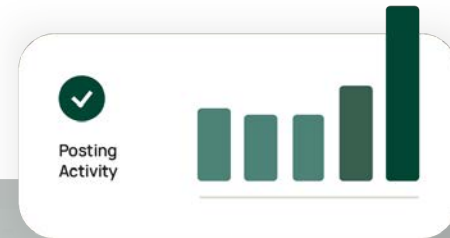


The Tribe Top 10

Beauty and Fashion Rankings: Social Media's Top Brands

December 2022 + Whole-Year 2022 US Beauty, Fashion, & EMEA Beauty



@iloveglassesstoo

\$22.5k EMV
452.5k Impressions

Tribe Dynamics
A CreatorIQ Company



Contents



03 Top 10 Leaderboards, 2022

- 03 US Cosmetics
- 04 US Skincare
- 05 US Haircare
- 06 EU Beauty
- 07 UK Beauty
- 08 France Beauty
- 09 EU Skincare
- 10 UK Skincare
- 11 France Skincare
- 12 US Luxury Fashion
- 13 US Apparel

14 US Cosmetics, December 2022

- 16 Brand Highlights

17 US Skincare

- 19 Brand Highlights

20 US Haircare

- 22 Brand Highlights

23 Europe Beauty

- 29 Brand Highlights

30 Europe Skincare

- 36 Brand Highlights

37 US Luxury Fashion

- 39 Brand Highlights

40 US Apparel

- 42 Brand Highlights

43 What Is EMV?

Top 10 Cosmetics Brands in the US, 2022

Brand	Total EMV		YoY
ColourPop	\$443,474,770		-28%
Charlotte Tilbury	\$384,378,101		29%
NYX Professional Makeup	\$325,406,330		-19%
MAC	\$318,375,901		-7%
Fenty Beauty	\$317,456,486		-14%
Anastasia Beverly Hills	\$308,556,637		-36%
Rare Beauty	\$290,082,962		69%
Benefit	\$282,586,336		-32%
E.L.F.	\$275,931,177		-1%
NARS	\$259,068,631		-12%

Top 10 Skincare Brands in the US, 2022

Brand	Total EMV	YoY
Glow Recipe	\$82,047,271	21%
La Roche-Posay	\$66,865,089	73%
Tatcha	\$61,872,204	-19%
TULA	\$61,315,921	-42%
Supergoop!	\$60,340,413	32%
Drunk Elephant	\$59,079,048	4%
Elemis	\$56,375,565	67%
CeraVe	\$55,174,649	10%
Summer Fridays	\$50,378,295	-3%
Laneige	\$49,438,723	38%

Top 10 Haircare Brands in the US, 2022

Brand	Total EMV		YoY
Olaplex	\$120,231,802		1%
Redken	\$103,108,532		2%
Schwarzkopf Professional	\$60,732,189		-5%
K18 Hair	\$56,479,189		27%
Wella	\$42,838,344		-4%
Bumble and bumble.	\$38,912,555		128%
Ouai	\$36,665,030		-18%
Amika	\$36,398,898		13%
Moroccanoil	\$31,851,941		8%
Brazilian Bond Builder	\$31,764,443		-18%

Top 5 Tools, Wigs, & Extensions

Brand	Total EMV
Dyson (Haircare)	\$106,051,067
Framar	\$58,506,903
ghd	\$57,998,145
Bellami	\$34,705,285
Insert Name Here	\$30,174,875

Top 10 Beauty Brands in Europe, 2022

Brand	Total EMV	YoY
Charlotte Tilbury	\$256,167,707	10%
MAC	\$191,238,702	-22%
Dior (Beauty)	\$177,161,908	15%
L'Oréal Paris	\$169,408,009	2%
ghd	\$156,840,532	-1%
Benefit	\$155,331,875	-35%
NYX Professional Makeup	\$150,760,023	-31%
NARS	\$149,105,596	-28%
Anastasia Beverly Hills	\$121,606,605	-37%
Fenty Beauty	\$120,478,886	-36%

Top 10 Beauty Brands in the UK, 2022

Brand	Total EMV		YoY
Charlotte Tilbury	\$162,506,103		7%
NARS	\$115,158,324		-28%
MAC	\$100,784,453		-32%
Revolution Beauty	\$88,233,754		-31%
Benefit	\$84,576,178		-42%
Huda Beauty	\$84,039,106		-37%
Anastasia Beverly Hills	\$82,375,619		-36%
NYX Professional Makeup	\$68,645,289		-41%
Dior (Beauty)	\$67,069,840		22%
Fenty Beauty	\$66,536,167		-41%

Top 10 Beauty Brands in France, 2022

Brand	Total EMV		YoY
NYX Professional Makeup	\$36,700,276		3%
L'Oréal Paris	\$36,511,219		7%
MAC	\$33,740,815		19%
Charlotte Tilbury	\$32,255,455		16%
Dior (Beauty)	\$31,359,212		20%
Fenty Beauty	\$31,008,820		-9%
Benefit	\$26,670,814		-22%
Lancôme	\$24,319,531		54%
ghd	\$19,781,387		-11%
Sephora Collection	\$18,856,872		2%

Top 10 Skincare Brands in Europe, 2022

Brand	Total EMV		YoY
La Roche-Posay	\$38,247,706		13%
Caudalie	\$31,082,904		2%
Nivea	\$27,377,120		16%
Elemis	\$27,052,938		-8%
L'Oréal Paris (Skincare)	\$26,473,526		98%
Yepoda	\$24,733,549		70%
Kiehl's	\$24,206,831		-23%
CeraVe	\$20,991,385		-9%
L'Occitane en Provence	\$20,928,777		11%
Wild	\$20,881,635		33%

Top 10 Skincare Brands in the UK, 2022

Brand	Total EMV	YoY
Elemis	\$22,973,577	-3%
REN Skincare	\$16,636,556	-3%
The Inkey List	\$15,288,473	3%
La Roche-Posay	\$14,381,531	18%
Glow Recipe	\$12,829,997	22%
Tatcha	\$11,973,694	104%
Bondi Sands	\$11,839,700	11%
CeraVe	\$11,553,111	-2%
Caudalie	\$10,051,190	6%
Dermalogica	\$9,928,361	-11%

Top 10 Skincare Brands in France, 2022

Brand	Total EMV		YoY
Typology	\$11,881,235		212%
Erborian	\$11,328,821		-4%
Caudalie	\$11,310,035		-3%
L'Occitane en Provence	\$9,492,629		51%
La Roche-Posay	\$8,249,544		26%
HelloBody	\$8,060,797		-69%
Avène	\$6,558,714		67%
Fenty Skin	\$6,390,583		-30%
Rituals	\$5,779,399		-11%
Nivea	\$5,330,647		27%

Top 10 Luxury Fashion Brands in the US, 2022

Brand	Total EMV	YoY
Gucci (Fashion)	\$391,972,535	-14%
Dior (Fashion)	\$351,286,423	-9%
Balenciaga	\$345,980,282	78%
Louis Vuitton	\$332,486,822	-10%
Chanel (Fashion)	\$327,399,800	-11%
Prada	\$320,121,784	-5%
Valentino	\$240,548,576	31%
YSL (Fashion)	\$237,132,222	10%
Versace	\$233,130,464	-5%
Dolce & Gabbana (Fashion)	\$168,134,774	5%

Top 10 Apparel Brands in the US, 2022

Brand	Total EMV		YoY
Fashion Nova	\$1,353,089,439		-34%
Nike	\$769,895,160		-13%
SHEIN	\$560,929,641		-1%
Zara	\$528,570,961		-8%
Adidas	\$379,803,359		0%
Gymshark	\$326,087,705		-29%
PrettyLittleThing	\$311,315,955		-44%
Alo Yoga	\$304,828,597		-1%
H&M	\$286,899,081		-10%
Skims	\$231,735,353		48%

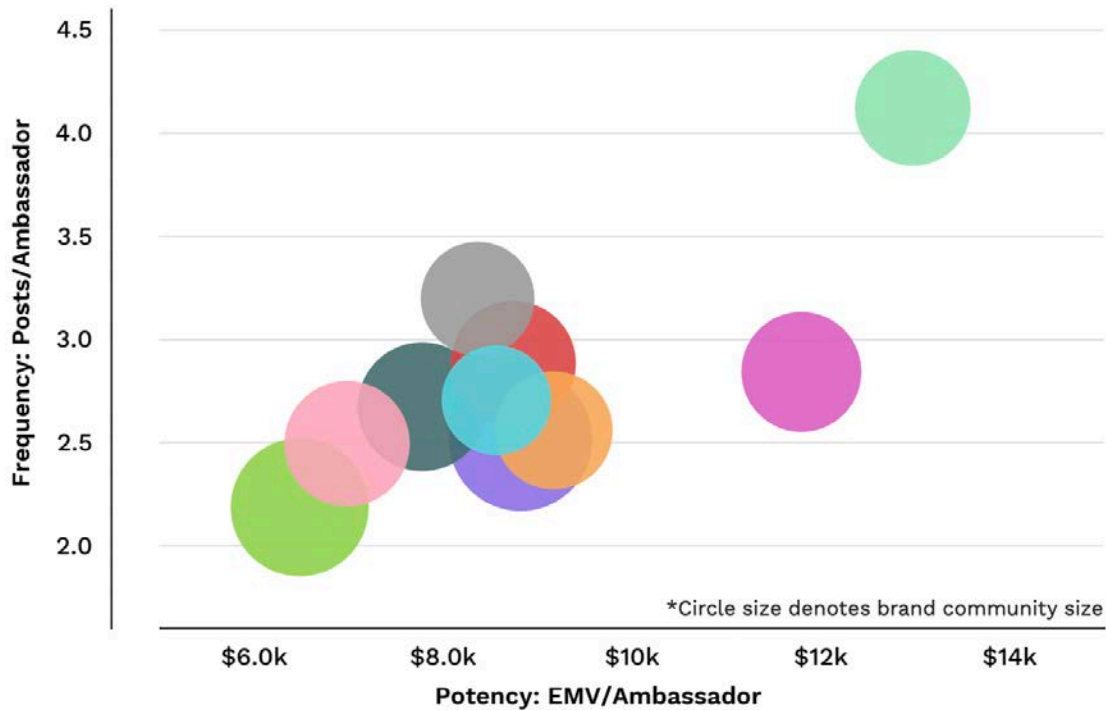
Top 10 Cosmetics Brands in the US, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st ↑ 1	Charlotte Tilbury	\$33,354,047	↑ 18%	↑ 4%
2nd ↓ 1	ColourPop	\$31,923,648	↓ -3%	↓ -16%
3rd ↑ 3	Rare Beauty	\$31,261,869	↑ 49%	↑ 116%
4th → 0	NYX Professional Makeup	\$25,166,213	↑ 8%	↓ -8%
5th ↓ 2	MAC	\$23,795,305	↓ -3%	↓ -8%
6th ↑ 1	Dior (Cosmetics)	\$23,486,029	↑ 16%	↑ 28%
7th ↓ 2	Fenty Beauty	\$22,728,896	→ 0%	↓ -9%
8th ↑ 1	Anastasia Beverly Hills	\$20,211,474	↑ 17%	↓ -32%
9th ↓ 1	Benefit	\$19,900,344	↑ 13%	↓ -29%
10th ●	E.L.F.	\$18,916,637	↑ 38%	↑ 6%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Cosmetics Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Charlotte Tilbury	3,780	2.5	\$8,824
ColourPop	2,460	4.1	\$12,977
Rare Beauty	2,650	2.8	\$11,797
NYX Professional Makeup	2,877	2.9	\$8,747
MAC	3,058	2.7	\$7,781
Dior (Cosmetics)	2,560	2.6	\$9,174
Fenty Beauty	3,505	2.2	\$6,485
Anastasia Beverly Hills	2,893	2.5	\$6,986
Benefit	2,378	3.2	\$8,369
E.L.F.	2,208	2.7	\$8,567

Brand Highlights

A Closer Look at US Cosmetics

Brand:

Rare Beauty



Highlight:

Product

Rare Beauty secured the No. 3 position in December's Top 10 with \$31.3M EMV, an impressive 49% month-over-month growth. The brand's gift-worthy holiday sets and collections contributed to a 12% MoM expansion of Rare Beauty's community, which grew to 2.6k content creators. The viral Soft Pinch Liquid Blush dominated conversations across social channels among 533 creators who shared 998 posts featuring the product, netting \$5.9M EMV. Mentions of #RareBeautyBlush inspired 171 posts from 102 brand advocates, collectively powering \$2.0M EMV for Rare Beauty. Overall, a 33% MoM surge in posts from the brand's creator community contributed to a 30% MoM increase in average potency, which reached \$11.8k EMV per advocate.

Brand:

Anastasia
Beverly Hills



Highlight:

Activation

Anastasia Beverly Hills made noteworthy gains in December, securing \$20.2M EMV, a 17% MoM increase. The holiday season inspired the brand's ambassador community to create a series of glam content, including makeup tutorials and themed beauty looks. Content creator Champagne Becca (@champagnebecca on Instagram) shared 18 posts demonstrating jolly eyebrow and eye makeup creations, resulting in \$434.7k EMV, a 51% increase from the previous month. The brand's viral Brow Freeze formula generated the most buzz, with 504 ambassadors sharing 1.0k posts about the product—netting \$3.2M EMV for Anastasia Beverly Hills. Across social channels, mentions of #ChristmasMakeup and #HolidayMakeup collectively inspired 928 posts from 403 creators, producing \$3.6M EMV for Anastasia Beverly Hills.

Brand:

e.l.f. Cosmetics



Highlight:

Product Launch

e.l.f. Cosmetics claimed the No. 10 spot in December thanks to a 38% MoM improvement, which netted a \$19.0M EMV total. The brand's growth can be primarily attributed to a 13% MoM expansion of e.l.f.'s community, which grew to 2.2k creators who collectively shared 6.0k posts throughout the month. Meanwhile, a collaboration between musician Meghan Trainor (@meghantrainor on TikTok) and The Weather Channel (@weatherchannel) stirred additional excitement around the brand. The partnership produced two weather forecast-inspired videos showcasing a series of e.l.f. products, securing \$175.3k EMV for the brand. The collaboration also celebrated the highly-anticipated return of the e.l.f. Halo Glow Liquid Filter, resulting in 524 posts authored by 229 brand fans that generated \$2.0M EMV.

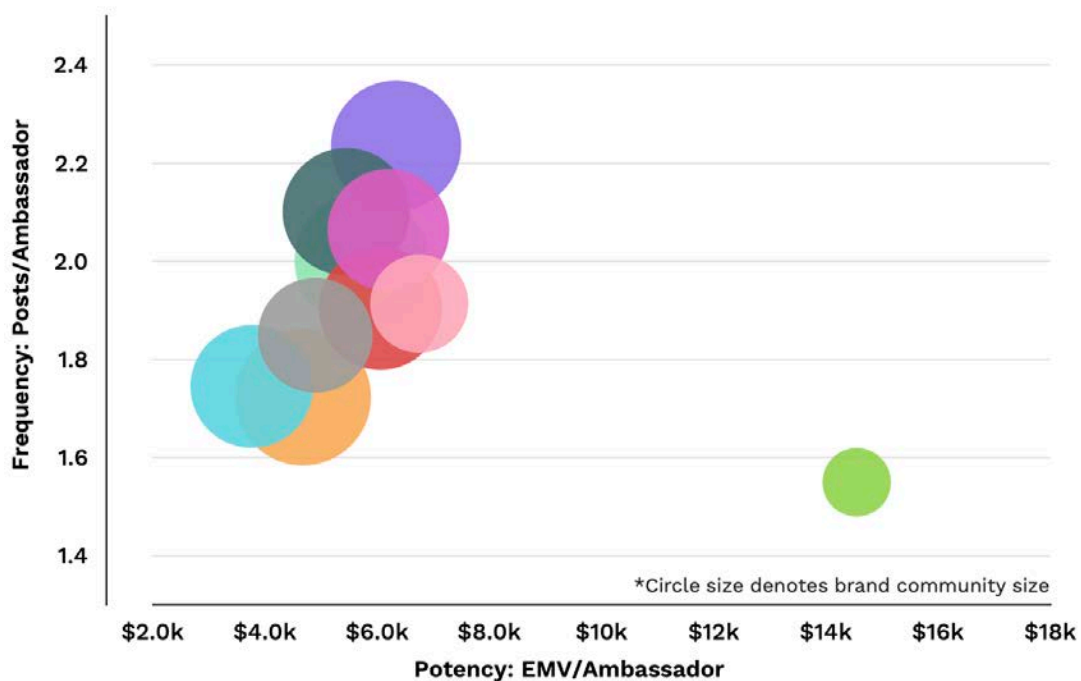
Top 10 Skincare Brands in the US, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st ↑ 3	Drunk Elephant	\$6,878,569	↑ 45%	↑ 96%
2nd ↓ 1	Elemis	\$6,574,489	↓ -13%	↑ 161%
3rd ↑ 4	La Roche-Posay	\$5,881,951	↑ 33%	↑ 83%
4th ↓ 2	Tatcha	\$5,841,794	↑ 5%	↓ -5%
5th → 0	Glow Recipe	\$5,655,831	↑ 20%	↑ 9%
6th → 0	Laneige	\$5,552,497	↑ 24%	↑ 78%
7th ●	Vaseline	\$4,381,662	↑ 85%	↑ 259%
8th ↓ 5	CeraVe	\$4,156,842	↓ -14%	↑ 22%
9th ●	Caudalie	\$4,126,985	↑ 26%	↑ 62%
10th ↓ 1	Summer Fridays	\$3,636,384	↓ -3%	↑ 1%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Skincare Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Drunk Elephant	1,084	2.2	\$6,346
Elemis	1,147	2.0	\$5,732
La Roche-Posay	947	2.1	\$6,211
Tatcha	963	1.9	\$6,066
Glow Recipe	1,036	2.1	\$5,459
Laneige	1,185	1.7	\$4,686
Vaseline	301	1.5	\$14,557
CeraVe	615	1.9	\$6,759
Caudalie	841	1.8	\$4,907
Summer Fridays	963	1.7	\$3,776

Brand Highlights

A Closer Look at US Skincare

Brand:

La Roche-Posay



Highlight:

Campaign

Derm-favorite skincare brand La Roche-Posay climbed to the No. 3 spot this month thanks to an impressive \$5.9M EMV total and a 33% month-over-month growth. A certified skincare-enthusiast staple and social media sensation, La Roche-Posay partnered with lifestyle creators in December for a series of sponsored content showcasing how its comprehensive product range can combat winter-related skin issues, such as dryness. Added momentum from content creators like Katie Beth Miedaner (@cappybears on TikTok), Elyse (@atlasofyouth), and Jenny Liu (@dermtalk on Instagram) powered a 30% MoM increase in the brand's average potency, which reached a notable \$6.2k EMV per creator. Ultimately, La Roche-Posay wrapped up the month with nearly 2.0k posts, a respectable 8% MoM expansion in content volume.

Brand:

Vaseline



Highlight:

Community

Vaseline made its debut in the Top 10 this month, cruising into the No. 7 spot by collecting \$4.4M EMV—a standout 85% MoM surge. TikTok powered renewed interest in its classic petroleum jelly formula via the “slugging” #SkinTok trend: a moisturizing technique involving the use of an occlusive product to improve overall skin complexion. Vaseline leaned into the viral fad by partnering with content creators like Dr. Shah (@dermdoctor), Alessya Farrugia (@alessyafarrugia), and Dasia Janae (@dajjrambo) to highlight how its offering can help users achieve the highly-coveted #GlassSkin look. The brand's network tagged this content with #VaselinePartner and #Slugging, garnering 235M and 799M TikTok views to-date, respectively. Vaseline closed out December with an average potency of \$14.6k per creator, an 82% MoM spike.

Brand:

Beauty of Joseon



Highlight:

Community

South Korean skincare brand Beauty of Joseon enjoyed a prosperous month, securing \$2.2M EMV—an impressive 38% MoM improvement. The K-beauty brand's rise to viral fame was heavily fueled by TikTok's influential #SkinTok community, which crowned Beauty of Joseon's Relief Sun: Rice + Probiotics Sunscreen as an instant cult classic and beauty routine must-have. Content creators like Lindsey Zubritsky Pollock (@dermguru), Skincare Ninja (@skincare.ninja), and Antoinette Mahr (@esantoinette) featured the innovative formula in product reviews and #GRWM (Get Ready With Me) content throughout December. In all, this activity contributed to a notable 37% MoM increase in Beauty of Joseon's potency, which averaged \$7.1k EMV per creator.

Top 10 Haircare Brands in the US, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st → 0	Redken	\$7,381,637	↘ -19%	↗ 13%
2nd → 0	Olaplex	\$7,137,133	↘ -6%	↘ -21%
3rd → 0	K18 Hair	\$5,496,063	↘ -1%	↘ -80%
4th → 0	Schwarzkopf Professional	\$4,296,352	↘ -4%	↘ -15%
5th ↗ 5	Living Proof	\$3,732,318	↗ 66%	↗ 253%
6th ↗ 3	Gisou	\$3,660,704	↗ 55%	↗ 92%
7th ●	Ouai	\$3,340,909	↗ 56%	↘ -1%
8th ↘ 1	Kérastase	\$3,102,696	↗ 15%	↗ 21%
9th ↘ 1	Moroccanoil	\$2,731,236	↗ 4%	↗ 8%
10th ↘ 5	Wella	\$2,471,930	↘ -10%	↘ -23%

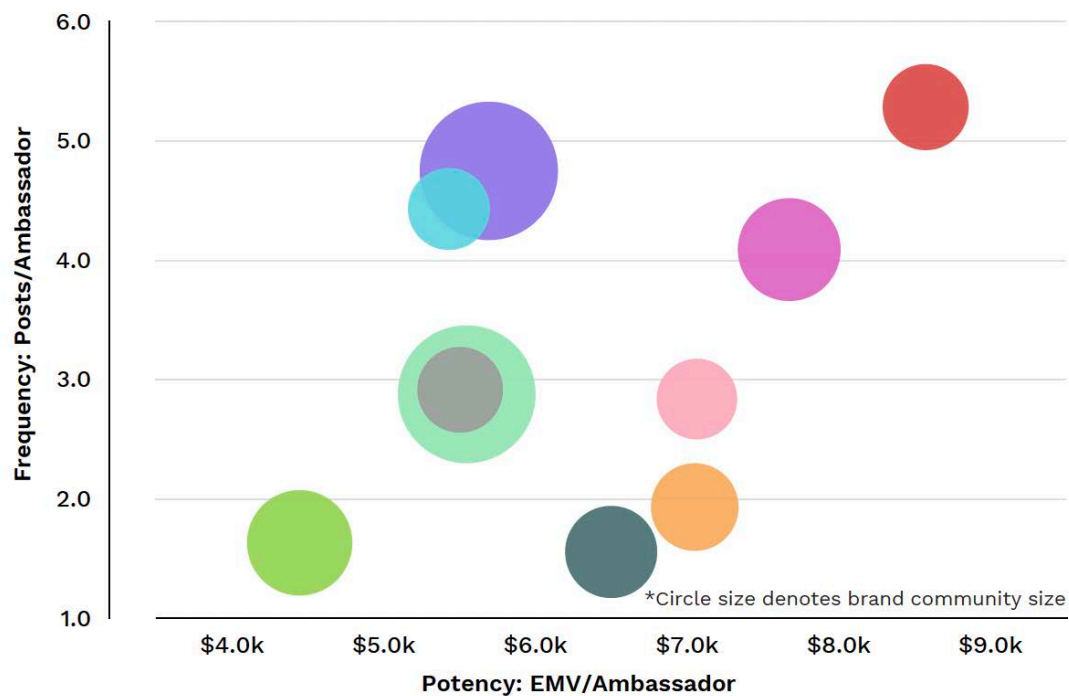
● This brand was not in the previous month's Top 10.

Top 5 Tools, Wigs, & Extensions

	Brand	December 2022 EMV
1st	Dyson (Haircare)	\$10,627,157
2nd	ghd	\$4,174,872
3rd	Framar	\$3,855,977
4th	T3 Micro	\$2,079,675
5th	Bellami	\$1,982,953

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Haircare Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Redken	1,296	4.7	\$5,696
Olaplex	1,286	2.9	\$5,550
K18 Hair	716	4.1	\$7,676
Schwarzkopf Professional	501	5.3	\$8,576
Living Proof	574	1.6	\$6,502
Gisou	519	1.9	\$7,053
Ouai	751	1.6	\$4,449
Kérastase	439	2.8	\$7,068
Moroccanoil	496	2.9	\$5,507
Wella	455	4.4	\$5,433

Brand Highlights

A Closer Look at US Haircare

Brand:
Living Proof



Highlight:

Creators

Living Proof relished a fantastic 2022, claiming a 249% year-over-year EMV surge. The science-based haircare solutions brand secured an impressive \$3.7M EMV in December, placing it firmly in the Top 10. Claiming the No. 5 spot, Living Proof benefited from press around the release of two Netflix series: "Emily in Paris" and "Wednesday". "Emily in Paris" star Lily Collins (@lilyjcollins on Instagram) emerged as the brand's primary EMV-driver, contributing \$1.7M across 17 posts that promoted the "Emily in Paris" season premiere in Paris and New York. Meanwhile, posts tagged with #JennaOrtega, the star of "Wednesday", collected \$252.3k EMV for the brand. Overall, Living Proof experienced a 64% increase in EMV from the previous month.

Brand:
Ouai

Ouai

Highlight:

Activation

Breaking into the Top 10, Ouai improved its EMV by 54% from the previous month. Accumulating a substantial \$3.3M EMV total, the brand's performance in December benefited from a 26% increase in mentions and a 16% community expansion inspired, in part, by the holiday season. Creators who hadn't posted about the brand in November generated the most traction this month, fueling a significant \$2.3M EMV for Ouai. One such creator was A-lister Kim Kardashian (@kimkardashian on Instagram), who contributed \$271.6k EMV via three mentions about her holiday work with Alexandria House, a nonprofit focused on unhoused women and children in LA. Meanwhile, content creators incorporated Ouai products into various holiday giveaways and haircare routines, producing a successful month of activations.

Brand:
Prose

prose

Highlight:

Activation

Outside the Top 10, customized haircare brand Prose's EMV swelled by a massive 118% month-over-month rate. The brand raked in a solid \$1.4M EMV total, primarily fueled by wash-day buzz on TikTok. The No. 1 EMV-driver for Prose was brand partner Lindsey Simon (@lindseygurk on TikTok), who highlighted the Prose Dry Shampoo via seven mentions, netting \$163.7k. Another Prose partner, creator duo PJ and Thomas (@pjandthomas), walked followers through the experience of receiving personalized products from the brand. Approximately 86% of the brand's monthly EMV total came from a cohort of creators who hadn't posted about the brand in the previous month. Collectively, these incoming content creators fueled \$1.2M EMV for Prose.

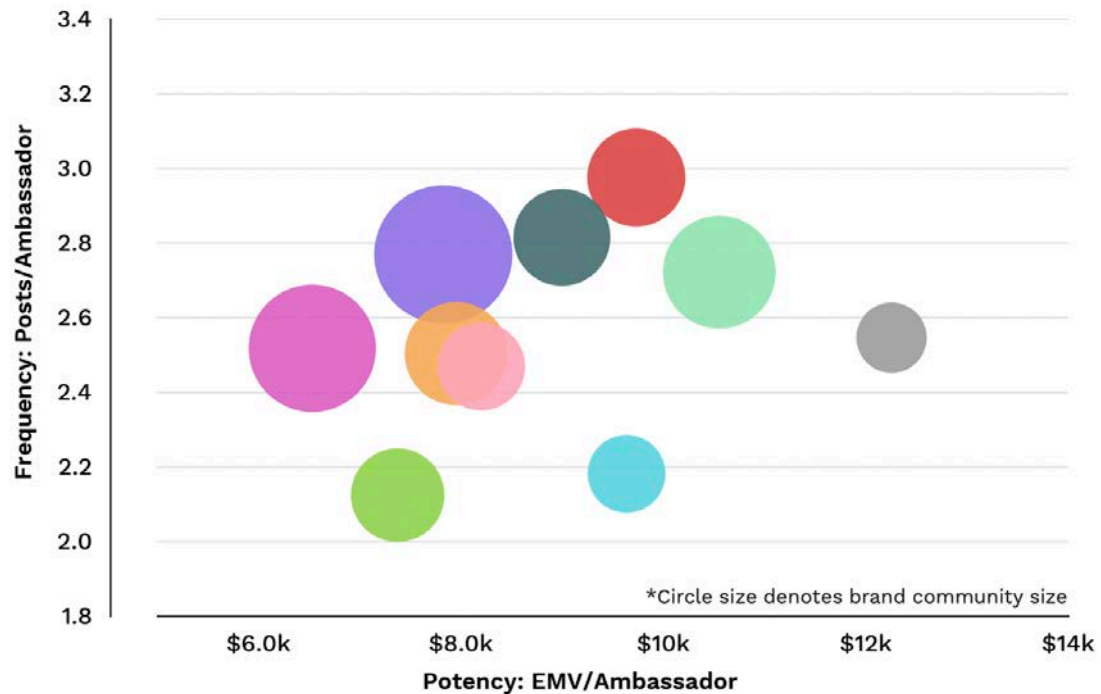
Top 10 Beauty Brands in Europe, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st → 0	Charlotte Tilbury	\$21,390,080	↗ 3%	↘ -4%
2nd ↗ 1	Dior (Cosmetics)	\$19,191,525	↗ 39%	↗ 28%
3rd ↘ 1	MAC	\$15,149,013	↘ -14%	↘ -15%
4th → 0	NYX Professional Makeup	\$13,406,703	↗ 13%	↘ -6%
5th ↗ 1	Benefit	\$12,106,301	↗ 9%	↘ -33%
6th ↘ 1	NARS	\$12,096,090	↗ 4%	↘ -15%
7th → 0	Fenty Beauty	\$9,215,528	↗ 6%	↘ -17%
8th → 0	Saint Laurent (YSL) (Cosmetics)	\$9,040,577	↗ 7%	↗ 3%
9th ●	Rare Beauty	\$8,666,354	↗ 35%	↗ 354%
10th → 0	Huda Beauty	\$8,319,394	↗ 5%	↘ -32%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for Europe Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Charlotte Tilbury	2,732	2.8	\$7,829
Dior (Cosmetics)	1,818	2.7	\$10,556
MAC	2,318	2.5	\$6,535
NYX Professional Makeup	1,377	3.0	\$9,736
Benefit	1,345	2.8	\$9,001
NARS	1,520	2.5	\$7,958
Fenty Beauty	1,249	2.1	\$7,378
Saint Laurent (YSL) (Cosmetics)	1,102	2.5	\$8,204
Rare Beauty	707	2.5	\$12,258
Huda Beauty	863	2.2	\$9,640

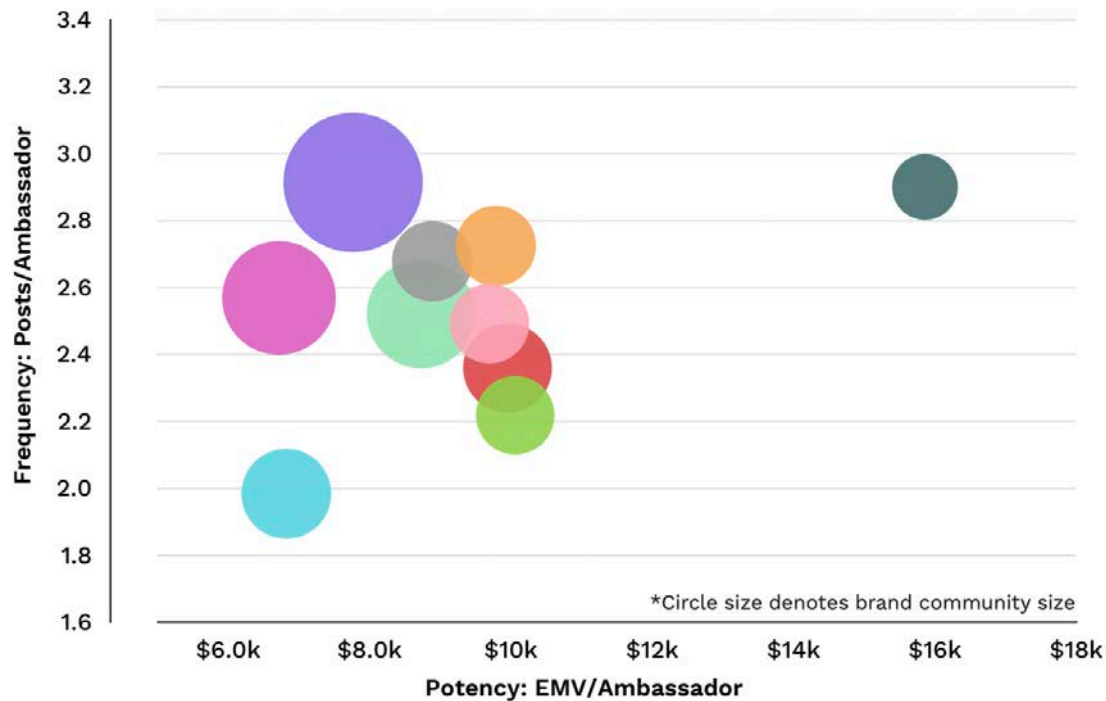
Top 10 Beauty Brands in the UK, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st → 0	Charlotte Tilbury	\$13,384,150	↗ 7%	↗ 2%
2nd → 0	NARS	\$9,146,620	↗ 14%	↘ -9%
3rd → 0	MAC	\$7,699,065	↘ -1%	↘ -6%
4th → 0	Dior (Cosmetics)	\$6,960,684	↗ 15%	↗ 58%
5th ●	Rare Beauty	\$6,092,169	↗ 47%	↗ 1,266%
6th ↘ 1	NYX Professional Makeup	\$5,582,774	↘ -7%	↘ -4%
7th → 0	Huda Beauty	\$5,486,595	↗ 3%	↘ -32%
8th ↘ 2	Benefit	\$5,423,765	↘ -7%	↘ -36%
9th ↗ 1	Anastasia Beverly Hills	\$5,113,355	↗ 19%	↘ -23%
10th ↘ 2	Fenty Beauty	\$4,881,636	↘ -7%	↘ -16%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Beauty Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Charlotte Tilbury	1,722	2.9	\$7,772
NARS	1,047	2.5	\$8,736
MAC	1,145	2.6	\$6,724
Dior (Cosmetics)	699	2.4	\$9,958
Rare Beauty	384	2.9	\$15,865
NYX Professional Makeup	570	2.7	\$9,794
Huda Beauty	545	2.2	\$10,067
Benefit	559	2.5	\$9,703
Anastasia Beverly Hills	575	2.7	\$8,893
Fenty Beauty	715	2.0	\$6,827

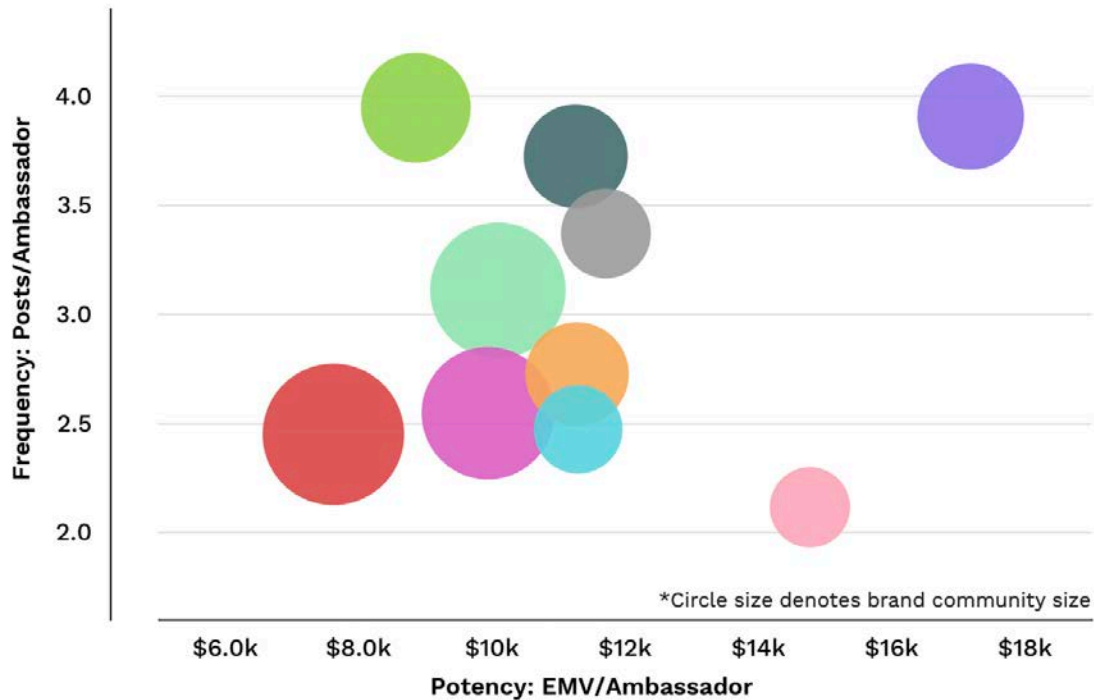
Top 10 Beauty Brands in France, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st ↑ 2	NYX Professional Makeup	\$3,747,342	↑ 43%	↑ 5%
2nd ↑ 2	Dior (Cosmetics)	\$3,564,304	↑ 48%	↑ 43%
3rd ↓ 1	Charlotte Tilbury	\$3,361,979	↑ 10%	↑ 9%
4th ↓ 3	MAC	\$2,936,922	↓ -29%	↑ 37%
5th ↑ 5	Benefit	\$2,343,074	↑ 40%	↓ -38%
6th ↑ 1	Fenty Beauty	\$2,324,494	↑ 24%	↓ -23%
7th ↓ 2	Yves Rocher	\$2,056,637	↓ -14%	↑ 27%
8th ●	Make Up For Ever	\$1,832,493	↑ 84%	↑ 69%
9th ↓ 3	Maybelline	\$1,816,132	↓ -5%	↑ 56%
10th ●	Sephora Collection	\$1,706,497	↑ 18%	↑ 26%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for France Beauty Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
NYX Professional Makeup	218	3.9	\$17,190
Dior (Cosmetics)	353	3.1	\$10,097
Charlotte Tilbury	338	2.5	\$9,947
MAC	385	2.4	\$7,628
Benefit	208	3.7	\$11,265
Fenty Beauty	206	2.7	\$11,284
Yves Rocher	232	3.9	\$8,865
Make Up For Ever	124	2.1	\$14,778
Maybelline	155	3.4	\$11,717
Sephora Collection	151	2.5	\$11,301

Brand Highlights

A Closer Look at Beauty in Europe, the UK, and France

Europe

Brand:

Dior



Highlight:

Campaign

Dior enjoyed the most significant month-over-month leap among Europe's Top 10 beauty brands, increasing its EMV by 39% and closing December with \$19.2M. This momentum stemmed largely from a flurry of activity around Dream in Dior holiday pop-up shops throughout various major European cities. The campaign showcased virtual and in-person gifting experiences, including advent calendars, special holiday makeup, and exclusive fragrances. Mentions of #DreamInDior dominated the brand's hashtag leaderboard, with 158 ambassadors sharing 471 posts across social channels to net \$3.7M EMV. Conversations around #DiorHoliday saw 124 creators sharing 426 posts about the various holiday-inspired beauty offerings, resulting in \$3.5M EMV.

UK

Brand:

Charlotte Tilbury



Highlight:

Creator

Charlotte Tilbury topped the U.K.'s leaderboard, jumping 7% MoM to close December at \$13.4M EMV. Makeup tutorials were major contributors to the brand's growth, particularly from powerhouse creator Sophie Hannah Richardson (@sophiehannah on Instagram), who showcased creative Christmas-inspired looks such as a reindeer and an elf. Her 11 posts resulted in \$277.1k EMV for December. Meanwhile, former Spice Girl Victoria Beckham (@victoriabeckham) partnered with the brand's founder to host a gift-giving celebration featuring various products, netting 10 posts that generated \$195.2k EMV. In all, 1.7k Charlotte Tilbury creators shared 5.0k posts to average \$7.8k EMV each, a 13% MoM increase.

France

Brand:

NYX Professional Makeup



Highlight:

Community

NYX Professional Makeup secured the No. 1 position in France's Top 10 with \$3.7M EMV, a 43% MoM surge. A 4% expansion of the brand's community, which comprised 218 creators in December, contributed to its success. Sharing a total of 851 posts (a 28% boost from the previous month), many of these advocates hyped the brand's Avatar: The Way of the Water collection, featuring face makeup, an eyeshadow pallet, and various shades of lipstick modeled after the flora and fauna of the film's fictional location, Pandora. Across social channels, mentions of #Avatar, #AvatarMakeup, and #Avatar2 drove 39 conversations from 27 creators, collectively netting \$823.7k EMV.

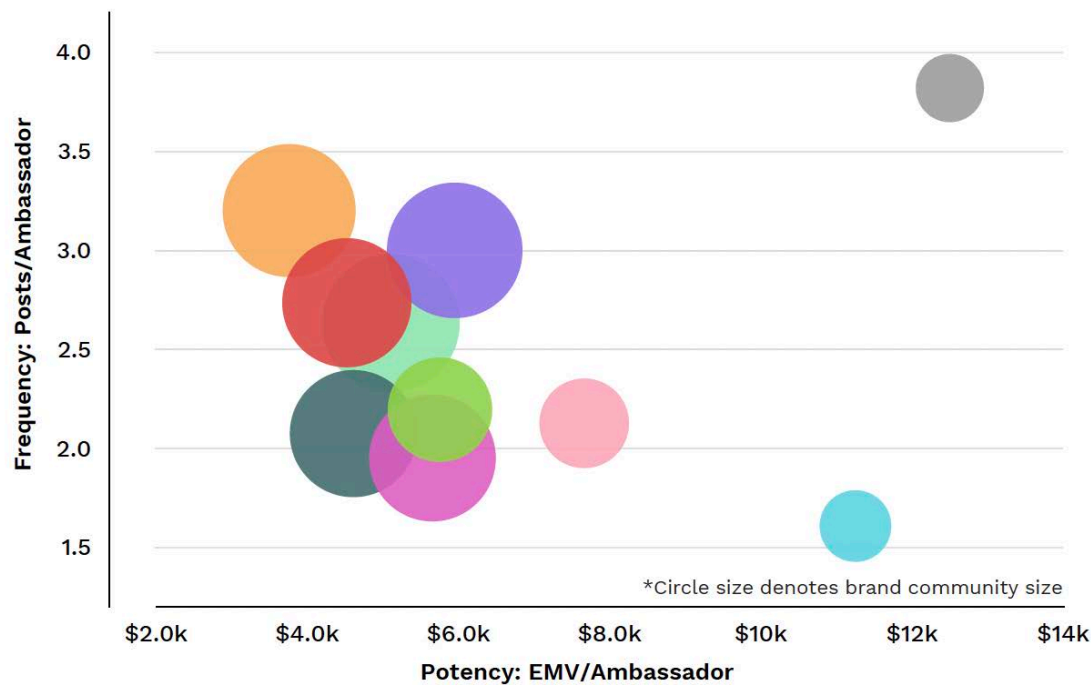
Top 10 Skincare Brands in Europe, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st ↑ 1	Rituals	\$3,848,068	↓ -1%	↑ 2%
2nd ↓ 1	Elemis	\$3,414,615	↓ -13%	↑ 16%
3rd ↑ 4	La Roche-Posay	\$3,193,896	↑ 33%	↑ 25%
4th → 0	Kiehl's	\$2,658,966	↓ -6%	↓ -26%
5th ●	Caudalie	\$2,622,070	↑ 48%	↑ 9%
6th ↓ 3	L'Occitane en Provence	\$2,343,165	↓ -29%	↓ -17%
7th ●	Drunk Elephant	\$2,212,550	↑ 30%	↑ 66%
8th ↓ 3	Nivea	\$2,162,937	↓ -16%	↑ 57%
9th ↓ 3	Yepoda	\$2,038,573	↓ -20%	↑ 113%
10th ↓ 2	L'Oréal Paris (Skincare)	\$2,026,343	↓ -12%	↑ 6%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for Europe Skincare Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Rituals	646	3.0	\$5,957
Elemis	668	2.6	\$5,112
La Roche-Posay	564	1.9	\$5,663
Kiehl's	587	2.7	\$4,530
Caudalie	568	2.1	\$4,616
L'Occitane en Provence	622	3.2	\$3,767
Drunk Elephant	384	2.2	\$5,762
Nivea	282	2.1	\$7,670
Yepoda	163	3.8	\$12,507
L'Oréal Paris (Skincare)	180	1.6	\$11,257

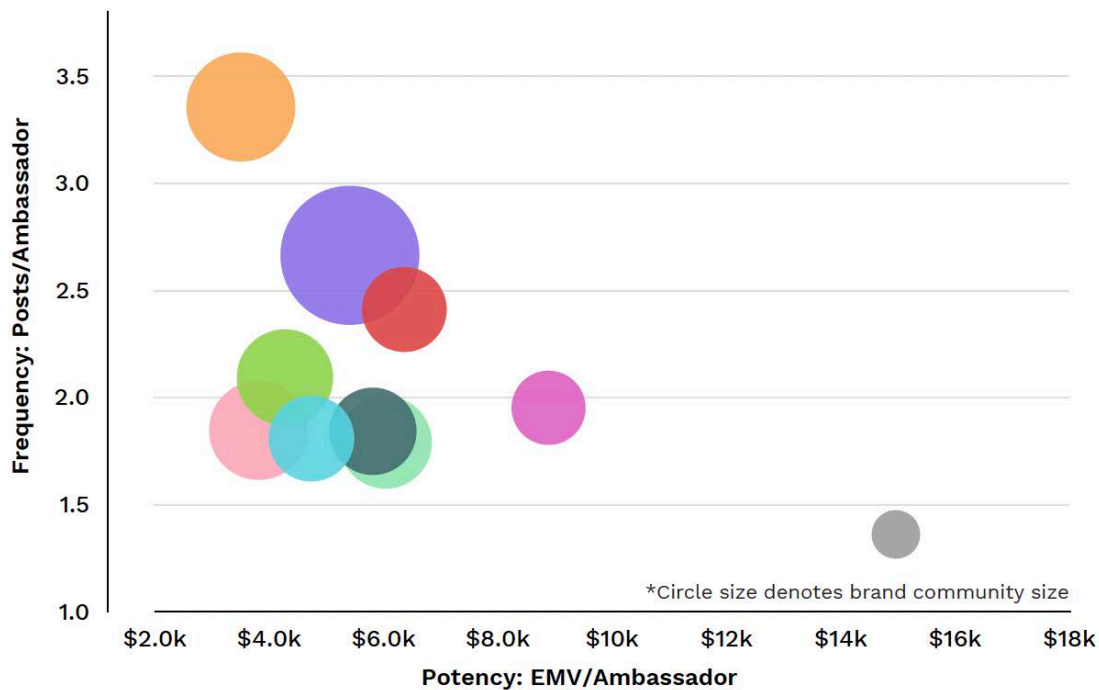
Top 10 Skincare Brands in the UK, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st → 0	Elemis	\$3,002,672	↓ -15%	↑ 39%
2nd ↑ 2	Tatcha	\$1,481,071	↑ 24%	↑ 353%
3rd ●	Glow Recipe	\$1,396,563	↑ 60%	↑ 113%
4th ↑ 2	Drunk Elephant	\$1,312,750	↑ 22%	↑ 262%
5th → 0	CeraVe	\$1,269,121	↑ 15%	↑ 114%
6th ↓ 4	L'Occitane en Provence	\$1,194,315	↓ -4%	↑ 3%
7th ↓ 4	Kiehl's	\$1,139,595	↓ -5%	↑ 63%
8th ●	La Roche-Posay	\$1,078,642	↑ 14%	↑ 99%
9th ●	Dior (Skincare)	\$1,003,072	↑ 70%	↑ 404%
10th ●	Caudalie	\$1,001,408	↑ 65%	↑ 92%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Skincare Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
● Elemis	554	2.7	\$5,420
● Tatcha	245	1.8	\$6,045
● Glow Recipe	157	1.9	\$8,895
● Drunk Elephant	206	2.4	\$6,373
● CeraVe	218	1.8	\$5,822
● L'Occitane en Provence	340	3.4	\$3,513
● Kiehl's	266	2.1	\$4,284
● La Roche-Posay	282	1.8	\$3,825
● Dior (Skincare)	67	1.4	\$14,971
● Caudalie	211	1.8	\$4,746

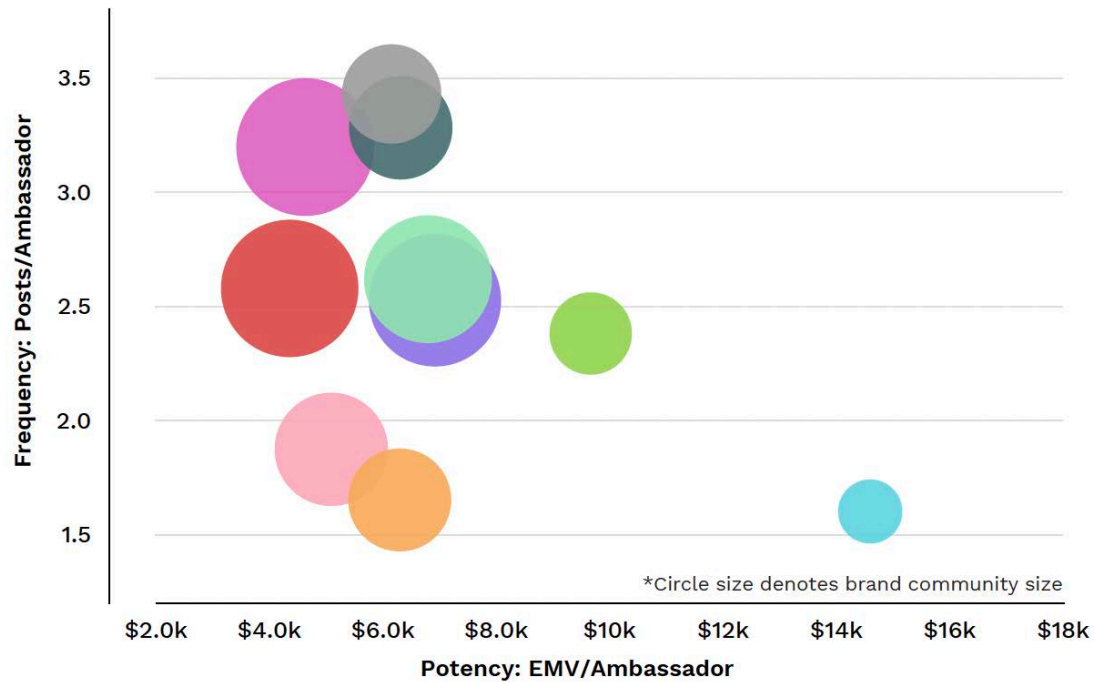
Top 10 Skincare Brands in France, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st ↑ 1	Rituals	\$1,177,840	↓ -14%	↓ -24%
2nd ↑ 8	Caudalie	\$1,081,947	↑ 71%	↓ -7%
3rd ↓ 2	L'Occitane en Provence	\$858,318	↓ -45%	↓ -25%
4th → 0	Typology	\$803,264	↓ -18%	↑ 47%
5th → 0	La Provençale Bio	\$657,694	↓ -13%	↑ 289%
6th ●	Laneige	\$649,590	↑ 26%	↑ 1%
7th ↓ 4	Nivea	\$638,570	↓ -48%	↑ 85%
8th → 0	Erborian	\$637,404	↓ -3%	↓ -6%
9th ●	Sanoflore	\$591,705	↑ 344%	↑ 2%
10th ↓ 3	L'Oréal Paris (Skincare)	\$584,146	↓ -12%	↑ 165%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for France Skincare Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Rituals	170	2.5	\$6,928
Caudalie	159	2.6	\$6,805
L'Occitane en Provence	185	3.2	\$4,640
Typology	184	2.6	\$4,366
La Provençale Bio	104	3.3	\$6,324
Laneige	103	1.7	\$6,307
Nivea	66	2.4	\$9,675
Erborian	125	1.9	\$5,099
Sanoflore	96	3.4	\$6,164
L'Oréal Paris (Skincare)	40	1.6	\$14,604

Brand Highlights

A Closer Look at Skincare in Europe, the UK, and France

Europe

Brand:

Drunk Elephant



Highlight:

Activation

Breaking into Europe's Top 10 as the No. 7 skincare brand, Drunk Elephant inspired \$2.2M EMV in December. The brand promoted conversations around its holiday skincare kit, a set of products intended to elevate the nighttime routine of skincare enthusiasts. Drunk Elephant achieved this through inviting creators like Annie Gilson (@youglowgrl on Instagram) to an exclusive candlelit lunch showcasing its product offerings. Meanwhile, skincare fanatics like No. 1 EMV-driver Ling K. Tang (@ling.kt on TikTok) leveraged ASMR to spotlight the holiday kit products as a part of her nighttime skincare routine, contributing \$148.0k via three mentions. In all, Drunk Elephant enjoyed a fantastic 2022, improving its EMV by 63% year-over-year.

UK

Brand:

Glow Recipe

GLOW RECIPE

Highlight:

Community

Cruising into the No. 3 spot of the U.K.'s Top 10 Skincare leaderboard, Glow Recipe boasted a 57% EMV increase from the previous month, netting \$1.4M EMV. Glow Recipe's gains were largely derived from its cohort of retained influencers: \$1.0M, or 74% of its December EMV total, was produced by creators who also mentioned the brand in November. At the helm was skincare micro-influencer Jo Freeman (@the__glow__girl), who secured \$180.8k EMV for Glow Recipe. The crowd-favorite Watermelon Glow Niacinamide Dew Drops also boosted the brand, ultimately accruing \$325.2k EMV via 47 mentions. In all, Glow Recipes' strategies paid off in 2022, fueling a 108% YoY growth in the U.K.

France

Brand:

Caudalie



Highlight:

Activation

Natural beauty skincare brand Caudalie boasted a glowing December across multiple regions. In France, the brand claimed the No. 2 spot and closed the month with an impressive 66% month-over-month EMV improvement. Caudalie benefitted from holiday buzz: outside of the branded hashtag, #GiftsThatGiveBack proved its top-performing hashtag, inspiring \$330.1k EMV. The brand sponsored creators to promote its holiday skincare kit via giveaways. Approximately 14 creators employed #GiftsThatGiveBack and the associated hashtag #LetItGlow. Among them was Caudalie's No. 1 EMV-driver, Yanissa Xoxo (@yanissaxoxo), who powered \$101.8k via six mentions. Overall, Caudalie collected \$1.1M EMV in December.

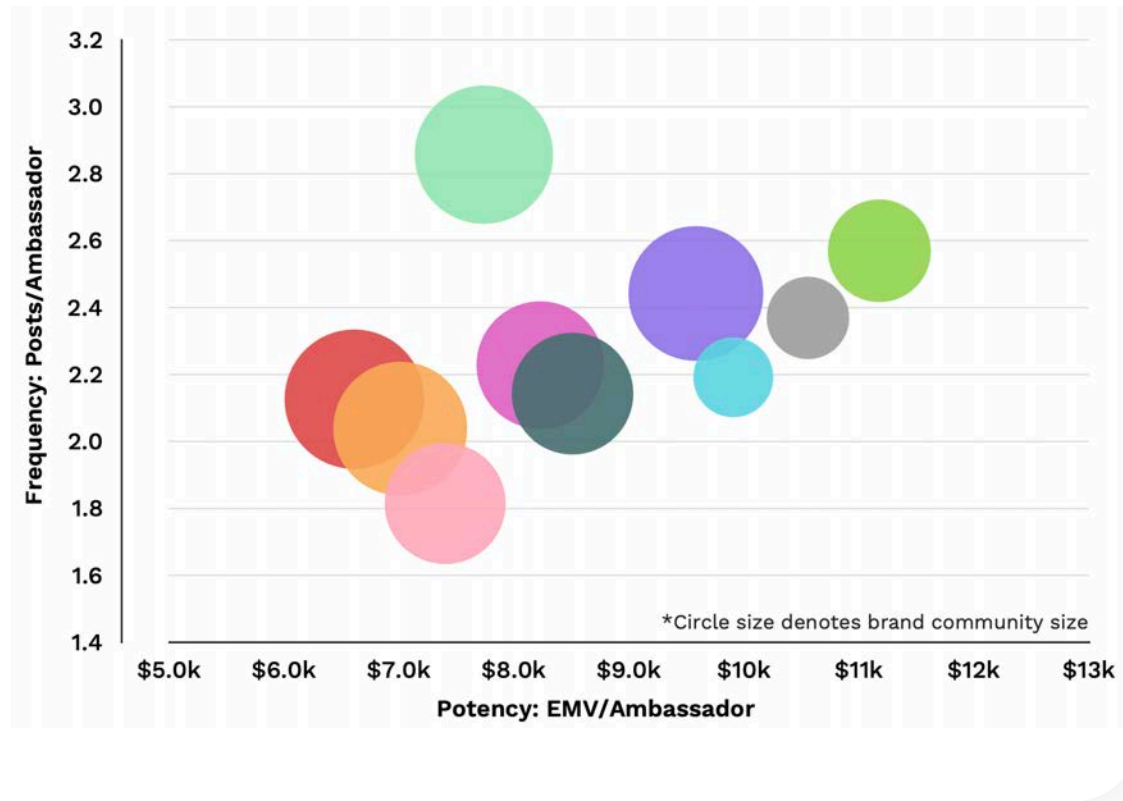
Top 10 Luxury Fashion Brands in the US, Dec. 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st ↑ 3	Dior (Fashion)	\$29,160,339	↑ 25%	↓ -4%
2nd ↑ 1	Chanel (Fashion)	\$24,876,129	↓ -7%	↓ -30%
3rd ↑ 2	Louis Vuitton	\$22,491,056	↓ -1%	↓ -41%
4th ↓ 2	Gucci (Fashion)	\$21,552,817	↓ -28%	↓ -45%
5th ↑ 2	Saint Laurent (YSL) (Fashion)	\$21,128,402	↑ 25%	↑ 5%
6th → 0	Prada	\$21,037,633	↑ 1%	↓ -26%
7th ↑ 2	Valentino	\$19,834,711	↑ 58%	↑ 28%
8th ●	Vivienne Westwood	\$18,142,411	↑ 516%	↑ 509%
9th ●	Jacquemus	\$12,006,459	↑ 144%	↑ 110%
10th ●	Tiffany & Co.	\$10,575,428	↑ 12%	↑ 8%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Luxury Fashion Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Dior (Fashion)	3,042	2.4	\$9,586
Chanel (Fashion)	3,213	2.9	\$7,742
Louis Vuitton	2,732	2.2	\$8,232
Gucci (Fashion)	3,258	2.1	\$6,615
Saint Laurent (YSL) (Fashion)	2,482	2.1	\$8,513
Prada	2,999	2.0	\$7,015
Valentino	1,774	2.6	\$11,181
Vivienne Westwood	2,450	1.8	\$7,405
Jacquemus	1,137	2.4	\$10,560
Tiffany & Co.	1,067	2.2	\$9,911

Brand Highlights

A Closer Look at US Luxury Fashion

Brand:

Valentino


VALENTINO

Highlight:

Community

Landing as the No. 7 brand in December's Top 10 was Italian fashion house Valentino. Thanks to the brand's loyal community of retained ambassadors, Valentino enjoyed \$19.8M EMV, a 58% month-over-month boost. The brand's top December EMV-driver was media brand Vogue (@voguemagazine on Instagram), which inspired \$829.3k, a 781% MoM improvement. The publication featured an interview with Jenna Ortega (@jennaortega), star of Netflix's hit series "Wednesday." Ortega referenced footage of herself getting ready for Valentino's spring 2023 show, held during Paris Fashion Week in October, helping #Wednesday collect \$436.0k EMV. Additionally, #EmilyInParis drew \$323.6k EMV, as co-star Ashley Park (@ashleyparklady) represented Valentino around the show's season three premier. Lastly, #ValentinoThePartyCollection secured \$791.8k EMV, with loyal fans and celebrities promoting the brand's holiday collection.

Brand:

Jacquemus

JACQUEMUS

Highlight:

Event

Securing the No. 9 spot in December's Top 10 was French luxury brand Jacquemus, which collected \$12.0M EMV—a 144% MoM jump—around its spring 2023 "Ready-to-Wear" show. Held on December 12 in Paris, the show featured supermodels like Irina Shayk (@irinashayk) and Vittoria Ceretti (@vittoria), as well as VIP guests like BlackPink's Jennie (@jennyrubyjane), French actor Vincent Cassel (@vincentcassel), and more. The brand's top EMV-drivers were retained ambassadors Vogue France (@voguefrance) and Vogue US (@voguemagazine), which featured backstage exclusives of the show, inspiring a collective \$1.3M EMV. In all, Jacquemus expanded its community by 47% MoM, with powerhouse brand partners generating a whopping 315% more EMV MoM (\$6.9M) and accounting for 57% of Jacquemus' total EMV.

Brand:

Tiffany & Co.

TIFFANY & CO.

Highlight:

Campaign

Luxury retailer Tiffany & Co. ranked as the No. 10 brand in December's Top 10, accumulating \$10.6M EMV, a 12% MoM improvement. The brand's success can be attributed to its efforts around holiday campaigns, which saw powerhouse partners boasting their luxury Tiffany & Co. jewels across social channels. Actress Florence Pugh (@florencepugh), for example, posted a Christmas Eve Instagram photo sporting an elegant red gown and classic Tiffany & Co. diamonds, ultimately garnering \$646.3k EMV for the brand across five posts. Also in December, Amazon Studios' debuted its new rom-com "Something from Tiffany's," starring American actress Zoey Deutch (@zoeydeutch), who landed as Tiffany & Co.'s No. 1 earner (\$711.7k EMV). In all, #SomethingFromTiffanys drove \$556.9k EMV.

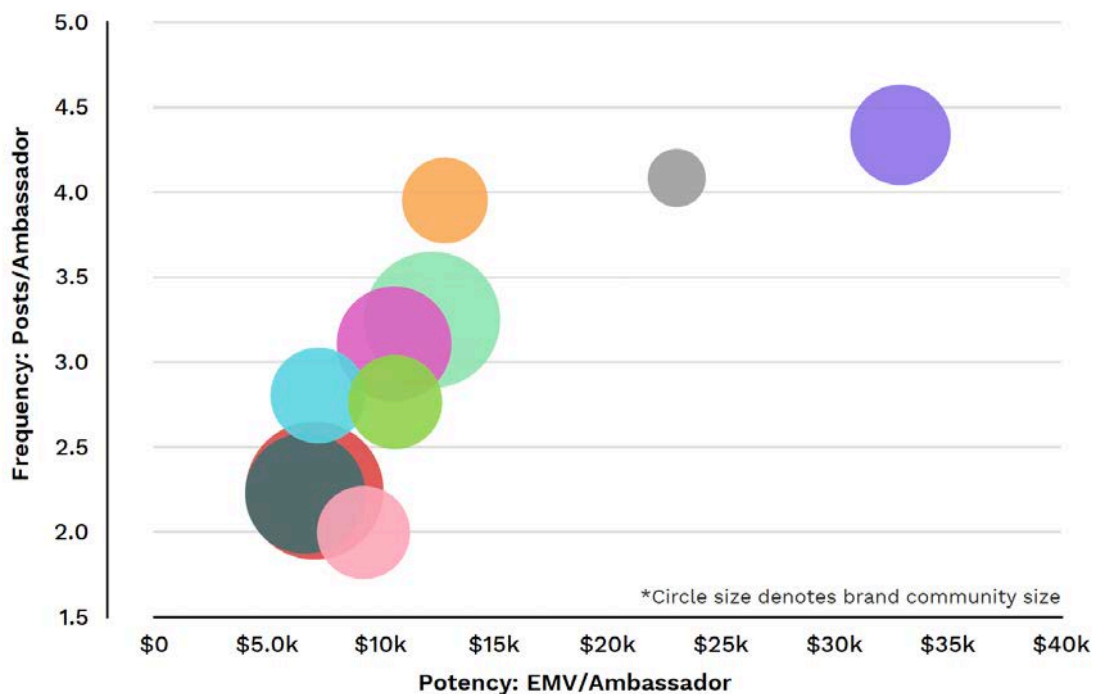
Top 10 Apparel Brands in the US, December 2022

Rank	Brand	December 2022 EMV	MoM	YoY
1st → 0	Fashion Nova	\$89,737,927	↘ -17%	↘ -31%
2nd → 0	Nike	\$61,845,281	↘ -7%	↗ 9%
3rd → 0	SHEIN	\$37,841,369	↘ -24%	→ 0%
4th ↗ 1	Zara	\$36,548,550	→ 0%	↘ -21%
5th ↗ 4	H&M	\$26,214,738	↗ 14%	↘ -11%
6th → 0	Alo Yoga	\$25,571,379	↘ -16%	↗ 20%
7th ↘ 3	Adidas	\$25,533,433	↘ -37%	↘ -2%
8th ↗ 2	Skims	\$21,684,585	↘ -4%	↗ 20%
9th ↘ 2	Gymshark	\$20,973,662	↘ -17%	↘ -32%
10th ●	Abercrombie & Fitch	\$18,038,460	↗ 8%	↗ 15%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Apparel Brands



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Fashion Nova	2,725	4.3	\$32,931
Nike	5,035	3.2	\$12,283
SHEIN	3,565	3.1	\$10,615
Zara	5,141	2.2	\$7,109
H&M	3,915	2.2	\$6,696
Alo Yoga	1,989	3.9	\$12,856
Adidas	2,395	2.8	\$10,661
Skims	2,340	2.0	\$9,267
Gymshark	909	4.1	\$23,073
Abercrombie & Fitch	2,479	2.8	\$7,277

Brand Highlights

A Closer Look at US Apparel

Brand:
H&M



Highlight:

Activation

One of two brands in the Top 10 to experience month-over-month EMV increases, H&M landed at No. 5 thanks in part to a healthy 18% MoM increase in creator potency. The fast-fashion brand focused on expanding its partnerships with its most prominent creators; as a result, H&M's top five earners averaged an impressive 2.1% MoM potency spike. Among H&M's existing cohort, leading the pack in potency and overall EMV was lifestyle influencer Zoe Sugg (Zoe Sugg on YouTube), whose 20 mentions powered \$1.2M EMV, a significant jump over the \$66.9k she generated the previous month. In all, H&M closed the month with \$26.2M EMV.

Brand:
Lulus



Highlight:

Community

Outside the Top 10, chic and modern female apparel brand Lulus enjoyed a prosperous month, growing by 42% MoM and bringing in \$5.7M EMV. A contributing factor to Lulus' gain was a 12% MoM expansion of its creator community, which swelled to 745 members. Lulus incoming cohort accounted for \$2.9M EMV, with a significant \$952.2k of this total driven by its mid-tier segment of creators. Travel influencer Sonya Lai (@theglobalite on Instagram) ranked as Lulus' No. 3 creator, generating \$191.9k EMV via 27 brand mentions of Lai wearing Lulus apparel in various scenic travel photos.

Brand:

Pit Viper



Highlight:





Event

Audacious eyewear brand Pit Viper struck gold in December, collecting \$3.1M EMV, a 101% MoM increase. Much of Pit Viper's success stemmed from its sponsorship of stunt driver Travis Pastrana (@travispastrana on Instagram) at Gymkhana 2022, a popular stunt event put on by racing brand Hoonigan. Pastrana, who wore Pit Viper's iconic shades during various stages of the event, generated a notable \$647.6k EMV via 25 mentions, ranking as one of the brand's highest-earning creators in December. #Gymkhana2022 and #Gymkhana ranked as Pit Viper's top-performing hashtags, generating a collective \$2.9M EMV via 47 mentions from six creators.


What Is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.








Posts by:

-  Influencers
-  Brands
-  Retailers
-  Publications

Engagement via:

-  Comments
-  Tweets/Retweets
-  Favorites
-  Likes
-  Pins/Repins
-  Shares
-  Video Views

On Platforms including:

-  Instagram
-  YouTube
-  Facebook
-  Twitter
-  TikTok
-  Pinterest
-  Blogs

Glossary of Terms

Influencer Tiers

Powerhouse Influencer
Ambassador with over 1M followers on their primary channel.

Established Influencer
Ambassador with 300k to 1M followers on their primary channel.

Mid-Tier Influencer
Ambassador with 100k to 300k followers on their primary channel.

Micro-Influencer
Ambassador with fewer than 100k followers on their primary channel.

Community Metrics

Community Size
The total number of ambassadors who created content about a brand within a given time period.

Posting Frequency
The average number of posts created per ambassador for a brand within a given time period.

Ambassador Potency
The average amount of EMV driven per ambassador for a brand within a given time period.

Other

EMV Retention
The proportion of EMV from loyal influencers who continue to post about your brand from one time period to the next. EMV retention is calculated by taking the amount of EMV generated in a given time period by influencers who also mentioned your brand in the corresponding previous time period, and then dividing that figure by your brand's total EMV in the corresponding previous time period.

Sponsored EMV
A post is labeled "sponsored" if it contains hashtags or language that denote a sponsorship, such as "#ad" or "#spon."