

#PROFILE

HAMZA KHAN CHOWDHURY

The Curious World of an Influencer

Hamza Khan Chowdhury, an up-and-coming influencer with a community of three million followers and counting, sees his role in the spotlight as more of a responsibility, and less as just a springboard to fame. His vision is clear: to inspire Bangladeshi men to improve their lifestyle, their outlook, and their confidence, while staying true to their identity.

Known for his expertise in men's fashion, physical fitness, and international couple travel, Hamza has gradually built a name for himself that resonates deeply with the aspirations of young Bangladeshi men. A conversation with Hamza opened up the influencer world for us, laying out what makes this profession all that it is. Through his hard work and steady vision, Hamza wishes to leverage his personal brand and transform it into a global lifestyle, originating right here, in Bangladesh.

As the world gets increasingly demanding, especially for the youth of this nation, Hamza pulls the attention back to what he thinks is important: looking groomed, remaining fit, and maintaining healthy relationships. Emphasising inspiration and self-improvement, he urges young men to remember to live life, not simply get through it. "We only get one life," he insists.

THE INFLUENCER LANDSCAPE

The life of an influencer comes with its own set of challenges. The pressures of constantly being in the public eye and the occasional trolling are fairly constant in this line of work. However, Hamza seems to have found a good way around the negativity that sometimes accompanies his hard work as an unwanted third wheel.

"I do not view negative comments as trolling," he shares. Instead, he considers them valuable feedback. "If many people in my audience point out something, I treat it as a societal standard."

By reflecting on the messages behind the harshness, he manages to stay relevant, a mantra which helps him grow both personally and professionally.

Mental fatigue is another common part of the influencer journey, and Hamza openly discusses how he manages it.

"I try my best to present a true picture of my life," he shares. A believer of authenticity, Hamza states that he does not feel the need to present a façade of perpetual happiness.

"Life is not a straight line," he feels, emphasising that growth will always come with its ups and downs.

By sharing his struggles and triumphs with his audience, he aims to normalise setbacks and make himself more relatable to his followers.

"I feel like my followers are smart and they appreciate the reality I present over a make-believe, chirpy persona," he says.

"People connect more with honesty than with forced positivity." In the world of

influencers, looking sharp is important, and as influencers are more "real" than the average celebrity, their movements are unrestrained. As such, the likelihood of bumping into followers looms large.

Hamza acknowledges the pressure to stay groomed and "screen-ready" all the time. However, for him, this is not a burden but a lifestyle choice. "I've always wanted to stay fit and presentable," he explains. "My role in front of the camera forces me to stay committed and disciplined regarding my diet and style, even in the face of extreme temptation."

The influencer world, while exciting, is not without its shadows. The lack of privacy and constant observation can be demanding. Yet, Hamza, ever positive, thrives on it.

"I have worked hard for this attention; it is what attracted me to this profession, and it is what brings me my bread and butter," he confesses.

A profession that has shot through the popularity hoop, many influencers in the field decide their fates according to how they view their followers and how their followers like to see them. It is a job that pushes influencers to do their best and encourages others to bring their best selves forward. It is a career that looks fascinating, sounds easy, but is all about gruelling hard work behind the scenes.

Authentic influencers such as Hamza and the many others ruling the roost are exactly what content consumers in this age and time need — role models that youngsters can look up to, admire, and perhaps, emulate.

By Munira Fidai
Photo: Sourav Kabir

