



NO STUPID QUESTIONS

How Indie Beauty Brand Founders Cultivate Influencer Relationships



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In this edition of Beauty Independent's ongoing series posing questions to beauty entrepreneurs, we ask 29 founders and executives: What have your experiences working with influencers been like?



PAAYAL MAHAJAN

Founder, Essential Body

I got some very sound advice around engaging influencers from Brandon Schwartz of Unwash. He told me in no uncertain terms that mine was not a brand that required me to pay influencers for posts. I should only engage with influencers who see and appreciate the value in what I create because it is couture, it is art and science, and of very high value. I appreciate that kind of forthright advice, and it has served me well so far.

I have no interest in following the norms when it comes to building my brand. If I like someone's energy or what they represent, I will find a way to work with them. Conversely, if I don't, I am that businesswoman who will walk away from the table. I follow my gut and my intuition, that's how I learn, it's how I stand out, and it is serving me really well so far!

If you have a question you'd like Beauty Independent to ask beauty entrepreneurs, please send it to editor@beautyindependent.com.