.3%

HIRE ME FOR

Brand collaborations
Product reviews and unboxings
Event guest appearances
Public speaking (panels & MCing)
Fashion contest judge
TV and podcast guest
Modeling (photos & fashion shows)
Videographer and producer
(+Wardrobe/set designer)

AUDIENCE

FEMALE

80 %

18-34 YEARS OLD

70 %

USA

47 %

BRAND COLLABS

BLIPPO
DIVOOM
UFOBUI
LOGITECH
42 LOLITA
KAWAII BOX
ALICE CLOSET
AA PETTICOAT
DREAMLAND MAID CAFE

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