

THE NORDIC CHALLENGE

Together,
we turn
movement
into a
movement.

I'M @FLORIANTEATIU

AND I HAVE A CRAZY IDEA.

On July 15, 2026, I will take on my biggest challenge yet: The Nordic Challenge. A 1,600 km ultra-endurance journey designed to connect my global community and the brands supporting it — to movement, training, and togetherness.

From traveling through Europe as a professional ballet dancer to playing rugby in New Zealand, movement has always been my constant. Today, Gothenburg is my home, where I live with my family and work as a personal trainer and training creator on social media.

Born in Tahiti, two words from my mother tongue have guided me throughout my journey: Haere and Mana — moving forward with joy and inner strength.

This challenge aims to prove that physical and mental limits aren't walls — they're doors. When one body keeps moving with energy, others begin to believe they can too. This summer, I would love to partner with you to expand this mission and help open those doors for many more.

35

YEARS OLD

31K

FOLLOWERS

89+

HOBBIES

ACROSS SWEDEN'S THREE BIGGEST CITIES –
CARRIED BY MY OWN BODY

Start: 15th of July 2026

256km swimming (Gothenburg–Malmo)

4th of August 2026

694km cycling (Malmo–Stockholm)

8th of August 2026

650km running (Stockholm–Gothenburg)

In total: 1.600km (Documented and filmed during 9 months)

End: 15th of August 2026

EXPECTED ROI: 2:1 → 6:1

+ 9 months of physical and digital visibility, amplified through a high-end documentary

1M+ monthly SoMe reach combined with community and PR-activations