



# Beauty influencers

December to March 2018





## BEAUTY INFLUENCERS on DYNVIBE LIVE

The screenshot shows the Dynvibe LIVE dashboard for 'FEMMES FRANÇAISES'. The top navigation bar includes 'FROM 26/01/2018' and 'TO 26/02/2018', 'WELCOME JULIETTE', and 'FEMMES FRANÇAISES'. Below this are tabs for 'SPORT', 'FASHION BRANDS', and 'CHOOSE TOPIC'. A main heading 'THEY ARE MOSTLY INTERESTED IN' is followed by categories: FOOD, FASHION / CLOTHING, BEAUTY, SPORTS, and ENTERTAINMENT. Under 'FASHION / CLOTHING', sub-categories include TV, FAMILY / KIDS, READING, and TRAVEL. Two bar charts are displayed: one for 'BY AGE' and one for 'BY GENDER'. The 'BY AGE' chart shows interest levels for Fashion / Clothing, Home Decor, Animals, and Food across age groups 0, 2, 4, and 6. The 'BY GENDER' chart shows interest levels for the same categories across gender groups 0, 2, 4, and 6.



### Dynvibe LIVE reinvents marketing insights

3 years of research and development were needed to imagine **a revolutionary platform in the world of consumer knowledge**. With LIVE, Dynvibe creates a new generation observatory, allowing an innovative, in-depth and real-time exploration of consumers connected on social networks.

With the platform, you can access clusters of pre-defined populations (such as: Beauty addicts, Millennials, Young mums, Football fans, etc.), and you also have the possibility of creating a custom panel according to your needs and goals.

### Discover the "beauty influencers"!

Today, we invite you to discover insights from our Beauty Influencers panel. **200 top French beauty influencers** (> 50K followers) that are monitored daily through our platform in order to: understand what their **favourite brands** are, identify the **partnerships** they form and relay, detect **the trends they infuse** and the **new products** they display, but also comprehend their "**consumption world**" beyond cosmetics.

We hope you enjoy the read and invite you to contact us for more information on Dynvibe LIVE!



## BEAUTY INFLUENCERS / EXECUTIVE SUMMARY

The "Beauty Influencers" who are part of our Dynvibe LIVE panel talk undoubtedly about cosmetics, but also a great deal about fashion and food.

This report aims to focus on brands, products and trends relayed and instilled by these opinion leaders as well as to understand their entire living and consumption environment beyond cosmetics.

### MOST VISIBLE BEAUTY BRANDS

**SEPHORA**

The beauty brands most mentioned by beauty influencers in the last 3 months are **Sephora**, **Too Faced** and **Lancôme**.

**Too Faced**

**LANCÔME**  
PARIS

But the brands that have seen the **highest growth** in ranking are:

- . **Benefit** (Launch of BadGal mascara in Maldives),
- . **Glamglow** (Partnership in the form of a contest)
- . **Make Up Forever** (Launch of the STAR LIT palette)

### MOST MENTIONED CATEGORIES



**Lipsticks, foundation and eyeshadows** are the most popular makeup products mentioned by beauty influencers.

- For the lips, we observe that the **matte trend** remains dominant in makeup looks shared on social networks.
- The foundation is mentioned in a lot of "Make-up of the day" (#MUOD) posts. A large number of brands are mentioned, but the **launch of the NARSissiste collection** by Nars also contributes to making this category of products very visible.
- When it comes to eyeshadows, **Too Faced** is THE most cited brand. The palette format represents a vast majority in the most mentioned products and especially the new "Life's a festival" (Unicorn) and "White Peach".

With the **Becca x Sananas2106 partnership**, the highlighter is very visible over the last 3 months. Nevertheless, beyond this operation, we still notice that highlighters in general are very popular.



## BEAUTY INFLUENCERS / EXECUTIVE SUMMARY

### BRAND CAMPAIGNS

Numerous brand marketing campaigns took place in the last 3 months.

We focused on 2 of them:



#### The co-creation of a highlighter between BECCA and the blogger Sananas2106

Originally released exclusively at Sephora and in limited quantity, the product's launch was complemented by a party attended by many beauty bloggers. The operation not only generated an impressive number of reactions on Sananas2106 posts (1.8M likes, 81K comments, 499K video views), but also generated posts from other beauty influencers creating a stir.



#### The launch of the fragrance "Yes I am" by Cacharel

The number of Instagram reactions on this operation is very high (580K likes, 33K comments, 267K views (3 videos)). While the perfume launch party itself generated influencer posts on Instagram, it was mostly the contest to win the perfume that made their audience react strongly. Moreover, we note that the lipstick-shaped bottle has been oftentimes positively mentioned by consumers, the juice on the other hand generates quite divided opinions.

### TRENDS TO WATCH



#### Body highlighting

As a weak signal we have been able to note that the highlighter can, on certain occasions, also be applied on the body (shoulders, legs, cleavage). A trend to follow to determine if it's growing next summer.



#### Diverted use of products

This is a trend that we are seeing more and more frequently. In this study, a blogger expresses the fact that she often uses her lipsticks as a blush or as eyeshadow. A large number of members of her community confirm that they also have the same practice. They claim that the texture of the lipstick lasts longer, offers more "pop" colours, or a more intense glow.



#### Perfume in roll-on format

Dior has launched a roll-on version of some of its perfumes. The reactions of the communities of influencers highlighting this new format are very positive. Consumers describe the concept as very original and practical to carry the perfume in a bag or while traveling. Many say that they want to test the concept in stores.



## BEAUTY INFLUENCERS / EXECUTIVE SUMMARY

### FASHION

**ZARA**

**ASOS**  
discover fashion online

**DW**  
Daniel Wellington

The fashion brands most talked about by beauty influencers over the last 3 months are **Zara**, **Asos** and **Daniel Wellington** (brand partnership).

And the brands with the **highest growth rate in ranking are: Asos, Primark and Miss Guided**.



The progression of Miss Guided in the ranking of fashion brands is linked to a **special collection made in partnership with Nabilla**. This collection provoked positive feedback from her community. The content's analysis allows us to determine that, **beyond the acclaimed products, many people notice that the starlet has changed** and most say they appreciate her new "chic and elegant" attitude.

In the world of luxury, Louis Vuitton, Balmain and Chanel are the most mentioned brands. Leather goods (bags) remain the most cited products.

### FOOD

Even if the **trends "healthy", "vegan", "organic"** are very present at the heart of this panel of beauty influencers, we also note that **they are not radicals** regarding this approach. They strive for a balanced diet, while still being able to have fun with less reasonable dishes from time to time.

The photos they post on Instagram mainly highlight **weekend brunches**. It is a privileged moment for them to share with family or friends mostly in restaurants but sometimes also at home.



## SUMMARY

**BEAUTY INFLUENCERS x WHO THEY ARE**

**6**

**BEAUTY INFLUENCERS x WHAT THEY TALK ABOUT**

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**BEAUTY INFLUENCERS x BEAUTY**

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**BEAUTY INFLUENCERS x FASHION**

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**BEAUTY INFLUENCERS x FOOD**

**21**

## BEAUTY INFLUENCERS x WHO THEY ARE



INFLUENCERS IN THE PANEL

**200**

NUMBER OF POSTS

**6 095**

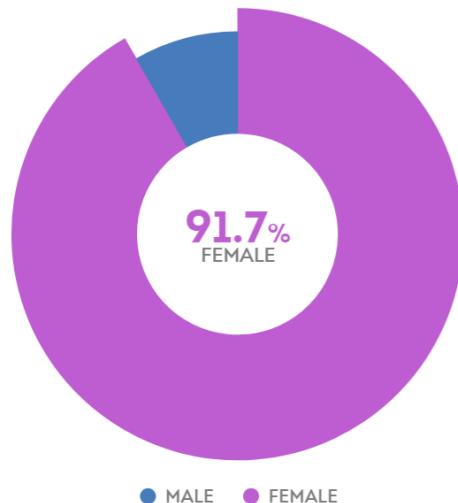
COUNTRY

**France**

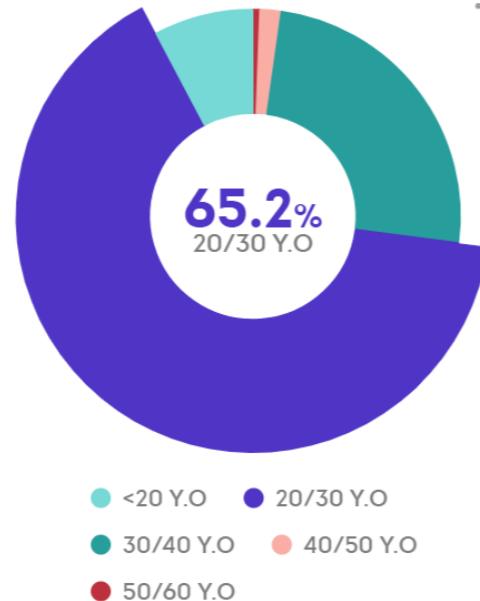
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2017-12-06

TO  
2018-03-18

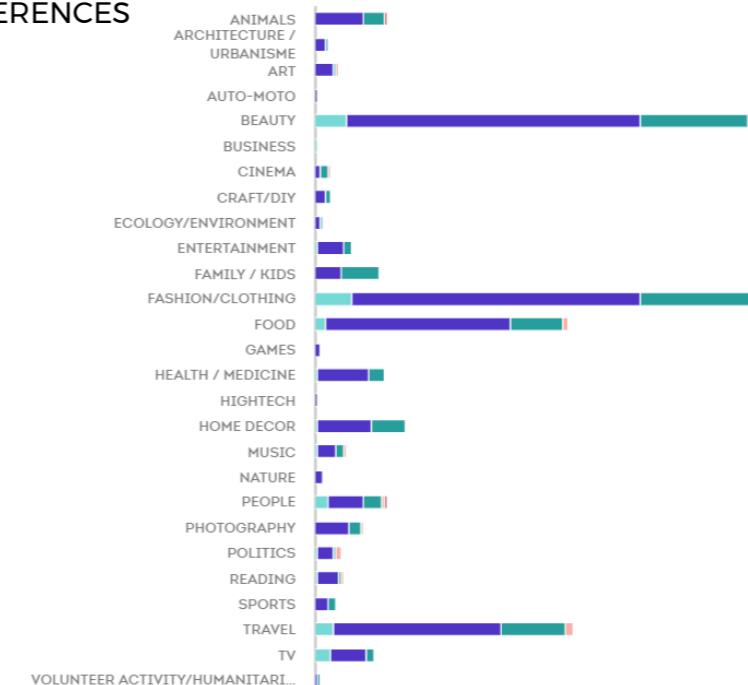
GENDER



AGE GROUPS

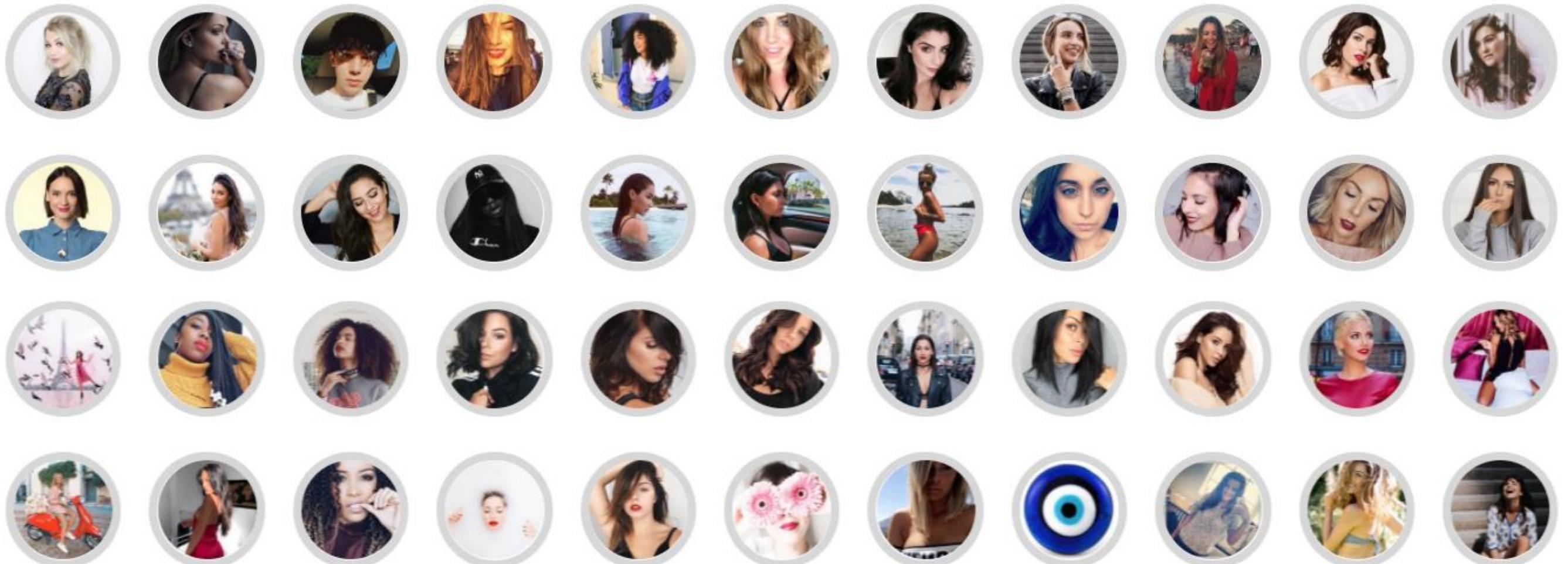


PREFERENCES





## BEAUTY INFLUENCERS x WHO THEY ARE





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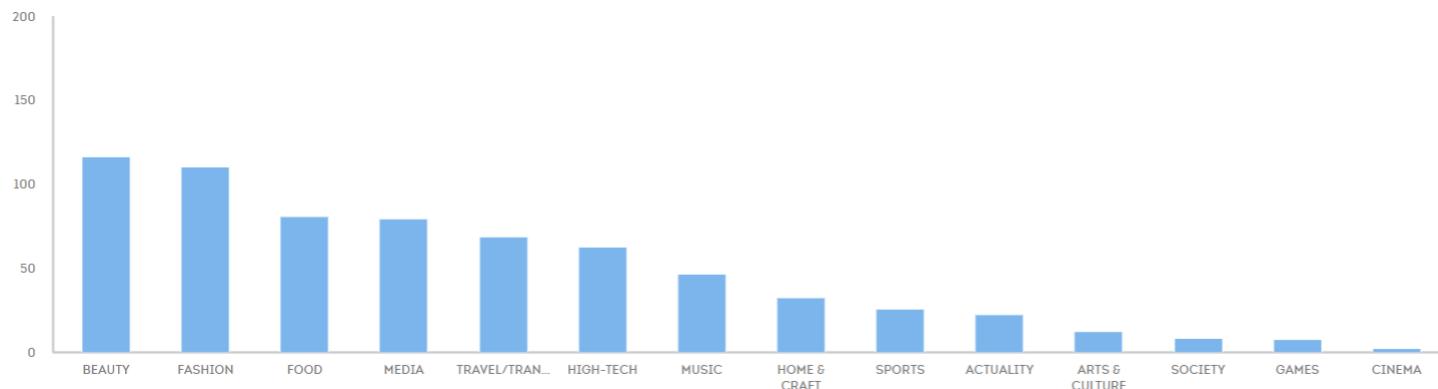
**BEAUTY INFLUENCERS x FOOD**

**21**



## BEAUTY INFLUENCERS x WHAT THEY TALK ABOUT

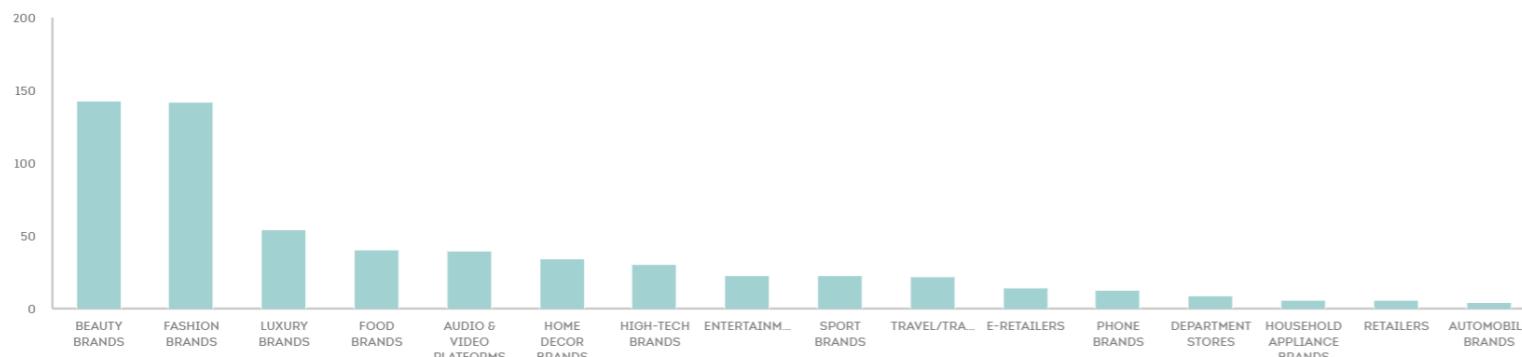
### MOST ACTIVE TOPICS



### MOST ACTIVE HASHTAGS

#toofaced #makeup #fashion #ad #paris #beauty #travel #lipstick #food #giveaway #london #rose #cacharel #noel #deco #chanel #sunday #youtubuse #deco #chanel #christmas #now #decoration #sephorafrance #home #amour #flowers #dior #liketkit #winter #yesiam #danielwellington #weekend #beccaxsananas #saintvalentin #teatime #look #outfit #ootd #smile #outfitoftheday #friends #lookoftheday #picoftheday #video #valentinesday #maquillage

### MOST ACTIVE BRANDS CATEGORIES



### TOP MENTIONS

1	@ YouTube	6	@ danielwellington
2	@ toofaced	7	@ lancomeofficial
3	@ sephorafrance	8	@ makeupforeverofficial
4	@ benefitfrance	9	@ nyxcosmetics_france
5	@ diormakeup	10	@ fentybeauty



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## BEAUTY INFLUENCERS x BEAUTY BRANDS

### TOP 10 BEAUTY BRANDS

#	POSITION	BRANDS
1	--	 Sephora
2	--	 Too Faced
3	↗ +5	 Lancôme
4	↗ +1	 Nars
5	↗ +26	 Benefit
6	↗ +1	 Dior (Beauty)
7	↘ -1	 Fenty Beauty
8	↗ +14	 NYX Cosmetics
9	↗ +19	 Make Up Forever
10	--	 Clarins

### TOP RISE

#	POSITION	BRANDS
5	↗ +26	 Benefit
25	↗ +20	 Glamglow
9	↗ +19	 Make Up Forever
8	↗ +14	 NYX Cosmetics
18	↗ +9	 Clinique
30	↗ +8	 Giorgio Armani (Beauty)
14	↗ +7	 Anastasia Beverly Hills
3	↗ +5	 Lancôme
43	↗ +1	 Kerastase
6	↗ +1	 Dior (Beauty)

### TOP DROP

#	POSITION	BRANDS
100	↘ -66	 Eyeko
88	↘ -64	 OPI
74	↘ -61	 Kiko
92	↘ -60	 Diptyque
93	↘ -60	 Bioderma
76	↘ -58	 Rituals Cosmetics
62	↘ -46	 Le petit Marseillais
50	↘ -36	 Garnier
48	↘ -28	 Djulicious Cosmetics
69	↘ -28	 Vichy

### WHAT THEY TALK ABOUT?

#### SEPHORA

Sephora Lip stories collection launch + Becca x Sananas2106 highlighter sold at Sephora only

#### LANCÔME

Advanced Génifique serum contest

#### BENEFIT

Blogger event in Maldives for the BadGal Bang mascara launch

#### NARS

Launch of the NARSissist Collection (free products)

#### DIOR

#DiorGlowSquad event in Megève

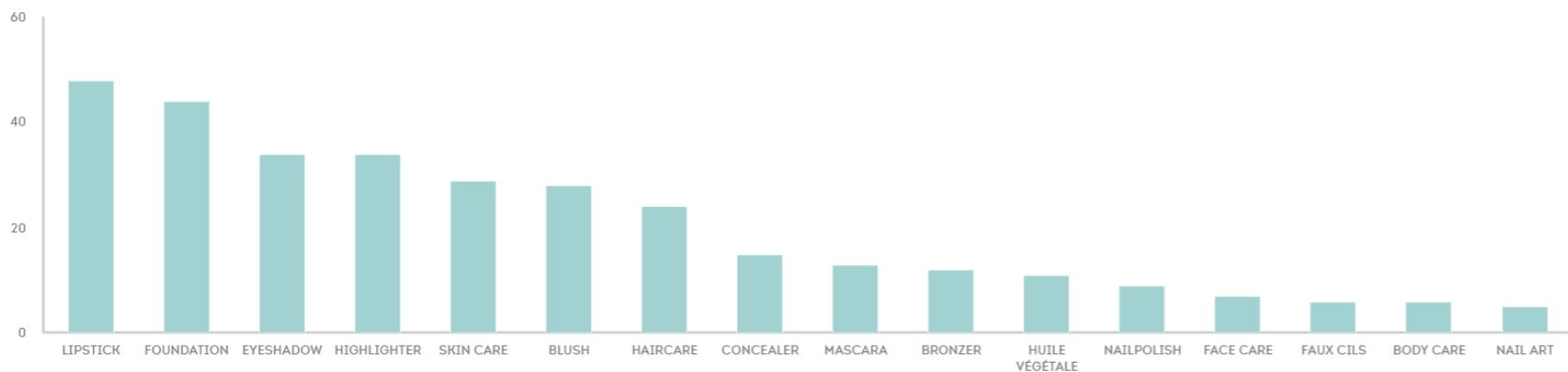


# BEAUTY INFLUENCERS x BEAUTY PRODUCTS



**dynvibe** **LIVE**  
Living consumer panels  
in real time

## TRENDING BEAUTY PRODUCTS



## LASTEST BEAUTY STYLES



## MOST ACTIVE WORDS

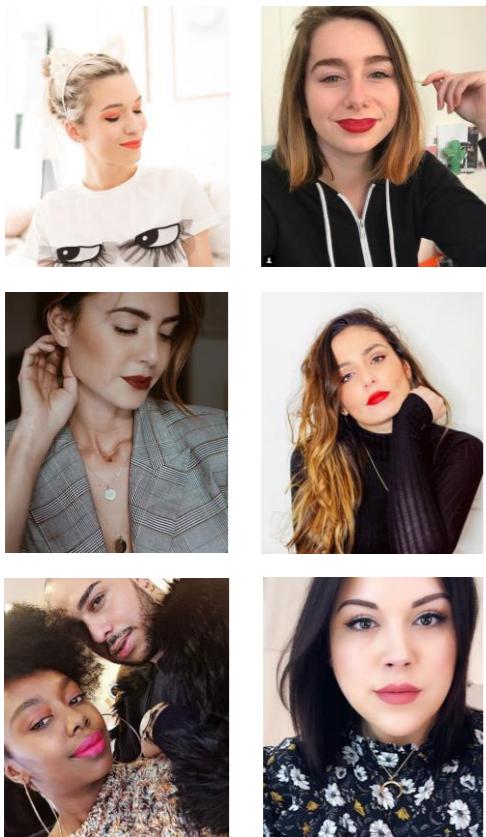
A word cloud diagram centered around makeup terms. The most prominent word is "highlighter" in large, bold black font. Other major words include "lipstick", "mascara", "blush", "teint", "palette", and "bio". Various descriptive words are scattered around these central terms, such as "radiant", "medium", "like", "brow", "liquid", "merci", "fond", "nouveau", "peau", "video", "chocolate", "love", "look", "than", "face", "petit", "être", "sourcils", "glow", "chance", and "nouvelle". The words are in different sizes and colors (black, blue, red, green) and are arranged in a circular, radiating pattern from the center.

## MOST ACTIVE HASHTAGS

#influencer #makeupforever  
#sephorafrance #vernisongles  
#beccaxsananas #ad #mua #naturalmakeup  
#benefit #notd #ParisianLights  
#beauty #aliandreeamakeup #nude  
#tutorial #mails #mascara #vernisanogles  
#vernis #byterry  
#lipstick #highlighter #nars #toofaced #motd  
#sephora #giveaway  
#lipstick #highighter #phsiiboutique #youtuber #look #foodspring  
#nailart #maquillage #skincare #hudabeauty #video  
#anastasiabeverlyhills #youtubeuse

## BEAUTY INFLUENCERS x LIPSTICKS

### LATEST LIPSTICKS STYLES



### TREND: MATTE LIPSTICKS



En ce moment je ne porte que du mat car c'est clair que c'est ce qui tient le plus longtemps!

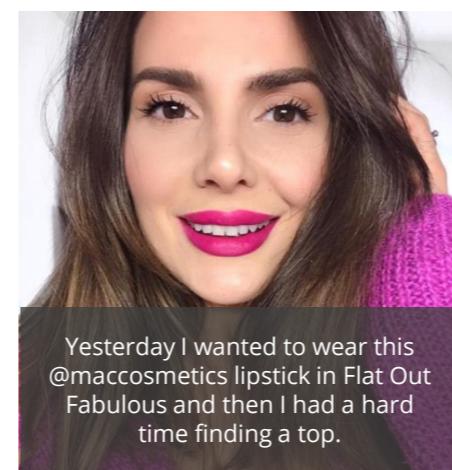


MAT Joli Rouge Velvet de @clarinsfr  
C'est un véritable coup de cœur, aussi bien au niveau de la texture, tenue, pigmentation ou confort... C'est LE rouge à lèvres mat parfait à mes yeux !

### WEAK SIGNAL: MATCHING COLORS



Je suis un peu fière de moi, mon râl match parfaitement le coeur de mon tshirt



Yesterday I wanted to wear this @maccosmetics lipstick in Flat Out Fabulous and then I had a hard time finding a top.

### WEAK SIGNAL: LIPSTICKS AS BLUSH



My favorite Cream blushes are lipsticks. Also today's color mood. Anyone else uses lipstick as their blush ?

### COMMUNITY REACTIONS

Yesssss love this. Sometimes use it to tint an eyeshadow too

Yes all the time!! And as eyeshadow!! Velvet teddy from Mac makes a gorgeous blush

I used to and got away from it! Thanks for re-reminding me...that my lipstick will work for a cream blush. A cream blush looks softer and more natural.

j'adore aussi avec 1 goutte de Baume Supreme Revitalizing pour encore plus de glow ,c'est top !

As blush and super soft and subtle eye shadow! 😊 I little tap on the lipstick, a little tap in the eye lid and I look fresh straight away

Oui ! Surtout les couleurs pop en été

always! i use my lipsticks for contouring, blush, lipstick, eyeshadow or eyebrows... saving so much money lol

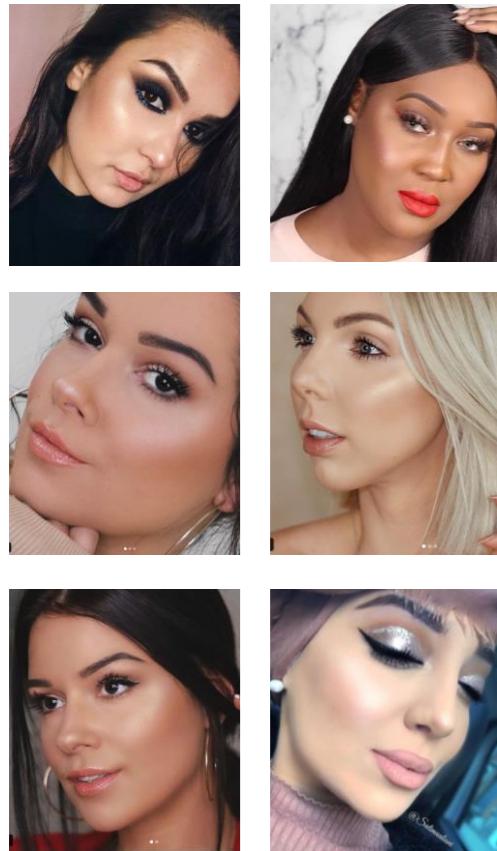
I started using lipstick as blush thanks to You😊 and love it! Is more long lasting on my skin than a powder. I love your work

I use lipsticks as blush, eyeshadow and highlighter underneath my foundation. They are creamy and they stay forever in place

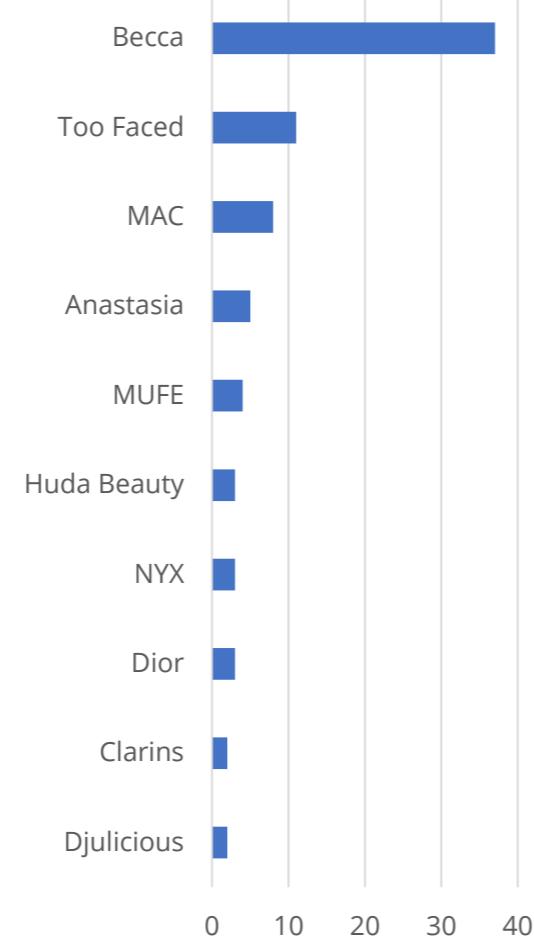
Tried it the other day and works perfectly! less make up to carry around when I go out too :-)

## BEAUTY INFLUENCERS x HIGHLIGHTER

### LATEST HIGHLIGHTERS STYLES



### MOST MENTIONNED BRANDS



### EVENT: BECCA x SANANAS2106 (CO-CREATION)



**SANANAS2106 POSTS**  
**20**

**REACTIONS**  
**1.8M likes**  
**81K comments**  
**499K video views**

### OTHER REACTIONS

La beauté de cet highlighter Parisian Lights @beccacosmetics x @sananas2106 Même la photo ne lui rend pas justice, les reflets dorés sont magnifiques

j'ai enfin pu tester sur moi même l'highlighter de ma Sananas et franchement il est canon !! Et surtout bien pigmenté

Ma Beauteam @sananas2106 A créé son highlighter avec @beccacosmetics ! 🎉 je suis trop contente pour elle :) La pigmentation est canon ! La couleur est canon ! Bref c'est CANON !



### WEAK SIGNAL: BODY HIGHLIGHTING



## BEAUTY INFLUENCERS x FRAGRANCES

### TOP 5 FRAGRANCES

YES I AM (CACHAREL)

LIVE IRRESISTIBLE (GIVENCHY)

BLACK OPIUM

MISS DIOR

SI (ARMANI)

### TOP HASHTAGS

#MyIrresistibleCrush  
#troubleinheaven

#cacharel

#lanuittresor  
#frenchgirl  
#angelstar  
#Perfume  
#Picoftheday  
#blackopium  
#ad  
#parfum  
#nocibe  
#collab  
#whoisshe  
#YesIAm

### EVENT: LAUNCH OF « YES I AM » (CACHAREL)



**21** influencers

**41** insta posts

### REACTIONS ON INSTA

**580K** likes

**33K** comments

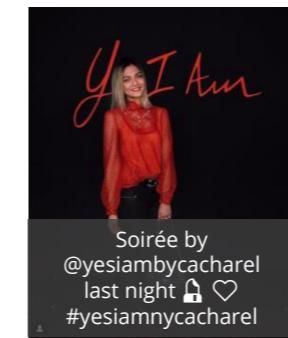
**267K** views (3 vidéos)



J'ai la chance  
aujourd'hui de pouvoir  
vous faire gagner 5  
parfums  
#yesiambycacharel



J'offre la possibilité à  
l'une d'entre vous de le  
découvrir !



### INNOVATION: ROLLER FRAGRANCE



Deux révolutions dans le monde  
du parfum : un nouveau jus pour  
le Poison Girl & un nouveau geste  
avec ce Roller-Pearl !

### VERY POSITIVE REACTIONS FROM HER AUDIENCE

Très bonne idée ce roller !

Belle idée bien pratique ! Je ne le  
connais pas encore celui-ci !

J'aimerai trop le tester, c'est sympa  
comme concept !

Ce parfum et ce format j'adhère  
totalement 😊

This is so cool!!!! Need one ASAP

J'adore l'idée c'est vraiment trop  
cool 😊

J'adore ces parfums roll on Dior 🤩

Pour un cadeau c'est top car ce  
n'est pas cher et ça dure une  
éternité comme c'est en Roll-On 🤩

C'est tellement dingue que  
personne n'y est pensé avant 😊

va falloir que j'aille le sentir en  
magasin ! Mais ce format est  
vraiment pratique surtout pour les  
voyages !

Mais Dior ils sont en avance sur  
bien des choses mdr 😊

Ça c'est vraiment génial comme  
concept ! 😊

I love rollers when I'm on the go



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## BEAUTY INFLUENCERS x FASHION BRANDS

### TOP 10 FASHION BRANDS

#	POSITION	BRANDS	
1	↗ +2	Z	Zara
2	↗ +17	ASOS	Asos
3	↘ -2	DW	Daniel Wellington
4	NEW	H&M	H&M
5	↗ +4	PUMA	Puma
6	NEW	CLUSE	Cluse
7	↗ +13	PRIMARK	Primark
8	↗ +13	WG	Miss Guided
9	↗ +7	SEZANE	Sézane
10	↘ -8	BOOHOO	Boohoo

### TOP RISE

#	POSITION	BRANDS	
2	↗ +17	ASOS	Asos
7	↗ +13	PRIMARK	Primark
8	↗ +13	WG	Miss Guided
9	↗ +7	SEZANE	Sézane
5	↗ +4	PUMA	Puma
18	↗ +4	THE KOOPLES	The Kooples
1	↗ +2	Z	Zara
13	↗ +2	IKKS	IKKS
11	↗ +1	MANGO	Mango
29	↗ +1	HOUSE OF CB	House of CB

### TOP DROP

#	POSITION	BRANDS	
97	↘ -73	L	Louyetu
65	↘ -40	J	Jacquemus
43	↘ -32	LR	La Redoute
34	↘ -30	GL	Galeries Lafayette
44	↘ -27	GAP	Gap
30	↘ -20	R	Rosefield
35	↘ -17	ZV	Zadig et Voltaire
22	↘ -15	S	Swarovski
15	↘ -10	JC	Jewel Candle
16	↘ -10	PH	Paul Hewitt

### WHAT THEY TALK ABOUT?

#### DANIEL WELLINGTON

Sharing of Christmas +  
Valentine's day promo code

#### PUMA

Launch of Satin Muse sneakers  
and Puma "Suede Bow" special  
for Valentine's day

#### CLUZE

Sponsoring during the  
#cluzelovestories operation

#### MISS GUIDED

Launch of Nabilla x Miss Guided  
collection



## BEAUTY INFLUENCERS x FASHION BRANDS

### EVENT: NABILLA x MISS GUIDED (SIGNED COLLECTION)



#### NABILLA'S POSTS

4

#### REACTIONS

**261K** likes

**15.8K** comments

#### VERY POSITIVE REACTIONS FROM HER AUDIENCE

Toujours canon 🌸 magnifique ta co avec Missguided

J'adore la mini-jupe en jean rouge, c'est mon coup de cœur

je me réjouis d'avoir ma commande 😊 ta collection est vraiment canon

Ce jean est un peu destroy pour moi mais j'adore ta collection n'empêche continue à faire autant de projet ça te réussit vraiment

L'ensemble a rayure blanc et bleu magnifiek nabilla ma tenu préférée de ta collection

Super collaboration il t'arrive que des belles choses tu es une belle personne

Bon bah go acheter la collection de Nab d'amour 💋 elle est juste CANON 😍 beau travail

Ouah je viens de voir la collection de Nabilla avec Missguided elle est juste wow je meurs d'amour

ew pardon elle est canon la collection de nabilla pour miss guided wow!

Heuh par contre Nabilla dans sa collaboration avec Miss Guided on en parle ? la meuf est magnifique les vêtements sont canons

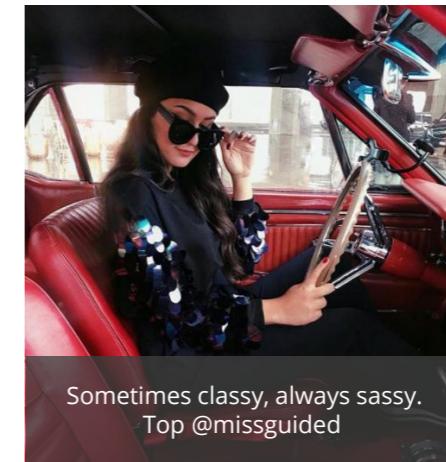
La collection miss guided de Nabilla de trop belle pièce je craque

La collection de @Nabilla avec Miss Guided est ouf là j'ai trop hâte

j'adore la collection missguided by @Nabilla de belle pièces simple, original à un prix abordable on voit qu'il y a eu un vrai travail derrière, cette collection défini vraiment la nouvelle Nabilla

La collection Nabilla X Missguided j'en suis amoureuse

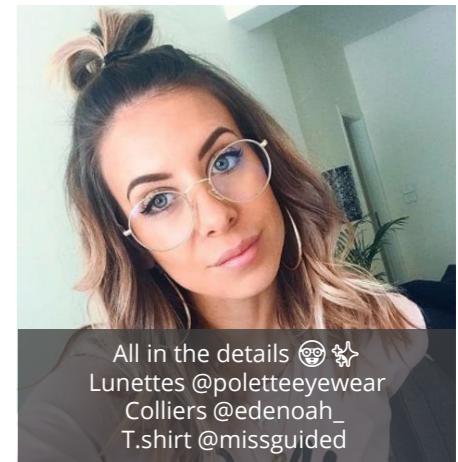
#### OTHER INFLUENCERS' POSTS ABOUT THE BRAND



Sometimes classy, always sassy.  
Top @missguided



Pour répondre aux nombreuses questions: mon maillot ↗@missguided ref I4226766



All in the details 😎🌸  
Lunettes @poletteeyewear  
Colliers @edenoah\_  
T.shirt @missguided



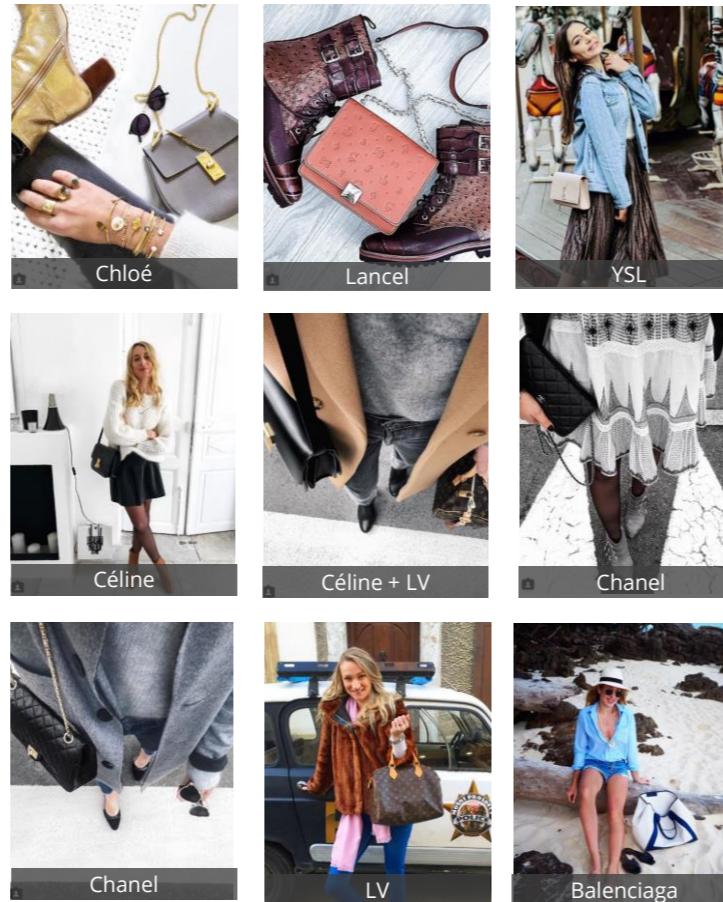
Ah ces fameux toilettes mdrrr 😍  
@sananas2106 des beautés  
#beccaxsananas #sananas  
#missguided

## BEAUTY INFLUENCERS x LUXURY BRANDS

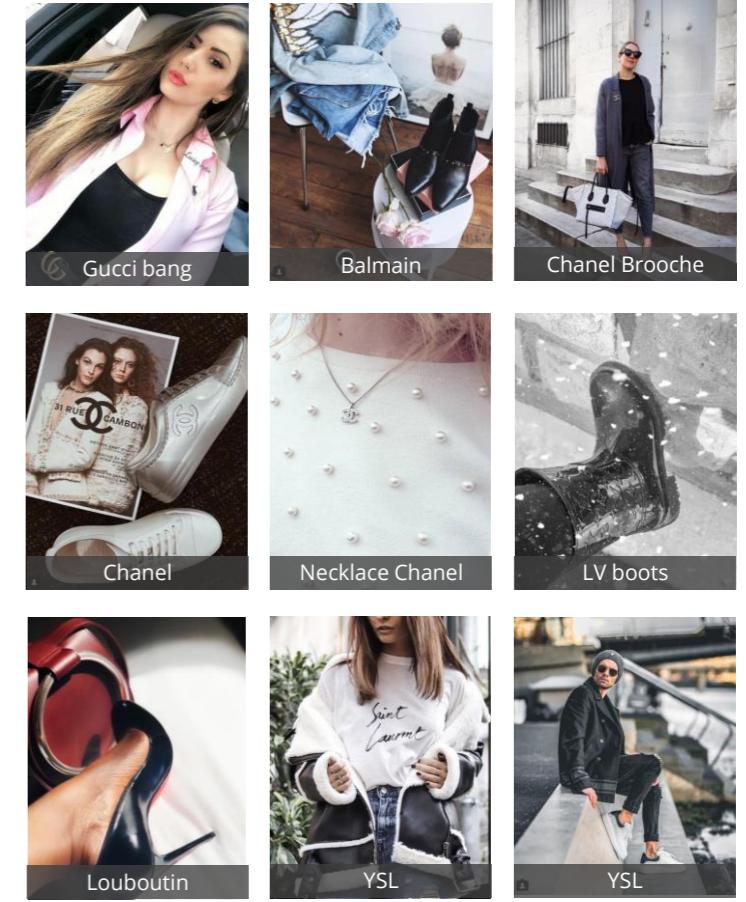
### TOP 10 LUXURY BRANDS

#	POSITION	BRANDS
1	↗ +1	Louis Vuitton (fashion)
2	--	Balmain
3	↗ +1	Chanel (Fashion)
4	↘ -1	Isabel Marant
5	↗ +3	Louboutin
6	--	Yves Saint Laurent (Fashion)
7	--	Balenciaga
8	↘ -3	Dior (Fashion)
9	--	Chloé
10	--	Gucci (Fashion)

### BAGS



### FASHION & ACCESSORIES





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**21**



## BEAUTY INFLUENCERS x FOOD

### MOST ACTIVE HASHTAGS

#picoftheday #influencer  
**#healthyfood** #international  
 #gf #vegan #brunch  
 #bowl #tattooed #tea #coffee  
 #teatime #breakfast #shape  
**#food** #avocados #instafit  
 #sunday #poker #backpiece #natural #fit #box #morning  
 #healthy #yummy #foodspring #paris #fitness

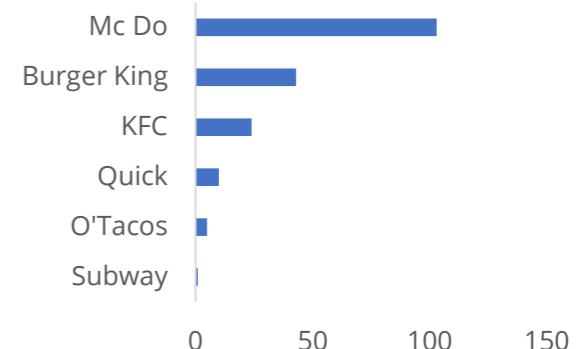
### TOP 5 FOOD BRANDS

- |  |           |
|--|-----------|
|  | Nutella   |
|  | Starbucks |
|  | Pringles  |
|  | Macdonald |
|  | Kinder    |

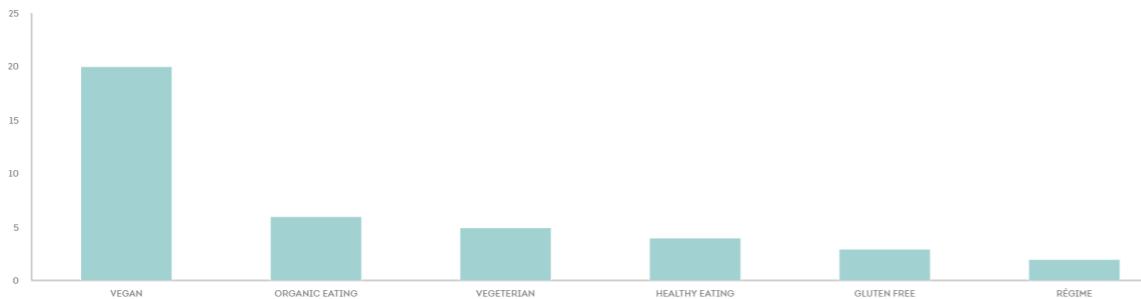
### PREFERRED FAST FOOD BRANDS



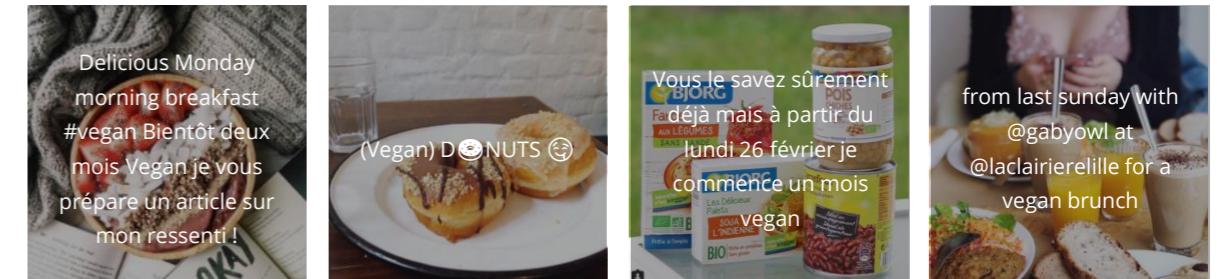
### ANSWERS FROM HER AUDIENCE (base: 186 answers)



### FOOD TRENDS



### TREND: VEGAN





INTERESTED? WELCOME ON BOARD!



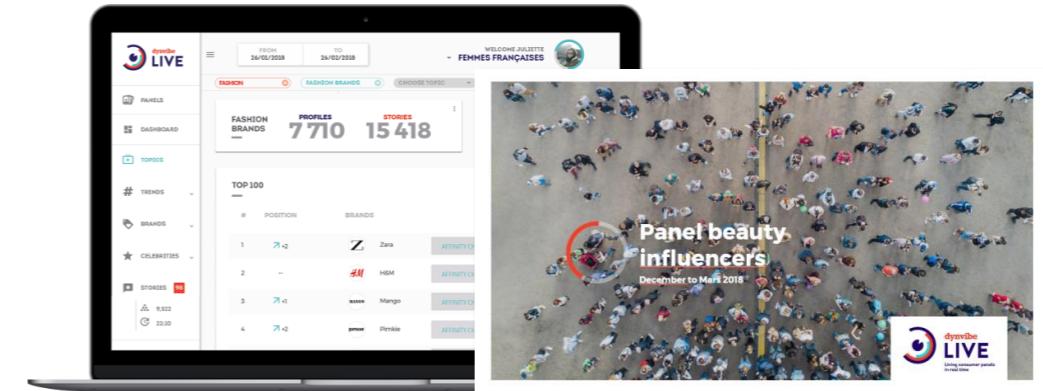
Choose your plan and contact us to get the best proposal!

## REPORTS ONLY



OR

## REPORTS + PLATFORM



4 reports per year  
(every three month)

4 reports per year  
(every three month)



Unlimited access  
to Dynvibe Live platform