# A TO ZENDAYA A CELEBRATION OF A POP CULTURE ICON

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## TARGET AUDIENCE

- The millions of loyal Zendaya followers, fans of her films and TV shows (spanning genres from superhero to musical theatre)
- Anyone who admires her as a relatable, outspoken icon
- Lovers of her incredible style

# THE FIRST BOOK DEDICATED TO ZENDAYA...

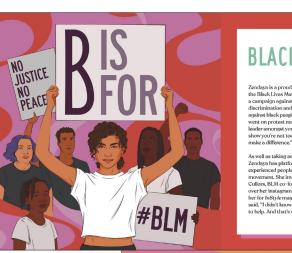
Don't be afraid to speak out, be unapologetically yourself and shine in everything that you do, inspired by one of the biggest pop culture icons of our time.

Who else but Zendaya can move seamlessly from a glam red carpet look to chatting bare-faced on an Instagram story? From singing her heart out to speaking passionately about diversity on our screens? This pocket book gathers an A to Z of Zendaya's best moments, packed with wisdom, quotes and facts from one of the most iconic artists of our time.

## **POWER STATS**

- Zendaya is a hugely successful artist with a fast-growing following (147m followers on Instagram and 21m followers on Twitter)
- Zendaya is the youngest recipient of a Primetime Emmy Award for Outstanding Lead Actress in a Drama Series for her role in Euphoria (2019 – ), which is the second most-watched show in HBO history (after Game of Thrones)
- Other screen credits include The Greatest Showman (2017), Malcolm & Marie (2021), Dune (2021) and the Spiderman trilogy (2017–2021).
  Spiderman: No Way Home (2021) set multiple box office records, including being the highest-grossing film of 2021 and the sixth-highest grossing film of all time

# ILLUSTRATOR SARAH MADDEN



Featuring \_\_\_\_ wisdom and inspiration

Full of Zendaya's best quotes

### BISALSOFOR... BLACK-IS

Zendaya made a cameo in beloved sitcom Black-ish, playing daughter Zoey's friend Resheida. She gets involved in dad Dre's scheme to start a "Daddy's Day", to help fathers get the recognition they deserve. It's a shame Resheida only appeared once as she is a hilarious foil to Dre, eventually becoming his stand-in daughter for the Daddy's Day pitch.

# BLACK LIVES MATTER

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Zendays is a provid supporter of the Black Lives Matter movement, a campaign against maist discrimination and violence against black people. In 2020, sho metro protest marches "sa show you're not too young to "body wire not too young to

As well as taking an active role, Zendaya has platformed more experienced people within the movement. She inwirdel Partisse Callors, BLM co-founder, to take over her instagram, and spoke to her for *InStyle* magazine. Zendaya said, "I din't know what I could do to help, And I taks when I reach

pretent to be anything other than that. If I don't know something, then I ask people who are actually on the front lines doing the work.<sup>24</sup> As part of her 2022 Emmy award acceptance speech, Zendaya made sure to use the moment to show

Packed with Zendaya trivia

#### BAD BLOOD

POP CULTURE IC

A Zendaya-

related topic

for every letter

of the alphabet

One of the biggest singles from Toylor Swift's 2015 album 1989 was: Biol Biolof featuring Kendrick Lamar. Among the 17 (1) celebring vannos in the victoa was Zendaya, plaving "Cut Throat", an assassin who pins an nulnekly teldy bear to the wall with a dogger. Zendaya featuref in a classic music video "walking away from explosion" moment with Taylor, who she called a "spenius".

#### BARBIE tom Barbie<sup>m</sup> doll was

A custom Barbie" doll was created to celebrate Zendaya's 2015 Oscars red carpet look. A clearly touched Zendaya appreciated that the makers" took time with the hair, because obviously the hair was so important" (see page G3 for the backstory). She added, "When I was little I couldn't find a Barbie that looked like me, my, how times have changed."