BRAND PSYCHOLOGY
FASHION / CULTURE
COMMENTARY / PARTNERSHIPS

CREATOR PARTNERSHIPS
2026

ranyabatal



@RANYABATAL · RANYABATAL.COM

WHY WE WANT *what we want.*

A stylist's instinct. *A brand strategist's eye.* **A commentator's mouth. I unpack the psychology behind fashion, brands, and culture through sharp observations, unfiltered humor, and a point of view that** *starts conversations.*



THE NUMBERS *speak.*

INSTAGRAM · NOV 12, 2026

1.38M

ORGANIC VIEWS
LAST 90 DAYS

140K
INTERACTIONS · 90 DAYS

16.1K
SHARES · 90 DAYS

56.8%
U.S. FOLLOWERS

68.8%
AGES 25–44





01 WHO I AM

I'm a founder, creative strategist and fashion-industry veteran with 15+ years across styling, advertising, brand building and consumer products.

02 WHAT I BRING

I know what goes into building a brand, and what makes people care about one.

INDUSTRY EXPERIENCE → CULTURAL INSIGHT → ORIGINAL POV

EXPERIENCE ACROSS

BMW · CAROLINA HERRERA · new balance · GYMSHARK · a

3 CONTENT *worlds.*



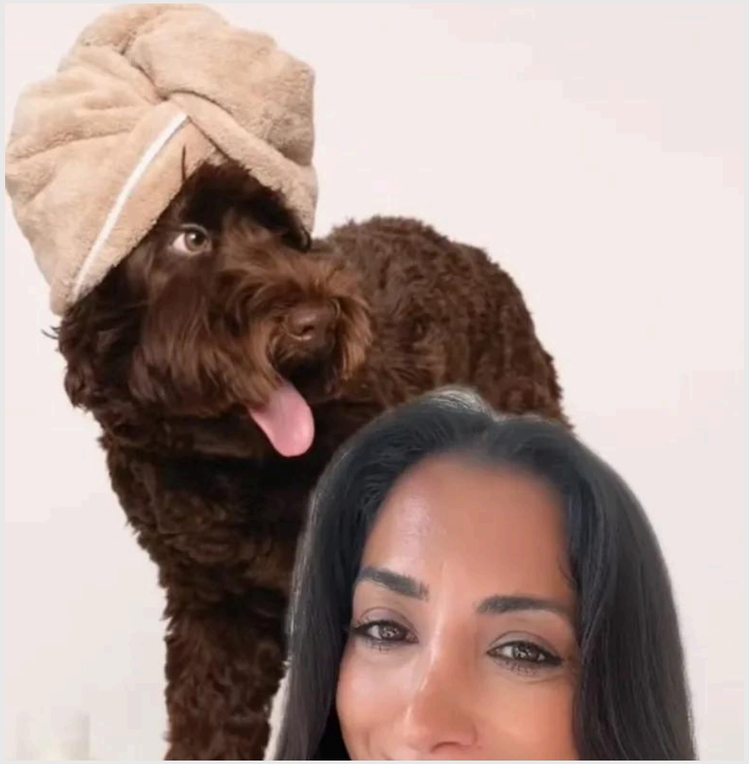
01 BRAND PSYCHOLOGY & STRATEGY

Why brands become desirable, lose relevance or change perception.



02 CULTURE & CONSUMER BEHAVIOR

What celebrity moments, trends and shopping habits reveal about us.



03 STYLE, STATUS & IDENTITY

What we wear and buy communicates who we are.

CONTENT THAT STARTS *conversations.*



STATUS + APPEARANCE

GEMMAXXING

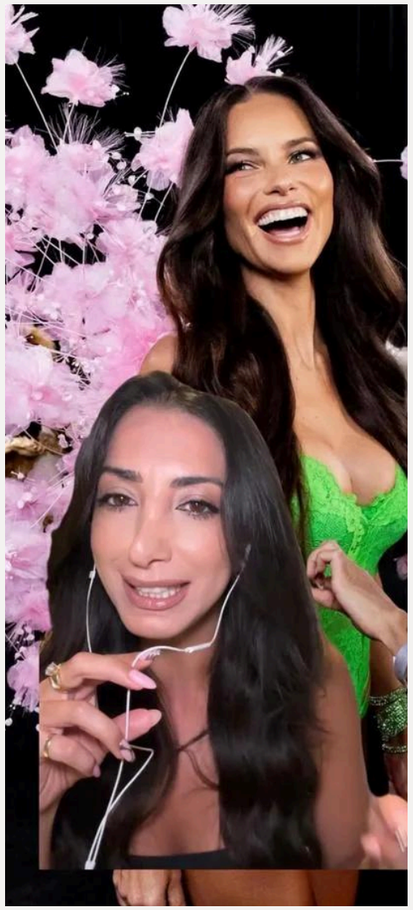
A niche beauty trend became a conversation about status, identity, and beauty standards.

500K+
CROSS-PLATFORM VIEWS

96.9%
NON-FOLLOWER REACH

36.6K+
LIKES

3.8K+
SHARES



FANTASY + DESIRE

VICTORIA'S SECRET

Two viral videos in two days. One conversation about fantasy, desirability, and why brands don't need to be relatable.

756,748
COMBINED VIEWS

47.2K
LIKES

10.3K
SHARES

4.4K
SAVES · 424 FOLLOWS

PARTNER *with me.*

01	**EDITORIAL PARTNERSHIPS**	Sponsored commentary · Product integrations · Cultural storytelling
02	**BRAND CONTENT**	On-camera creative · Short-form video · Brand storytelling
03	**BRAND + CONTENT STRATEGY**	Consumer psychology · Creative concepts · Cultural insights · Content strategy

YOUR PRODUCT.
My POV.

A product isn't the whole story. What owning it says about us is.



LET'S CREATE SOMETHING WORTH TALKING ABOUT

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