

VOICES SHAPING SUSTAINABLE EMPIRICAL

Z Á Y S H E E N

W E B I S O D E S

WWW.ZAYSHEENWEBISODES.COM

Conversations  
That Drive  
Sustainable  
Change

BASED IN NYC.

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About the Show

- Webisodes is a podcast + video series focused on sustainable fashion, eco-conscious living, and conscious consumerism.
- Every episode features creators, entrepreneurs, designers and change-makers leading the fight against fast fashion and unsustainable lifestyles.
- Mission: "To spark conversations that inspire people to live more consciously and empower brands that make a difference."



EST JUN, 2025

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FOUNDER & HOST


Tafreed Butt is the visionary founder and host of The Webisodes, a podcast and video series dedicated to amplifying conversations around sustainable fashion and conscious living. With years of experience in entrepreneurship and a strong commitment to ethical practices, Tafreed brings authenticity and passion to every episode.

He has built a reputation as a forward-thinking storyteller, connecting with eco-conscious creators, entrepreneurs, and change-makers to highlight real solutions to the problems caused by fast fashion and overconsumption. His unique ability to blend personal narrative, cultural appreciation, and sustainability values makes The Webisodes not just a show but a platform for meaningful impact.

Beyond hosting, Tafreed is also the founder of a sustainable clothing brand, "ZÁY SHEEN", where his mission is to inspire a new generation to embrace fashion that reflects both elegance and responsibility.

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GUESTS ON THE WEBISODES S1



Audience

Age:  
18–35  
(Gen Z + Millennials)

Location:  
NYC.  
(NYC, major cities) + international reach

Values:  
Sustainability, ethical consumption,  
community-driven living

Interests  
Fashion, lifestyle, sustainability,  
entrepreneurship, culture, wellness

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GUESTS ON THE WEBISODES S2

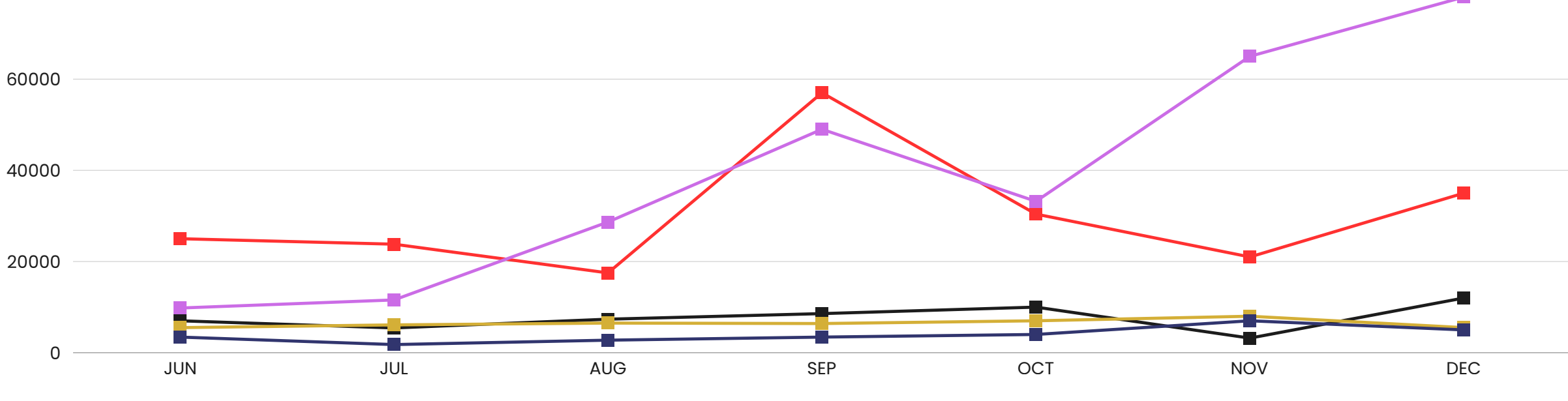
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Reach & Impact

Average 28,700+ views per Webisodes across YouTube, TikTok, and Instagram Reels. - Growing audience with 4.3% engagement rate (shares, saves, comments). - Multi-platform distribution ensures maximum exposure.

● YouTube ● Instagram ● TikTok ● Pinterest ● Other



Platform	JUN	JUL	AUG	SEP	OCT	NOV	DEC
YouTube	25000	22000	18000	58000	32000	22000	35000
Instagram	10000	12000	28000	48000	35000	65000	78000
TikTok	5000	5000	6000	8000	10000	8000	12000
Pinterest	5000	5000	6000	7000	8000	6000	7000
Other	3000	3000	4000	5000	6000	5000	6000

We give you authentic access to young, eco-conscious consumers where they already spend their time.

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Why Partner With Us?

Targeted Audience

Authentic Integration

Shared Values

Eco-Conscious Gen Z & Millennials

Niche Community Access

Engagement-First Reach

Story-Driven Promotion

Product Placement

Multi-Platform Content

Brand Alignment

Credibility & Trust

Long-Term Impact


WE CONNECT PURPOSE-DRIVEN BRANDS WITH AN ENGAGED GLOBAL AUDIENCE THROUGH AUTHENTIC, STORY-LED CONVERSATIONS, NOT DISRUPTIVE ADS.

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BRANDS WE PARTNERED WITH



We'd love to design a partnership package that helps you reach the right audience while supporting authentic, sustainable storytelling.

Contact

New York City  
www.zaysheenwebisodes.com  
partners@zaysheenwebisodes.com  
+1 (516) 884-5842

