

## 17 Million followers



Chiara Ferragni presented her new make-up collection at "Instyle meets Lancôme x Chiara Ferragni" © Thomas Lohnes for HBM

The internationally successful influencer Chiara Ferragni has created a limited makeup collection together with Lancôme, which she presented on Wednesday at the Ladies Lunch as part of the series *Instyle meets* in Frankfurt. At the invitation of *Instyle* Beauty Director Eva Jost, 50 predominantly female guests, influencers, models and TV stars met with fashion and beauty icon Chiara at tropical temperatures of around 38 degrees Celsius for a meet & greet.

### Chiara Ferragni is "The Blonde Salad"

The blonde had a hard time in the industry at the beginning and was watched with suspicion by her fashion colleagues at the international fashion shows, she confesses. But Chiara has had an amazing career: With nearly 17 million followers on Instagram and her blog "The Blonde Salad" she is considered to be one of the most successful influencers worldwide.

### Networking in style

Under the motto *Instyle meets*, exciting personalities from the media, fashion and beauty industries regularly meet with influencers with a wide reach. For selected luxury and premium brands, the event offers an individually organised, high-calibre network event in an

attractive *Instyle* environment and direct access to strong opinion leaders. In addition, the sponsors benefit from a high media reach due to the extensive coverage on all *Instyle* channels.

by **Regine von Kameke**

Senior PR manager - BurdaStyle

[regine.vonkameke@burda.com](mailto:regine.vonkameke@burda.com)



Category **Brands, Events**

Tags **BurdaStyle Luxury, Instyle, Instyle meets**

URL <https://www.burda.com/en/news/17-million-followers/>