



Paris is a Multi-Faceted Icon

From the stage to the boardroom to Capitol Hill, Paris' influence is undeniable—garnering 140K+ media mentions in '24



\$3.3B+

75M+
Social Media Followers
TikTok followers up 22% YoY

1.4B+
Annual Video Views

8.2B+

Annual Social Impressions

With More Influence Than Ever











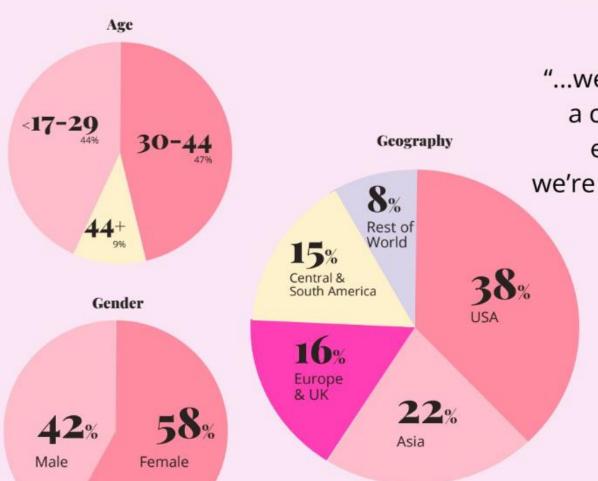






PARIS

...reaches a diverse and global audience. 89% of 15-55 year-olds know who Paris Hilton is.



"...we're all always thinking about Paris Hilton: she is a cultural phenomenon, a piece of knowledge that exists, always, in the back of our minds, whether we're conscious of it or not. She's never not relevant."

> - SARAH MILLER ELLE MAGAZINE

Pop Culture Icon • Influencer • Musician •
Entrepreneur • Activist • DJ • Reality TV
Star • Founder • Investor & Thought
Leader • Queen of the Metaverse

Success Across Diverse Categories

Paris is consistently breaking records with her partners – selling out products upon release and driving an average of \$3.5B in earned media annually.

Memoir

Sold +500k books

NY Times Best Selling

Memoirs

Music

#1 Pop Album
1st Week of Launch
Over 45k albums sold
launch week
25M+ Spotify Streams

Tan-Luxe

Sold out in 8 Hours at Launch

Voted #1 Beauty Collab of 2024 by WWD

Highest spike in press hits since Tan
Luxe was launched in 2015



Fragrance

6MM units sold in 2023
Highest Revenue Celebrity
fragrance the last 20 years
(30th fragrance).

Cookware

\$75MM+ in Revenue in 1st Full Year Sales with Paris' Be an Icon line outperforming celeb competitors 600x

Taco Bell

Top Performing IG post of all-time for the brand \$4.5M Ad Equivalency 6M+ video views

Sliving Ahead: Upcoming moments with 11:11 Media

We're showing up at the world's biggest stages and producing impactful experiences at the heart of pop-culture.



Women's Month March 2025



Coachella April 2025



Mother's Day May 2025



Mental Health Awareness Month May 2025



Beauty Launch May 2025



Pride (WeHo + DC) June 2025



Cannes Lions June 2025



World Tour June 2025



Music Doc Premiere June 2025



F1 GP UK July 2025



ADHD Awareness Month October 2025



F1 GP Vegas November 2025



Holidays December 2025



Super Bowl February 2026