

# FASHION BEAUTY/MONITOR

FIND INFLUENCERS

GET COMMUNICATING

Fashion and Beauty Monitor is the leading influencer marketing and PR solutions provider for the fashion, beauty and lifestyle industries.

We are the go-to digital resource for businesses who need to maximise exposure, highlight opportunities, identify influencers and engage their target audience in a competitive, evolving market.

*New to Fashion and Beauty Monitor:*



Audience  
Demographics



Psychographic  
Data



Social Media  
Engagement  
Metrics  
(coming soon)



Endorsement  
Rate Indicators  
(coming soon)



Influencer  
Equity Index  
(coming soon)



Online  
Classroom

# 6 *reasons why you need*

**FASHION  
BEAUTY/MONITOR**

1

## **IDENTIFY INFLUENCERS:**

Find and connect with thousands of digital influencers that speak authentically to your audience

2

## **BUILD RELATIONSHIPS THAT MATTER:**

Maximise media outreach with access to 37,000 UK, US and international journalist profiles

3

## **MANAGE CONTACTS:**

Create, share and export lists of powerful professionals. Save time pinning contacts and notes directly to your planner

4

## **PLAN CAMPAIGNS:**

Using our industry events calendar find the optimum timing for your own events and plan content coverage

5

## **DELIVER RESULTS:**

Boost your digital marketing and PR skills through our new Online Classrooms. A flexible and effective way of learning.

6

## **STAY ON THE PULSE:**

Keep up to date with the latest industry news, moves and developments



DID YOU KNOW?

92%

...of consumers trust influencer recommendations more than any other forms of advertising.

£9.37

...delivered for every £1 spent on influencer marketing.

73%

...of fashion and beauty brands find identifying the right influencers their greatest challenge.



# FIND INFLUENCERS

FASHION  
BEAUTY/MONITOR

We're home to the world's most prominent fashion and beauty influencers including social stars, journalists, authoritatives, creatives and models. It's not just contact information, but the details we provide on each influencer that sets us apart.

*Chiara Ferragni*

The Blonde Salad

## INFORMATION

✉ chiara@theblondesalad.com

📍 Milan, Italy

## DATE OF BIRTH

07/05/1987

## PARENT

No

## AGENTS / MANAGER DETAILS

🏠 Next Model Management

## RATES:

Negotiable

## GIFTING POLICY:

Yes – all brands

## ENDORSEMENT ROLES

amazon

BURBERRY

CALVIN KLEIN

CHANEL  
CC

GUERLAIN  
PARIS

Levi's

PANTENE

STEVE MADDEN

*Work with Chiara  
on the right channels*

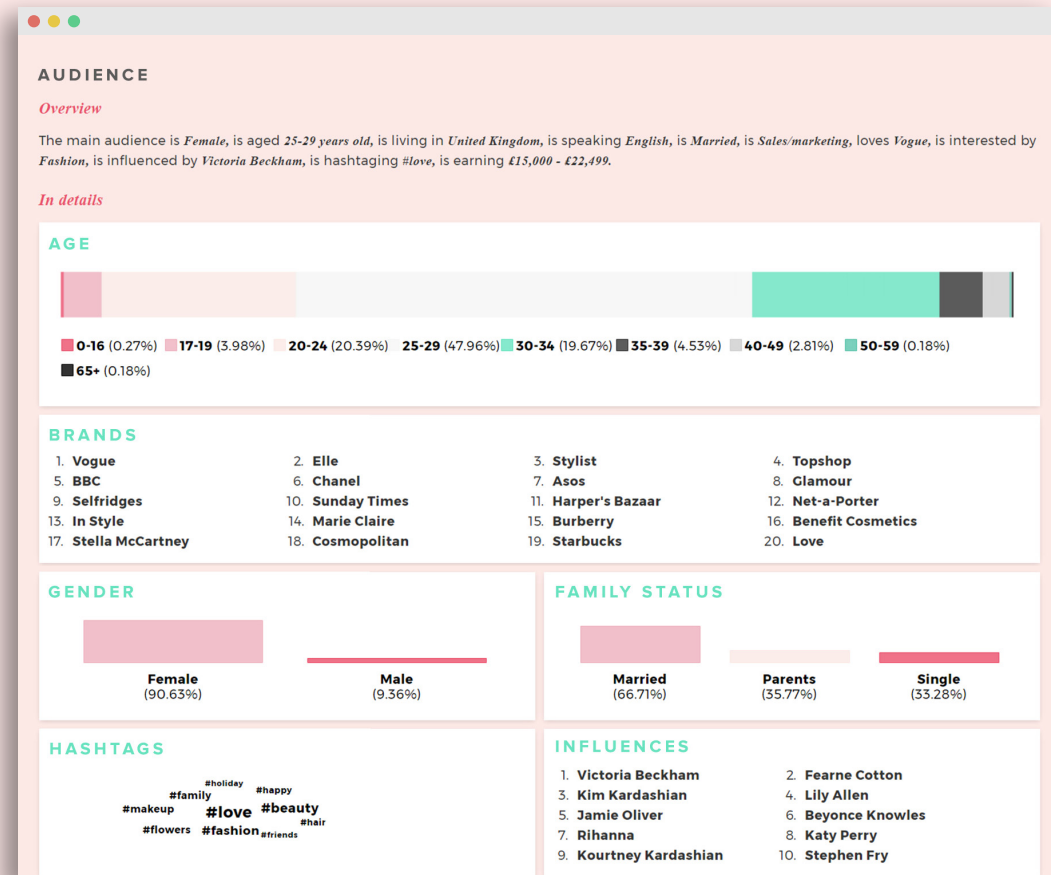
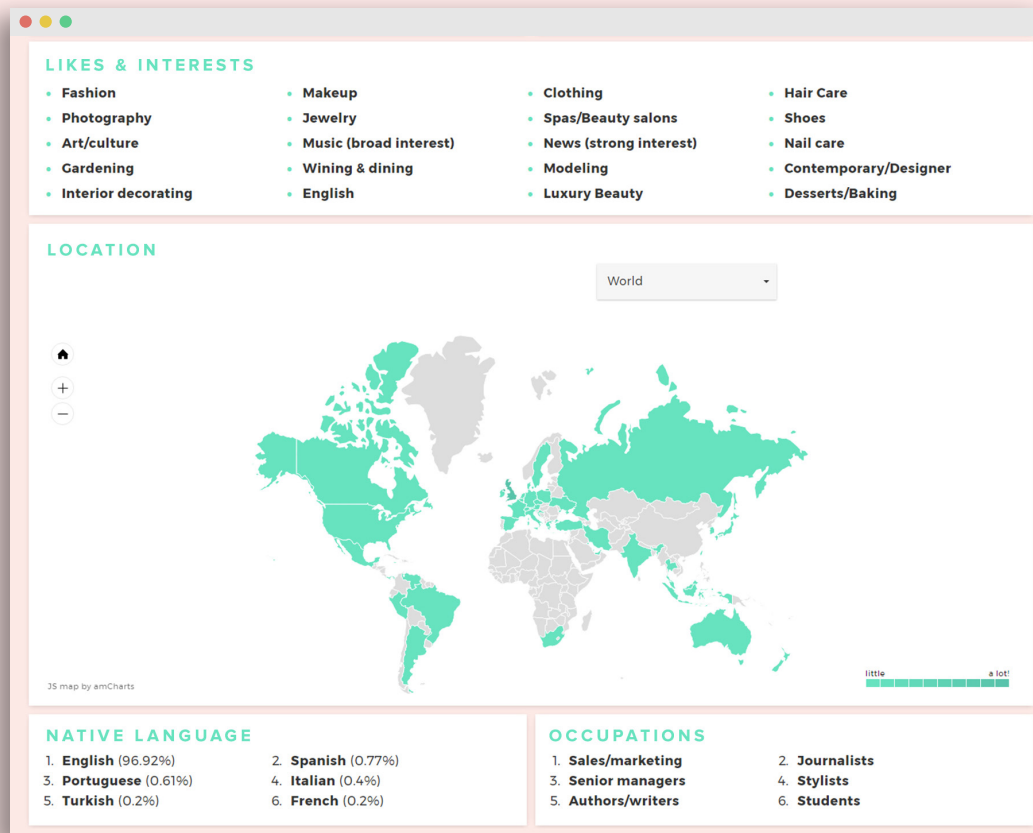
Social Media statistics for:





# TAILOR YOUR APPROACH

New to Fashion and Beauty Monitor, Audience Insights helps you decide on the right influencer to work with by providing a deep dive into their followers so you can analyse, target and engage only the most relevant audience for your brand.





# GET COMMUNICATING

Fashion and Beauty Monitor lets efficiently and effectively build and manage the ultimate contact lists with access to the world's most comprehensive source of journalists, outlets and influencers within the fashion, beauty, luxury and lifestyle sectors

1

## FINDING THE ONE

Save time using our advanced filters tools to narrow down our database of over 60,000 industry professionals. Refine your search by sector, location, job title and more...

2

## MANAGE YOUR RELATIONSHIPS

Maximise outreach using our pin tool to save contacts into your 'live updated' planner. Create, share and export your desired lists of powerful professionals.

3

## EFFECTIVE PLANNING

Never miss an opportunity with the ability to save notes on any profile. Quickly and easily share notes and planners with your team or organisation

The screenshot displays the Fashion and Beauty Monitor web application. At the top, a 'Filters' sidebar on the left allows users to refine their search by categories like Person, Company, and Influencer, and specific media outlets such as Consumer Press, Inflight Magazine, and National Press. The 'Online Consumer Press' filter is currently selected. The main area shows a grid of 165 companies, each with a brief description and the number of contacts available. Below this, a 'CONTACTS' section lists individual professionals with their names, titles, and associated media outlets. An 'Export' dropdown menu is visible, offering options to export data as CSV, Excel, Text, PDF, Labels, or GPS. At the bottom, a profile view for Emma Hope Allwood is shown, including her title as Fashion Features Editor at Dazed - UK and a section for notes.

**Filters**

Online Consumer Press X

Person Company Influencer

Search

Media

Blog

Consumer Press

Inflight Magazine

National Press

Online Consumer Press

Online Trade Press

Regional Press

Trade Press

TV/Radio

Freelancers

Brands

Agencies

Sector

Location

Distribution

Position

**Contacts**

All the contacts you need to know from the fashion and beauty industries

165 COMPANIES

Consumer Press, International, Arts and Cultur... <i>American Vogue</i>	Consumer Press, UK, Bodycare, Cosmetics, Fra... <i>British Vogue</i>	Consumer Press, UK, Arts and Culture, Food/D... <i>Harper's Bazaar - UK</i>
91 contacts	82 contacts	51 contacts
Consumer Press, UK, Arts and Culture, Access... <i>Tatler - UK</i>	Consumer Press, International, Arts and Cultur... <i>Vogue Deutsch - Germany</i>	Online Consumer Press, Fashion, Beauty, Lifes... <i>American Vogue Online (Vogue.com)</i>
49 contacts	34 contacts	30 contacts
Consumer Press, International, Arts and Cultur... <i>Vogue Paris - France</i>	Consumer Press, Arts and Culture, Homes/Inte... <i>Town &amp; Country - UK</i>	Consumer Press, International, Arts and Cultur... <i>Vogue Türkiye - Turkey</i>
26 contacts	24 contacts	23 contacts
Consumer Press, International, Arts and Cultur... <i>Town &amp; Country - USA</i>	Consumer Press, International, Arts and Cultur... <i>Vogue Italia - Italy</i>	Consumer Press, International, Arts and Cultur... <i>Vogue - Australia</i>
22 contacts	21 contacts	18 contacts
Consumer Press, International, Travel, Leisure ... <i>Travel + Leisure - USA</i>	Consumer Press, International, Arts and Cultur... <i>Harper's Bazaar - Spain</i>	Consumer Press, International, Bodycare, Cos... <i>Harper's Bazaar - Singapore</i>
18 contacts	18 contacts	16 contacts
Consumer Press, International, Cosmetics, Fra... <i>Vogue - China</i>	Consumer Press, International, Arts and Cultur... <i>Tatler - Russia</i>	Consumer Press, Online Consumer Press, Inter... <i>Departures - USA</i>
15 contacts	15 contacts	14 contacts

**CONTACTS**

Nadia Balame-Price	Fashion Editor	Town - UK
Agata Belcen	Senior Fashion Editor	AnOther Magazine - UK
Florian Böhm	Creative Director	Disegno - UK
Denise Brown	Fashion Editor	Flavour Magazine - UK
Kat Byrne	Style Editor	Closer - UK
Lucinda Chambers	Fashion Director	British Vogue
Hannah Cole	Junior Fashion Editor	PORTER - UK
Juanita Coulson	Books Editor (covers fashion)	The Lady Magazine - UK
Kirsty Dale	Executive Fashion & Beauty Dire...	ELLE - UK

Export

- Export CSV
- Export Excel
- Export Text
- Export PDF
- Export Labels
- Export Fashion GPS

**3**

Emma Hope Allwood

Fashion Features Editor - digital fashion features only

Dazed - UK

NOTES

Write your note here...



# PR SOLUTIONS

We know what it takes to truly be a leader within the fashion and beauty industries and it all starts with keeping your finger on the pulse.

1

## COUNTLESS OPPORTUNITIES

Use our comprehensive UK, US and international events calendar to identify partnership and collaboration opportunities, plan content coverage and find the optimum timing for your own events

2

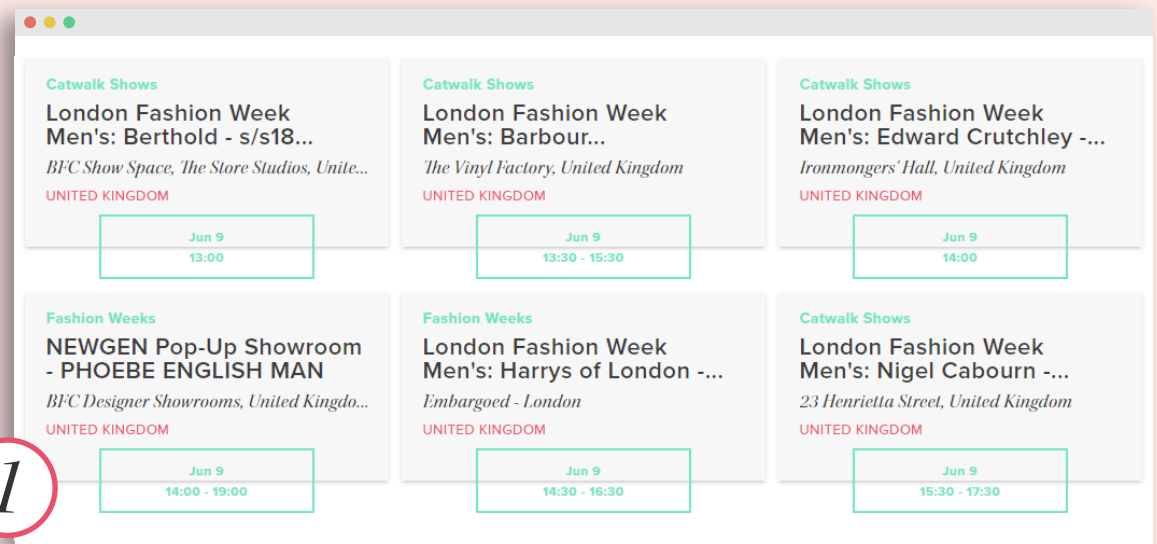
## OPTIMUM TIMING

Avoid event clashes and track competitor activity with alerts delivered direct into your inbox.

3

## EFFECTIVE INFLUENCER OUTREACH

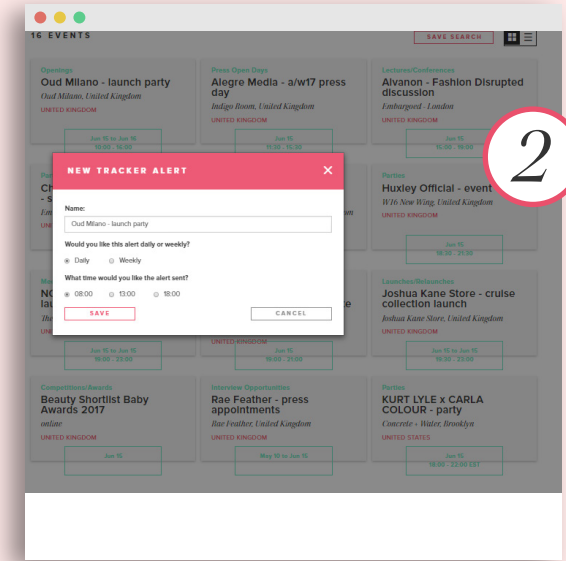
Our Brand Call Out section allows brands and agencies to source and collaborate with the best talent for their campaigns



3



2



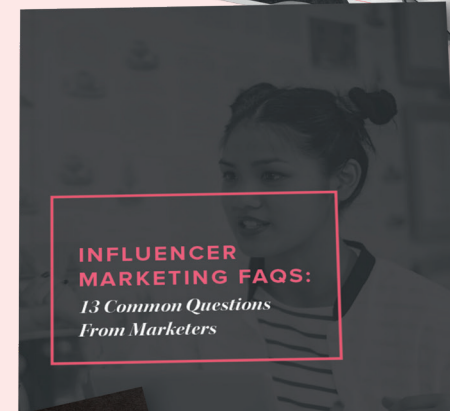
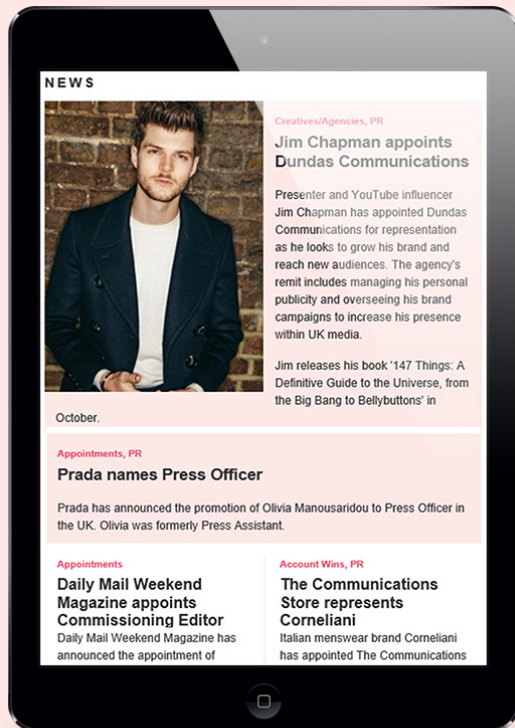


# STAY IN THE KNOW

Fashion and Beauty Monitor's News and Insights is the go-to for fashion and beauty PR, marketing and media professionals who want to stay ahead of the industry.

All the moves and changes, launches, wins and promotions and are rounded up on the website and delivered to your inbox daily.

Moreover, a knowledge bank of white papers, webinars, case studies, guides, blog posts and newsletters are at hand to help users stay tuned to the hottest topics shaping the industry.





# STAY AHEAD WITH ONLINE CLASSROOMS

Fashion and Beauty Monitor's brand new Online Classroom is a selection of 10 video modules on Influencer Marketing and Digital PR.

This Classroom features a selection of up-to-the-minute video modules and live, interactive Q&A sessions with our dedicated, expert trainer, Michelle Goodall. What's more, every user will receive a certificate on completion, 15 hours of CPD accreditation and a LinkedIn badge.

## *Key benefits:*



### **INSIGHT AND ADVICE FROM AN EXPERT PRACTITIONER**

Take advantage of new marketing and PR channels and the opportunities they present.



### **ANYWHERE, ANYTIME**

The Online Classroom is mobile and tablet responsive.



### **RETAIN TALENT**

Invest in professional development opportunities on new, up and coming topics.



### **ACQUIRE NEW SKILLS**

Develop core skills when you or your team need to get up to speed quickly.



### **TEST AND BENCHMARK KNOWLEDGE**

Measure your knowledge and be reassured that all team members have achieved required standards.



### **CPD ACCREDITATION**

15 hours of CPD accreditation by the CPD Standards Office.

## YOU'RE IN GOOD COMPANY

*"Fashion Monitor has become an invaluable tool to the team, and an absolute pleasure to work with. We have found the product to be unrivalled not only in their comprehensive data but in their ongoing support and added extras.... Always with their finger firmly on the fashion and beauty pulse, I would recommend Fashion Monitor to anyone in the industry."*

**STARWORKS GROUP**

*"For many years, Fashion Monitor has been our trusty source of up-to-the minute industry insight, happening events and accurate data and contacts. It is a reliable service with an efficient and meticulous team behind the scenes."*

**BENEFIT COSMETICS**

Relied upon by the world's biggest marketing, PR and media businesses:

Arcadia

**benefit**  
SAN FRANCISCO

**BURBERRY**  
*London, England*

BPCM.



Christian  
**Louboutin**

 **Elizabeth Arden**  
NEW YORK

**FARFETCH**

**H&M**

KARLA OTTO

TOMMY  HILFIGER

TOPSHOP



**ZARA**





# FASHION BEAUTY MONITOR

CONTACTS. NEWS. EVENTS

WOULD YOU LIKE TO KNOW HOW  
FASHION AND BEAUTY MONITOR  
CAN HELP YOUR BUSINESS?

*Call us for a free trial now:*

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US – [usa@fashionmonitor.com](mailto:usa@fashionmonitor.com) | +1 800 791 0134

DISCOVER MORE AT  
[FASHIONMONITOR.COM](http://FASHIONMONITOR.COM)