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Anisha Thai

Press Kit

Press Kit Presentation

2023

Content Creator

Choreographer

Dancer

Model

Singer



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Anisha Thai

Press Kit

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Anisha Thai

Content Creator & Artist

who is Anisha Thai

A half-Vietnamese and a half-Comorian (**Afro-Asian**), Anisha was born and raised in Paris and is now based in Hong Kong as an Artist.

Content creator, Choreographer, Dancer, Model, Singer, the multifaceted talent arrived in HK as Civil Engineer in 2016. She quit her job after winning a TV Dance Competition in HK in 2021.

She is now a **spoke-person** for Diversity and African culture in Asia. She has been chosen as the face of **influential brands names** (Lululemon, Fenty Beauty, Apple...) .

She is also seen as an **Ambassador of Excellence and Diversity** through her positive influence and her aim to merge cultures (Chinese, French, African) by celebrating them.





KEY FIGURES KEY WORDS

"TOP 100 INFLUENCER HONG
KONG"

"5 MILLION VIEWS ON
YOUTUBE"

"4 TIMES WORLD DANCE
CHAMPION"

"OVER 20 MILLION VIEWS ON
INSTAGRAM"



From World Dance Champion to Top Hong Kong Influencer

- LULULEMON Campaign Asia selected Influencer, 2022
"#BeyouBeWell Campaign"
- TOP 100 INFLUENCER, HONG KONG, 2021
#HashtagLegend
- TROPHY LAUREATE, Category "Culture"
Awarded by the French Consulate , 2021
- CHAMPION - TV Dance Competition, Hong Kong
TVB "Dance for Life" 盛舞者 , 2021
- TRIPLE CHAMPION - International Dance Competition,
UK UDO STREET DANCE, 2011

Achievements

Awards



TRIPLE CHAMPION
UDO STREET DANCE
2011, UK



CHAMPION
TVB DANCE FOR LIFE
盛舞者
2021, HK



FRENCH TROPHY LAUREATE,
CATEGORY "CULTURE" AWARDED BY
THE FRENCH CONSULATE
2021, HK

HOW SHE CAN ADD VALUE TO BRANDS



Brand Awareness

Creating a unique, fresh and positive approach for her community to get to know the brand and let them understand how the brand can make a positive impact on them.

Brand Campaign

Through her unique story and background, Anisha bring a special value when representing a brand and making it relatable and resonating to multiple communities

Dance Challenge Creator

Her talent can help any artists, music label to push/ launch a new song across continents. Anisha's audience first interest is music and dance making her platform an appealing platform for pushing music distribution.

CASE STUDIES

Case Study #1

Brand ambassador influencer

Lululemon APAC Campaign "BeYouBeWell"

Brand Ambassador for Lululemon across Asia:

How it impacted the brand:

- Promoting diversity and inclusion in Asia
- Rebranding: targeted a younger audience and customer
- Her unique story helped the brand to promote young inspiring women through well being, sport and fashion

Campaign seen on Billboard, Stores, Social Media, Magazine SCMP. Countries: Taiwan, HK, Malaysia, SG, Japan, South Korea



Case Study #2

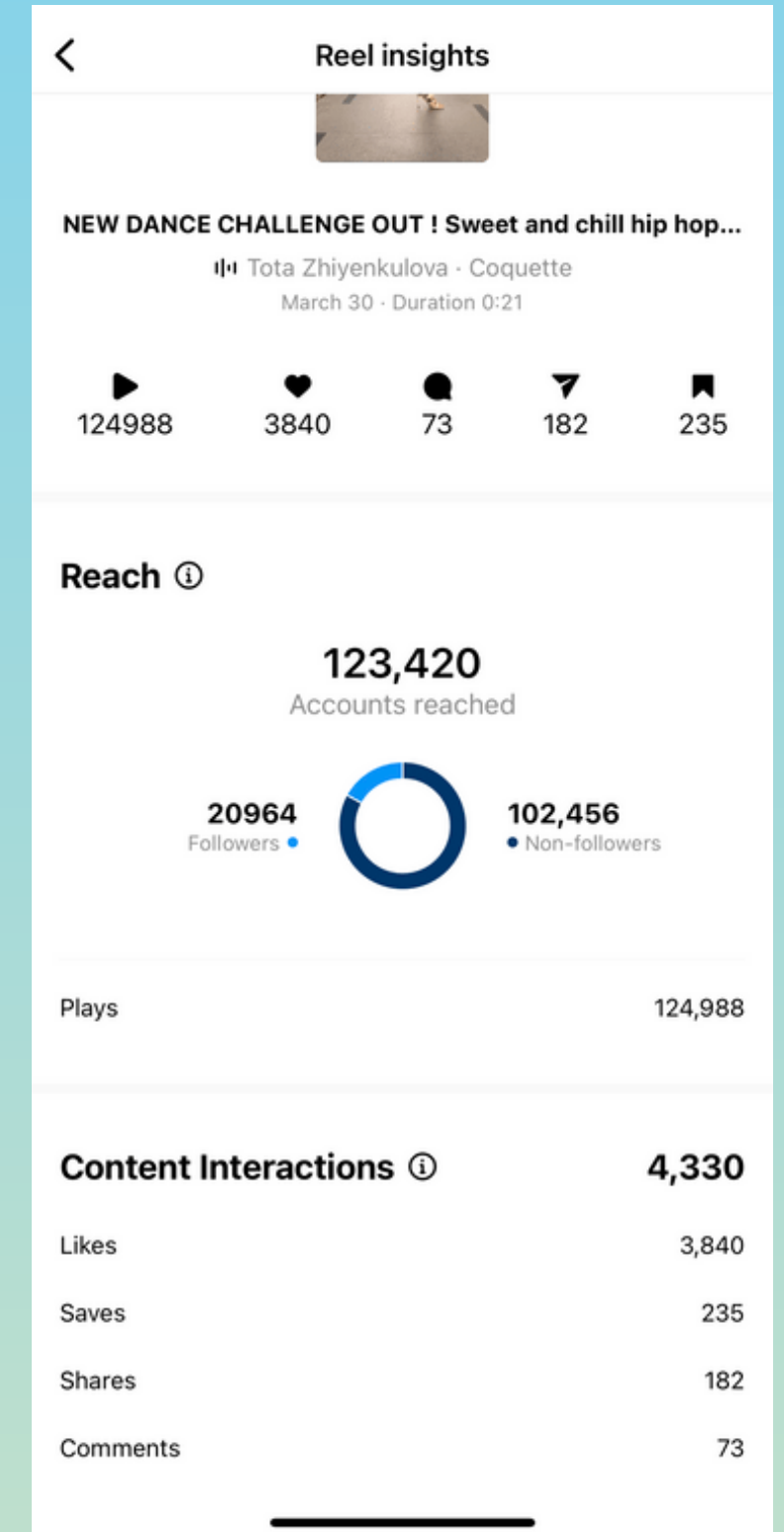
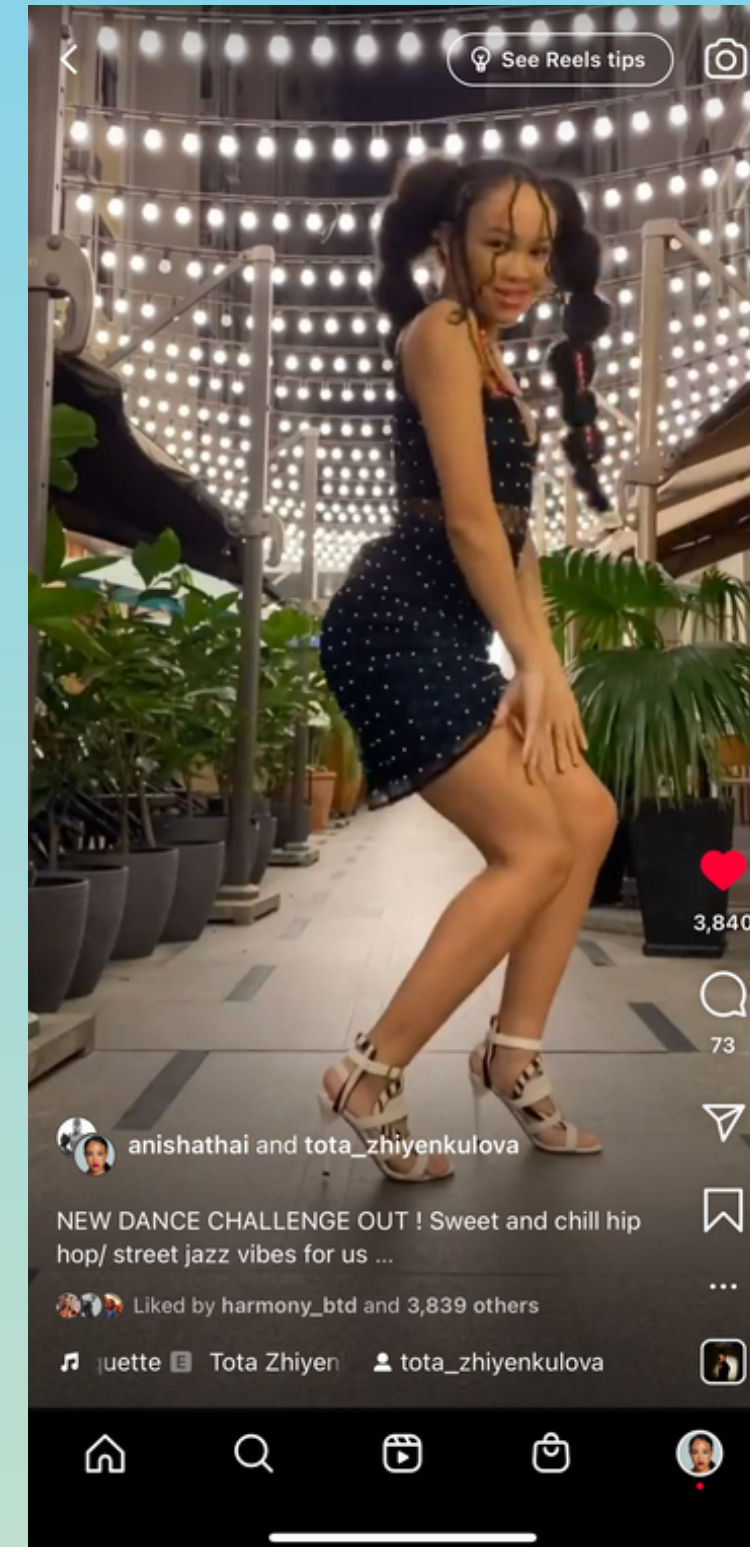
Dance challenge creator

#CoquetteChallenge

Dance challenge creator for the Artist Tota

How it impacted the artist and song:

- 125k views
- Boosted song launch and streaming
- Pushed the song to an international audience



Case Study #3

Choreographer Dancer

Choreographer

TV show
Fashion Show
Private Event

How it impacted the brand/ event:

- Created a unique experience blending African dance and various type of dance
- Anisha has a strong network of artists, musicians, profesional dancer - she is able to bring together multiple talents to create a inclusive and special show



APPLE IPAD CAMPAIGN
2020
10M VIEWS



CHOREOGRAPHER,
DANCER OF JUST DANCE
Wii (UBISOFT)
2016, 2017
140 Million players

A unique profile



International Audience: **Asian, African & European roots**

Anisha belongs to 3 communities due to her ethnicity and roots. Her background makes it easier to connect and resonates with audience from 3 different continents thus multiple cultures.



Diverse Communication: English, French, Mandarin, Cantonese

Because of her background, she can reach out, connect and communicate with audience from diverse countries.



Unique professional background: **Female Engineer**

Thanks to her engineering background, Anisha can connect easily with people from the corporate world. She is familiar with this lifestyle and understand both creative and corporate worlds very well.



Versatile Set of Skills: **Dancer, Choreographer**

Anisha has a unique set of skills that includes dancing, choreographing, art direction, movement direction,

Now that she has a platform, Ilunga is ensuring she and her organisation keep learning and growing. This summer, she graduated from Andrews University in Michigan, via the Hong Kong Adventist College in Clearwater Bay, with a degree in psychology. And her agency is working with robotic automation company RPA (HK) to experiment with artificial intelligence as a tool to eliminate bias and add objectivity to the casting process by filtering out gender and cultural prejudices often faced by those seeking work.

Though there are signs of improvement, spurred by the discussions around racial equality happening all around the world as a result of the Black Lives Matter movement, Ilunga feels the Asian fashion industry still has a long way to go before it can claim to be truly inclusive. "It was hard being a Black model growing up and it still is. I cannot expect everything to change overnight, but with time things will be different. At least now we are having the conversation. The more people understand the value of diversity and representation, the better," she says.

Ilunga hopes to emulate the success of singer Rihanna, who is shifting perceptions and paving the way for inclusivity in fashion and in beauty through her beauty and lingerie brands, Fenty Beauty and Savage x Fenty, which spotlight diverse models. To do this, Ilunga will spend the next few years expanding her reach within Asia before setting her sights further afield. "The goal is to go global," she says. "My hope is that when people think of diversity and inclusion in modelling, the first thing that pops into their minds is Harmony HK."

ANISHA THAI
 "There are very few mixed Asian and Black people in Hong Kong. Representing a minority that is underrepresented is something that makes me proud and pushes me to keep going. We are now breaking the rules. What is exciting about this journey is that, together, we are building a new avenue for models from all races and backgrounds."



Tatler
The Scene
43



AAP1 Month: 3 Blasian Influencers to Keep Your Eye on

Every May we celebrate Asian American Pacific Islander Month and uplift those in the community.



Media Appearances

- BBC Minute

https://www.instagram.com/p/CNIObrFHLQ/?utm_source=ig_web_copy_link

- TATLER ASIA

<https://www.tatlerasia.com/style/fashion/anne-marie-harmony-ilunga-modelling-agency-harmony-hk>

- Hashtag Legend (#legend)

<https://hashtaglegend.com/culture/anisha-thai-african-culture-in-hong-kong/>

- Sassy Hong Kong

<https://www.sassyhongkong.com/anisha-thai-that-girl-influencers/>

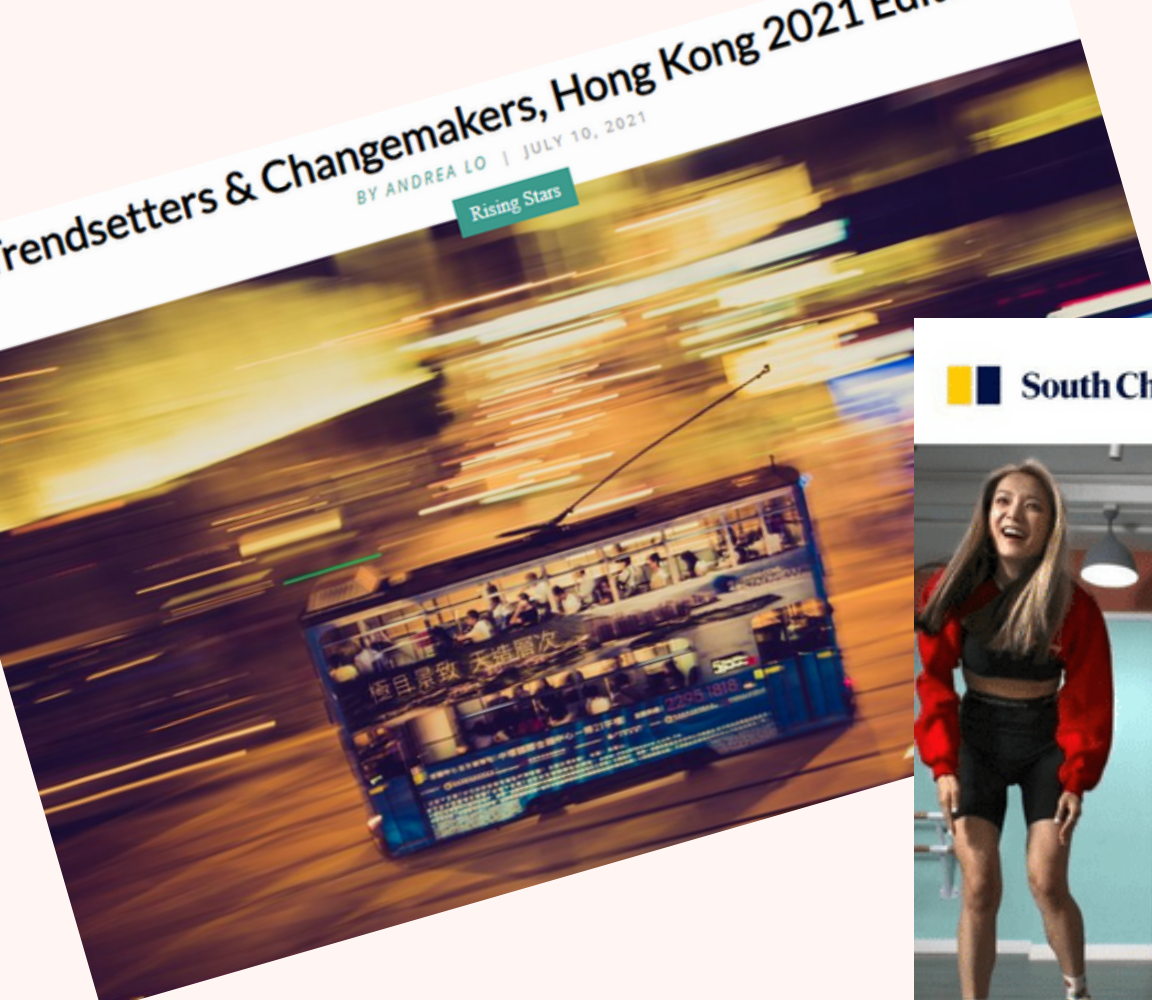
- Yahoo

https://finance.yahoo.com/news/aapi-month-3-blasian-influencers-005326415.html?soc_src=social-sh&soc_trk=ma

- PIXL Hong kong

<https://www.facebook.com/watch/?v=3287652887917240>





Anisha Thai, dancer; choreographer; model; civil engineer



Arts & Culture

TVB dance show winner Anisha Thai on her black and Asian heritage, the power of social media and Hong Kong's energy and openness to African culture

- Anisha Thai has been dancing since she was five, and she's been passing on her



Anisha Thai is a quadruple threat: A civil engineer by day, she is also a dancer, choreographer and model.

First arriving in Hong Kong in 2016, Thai — who is half-Comoran, half-Vietnamese and born and raised in Paris — is also an advocate for diversity and spreading Afro culture in Hong Kong.

"Since I have a diverse background, I thought ... let me explore the world," remembers Thai. In 2016 she moved to London and worked in a civil engineering internship. The company then offered her a chance to work in an

Media Appearances

- SCMP - The South China Morning Post

<https://amp.scmp.com/lifestyle/arts-culture/article/3143599/tvb-dance-show-winner-anisha-thai-her-black-and-asian>

- The Loop: Trendsetters & Changemakers, Hong Kong 2021 Edition | JULY 10, 2021

https://www.theloophk.com/trendsetters-changemakers-of-hong-kong-2021/?fbclid=IwAR2uOHildmYhorFRD_cKHGXuio-mIr9EjG0vYMRQcyZ9B5Rm90md1O2r4y4

- Honey Combers | Jul 14, 2021

<https://thehoneycombers.com/hong-kong/interview-with-anisha-thai/>

TV Appearances



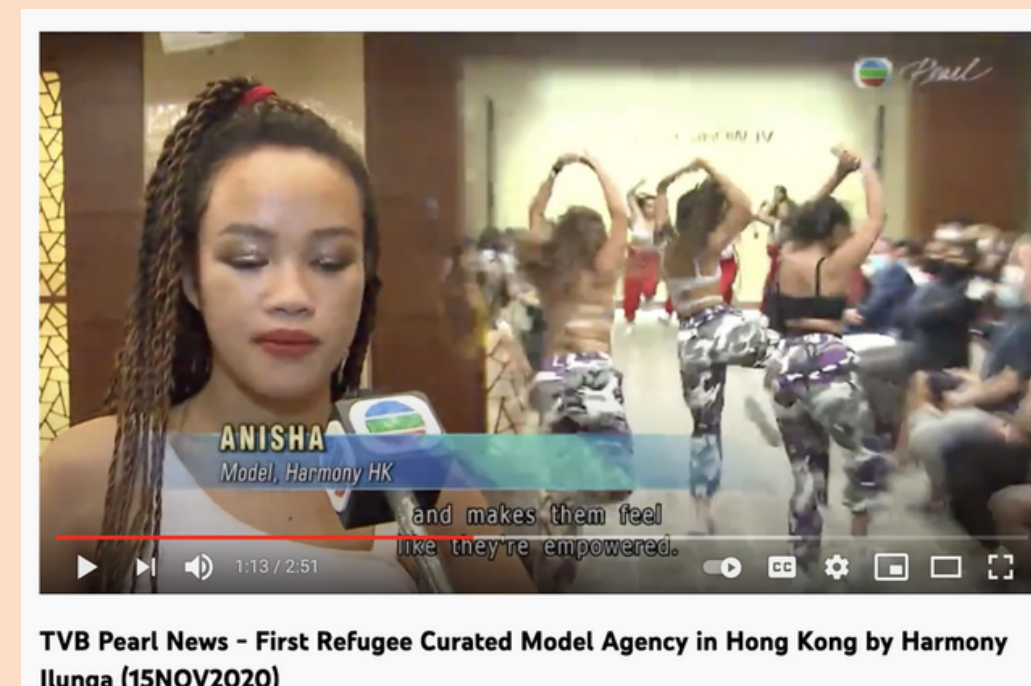
- TVB (July 2021)

<https://youtu.be/CdYPlmeUC5c>

<https://fb.watch/7e-knfD2mk/>

- TVB Pearl (NOV 2020)

<https://youtu.be/E4qzdTIA3tg>



TV Appearances



LES ANGES - FRENCH TV REALITY SHOW

TV CHANNEL: NRJ12

Anisha is the dance coach of the most popular candidate: Edy

<https://www.youtube.com/watch?v=cUaKpUlkq0I>



Dance for Life 盛舞者 - TVB

TV CHANNEL: TVB

Winner Champion - TVB

MVP Choreography

<https://fb.watch/7e-knfd2mk/>

TV Appearances



Achievements:

- TOP40 out of 200 participants
- Selected by 3 idols out of 4 for their short movie:
 - Selected for Captain Liu Yuxin 刘雨昕
 - Selected by Captain Nathan Lee 李承铉
 - Selected by Captain Wang Yibo 王一博

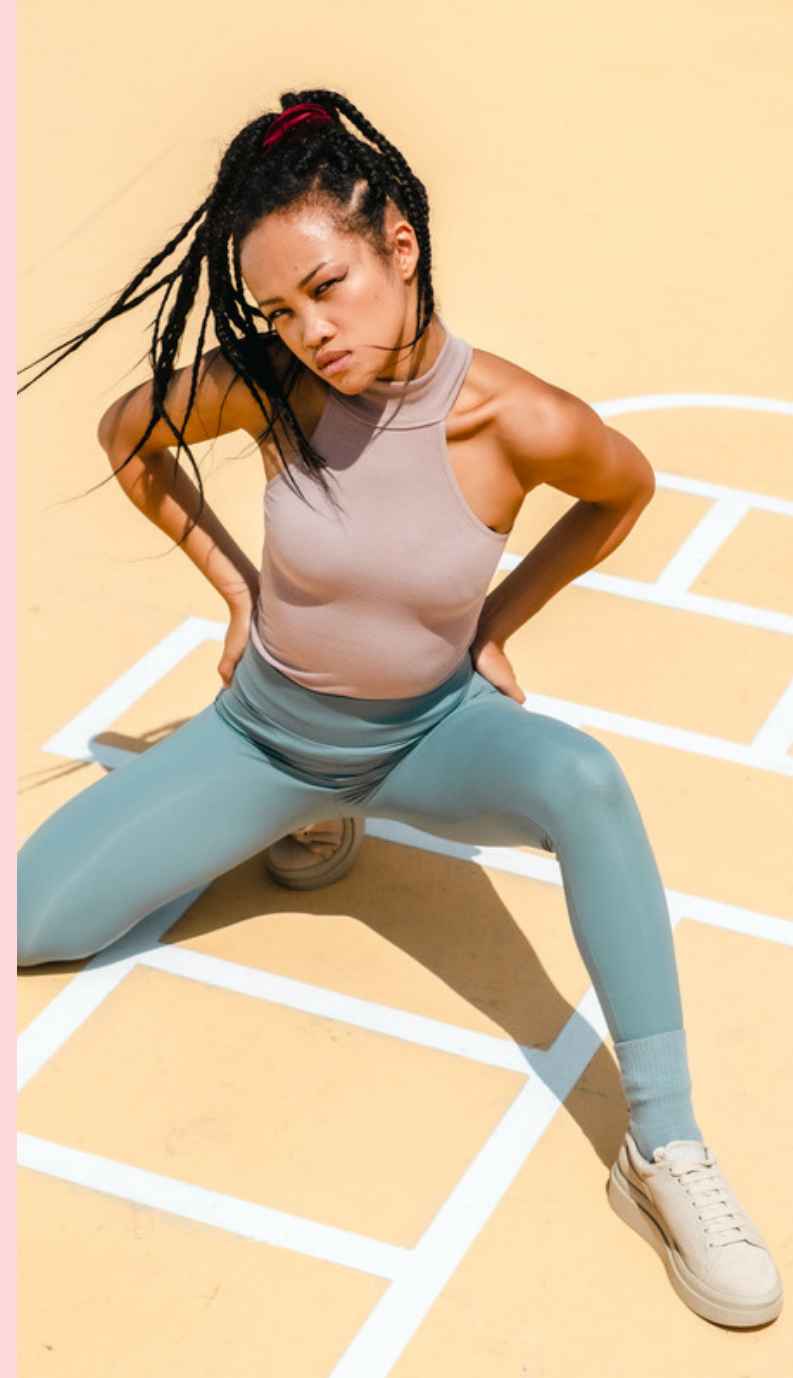


**这就是街舞 5 -
STREET DANCE OF CHINA 5 - TOP40
YOUKU 2022**



BEAUTY & SKIN CARE

Chanel Beauty
Fenty Beauty
Sephora



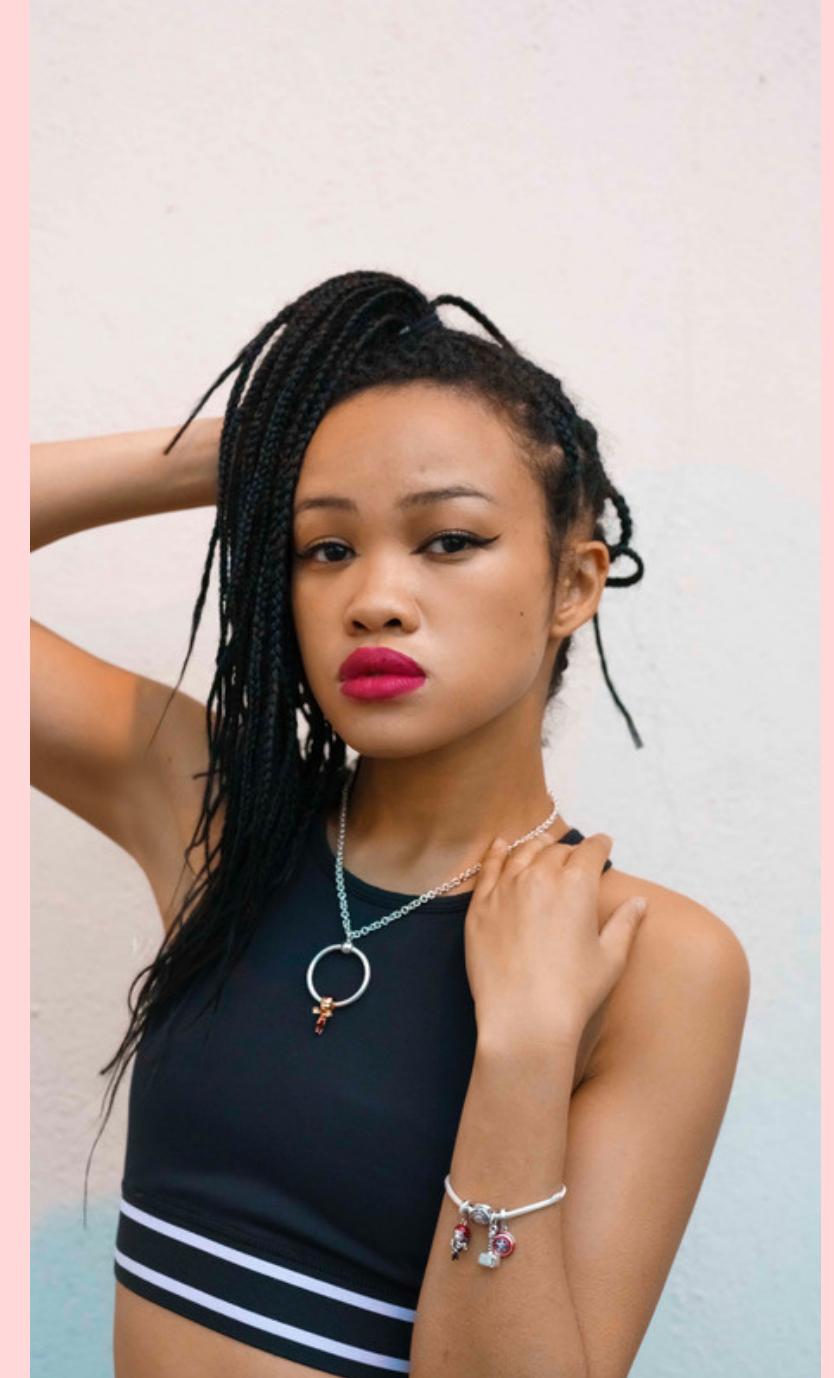
SPORTWEAR

Lululemon
Sweaty Betty



UNDERWEAR

Skims
Calzedonia
Intimissimi
Sixty 8ight



JEWELRY

Pandora

The typical brands that work with her:
Brands industries



**CONSUMER
PRODUCTS**
Nespresso
Veuve Cliquot
Balmain Chivas



ACCESSORIES
Kipling



SNEAKERS
Kickscrew



OTHERS
Casetify

**The typical brands that work with her:
Brands industries**



FASHION

Superga



ELECTRONICS

Urban ears



ARTISTS & MUSIC LABELS



SERVICES

Kayak

Private tutoring

Boat party rental

The typical brands that work with her:
Brands industries



Metrics



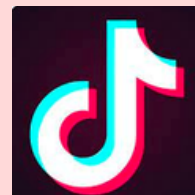
117K

Instagram



23K

Youtube



16K

Tik Tok



11K

Triller



100K

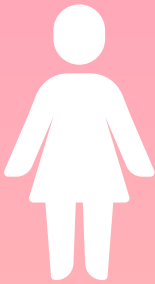
Weibo 微博

Audience overview – all socials



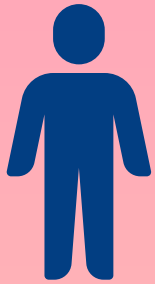
267K

FOLLOWERS



FEMALE

60%



MALE

40%

Location	Approximate Geographic Repartition of the followers
HK & Mainland	over 40%
U.S.A	over 30%
Europe (France & UK)	over 20%
Africa	less 10%

Thank You

SOCIALS

IG: @anishathai

<https://www.instagram.com/anishathai/>

Tik Tok:

<https://www.tiktok.com/@anishathai>

Thriller: <https://triller.co/@anishathai>

Youtube:

<http://www.youtube.com/user/anishathai>



Address:

Anisha Thai Limited
The Hive Sheung wan
33, 35 Hillier St, Sheung Wan
Hong Kong



Telephone

+852 5362 9814



Website

www.anishathai.com

