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gentleman
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THE MARKET LEADER

Matthew Zorpas is a Cypriot London-based creative consultant. He graduated with a BA in Public Relations from London College of Communications and with a MSc in Global Media and Communication from London School of Economics. In 2012 he founded TheGentlemanBlogger and has since collaborated with a vast selection of respected brands such as Bentley, Harrods, Tods, Johnnie Walker, Hackett, Massimo Dutti, Clinique, Montblanc and Bicester Village to name a few. Developing audiovisual material for brands such as Cutler and Gross, IWC Schaffhausen, Dsquared, and Mini Cooper.

He has teamed up with Canary Islands Tourist Board, Geneva Tourist Board, InterContinental Hotels & Resorts, Jumeirah Hotel & Resorts as part of travel partnerships exploring destinations and earthly paradises. Matthew was friends of the brand for IWC for two years and notably fronted the Gianfranco Ferré Fragrance worldwide campaign in 2016. 2017 was a seminal year with expanding his scope by becoming Nespresso Global Ambassador for 2018, a Breitling Global Ambassador, whilst also collaborating with furniture brand none other than Kartell as well as consulting the refurbishment of The Trafalgar St. James Hotel, whilst also promoting the expansion of Heathrow Duty-Free shopping in Terminal 5 with the introduction of Personal Shopping.

As an ambassador of men's style, Matthew has been recognised as one of the Best Dressed Men in Britain by Esquire magazine UK in 2010 while GQ Taiwan named him one of the top best dressed men in the world for 2013. More recently British GQ crowned him one of the top ten best dressed men on instagram and honourably made him a judge for the British GQ Grooming Awards 2017. Apart from being a full-time gentleman and running TheGentlemanBlogger, Matthew continues to teach the subjects of luxury management and digital marketing at the international Instituto Marangoni, London College of Fashion, Regents College, Kings College, Winchester School of Arts, UCAEpsom and PUC-rio in Brazil.

In 2019 he released his first documentary Make/Believe, a nuanced personal portrait of Matthew Zorpas, a devoted influencer and one of the world's most fashionable gentlemen. The film has been showcased this year in London, Paris, Milan, Rome, Thessaloniki and Cyprus.

THE BRAND

Dear Prospecting Clients,

TheGentlemanBlogger is an online platform and arguably one of the leading global fashion and lifestyle blogs for a fluent men. The platform is dedicated to men's fashion, interior, luxurious destinations, art and entertainment in all parts of the world.

At the heart of TheGentlemanBlogger is informative and inspirational editorials on everything a knowledge-seeking gentleman requires and desires to live a rich lifestyle with attention to detail. It is our goal to make sure the reader is educated inspired and presented with unique and original content, assisting individuals on their prolific journey.

TheGentlemanBlogger demonstrates how a modern gentleman's life is led and guides him to visit places that he hasn't been before, to taste something different or wear something that they never had the courage to wear.

A modern gentleman embodies integrity and honour and takes a great effort in all of his interactions and transactions with others. He also has a great interest in fashion, art, pampering and fine dining while he appreciates travelling and discovering new cultures. This is TheGentlemanBlogger.com



AUDIENCE PROFILE BLOG

AUDIENCE

TheGentlemanBlogger's target audience is the male successors and entrepreneurs between the ages of 18 to 44 who aspire to live a gentleman's lifestyle. TheGentlemanBlogger readers wear tailored suits, love traveling, craftsmanship, art and fine dining.

GROWTH

TheGentlemanBlogger.com counts 52,000+ unique visitors per month and social media: 188,000+ followers on instagram and 8,000+ followers on Twitter. All content featured on the platform is created and developed - including the visuals, gifs, videos and graphics - by our credible and multicultural TheGentlemanBlogger Team.

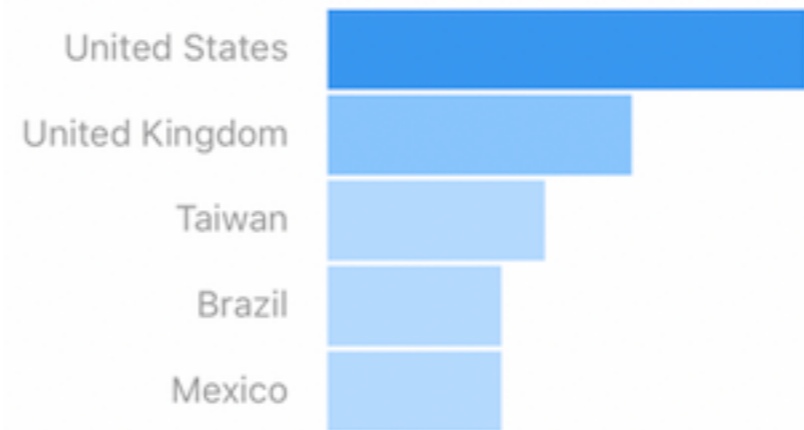
COUNTRY

United Kingdom	(21.78%)
United States	(14.24%)
Germany	(4.56%)
France	(4.28%)
Italy	(4.13%)
Spain	(3.71%)
Russia	(3.35%)
Greece	(2.97%)
Cyprus	(2.45%)
Mexico	(2.23%)

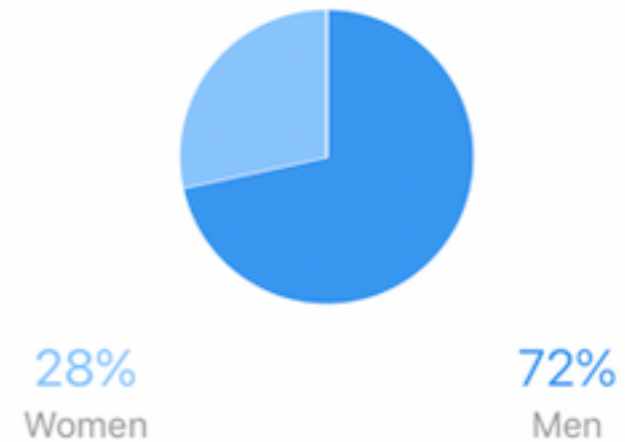
INSTAGRAM

Top locations ⓘ

Cities Countries



Gender ⓘ



Age range ⓘ

All Men Women

