



*Jello  
Rodriguez*

FASHION AND STYLE  
CREATOR





# About Me

Hey, I'm Jello!

A microinfluencer based in Ireland, mainly creating on Instagram.

My style blends streetwear with minimalism, focused on wearable fits, clean lines, and bold edits. I create content that's authentic, scroll-stopping, and brand-ready, all while keeping it real and rooted in everyday street fashion.









# Target Group

I create for a fashion-forward audience aged 18 to 34 who value minimalism with a streetwear twist. Most of them are based in Ireland and the UK — urban creatives, students, and young professionals who shop smart but bold. They're drawn to curated drops, exclusive deals, and content that feels real yet elevated. Zalando Lounge's limited-time collections match their love for standout pieces at accessible prices, making it a perfect brand fit for my audience.





# Example for Get the look campaign.

For Zalando Lounge's "Get the Look" campaign, I'll curate fashion edits that reflect my personal style, minimal, streetwear-inspired, and easy to wear. Each look will feature exclusive pieces from Lounge drops, styled in clean, everyday settings that feel real but elevated. Whether it's layered neutrals, monochrome fits, or a standout piece worn three ways, the content will speak to fashion-conscious audiences who want inspiration and value in one scroll. Through reels, stills, and shoppable tags, the campaign will show how Zalando Lounge fits right into real-life style.





Through reels, carousels, and stories, I'll showcase Zalando Lounge looks in everyday moments — from mirror selfies to city walks. The content stays true to my minimal, streetwear vibe while highlighting each piece with styling tips and clean, relatable visuals.

*Concepts*







*Jello Rodriguez*

Hopefully, we can collaborate in any form — whether through UGC, gifted partnerships, or creative campaigns. I'm excited about the possibility of bringing Zalando Lounge to life through my lens.

@HUNGRYJELLO  
ON INSTAGRAM