

MEDIA KIT

👤 @MADEBYKHANI

THE *Creators*
AVENUE

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2025



ABOUT ME

Khani is a content creator, visual storyteller, and creative soul who finds magic in the little things.

On **Instagram and TikTok**, Khani shares cosy corners, calm moments, soft colours and snippets of her everyday life; always with a poetic, dreamy touch that makes you want to slow down and breathe a little deeper.

But Khani's world doesn't stop there. She also creates on **YouTube**, where she invites her community into her creative routines, behind-the-scenes of her projects, and honest reflections on life.

Her **Pinterest** is a visual diary full of moodboards, inspiration, and that signature calm aesthetic her audience loves.

She also hosts a gentle **podcast** where she opens up about creativity, mental wellbeing and the joys and struggles of being a multi-passionate creator.

Offline, Khani shares her love for art through **watercolour workshops**, creating peaceful moments of connection and expression. She's also invited to **brand events**, where she adds her thoughtful, personal touch from decorating gift boxes to sharing her creative energy with guests.

At the heart of it all, Khani is about slowing down, creating with intention, and making everyday life feel just a little more magical.

HELLO, @MADEBYKHANI

#WATERCOLOUR

#ARTIST

#VLOGS

#WORKSHOPS

INSTAGRAM

Khani's Instagram is a dreamy, soft-toned space where slow living, creativity, and everyday beauty come together through poetic visuals and heartfelt storytelling.

Followers: 46.2k followers

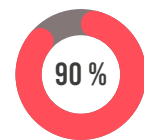
Engagement Rate: 3,15%

Stories views: 4.2k impressions

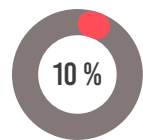
Reel views: 22k impressions

Post views: 19k impressions

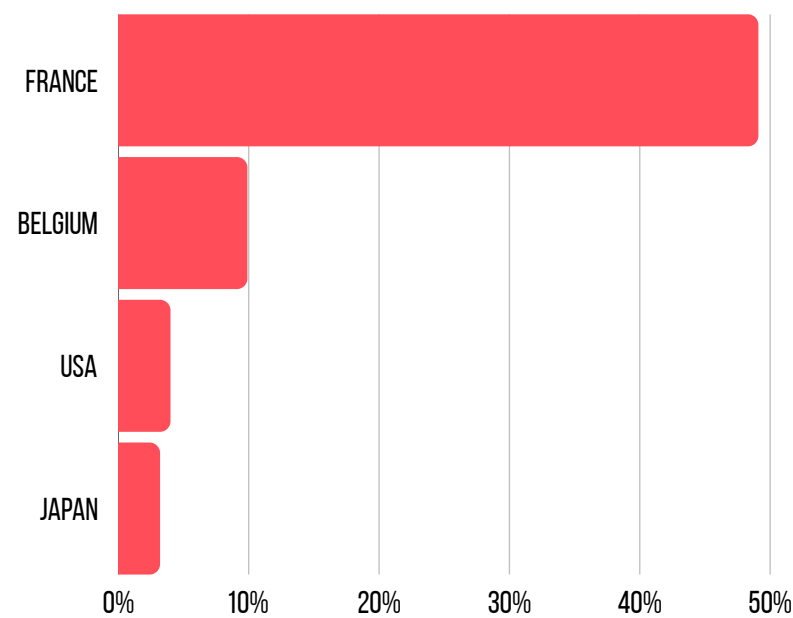
Gender: Women



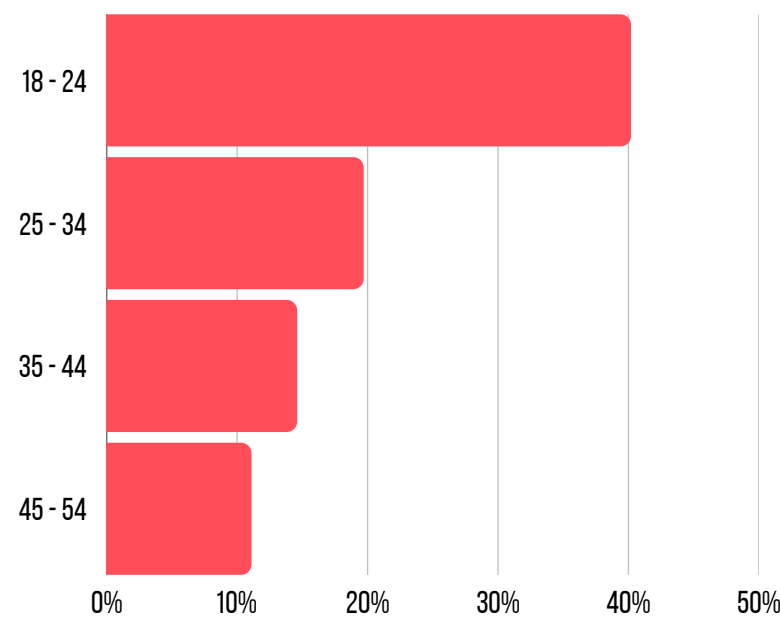
Men



Countries:



Age group:





TIKTOK

Khani's TikTok is a gentle scroll through mindful creativity; think poetic mini-stories, watercolour moments, and soft aesthetics that turn ordinary snapshots into serene, inspiring escapes.

Followers: 62.1k followers

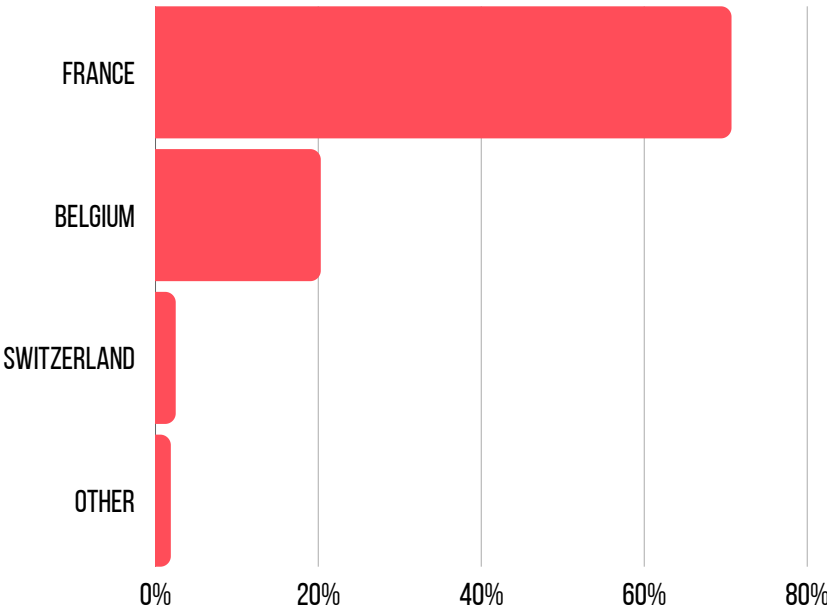
Engagement rate: 4.5%

Total Likes: 889k likes

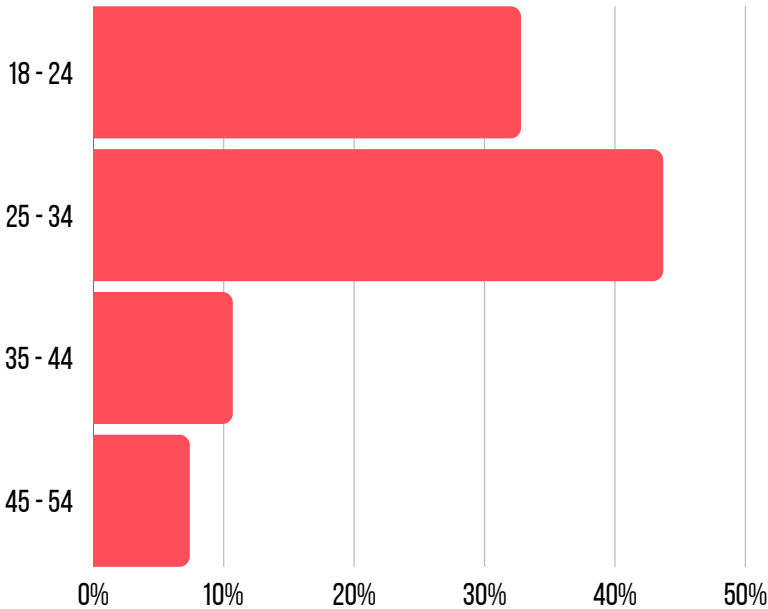
Average views: 9.2k views

Gender: Women ♀ 95% Men ♂ 5%

Countries:



Age groups:



@madebykhani



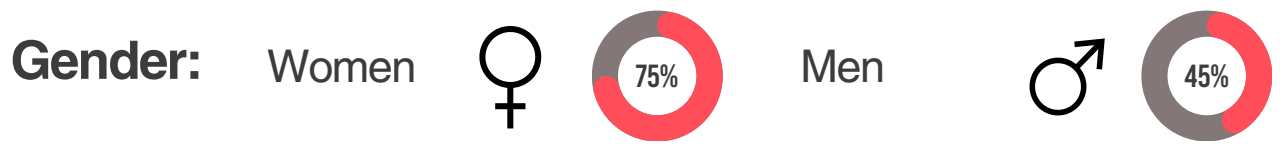


YOUTUBE

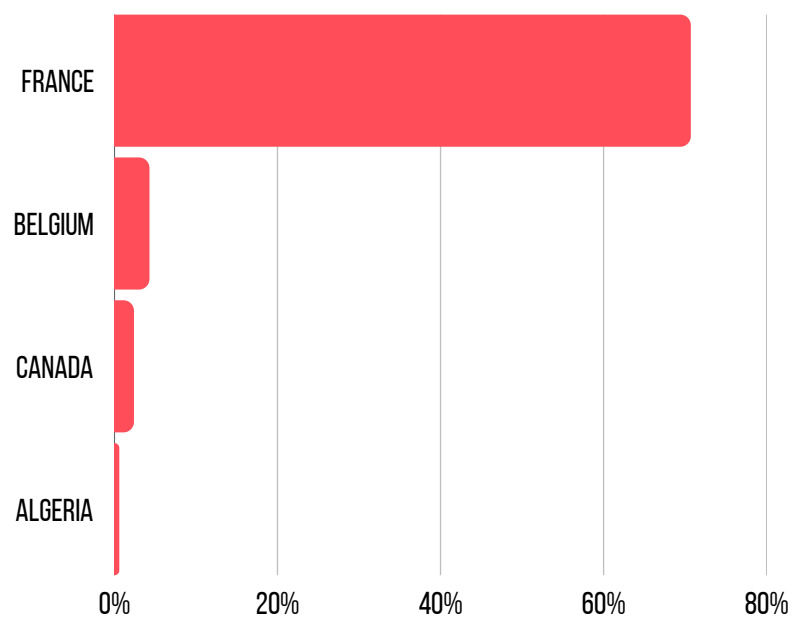
Khani's YouTube channel is a peaceful corner of the internet where she shares calming vlogs, creative routines, and behind-the-scenes glimpses of her artistic life; all wrapped in a warm, thoughtful and aesthetically soothing atmosphere.

Subscribers: 16.3k subscribers
Engagement rate: 4,2%

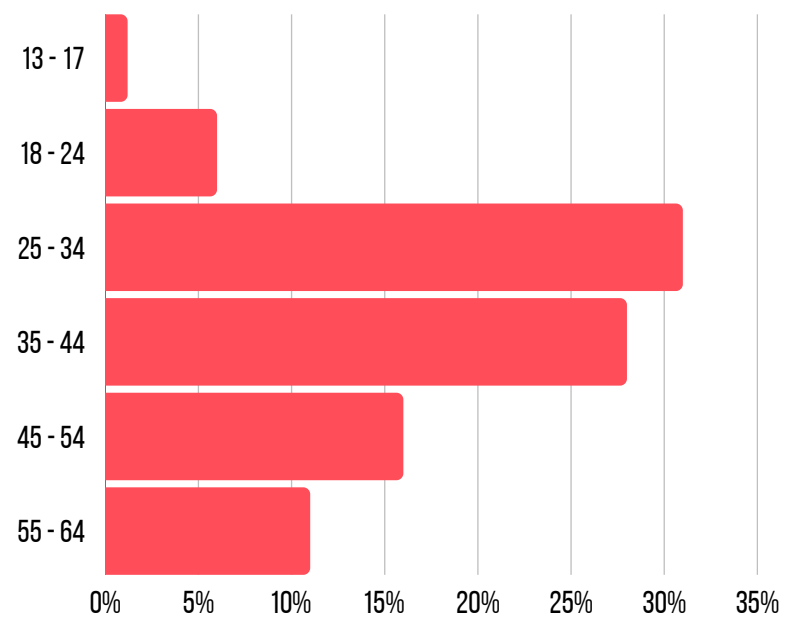
Average Shorts views: 18.4k views
Average Videos views: 9.3k views



Countries:



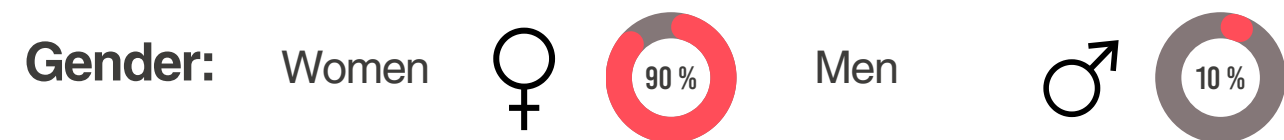
Age groups:



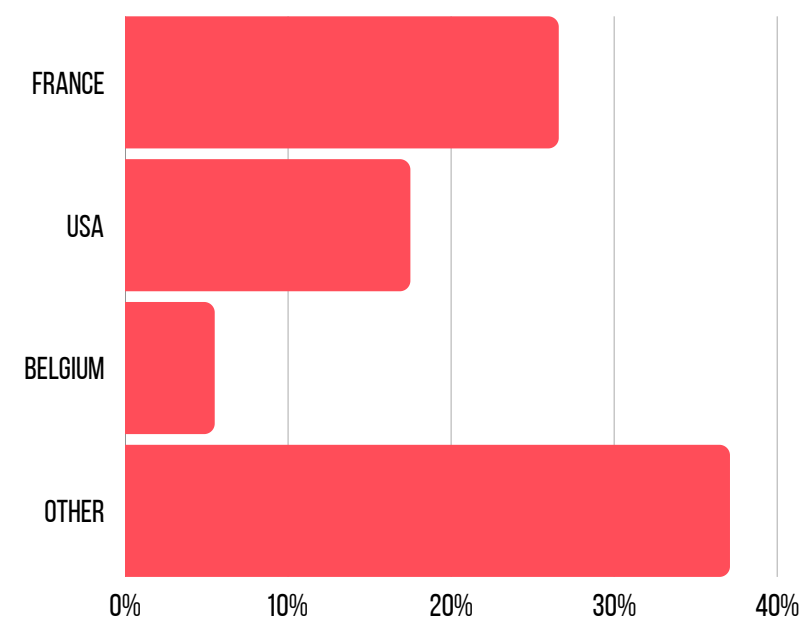
PINTEREST

Khani's Pinterest is a visual sanctuary of soft tones, creative inspiration, and dreamy moodboards perfect for lovers of slow living, artful details, and beautifully curated calm.

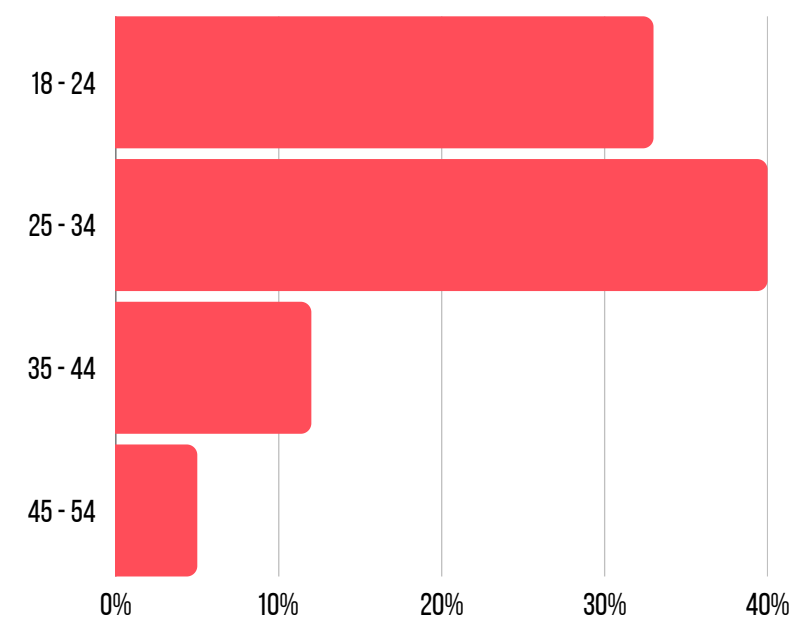
Monthly views: 2k



Countries:



Age groups:



EXTRA SERVICES



Podcast Nuances by Khani [@Nuances by Khani](#)

Nuances by Khani is an intimate podcast where Khani shares the many layers of her creative journey. Through honest solo episodes and thoughtful conversations, she explores life beyond labels; from art to personal growth, emotions, and everything in between.

Events by Khani

Khani offers a unique artistic experience for **brand activations, retail events, influencer gatherings, and product launches**; blending creativity, personalisation, and emotional storytelling.

Her services include:

- **Live Painting & Personalisation:** On-site illustration or calligraphy (using watercolour, ink, or mixed) on various supports such as perfume bottles, gift boxes, or packaging; perfect for creating memorable customer gifts or personalised experiences during in-store or PR events.
- **Custom Watercolour Workshops:** Tailor-made creative workshops designed around your product's identity from painting with coffee for a coffee machine launch, to capturing the floral notes of a perfume or the palette of a new makeup range. These workshops are ideal for team-building, influencer activations, or immersive brand storytelling.
- **Creative Collaborations:** From illustrated Christmas cards to co-created limited-edition products, Khani can also create bespoke illustrations that embody your brand's aesthetic, adding a soft and artistic layer to your communications.

PORTFOLIO

A selection of Khani's brand collaborations, showcasing her unique ability to blend storytelling, aesthetics, and authenticity into visually captivating, high-impact content.

Brands we have collaborated with



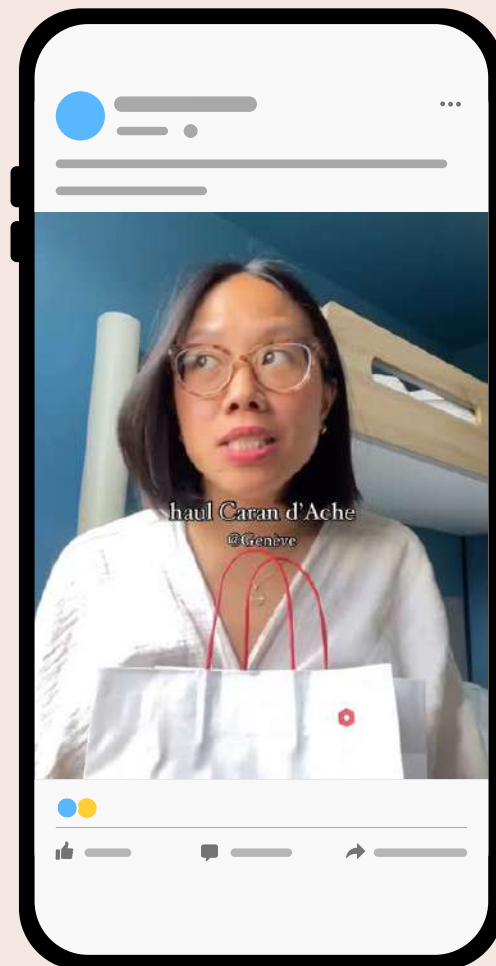
Guerlain

Khani brought her artistic touch in-store by hand-personalising gift boxes, offering customers a unique and elegant experience that blended luxury with creativity.

641 Likes 64 Comments

11.5K Views

[Link](#)



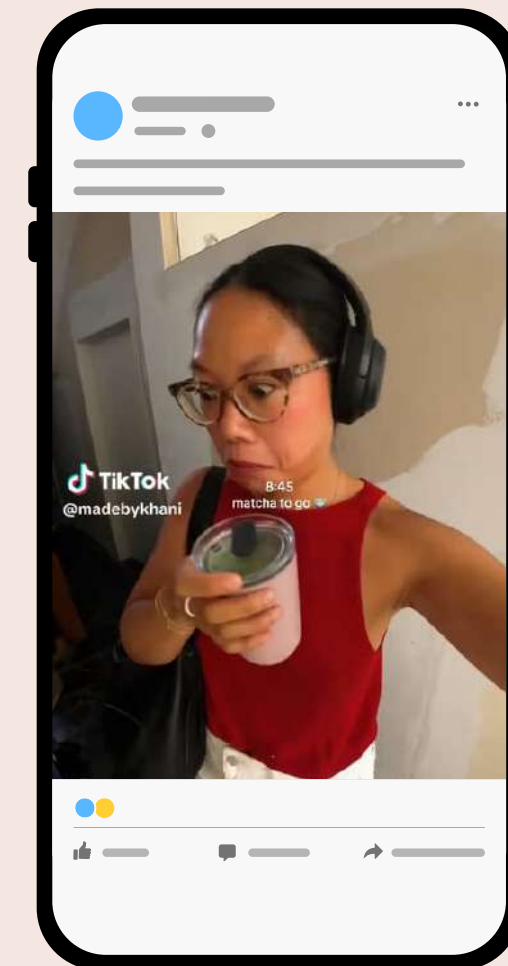
Caran d'Ache

Khani was invited to their iconic store in Switzerland, where she explored the brand's creative universe and shared the experience with her community through her artistic lens.

222 Likes 16 Comments

12.2K Views

[Link](#)



Workshops

Khani hosts intimate watercolour workshops; creating warm, creative spaces where participants can slow down, connect, and express themselves through art.

110 Likes 7 Comments

11.1K Views

[Link](#)



GET IN TOUCH



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