

MEET THE FAMILY

Life, *unfiltered*. Durban-made.

Bradley, Abi, and Slade Downs are a Durban family creating honest, warm, and relatable content that resonates with parents, partners, and the people who love their corner of South Africa.

75K+

COMBINED
FOLLOWERS

5M+

MONTHLY VIEWS

4

PLATFORMS

DBN

BASED IN
DURBAN, SA

CREATOR

Bradley *Downs*

DAD · CONTENT CREATOR · @BRADLEYDOWNS

Bradley Downs is a Durban-based content creator who has built one of South Africa's most engaged Dad Life communities, not by curating perfection, but by showing up exactly as he is: a hands-on father, a sober man, and someone with a genuine sense of humour about the chaos that comes with raising a boy.

His content covers fatherhood, lifestyle, and honest masculinity, the kind of subjects most men's accounts avoid. From the school run to the sports field, Bradley documents the everyday moments that fathers across the country recognise immediately but rarely see reflected back at them on their feeds. That authenticity has translated into remarkable reach, with an audience that treats his recommendations like advice from a friend.

Bradley's sobriety is not a footnote. It shapes his voice and has made him a quiet but meaningful presence for men navigating similar journeys. Brands that partner with him gain access not just to an audience, but to a community built on trust.

His brand partnerships include Simply Chicken, Nuxe, Woolworths Fashion Kids, Crocs, Dermalogica, and Sorbet — names that reflect the breadth of his audience and the confidence brands place in his voice.

THE LITTLE ONE

Slade *Downs*

THE KID AT THE CENTRE OF IT ALL

Slade is the reason the camera comes out. He is the kind of kid who draws people in without trying, full of energy, completely unselfconscious, and entirely himself whether he is on screen or off it. Audiences who follow Abi and Bradley have watched him grow up, and that familiarity is something no campaign can manufacture.

His parents create and publish all content featuring him across their combined platforms, covering kids' fashion, toy reviews, dad and son adventures, and the everyday moments that make family content feel real rather than produced. He has featured in brand work for Woolworths Kids, Mr Price Kids, MOVA (MODU), and Drip Days, and the content performs because it never looks like an ad.

TOGETHER

The Downs *Family*

BRADLEY · ABI · SLADE — DURBAN, SOUTH AFRICA

The Downs are a Durban family who create together, each with a distinct voice and audience, and a collective reach that places them among South Africa's most compelling family creator units. Bradley brings the Dad Life community. Abi brings fashion, travel, and

lifestyle. Slade brings the soul. Together, they cover the full picture of a modern South African family.

With over 75,000 combined followers across Instagram and TikTok, and more than 5 million monthly views, the Downs family offers brands something increasingly rare: authentic family storytelling with documented, measurable reach. Their audiences do not simply follow them; they are invested in the story.

Their Durban base is not incidental. The city's warmth, its coastline, its diversity, and its particular brand of South African life colour everything they make. Content shot in Durban by the Downs family carries a sense of place that urban or generic lifestyle content cannot replicate.

They are available for joint family campaigns, individual partnerships with each creator, and long-term brand ambassador relationships that benefit from sustained, authentic integration into their daily lives. Enquiries welcome at abi@abidowns.co.za.

WORK WITH US

Ready to partner *with the Downs?*

Download our media kits for full audience insights, rate cards, and partnership details, or reach out directly to get started.

DOWNLOAD ABI'S MEDIA KIT

DOWNLOAD BRADLEY'S MEDIA KIT

Prefer to talk? Email abi@abidowns.co.za