



KSENIJA LUKICH

Presenter, Fashion Lifestyle Personality

SFMGMT

ABOUT KSENIJA


Ksenija Lukich is currently the face of AHC Skincare.

Ksenija has covered everything from The Golden Globes in LA to the Cartier Precious Garage party in Sydney. Her movie premiere credits include Thor: Ragnarok with Chris Hemsworth, I Tonya with Margot Robbie, and The Mummy with Tom Cruise and Russell Crowe. Most recently Ksenija covered The People's Choice Awards in LA for E!, Jurassic World junket on location at Universal Studios with Chris Pratt, as well as the Arias, Logies and AACTAS.

With access to the world's biggest stars, Ksenija has interviewed many of them and lists Nicole Kidman, Jeff Goldblum, Victoria Beckham, Hugh Jackman and the Queer Eye boys amongst her favourites.

In 2014, Ksenija started working with E! Australia to deliver the scoop on the hottest premieres and parties to audiences throughout Australia and New Zealand. In addition to presenting, she regularly produces and writes, as well as developing creative concepts for sales integration clients and marketing. She is an in demand MC, Ksenija and has hosted some of Australia's hottest events including the launch of the Kendall+Kylie Collection for Forever New in Sydney and Melbourne, the official live stream for the Australian premiere of Pitch Perfect 3 and the Kylie Minogue Eyewear launch for Specsavers. Most recently Ksenija has hosted Drew Barrymore's launch of Flower Beauty in Australia and the David Jones Beauty Awards, she was also a guest speaker at the recent L'oreal CeraVe launch. She was also a panelist on Channel Nine's 2020 Oscar coverage.

Ksenija holds a Bachelor of Arts from the University of Sydney and recently completed her Post Grad in Journalism at UTS. Ksenija is currently the Style Ambassador for Specsavers Australia. She has also worked with numerous global brands such as; Omega Australia, Swarovski and Penfolds. In her spare time she enjoys cooking, musical theater and spending time with her family. She is married to her long-term partner Dan Bragg

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COLLABORATIONS

A fabulous opportunity exists to work with and align your brand with Ksenija Lukich. Ksenija has the ability to deliver high value and high visibility through her influence and position in the media especially digital media.

Being constantly exposed to A-list celebrities and having her front foot forward in fashion, lifestyle and health, Ksenija appeals to a widespread demographic of both Australian woman with key demographics being 24 – 34 and 35-44 . Your brand can tap into this engaging and interactive audience by partnering with a talented, honest and confident and presenter and media personality.

OPPORTUNITIES INCLUDE

- Event appearances
- Fashion commentary, Style Q&A's, MC and hosting events
- Judging panel opportunities
- Coverage on Ksenija's social channel Content Creation
- Professional product endorsement. Your product affiliated with a dominant influencer followed by key opinion leaders in the Australian fashion and media worlds as well as the all-important consumer.
- Authentic and positive word of mouth – Ksenija is dedicated to her clients and truly believes in the brands she aligns with.
- Brand and corporate spokesperson/ambassador roles

Ksenija has immediate access to a marketplace that is thriving with consumers. 2018/19 has seen the impressionable female consumer engaging more and more with influencers and this continues to grow and thrive in 2020. Ksenija has proven traction and engagement when collaborated with, and continues to set the standard on reach and results.

“A partnership with Ksenija can have a immensely positive impact on your brands prominence and sales in a highly competitive marketplace.”

Ksenija’s followers are active, highly engaged and willing to shop. Each of her posts gains a multitude of comments and likes and the consistent interaction she has with her followers makes her a reliable source of honest and organic content.

Working with Ksenija is a sound investment. Ksenija is a passionate and dedicated ambassador and she is willing to grow and diversify with like minded brands and will actively promote your brand via numerous avenues including her strong social channels as well as word of mouth and editorial opportunities.

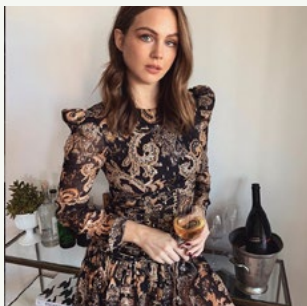
Ksenija sets herself apart from her competitors with not only her striking beauty but her experience and brains - she has undeniable media experience as well as a Bachelor of Arts in History and Human Resources and has also recently completed her post-grad Journalism at UTS.

See Ksenija's latest showreel:




SOCIAL MEDIA

Ksenija has built a strong, ever growing social media following



- Age Demo:** 53% 25-34 years
21% 35-44 years
- Gender:** 72% W / 28% M
- AUS:** 55%
- USA:** 9%
- NZ:** 3%




ksenijalukich Follow ⋮


1,273 posts 54.7k followers 607 following

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Followed by alicecarrett, kohhair, natasha_anne_foster + 3 more




How I: Isola...




How I: Gla...




How I: Werk




How I: Dress



How I: Eat



How I: Style



How I: Glam

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