

MADAME TUSSAUDS SPILLS THE WAX ON FAME, UNVEILING OUR FIRST-EVER 'HOT 100' LIST

MUSIC ARTISTS

Anuel AA

Puerto Rican rapper and singer Anuel is known as a consistent collaborator, with his biggest hit to date, *China*, featuring Daddy Yankee, Karol G, Ozuna, and J Balvin – which has over 1.36 billion streams on Spotify! The star won New Artist of the Year at the Billboard Latin Music Awards in 2019 and Best Caribbean Act at the MTV Europe Music Awards. With his upcoming fifth studio album, *Rompecorazones*, expected soon and rumours of an acting debut on the horizon, Anuel AA's star is only getting brighter.

Diplo

DJ, songwriter, and Major Lazer member, Diplo is known for producing hits for everyone from Madonna to Britney, Beyonce, and countless more icons. He's a member of several supergroups, including LSD, with Sia and Labrinth, and Silk City, with Mark Ronson. The star is also known for founding and managing record company Mad Decent and for co-founding the non-profit organization Heaps Decent. As a recipient of Grammy Awards, an iHeart Music Award, and Electronic Music Awards, and a cultural icon, this Daddy of the DJ world continues to captivate.

Doja Cat

Grammy-winning American rapper Doja's fourth album *Scarlet* lit up the charts in 2023, led by arguably her biggest hit to date, *Paint the Town Red*. This year, in addition to completing a 37-stop world tour, the superstar will be headlining Coachella. All this in addition to her Marc Jacobs brand ambassadorship: no wonder she was named one of TIME's 100 most influential people in 2023.

Fei Xiang

Rising to fame in 80s China as a TV actor and pop icon – who sings in Mandarin and English, FYI – Fei branched into musical theatre in the 90s, becoming known to global audiences for originating a role in *Miss Saigon* on Broadway. He shows no signs of slowing at 63, having landed top billing in fantasy epic *Creation of the Gods I: Kingdom of Storm* last year. The film grossed \$372.95 million worldwide.

Fred again..

English super producer Fred Again (stylised Fred again..) has created hits for Ed Sheeran, Rita Ora, Stormzy, and more – in fact, he had a hand in a third of 2019's UK No 1 singles. No wonder he won Producer of the Year at the Brit Awards 2020. He's also released three dance-focused solo albums, the most recent of which, *Actual Life 3* (January 1 – September 9 2022), went top

Madame Tussauds

five in the UK. In our eyes, the “again..” in his name seems to predict his future, with more hits and awards expected again.. and again for this star.

Ice Spice

After rising to TikTok fame with breakout song *Munch (Feelin' U)*, Ice Spice dropped debut EP *Like..?* in January 2023. An array of high-charting collaborations followed, including with Pink Pantheress (*Boy's a Liar Pt. 2*), Taylor Swift (*Karma*) and Nicki Minaj (*Princess Diana and Barbie World*). Fans are hopeful that the rapstress' debut album will drop sometime in 2024 and we can't wait to see what's to come!

IU

Known for hits like *LILAC* and *Celebrity*, K-pop icon and actor IU boasts over 5.7 million monthly listeners on Spotify. She's the winner of 133 industry awards, including Asian Pop Music Awards and the APAN Music Awards. Her last film was sports comedy-drama *Dream*, and in 2024, she'll flex her acting muscles once again in web series *You Have Done Well*. IU's making waves and we're here for the ride.

Karol G

Reggaeton icon Karol G's latest global hit arrived in 2023: *TQG*, a duet with fellow Columbian Shakira, making it her first top 10 on the US Billboard Hot 100. Number one album *Mañana Será Bonito* followed, which Karol G will support with a 2024 tour. In 2022, Karol G and Brazil-born Anitta made history as the first Latinas to perform on the main stage of Californian music festival Coachella. Hit maker and history maker, there's no stopping this rising superstar.

Karry Wang

Chinese actor and singer Karry shot to fame in 2013 at the age of 13 as one-third of boy band *TFBOYS*, before forging a massively successful solo career. Elsewhere, Karry won a Guinness World Record for most forwarded Weibo post in 2015; speaking of, he also won Popular Artist of the Year at the 2020 Weibo Awards Ceremony and Musician of the Year in 2021. His movie credits include *Homecoming* and *The Fallen Bridge*, both released in 2022. Kicking off 2024 with a new brand partnership with Furla, a renowned Italian luxury fashion house, there's no slowing down for Karry.

Kim Petras

German-born Kim's debut album *Feed the Beast* turned her from fringe popstar into Madonna-approved musical force in 2023. Last year she duetted with Paris Hilton on a rerelease of *Stars Are Blind* and with Sam Smith on the all-conquering *Unholy*. Through the latter, she became the first publicly trans woman to win a Grammy. As a world tour follows this autumn, we can't wait to see this rising star continue to make HERstory.

Lana Del Rey

LDR dropped critically acclaimed album *Did You Know That There's a Tunnel Under Ocean Blvd* in 2023, which hit number one in the US and the UK and landed the cult singer-songwriter five 2024 Grammy nominations – including Album of the Year. After high profile gigs in London's

Madame Tussauds

Hyde Park and Glastonbury Music Festival last year, she returns to the festival circuit in 2024, headlining Reading and Leeds and Coachella. We'll love her "till the end of time".

Lea Salonga

Filipino singer-actress Lea is a musical theatre sensation, originating the role of Kim in the *West End* and Broadway productions of *Miss Saigon*, winning Laurence Olivier, Tony Awards, and many others. Known as the singing voice of Jasmine in 1992's *Aladdin* (she also voiced Mulan in the 1998 film of the same name), she has since judged *The Voice of the Philippines* and *The Voice Kids*. Next, a role in teen drama *Pretty Little Liars: Summer School*. Lea's star continues to shine!

Olivia Rodrigo

Disney actress Olivia's crossover into pop music - with sublime 2021 heartbreak anthem *Drivers License* - was a gear shift for the ages. A new era dawned in 2023, with comeback single *Vampire* and second album *Guts* once again topping charts worldwide. The now-21-year-old hits the road for the *Guts* World Tour from February to August 2024.

Peso Pluma

The most-streamed artist in his native Mexico, Peso is the winner of multiple Billboard Latin Music Awards. His third studio album, *Génesis*, went top five in the US in 2023, and his hit collaborations include *QLONA* with Karol G and *BELLAKEO* with Anitta - plus the US top 10 *Ella Baila Sola* with Eslabon Armado. Peso is also a rapper is the Mexican act with the most Spanish-language entries on the US singles chart. Breaking records and breaking barriers, 2024 will be a big year for this rising star!

Rosalía

Spanish sensation Rosalía, who released third studio album *Motomami* in 2022, is the winner of eight Latin Grammys, an MTV Europe Award, and two MTV Video Music Awards. She was also the first Spanish-singing act in history to be nominated for the Best New Artist Grammy. The star, who's collaborated with everyone from The Weeknd to Billie Eilish, and Bad Bunny to Björk, is also a MAC and Lancôme ambassador, not to mention a style icon. We can't wait what Rosalía brings us this year.

Shirin David

Rapper and singer Shirin has 18 top 10 hits to her name in her native Germany, including number ones *Ich darf fad* and *Lieben wir*. She signed a worldwide publishing deal with Warner Chappel Music in 2023. Last year she broke into the world of TV with her appointment as a main judge on *The Voice of Germany*. Did we mention that this YouTuber extraordinaire has 2.9 million subscribers on the platform?

SZA

R'n'B singer SZA boasted the fourth biggest-selling song and the fourth biggest-selling album of 2023, with *Kill Bill* and *SOS*, respectively. The star - also known for hits like *All the Stars* and *Snooze* - will perform at a slew of music festivals in 2024, including *We Love Green* in Paris in

Madame Tussauds

June and Osheaga Music and Arts Festival in Montreal in August. Not only did she *Kill Bill*... she's killing the game.

Troye Sivan

His singles *Rush* and *One of Your Girls* generated huge online conversation last year, as did his well-received supporting role as an aspiring pop star in TV show *The Idol*. Australia-born Troye followed both with his third critically acclaimed studio album *Something to Give Each Other*. He'll tour the album in 2024, kicking off with a performance at Primavera Sound in May 2024. There's no doubt Troye's star will continue to shine.

Yim Si Wan

South Korean singer Yim made his name in K-pop boy band ZE:A. As an actor, he gained global recognition when his South Korean TV show *Run On* dropped on Netflix. He'll sing the official theme song for the World Team Table Tennis Championships in 2024 and will have a role in season two of another Netflix sensation: *Squid Game*. From music to acting, there's not much Yim can't conquer.

ACTORS

Ana De Armas

After eye-catching work in 2015's *Knock Knock* and 2017's *Blade Runner 2049*, it was murder mystery hit *Knives Out* that took Cuban and Spanish actress Ana's movie career to the A-list in 2019. She played a Bond girl in 2021's *No Time to Die* and won an Oscar nomination for channelling Marilyn Monroe in the gritty Netflix biopic *Blonde* in 2022. With action thriller *Ballerina* expected in 2024, as well as survival thriller *Eden*, our eyes will be glued to the screen for Ana.

Anya Taylor-Joy

Her first film role was in the genre-shifting elevated horror film *The Witch* in 2015. Since then, Anya has steadily built an astounding filmography, from psychological thriller *Split* (2016) to the blackly comic horror film *The Menu* (2022). She's also found success in TV - Netflix's *The Queen's Gambit* brought her to truly global attention in 2022 – but this year she'll return to the silver screen as Furiosa in George Miller's post-apocalyptic action-adventure film *Furiosa: A Mad Max Saga*. The future is bright for this movie star.

Arron Taylor-Johnson

The Broccoli camp have certainly had their heads turned by Aaron as *James Bond* rumours continue to swirl around the English actor as next in line - and he refuses to shut them down. Since a debut in *Kick-Ass*, roles in *Bullet Train*, *Tenet*, *Avengers: Age of Ultron* and *Nocturnal Animals* have continued to impress. He even won a Golden Globe for the latter!

Madame Tussauds

Austin Butler

With a small but memorable role in Quentin Tarantino's *Once Upon a Time in Hollywood*, it wasn't hard to guess American actor, Austin, had big things in store. Big things hit in 2022, with a role every actor in Hollywood wanted, and Austin knocked out the park – as pop icon *Elvis* in Baz Luhrmann's eponymous biopic. Next up is a supporting role in the Timothee Chalamet-starring *Dune: Part Two*, out in 2024, and a main role in war drama miniseries *Masters of the Air*. The sky's the limit for this rising star!

Ayo Edebiri

If 2023 is an indicator of this breakout American actor, writer, comedian, and producer's future success, Ayo is set to dominate 2024. With Emmy and Golden Globe wins for her role on Hulu's dark comedy, *The Bear* under her belt, future roles in Marvel's *Thunderbolts* and A24's *Opus*, there's no stopping this screen queen. A ruthless work ethic has also seen her in hits like *Bottoms*, *Teenage Mutant Ninja Turtles: Mutant Mayhem*, *Black Mirror*, and more. Ayo does it all!

Bella Ramsey

They cut their teeth starring in BBC teen show *Worst Witch* and is known to millions through fantasy epic *Game of Thrones*. But English-born actor Bella Ramsey, still only 20, went stratospheric for their role as plucky teen Ellie opposite Pedro Pascal in sci-fi zombie series *The Last of Us* in 2023. Season two is on the way. What's more, the English-born star, who uses they/they pronouns, has recently spoken of hopes to direct a feature in the near future.

Cillian Murphy

He's been acting since the 90s, but Irish actor Cillian reached a new career peak in 2023, after his nine-year turn in smash hit crime show *Peaky Blinders* came to an end in 2022. Next up was his biggest movie to date: Christopher Nolan's astonishing *Oppenheimer*: a biopic of "father of the atomic bomb" J. Robert Oppenheimer, which he won a Golden Globe for Best Actor. The film grossed \$954.7 million! Cillian's next movie will be the historical drama *Small Things Like These*, on which he also serves as a producer. We want front row seats to whatever Cillian has in store!

Evan Peters

After a 10-year stint in Ryan Murphy's wacky *American Horror Story*, Evan tried his hand in prestige drama, playing a detective in the Kate Winslet-starring HBO crime miniseries *Mare of Easttown*. He won an Emmy for the effort, plus a Golden Globe for playing the titular role in Netflix miniseries *Dahmer – Monster: The Jeffrey Dahmer Story*. Future movies include 2024 horror *The Night Light* and Disney sci-fi *Tron: Areas*, currently in production. Evan is a American success story in our books.

Florence Pugh

From *Midsommar* to *Little Women*, English actor Florence Pugh has been racking up roles in indie hits for years. But in 2023, she added blockbuster biopic *Oppenheimer* to her filmography, as well as a starring role opposite Harry Styles in the much discussed *Don't Worry Darling*. In

Madame Tussauds

2024, she'll play Princess Irulan in *Dune: Part Two*, co-starring Timothee Chalamet and Zendaya, and no doubt will continue to slay us on the red carpet with her fashion looks. Where Flo goes, we want to be.

Hunter Schafer

Euphoria breakout star, fashion model and actor, Hunter Schafer is dominating the runways and red carpet. She joined the silver screen in 2023 with a key role in *Hunger Games: The Ballad of Songbirds and Snakes*. With upcoming confirmed projects including a third season of *Euphoria* and the films *Cuckoo*, *Kinds of Kindness*, and *Mother Mary*, and more *Hunger Games* films possibly in the cards, all eyes are on Hunter this year.

Jacob Elordi

Heartthrob Jacob won legions of admirers playing the toxic high school jock Nate in the Zendaya-starring *Euphoria*. Season three is delayed until 2025 owing to the SAG-AFTRA strike, so Jacob has kept busy with a buzzy turn as spoiled rich boy Felix in pop culture shaking, bizarre comedy-drama, *Saltburn*. He also played Elvis himself in *Priscilla*, a biopic about the king of pop's late wife. There's no doubt Jacob will keep our hearts throbbing in 2024 with new projects including the films *On Swift Horses* and *Oh, Canada*.

Janice Man

A model and actress from Hong Kong, Janice gained widespread popularity in mainland China for roles in box office smash hit films like *Detective Chinatown 3* and *Lost in the Stars*. The fashion darling has also collaborated with the likes of Fendi and Max Mara and was the recipient of a Best Dressed Award at the 30th Hong Kong Film Awards. We love a fashion icon with acting chops to match and can't wait to see what Janice does next.

Jenna Ortega

She's only 21, but former child star Jenna's been racking up unignorable screen credits for over a decade, starting with her starring roles in comedy series *Stuck in the Middle* (2016-2018) and critical acclaimed teen drama *The Fallout* (2012). But it's her buzzy horror work that has seen her go stratospheric in recent years, particularly with the *Scream* reboot (2022's *Scream*, 2023's *Scream VI*) and Netflix's Adams Family-inspired TV hit, *Wednesday*. We'll be watching for her to wow us in future performances, especially the highly anticipated *Beetlejuice 2*, expected this year.

Jennifer Coolidge

She shot to mega-fame around the Millennium as the lovable Paulette in the *Legally Blonde* films, and Stifler's Mom in the *American Pie* series. But nobody saw Jennifer's second act coming: the star has won all the awards for her unmissable turn as the lovably chaotic, and pop culture fave, Tanya in HBO comedy-drama series *The White Lotus*. Delivering iconic one-liners and heart-capturing performances, we can't wait to see what she does next – including crime drama *Riff Raff* opposite Dustin Hoffman.

Madame Tussauds

Jeremy Allen White

Not new to critically acclaimed TV shows, Jeremy broke through with his performance in *Shameless*—but it's his portrayal as "Carmy" in award winning *The Bear*, that shot him to global stardom. With a leading role in 2023's *The Iron Claw*, season 3 of *The Bear* in the works, and an iconic Calvin Klein campaign under his belt, all eyes are on this superstar.

Letitia Wright

She's best known for bossing the superhero movie genre, from 2018's *Black Panther* to its 2022 sequel *Black Panther: Wakanda Forever* to 2019's *Avengers: Endgame*. But let's not forget Guyanese-British actress Letitia's enviable TV credits, which include *Top Boy*, *Doctor Who*, and *Black Mirror*. She is also the winner of the 2018 Teen Choice Award for Sci-Fi Movie Actress and the 2019 BAFTA Rising Star Award. Wright has us yelling "Letitia Forever"!

Margot Robbie

Australian actress Margot was already a superstar after turns in *The Wolf of Wall Street* and *Suicide Squad*, but her culture-shifting performance in last year's Greta Gerwig-directed *Barbie* made her a Hollywood immortal. The same year, she somehow found time to land a producer credit on pop culture sharking, black comedy film *Saltburn*. Upcoming projects include an *Ocean's 11* prequel, which will see her reunited with *Barbie* co-star Ryan Gosling. Everything Margot touches turns to gold!

Megan Fox

She starred in a string of culture-defining movies of the 00s, including two *Transformers* films and the horror-comedy *Jennifer's Body*. But in her late 30s, American actress Megan is enjoying a career resurgence. The 2021 thriller *Till Death* won her the best reviews of her career, and in 2023, she joined the unstoppable *Expendables* franchise. Next up, she'll portray a robot in sci-fi flick *Subservience*. The fashion fan is also a brand ambassador for Skims and Frederick's of Hollywood and can't step on a red carpet without dominating the headlines. The world can't take their eyes off of Megan.

Michael B Jordan

US actor and director Michael is best known to audiences for his two *Black Panther* films and for boxing film series *Creed* – the first film came out in 2015, followed by 2018's *Creed II* and 2023's *Creed III*. Voted People's Sexiest Man Alive in 2020, his other screen credits include *The Wire* and *Fantastic Four*; he's also rumoured to be appearing in the upcoming sequel to the Will Smith-starring *I Am Legend*.

Michelle Yeoh

She was well-respected for unforgettable roles in blockbuster films like 2000's *Crouching Tiger, Hidden Dragon* and 2018's *Crazy Rich Asians*. But in 2023, Michelle took her career to the next level after making history as the first Asian lead actress winner at the Academy Awards, for her role as a plucky matriarch in mind-bending sci-fi *Everything Everywhere All at Once*. She's since appeared in 2023's *A Haunting in Venice* and is now set to join the trailblazing *Avatar* franchise. She is unstoppable!

Madame Tussauds

Millie Bobbie Brown

Netflix's *Stranger Things* turned her into a household name at the age of 12, and eight years and four seasons of the horror-sci-fi series later, Millie has successfully transitioned into movies, from 2020's *Enola Holmes* to 2021's *Godzilla vs. Kong*. This year, she'll appear in the films *Damsel* and *The Electric State*. She will also appear in the fifth and final season of *Stranger Things*, the release date of which is yet to be confirmed. Millie's star continues to rise!

Ncuti Gatwa

After winning hearts the world over as the eccentric Eric in teen comedy show *Sex Education* (the final series airs this year), 2023 saw Ncuti jump ship from Netflix to primetime BBC for the iconic role of *Doctor Who*, in the latest Russell T Davies-penned series of the blockbuster sci-fi show. The Rwandan-Scottish 31-year-old – also an experienced stage star – is the first Black and publicly gay actor to play the role. We're at the edge of our seats to see what Ncuti does next.

Paul Mescal

Hollywood's newest leading man got his first taste of fame in pandemic-era BBC drama *Normal People* opposite Daisy Edgar-Jones. He's since won West End plaudits as Stanley Kowalski in *A Streetcar Named Desire* and landed an Oscar nomination for his role in sensitive father-daughter travel drama *Aftersun*. He'll likely land another one for upcoming gay drama *All of Us Strangers* co-starring Andrew Scott, and his biggest role yet is coming in 2024: Ridley Scott's *Gladiator 2*.

Pedro Pascal

Last year was stellar for our favourite man crush and "Daddy" Pedro Pascal: his romantic short *Strange Way of Life* was a critical darling, and his Bella Ramsey-co-starring post-apocalyptic drama *The Last of Us* were the biggest hit of his career. Season two's due in 2025, but before that, he's in the most hotly anticipated film of the decade: Ridley Scott's *Gladiator 2*, co-starring Paul Mescal. He's also rumoured to be up for the role of Mr. Fantastic in Marvel's upcoming *Fantastic Four* film. Whether he's dominating social media with viral memes or our screens with fantastic performances, we can't get enough!

Rachel Zegler

Plucked from near-obscure to front Steven Spielberg's *West Side Story*, Rachel scooped the Golden Globe Award for Best Actress for that smash movie in 2022 and so began a blockbuster career ticking off *The Hunger Games: The Ballad of Songbirds & Snakes* and live action Disney role – in 2025's *Snow White* – in the process. This is just the beginning for emerging star, Rachel.

Sydney Sweeney

Euphoria and *The White Lotus* are two of the most culturally significant shows of the century: Sydney's appeared in both. In addition to season three of *Euphoria*, due 2025, the star can this year be seen in superhero flick *Madame Webb*, opposite Dakota Johnson. The budding movie star will soon add extend her CV with psychological horror film *Immaculate* and thriller *Echo Valley*, both in post-production.

Madame Tussauds

Tan Jianci

He's best known as the youngest member of the Chinese boy band M.I.C., who achieved huge commercial success in the late 00s and early 10s. Since then, Tan has branched out from singing and dancing to forge a glittering acting career. He has landed roles in *The Advisors Alliance* (2017) and *Secret of the Three Kingdoms* (2019). Later this year, he'll front a 45-episode historical drama TV show on Tencent Video, set in the age of Great Liang Dynasty, named *Winner Is King*.

Timothée Chalamet

American French actor Timothée Chalamet is scoring the biggest roles of his career six years after landing an Oscar-nomination for his supporting role as Elio in romance drama *Call My by Your Name*. From 2022's *Dune* (and the 2024 sequel) to 2023's *Wonka*, via hosting two episodes of *Saturday Night Live*, his star is only going to rise – and he's still only 28! Look out for him in *Dune: Part Two*, coming 2025.

Wang Ziwen

Also known as Olivia Wang and Ava Wang, this Chinese actress has amassed 18 film credits since 2006. Among her best-known films are *Ode to Joy*, *When a Snail Falls in Love*, and *The Yin-Yang Master: Dream of Eternity*. She has three TV shows slated for 2024: *Three-Body*, *Never Too Late*, and *Sweet and Cold*. Not to mention, a Forbes China Celebrity 100 list mention under her belt.

Yu Hewei

Chinese actor and producer Yu Hewei has appeared in some of China's hottest TV shows and films of the last decade. He popped up in no less than three series last year: *World's Greatest Dad*, *Under the Light*, and *Three-Body*. His most notable film credits include *The Advisors Alliance* and *People's Justice*. Yu Hewei shows no signs of slowing down.

Yu Shuxin

Chinese actress and singer Yu Shuxin got her start as a member of THE9, the girl group formed on 2020 TV show *Youth With You 2*. The band scored several hits despite being only active for a year. High-profile TV roles soon followed, including in *Love Between Fairy and Devil* (2022) and *My Journey to You* (2023). In 2024, we can't wait to see her appear in TV show *Yong Ye Xing He* and film *Hua Luo Liu Nian*.

Zhang Ruoyun

This year, Chinese actor Zhang Ruoyun celebrates 20 years in the TV industry, with his biggest shows including *Ordinary Greatness* and *Joy of Life*. He also appeared in 2016 action flick *Sky on Fire* and 2018 drama *Nuts* and was most recently seen in 2021 historical film *1921*. The release date for his latest film, *Evacuate From the 21st Century*, is to be announced. In 2020, he won Audience's Choice for Actor at the 30th China TV Golden Eagle Award.

Madame Tussauds

Zhang Songwen

His film credits include 2019's crime film *The Shadow Play*, 2019 drama film *Saturday Fiction* and 2020 TV show *The Bad Kids*. But 2023 proved to be the real breakthrough for Chinese actor Zhang Songwen, who boasts top billing on *The Knockout*, the top-rated drama of the last nine years on channel CCTV-8. Last year also saw the release of Zhang Songwen's journalism-themed movie *The Best Is Yet To Come*, filmed in 2020.

Zoë Kravitz

Born to Hollywood royalty, Zoë has her own claim to fame. As an actress in Blockbuster hits like the *Fantastic Beasts* film series, *Big Little Lies*, and 2022's *The Batman*, fashion icon in global campaigns for brands like Tiffany & Co., YSL, and Balenciaga, and one of Time magazine's Most Influential People in 2022, she's here to stay. We'll be keeping a close eye on her upcoming directorial debut project and how she wows us next.

CULTURE

Alok Vaid-Menon

Growing up "hating" themselves, Alok has one goal: that gender-nonconformists, like them, can live in a world where they can be proud to be who they are. A captivating public thinker, writer and performance artist, they advocate for gender neutrality, which they've done through fashion and presenting their creative work on a world tour of a staggering 40 countries. We're looking forward to seeing what Alok does next.

Andy Cohen

The Bravo executive producer-turned-television host has a Midas touch when it comes to reality TV having helmed genre favourites including *The Real Housewives* franchise, *Top Chef*, *Project Runway*, and the ubiquitous *Watch What Happens Live!* since 2009. The latter making him the only openly gay late night host on US TV screens. Captivating us with his hit shows, personality, and business savvy, we will be watching what happens with this superstar.

Blake Lively

Former child actor and now movie star, fashion icon, alcoholic drinks entrepreneur, and music video director (of best friend Taylor Swift's *I Bet You Think About Me*), Blake Lively is a woman of many talents. Fans especially love the star for her playful and addictive social media roasts with husband Ryan Reynolds. She's an icon all around.

Freek Vonk

The Dutch biologist and reptile enthusiast has been a friendly fixture on TV screens for over a decade and has amassed a host of fans who share his love for the natural world, not least younger viewers through his fun series *Freaks Wild World*. He's turned biology into business with a periodical magazine, an annual live show, and foundation in his name, all while sharing his mission of everyone aware of the beauty of nature and the fragility of the earth.

Madame Tussauds

Greta Thunberg

With 2023 the hottest on record, the Swedish environmental activist's work has never been so important. Her candid and heartfelt speeches to world leaders demanding action on climate change challenge the status quo. Now aged 21, Greta's compelling calls for immediate action continue to resonate for young people.

Jonathan van Ness

The exuberant star of *Queer Eye* has captured hearts with an authentic charm, warmth, and genuine care. Open about their troubled past, they've become an inspirational advocate for LGBTQ+ rights and self-love and have become a beloved cultural figure. Jonathan's memoir, *Over the Top: A Raw Journey to Self-Love*, was published in October 2019 and in 2022 they released a collection of essays in a book titled *Love That Story: Observations from a Gorgeously Queer Life*. With a hair care line, popular Podcast, and world comedy tours, JVN continues to make a positive impact on popular culture.

Julia Fox

A sparkling debut in 2019's *Uncut Gems* garnered award nominations across the board, but this actress and model prefers to push her platform in a variety of mediums, namely fashion, art, and online worlds where she consistently causes a stir. Her raw and honest memoir *Down the Drain* showcases a woman who's lived nine lives. We can't wait to see what show stopping stunt she does next!

Malala Yousafzai

An international symbol for freedom and girls' right to education after she was shot in 2012 by the Taliban. The Pakistani's own foundation Malala Funa furthers her mission, impacting global policies and empowering young women to pursue learning and leadership roles. This year marks ten years since she became the youngest Nobel Peace Prize laureate aged 17.

Orry Awatramani

Making waves as a socialite who has amassed a huge following in India, the Mumbai native's focus is less on what he does and more on who he hangs out with! Although he calls himself "a singer, songwriter, fashion designer, creative director, stylist, executive assistant, shopper, and sometimes a football player", he counts Bollywood's royalty among his best friends and regularly pops up on the social media accounts of the brightest stars on the scene.

Padma Lakshmi

After two decades hosting *Top Chef*, the Emmy-nominated writer, producer and New York Times best-selling author has earned her credentials as the number one food expert. More recently, her support for immigrants' rights as an Indian-American gave birth to the popular Hulu series *Taste the Nation*. Her mission: to transform the way America eats.

Pete Davidson

The path from Saturday Night Live writer – a job he got aged 20 – to global comedy superstar is a well-trodden one, but not many have done it with as much magnetism or intrigue. The star of

Madame Tussauds

The King of Staten Island is an internet obsession, not least for his prolific dating life. Although Pere may seem bemused at his fame, we see why this talented comedy star shines bright.

Reese Witherspoon

A mainstay of oft-fickle Hollywood for more than three decades, Reese has become one of its most celebrated and powerful players. A recipient of an Academy Award, a Primetime Emmy Award, and two Golden Globe Awards, it's her off-camera work with her production company Pacific Standards and the book lovers' beloved Reese's Book Club where her influence lies. Through these projects she is devoted to championing women's voices and female protagonists on screen.

Robert Irwin

Sharing his late father Steve Irwin's enthusiasm for conservation and wildlife – and with a pop culture following to boot – the 20-year-old Australian starred in *Crikey! It's the Irwins*, hosts *Robert's Real Life Adventures*, and is the newest presenter of *I'm a Celebrity...Get Me Out of Here!* in 2024. Jimmy Fallon counts himself as a fan and regularly invites him to showcase weird and wonderful animals on *The Tonight Show* in the US.

Stanley Tucci

It's practically a rule that if Stanley is in a movie, you know it's going to be good. His scene-stealing turns in *The Hunger Games*, *Spotlight*, and *The Devil Wears Prada* among so many others have earned him numerous accolades while his lockdown social media posts propelled the self-confessed food-and-drink obsessive to internet star status.

Steven Bartlett

From starting a social media agency built in his bedroom aged 22, to becoming a millionaire at 23, the hugely influential British-Nigerian entrepreneur is famous for flipping what it means to be a businessman on its head. His *Diary of a CEO* podcast is the UK's number one and in the top ten globally.

FASHION

Amelia Gray Hamlin

Carving a niche in fashion and entertainment worlds after her breakthrough on *The Real Housewives of Beverly Hills*, the American model and socialite, whose parents are successful actors, is relatable to a younger audience for her candid discussions about her own personal struggles.

Ashley Graham

Model Ashley was born at a time when the fashion industry was very different and inclusivity was scarce. Fast forward to 2016 and the plus-size model is making her debut on the cover of Sports Illustrated Swimsuit Issue, walking in top-end fashion shows and has designers clamouring to dress her. She's an outspoken advocate for body positivity not only in the fashion

Madame Tussauds

sphere but every walk of life. Recently, Ashely's been seen adding red carpets to her runway background, interviewing celebs at award shows and events.

Bella Hadid

The American supermodel doesn't restrict her influence singularly to the runway. Despite making 29 appearances on international Vogue covers, to date, and being crowned British Fashion Council's Model of the Year in 2022, she often uses her platform to help others who struggle with mental health issues and in doing so has opened up about her own anxiety.

Gigi Hadid

Finding her calling early, Gigi landed her first modelling job aged two and could be called one of the first 'Instagram models'. In the last ten years she's walked in fashion shows for almost every major designer and has risen to become one of the industry's highest paid models. Selling out everything she's pictured in, her cool-girl status never wanes.

Hailey Bieber

Trend-setters have been watching the American model and influencer's rise to fame for years and her personal connections do no harm when it comes to keeping her in the spotlight. Daughter of Stephen Baldwin, niece of Alec, wife to Justin Bieber and best friend to Kendall and Kylie Jenner, she claims to wear the 'nepo baby' label with pride. Followers continue to pore over what she wears next.

Halima Aden

A role model for young Muslim women the world over, Halima is continuing to question fashion industry standards. The first hijab-wearing model to be signed to a major agency and to grace international runways as well as the cover of British Vogue. She is resolute in her commitment to maintain her identity while inspiring others.

Leena Nair

Standing out as a trailblazer in the corporate world, Indian-born Leena was appointed CEO of Chanel in 2022 and has made efforts to welcome diversity and bring the fashion house into the modern day. She regularly tops power lists as the only woman of colour leading a major global luxury brand. We can't wait to see what her Chanel era will hold.

Liu Wen

This supermodel boasts a career of firsts. The first Victoria's Secret runway star, the first Asian rep for Estée Lauder, and the first Chinese model to appear on the cover of American Vogue three times. Her almost two-decade spanning career is showing no signs of letting up as she's a staple for Alexander McQueen and Miu Miu. It's no wonder she has one of the biggest social media audiences in the modelling world.

Sofia Richie

Happily shaken off her early associations with other people, Sofia – still only 25 – is going it alone in the fashion world and has never been more culturally significant or sartorially

Madame Tussauds

influential. Much more than just a model, she's credited with the rise of the "quiet luxury" – glamorous but minimalistic way of dressing – and her 2023 wedding to music executive Elliot Grainge almost broke TikTok.

Tan France

The English-American fashion expert and media personality first endeared himself to *Queer Eye* audiences with a unique blend of charm and humility. As the first openly gay Asian man on global television, he blazes a trail for the LGBTQ+ community. His memoir *Naturally Tan* is a Sunday Times bestseller and we can't get enough of him on fashion shows like *Next in Fashion* and *Say Yes to The Dress with Tan France*.

Virgil Abloh

The death of the Ghanaian-American visionary who helmed Louis Vuitton and Off-White shook the fashion world in 2021 but his legacy lives on. The first African-American artistic director at a major French luxury fashion house, he rewrote the rule book and inspired a new generation of designers. The pioneer's life's work – albeit all too short – extended to music, art and architecture where he was, and continues to be, hugely influential in all fields. He championed black culture and black talent and brought streetwear to a world, where high-end luxury reigns supreme.

Winnie Harlow

The *Making the Cut* judge has made breaking down barriers in an industry known for its rigid beauty standards seem almost easy. She's prominent at becoming the first model with vitiligo to be attached to brands including *American's Next Top Model* and *Victoria's Secret* and counts the Kardashians and Beyonce among her friends and biggest champions.

SPORTS

Carlos Alcaraz

The Spanish tennis pro cemented his status as a future great with a stunning 2023 Wimbledon win over seven-time champion Novak Djokovic. Referred to by John McEnroe as "one in a billion," he's dominating the sport with his dynamism and creative flair – and fans are flocking. He's boasted a number one ranking, two majors, the Laureus World Breakthrough of the Year award and is still only 20 years old.

Coco Gauff

Teenage tennis prodigies are not uncommon but many believe that Coco has what it takes to carry women's tennis into a new era. The current US Open champion's match was watched by a record breaking 3.4 million viewers on ESPN – over 1 million more than the men's final. Her talent, outspokenness and down-to-earth nature has turned heads of major sponsors including New Balance, UPS, Rolex, Ray-Ban, and even *The Marvels* 2023 movie.

Madame Tussauds

Diede de Groot

A dominant force in wheelchair tennis as the current world number one in both singles and doubles and with 37 majors to her name, it's no wonder Diede has become a vocal spokesperson for athletes with disabilities, inspiring many. The Dutch player has elevated the profile of her sport and looks to cement her success with many more majors in 2024.

Emma Raducanu

The tennis player was propelled to instant greatness with her US Open win in 2021, just one of a handful of Grand Slam-winning teens, and in doing so quenched the thirst of many British tennis fans looking for their next hero. Emma also holds the Open Era record for the fewest majors played before winning a title, while her multicultural background make her a relatable and inspirational figure.

Erling Haaland

No player today has changed the face of football as much as Norwegian Erling. With his powerful physique, humble personality, and drive to live and breathe the game through every aspect of his life, he's breaking records on the pitch as top goal scorer – for Manchester City – and has sports brands falling over themselves in sponsorship deals, not least in a Euros year.

Harry Kane

England's all-time highest goal scorer with a record of over 350 club and country goals remains an influential sportsman despite his move away from the English Premier League. In 2023, the striker became the most expensive signing in Bundesliga history, signing a €110 million Bayern Munich contract. His reputation off-pitch is that of a big-hearted player dedicated to mental health charitable causes.

Jack Grealish

A footballer with flair on and off the pitch, Jack has been a marketer's dream since the 2020 Euros. Regarded as one of the best wingers in the world who can change the course of a game, he can also count his refreshingly honest post-match interviews and buzzy social media presence as amplifying his appeal.

Jake Paul

Despite his fame originating from his brash social media persona, Jake has made an intriguing transition to professional boxing and boasts an impressive record so far. He has a knack for self PR and his bold, often controversial, public image brings fans and critics alike.

Jude Bellingham

An England regular since he was 17 and record-breaker at that, football's rising star is living out a dream having secured a signing by La Liga juggernauts Real Madrid. In 2023, he won both major awards for footballers aged under 21: the Golden Boy, for nominees playing in Europe over the last calendar year, and the Kopa Trophy, for the world's best over the previous season. He's set for an exciting Euros tournament.

Madame Tussauds

Kaori Sakamoto

This world number one figure skater's graceful performances and immaculate precision on the ice have been rewarded with an abundance of medals including two 2022 Winter Olympic bronzes, two-time World champion golds, five-time ISU Grand Prix golds plus she's a three-time Japanese national champion. If anyone looks to take figure skating back to its 90s high, Kaori will relish that challenge.

Kylian Mbappé

Regarded as one of the finest footballers playing today, his meteoric rise to the top is marked by his extraordinary skill, speed and scoring ability. The Paris Saint-Germain forward and captain of the France national team stays grounded despite the hype and is applauded for his off-pitch work with children's charitable causes.

Marcus Rashford

Beyond his football prowess and achievements on the pitch with Manchester United and England, Marcus is a true icon for his humanitarian work. Off the pitch, the star – who grew up in a low-income household – has campaigned against child food poverty which has elevated his profile as a role model for social change.

Mary Earps

The 2023 FIFA Women's World Cup showcased Mary's exceptional goalkeeping skills and leadership on the pitch and it ended up being a golden year for the player who was named FIFA's best goalkeeper in the world and BBC Sports Personality of the Year. She's something of a hero for football fans and vows to change the world.

Max Verstappen

The Dutch Formula One star is the third most decorated driver in history at the age of 26 (winning three championships) and is already being spoken about in GOAT terms after making his debut as the youngest ever driver in F1 in 2015. He is a standout figure for mental toughness and fans love how he challenges the most seasoned competitors.

Naomi Osaka

Rising to popularity through powerful gameplay and her four Grand Slam wins, Naomi has, too, won a throng of fans through her outspoken advocacy on mental health and social justice. Her multicultural heritage and candid discussions with media and followers and make for a modern role model and cultural icon.

Patrick Mahomes

It's not just Kansas City Chiefs fans who think Patrick is one of the best, but his peers agree as the NFL star has scooped the number one ranking in NFL's list of Top 100 players more than once. His exceptional quarterback skills and ability to perform under pressure in six seasons in the NFL have led to other personal accolades and significant Chiefs wins.

Madame Tussauds

Ramla Ali

The inspirational boxer fled war-torn Somalia as a child and found refuge in the UK. She pursued her passion of boxing in secret, fearing disapproval from her family, and became the first Somali woman to compete at professional level. Ramla was also selected as one of the twelve 2023 TIME Magazine Women of the Year. A biopic film of her life *In the Shadows* is in production where she will be played by Letitia Wright, also on our list.

Rayssa Leal

At just seven-years-old, a single heelflip clip sparked a meteoric rise to success that's taken the teenage prodigy skateboarder to Olympic podiums and beyond. Still only 16 but with a decade of fame to her years, the Brazilian is the first woman to get a 9 rating in an SLS competition. Proving an inspiration to a new generation who are wowed by the relatively new Olympic sporting addition... 2024 is another Olympic year.

Travis Kelce

Considered one of the greatest tight ends of all time, Travis's athleticism and receiving skills make him a nine-time Pro Bowler and a four-time first-team All-Pro selection. Off the field, the charismatic star enjoys TV personality status, co-hosts the podcast *New Heights* with his brother Jason, and he certainly hasn't been harmed by the 'Taylor Swift effect'. He's been in a high-profile relationship with the singer since 2023.

Victor Osimhen

With impressive athleticism, pace, and a knack for finding the back of the net, the Nigerian international footballer's career has gone from strength to strength. Born from grassroots football but now a Napoli striker in a major European league, Italian fans have fallen in love with Osimhen. But he tries to devote as much time to underprivileged young followers in Nigeria as possible.