10 Beauty & Fashion Influencers you need to know about in 2023

Influencer landscape is constantly evolving and new faces are emerging all the time.
However, there are some influencers who have established themselves as leaders in the beauty and fashion industry and are likely to continue to have a strong presence in 2023.

Before we further continue with the article, I want to say that a successful influencer is not one with thousands or millions of followers. What makes a successful influencer is their ability to express themselves through their content on Social Media. The people that show their everyday life, personal taste, sharing opinions freely with their community.

What makes a successful influencer? Here are 5 factors that should be considered.

1. **Authenticity**
   Influencers who are true to themselves are more likely to connect with their audience and build a loyal following. People can sense insincerity, so being genuine and relatable is important!
2. **Engaging Content**
   Influencers who produce engaging and high-quality content that resonates with their audience, are more likely to be successful. This can include a variety of content types such as reels, photos, written posts or live streams, as long as they are well-produced and interesting for the audience.
3. **Consistency**
   For creating a loyal and strong following, it's crucial to show up! Creating a strong relationship needs a lot of effort and communication and the same goes for Social Media. Remember to post frequently to always be top-of-mind for your audience.
4. **Expertise**
   Influencers who have a specific area of expertise tend to be more successful than generalist influencers. They are seen as experts in their field, and their followers trust their opinion and advice.
   This doesn't mean that you cannot use your Social Media profiles to also show other areas of interest besides your niche. You can be a Beauty & Fashion Influencer, but also share your favorite brunch spots in the city and express your opinion about new movies and books.
5. **Brand alignment**
   As most influencers work with brands to monetise their influence, successful ones choose brands that align with their values and they can authentically promote to their followers.

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Keep in mind that the influencer landscape is constantly evolving and what works today may not work tomorrow, so it's important for influencers to constantly adapt and evolve in order to stay relevant and successful.