

JEREMY CARR

The Lazy Thrifter

Brand psychology, fashion, resale, and consumer culture.

PARTNERSHIP OVERVIEW | SEPTEMBER 2026



57.6M Verified Views

Across TikTok, Instagram, and YouTube

TikTok and Instagram: last 60 days. YouTube: last 28 days.

The Lazy Thrifter

The business in one view

Verified platform data. Figures retain their original reporting windows.

267.2K

TIKTOK FOLLOWERS

27.4M views in 60 days

197.5K

INSTAGRAM FOLLOWERS

24.1M views in 60 days

38.4K

YOUTUBE SUBSCRIBERS

6.14M views in 28 days

502.4K

combined followers and subscribers before audience overlap

The headline

A growing audience that finds the content beyond the existing follower base.

The audience is unusually consistent across platforms

Predominantly female, U.S. based, and concentrated in the consumer age groups that matter to fashion, lifestyle, and retail partners.

TikTok	83.0% female	70.4% U.S.	72.9% age 25–54
Instagram	92.2% female	77.3% U.S.	73.5% age 25–54
YouTube	86.9% female	74.7% U.S.	93.0% age 35+

For a sponsor, the audience profile does not have to be explained three different ways.

TikTok: 27.4M views in 60 days

Discovery is the core engine. 93.2% of traffic came from the For You feed.

27.4M

VIDEO VIEWS

Jul 16–Sep 13

140.6K

NET FOLLOWERS

267.0K total followers

370.6K

PROFILE VIEWS

1.35% of views

93.2%

FOR YOU TRAFFIC

new audience discovery

LIKES

1.60M

COMMENTS

78.9K

SHARES

148.5K

ENGAGEMENT RATE

6.67%

Engagement rate reflects likes, comments, and shares divided by total views.

TikTok proof: long form attention converts

A 2 minute 5 second handbag video held viewers for nearly 50 seconds and added 12,000 followers.

“If you’re buying a handbag to impress strangers...”

2.9M

VIEWS

49.42s

AVERAGE WATCH TIME

28.7%

WATCHED FULL VIDEO

12K

NEW FOLLOWERS

2:05 total video length | 113K likes | 6,138 comments | 9,713 shares | 11K saves

Evidence of repeatable content quality, not merely a single viral view count.

Instagram: 24.1M views and 193.4K new followers

Instagram delivers both high volume reach and remarkable conversion into an owned audience.

24.10M

VIEWS

Jul 16–Sep 13

6.79M

VIEWERS

90.4% nonfollowers

1.46M

INTERACTIONS

likes, comments, reposts, shares

329.2K

PROFILE VISITS

direct intent signal

Top Reel: “Luxury is supposed to represent...”

2.2M

VIEWS

195K

LIKES

171.9K

SHARES

42K

NEW FOLLOWERS

YouTube: serious viewing time at an early stage

YouTube provides the strongest validation that the content has depth and holds attention.

6.14M

VIEWS

Aug 17–Sep 13

90.0K hrs

WATCHTIME

28 day total

37.4K

SUBSCRIBERS GAINED

38.4K current

1.4M

MONTHLY AUDIENCE

94.5% new viewers

Top content in the period

Rich people would NEVER wear these handbags

1.29M views | 1:42 average view duration | 81.4% average viewed

5 black owned luxury handbag brands

1.04M views | 2:08 average view duration | 86.6% average viewed

The point of view people trust

Jeremy's audience comes for an honest opinion. That point of view sets the standard for every collaboration.

Fashion and brand psychology

What products signal about taste, status, identity, and aspiration.

Smart buying and resale

Quality, construction, heritage, thrift, and value at every price point.

Culture and consumer behavior

Direct commentary on brands, trends, and the choices people make.

Jeremy works only with brands and products he can stand behind. Paid collaborations are clearly disclosed.

Work with The Lazy Thrifter

Partnership, media, and brand collaboration inquiries

Jeremy Carr

Fashion, brand psychology, resale, and consumer culture

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Media kit figures are verified from each platform's native analytics. Reporting windows appear with the corresponding statistics.