

FRAGRANCE AND PERSONAL CARE

Lancôme latest muse captures a strong social audience

March 8, 2018



Lancôme looks to the Blonde Salad founder as its latest Muse. Image credit: @chiaraferragni

By STAFF REPORTS

Beauty marketer Lancôme is looking to a prolific force in social media for its inspiration in upcoming marketing opportunities.

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Lancôme has called on Chiara Ferragni, better known as the founder of The Blonde Salad on social and the blogosphere, as its latest "muse." The influencer is known as one of the first users to turn social media into a full-time career.

Influence and fashion

Ms. Ferragni began her career in 2009 in Milan when she created her world renowned blog, The Blonde Salad.

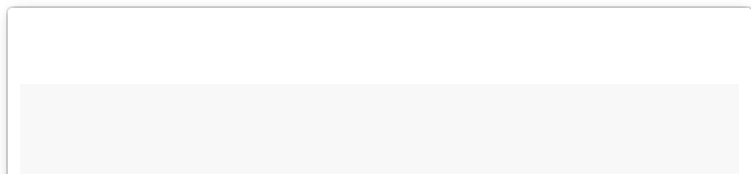
The Blonde Salad was one of the first blogs that became widespread and virtually mainstream. After social media became the force it is today, her brand's influence spread to social.

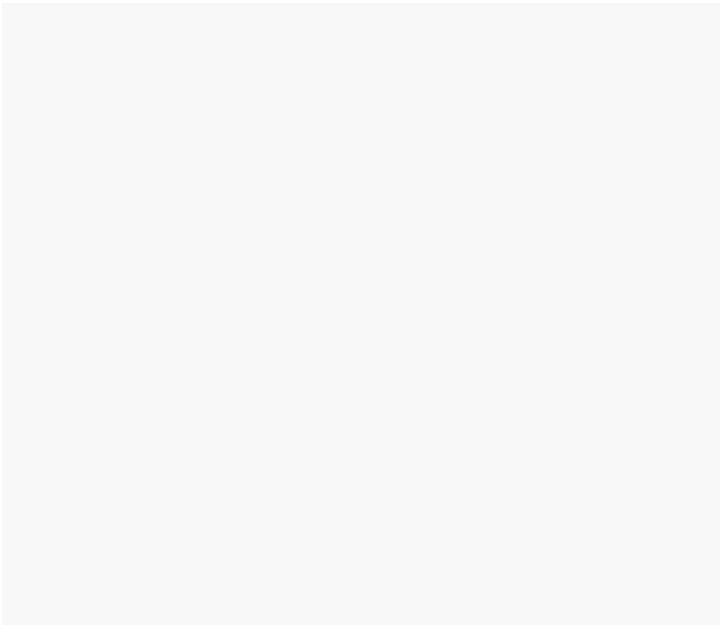
From the small blog in Milan grew an empire that Ms. Ferragni took pride in building. In 2013 she turned the blog into a complete media brand and established The Blonde Salad Crew.

From blogger to CEO, Forbes named her the 'Most Powerful Fashion Influencer' in 2017, the same year she became chief executive officer of her own company.

While her blog began as a source of fashion, beauty and the style world go hand in hand. This makes her a perfect partner for Lancôme, of which the blogger has been a long-time fan.

Lancôme is hoping to capture a global and diverse audience with Ms. Ferragni, who is currently pregnant. The two will work together in a series of projects slated to release throughout the year and beyond.





Breaking beauty news! Lancôme is proud to announce a collaboration with @chiaraferragni ! Stay tuned for more adventures here on Instagram and more (top secret - shhh!) projects together! #Lancome #LancômeXChiara #ChiaraFerragni

A post shared by Lancôme Official (@lancomeofficial) on Mar 7,...

Lancôme previously reached out to the social media generation by naming 20-year-old model Taylor Hill its ambassador.

The Victoria's Secret Angel also boasts high-fashion credibility, having walked in shows for Moschino and Versace, posed for photo spreads for Vogue and Love magazine and marketing for Miu Miu and Jimmy Choo. Aside from her modeling credentials, Ms. Hill is social media fluent and Instagram famous, with 10 million followers on that platform alone ([see more](#)).

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