

THE **BLACKTAPE** PROJECT™  
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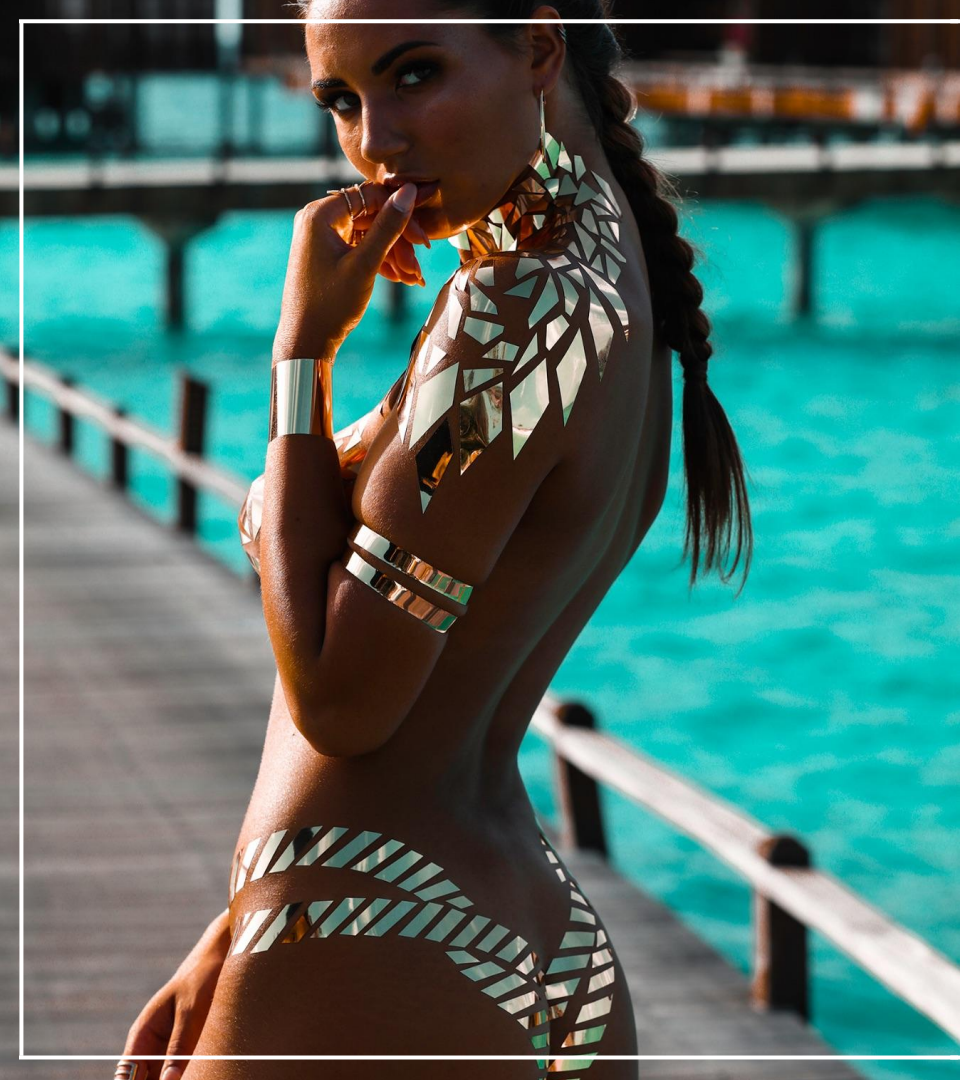
**A POWERFUL BRAND**

**WITH MASSIVE REACH**



**ABOUT**

**THE BLACK  
TAPE PROJECT™**

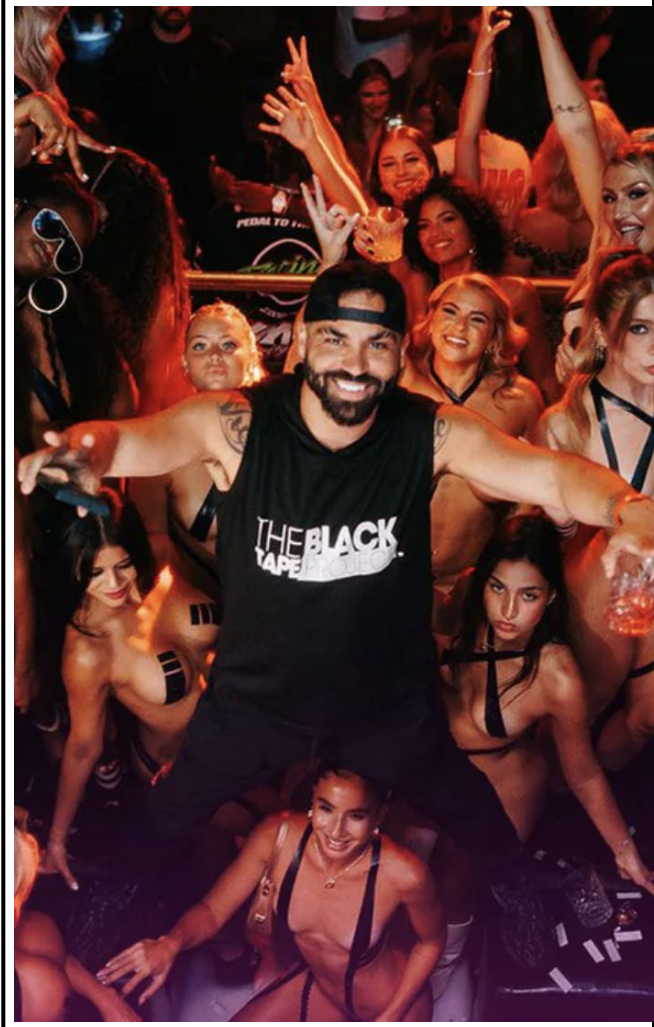


# THE **BLACKTAPE** PROJECT™

The Black Tape Project represents the inception of a fresh genre, seamlessly merging body art with fashion.

Empower your brand's visibility globally working with our vast network of The Black Tape Project models.

[LEARN MORE](#)



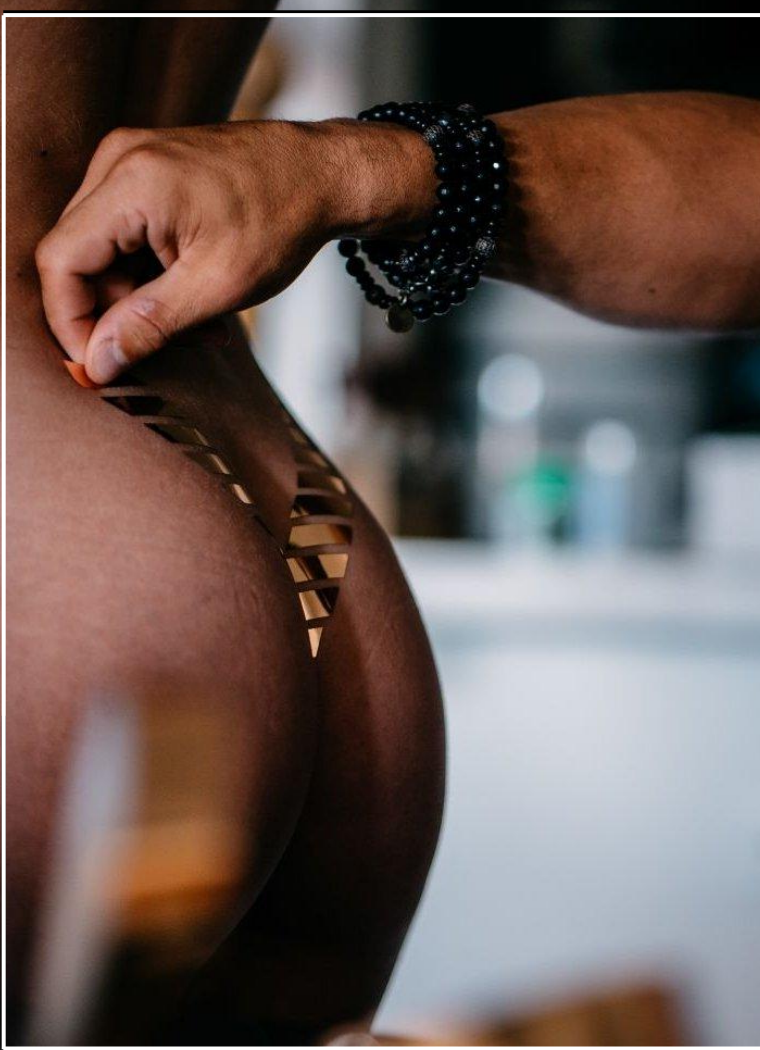
# ABOUT DRAKHAN BLACKHART

Drakhan Blackhart, the creator of the Black Tape Project, founded and pioneered the Body Tape Art Genre, a concept that has allowed him to travel to over 42 countries and work with renowned directors like Michael Bay (Pain and Gain) and recording artists such as Rick Ross, Maluma, and Billy Ray Cyrus, among others. Over the years, Drakhan has showcased his art at prominent events like EDC Vegas, Ultra Miami, and the Cannes Film Fest since 2014.

The Black Tape Project has become a global sensation, with art gaining recognition in magazines from Maxim to Playboy. It all started when Drakhan took a chance with a model in Haiti, using metallic gold tape, which quickly went viral and changed the course of his life. Today, Drakhan is not only an artist but an entrepreneur, focused on teaching and sharing his expertise in body tape art with others. The Black Tape Project has not only saved his life and then allowed him to provide for my family and create a thriving community of artists and enthusiasts worldwide.

As Drakhan continues to evolve and explore new horizons, the art & fashion community is excited to see the incredible creativity that emerges from this genre. The body tape art movement is here to stay, and its legacy has yet to be fully realized. Welcome to the world of The Black Tape Project, where we aim to keep pushing the boundaries of what is possible and inspiring creativity in others. Stay sexy, my friends.

-Drakhan Blackhart



**2008**

Drakhan finds grace  
& finds a camera



**2014**

The Black Tape  
Project begins to  
showcase across the  
world.



**2023**

Today, the Black  
Tape Project  
continues to travel  
the globe showcasing  
the rising body tape  
art genre.



# THE EVOLUTION





# 387%

**GROWTH THIS YEAR**



A close-up photograph of a person's hands using silver scissors to cut a piece of clear adhesive tape. The person is wearing a black watch on their left wrist. The background is blurred, showing a person wearing a blue and white striped shirt. The lighting is soft and focused on the hands and the cutting action.

# BLACK TAPE PROJECT'S MISSION

At The Black Tape Project, our mission is to empower individuals to unleash their creativity by whatever means possible, including using everyday household items. We believe in the transformative power of imagination and seek to inspire creativity that knows no bounds. Through our unique art form, we aim to evoke deep emotions and powerful reactions, reminding the world that even the simplest materials can become vehicles for extraordinary expression.

We are here to prove that with dedication and determination, you can turn your dreams into reality. Our mission is a testament to the idea that you can do whatever you put your mind to.

**WHAT SETS THE BLACK  
TAPE PROJECT  
APART?**







# THE LARGEST NETWORK OF MODELS IN THE WORLD

Tap into the strongest integrated network of models in the world.

With this network, you are guaranteed to boost your brand's recognition.



# A DIGITAL PRESENCE THAT DRIVES SOCIAL VIRALITY

We drive reach, engagement & followers through our social following of @blacktapeproject & our network.

Partnering with the Black Tape Project means tapping into our extensive network of connections, supporters and followers.





# A DIGITAL PRESENCE THAT DRIVES SOCIAL VIRALITY

The Black Tape Project represents the inception of a fresh genre, seamlessly merging body art with fashion.

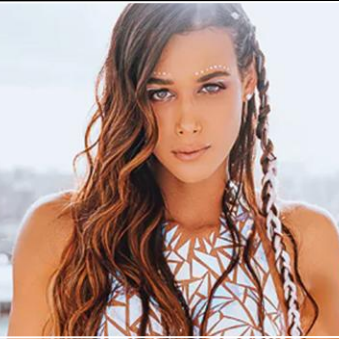
With the largest network of models around the globe, the Black Tape Project gives brands opportunities to reach more eyes than ever before.

[LEARN MORE](#)



THE BLACK  
TAPE PROJECT™

# OUR DIGITAL RUNWAY



# HIGH LEVEL ANALYTICS



**17.8M**

ACCOUNTS  
REACHED

**1M**

IMPRESSIONS  
PER POST AVG

**11.6M**

NON-FOLLOWER  
ACCOUNTS REACHED



**75M** VIEWS

**13.7M** ENGAGEMENTS



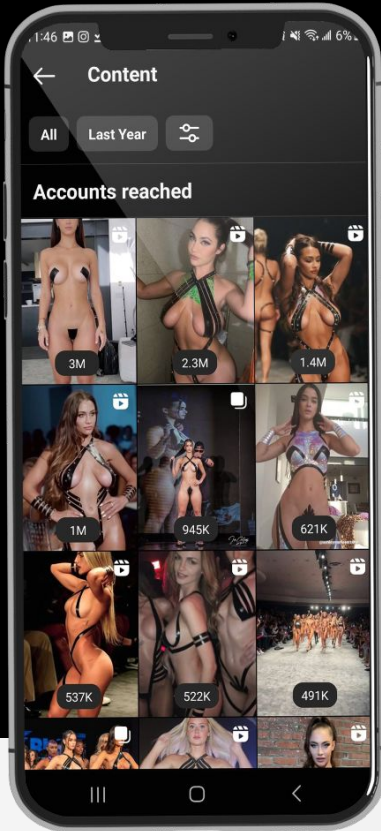
**455,122** FOLLOWERS **40K** ENGAGEMENTS



FUTURE OPPORTUNITIES SOON

# KEY ANALYTICS

In the last 30 days



2,342,268

Accounts reached

0.3% from ads

See how people have viewed your content over 30 days compared to the previous cycle.

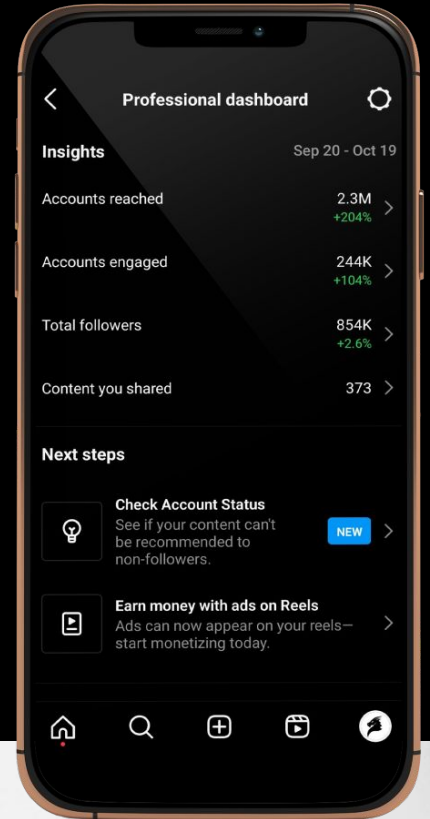
+12.3%  
427K  
Followers



+384%  
1.9M  
Non-followers

Impressions

9,217,414  
+80.4%



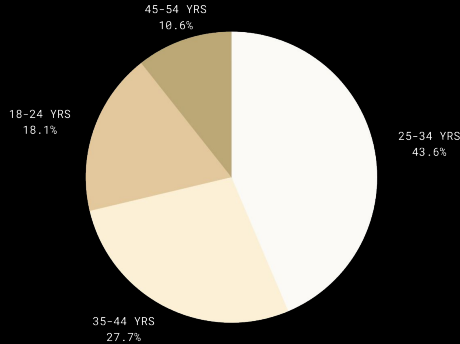
# DEMOGRAPHICS

## INTERESTS

Fashion, Models,  
Cars, Creators,  
Luxury Homes, Art

## PURCHASING

The target market of BTP is a  
key purchasing market for both  
men & women, ages 25-34



**41%** 25-34 YRS OLD

**26%** 35-44 YRS OLD

**17%** 18-24 YRS OLD

**10%** 45-54 YRS OLD

**32%** USA    **6.7%** POLAND    **5.2%** MEXICO    **3.5%** UK

**79.6%**

MEN



**20.3%**

WOMEN





**OUR REACH CONTINUED..**

**THROUGH OUR DRAGONS**





itscelinasmith

19 posts

1M followers

1 following



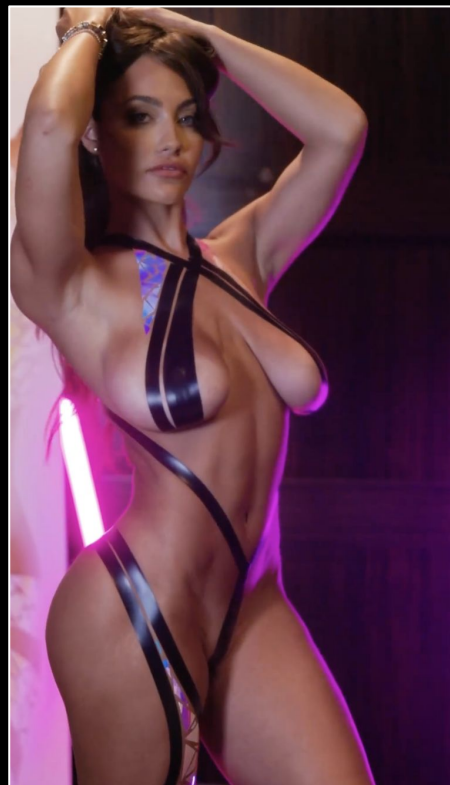
Celina Smith

@itscelismith

[linktr.ee/Celinasmith](https://linktr.ee/Celinasmith)

\$96,032.24

Earned media



### AVERAGE ACTIVITY SPLIT

359.42k

● Views

145.58k

● Likes

415

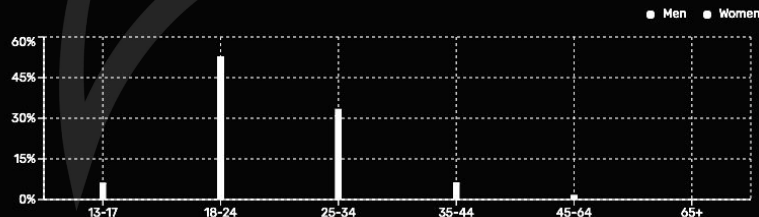
● Comments




### AUDIENCE INTERESTS

Sports	32.35%
Cars & Motorbikes	30.14%
Friends, Family & Relationships	24.86%
Camera & Photography	21.46%
Television & Film	21.09%

### AUDIENCE AGES



virginiasanhouse 

983 posts   1.2M followers   996 following

Virginia Sanhouse

 virginiasanhouse

Digital creator  
Venezuelan  | TikTok 5.2M  
@sanhousefit | Founder  
@sabanaswim | Founder  
@v\_sanhouse | Backup page  
@flyaccumulation  
sanhouse

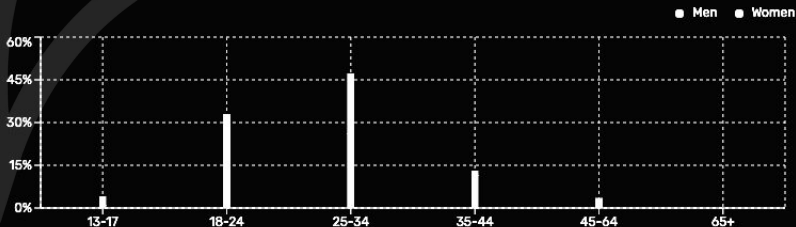


55.34% ● Men   44.66% ● Women

#### AUDIENCE INTERESTS

Friends, Family & Relationships	36.99%
Clothes, Shoes, Handbags & Acce...	33.22%
Sports	31.50%
Camera & Photography	28.46%
Restaurants, Food & Grocery	28.38%

#### AUDIENCE AGES



#### AVERAGE ACTIVITY SPLIT 28.34k

● Views

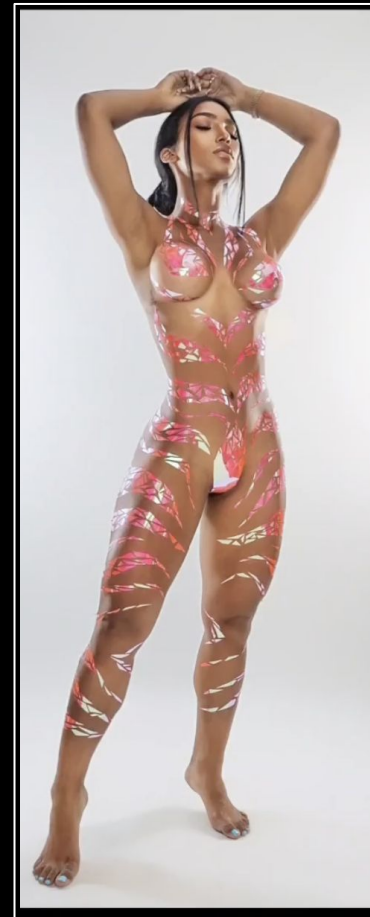


20.54k

● Likes

306

● Comments





ashleymariaserrano

229 posts   648K followers   561 following



**\$24,019.06**  
Earned media

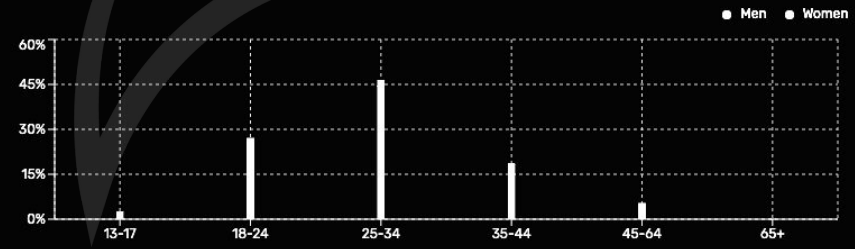
**ASHLEY SERRANO**

Public figure  
God 1st♥ | Tiktok (1M+)  
ashleyserrano@moxymgt.com  
Let's chat click this link ↓  
[moxylink.be/ashleyserrano](https://moxylink.be/ashleyserrano)

**AUDIENCE INTERESTS**

Friends, Family & Relationships	37.11%
Sports	35.33%
Cars & Motorbikes	34.30%
Travel, Tourism & Aviation	30.97%
Camera & Photography	29.29%

**AUDIENCE AGES**



**79.50k**  
● Views

**46.52k**  
● Likes

**380**  
● Comments



# MORE DRAGONS



alytayxo

Follow

Message



18 posts 218K followers 1,071 following

Aly Taylor

God ❤️  
RN,BSN | Model | Fitness  
@NovaMen ambassador



1,224 posts 193K followers 1,446 following

Krisondra Daigneault

@krisondra

Fashion Model  
*Balance*   
@krisondra on tiktok 209K+  
• dm for shoots  
• email for brand collabs  
los angeles | orange county  
🌐 [linktr.ee/Krisondra](https://linktr.ee/Krisondra)



92 posts 224K followers 986 following

Halle Payne

@hallepaynee

Just for fun  
Miami  
@hallemarie.co  
🌐 [hoo.be/hallepaynee](https://hoo.be/hallepaynee)



sarah\_jordan\_1

Follow



766 posts 516K followers 2,632 following

Sarah Jordan

@sarah\_jordan\_1

Made in Australia 🇦🇺  
🌐 [linktr.ee/cheriass](https://linktr.ee/cheriass)



mayafelixmodel

Following

Message



72 posts 62.6K followers 267 following

Maya

@mayafelixmodel

@queenofcontacts 🛒 SHOP  
🌐 [rb.gy/4vuff](https://rb.gy/4vuff)



kathryncelestre\_

Follow

Message



12 posts 239K followers 1,809 following

KATHRYN CELESTRE

@kathryncelestre\_

Miami, FL ❤️  
🌐 [linktr.ee/kathryncelestre\\_](https://linktr.ee/kathryncelestre_)



# THE DIGITAL FOOTPRINT

EXTENDS PAST OUR TEAM - Here is one example of our extended reach

MIAMI SWIM WEEK 2023 • OVER 75M+ VIEWS • 30+ CHANNELS

18M Views



9:30

9.7M Views



1:31

5.3M Views



35:41

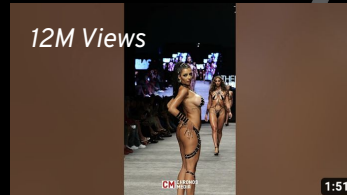


8.1M Views



30:12

12M Views

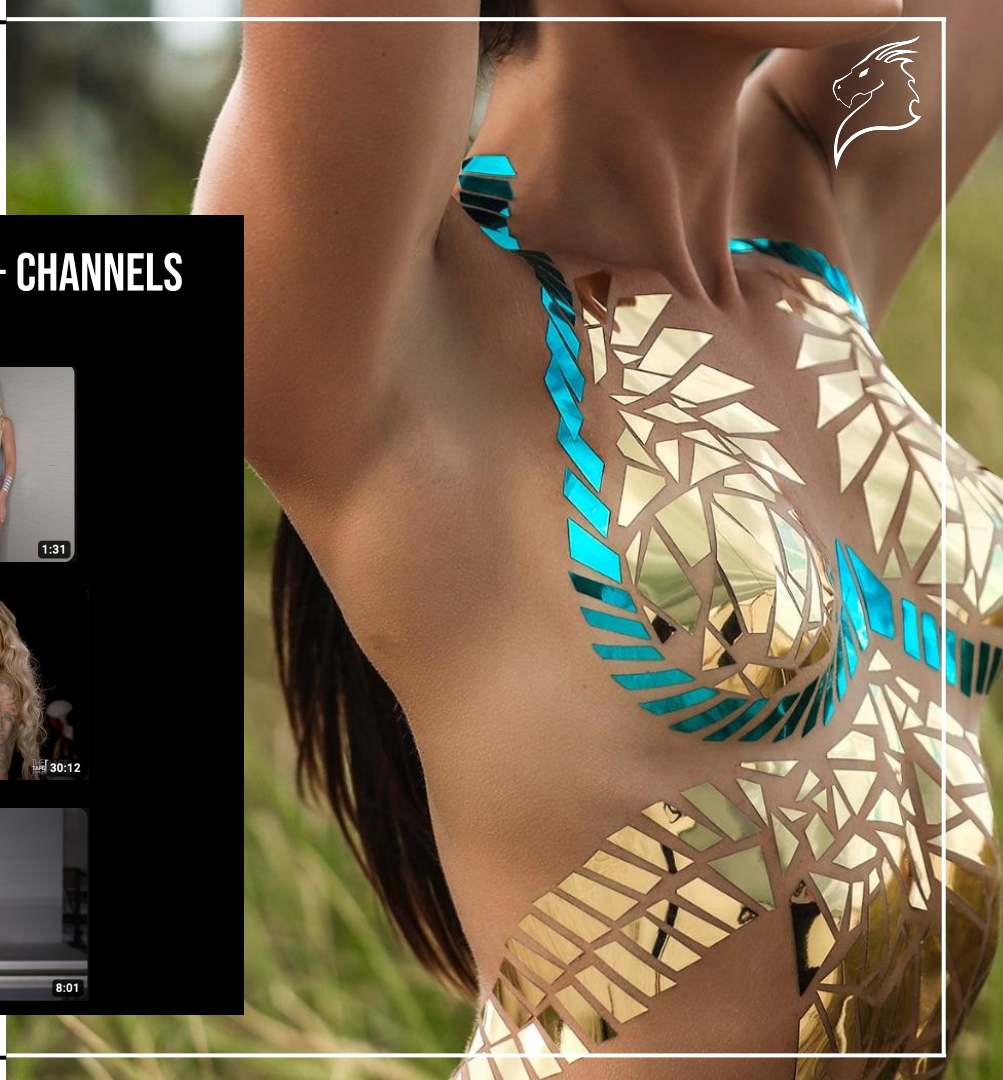


1:51

5.7M Views



8:01





Daily Mail  
.com

*NEW  
YORK  
POST*

MAXIM

COSMOPOLITAN

OUTKICK

theCHIVE

***IN THE  
PRESS***

# UPCOMING EVENTS

DEC  
02

ART BASEL

DEC  
08

BlackTapeProject  
Fashion Show  
ART BASEL

FEB

NYFW

MAR

LAFW



# THANK YOU

THANK YOU FOR CONSIDERING TO SPONSOR & COLLABORATE WITH DRAKHAN AND THE BLACK TAPE PROJECT. WE LOOK FORWARD TO HAVING THE OPPORTUNITY TO WORK TOGETHER AND BRING A NEW WAVE OF CREATIVITY TO THE FASHION & ART COMMUNITIES.

STAY SEXY, MY FRIENDS.

[WWW.BLACKTAPEPROJECT.COM](http://WWW.BLACKTAPEPROJECT.COM)

@BLACKTAPEPROJECT

Get in touch: [INFO@BLACKTAPEPROJECT.COM](mailto:INFO@BLACKTAPEPROJECT.COM)

