

# THE INSIDER

BEAUTY CATAGORY

**2019**  
**KOL BIBLE**

LUXURY  
FASHION  
BEAUTY  
TRAVEL  
F&B  
FITNESS  
CHILD & PARENT  
FOREIGN

BY **PARKLU**

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# SPECIAL

# THANK YOU

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精旅  
传媒 **Jing Travel**

THE BUSINESS OF  
GLOBAL CHINESE TRAVEL

RETAILINASIA 

# ORUN WITH US



POCAST #2:

Elijah Whaley on influencer marketing in China

# How do foreign brands create their Chinese names?

If you're thinking about the Chinese market seriously, finding your Chinese name is the first thing you should do.

Translation & Localization services with LITAO:  
we help you find the right words.

Let's say we want to develop a Chinese name for the brand **Briogeo**.

Briogeo is a premium haircare brand from NYC that sources the purest ingredients to craft 98% naturally derived products. Briogeo strives to bring together the best of both worlds: going natural doesn't need to mean sacrificing performance, and vice versa. The brand's name combines "brio", Italian for "vibrant and full of life", and "geo", Latin for "earth and nature". Despite the brand gathering a cult following in China, Briogeo does not have an official Chinese name yet.

To begin with, we would have to find Chinese characters that match the haircare category, indicate purity and respect for nature as well superior performance, and hint at foreign origin.

The three characters would have to be phonetically loyal to the original, so we first choose syllables that are the closest match to "Briogeo":

B	rio	geo
Bo bō bó bǒ bò	Rui ruǐ ruì	Ji jī jí jǐ jì
Bao bāo báo bǎo bào	Rou róu ròu	Jiu jiū jiú jiǔ jiù
Bei bēi béi běi bèi	Lǐ lí lǐ lì	Jue juē jué juě juè
Piao piāo piào piǎo piào	Lei léi lěi lèi	Jiao jiāo jiǎo jiǎo jiào

Etc.

We are left with **88** potential syllables and over **1,400** individual characters to choose from. We now need to identify the most relevant combinations visually, phonetically and semantically and verify that the names are not registered trademarks in relevant categories.

Here are some of our choices:

SEMANTIC LOYALTY	CATEGORY APPROPRIATE	FOREIGN ORIGIN
飘然姿 Piāoránzī Relaxed and Natural	蓓润丝 Bèirùnsī Soft and Silky	璞芮丝 Púrùisī Unpolished Gem
葆润净 Bǎorùnjìng Nourish and Cleanse	波柔诗 Bōróushī Soft Waves	美芮姿 Bèiruǐzī American Beauty
璞蕾 Púlěi Unpolished Jade Flower	波莉姿 Bōlǐzī Silky Feel	蓓然觉 Bèiránjué Sensations of Nature

We are left with another **25** viable combinations to choose from. Find out our top choice by following LITAO's WeChat account!



LITAO can help you structure your cross-cultural communications and build strategic alliances for successful China market entry and expansion. Our true specialty is paying attention to nuances and context beyond language. Take the first step to becoming an insider – visit <http://www.litao.lt>





*Don't become  
too commercial*

@邓皓文  
Calsito

*Keep a*  
**Childlike**  
*Innocence*

Many people see me as  
a beauty stylist and expert  
in the field.

I used to like sharing some of my work online, along with personal things. Little by little I gained quite a following. After a while, several friends who were working as agents started saying I should try blogging and make my way from backstage to the spotlight.

Some TV shows had contacted me before. At first, this kind of work didn't appeal to me. But, when I was contacted by the Hunan TV show *Queen* and went to give it a try, I adjusted well to the environment. This was also a very novel experience for me; I found it fascinating and meaningful. Gradually, I started changing my career direction and little by little, beauty blogging became my job.

For me, becoming a beauty blogger  
was just how things fell into place  
– everything happened organically.



## *F i r s t*

*collaboration with CHANEL*

I have worked with many brands in the past few years. My most memorable experience was working with Chanel for the first time, filming a skin care video. They happened to be launching a new skin care product that you had to use with a particular massaging technique. That was my first brand collaboration, and there were many things I didn't know. I learned that even one short video requires tons of preparation, not only from myself but also from lots of staff. That was also my first time leaving the country, and it was caught on camera to be shown to everyone.

## *L o v e*

*my life right now*

I am very happy with my job right now, because I do what I love. However, there are also small upsets sometimes, which usually revolve around being extremely busy. For example, I might need to travel to four different cities in a week. Most of the time, these are overnight trips. There is absolutely no time left to explore the city and feel the local atmosphere. Because I don't have much time off, I usually just stay at home when I get a one or two-day break. I listen to music, browse overseas online shops, and check Instagram for popular trends and fashions ideas from other countries. If it's a longer holiday and I have more time, I go travelling abroad to experience customs and cultures in other countries and to observe how people dress there.

## Would love to be a food and hotel critic

My fans often ask me what my dream job would be if I weren't a makeup artist and beauty blogger. I would love to be a food or hotel critic. What matters in life, after all, is eating well and sleeping well. Plus, I really love food and traveling. What can be better than being able to travel all over the world, experience local customs and culture, savor the local cuisine, and experience different hotels!

With my current job, though, I hope I'll always be able to keep my original intent and not start recommending products purely for money. That attitude bleeds into my current work: I am always upfront with companies that I don't like collaborations to be overly commercial. Instead, I always share earnest recommendations of what I find useful and what I believe is worth trying and using. I also mix in my own ideas about fashion.

## Admire

*hard-working, talented people*

Many people say I am their idol. Personally, I have many idols. If we're talking about women, I love Jolin Tsai (a Taiwanese singer). Once, I saw a documenta-

ry about her called *If You Think You Can,*

*You Can.* The hard work she has invested into what she loves doing is deeply moving.

I am also drawn to K-Pop boy bands. Their outfits showcase incredible styles unique to each of them.

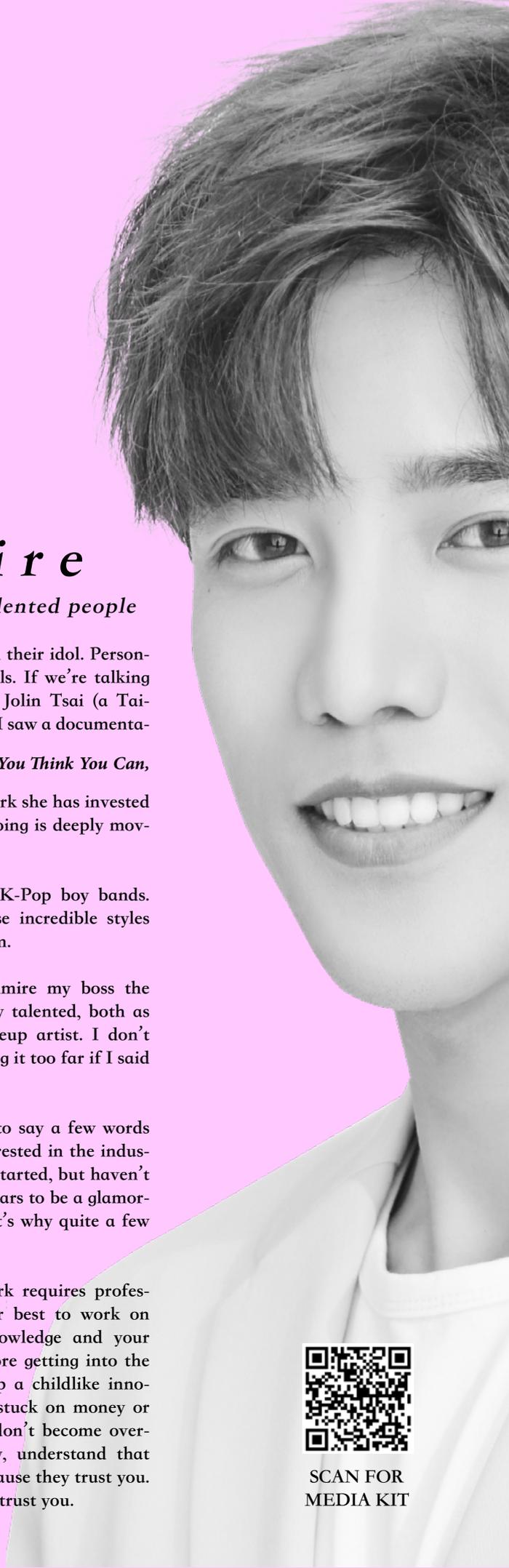
In my industry, I admire my boss the most. He is incredibly talented, both as a presenter and makeup artist. I don't think I would be taking it too far if I said he was perfect.

Finally, I would like to say a few words to those who are interested in the industry, or who have just started, but haven't made it yet. This appears to be a glamorous industry, and that's why quite a few people want to get in.

First, this line of work requires professionalism, so do your best to work on your professional knowledge and your accomplishments before getting into the industry. Second, keep a childlike innocence, and don't get stuck on money or personal interest – don't become overly commercial. Lastly, understand that people follow you because they trust you. Don't hurt those who trust you.



SCAN FOR  
MEDIA KIT





Q & A with  
梦里梦到醒不来的邪



SCAN FOR  
MEDIA KIT

# I don't consider being a KOL a career because I truly love makeup.

## Q: What's special about you as a KOL?

A: I don't think there's anything special about me, but many girls say that they follow me is because my swatches are very precise, and that the color looks exactly the same on them. I also have the same dark lips and yellow skin as they do, so I can be a point of reference for girls with the same look.

## Q: How do you usually interact with your fans?

A: The most important thing is to be genuine. I share the small things in my life and let everybody know what's making me happy or sad. I'm a person of flesh and blood, not a soulless Weibo account. Apart from that, I try my best to answer the fans' questions.

## Q: What are your posts usually like?

A: They're like assignments, mostly on lipstick, then eyeshadow, and lastly skin care.

## Q: Do you have any interesting stories from your blogging experience?

A: I was working out in the gym once, and there happened to be a girl there who was following me. She recognized me. I did not see this coming as the place was very small. I was at my ugliest, all sweaty with my face flushed red, and that was my look for the first meeting.

## What is your dream job, and how do you see your current career?

A: What I'd love to do most is open my own clothing or make-up boutique where I can sell products I actually want to sell. I don't consider being a KOL a career because I'm doing this out of sheer passion for makeup.

## What are your interests and hobbies?

A: I am very much into exercising right now – I enjoy the feeling of working up a sweat. I also love reading novels, and this is a hobby I've had since primary school.

## Q: What led you to become a KOL in this industry?

A: One day, during my sophomore year, I realized I wanted to do makeup. It really felt like an epiphany. After that, I started devouring Weibo posts and wanting to get all the makeup they were promoting. I saved money and bought it, and then shared posts of my own makeup.

Little-by-little some girls started liking the way I tried colors, and those with the same dark lips and yellow skin started to feel I was a good reference for them. That's how I got more and more motivated.

Then one day a brand wanted me to advertise their lip gloss. I was in seventh heaven – it turned out I could shoot lipstick swatches I loved and be paid for it.



## What kind of talent do you wish you had?

A: I wish I had so many talents! At the moment, I would love to know how to play drums. It's so cool.

## Are you happy with your current life as a blogger?

A: I am, because I truly love make-up and skin care!

Q & A with

Fu

YI

XI

*Q: Why did you pursue a career as a fashion KOL?*

A: I was interested in beauty and fashion, so I decided to give it a try.

*Q: What's your secret to becoming so popular with your fans?*

A: I take blogging very seriously and always do my homework.

*Q: What brands have you worked with?*

A: To name a few: La Mer, Urban Decay, and Bourjois.

*Q: How do you choose brands to collaborate with?*

A: My first priority is to choose genuine, acknowledged brands. I see it as a responsibility towards myself and my fans. After that, I choose brands I like personally.

*Q: What brand would you like to work with the most?*

A: I don't have any preference. I'd love to work with pretty much anybody.

*Q: What are your interests and hobbies?*

A: I like watching movies and television.

*Q: Do you have an idol, or is there someone in your industry you admire?*

A: Yes. I admire Wang Junkai, a Chinese singer and actor. You might also know him as Karry Wang.

*Q: What was your favorite trip?*

A: My trip to Beijing a few days ago. I went to Karry Wang's concert, and this was my first time traveling by myself. I was so lucky to meet many interesting people, and got to see Karry Wang live. It was amazing.

*Q: Who or what do you love most in life?*

A: I love my mom the most, of course. She raised me all by herself, which was not easy at all. I deeply admire her.

*Q: What advice would you give to aspiring fashion bloggers?*

A: Remember what got you started, and do what you love.



*Remember what got you started, and do what you love.*



SCAN FOR  
MEDIA KIT

Q & A with  
**Eunice**

*Blogging has enriched my life and brought me a sense of achievement. I've learned to enjoy the ride.*

*Q: What do you write about in your blog?*

A: I mainly write about fashion and beauty.

*Q: What do you think about this industry?*

A: First of all, fashion is a way of life and an attitude towards life. One's sense of fashion and beauty encapsulates their unique style, and it can reveal your personality. At the same time, there is a sense of artistic beauty about it.

*Q: What made you become a fashion and beauty KOL?*

A: Ever since I was little, I have always loved beauty. I used to work in a fashion company in Hong Kong, so styling and makeup is right up my alley.

*Q: What is the secret of your growing popularity among fans?*

A: I make sure my content is always new and practical so that my fans can experience positive change in their lives by following me.

*Q: Who are your fans, and how do you usually interact with them?*

A: My fans are mostly office workers or students. I treat them like friends. Apart from sharing beauty secrets on public platforms, I often chat with them in fan groups. I'm also planning to organize some off line events to interact in-person. It's a case of putting yourself in other people's shoes: Once people feel that you do things genuinely, they stick with you.

*Q: What brands have you worked with?*

A: Estée Lauder, Anessa, Christian Louboutin, Miss Sixty, Juicy Couture, Uniqlo, Daniel Wellington, Sephora, Peter Thomas Roth, Erno Laszlo and others.

*Q: How do you choose which brands to collaborate with?*

A: I try my best to choose brands of exceptional reputation and product quality.

*Q: What brand would you like to work with the most?*

A: At the moment, I would love to work with La Mer the most. After all, I love using their makeup!

*Q: What are your interests and hobbies?*

A: Working out and dancing. I go to the gym or take dance classes whenever I have the time.

*Q: What talent do you wish you had?*

A: I wish I could eat all day and never get fat... Just kidding! At the moment, I wish I could make a breakthrough in my filming and producing skills, and I want to act in a self-directed short film one day.

*Q: Are you happy in your current life as a blogger?*

A: Pretty happy. Although I feel exhausted at times, it's very fulfilling, gives me a sense of achievement, and has made me a better version of myself. I have learned to enjoy the ride.

*Q: What advice would you give to aspiring fashion bloggers?*

A: Focus on learning and never give up. Continuously improve your skills because this will give you credentials to guide your fans. Stick to your choices and you will see one day that all the good things and luck that come your way are actually the sum of your own effort.

*Q: Have you worked with PARKLU ?*

A: Yes, I have. PARKLU is a very professional platform and I feel reassured whenever I work with them.



*POPCOLLECT*



SCAN FOR  
MEDIA KIT



01.张凯毅Kevin 📍 Heilongjiang

Fashion insider with an eye on makeup trends

Top mentioned brands:  
JD; Taobao; JUMEI  
Content types: Makeup  
Fans: 🎵 6.8M 📺 4.7M



02



02. 嗖哩欧尼

Campus blogger who live-streams shopping trips and promotes makeup and apparel

Top mentioned brands: LEED; Belif; SNP  
Content types: Makeup; Fashion  
Fans: 📺 2M



03. Rika0\_0 📍 Shanghai

Brand representative for Blossomy and industry KOL

Top mentioned brands: ZeroWater; ZARA; BELLA  
Content types: Makeup; Fashion  
Fans: 📺 2M 🎵 1.2M



04



04. Uni颖儿 📍 Guangdong

Fashionista, beauty store owner, and product reviewer

Top mentioned brands: ZeroWater; NOV  
Content types: Makeup; Fashion  
Fans: 📺 1.6M 📺 710K



03



05. 雪碧Mili 📍 Guangdong

Beauty blogger and product reviewer

Top mentioned brands: Tmall; Urban Decay  
CHANEL BEAUTE  
Content types: Makeup  
Fans: 📺 1.5M



05



06. 书瑶shuyao 📍 Beijing

Shares content about shopping, makeup and skincare tips

Top mentioned brands:  
Bobbi Brown; Nars Cosmetics  
ETUDE HOUSE  
Content types: Makeup  
Fans: 📱 1.2M



07.Mor 📍 Beijing

TikTok celebrity with a focus on makeup videos

Top mentioned brands:  
Chanel Fashion  
Content types: Makeup  
Fans: 🎵 1.1M 📺 26K



08.安妮时髦精 📍 Shanghai

Exclusive Rayli model and fashion blogger

Top mentioned brands:  
Gucci; Christian Dior Fashion;  
Daniel Wellington  
Content types: Fashion  
Fans: 📺 1M 📺 1M



09. 丁大王Debbie 📍 Shanghai

Makeup artist who teaches how to recreate different looks

Top mentioned brands:  
Taobao; Dex  
Content types: Makeup  
Fans: 📺 1M 📺 295K



10. 走向世界的彭美丽 📍 Sichuan

Makeup aficionado and photographer

Top mentioned brands:  
LEED; MAC Cosmetics  
New York Fashion Week  
Content types: Makeup  
Fans: 📺 874K



12.suki超爱吃的

Makeup expert and beauty editor

Top mentioned brands:  
Suki; Taikoo; Lane Crawford  
Content types: Makeup  
Fans: 📧 783K 📺 658K



15. Avry猪猪君

Skin care and makeup product influencer

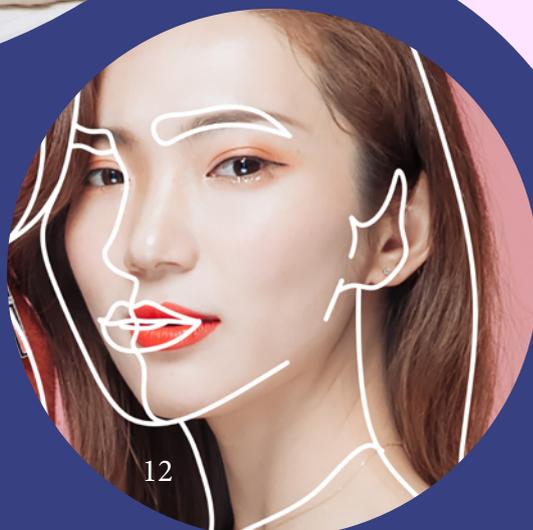
Top mentioned brands:  
ZeroWater; Estee Lauder  
Yue Sai  
Content types: Makeup  
Fans: 📺 650K



14.睿睿cheryl 📍 Shanghai

Fashionista and beauty blogger

Top mentioned brands:  
Lancome; Estee Lauder; Tmall  
Content types: Makeup  
粉丝: 📧 673K 📺 647K





13.深夜种草的翠花

Beauty blogger

Top mentioned brands:

Taobao; La Mer; Tmall

Content types: Makeup

Fans: 📺 757K



13



11



11.博妞\_Bonny 📍 England

Sexy, domineering makeup guru

Top mentioned brands:

Estee Lauder; Huggies; Lancome

Content types: Makeup

Fans: ✉ 1M 📺 958M



**FLOE DUBUT EVENT INVITATION**  
Dear **Erika**  
Each one of us is like a piece of floe,  
connected yet isolated.  
Sometimes yet randomly.  
But until then, winds may blow, and waves may rise.  
Currents may take us to places we never imagined,  
and every possibility deserves a chance to be realized.  
May 23rd, 2018 13:00-15:00  
FLOE invites you to our debut event "MAY BE 100%"  
and together with 99 other FLOE,  
we will start an adventure about opportunities.  
Sincerely,  
FLOE Team



19.Erika\_ishida

Makeup tutorial creator

Top mentioned brands:  
Estee Lauder; Lancome; L'Oreal

Content types: Makeup  
Fans: 📧 458K 📺 205K



16.我是吴禹阿 📍 Shanghai

Skin care and makeup expert and fashion stylist

Top mentioned brands:  
ZeroWater; Estee Lauder; Apple  
Content types: Makeup  
Fans: 📧 636K 👁️ 621K



16



17.pppppp-pink

Fashion insider

Top mentioned brands:  
HARE; YSL Beaute; OLAY  
Content types: Makeup  
Fans: 👁️ 632K



17



18.章可妍 📍 Shanghai

Fashion insider

Top mentioned brands:  
Johnnie Walker; JW Marriott  
Hong Kong Airlines  
Content types: Makeup; Fashion  
Fans: 👁️ 604K



20



20.笑cry的小仙爷 📍 Zhejiang

Hair, makeup and skin care blogger

Top mentioned brands:  
Darphin; ISDIN; CHANEL  
BEAUTE  
Content types: Makeup; Fashion  
Fans: 👁️ 328K



18



21. 蒲儿姓蒲 📍 Guizhou

Makeup tutorial creator

Top mentioned brands:  
ZeroWater; VT Cosmetics; Neogen  
Content types: Makeup; Fashion  
Fans: 📺 363K



21.阿朵拉Adora 📍 Beijing

Product reviewer with a focus on eyeshadow and lipstick

Top mentioned brands:  
BECCA Cosmetics; ANA  
Enzymatic Therapy  
Content types: Makeup; Photography  
Fans: 📺 293K 📺 171K



21



22.Raku拉库 📍 Shanghai

Male beauty and skin care blogger

Top mentioned brands:  
Lancome; Estee Lauder; L'Oreal  
Content types: Makeup  
Fans: 📺 258K



22



23.元小双

Makeup guru with a focus on everyday makeup and makeup transformations

Top mentioned brands:  
Apple.; Ray; ZeroWater  
Content types: Makeup  
Fans: 📺 193K



23



24.夏小雨Keira 📍 Beijing

Makeup transformation blogger

Top mentioned brands:  
Eve Lom; Povos; Lancome  
Content types: Makeup  
Fans: 📺 168K



24



25.大姚shirely 📍 Jiangsu

Makeup brand founder and blogger

Top mentioned brands:  
POLA; Céline  
Content types: Makeup  
Fans: 📺 141K



27.二沈 📍 Zhejiang

Makeup content creator

Top mentioned brands:  
Taobao; Roxy; Jo Malone  
Content types: Makeup  
Fans: 📺 93K



26. 國寧 Doris 📍 Beijing

Beauty and makeup blogger

Top mentioned brands:  
SYR; Flip; Mario Badescu  
Content types: Makeup  
Fans: 📺 120K

26



28. 吐司猪狗 📍 Hunan

Makeup blogger and info  
content creator

Top mentioned brands:  
Clinique; Dior Beauty;  
Nars Cosmetics  
Content types: Makeup  
Fans: 📺 48K

28



29. Emoi-E锅 📍 Jiangsu

Fashion and makeup video content  
creator

Top mentioned brands:  
COS; Hin Sang; Royal Never Give Up  
Content types: Makeup  
Fans: 📺 33K

29



31. 刘凯LK 📍 Beijing

CCTV7 show Outdoor Date stylist

Content types: Makeup  
Fans: 📺 9.5K

31



30. Linkou 卢琳子 📍 Zhejiang

Makeup blogger, fashion and make-  
up video content creator

Top mentioned brands:  
Taobao; CASIO  
Content types: Makeup  
Fans: 📺 28K

30



# SKIN CARE

## CATALOG



01



01. 陈子蜜 📍 Overseas

Fashion talent and beauty supplement brand founder

Top mentioned brands:  
Tmall; ZeroWater;  
Outdoor Research  
Content types: Makeup  
Fans: 📧 2.8M 📺 2.5M



03



02. LU一丝 📍 Zhejiang

Fashionista, beauty blogger, and fashion and makeup content creator

Top mentioned brands:  
Lancome; Estee Lauder; Taobao  
Content types: Makeup  
Fans: 📺 1.5M 📺 80K



03. 彬彬爱冉宝贝 📍 Jiangsu

Fashion and makeup content creator

Top mentioned brands:  
Estee Lauder; L'Oreal; Lancome  
Content types: Makeup  
Fans: 📧 1M 📺 1M



04



04.杜予瑄 📍 Beijing

Kimiss celebrity and makeup expert who has worked on films including *The Unfortunate Car* (2012) and *Iron Man 3* (2013)

Top mentioned brands:  
Lancome; Dior Beauty; Tmall  
Content types: Makeup; Fashion  
Fans: 📺 986K



05.右右文 📍 Shanghai

Online shopping fanatic and skin care specialist

Top mentioned brands:  
Marie Dalgar; Lancome  
ETUDE HOUSE  
Content types: Makeup  
Fans: 📺 933K



05



07



07.VK大魔王 📍 Shanghai

Fashionista, beauty blogger

Top mentioned brands:  
Nars Cosmetics; L'Oreal; Lancome  
Content types: Makeup  
Fans: 🧑‍🎤 922K



08



08.Angelica\_小妖 📍 Guangdong

Fashion and makeup content creator,  
and authorized Sina Weibo content  
contributor

Top mentioned brands:  
Estee Lauder; ICA; Kiehl's  
Content types: Makeup  
Fans: 🧑‍🎤 848K



09



09.毛小星Ryan 📍 Shanghai

Former China marketing manager  
for Chanel and Dior, and and current  
Taobao shop owne

Top mentioned brands:  
NBA; Estee Lauder  
Chanel Fashion  
Content types: Makeup  
Fans: 🧑‍🎤 1M



10. 郭果果mint 📍 Zhejiang

Makeup blogger and Toutiao contributor

Top mentioned brands:  
Taobao; IPSA; Dr. Hauschka  
Content types: Makeup  
Fans: 📺 898K 📱 851K



10



11. 杨宛w 📍 Zhejiang

Makeup and skin care expert with an extra talent for hair, and current Taobao shop owner

Top mentioned brands:  
Shanghai Fashion Week  
ZeroWater; Huanghe  
Content types: Makeup  
Fans: 📱 840K 📺 773K



11



16.解文504 📍 Taiwan

Pharmaceutical industry insider-turned-blogger who specializes in makeup-meets-health

Top mentioned brands  
Estee Lauder; ZeroWater  
Chanel Fashion  
Content types: Makeup  
Fans: 📧 534K 👁️ 533K



12.FnRos 📍 Beijing

Makeup vlogger

Top mentioned brands:  
Make Up For Ever;  
Bobbi Brown; Nars Cosmetics  
Content types: Makeup  
Fans: 📺 792K



14.Rachel\_小静酱 📍 Guangdong

Makeup talent, fashion editor, and Sina Weibo blogger

Top mentioned brands:  
Estee Lauder; Lancome; LANEIGE  
Content types: Makeup  
Fans: 📺 570K 📺 544K



13.闻姐姐 📍 Beijing

Makeup writer for Kimiss.com, and fashion and makeup content creator

Top mentioned brands:  
Estee Lauder; Shu Uemura; OHUI  
Content types: Makeup  
Fans: 📺 740K



15.健兴班长 📍 Shanghai

Fashion industry insider with 11 years of experience

Top mentioned brands:  
SHISEIDO; Marie Dalgar; Caudalie  
Content types: Makeup  
Fans: 📺 555K 📺 551K





16.小柚子是壮家妹子

Makeup talent for Meilapp.com and  
Mingxing Yichu platform expert

Top mentioned brands:  
L’Oreal; Paris Fashion Week  
Giorgio Armani Beauty  
Content types: Makeup  
Fans: 📺 531K 📺 34K



20.\_Cccharlotte\_ 📍 Shanghai

Blogger with a focus on makeup  
swatches and lifestyle content

Top mentioned brands:  
CROWN; Cult Gaia; For love &  
lemons  
Content types: Makeup  
Fans: 📺 12K



21.SHERRYSMH 📍 Korea

Makeup swatch expert and skin  
care tutorial creator

Top mentioned brands:  
Apple; Nars Cosmetics  
Giorgio Armani Beauty  
Content types: Makeup  
Fans: 📺 37K





17.格格baby啊 📍 America

Makeup and nature lover

Top mentioned brands:

Taobao; Rexona

Content types: Makeup

Fans: 📺 284K



17



18



18.ANNbition 📍 Shanghai

Makeup and fashion blogger,  
and Taobao store owner

Top mentioned brands:

Taobao; BVLGARI; ZARA

Content types: Makeup

Fans: 📺 331K



19



19.Locohepta

Makeup blogger

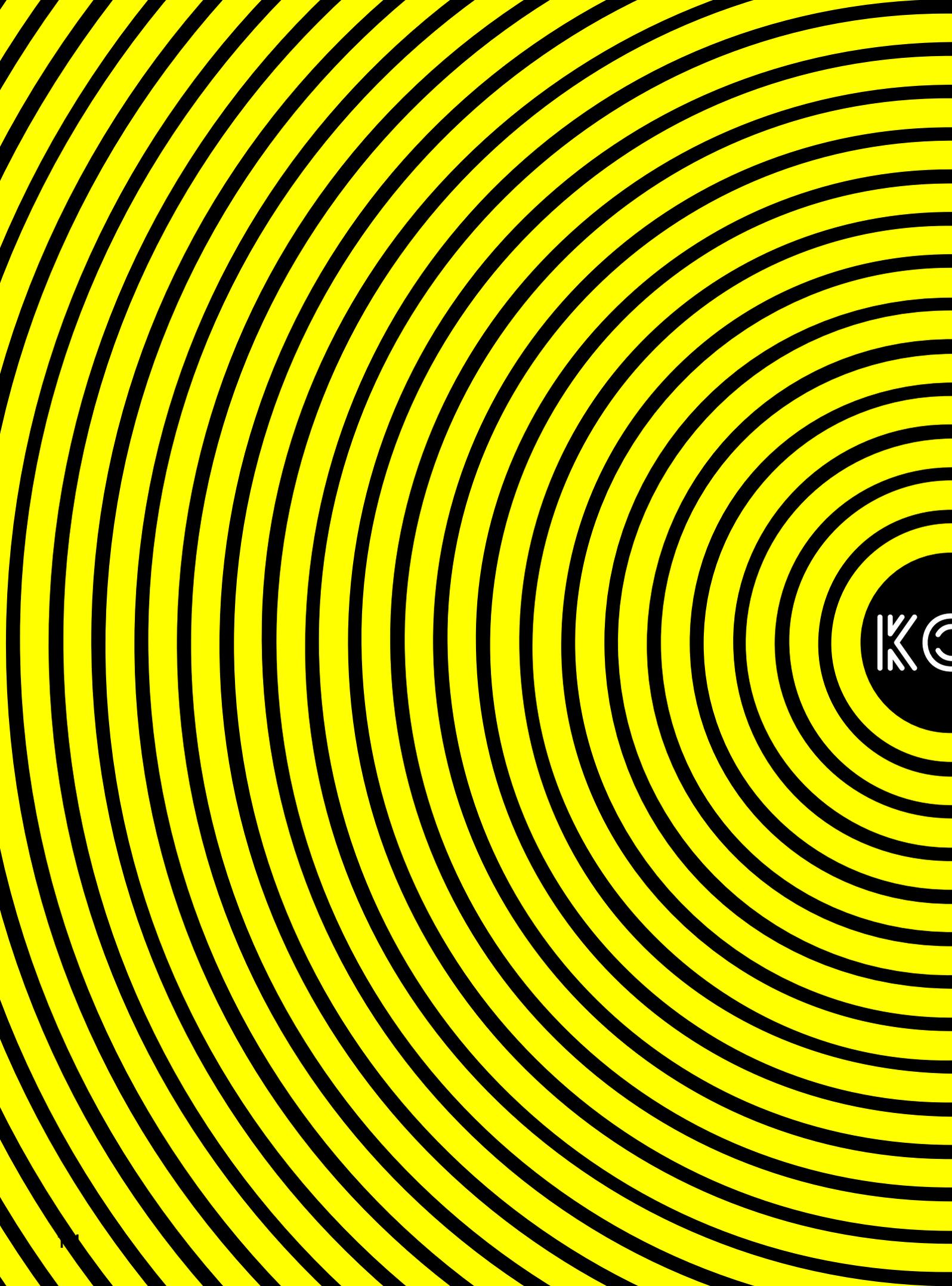
Top mentioned brands:

Innisfree; Estee Lauder

Giorgio Armani Beauty

Content types: Makeup

Fans: 📺 412K 📺 4.7K



KC



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