The engagement of beauty related content:

Instagram and Youtube are the platforms where we mainly consume beauty related content and follow beauty influencers, hair stylists, and makeup artists to learn how to recreate various looks and to get thorough reviews on beauty products.

According to a recent study made by the Cosmetic Executive Women association, the growing weight of the beauty industry is reflected by its impact on the digital landscape.

The analysis also reveals that the beauty industry has the largest share of voices in France, the United Kingdom, and the United States. The market for beauty has also the largest media value in those countries too.

In addition, beauty buyers not only engage with brands on social media more than the average internet user, they are also great at finding new brands and product reviews from bloggers or celebrities. In fact, 1-in-2 consumers say they’re more likely to make a purchase after reading or watching online reviews from other consumers. (6)

These compelling factors are important for fashion brands to consider as many beauty content creators also create fashion looks to share with their beauty savvy followers.

Christina who started her Instagram account with a initial focus on beauty, recently made a shift to create more fashion-related content. She explains why: “When I have asked my audience on stories, they have responded positively to all types of content on my page including fashion, lifestyle, and jewelry. I don’t love categorizing myself, I mostly believe creators can dabble between fashion and beauty quite seamlessly because the two are so intertwined. I love seeing beauty content creators feature fashion pieces and incorporate makeup looks with that, and vice versa! I think fashion brands should consider beauty content creators just as much as they consider fashion influencers.”

Beauty and fashion, a winning combo to express individuality:

According to an article by McKinsey & Company, the influence of Gen Z is beginning to expand and for this new generation of consumers, consumption should be a true expression of individual identity. (7) They are showing a growing interest in brands that encourage them to embrace their individual expression and imperfections. Beauty has become more than a hobby but a true way of expressing their creativity. (8)

Marie further emphasizes this aspect and adds that fashion brands could definitely utilize this opportunity as a way to find people who are less conventional and therefore make a bigger impact:

Marie: “With beauty you are creating a look to give off a certain vibe and showcase a personality. Whether you would go for a no-makeup up makeup or a stronger makeup you’re putting out a certain image and assert yourself in that way. (…) Gucci recently appointed Thomas de Kluyver as the global makeup artist for their revamped beauty line which had a big influence with the overall image of the brand. The models selected are not beautiful in the conventional and commercial way, rather, their imperfections are highlighted and sublimated.

I think we are going to be very bored with the pretty influencer with good skin. Instead, fashion brands should look for audacious beauty bloggers, as long as they have a really good style. Find the right people