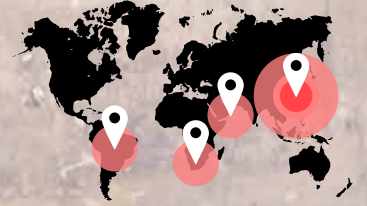


THE SERMO INFLUENCER INDEX 2018

INFLUENCE



INFLUENCE



FOLLOWERS



FOLLOWERS



AUDIENCE INTERESTS



AUDIENCE INTERESTS



POWERED BY

Trackr

SERMO

EDITOR'S LETTER



Welcome to SERMO's fourth annual Influencer Index - our analysis of the luxury and lifestyle influencers that the network's 18 agencies from around the world consider the most important to work with for their clients' brands. This includes, for the first time, an influencer list from Malaysia.

This year, the focus is on the audience behind each influencer. Sophisticated influencer identification tools like our partner on this Index, Traackr, have now introduced audience demographic data for influencers. This allows agencies and brands to go beyond reach and engagement metrics to understand exactly who influencers are talking to.

Influencers are humans, they're not just about numbers. So we believe, when it comes to identifying the right influencers to work with, you can't have quantitative data without qualitative data. We use our own 70:30 data : relationship algorithm to calculate our influence scores and identify influencers. The 70% data score comprises reach across all social platforms and the 30% relationship score is based on human judgement of professionalism, creativity and peer influence.

We've now added another level of analysis - audience data, which allows us to have a more accurate view on influencers' fit with brands' audiences. For instance, fashion is the primary interest of our top influencers' audiences, followed by music. Looking into interests, as well as age and location, opens up potential for content creation and collaboration to make campaigns work harder. And audiences overall are young - 94% of our top influencers' audiences are under the age of 25, 74% are 18-20 years old. Work with them to reach young millennials and the up and coming Gen Z.

As expected, influencers come and go. Half of the influencers in this year's Index are new and in nine countries they have a new influencer as their number one. Women dominate the Index and while there are now four male influencers in the global top 18, the number of men in the Index overall has gone down by 20%.

Many influencers work across several territories and we think this trend will continue as clients seek scale and reach. But it's worth noting that audiences in China, India, the Middle East and Poland are locally

concentrated. So global brands working on those countries need to look at both local and global influencers - so geolocated audience data is crucial. Influencers don't have the commercial and structural barriers in place that stop many traditional media territories working pan-territory. So in that sense, influencers are becoming the new global media. We hope this Index will help you navigate the brave new world of influencer marketing for the benefit of your brands.

A handwritten signature in black ink, appearing to read 'Tanya Hughes'.

Tanya Hughes
President, SERMO Communications



CONTENTS

4-5

EIGHT INFLUENCER MARKETING TRENDS TO WATCH

—

6-9

GLOBAL TOP 18 LUXURY AND LIFESTYLE INFLUENCERS

—

10-28

TOP 10 LUXURY AND LIFESTYLE INFLUENCERS BY MARKET

—

29-35

MICRO-INFLUENCERS IN LUXURY AND LIFESTYLE

EIGHT INFLUENCER MARKETING TRENDS TO WATCH

1

AUDIENCE FIRST

Until recently, brands tended to select influencers through 'vanity' metrics (follower and engagement numbers) plus a sprinkling of image perception, brand fit and familiarity. But now, data tools, like Traackr, are able to analyse influencers' audiences – who they're actually reaching, and where. Just as readership data is crucial for media title selection, audience demographics, including geolocation, are the new gold standard data for fitting brands to influencers.



It's easy to make assumptions about influencers' audiences just from looking at their content and lifestyle. But our Index is full of examples which bust initial assumptions. For instance, 82% of UK style influencer Jim Chapman's 9.1 million strong audience are teenage beauty-obsessed girls (because he's married to big hitting beauty vlogger Tanya Burr), and the majority of Netherlands-based Negin Mirsalehi's audience are located in the US (so she appears in both country's top 10 lists).

And geolocation is crucial. Many influencers have multi-territory audiences which can be a plus for brands. But in China, India, the Middle East and Poland, a high percentage of our top influencers' followings are more concentrated locally than in other markets. So global brands working in those markets need to operate both a local and global approach to influencer identification.

As this is a luxury, lifestyle list, it won't come as a surprise that the primary interest area of our top influencers' audiences is fashion. Music comes second. Knowing this can open up ideas for content and collaborations that will resonate with your target audience. If you or your agency aren't yet signed up to one of the more sophisticated data tools, now's the time to put audience data first.

2

MAD FOR MICRO

Engagement rates of top-tier influencers is starting to diminish - posts are becoming saturated by brand endorsement and even conflicting messaging as they cash in on their celebrity status. But this is being balanced by brands' increasing willingness to work with micro-influencers. They're relatable, affordable and have strong relationships with their audiences. Last year, Digiday noted that *"Instagram influencers with 10,000 to 100,000 followers see a 2.4% 'like' rate, compared to 1.7% for those with 1-10 million followers and more. Comment rate follows a similar pattern."*

As micro-influencers' audiences are niche by nature, audience data visibility is crucial for brands to be able to pin point relevant, engaged communities.



3

A BLENDED APPROACH

While micro-influencers gain ground, top-tier influencers have near celebrity status in most markets. With the help of agents, they're cashing in on event appearances, book deals, product lines, and more. Global brands seeking global reach understand the importance of taking a layered approach to their influencer marketing – developing integrated campaigns across all tiers of influencers, from micro-influencers to superstars, leveraging the right talent to meet specific campaign goals, budgets and timescales.

4

MIN-E-COMMERCE LESSONS FROM CHINA

In China, a growing number of WeChat influencers are developing their own e-commerce 'mini-programs' to drive sales via their content. Mini-programs are powerful sub-apps within WeChat that enable e-commerce, coupons, and other 'experiences'. Something Instagram and other Western platforms are yet to integrate. Influencers like Yu Xiaoge are driving over \$1.5 million worth of sales a month through their mini-programs, and are becoming huge growth drivers for lifestyle brands.



6

BLOGGING OFF

In Germany and Ireland, blogs are still important for spreading brand messages. But in all other SERMO markets finding influencers who blog regularly is becoming harder as their focus has shifted to social. Long-form online and blog content are out of fashion.



5

SPOTLIGHT ON STORIES

Instagram's Stories (they sit top of feeds, show you the 'now') has become a key marketing channel for reaching those under the age of 25 – according to Instagram, this audience spend an average of 32 minutes a day consuming this ephemeral content. Over half of Instagram's 500 million daily active users are now watching Stories. So with new algorithms impacting organic content in feeds and Stories' Highlights introduced last month, there's no doubt this is the future of the app. Brands looking to target this audience need to focus time and resource on Stories.



7

MAKE-UP ARTISTS GET PERSONAL ON INSTAGRAM

While megastars like Pat McGrath and Charlotte Tilbury now run mega brands, more and more professional make-up artists are turning their hand to Instagram. They share beauty hacks, perform live masterclasses and show you how to get favourite celebrity and runway looks – all with the professional expertise and experience many influencers can only dream of.



8

HERE COME THE BOYS

The social media industry flips the gender pay gap on its head, with female influencers commanding higher fees than men. But in fashion, grooming, food, comedy and lifestyle – male influencers are on the rise. There are double the number of men in our global top 18 vs 2017 – they now make up 20%.





GLOBAL TOP 18

LUXURY LIFESTYLE
INFLUENCERS



2017

JESSICA STEIN

@tuulavintage

AUSTRALIA

BIO

Jessica is undoubtedly one of the most influential and highly regarded influencers in Australia. Her social accounts are somewhat like a travel diary, capturing gorgeous scenery, whilst also incorporating designer fashion, food from various cultures and luxe experiences.

BRAND PARTNERSHIPS

Dior Beauty | The Outnet | REVOLVE

TOTAL AUDIENCE REACH

4,100,000

TOP ONLINE/SOCIAL PLATFORM



BRUNO ROCHA

@hugogloss

BRAZIL

BIO

Bruno Rocha is a Brazilian presenter, journalist, blogger and YouTuber. He covers major events like the Academy Awards and VMAs, presents popular Brazilian TV shows such as MTV's Ridiculousness, and has celebrity friends in abundance. He's turned his blog Hugo Gloss into a fully fledged business and it's now one of the most visited websites in Brazil.

BRAND PARTNERSHIPS

Sephora | TNT Channel | O Boticário

TOTAL AUDIENCE REACH

18,100,000

TOP ONLINE/SOCIAL PLATFORM



2017

YE SI

@gogobo1

CHINA

BIO

One of the most influential style bloggers in China, Ye's alter-ego "Gogobo1" critiques the style of celebrities in his unique, imaginative (and naughty) way - with the ability to expose the embarrassing and unglamorous sides of the fashion and luxury industry.

BRAND PARTNERSHIPS

Louis Vuitton | Dolce&Gabbana | Chanel

TOTAL AUDIENCE REACH

8,600,000

TOP ONLINE/SOCIAL PLATFORMS



2017

CARIN OLSSON

@parisfourmonths

FRANCE

BIO

Swedish born Carin is a Paris-based photographer taking professional snaps of all things Parisian. Her Instagram is full of her healthy lifestyle and her fashionable adventures not only around Paris, but all over the world.

BRAND PARTNERSHIPS

Dior | Swarovski | Elie Saab

TOTAL AUDIENCE REACH

980,000

TOP ONLINE/SOCIAL PLATFORM



PHILIPP STEHLER

@philipp_stehler

GERMANY

BIO

If Action Man and Ken were merged into one being, you'd have Philipp. The fashion and fitness model is always well dressed, whether on the street, in the gym (where he frequently is) or up a mountain. His popularity has taken him from your phone screen, to the silver screen starring in various German TV shows.

BRAND PARTNERSHIPS

SEAT | Bugatti Fashion | Clinique

TOTAL AUDIENCE REACH

220,000

TOP ONLINE/SOCIAL PLATFORM



SUE CHANG

@suechangg

HONG KONG

BIO

Quick with a smile and a laugh, Sue epitomises the quintessential girl next door. As a Korean-Chinese power blogger, adept at capturing the attention of her half a million subscribers and followers across her Instagram, YouTube and Facebook page, Chang's biggest appeal is her friendly online persona.

BRAND PARTNERSHIPS

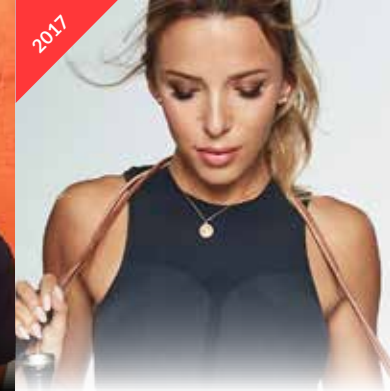
Dior | Swarovski | L'Oreal

TOTAL AUDIENCE REACH

590,000

TOP ONLINE/SOCIAL PLATFORMS





2017

2017

KRITIKA KHURANA

@thatbohogirl

INDIA

BIO

Kritika is a Delhi-based fashion and travel influencer with a story that most girls relate with. Weighty issues, low self-esteem to transforming into a strong, independent woman. She has done it all. And she is not ashamed of any of it. Kritika is always jetting off somewhere in style, capturing her adventures in the form of vlogs as she does.

BRAND PARTNERSHIPS

BBlunt India | Asus | Pantene

TOTAL AUDIENCE REACH

660,000

TOP ONLINE/SOCIAL PLATFORMS



SUZANNE JACKSON

@sosueme_ie

IRELAND

BIO

Suzanne is Ireland's most successful blogger, built from her sell out events, books and beauty line, SOSU. SOSU continues to grow with the recent launch of her fragrance collection and eyelash range created with English TV personality, Lauren Pope.

BRAND PARTNERSHIPS

PLT | Sure | CLUSE

TOTAL AUDIENCE REACH

640,000

TOP ONLINE/SOCIAL PLATFORMS



VERONICA FERRARO

@veronicaferraro

ITALY

BIO

Founder of The Fashion Fruit - one of the biggest fashion blogs in Italy. Veronica has collaborated with a multitude of high-end fashion brands such as Chanel, L'Oréal and Saint Laurent beauty. As one of Italy's top fashion influencers, she has graced the pages of prestigious titles such as Vogue, Marie Claire and Harper's Bazaar and fronted digital campaigns for brands including Philips, Triumph and Pantene.

BRAND PARTNERSHIPS

Louis Vuitton | Dior | Fendi

TOTAL AUDIENCE REACH

3,200,000

TOP ONLINE/SOCIAL PLATFORM



DAPHNE CHARICE

@daphnecharice

MALAYSIA

BIO

Daphne is a party and lifestyle blogger who often writes about her family, best friends, daily events and special encounters. Her casual writing style in sharing her thoughts, feelings, experiences and relationships has brought her many supportive readers and followers across her social media platforms.

BRAND PARTNERSHIPS

PUMA | Bobbi Brown | Kiehls

TOTAL AUDIENCE REACH

500,000

TOP ONLINE/SOCIAL PLATFORM



DANA AL TUWARISH

@daneeda_t

MIDDLE EAST

BIO

Dana set-up her Instagram a few years ago when she was a student at the American University of Kuwait. Since then she has become one of the most successful social influencers in Kuwait, sharing her stylish outfits and lifestyle tips daily with her two million strong following.

BRAND PARTNERSHIPS

Charbonnel | Swarovski | Dior

TOTAL AUDIENCE REACH

2,000,000

TOP ONLINE/SOCIAL PLATFORM



EWA CHODAKOWSKA

@chodakowskaewa

POLAND

BIO

A life coach and fitness fanatic, inspiring her followers to become health and fitness obsessed themselves. All the inspiration you need is on her Instagram, but if that's not enough, she's published five books, 20 DVDs and tours the country doing workshops and classes.

BRAND PARTNERSHIPS

adidas | BeBio | W Hotel

TOTAL AUDIENCE REACH

3,600,000

TOP ONLINE/SOCIAL PLATFORM





NASTYA IVLEEVA

@_agentgirl_

RUSSIA

BIO

Nastya is a fitness and fun fanatic with a sparkling sense of humour, making her incredibly popular. She's recently become a presenter on the popular TV show, "The Eagle and Reshka. Reboot".

BRAND PARTNERSHIPS

XS Nation | Grow Food | Sky Nails

TOTAL AUDIENCE REACH

6,400,000

TOP ONLINE/SOCIAL PLATFORM



YOYO CAO

@yoyokulala

SINGAPORE

BIO

One of Singapore's most internationally recognised social media personalities. Within a short span of three years, her ability to effortlessly remix current trends with her distinctive borrowed-from-the-boys flair has catapulted her to the forefront of the international street style circuit.

BRAND PARTNERSHIPS

Chanel | GUCCI | Fendi

TOTAL AUDIENCE REACH

310,000

TOP ONLINE/SOCIAL PLATFORM



AIDA DOMENECH

@dulceida

SPAIN

BIO

Aida is an iconic It-girl whose posts document her travels, with every destination and outfit as fashionable as the last with her signature femme fatale style. She has recently launched her own fragrance through Magasalfa called "Mucho Amor".

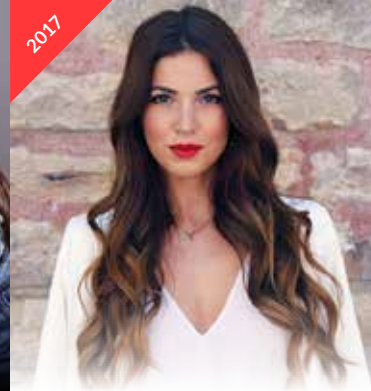
BRAND PARTNERSHIPS

Rimmel | Tezenis | Calvin Klein

TOTAL AUDIENCE REACH

4,100,000

TOP ONLINE/SOCIAL PLATFORMS



NEGIN MIRSALEHI

@negin_mirsalehi

THE NETHERLANDS

BIO

The Amsterdam-based Persian beauty's eponymous fashion, beauty and lifestyle platform launched in 2012 and chronicles her travels, beauty tips, and outfit inspiration. Multiple high-end brand partnerships and over four million followers later, her success continues to grow.

BRAND PARTNERSHIPS

NARS | PatBo | CLUSE

TOTAL AUDIENCE REACH

4,900,000

TOP ONLINE/SOCIAL PLATFORM



JIM CHAPMAN

@jimchapman

UK

BIO

Writer, YouTuber, blogger and model, Jim, is best known for his pop culture, vlogging and fashion-focussed YouTube channel. In October last year, Jim - who's a style columnist for British GQ - published his first book, *147 Things: A Hilariously Brilliant Guide to this Thing Called Life*.

BRAND PARTNERSHIPS

Jaguar | Hugo Boss | Oral B

TOTAL AUDIENCE REACH

9,100,000

TOP ONLINE/SOCIAL PLATFORM



SONYA ESMAN

@sonyaesman

US

BIO

This fashionista oozes style. Her posts depict the most fashionable of lives. Born in Russia, Sonya grew up in Toronto and now lives in New York, but she hasn't lost her roots, regularly blogging and posting in her native language.

BRAND PARTNERSHIPS

Lauren Moshi | Viktor & Rolf | Versace

TOTAL AUDIENCE REACH

5,400,000

TOP ONLINE/SOCIAL PLATFORMS





TOP 10
LUXURY LIFESTYLE
INFLUENCERS
BY MARKET

TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN AUSTRALIA



2017

JESSICA STEIN

@tuulavintage



INFLUENCE SCORE

98

TOTAL AUDIENCE REACH

4,100,000

PRIMARY AUDIENCE INFO

18-20 yo (81%)

TOP 3 LOCATIONS

USA (9.2%)
TUR (8.7%)
AUS (6.1%)

AUDIENCE INTERESTS



2017

NICOLE WARNE

@garypeppergirl



INFLUENCE SCORE

64

TOTAL AUDIENCE REACH

2,200,000

PRIMARY AUDIENCE INFO

25-29 yo (83%)

TOP 3 LOCATIONS

USA (10%)
FRA (9%)
AUS (5.8%)

AUDIENCE INTERESTS



NATASHA OAKLEY

@tashoakley



INFLUENCE SCORE

62

TOTAL AUDIENCE REACH

2,100,000



2017

MARGARET ZHANG

@margaret_zhang

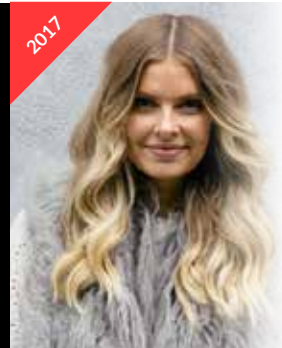


INFLUENCE SCORE

43

TOTAL AUDIENCE REACH

1,000,000



2017

ELLE FERGUSON

@elle_ferguson

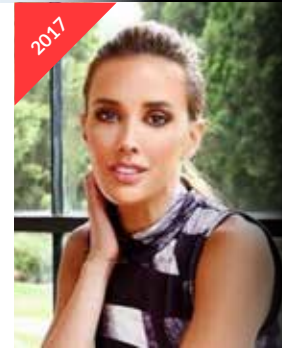


INFLUENCE SCORE

38

TOTAL AUDIENCE REACH

730,000



2017

BEC JUDD

@becjudd



INFLUENCE SCORE

38

TOTAL AUDIENCE REACH

690,000



JIAWA LIU

@beigerenegade



INFLUENCE SCORE

28

TOTAL AUDIENCE REACH

210,000



NADIA FAIRFAX

@nadiafairfax



INFLUENCE SCORE

27

TOTAL AUDIENCE REACH

190,000



2017

PIP EDWARDS

@pip_edwards1



INFLUENCE SCORE

26

TOTAL AUDIENCE REACH

120,000



KATE WATERHOUSE

@katewaterhouse7



INFLUENCE SCORE

19

TOTAL AUDIENCE REACH

200,000



2017

TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN BRAZIL



BRUNO ROCHA

@hugogloss



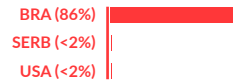
INFLUENCE SCORE
100

TOTAL AUDIENCE REACH
18,100,000

PRIMARY AUDIENCE INFO

18-20 yo (80%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



CAMILA COELHO

@camilacoelho



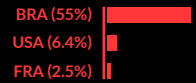
INFLUENCE SCORE
86

TOTAL AUDIENCE REACH
14,500,000

PRIMARY AUDIENCE INFO

18-20 yo (87%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



BRUNA SANTINA

@niinasecrets



INFLUENCE SCORE
57

TOTAL AUDIENCE REACH
7,100,000



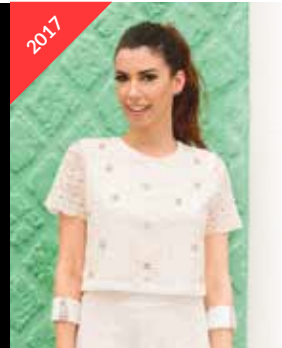
THASSIA NAVES

@thassianaves



INFLUENCE SCORE
44

TOTAL AUDIENCE REACH
3,700,000



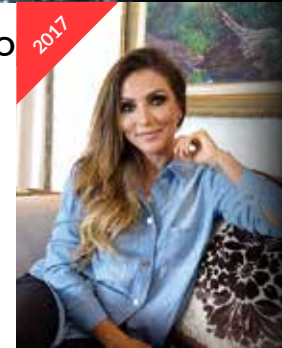
CAMILA COUTINHO

@camilacoutinho



INFLUENCE SCORE
41

TOTAL AUDIENCE REACH
2,900,000



MARCELA NOLETO

@lalanoleto



INFLUENCE SCORE
35

TOTAL AUDIENCE REACH
1,200,000



MARIA RUDGE

@lalatrussardirudge



INFLUENCE SCORE
35

TOTAL AUDIENCE REACH
1,700,000



VICTORIA CERIDONO

@vicceridono



INFLUENCE SCORE
34

TOTAL AUDIENCE REACH
1,100,000



NATALIA DI ROCCO VOZZA

@nativozza



INFLUENCE SCORE
34

TOTAL AUDIENCE REACH
1,000,000



HELENA BORDON

@helenabordon



INFLUENCE SCORE
33

TOTAL AUDIENCE REACH
1,300,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN CHINA



2017

YE SI

@gogoboi



INFLUENCE SCORE

99

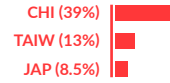
TOTAL AUDIENCE REACH

8,600,000

PRIMARY AUDIENCE INFO

18-20 yo (66%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



2017

YUAN WANG

@chrison 克里森



INFLUENCE SCORE

65

TOTAL AUDIENCE REACH

4,800,000

PRIMARY AUDIENCE INFO

18-23 yo (70%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



2017

TAO LIANG

@包先生mrbags



INFLUENCE SCORE

63

TOTAL AUDIENCE REACH

4,103,000



YIMIN FANG

@黎贝卡的异想世界



INFLUENCE SCORE

59

TOTAL AUDIENCE REACH

3,856,000



2017

YIN TANG

@吉良先生



INFLUENCE SCORE

51

TOTAL AUDIENCE REACH

3,068,000



XIN WANG

@反裤衩阵地



INFLUENCE SCORE

50

TOTAL AUDIENCE REACH

2,828,000



BO GAO

@freshboy



INFLUENCE SCORE

44

TOTAL AUDIENCE REACH

1,823,000



2017

XINXIN ZHANG

@原来是西门大嫂



INFLUENCE SCORE

39

TOTAL AUDIENCE REACH

1,796,000



WEI DENG

@商务范



INFLUENCE SCORE

32

TOTAL AUDIENCE REACH

571,000



2017

大饼穿搭札记

@大饼穿搭札记



INFLUENCE SCORE

30

TOTAL AUDIENCE REACH

759,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN FRANCE

Lorraine de Boisanger
Paris



2017

CARIN OLSSON

@parisinfourmonths



INFLUENCE SCORE

100

TOTAL AUDIENCE REACH

980,000

PRIMARY AUDIENCE INFO

25-29 yo (83%)

TOP 3 LOCATIONS

USA (13%)
FRA (13%)
GER (5.3%)

AUDIENCE INTERESTS



2017

CAMILLE CALLEN

@noholita



INFLUENCE SCORE

69

TOTAL AUDIENCE REACH

680,000

PRIMARY AUDIENCE INFO

21-24 yo (88%)

TOP 3 LOCATIONS

FRA (61%)
GER (4.9%)
BEL (3.8%)

AUDIENCE INTERESTS



2017

RENAN PACHECO

@iamrenanpacheco



INFLUENCE SCORE

47

TOTAL AUDIENCE REACH

430,000



ROMAIN COLIN

@romaincolin



INFLUENCE SCORE

42

TOTAL AUDIENCE REACH

170,000



2017

LISA HASSANI

@lilyrose

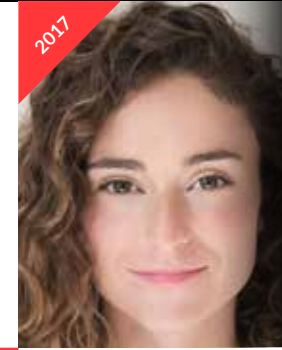


INFLUENCE SCORE

41

TOTAL AUDIENCE REACH

300,000



2017

OLIVIA THEBAUT

@oliviathebaut



INFLUENCE SCORE

41

TOTAL AUDIENCE REACH

300,000



CONSTANCE GENNARI

@thesocialitefamily



INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

140,000



2017

JOANN PAI

@sliceofpai



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

150,000



2017

MARISSA COX

@ruerodier



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

120,000



2017

ANNA DAWSON

@theballoondiary



INFLUENCE SCORE

29

TOTAL AUDIENCE REACH

150,000



2017

TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN GERMANY

headspace



PHILIPP STEHLER

@philipp_stehler



INFLUENCE SCORE

98

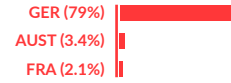
TOTAL AUDIENCE REACH

220,000

PRIMARY AUDIENCE INFO

18-20 yo (77%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



KONSTANTIN KRAYER

@konnykonstantin



INFLUENCE SCORE

82

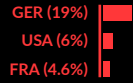
TOTAL AUDIENCE REACH

190,000

PRIMARY AUDIENCE INFO

18-20 yo (71%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



JONAS FÖRTSCH

@jonnyfoe



INFLUENCE SCORE

74

TOTAL AUDIENCE REACH

150,000



MAIKE SCHMITZ, KIRA TOLK,
SONJA PASZKOWIAK

@shoppisticated



INFLUENCE SCORE

67

TOTAL AUDIENCE REACH

121,000



FRANZISKA ALBRECHT

@frances



INFLUENCE SCORE

60

TOTAL AUDIENCE REACH

120,000



VALERIE HUSEMANN

@valerie.husemann



INFLUENCE SCORE

48

TOTAL AUDIENCE REACH

70,000



FRANZISKA FRÖHLICH

@ffranzy



INFLUENCE SCORE

45

TOTAL AUDIENCE REACH

72,100



MARIANNE KNECHT

@modesynthese



INFLUENCE SCORE

42

TOTAL AUDIENCE REACH

49,000



JENNIFER KEMEN

@fashioncircuz



INFLUENCE SCORE

41

TOTAL AUDIENCE REACH

60,000



JOHANNA SMUSCH

@fashionstylebyjohanna



INFLUENCE SCORE

38

TOTAL AUDIENCE REACH

43,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN HONG KONG



SUE CHANG

@suechangg



INFLUENCE SCORE

98

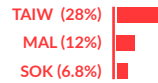
TOTAL AUDIENCE REACH

590,000

PRIMARY AUDIENCE INFO

18-20 yo ♀ (70%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



ZELIA ZHONG

@zelia



INFLUENCE SCORE

63

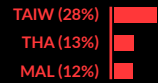
TOTAL AUDIENCE REACH

2,895,000

PRIMARY AUDIENCE INFO

18-20 yo ♀ (59%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



JESSIE LI

@4evajessie



INFLUENCE SCORE

50

TOTAL AUDIENCE REACH

200,000



THERESA WU

@ezzentrictwee



INFLUENCE SCORE

33

TOTAL AUDIENCE REACH

44,000



RUBY KWAN

@rougecloset



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

41,000



CHRISTOFFER CHENG

@curiouschristoffer



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

41,000



JJ ACUNA

@jj.acuna



INFLUENCE SCORE

30

TOTAL AUDIENCE REACH

34,000



RUTH CHAO

@ruth.chao



INFLUENCE SCORE

30

TOTAL AUDIENCE REACH

16,000



FEIPING CHANG

@xoxofei



INFLUENCE SCORE

29

TOTAL AUDIENCE REACH

44,000



VIVIENNE TANG

@viviennetang



INFLUENCE SCORE

26

TOTAL AUDIENCE REACH

17,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN INDIA



KRITIKA KHURANA

@thatbohogirl



INFLUENCE SCORE

91

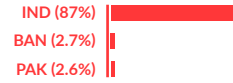
TOTAL AUDIENCE REACH

660,000

PRIMARY AUDIENCE INFO

18-20 yo (53%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



AASHNA SHROFF

@aashnashroff



INFLUENCE SCORE

83

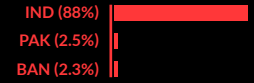
TOTAL AUDIENCE REACH

590,000

PRIMARY AUDIENCE INFO

21-24 yo (52%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



SANTOSHI SHETTY

@santoshishetty

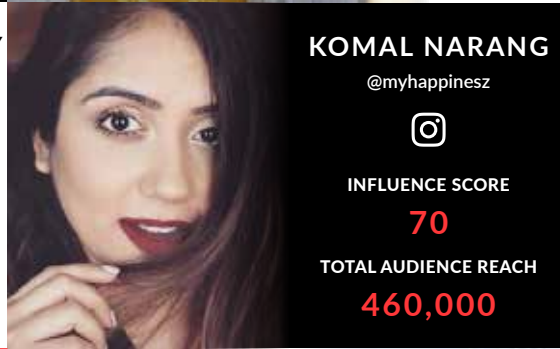


INFLUENCE SCORE

73

TOTAL AUDIENCE REACH

460,000



KOMAL NARANG

@myhappinesz

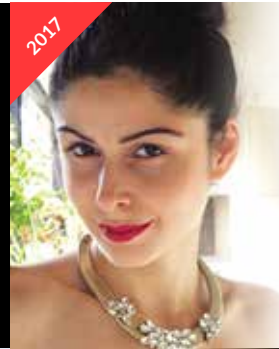


INFLUENCE SCORE

70

TOTAL AUDIENCE REACH

460,000



SCHEREZADE SHROFF

@sherryshroff



INFLUENCE SCORE

68

TOTAL AUDIENCE REACH

430,000



MASOOM MINAWALA

@missstylefiesta



INFLUENCE SCORE

56

TOTAL AUDIENCE REACH

340,000



SHEREEN BHARWANI

@shereenlovebug



INFLUENCE SCORE

45

TOTAL AUDIENCE REACH

200,000



MITALI SAGAR & SUMMIYYA PATNI

@houseofmisu



INFLUENCE SCORE

44

TOTAL AUDIENCE REACH

154,000



AKANKSHA REDHU

@akanksharedhu



INFLUENCE SCORE

40

TOTAL AUDIENCE REACH

190,000



NILU YULEENA THAPA

@bighairloudmouth



INFLUENCE SCORE

28

TOTAL AUDIENCE REACH

80,000

TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN IRELAND



2017

SUZANNE JACKSON

@sosueme_ie



INFLUENCE SCORE

94

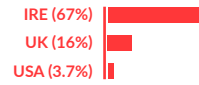
TOTAL AUDIENCE REACH

640,000

PRIMARY AUDIENCE INFO

18-20 yo (93%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



2017

PIPPA O'CONNOR

@pipsy_pie



INFLUENCE SCORE

93

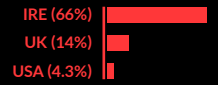
TOTAL AUDIENCE REACH

590,000

PRIMARY AUDIENCE INFO

18-20 yo (91%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



ROZ PURCELL

@rozannapurcell



INFLUENCE SCORE

60

TOTAL AUDIENCE REACH

350,000



2017

JOANNE LARBY

@makeupfairipro

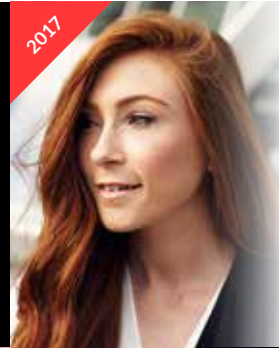


INFLUENCE SCORE

56

TOTAL AUDIENCE REACH

310,000



2017

ERIKA FOX

@retroflame

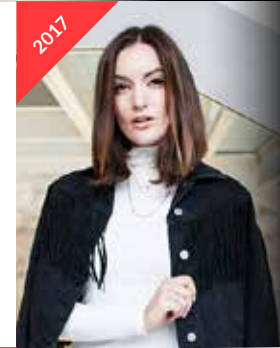


INFLUENCE SCORE

45

TOTAL AUDIENCE REACH

190,000



2017

ANOUSKA PROETTA BRANDON

@anouskapb



INFLUENCE SCORE

40

TOTAL AUDIENCE REACH

150,000



LAUREN ARTHURS

@lovelauren_eu



INFLUENCE SCORE

40

TOTAL AUDIENCE REACH

130,000



2017

JAMES KAVANAGH

@jamesalankavanagh



INFLUENCE SCORE

36

TOTAL AUDIENCE REACH

110,000



2017

LOUISE COONEY

@louisecooney_



INFLUENCE SCORE

32

TOTAL AUDIENCE REACH

110,000



2017 RISING STAR

LORNA WEIGHTMAN

@styleisleirl



INFLUENCE SCORE

28

TOTAL AUDIENCE REACH

33,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN ITALY

NEGRI FIRMAN
PR & COMMUNICATION



VERONICA FERRARO

@veronicaferraro



INFLUENCE SCORE

96

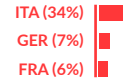
TOTAL AUDIENCE REACH

3,200,000

PRIMARY AUDIENCE INFO

21-24 yo (78%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



NIMA BENATI

@nimabenati



INFLUENCE SCORE

43

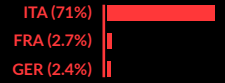
TOTAL AUDIENCE REACH

690,000

PRIMARY AUDIENCE INFO

21-24 yo (71%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



ELEONORA CARISI

@eleonoracarisi



INFLUENCE SCORE

41

TOTAL AUDIENCE REACH

700,000



ROBERTO DE ROSA

@robertoderosa



INFLUENCE SCORE

37

TOTAL AUDIENCE REACH

320,000



ANDREA TAMBURRINI

@andretamburrini



INFLUENCE SCORE

37

TOTAL AUDIENCE REACH

315,000



CATHERINE POULAIN

@official_cat

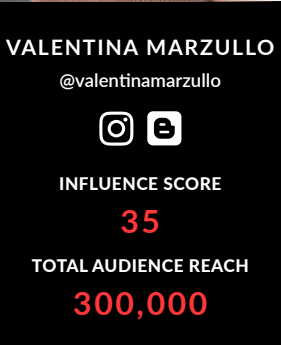


INFLUENCE SCORE

36

TOTAL AUDIENCE REACH

370,000



VALENTINA MARZULLO

@valentinamarzullo



INFLUENCE SCORE

35

TOTAL AUDIENCE REACH

300,000



CARLO SESTINI

@carlosestini

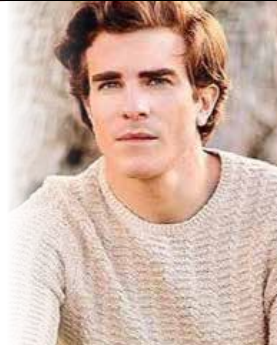


INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

200,000



LUCA MACELLARI PALMIERI

@lucamacellaripalmieri



INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

170,000



LORENZO LIVERANI

@liveranilorenzo



INFLUENCE SCORE

33

TOTAL AUDIENCE REACH

210,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN MALAYSIA

R.S.V.P



DAPHNE CHARICE

@daphnecharice



INFLUENCE SCORE

98

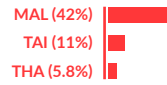
TOTAL AUDIENCE REACH

500,000

PRIMARY AUDIENCE INFO

18-20 yo (59%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



OLIVIA LAZUARDY

@olivialazuardy



INFLUENCE SCORE

64

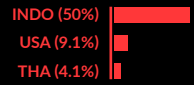
TOTAL AUDIENCE REACH

340,000

PRIMARY AUDIENCE INFO

21-24 yo (83%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



CHLOE LEONG

@chloeleongg_



INFLUENCE SCORE

70

TOTAL AUDIENCE REACH

170,000



KAREN KHO

@karenkh0



INFLUENCE SCORE

49

TOTAL AUDIENCE REACH

180,000



EMMA SHAZLEEN

@emmashazleen



INFLUENCE SCORE

49

TOTAL AUDIENCE REACH

190,000



CHRISTINNA KUAN

@ms_kuan



INFLUENCE SCORE

48

TOTAL AUDIENCE REACH

170,000



JAZEL LIM

@jazelxlim



INFLUENCE SCORE

42

TOTAL AUDIENCE REACH

130,000



CHERRIE LIONG

@cherriemun_



INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

72,000



JESSICA CHAW

@jessicashaw



INFLUENCE SCORE

32

TOTAL AUDIENCE REACH

60,000



RUBINI SAMBANTHAN

@rubinirubi



INFLUENCE SCORE

32

TOTAL AUDIENCE REACH

73,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN THE MIDDLE EAST



DANA AL TUWARISH

@daneeda_t



INFLUENCE SCORE

100

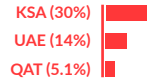
TOTAL AUDIENCE REACH

2,000,000

PRIMARY AUDIENCE INFO

18-20 yo (67%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



ABDULLAH AL JUMAH

@aaljumah



INFLUENCE SCORE

63

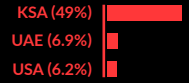
TOTAL AUDIENCE REACH

1,000,000

PRIMARY AUDIENCE INFO

18-20 yo (61%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



MTHAYEL AL ALI

@mthayelalali



INFLUENCE SCORE

52

TOTAL AUDIENCE REACH

730,000



JESSICA KAHAWATY

@jessicakahawaty



INFLUENCE SCORE

44

TOTAL AUDIENCE REACH

470,000



KAREN WAZEN BAKHAZI

@karenwazenb



INFLUENCE SCORE

43

TOTAL AUDIENCE REACH

370,000



SALEH AL BRAIK

@salehalbraik

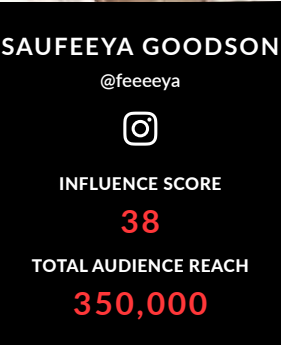


INFLUENCE SCORE

39

TOTAL AUDIENCE REACH

270,000



SAUFEYYA GOODSON

@feeeeya



INFLUENCE SCORE

38

TOTAL AUDIENCE REACH

350,000



LANA EL SAHELY

@lanaelsahely



INFLUENCE SCORE

37

TOTAL AUDIENCE REACH

270,000



NOUR ARIDA BADAWI

@nouraridaofficial



INFLUENCE SCORE

37

TOTAL AUDIENCE REACH

250,000



DANA HOURANI

@dana.hourani



INFLUENCE SCORE

30

TOTAL AUDIENCE REACH

70,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN POLAND

aliganza
FASHION AGENCY
WARSZAWA



EWA CHODAKOWSKA

@chodakowskaewa



INFLUENCE SCORE

96

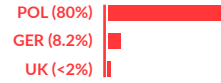
TOTAL AUDIENCE REACH

3,600,000

PRIMARY AUDIENCE INFO

18-20 yo (81%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



ANNA LEWANDOWSKA

@annalewandowskaphba



INFLUENCE SCORE

84

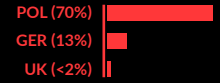
TOTAL AUDIENCE REACH

3,100,000

PRIMARY AUDIENCE INFO

18-20 yo (66%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



JOANNA KRUPA

@joannakrupa



INFLUENCE SCORE

84

TOTAL AUDIENCE REACH

3,400,000



JULIA KUCZYŃSKA

@maffashion_official

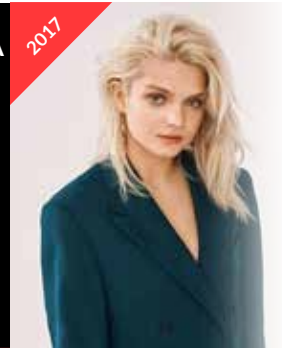


INFLUENCE SCORE

65

TOTAL AUDIENCE REACH

2,100,000



MAŁGORZATA JAMROŻY

@margaret_official



INFLUENCE SCORE

49

TOTAL AUDIENCE REACH

1,300,000



JESSICA MERCEDES KIRSCHNER

@jemerced



INFLUENCE SCORE

47

TOTAL AUDIENCE REACH

1,100,000



ZUZANNA KOŁODZIEJCZYK

@zuzol



INFLUENCE SCORE

35

TOTAL AUDIENCE REACH

860,000



MARINA ŁUCZENKO

@marina_official



INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

720,000



KAROLINA GILON

@karolinagilonofficial



INFLUENCE SCORE

33

TOTAL AUDIENCE REACH

350,000



KATARZYNA TUSK

@makelifeeasier_pl



INFLUENCE SCORE

29

TOTAL AUDIENCE REACH

240,000

TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN RUSSIA

R.S.V.P
WE CREATE YOUR STORY



NASTYA IVLEEVA

@_agentgirl_



INFLUENCE SCORE

98

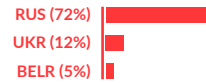
TOTAL AUDIENCE REACH

6,400,000

PRIMARY AUDIENCE INFO

18-20 yo (80%)

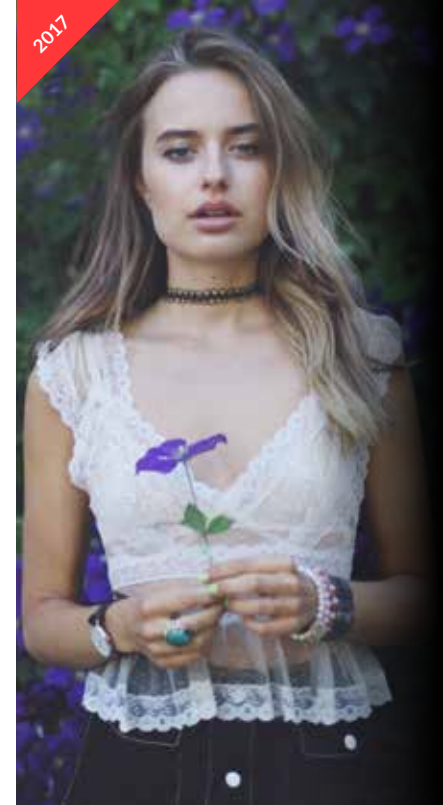
TOP 3 LOCATIONS



AUDIENCE INTERESTS



2017



SONYA ESMAN

@sonyaesman



INFLUENCE SCORE

89

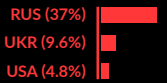
TOTAL AUDIENCE REACH

5,400,000

PRIMARY AUDIENCE INFO

18-20 yo (75%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



ELENA PERMINOVA

@lenaperminova



INFLUENCE SCORE

47

TOTAL AUDIENCE REACH

1,700,000



ELENA KRYGINA

@elenakrygina



INFLUENCE SCORE

47

TOTAL AUDIENCE REACH

1,600,000



DIANA KORKUNOVA

@diana_korkunova



INFLUENCE SCORE

43

TOTAL AUDIENCE REACH

1,300,000



MARIA IVAKOVA

@maria_ivakova



INFLUENCE SCORE

41

TOTAL AUDIENCE REACH

1,000,000



NATASHA DAVYDOVA

@tetyamotya



INFLUENCE SCORE

36

TOTAL AUDIENCE REACH

590,000



DARIA CHEBANOV

@dariachebanov



INFLUENCE SCORE

36

TOTAL AUDIENCE REACH

880,000



MARIA MINOGAROVA

@minogarova



INFLUENCE SCORE

35

TOTAL AUDIENCE REACH

730,000



DARIA MALYGINA

@dariamalygina



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

260,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN SINGAPORE

R.S.V.P



YOYO CAO

@yoyokulala



INFLUENCE SCORE

94

TOTAL AUDIENCE REACH

310,000

PRIMARY AUDIENCE INFO

21-24 yo (86%)

TOP 3 LOCATIONS

TAIW (11%)

JAP (9.2%)

USA (8%)

AUDIENCE INTERESTS



ANDREA CHONG

@dreachong



INFLUENCE SCORE

92

TOTAL AUDIENCE REACH

310,000

PRIMARY AUDIENCE INFO

18-20 yo (73%)

TOP 3 LOCATIONS

USA (9.2%)

MAL (9.2%)

AUS (7%)

AUDIENCE INTERESTS



CHRISTABEL CHUA

@bellywellyjelly



INFLUENCE SCORE

78

TOTAL AUDIENCE REACH

240,000



AIMEE CHENG-BRADSHAW

@aimeechengbradshaw



INFLUENCE SCORE

46

TOTAL AUDIENCE REACH

97,000



MAE TAN

@marxmae



INFLUENCE SCORE

43

TOTAL AUDIENCE REACH

82,000



SAVINA CHAI

@savinachaijy



INFLUENCE SCORE

42

TOTAL AUDIENCE REACH

79,000



VALERIE WANG

@valerie_wang



INFLUENCE SCORE

39

TOTAL AUDIENCE REACH

66,000



NICOLE WONG

@ncwong



INFLUENCE SCORE

39

TOTAL AUDIENCE REACH

65,000



NELLIE LIM

@nellielim



INFLUENCE SCORE

36

TOTAL AUDIENCE REACH

61,000



KATIE KATE YONG

@katepurk



INFLUENCE SCORE

36

TOTAL AUDIENCE REACH

52,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN SPAIN

nota bene
MAKING LIFESTYLE A CONVERSATION



2017

AIDA DOMENECH
@dulceida



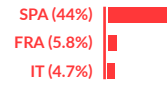
INFLUENCE SCORE
98

TOTAL AUDIENCE REACH
4,100,000

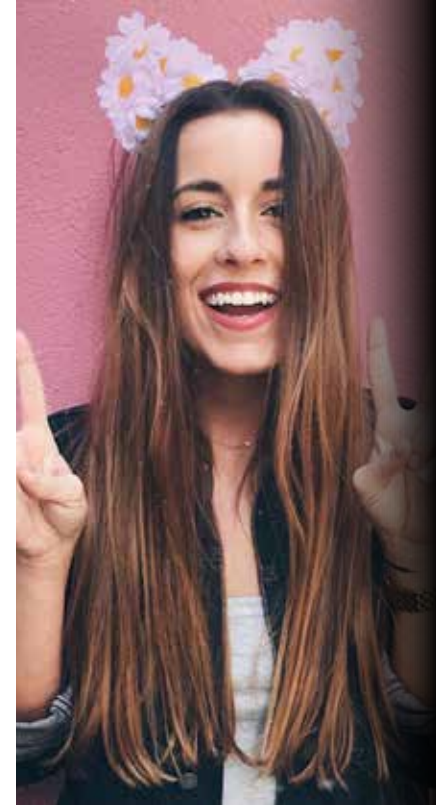
PRIMARY AUDIENCE INFO

<17 yo (82%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



PAULA GONU
@paulagonu



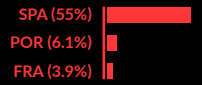
INFLUENCE SCORE
70

TOTAL AUDIENCE REACH
2,800,000

PRIMARY AUDIENCE INFO

<17 yo (84%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



2017

ALEXANDRA PEREIRA
@lovelypepa



INFLUENCE SCORE
67

TOTAL AUDIENCE REACH
2,300,000



2017

SARA ESCUDERO
@collagevintage



INFLUENCE SCORE
51

TOTAL AUDIENCE REACH
1,700,000



2017

GRACE VILLARREAL
@gracyvillarreal



INFLUENCE SCORE
48

TOTAL AUDIENCE REACH
1,300,000



LAURA ESCANES
@lauraescanes



INFLUENCE SCORE
48

TOTAL AUDIENCE REACH
1,500,000



JESSICA GOICOECHEA
@goicoechea22



INFLUENCE SCORE
38

TOTAL AUDIENCE REACH
960,000



2017

MARC FORNE
@marcforne



INFLUENCE SCORE
37

TOTAL AUDIENCE REACH
390,000



2017

MARIA POMBO
@mariapombo



INFLUENCE SCORE
35

TOTAL AUDIENCE REACH
870,000



2017

BELEN HOSTALET TRIBALDOS
@belenhostalet



INFLUENCE SCORE
35

TOTAL AUDIENCE REACH
630,000

TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN THE NETHERLANDS



2017

NEGIN MIRSELEHI

@negin_mirselehi



INFLUENCE SCORE

98

TOTAL AUDIENCE REACH

4,900,000

PRIMARY AUDIENCE INFO

18-20 yo (73%)

TOP 3 LOCATIONS

USA (8.8%)
TUR (8.3%)
GER (7.5%)

AUDIENCE INTERESTS



2017

MONICA GEUZE

@monicageuze



INFLUENCE SCORE

39

TOTAL AUDIENCE REACH

1,300,000

PRIMARY AUDIENCE INFO

18-20 yo (69%)

TOP 3 LOCATIONS

NET (75%)
BEL (6.5%)
USA (<2%)

AUDIENCE INTERESTS



2017

JIAMII JONGEJAN

@jiami

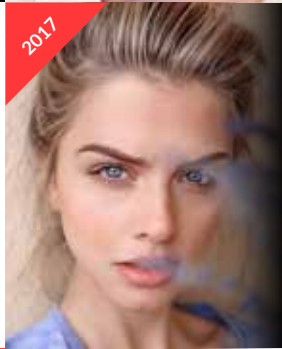


INFLUENCE SCORE

35

TOTAL AUDIENCE REACH

500,000



2017

CLAIRE ROSE CLITEUR

@claaertjrose



INFLUENCE SCORE

35

TOTAL AUDIENCE REACH

320,000



2017

ANNA NIKBAKHT NOOSHIN

@annanooshin



INFLUENCE SCORE

35

TOTAL AUDIENCE REACH

880,000



2017

YARA MICHELS

@yara_michels



INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

280,000



2017

ROOS-ANNE VAN DORSTEN

@moderosaofficial



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

230,000



2017

NOOTJE DE GROOT

@queenofjetlags

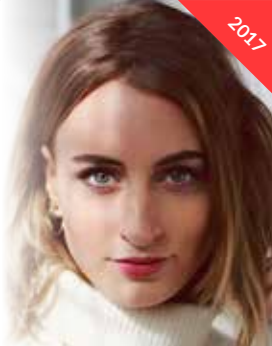


INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

610,000



2017

STEPHANIE ABU-SBEIH

@stephsa



INFLUENCE SCORE

29

TOTAL AUDIENCE REACH

480,000



2017

LIZZY VAN DER LIGT

@lizzyvdligt



INFLUENCE SCORE

28

TOTAL AUDIENCE REACH

310,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN THE UK

TALK PR



JIM CHAPMAN

@jimchapman



INFLUENCE SCORE

92

TOTAL AUDIENCE REACH

9,100,000

PRIMARY AUDIENCE INFO

18-20 yo (82%)

TOP 3 LOCATIONS

UK (22%)
USA (15%)
GER (5.3%)

AUDIENCE INTERESTS



VICTORIA MAGRATH

@inthefrow



INFLUENCE SCORE

38

TOTAL AUDIENCE REACH

1,600,000

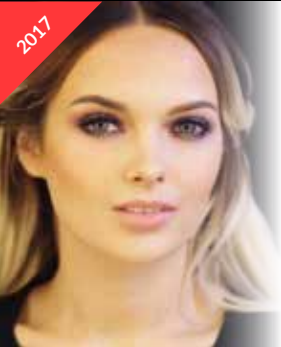
PRIMARY AUDIENCE INFO

18-20 yo (86%)

TOP 3 LOCATIONS

UK (25%)
USA (9.6%)
GER (9%)

AUDIENCE INTERESTS



2017 RISING STAR

EM FORD

@mypaleskinblog



INFLUENCE SCORE

32

TOTAL AUDIENCE REACH

2,200,000



2017 RISING STAR

LYDIA MILLEN

@lydiaemillen



INFLUENCE SCORE

30

TOTAL AUDIENCE REACH

1,300,000



LORNA ANDREWS

@lornaluxe



INFLUENCE SCORE

28

TOTAL AUDIENCE REACH

580,000



2017 RISING STAR

JOSIE FEAR

@josiedn



INFLUENCE SCORE

27

TOTAL AUDIENCE REACH

380,000



ADAM TANOUS

@thedapperchapper



INFLUENCE SCORE

24

TOTAL AUDIENCE REACH

30,000



CARL THOMPSON

@hawkinsandshepherd



INFLUENCE SCORE

23

TOTAL AUDIENCE REACH

73,000



ROSE THOMAS

@rosielondoner



INFLUENCE SCORE

22

TOTAL AUDIENCE REACH

800,000



CHARLIE IRONS

@charlieirons



INFLUENCE SCORE

21

TOTAL AUDIENCE REACH

89,000



TOP 10

LUXURY LIFESTYLE INFLUENCERS

IN THE US



2017

SONYA ESMAN

@sonyaesman



INFLUENCE SCORE

100

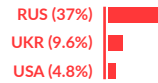
TOTAL AUDIENCE REACH

5,400,000

PRIMARY AUDIENCE INFO

18-20 yo (75%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



NEGIN MIRSALEHI

@negin_mirsalehi



INFLUENCE SCORE

86

TOTAL AUDIENCE REACH

4,900,000

PRIMARY AUDIENCE INFO

18-20 yo (73%)

TOP 3 LOCATIONS



AUDIENCE INTERESTS



LEANDRA COHEN

@leandramcohen



INFLUENCE SCORE

73

TOTAL AUDIENCE REACH

3,290,000



SHEA MARIE

@peacelovesshea



INFLUENCE SCORE

62

TOTAL AUDIENCE REACH

2,800,000



NICOLE WARNE

@garypeppergirl



INFLUENCE SCORE

55

TOTAL AUDIENCE REACH

2,200,000



2017

OLIVIA LOPEZ

@lusttforlife



INFLUENCE SCORE

34

TOTAL AUDIENCE REACH

600,000



NATALIE SUAREZ

@natalieoffduty



INFLUENCE SCORE

32

TOTAL AUDIENCE REACH

600,000



LINDA VAN TOL

@lindatol_



INFLUENCE SCORE

31

TOTAL AUDIENCE REACH

390,000



LAINY HEDAYA

@lainyhedaya



INFLUENCE SCORE

30

TOTAL AUDIENCE REACH

182,000



2017

COURTNEY TROP

@alwaysjudging



INFLUENCE SCORE

26

TOTAL AUDIENCE REACH

320,000





MICRO-INFLUENCERS

IN LUXURY LIFESTYLE

With micro-influencers gaining ground in every market, we asked our 18 SERMO agencies to identify two influencers who they consider to be “ones-to-watch” in the luxury lifestyle space. These influencers might have relatively small followings now, but their online influence is growing fast. Working with this new generation of talent can be incredibly powerful. They engage on a more personal level with their audience, offer attractive price points and they’ve been proven to receive higher engagement and conversion rates than top-tier influencers. Catch them at this early stage of their careers to reap rewards in the long-term.



KIRI VASALES

@bazaarmumma

AUSTRALIA

TOTAL AUDIENCE REACH

25,000



BIO

Kiri is a mum of two girls, based in Sydney's eastern suburbs, with a great eye for fashion and style and an open mind to mothering. Her posts are always well received and she has really built herself a name in the fashionable mum world.



RACHELLE ROWLINGS

@rachelle.rowlings

AUSTRALIA

TOTAL AUDIENCE REACH

21,000



BIO

Rachelle is a young mum to two beautiful bubs, and has a really unique tone of voice with regards to the reality of motherhood. She is 'the full monty' of being a parent, with a sleek and on-the-pulse high-end fashion style.



CARLA FILIPPINI

@cacafilippini

BRAZIL

TOTAL AUDIENCE REACH

330,000



BIO

Carla has many strings to her bow of influence. She offers straightforward, easy to follow life advice as a consultant and speaker. She also knows a thing or two about beauty, sharing tips and tricks. She is well travelled, a fitness fanatic with a focus on wellbeing and known for her simplistic style.



MARCELLA TRANCHESI

@matranchesi

BRAZIL

TOTAL AUDIENCE REACH

320,000



BIO

Granddaughter of Lucia Piva de Albuquerque Tranchesi—the founder of shopping mecca Daslu—it is no surprise that 22 year old Marcella found her footing in the fashion industry. Along with her sister Lu, Marcella launched the now hugely successful Brazilian fast fashion label 284 in 2008 and today the brand has grown to include a magazine and an e-commerce site.



SIJIA WEI

@韦思嘉

CHINA

TOTAL AUDIENCE REACH

316,000



BIO

Sijia worked for the Trends Group after graduating from a top university in China. She now works as a fashion blogger full-time and her social following is growing rapidly. What's more, she maintains a very good relationship with her fans. So her engagement and conversion rates are especially high.



XIAOWEI XUE & LIN ZHANG

@sugarandspice

CHINA

TOTAL AUDIENCE REACH

337,000



BIO

Sugar and Spice are two girls from Net-a-Porter and Farfetch known for their very good taste. Their high-quality content combined with professional knowledge means they have accumulated many loyal followers. They used to predominantly work on WeChat, but last year they set-up a Weibo account.



LINDSEY TRAMUTA

@lostncheeseland

FRANCE

TOTAL AUDIENCE REACH

95,000



BIO

A Paris-based journalist and author who hails from Philadelphia but has lived in Paris for 11 years. The Francophile, who has written for The New York Times and Conde Nast Traveller covers not-so-cliché topics, new trends, travel and all things French.



NATHANYEL BENSEMHOUSE

@nathanyelbns

FRANCE

TOTAL AUDIENCE REACH

210,000



BIO

A Lyonnais blogger and photographer who claims Paris is where his heart is, started his blog as a creative canvas to express his personal inspirations and travel adventures.



MATTHIAS LIMMER

@matthewmister

GERMANY

TOTAL AUDIENCE REACH

16,000



BIO

Former model, Matthias, loves to create inspiring outfits and gives his community tips on fashion and beauty news. His style has been described as minimalist meets "Lady Gaga". Clean, but always extravagant.



ARZU LIV HAVEN

@howsheliv

GERMANY

TOTAL AUDIENCE REACH

27,000



BIO

Arzu's blog is about her personal style preferences, tips for travel and everyday life for those who love all things fashion and lifestyle. Arzu has an MBA in media management and was responsible for the launch of the Genee app in Berlin and LA which makes social media channels shoppable.



INGRID LOUISE WONG

@ingridlwong

HONG KONG

TOTAL AUDIENCE REACH

18,000



BIO

Having graduated from Parson's School of Design in New York, Ingrid has returned to Hong Kong and is working as a model and influencer. She already works with esteemed brands like Chanel, YSL and Clinique, to name a few.



MANDY YUEN

@mandeeree

HONG KONG

TOTAL AUDIENCE REACH

18,000



BIO

As a former teacher, Mandy has dived into social media sharing her fashion and beauty tips and routines. Now, also sharing her lifestyle as a mother of one, her content has diversified and her audience is quickly growing as a result.



AAYUSHI BANGUR

@styledrive

INDIA

TOTAL AUDIENCE REACH

260,000



BIO

Aayushi is one of the country's most popular fashion bloggers. Part of her blogs standout appeal is the striking collection of photos and videos, shot with a discerning eye for colour and mood by her boyfriend, Smaran Sahu.



SURBHI SETHI

@headtilt

INDIA

TOTAL AUDIENCE REACH

48,000



BIO

Surbhi's blog, HeadTilt, was set-up in 2012 and was merely about looking at the world of fashion through her own eyes, but now its prime focus is on her own personal style. She's got a very offbeat style which involves a lot of minimalism and chic looks.



JODIE WOOD

@jodiewood_

IRELAND

TOTAL AUDIENCE REACH

28,000



BIO

Jodie is beauty editor of Social & Personal magazine. Born and raised in South Dublin, Jodie is a qualified nutritionist. She started modelling when she was 18, fell in love with fashion and beauty and started her blog as an insight into her life, from food and fitness to fashion and beauty.



NIAMH O'SULLIVAN

@niamh_osullivan

IRELAND

TOTAL AUDIENCE REACH

22,000



BIO

Having returned from a stint in New York City, Niamh is back in her native Ireland and reinstated on the Dublin blogging scene. She is a fitness, lifestyle and clean-eating fanatic sharing motivational workout tips and guilt-free recipes.



ANDREA FACCIO

@andreafficio

ITALY

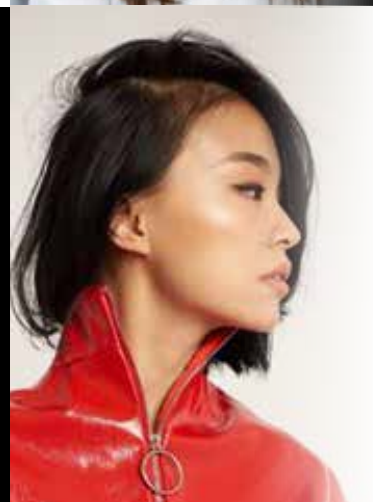
TOTAL AUDIENCE REACH

130,000



BIO

Andrea started his digital career back in 2012 establishing his role as an influencer fast enough to be noticed. He quickly started collaborating with big name brands such as Calvin Klein, Fossil, Moncler and Hugo Boss.



NIKI WUJIE

@niki_wujie

ITALY

TOTAL AUDIENCE REACH

35,000



BIO

Niki is based in Milan but she is originally from China - she is one of the most interesting bloggers at the moment. She is rising to fame thanks to her unique content, that blends design and fashion catching the interest of important brands in the business.



JOHANIS SANI

@j0.ms

MALAYSIA

TOTAL AUDIENCE REACH

560,000



BIO

Johanis is a Malaysian YouTuber whose videos feature makeup tutorials, YouTube challenges, song covers, and travelogues. She was awarded a YouTube plaque at the end of last year for garnering over 100,000 views, as well as an Instafamous 2017 award for the most stylish influencer.



SHIVNI BALRAJ

@penmyblog

MALAYSIA

TOTAL AUDIENCE REACH

31,000



BIO

PenMyBlog started as a personal beauty diary but has expanded into a fashion and beauty website and YouTube channel. Last year saw Shivni make the top six for the first cycle of the NYX Face Awards in Malaysia and her blog ranked 46th globally on Feedspot's Top 100 Asian Fashion Blogs.



PARVANÉ BARRET

@parvbar

MIDDLE EAST

TOTAL AUDIENCE REACH

15,000



BIO

Parvané is an aspiring young fashion blogger based in Dubai. She was selected by Puma as one of their Middle Eastern brand ambassadors. Her edgy style was also picked by Gucci who featured her in a number of regional magazine shoots.



RHEA JACOBS

@therjacobs

MIDDLE EAST

TOTAL AUDIENCE REACH

7,100



BIO

Rhea is the official face of Marc Jacobs after being picked from over 100,000 applicants as part of the brand's #pickmemarc campaign. Not only did the Dubai-based fashion and beauty blogger make it down to the final 10, she won one of five places to represent the luxury beauty brand at a global level.



KINGA LITWINCZUK

@styleon_bykinga

POLAND

TOTAL AUDIENCE REACH

40,000



BIO

Author of popular fashion blog, Style On. Kinga has worked in collaboration with brands such as Chanel, FOSSIL, TOPSHOP and Michael Kors and her content has a fashion, lifestyle and art focus.



OLIVIA KIJO

@oliviakijo

POLAND

TOTAL AUDIENCE REACH

99,000



BIO

The founder and writer of THE DIGITAL JOURNAL platform. Olivia's focus is on high-end fashion and beauty. She has worked in collaboration with brands such as Chanel Beauty, Estée Lauder and Michael Kors.



ALEKSANDRA ZHARKOVA

@sasha_zharkovaa

RUSSIA

TOTAL AUDIENCE REACH

102,000



BIO

Co-Founder of Setters Agency, which is engaged in creating social content for commercial brands and one of the most popular bloggers in Moscow. Aleksandra is a popular public speaker and receives high engagement with her special sense of sincerity and trust.



MARIA NOVOSAD

@marianovosad

RUSSIA

TOTAL AUDIENCE REACH

830,000



BIO

Instagram and YouTube vlogger, rising star and new-wave IT-girl, Maria is a body positive, fashion addicted public speaker with a bright personality. Often hosting media workshops for fashion and beauty brands.



MELODY TAN

@meowiie

SINGAPORE

TOTAL AUDIENCE REACH

54,000



BIO

Melody is a creative person with a keen eye for aesthetics and detail. She showcases this through her unique sense of style and her quality social content. A frequent traveller, she loves exploring exotic places and meeting people from all walks of life.



NALINNA LI

@nalinnali

SINGAPORE

TOTAL AUDIENCE REACH

132,000



BIO

A lifestyle and travel influencer who adds a unique touch to her photos. She is also the ambassador for Leica Camera Asia Pacific APS-C and founder of @forestbake an artisanal bakery.



CARLOTA WEBER

MAZUECOS

@carlotaweberm

SPAIN

TOTAL AUDIENCE REACH

190,000



BIO

This young digital influencer's community is growing fast, and with it, her list of brand collaborations. These have included Zadig & Voltaire, Amazon Fashion, Nina Ricci, amongst many others.



LUNA SOBRINO

@lunasobrino

SPAIN

TOTAL AUDIENCE REACH

150,000



BIO

Influencer, model and stylist Luna, only works with brands that match her philosophy and allow her to create high quality visual content and build trust within her community. Posts of her enviable lifestyle have a professional, editorial feel and she's now a frequent face in GLAMOUR.ES, TELVA and ELLE.



ELISA & VITA BOERS

@blondetigers

THE NETHERLANDS

TOTAL AUDIENCE REACH

208,000



BIO

Blonde Tigers was created by sisters Elisa and Vita who live together in Amsterdam and share their daily life with the world on their successful Instagram and YouTube channel. Both lived in New York City for more than three years and moved back to Amsterdam in 2016.



ISAYA ELAIS

@elaisaya

THE NETHERLANDS

TOTAL AUDIENCE REACH

74,000



BIO

Isaya is the founder of Elaisaya and is a professional model. She is bohemian, feminine and sometimes likened to a young Negin Mirsalehi. Her best friend is popular travel blogger, Giaro Giarratano.



EMILY VALENTINE

@stylelobster

UK

TOTAL AUDIENCE REACH

48,000



BIO

Emily started her fashion and beauty blog in 2014 and since then she has quickly built up an impressive community of loyal followers, who look to her for advice on the latest makeup trends, product reviews and style inspiration.



SOPHIE MILNER

@sophiemilner_fs

UK

TOTAL AUDIENCE REACH

100,000



BIO

Fashion Slave started as an online personal style diary capturing Sophie's style choices, but over the years it has grown into a platform for real life, relationship, and feminism advice all written in a relatable, honest and frank way.



LYN SLATER

@iconaccidental

US

TOTAL AUDIENCE REACH

315,000



BIO

A 64 year old professor at Fordham University who also happens to be an increasingly popular fashion influencer, with over 300,000 Instagram followers. Lyn is signed with ELITE, London's Special Bookings division and recently featured in a campaign for Mango. She proves that you can be a style icon and fashionable at any age.



REESE BLUTSTEIN

@double3xposure

US

TOTAL AUDIENCE REACH

161,000



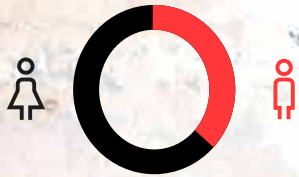
BIO

The Atlanta-based, 20 year old student and style star shares her love of thrifting, favourite small brands and day-to-day style for her ever-increasing band of followers.

INFLUENCE



FOLLOWERS



AUDIENCE INTERESTS



INFLUENCERS THAT MATTER

SERMO's 18 luxury and lifestyle agencies around the world offer expert local influencer marketing in their own territories. They are also able, via the network, to connect influencers and clients for global reach.

If you would like to know how SERMO could help your brand or business identify and work with those influencers that matter most, please contact:

Tanya Hughes, President, SERMO Communication
E: tanya.hughes@talkpr.com

TWITTER & INSTAGRAM: @SERMOCOMMS
WWW.SERMOCOMMUNICATIONS.COM

INFLUENCE



FOLLOWERS



AUDIENCE INTERESTS



SERMO