Who is LAURdiy?

A Leading Worldwide Digital Influencer

• Lauren Riihimaki, aka LaurDIY, is a world-renowned social influencer and YouTube sensation with over 19 million followers across all social media platforms.

• A fashion, lifestyle and fitness vlogger, Lauren’s specialty is DIY—everything from fashion and accessories to health, beauty and home decor. She vlogs about clothes, school, relationships, her morning routine, workouts, healthy snacks, organization, home decor and much more… and provides crafting ideas for each.

• With close to 9 million YouTube subscribers and 834 million views, averaging over 1.5 million views each, with some videos surpassing 3 million views in under a week!

One more sign she’s big time? Her fans have a nickname: #prettylittlelaurs!
Over 19 Million followers

8.8 million YouTube Subscribers
834+ million Total Video Views

Twitter – 5.9 million followers

Instagram – 4.9 million followers

Snapchat - 350,000 views/snap

Facebook - 400,000 followers
Broad audience

Age

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

Younger demographic: Millennials and Gen Z

Gender

- Male
- Female

Global

- USA
- Australia
- UK
- Canada

Canada’s number one DIY channel!
Top Video categories

averaging over 1.5 million views per video!

DIY / CRAFTS

DIY LOCKER DECOR

DIY SCHOOL SUPPLIES

DIY DESK DECOR

DIY KIMONO

BACK TO SCHOOL

HOME DECOR
Fashion and Accessories

- DIY Backpacks
- DIY BF Jeans
- Summer DIY T-shirts
- 3 DIY Shirts
- Tie Dye DIYs

Back to School

- the DIY Challenge
- Back to School Essentials

Home Organization

- Trends you can DIY

Room Decor

- DIY Room Decor
- Summer Room Decor
Notable Brand Collaborations

Starbucks

Disney

Popsockets

Mudd

Fanta

P&G
followers want “merch”
followers buy LaurDIY
Licensing contacts

the Brand Liaison

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visit LaurDIY’s YouTube channel at: https://www.youtube.com/laurdiy