



# The Klear Pricing Report

## Fashion Rates



# Understanding Fashion Influencers

As the influencer industry grows, it's important that marketers have a clear understanding of the type of influencer they are partnering with.

One of the most prominent categories in the influencer space is Fashion. And, while many brands have been collaborating with Fashion Influencers for nearly a decade, there is no clear resource on pricing.

We surveyed 370+ Klear Vetted influencers, varying in audience size, to determine trends in pricing to help brands budget future campaigns.

It is our hope that this study empowers brands and influencers alike. By setting a pricing baseline we hope brands can strategically plan upcoming partnerships, and influencers can confidently enter the negotiation process.

This report is brought to you by Klear, the world-class influencer marketing platform. The study sampled the largest pool of Fashion influencers, providing the most comprehensive research on fashion influencer pricing and trends.

## Report:

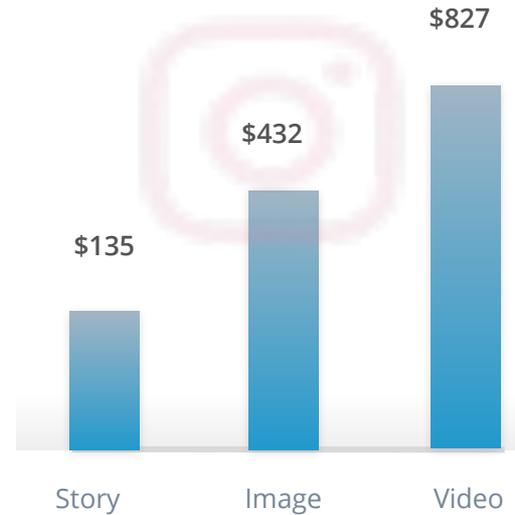
- This report includes pricing data for Instagram, geo trends, and demographics, from a survey of 378 Fashion Influencers.
- Performed a statistical analysis of trends and demographics using our SIGIR award-winning influencer measurement technology

*\*Influencers ranged in follower count*

## Fashion Influencer Rates On Instagram

In Influencer marketing Fashion influencers are some of the highest earners. Instagram is one of the most popular platform for this category, with influencers averaging \$827 for a single video post.

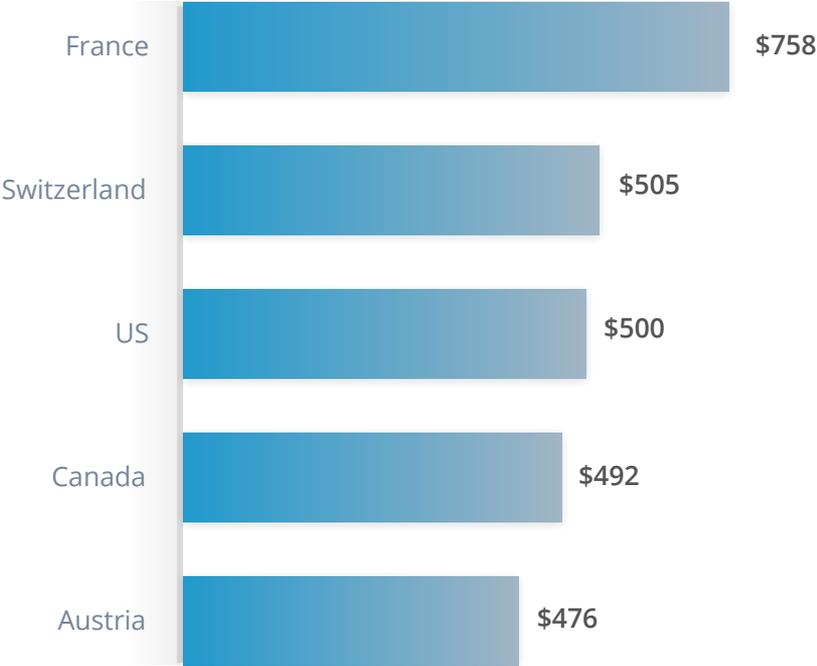
Influencer pricing is typically presented as a baseline. The basic price includes a standard offering of services, which can be negotiated.



# Fashion Influencer Rates by Region

Influencer pricing differs significantly when broken down by region, especially in the Fashion category.

Fashion influencers in France are the top earners, averaging \$758 a post, 33% more than the second most expensive country Switzerland.



**\*Top 5 Regions**

# Growth of Sponsored Content in Fashion Category

Posts with #ad indicate sponsored content, and influencer + brand collaboration.

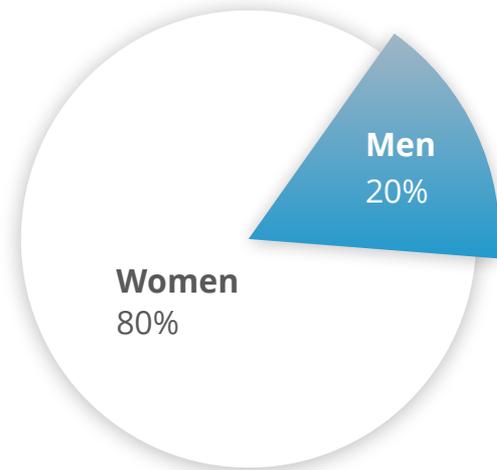
When comparing #ad posts from 2018 to 2019 we observed a 95% increase of sponsored content within the Fashion category.



## Demographics of Fashion Influencer Category

On Instagram 80% of Fashion influencers are women.

Female Influencers make up a majority of the Fashion category, with skills ranging from Art, Modeling, Styling, and Accessories.



## Fashion Influencer Niche Skills

Within the category of Fashion exists subcategories or skills, which allows influencers to highlight their talent and differentiate themselves.

Art is the leading skill amongst fashion influencers



#1 **Art**



#2 **Beauty**



#3 **Blogging**



#4 **Adventure**



#5 **Accessories**

## Fashion Influencer: Jenny Walton, Art

[@jennymwalton](#) is a leading Fashion influencer whose niche skill is Art. On her Instagram page she shares her illustrations along with personal style posts.

With 221K followers on Instagram (July '19), she has collaborated with top brands such as; Prada, Zara, eBay, Miu Miu, and Massimo Dutti.



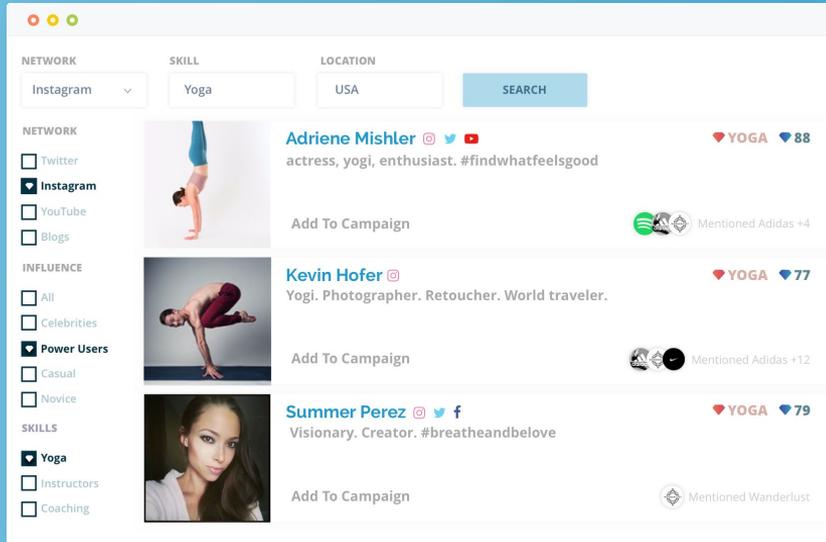
## Trending #hashtags

Of all the hashtags used by fashion influencers, #streetstyle is seen most frequently.

Zara was the only brand to appear among the top ten hashtags. And, New York was the only city to have a Fashion Week hashtag in the top 10 with #nyfw.

1. #StreetStyle
2. #Details
3. #Ad
4. #Chanel
5. #Denim
6. #Zara
7. #NYFW
8. #kylieskin
9. #ootd
10. #lookbook

# The New Standard in Influencer Marketing



Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

[Learn more at klear.com](https://www.klear.com)

