



# The Trendsetters Shaping the Future of Influencer Marketing

Black Creators & Businesses Report

# Introduction

By 2030, Black consumers are projected to fuel [\\$1.7 trillion](#) annually in purchasing power. Today, Black creators and businesses are undeniably at the forefront of culture, whether they're front-lining major events like the Super Bowl, achieving accolades like the [most-followed TikTok creator](#), or breaking Grammy records.

Despite having so much to celebrate, Black creators still experience pay and opportunity disparities. According to 2021 research by MSL and The Influencer League, [the pay gap between white creators and Black creators was 35%](#). Additionally, organizations [lose billions due to turnover](#) from work practices that negatively impact employees from diverse backgrounds.

Highlighting these creators and businesses begins with acknowledging and valuing their unique contributions. In that spirit, this report spotlights top-performing Black creators and businesses by metrics such as Engagement, Impressions, Reach, and Earned Media Value (EMV). From celebrity beauty brands to poets who spark hope during a presidential inauguration, our featured brands and creators deliver unmatched innovation and originality.










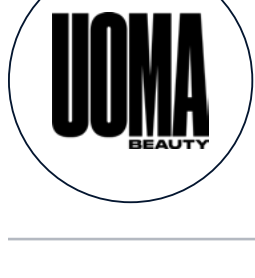




# Black-Founded Brands to Watch

Image source // @fentybeauty on Instagram



# By Engagement

Q4 2022

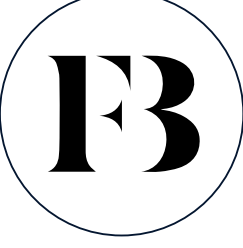









	Fenty Beauty*	94.1M
	LaQuan Smith	10.7M
	Danessa Myricks Beauty	7.0M
	Juvia's Place	6.6M
	Telfar	6.0M
	UOMA Beauty	2.4M
	Fear of God	1.4M
	Christopher John Rogers	1.2M
	Ace Beauté	902.5k
	Beauty Bakerie	821.7k

\*Includes Savage x Fenty



# By Earned Media Value

January - December 2022

	<b>Fenty Beauty*</b>	<b>\$834.4M</b> EMV
	<b>Juvia's Place</b>	<b>\$103.9M</b> EMV
	<b>Danessa Myricks Beauty</b>	<b>\$94.9M</b> EMV
	<b>Telfar</b>	<b>\$54.4M</b> EMV
	<b>LaQuan Smith</b>	<b>\$30.7M</b> EMV
	<b>UOMA Beauty</b>	<b>\$30.0M</b> EMV
	<b>Fear of God</b>	<b>\$23.6M</b> EMV
	<b>Ace Beauté</b>	<b>\$20.4M</b> EMV
	<b>Beauty Bakerie</b>	<b>\$20.3M</b> EMV
	<b>Christopher John Rogers</b>	<b>\$16.5M</b> EMV

\*Includes Savage x Fenty



## Black-Founded Brands to Watch

6.0M

Engagement

82.1M

Impressions

275.1M

Reach

Top Creator

On Instagram @nene\_la\_shiro

 TELFAR  
EST. 2005, NYC



 TELFAR

Q4 2022

The speed with which Telfar's iconic bags sell out (almost immediately) proves that the brand is a cut above the competition. Founded by Liberian-American designer Telfar Clemens, Telfar's shopping bags, complete with its signature T logo, are worn by everyone from *Real Housewives of Potomac* star Candiace Dillard to AOC. Fashion designer Nate White (@nene\_la\_shiro on Instagram) was the brand's top creator in Q4 2022, passing a Telfar bag to an audience member at an event before voguing as Tyler Perry's Madea.



1.4M

Engagement

21.1M

Impressions

240.2M

Reach

FEAR OF GOD

## FEAR OF GOD

Q4 2022

Fear of God blends luxury and streetwear in a fierce yet delicate union. Known for its understated, elegant design, the brand recently collaborated with Birkenstock, creating a true-to-form sandal named after the trendy LA neighborhood of Los Feliz. Fear of God's Eternal collection dropped in February 2023, featuring neutral-colored clothing that emphasized flow and effortlessness. Founded by designer Jerry Lorenzo Manuel, Fear of God enjoyed an excellent 2022 across our metrics.





# Brand Spotlight

Image source // [amicole.com](http://amicole.com)





## Brand Spotlight

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Image source // mytopicals.com

# Topicals

Topicals is all about that butter. A science-driven skincare brand founded by former UCLA pre-med student Olamide Olowe, Topicals offers products that target flare-ups, hyperpigmentation, eczema, and other skin conditions. Olamide was the youngest black woman to surpass \$2 million in venture funding, guiding her brand to an impressive 116% YoY EMV growth.

Q4 2022

# 87.3M

Reach

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**TOPICALS**



## Brand Spotlight

Image source // localeuropean.com

# Local European

Local European, a minimalistic but edgy womenswear brand, enjoyed a stellar 2022. Founded by Alexandra Bunch, the brand benefited from an impressive 144% YoY EMV growth.

Q4 2022

# 9.5M

Impressions

LOCAL EUROPEAN



## Brand Spotlight



Image source // [www.camilleroose.com](http://www.camilleroose.com)

# Camille Rose Naturals

Natural haircare brand Camille Rose Naturals uses food-grade ingredients to help natural hair thrive. Throughout 2022, the brand drummed up enthusiasm via activations around products that use crowd-favorite ingredients like honey, black castor oil, and chebe powder. Additionally, founder Janell Stephens launched the Beauté Noir Festival, a summit in Atlanta that celebrates Black beauty.

Q4 2022

# 8.9M

Impressions



## Brand Spotlight



Image source // [www.amicole.com](http://www.amicole.com)

# Ami Colé

Ami Colé specializes in makeup for “melanin-rich skin.” The clean beauty brand embodies a delicate dance between a perfected look and ease of application. Expanding its YoY EMV by 168%, Ami Colé embodies excellence.

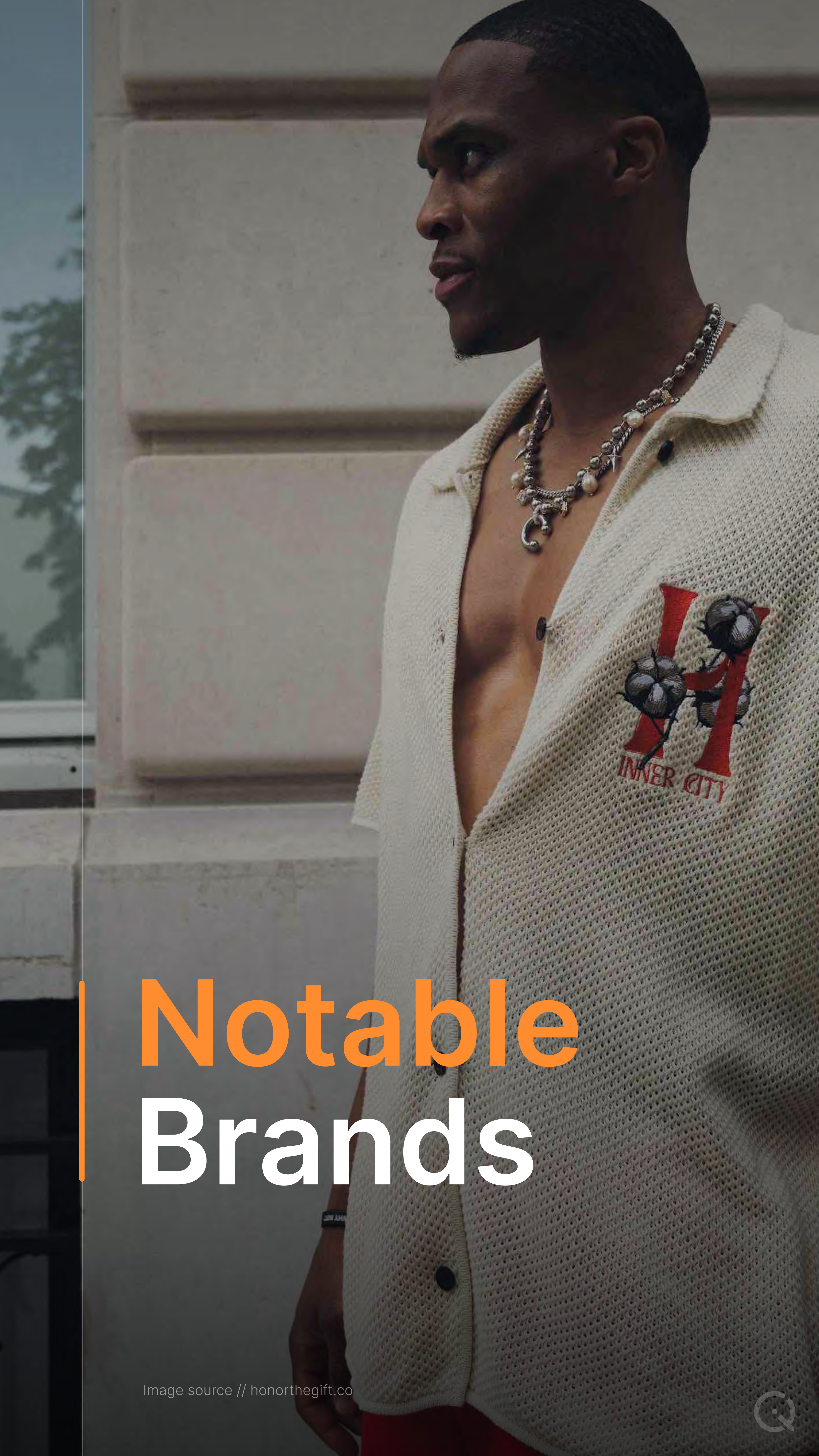
Q4 2022

49.2M

Reach

AMI COLÉ





# Notable Brands

Image source // [honorthegift.co](https://honorthegift.co)



# Honor the Gift

## Fashion

Athlete Russell Westbrook founded Honor the Gift on principles like dedication and possibility. Just look at the recent Jordan x Honor the Gift collection to see proof of this integrity.

A white circle containing the text "HONOR THE GIFT®" in a bold, sans-serif font.

HONOR THE GIFT®

# PipCorn

## Food & Beverage

A four-time Oprah's Favorite, Pipcorn offers healthy yet delicious snack options, including popcorn, crackers, cheese balls, and more. Co-founded by Jennifer Martin, the brand sticks close to its values, highlighting Black entrepreneurs on its site monthly.

A white circle containing the PipCorn logo, which features the word "PIPCORN" in a bold, sans-serif font, with "HEIRLOOM" above it and "SNACKS" below it, all enclosed in a circular border.

HEIRLOOM  
PIPCORN  
SNACKS

# 54 Thrones

## Skincare

Based on traditional African beauty rituals, 54 Thrones was founded by Christina Funke to celebrate the diversity of culture found across Africa's 54 nations. Ethically sourced from artisans, 54 Thrones combines clean beauty and shea butter for decadent results.

A white circle containing the text "54 THRONES®" in a bold, sans-serif font.

54 THRONES®



# Humanrace

## Skincare & Fashion

Humanrace is “on a mission to empower all people in their pursuit of wellbeing.” Founded by musician Pharrell Williams, the brand bridges the gap between street culture and wellness, thriving in both skincare and fashion.



# Scotch Porter

## Haircare & Wellness

Founder Calvin Quallis has skillfully launched and scaled Scotch Porter into the clean grooming solution of choice for men. Calvin attributes the brand’s success to its consumer-centric approach.



# The Honey Pot Company

## Health & Wellness

The future of feminine care is here. Founded by Beatrice Dixon, The Honey Pot Company promotes wellness and education via clean, plant-derived products. The Honey Pot Company was chosen by The Lead for its 2023 Foremost 50 List.



# Pattern

## Haircare

Born from passion and love, Tracee Ellis Ross founded Pattern Beauty to ensure that every hair texture can thrive. With a whirlwind launch at Macy's, as well as a product line expansion that includes hair tools, Pattern will inspire many to embrace their patterns.





# Creators to Watch



Image source // @majimb.o on Instagram



## Creator Spotlight

Q4 2022

955.4M

Engagement

12.6M

Impressions

20.0M

Reach

# Elsa Majimbo

[@majimb.o](#) on Instagram

A 15x chess champion and Kenyan comedian, Elsa Majimbo took the world by storm during the COVID-19 pandemic. Elsa cut through tension and uncertainty with satirical monologues, shaky video, tiny sunglasses, and punchlines followed by the signature crunchy sound of her munching on chips. Elsa has racked up accolades, ranking as a Forbes 30 Under 30 awardee and starring in The New Yorker documentary "Elsa." She typically marries a lo-fi aesthetic and luxury, partnering with brands that include Fenty Beauty, Logitech, Valentino, MAC, and Coach. When deciding which brands to partner with, Elsa focuses on values. Elsa produces video content to be her true and fullest self online, and she encourages others to do their own thing.

Creator statistics include data for branded content and mentions from other accounts.

Image source // [@majimb.o](#) on Instagram



## Creator Spotlight

Q4 2022

773.3k

Impressions

367.9k

Reach

# Keith Lee

@Keith\_Lee125 on TikTok

Food critic Keith Lee rose to prominence in Q4 2022 due to the popularity of his Chipotle taste hack. Keith inspired scores of TikTokers to order a quesadilla with his signature vinaigrette and sour cream combo. Since then, Keith has advocated for the visibility of Black creators, encouraging brands to conduct due diligence to find the source creator behind trends. Chipotle has done its part, partnering with Alexis Frost (@alexis.frost on TikTok), another foodie who kicked off a popular ordering trend. Both Keith and Alexis were invited by Chipotle Test Kitchen to film promotional videos. Their work propelled Alexis' Fajita Quesadilla Hack and the Keithadilla to the Chipotle menu.



# Khabane Lame

@khaby.lame on TikTok

The most followed creator on TikTok, Khabane “Khaby” Lame, took over the world with reaction videos that called out the absurdity of everyday interactions. Khaby, who rarely speaks in his videos, believes that “body language is universal.” He’s partnered with HUGO BOSS and McDonald’s, among others.



**10.6M**  
Engagement

# Eni Popoola

@enigivensunday on Instagram

Giving law school a whole lot of flair, Eni Popoola’s calming voice-overs of makeup and skin faves, her impeccable style, and BTS glimpses makes her a jack-of-all-trades.



**22.5M**  
Impressions

# Amanda Gorman

[@amandascgorman on Instagram](#)

Author Amanda Gorman ascended to prominence after reading a poem at U.S. President Joe Biden's inauguration. Now, Gorman regularly partners with brands from Estée Lauder to Prada.

**6.5M**

Impressions



# Wisdom Kaye

[@wisdm8 on TikTok](#)

The “best-dressed guy on TikTok,” according to Vogue, Wisdom Kaye is a creative trendsetter, showcasing imaginative period looks, outfits based on fan challenges, and highlighting his avant-garde aesthetic.

**5.6M**

Engagement



# Nigel Kabvina

@sxmplyni on TikTok

Known for his #BrunchTok content, Chef Nigel Kabvina brings romance and ambiance to a good meal, preparing assorted brunches for various occasions. Nigel's videos often contain classical music, a bouquet of flowers, and city views, combining elegance, creativity, and style.



**4.7M**  
Impressions

# Salahe Bembury

@salehebembury on Instagram

A prominent shoe designer, Salahe Bembury recently worked with Crocs to develop a breathable shoe featuring dramatic ridges that combine form with function.



**2.9M**  
Engagement



# Hilton Carter

[@hiltoncarter on Instagram](#)

Author of “Living Wild,” Hilton Carter is a plant lover and interior stylist. Hilton delivers soothing content full of plant care best practices, baby pics, and hot takes on lighting.

**2.9M**

Reach



# Nique Miller

[@nique\\_miller on Instagram](#)

A surfer and a Billabong Womens partner, Nique captures her lifestyle in Hawaii, and is passionate about diversifying the outdoor lifestyle.

**2.5M**

Impressions



# Paola Mathé

[@findingpaola on Instagram](#)

In her popular blog “Finding Paola,” Paola Mathé highlights color, fashion, and the pleasures of life. Paola runs a headwrap business called Fanm Djanm, meaning ‘strong woman’ in Haitian Creole.

**2.2M**  
Impressions

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# Drea Okeke

[@dreaknowsbest on TikTok](#)

Engineer turned content creator Drea Okeke is bringing the laughs with sketches featuring Mama D, who comes in strong with the African-parent-inspired clapbacks. Drea hosted TikTok World, and also hosts her own podcast on content creation.

**2.1M**  
Impressions

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# Grow with Creators. Scale with CreatorIQ

CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

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



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