

Genta PORTOFOLIO

@sourmimosa | @mimosasour



Full Portfolio:
bit.ly/sourmimosaportfolio
230+ Luxury & Premium Hotels
380+ Luxury F&B Brands

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Genta is a luxury lifestyle content creator known for his refined coverage of luxury hotels, upscale dining, and aspirational travel. With over 230 collaborations with premier hotels and resorts worldwide and more than 380 partnerships with acclaimed restaurants and bars including Asia's 50 Best and multiple Michelin starred establishments, his work blends taste, elegance, and storytelling.

He has also collaborated with leading international brands in beauty, fashion, and travel, creating elevated content that resonates with his audience of 522K and steadily growing followers on Instagram. Genta's feed curates luxury travel and lifestyle experiences that inspire his audience to embrace a stylish yet grounded way of living, with a strong core following in East Asia and engagement spanning the US, Europe, Australia, and the MENA region.

STATISTICS



AUDIENCE

Age Range
13-24 : 20.1%
24-44 : 62.1%
45+ : 17.8%

Gender
Men : 66.2%
Women : 33.8%

Top Cities
Tokyo : 11.1%
Seoul : 10.8%
Singapore : 10.4%
Hongkong : 10.1%
Others : 57.6%

Top Countries
Japan : 15.3%
South Korea : 13.1%
Singapore: 12.1%
China: 10.2%
Others : 49.3%



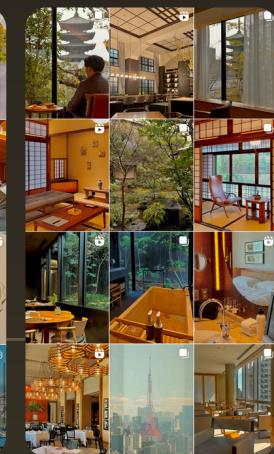
REELS-1



REELS-2



FEEDS - 1



FEEDS - 2

LUXURY PROPERTIES PARTNERS

CONTENTS POSTED

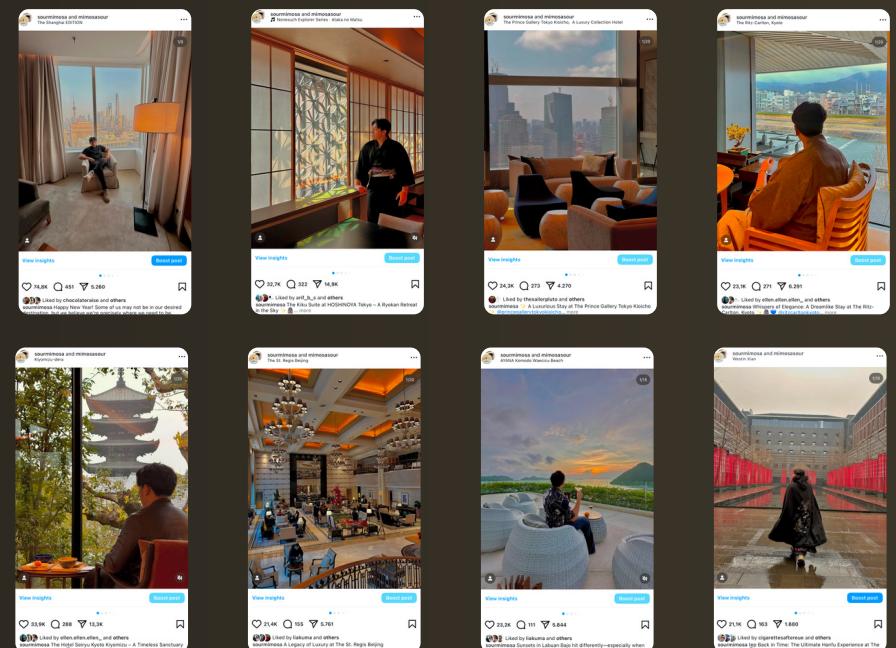
With the rise of discerning luxury travelers in the post pandemic era, marked by the opening of new high end hotels, more mindful spending, and guests who invest significant time researching online before booking, Genta aims to inspire his audience by showcasing exceptional properties through authentic storytelling. His content provides travelers with curated options while helping hotels and resorts strengthen their brand visibility to high value guests.

Genta has partnered with over 70 luxury and premium brands, including major international hospitality groups, boutique hotel collections, and independent properties and villas, covering more than 280 destinations worldwide. He continues to expand his portfolio to include more countries and regions worldwide.

CONTENT TYPES:

- Story Sessions: Recorded and saved in Instagram highlights, explaining the details and overall experience of the stay.
- Instagram Reels: Highlighting the unique selling points of suites, overall property, and hotel restaurant/bar venues.
- Instagram Carousel: Providing detailed highlights of specific areas, such as suites, wellness facilities, restaurants, etc.
- Modeling for hotel content/ads: Featuring in hotel content and advertisements or collaborating on content ownership with hotels.

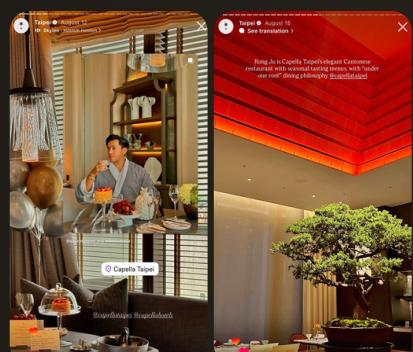
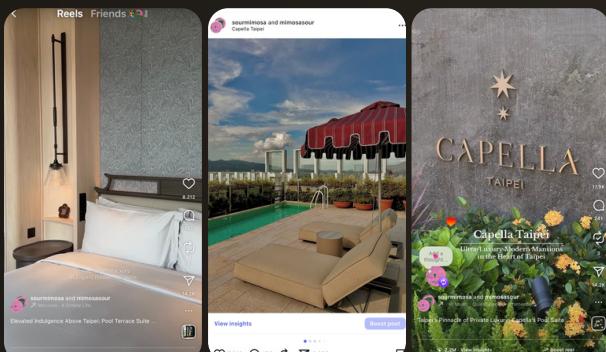
PREVIOUS PARTNERS:



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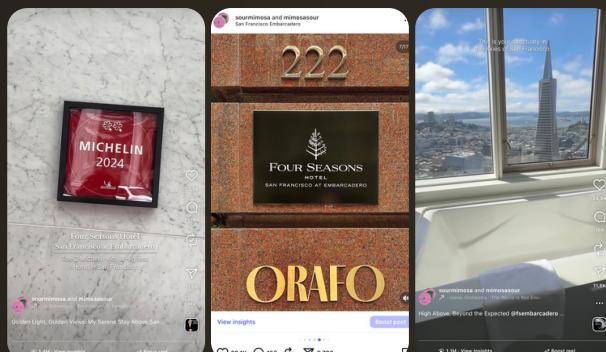
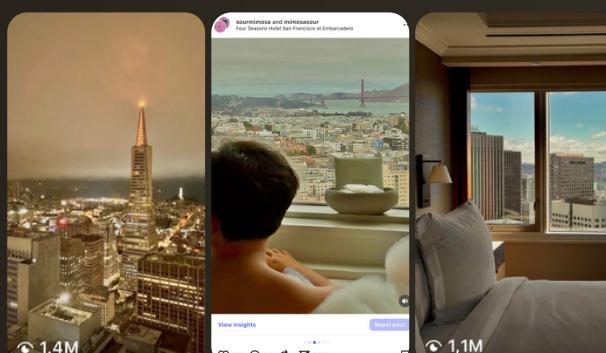
PREVIOUS SUCCESSFUL PARTNERSHIP:

Capella Taipei

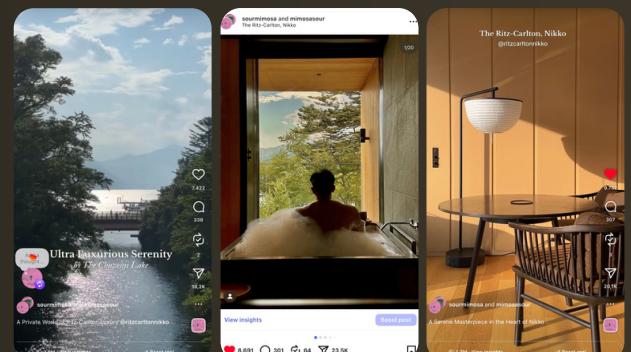


Four Seasons San Francisco

At Embarcadero



The Ritz-Carlton, Nikko



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LUXURY F&B PARTNERS

CONTENTS POSTED

Expanding his focus from luxury travel to fine dining, Genta leverages his passion for the culinary arts to captivate and inspire his audience. What began as a personal love for food evolved into sharing his dining experiences, where his storytelling style quickly resonated with his followers. His content showcases specialty dishes, seasonal promotions, and dining recommendations, providing restaurants with valuable exposure to an affluent clientele.

Genta has partnered with over 380 luxury dining establishments worldwide, including Michelin-starred restaurants and Asia's Best 50 Restaurants and Bars. From Japan, The United States, China to the Philippines, Dubai, Singapore, Thailand, and Indonesia, he introduces his audience to world-class dining experiences while helping restaurants engage a high-end, discerning audience.

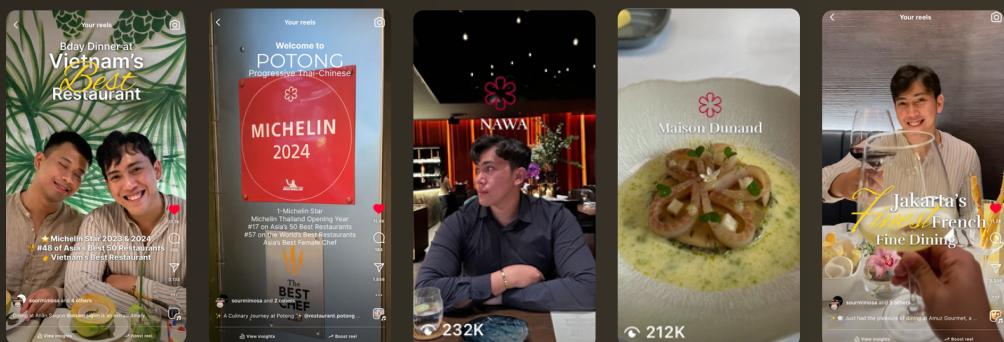
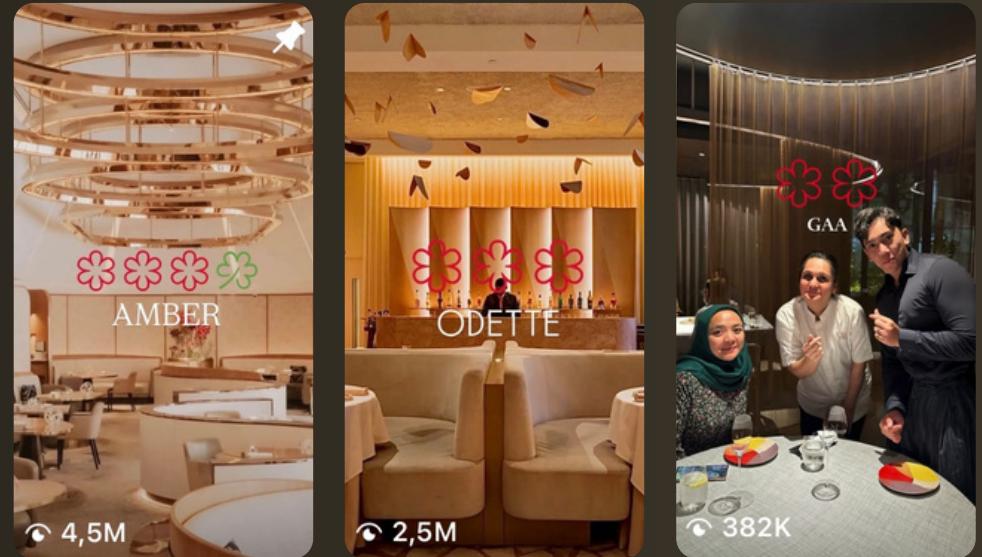
CONTENT TYPES:

- Story Sessions: Recorded on site while enjoying the dining experience, providing detailed explanations and overall experiences of the food, reels uploaded then put into "Dine & Sip" Highlight
- Instagram Reels: Showcasing detailed meal experiences, including promotions or special programs.
- Instagram Carousel: Offering general information about the meals, focusing less on specific food items.
- Modeling for Owned Content/Ads: Featuring in content and advertisements to enhance brand visibility and engagement.

PREVIOUS PARTNERS:



... and more



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PREVIOUS SUCCESSFUL PARTNERSHIP:

HOTEL RESTAURANTS/BAR



PAII
W Bangkok

Celadon
The Sukhothai Bangkok

Oriental Pearl
Vinpearl Landmark
81 Saigon



The Astor Grill
The St. Regis Singapore

TOKI
The Mitsui Hotel Kyoto

Asia Restaurant
The Ritz-Carlton Jakarta
Mega Kuningan

NON-HOTEL RESTAURANTS/BAR



Gaa

POTONG

INDDEE



NAWA

Maison Dunand

Dailah Sajian Nusantara

BEYOND HOTELS AND RESTAURANTS

CONTENTS POSTED

Expanding his focus from luxury travel to a wider range of lifestyle content, Genta has collaborated with top brands across beauty, fashion, and travel. His versatility allows him to showcase everything from local cultural attractions and wellness experiences to premium air travel and exclusive events.

By working with global institutions and tourism boards, he has introduced his audience to unique destinations and curated experiences, providing valuable exposure and helping brands engage with an affluent and discerning clientele across Asia and beyond.

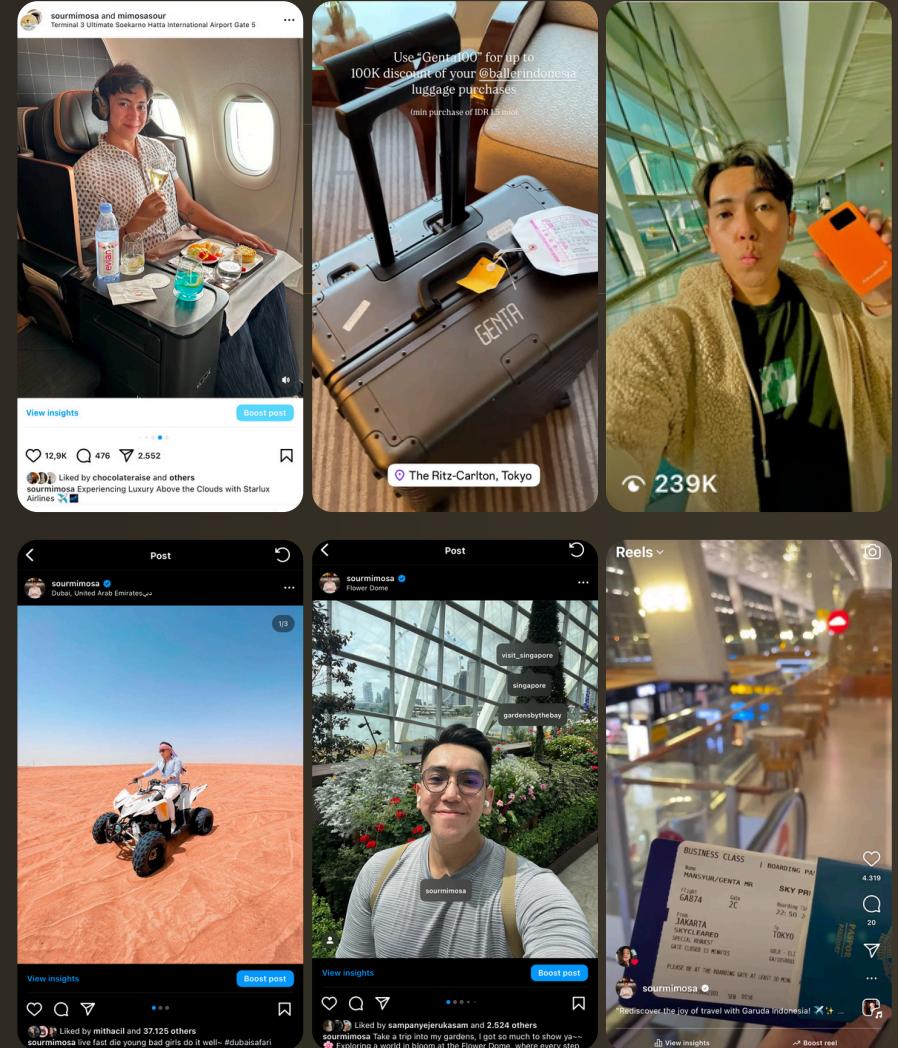
CONTENT TYPES:

- Story Sessions: Real-time recordings of on-site experiences, sharing personal insights and behind-the-scenes moments from destinations and events.
- Instagram Reels: Engaging reels that showcase unique experiences, from cultural attractions and local activities to wellness treatments and exclusive events.
- Instagram Carousels: Visual posts that provide an overview of the experience, focusing on storytelling, scenic views, and overall atmosphere.
- Brand Campaign Features: Collaborating as a model for branded content and advertisements, enhancing brand visibility and engagement through authentic narratives and high-quality visuals.

PREVIOUS PARTNERS:



... and more



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