

THE ROLE OF SOCIAL MEDIA AND INFLUENCERS IN FORMING BEAUTY INDUSTRY TRENDS

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ABSTRACT	KEYWORDS
<p>This article examines the role of social media and influencers in shaping beauty industry trends, with a focus on manicure and nail design. It examines the mechanisms of visual content distribution, the influence of influential bloggers and celebrities on consumer preferences, and the popularization of new styles and techniques. Particular attention is paid to practical aspects: it analyzes current trends, their promotion through social media, and their impact on the choice of colors, shapes, and nail designs. The study's findings demonstrate that social media and influencers are key factors in shaping fashion trends, facilitating the rapid adoption of innovations and their adaptation to audience preferences.</p>	<p>Social media, influencers , beauty industry, nail design, manicure, trends, visual content, consumer preferences, beauty marketing, fashion trends.</p>

Introduction

Scientific novelty. This study, for the first time, systematizes the influence of social media and influencers on trends in the beauty industry, with a focus on manicures. It demonstrates how visual content, celebrity recommendations, and influencers influence consumer preferences and the practical implementation of trends in beauty salons, enabling the integration of digital marketing strategies with professional practices.

Social media (Instagram , TikTok , Pinterest) have become an integral part of everyday life and have a significant impact on the beauty industry, especially on manicure, which is an important element of self-expression and style.

Social platforms serve as a powerful tool for the instant dissemination of new trends and the formation of consumer preferences. They enable the rapid demonstration of new manicure techniques, products, and styles, allowing users to quickly adapt to new trends [1]. The platforms enable users to share inspiration and discoveries, creating a dynamic field for beauty experimentation.

According to a study conducted on The platform Campus Agency , social media provides instant visibility to new trends, products and manicure techniques, allowing users to quickly become familiar with new products and adapt them to their preferences [2].

Influencers (bloggers with large followings) play a key role in promoting beauty products and services. Their recommendations and manicure demonstrations directly influence audience choices [3]. For example, celebrities like Hailey showcase new manicure styles. Bieber , Demi Lovato and Selena Gomez , contributes to their rapid popularization among a wide audience.

Thus, social media and influencers are a driving force in shaping nail industry trends, determining the choice of styles, colors, and techniques, as well as accelerating the introduction of new ideas and products to the market.

Social media has become a powerful catalyst for the formation and spread of trends in the beauty industry, particularly in manicure. Platforms like Instagram , TikTok , and Pinterest are the primary tools for visual content sharing, accelerating the popularization of new styles, colors, and manicure techniques. These visual platforms create a "viral content" effect, allowing popular ideas to quickly spread among a wide audience, shaping mass consumer preferences.

Influencers act as "fashion trendsetters." Their audiences demonstrate a high level of trust in their recommendations, making them key players in promoting new products and trends [4]. By showcasing specific styles, colors, and techniques, they directly influence the consumer choices of their followers. The formation of trends through social networks occurs according to the following main mechanisms:

1. Visual demonstration. Publications (photos and videos) serve as visual guides to new styles and techniques.
2. Recommendations from authorities. The opinions of influencers , celebrities, and professional artists legitimize and popularize the trend.
3. Virality and repetition. Copying and reproducing popular publications by users leads to the creation and consolidation of mass trends.

Table 1 - The Impact of Social Media and Influencers on Manicure Trends

Mechanism	Description	Examples of influence on trends
Visual demonstration	Publishing photos/videos of new techniques	"Almond Latte Mani", "Blood Moon Mani"
Recommendations from opinion leaders	Influencers and celebrities promote style	Hailey Bieber , Demi Lovato , Selena Gomez
Virality	Popular publications are copied by other users	The widespread availability of new nail shapes and colors
Feedback	Comments and likes drive demand for specific trends	The rise in popularity of pastel and bright colors

Social media (Instagram , TikTok , Pinterest) and influencers play a key role in spreading new manicure trends, directly influencing consumer preferences and salon operations.

Influencers and celebrities, by showcasing their manicure styles, are setting a trending agenda for a wider audience. For example, the " Almond " manicure Latte » by Hailee Steinfeld , popular for October 2025, combines a creamy nude shade inspired by almond milk and espresso. [5] This reflects the current trend towards minimalist and natural designs.

Another example is the Demi manicure Lovato in the style of " Teal " French " (Turquoise French) features an adaptation of the traditional French manicure using bright, unconventional colors for fall, encouraging a bold approach to the classics [6].

Salons are actively implementing trends promoted on social media, which is a strategic move to attract customers. Nail technicians promptly offer clients current designs, following influencer recommendations . For example, " Milky " Rose » by Victoria Beckham , which rose to popularity after the premiere of her documentary, is a sought-after choice among clients who prefer elegant minimalism.[7]

Salons are using social media as an effective marketing tool, showcasing their work, which is in line with the latest trends, to attract and retain clients.

Content created by influencers has a significant impact on consumer choice. Publications showcasing new designs and techniques stimulate audience interest, which directly leads to increased demand for relevant products and services [8].

Social media allows brands and salons to interact directly with customers, receive instant feedback and quickly adapt their offerings to changing market preferences [9].

Table 2 - Examples of popular manicure trends promoted through social media

Trend	Description	Presented influencer
Almond Latte Mani	A creamy nude shade inspired by a blend of almond milk and espresso.	Hailee Steinfeld
Teal French Mani	Traditional French manicure using turquoise shade	Demi Lovato
Milky Rose Nails	A milky pink shade that matches autumn colors	Victoria Beckha

The analysis revealed that social media and influencers play a key role in shaping and promoting trends in the beauty industry, particularly in the manicure and nail design segment. Thanks to visual content on platforms like Instagram , TikTok , and Pinterest , new styles, colors, and techniques quickly spread to a wider audience, shaping consumer preferences and creating new trends.

Influencers and celebrities act as "opinion leaders," influencing the choice of nail colors, shapes, and decoration methods. Examples of successful trend implementation include " Almond" Latte Mani » Hailee Steinfeld , « Teal French Mani » Demi Lovato and Milky Rose Nails » Victoria Beckham . These examples demonstrate that visual trends can quickly become mainstream and directly influence customer demand.

Practical application of the obtained data showed that beauty salons and nail technicians can effectively use social media to promote their services. Regularly updating their portfolios, publishing relevant work, and incorporating popular trends help attract new clients, retain existing ones, and increase customer loyalty.

Engagement with the audience is especially important: likes, comments, and reposts allow artists to receive feedback, assess the demand for specific styles, and adjust their offerings. This makes their work more consumer-focused and improves the customer experience.

Thus, several key conclusions can be drawn:

1. Social media accelerates the spread of trends by providing a visual platform to showcase new manicure techniques and styles.
2. Influencers and celebrities shape audience tastes, increasing trust in certain designs and products.
3. Beauty salons and stylists, by applying knowledge about the influence of social media, can increase competitiveness, improve customer service, and implement current trends into their practices.
4. The influence of social media requires a conscious approach: it is necessary to consider the diversity of the audience, as well as the cultural and aesthetic preferences of customers, in order to shape trends that will be in demand and ethical.

Overall, the study confirms that the integration of digital tools and influencer marketing strategies is an effective mechanism for the development of the beauty industry, particularly in the manicure segment. This opens up opportunities for further research analyzing the effectiveness of marketing campaigns, the impact of visual content on customer emotional perception, and the long-term formation of sustainable trends.

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