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2025 CREATOR BRANDS REPORT

by Vivaio Ventures

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INTRODUCTION

OPENING REMARKS

Content creators have changed the way people engage with content, discover products, and make buying decisions. Their reach now rivals that of traditional media, regularly drawing audiences as large as prime time television. This is making it increasingly difficult to find brand partnerships that truly match their scale or vision.

For creators seeking more control and lasting value, launching their own brand is a natural next step. It is not just about monetizing an audience, it is about turning attention into ownership.

At Vivaio, our mission is to help make that possible. We partner with creators to build the next generation of consumer brands, managing product development, logistics, ecommerce, and finance while allowing creators to focus on what they love: creating content, building their community, and shaping culture.

HOW WE MAPPED THE CREATOR BRAND LANDSCAPE

Our study examines 200+ creator-led brands, primarily based in Europe and the United States, with a focus on the sectors they've entered, their stage of growth, funding activity and amounts raised and the underlying venture structures. This analysis has provided us with a comprehensive understanding of the creator brand landscape, uncovering patterns and connections that offer valuable strategic insights.

↗ **200+**

creator brands were analyzed

↗ **18**

are "unicorn" companies

↗ **41**

companies successfully exited

↗ **98%**

of creators brands who have relied on a specialized partner are growing profitably or have made a successful exit

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1 WHAT ARE CREATOR BRANDS?

What they are, why they matter and how they redefine traditional marketing.

WHAT ARE CREATOR BRANDS?

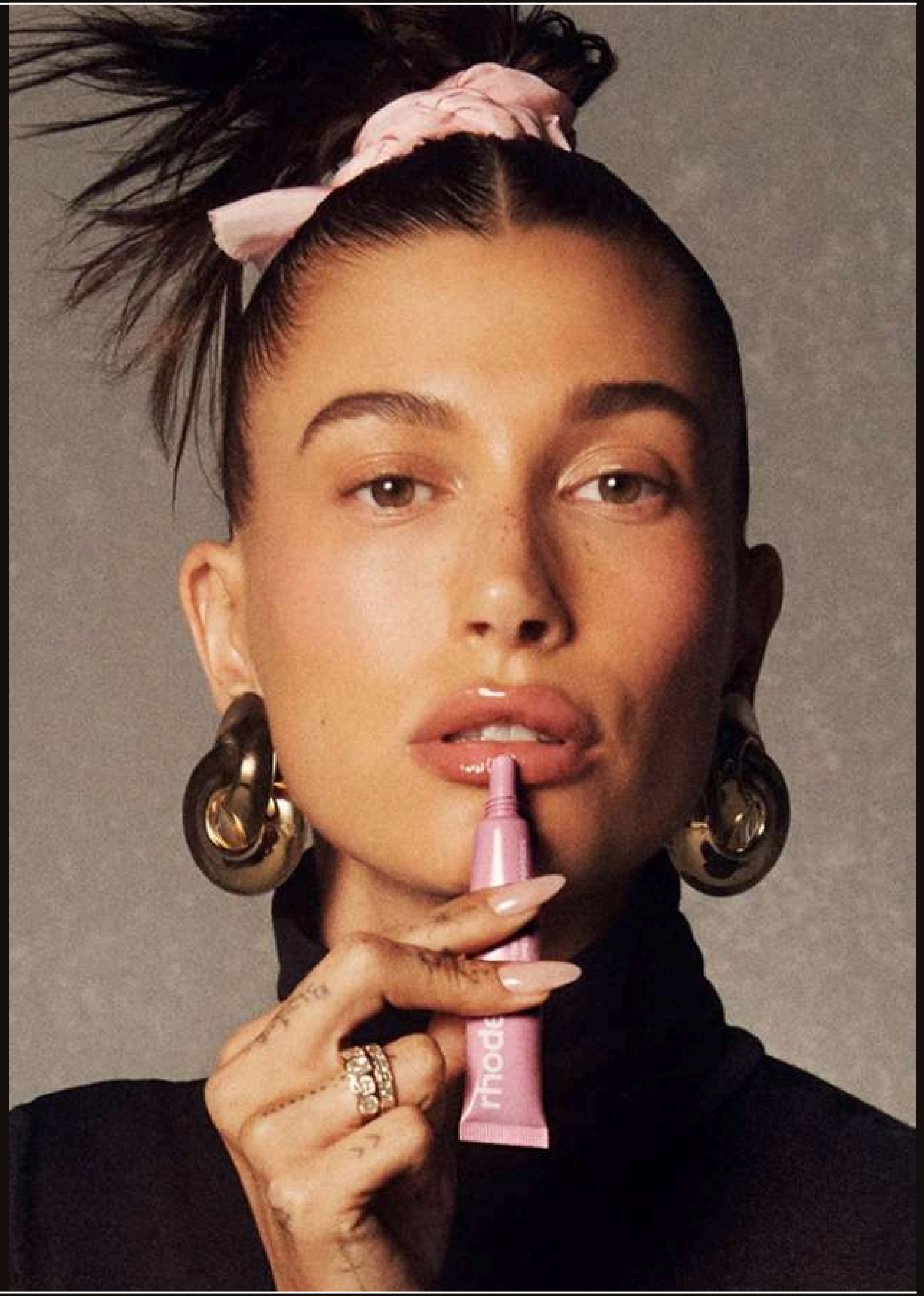
We define creator brands as consumer brands developed by content creators, influencers, artists, athletes and celebrities.

These individuals use their large social media followings to launch products or services, experiencing rapid growth due to their broad reach. Their brands are typically closely tied to their personality, values, and content focus. This connection builds trust and authenticity with their audience while also providing an opportunity to connect directly and tangibly with their fans, strengthening the relationship between them.

WHY ARE CREATOR BRANDS RELEVANT?

Over the years, creators have cultivated loyal audiences through content that deeply resonates with them, creating strong communities that actively support their ventures upon launch.

These brands redefine traditional marketing by prioritizing influence over advertising budgets. With the digital landscape becoming increasingly competitive and customer acquisition costs (CAC) steadily rising for traditional brands, creator brands are able to leverage their distinct advantage to disrupt established consumer sectors.



WHAT ARE CREATOR BRANDS?

2 HOW CONTENT AND CONSUMPTION ARE CHANGING

What can we learn about product and content consumption trends by examining global data, and what are the implications for both traditional and creator-led brands?

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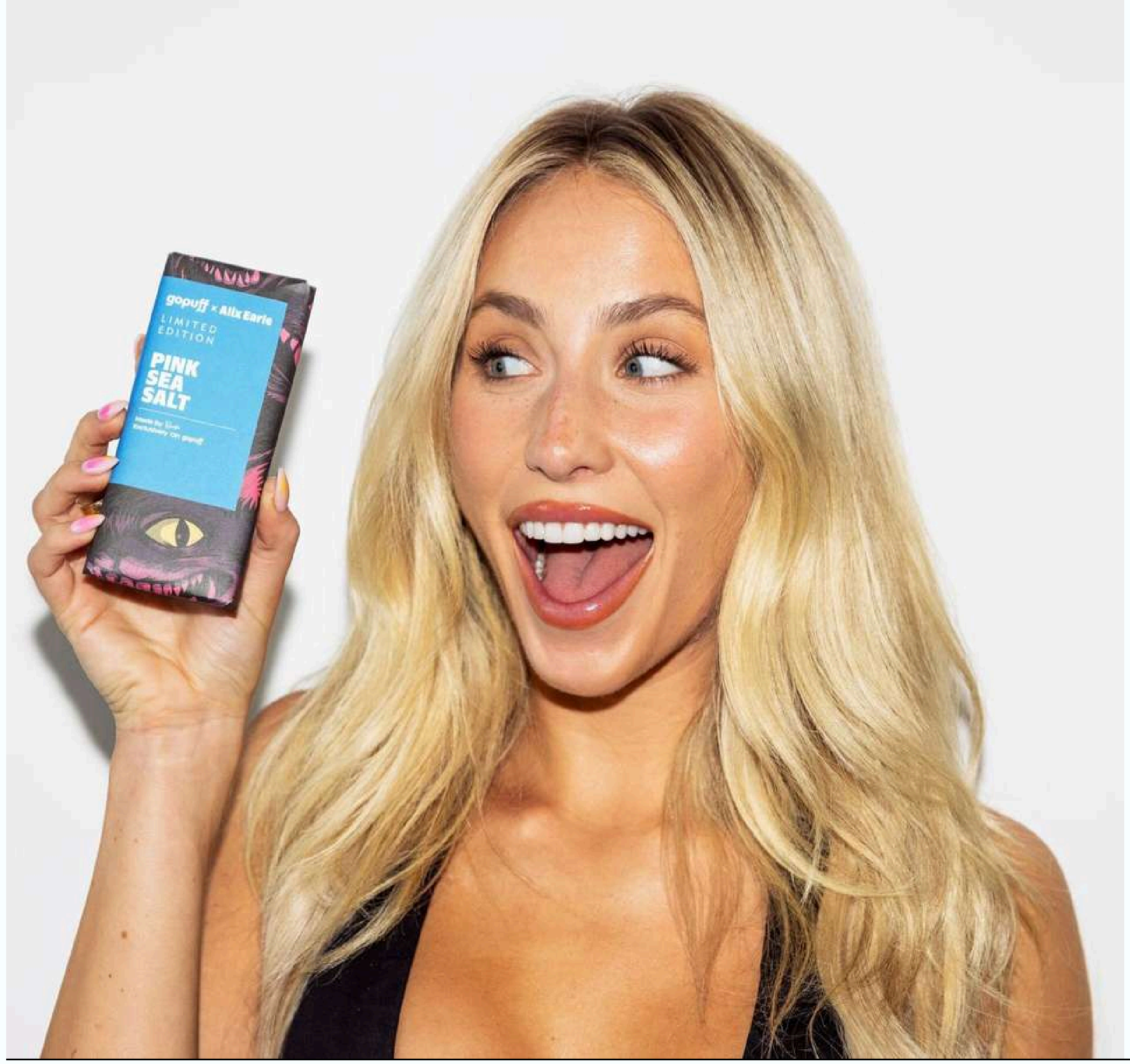
RELATABILITY AND TRUST DRIVE PURCHASING DECISIONS



The power of creators comes from their relatability and ability to build trust and authenticity.

According to a research by Sprout Social, 77%* of consumers engage more with content that feels genuine. What's more:

↗ **48%** & ↗ **55%****

of American consumers / of Gen Z and Millennials

rely on content creators for purchasing decisions

*Study by Sprout Social;

**Survey commissioned by NCSolutions (NCS)

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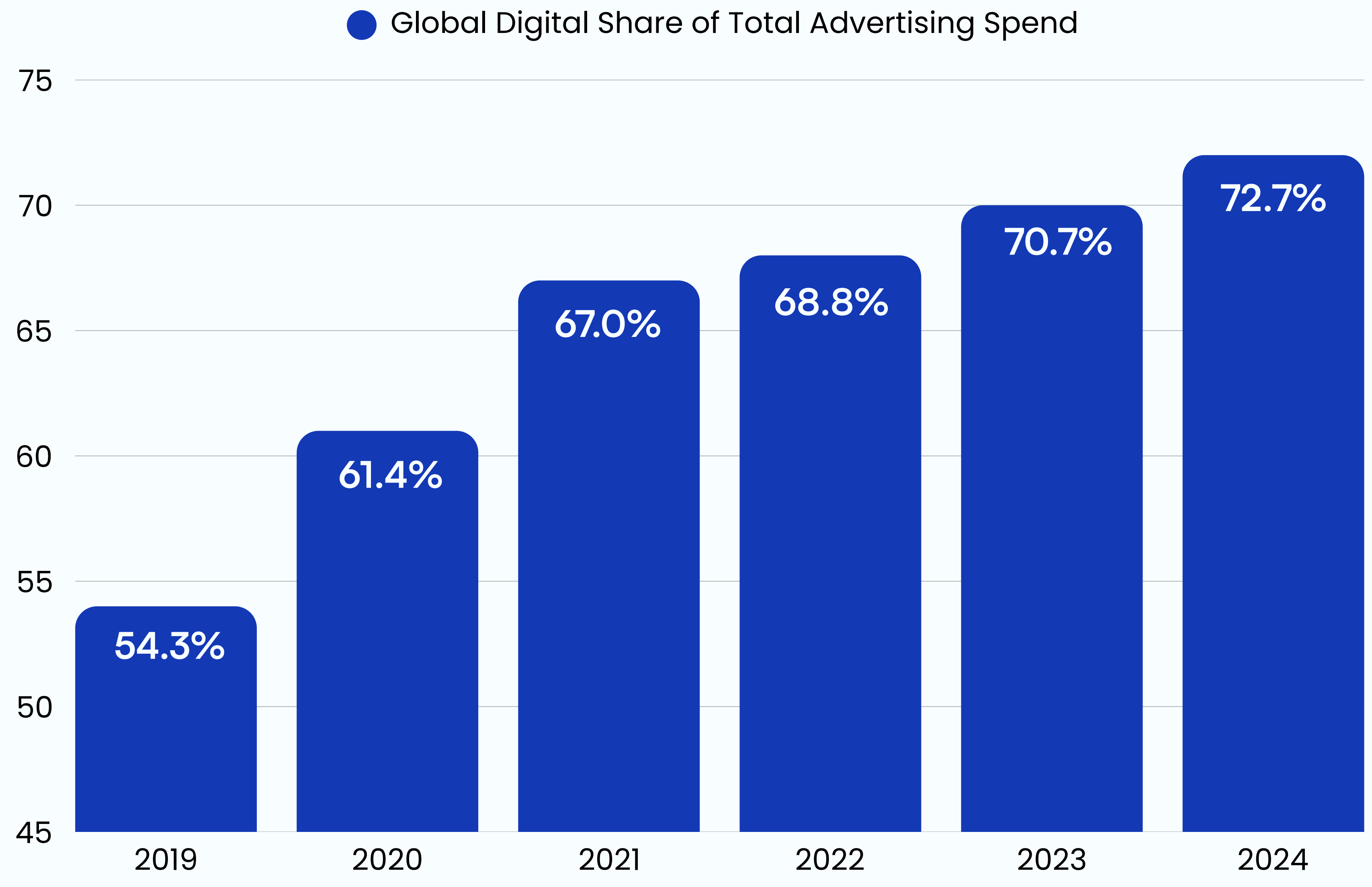
CONSUMERS DISCOVER PRODUCTS ONLINE

Digital media has become the primary channel for discovering consumer products, as reflected in its dominant share of advertising spend. It now accounts for approximately 73 percent of total ad spending, up from 54 percent in 2019.

This shift, accelerated by the COVID-19 pandemic, continues to grow at over 10 percent year over year. That rate outpaces the 7 percent growth seen across all media channels, suggesting that the digital share will likely continue to rise.



Source: STATISTA

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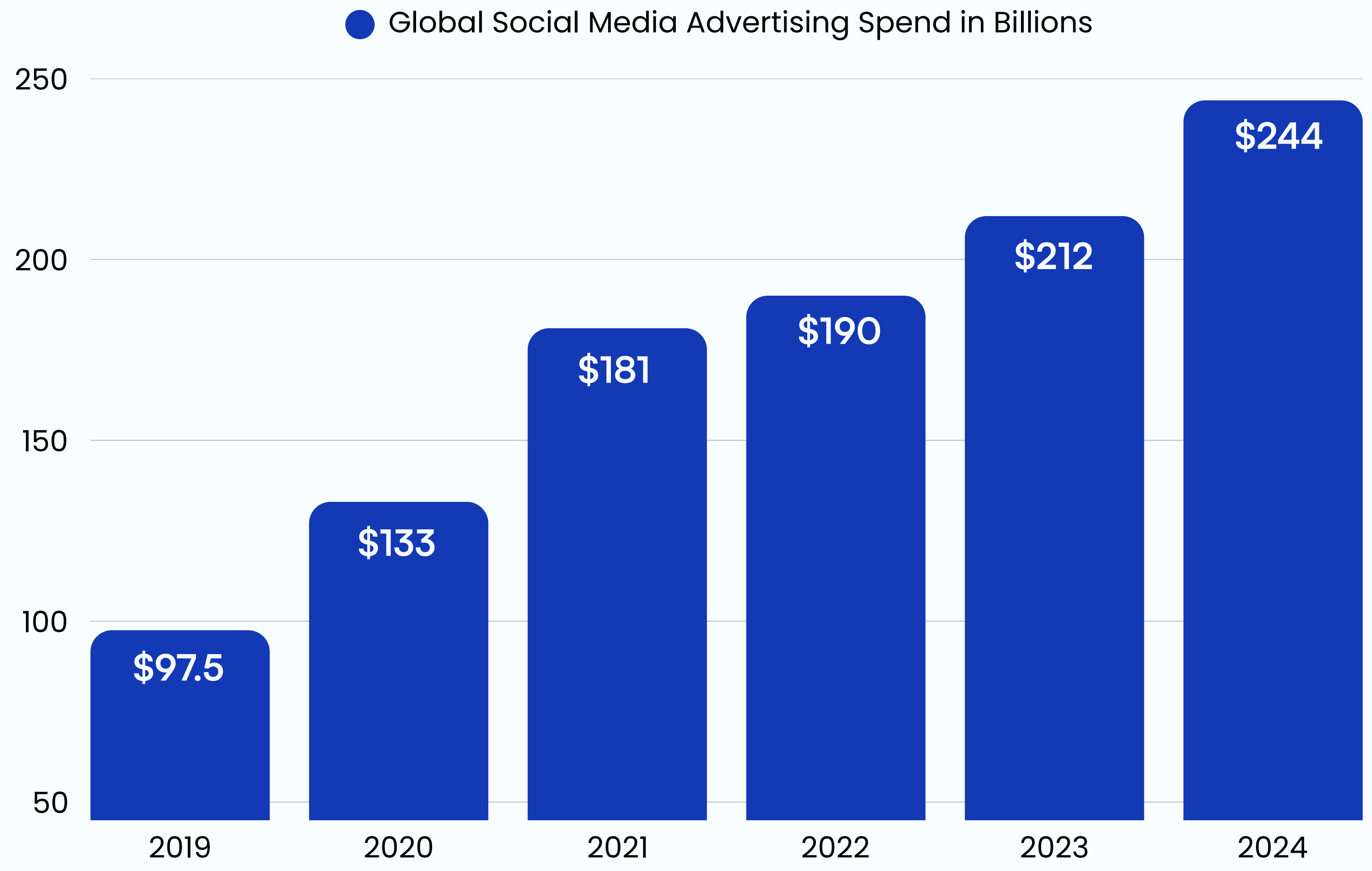
SOCIAL MEDIA IS THE FASTEST GROWING SEGMENT

Social media is the fastest-growing segment of digital advertising, second only to search in total spend. Global ad spend on social platforms has grown from about $98 billion in 2019 to over $244 billion in 2024 and is now increasing at an average annual growth rate of 15 percent.



Source: STATISTA

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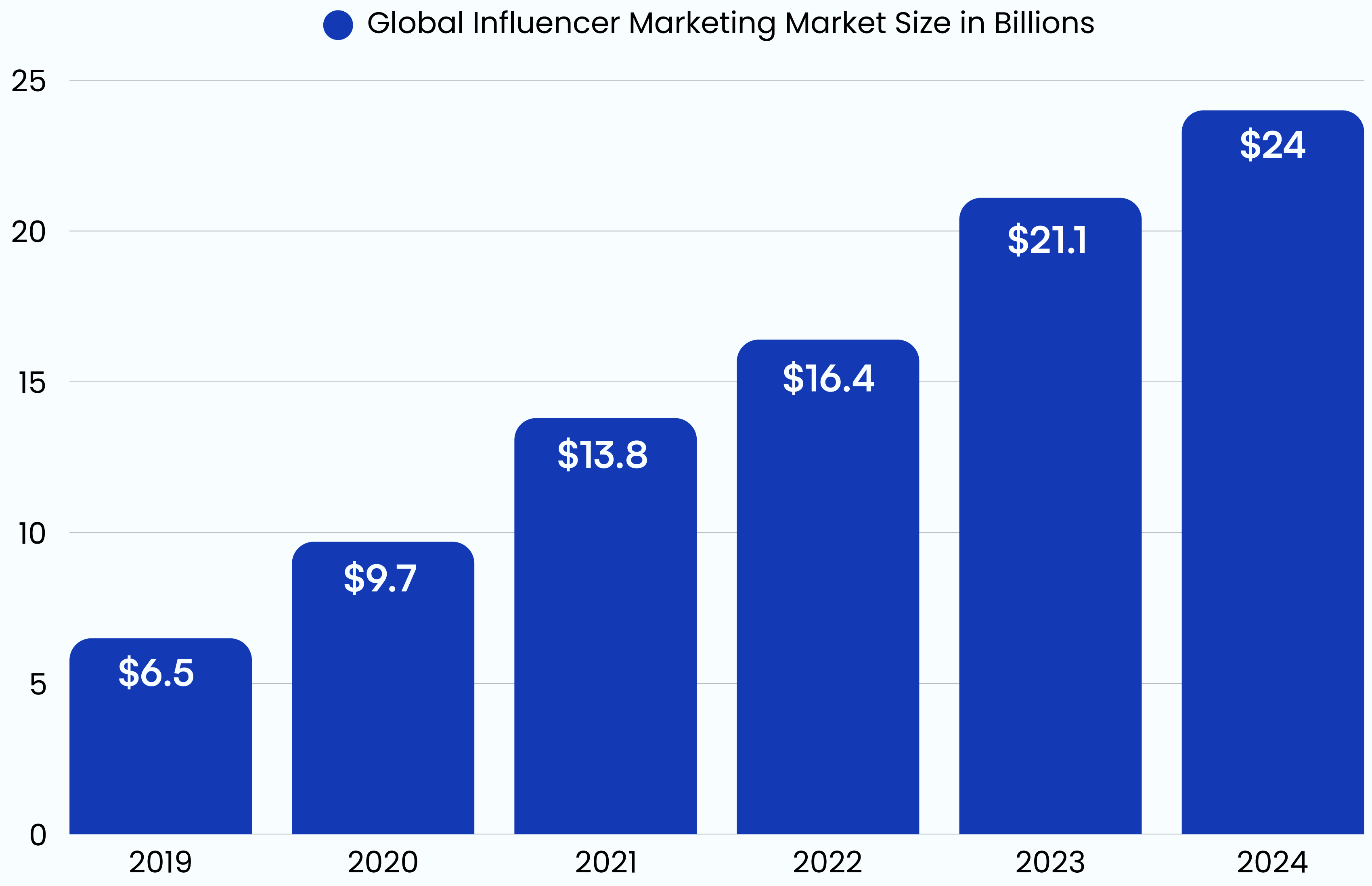
INFLUENCER MARKETING HAS GROWN 4X IN 5 YEARS

Influencer marketing is scaling even faster, with spend quadrupling to over $24 billion in five years, reflecting a CAGR of nearly 30%.

Similar growth has been experienced also for affiliate marketing whose market value increased to over $14 billion in 2024 (LinkTree).

This sharp increase underscores the growing importance of creators as a strategic channel for brands to reach targeted audiences, solidifying their role as a core component of today's marketing mix.



Source: *INFLUENCER MARKETING HUB*

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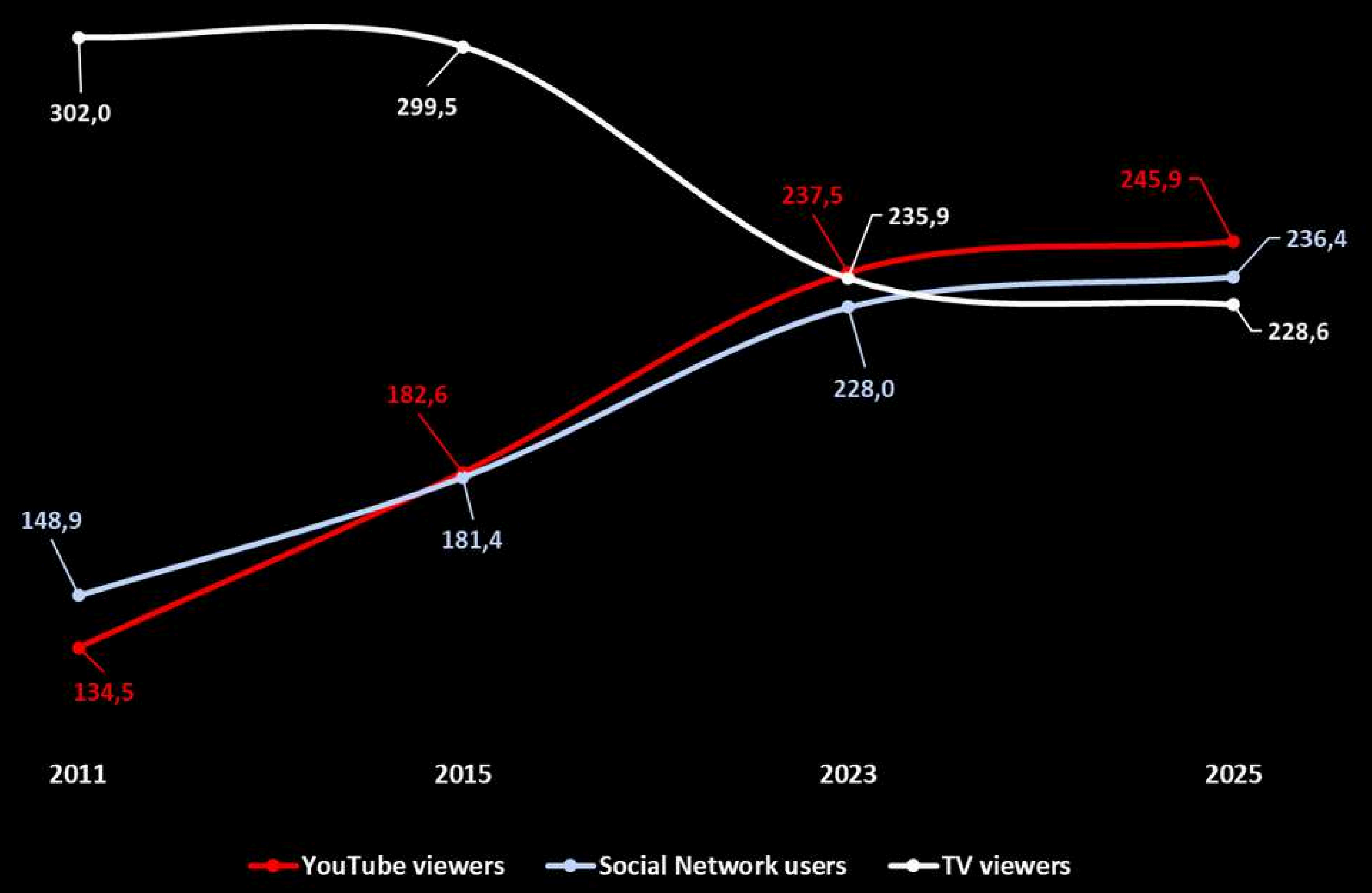
CONTENT CONSUMPTION HABITS HAVE ALSO CHANGED

Besides consumer products, creators have also completely changed the way we consume content.

This trend is clearly reflected in YouTube's rise, as it has now surpassed both traditional TV and streaming platforms like Netflix to claim the highest share of total viewing time!

Millions of US YouTube, Social Media and TV users, 2011-2025



Source: EMARKETER

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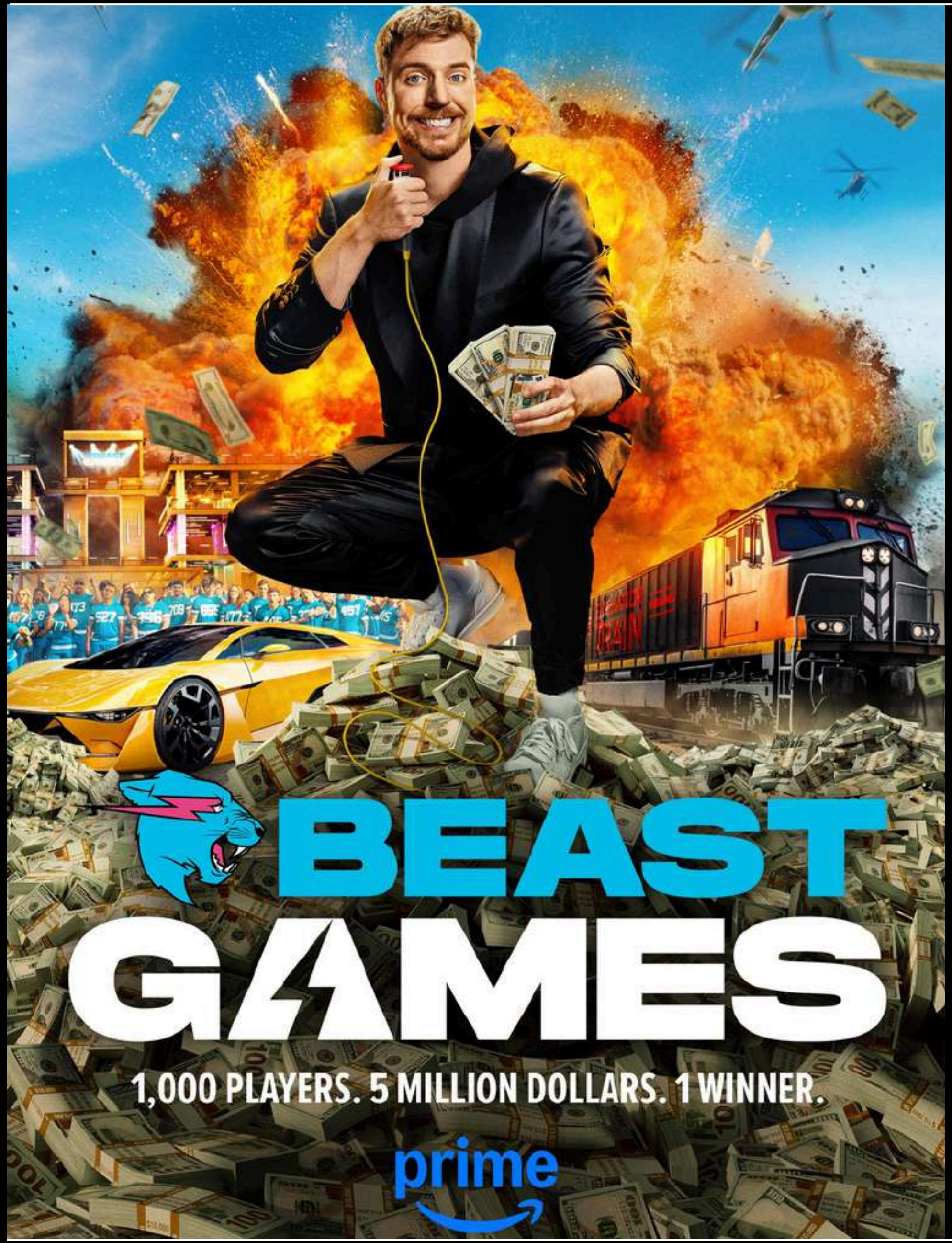
TOP PLATFORMS RACE TO COLLAB WITH YOUTUBERS



Amazon Prime's budget for MrBeast's new reality show exceeded $100 million

YouTube's dominance over traditional TV and streaming platforms has been possible due to its creator-first model and the decreasing costs of producing and editing videos, which have accelerated the emergence of several creators.

Even major platforms like Netflix and Amazon are now actively partnering with top YouTubers to develop new series and spinoffs.

CREATORS SHAPE PUBLIC DISCOURSE AND POLITICS

Hasan Piker, widely followed political Twitch streamer

One of the best examples of the increasing power of creators, now extending far beyond entertainment, is their influence on public discourse, entrepreneurship and consumer perception.

Creators are taking on a growing role, which now also includes shaping political narratives and reaching audiences once dominated by traditional media.

CASE STUDY: THE 2024 U.S. ELECTIONS

A compelling example of the growing influence of digital creators in political discourse emerged during the 2024 U.S. presidential election. Donald Trump and Kamala Harris each appeared on major podcasts - Trump on The Joe Rogan Experience, which drew 57 million views, and Harris on Call Her Daddy with Alex Cooper.

These high-profile interviews showcased how creator-led platforms now rival traditional media in reach and impact, offering candidates a way to connect directly with massive, engaged audiences. By enabling more personal and unfiltered conversations, podcasts are reshaping political communication and expanding the ways voters engage with public figures.

3 MOST ATTRACTIVE SECTORS FOR CREATOR BRANDS

A deep dive on the creator economy, along with insights and our perspective on leading creator-led brands across the most prominent consumer sectors.

WOMEN LEAD THE CREATOR ECONOMY

+200M

content creators in the world

4M

make over $50,000/year

2M

have over 1M followers *

77%

are women **

25%

are in beauty and fashion

Women are the leading entrepreneurs in the creator economy, representing 77% of all creators. Many of these creators focus on fashion and beauty, which accounts for 25 percent of the total. This sector was the first to see the rise of creator-led brands, with many quickly capturing significant market share.

Based on this foundation and the success of creator brands in fashion and beauty, we expect the trend to accelerate and expand into other sectors in the coming years, following a similar path of rapid growth and market disruption.

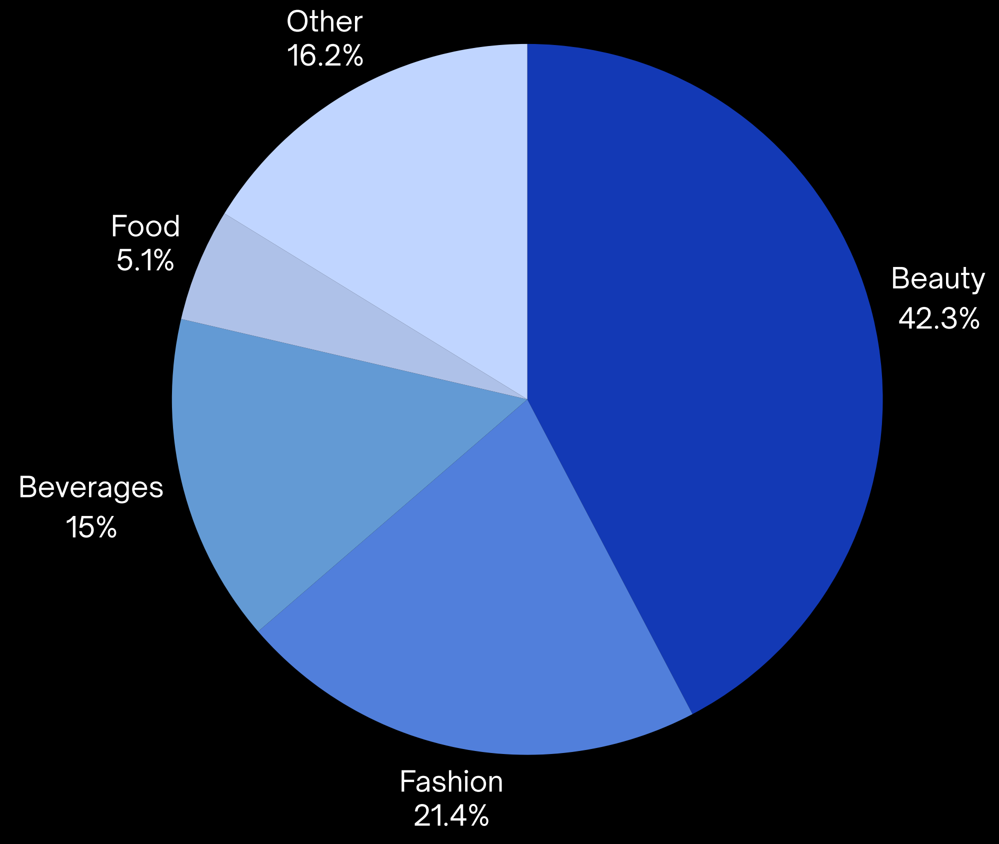
**Source: LinkTree*

***Source: Collabstr*

MOST ATTRACTIVE CONSUMER SECTORS

We examined our database of over 200 creator brands, tracking each initiative and industry. The analysis shows that the most popular sectors among content creators are beauty, fashion, and food and beverage, as expected.

Other relevant industries include supplements, jewelry, pet food, accessories and more.



TOP BEAUTY CREATOR BRANDS

Huda Kattan.
Huda Beauty

- 2013
- 200M+ revenue
- 4.7M followers

Selena Gomez,
Rare Beauty

- 2020
- $350M+ revenue
- 420M followers

Kylie Jenner,
Kylie Cosmetics

- 2015
- $350M+ revenue
- 393M followers

Hailey Bieber,
Rhode

- 2022
- $200M+ revenue
- 55M followers

Mario Dedivanovic,
Makeup by Mario

- 2020
- $150M+ revenue
- 220k followers

TOP FASHION CREATOR BRANDS

Kim Kardashian,
SKIMS

- 2019
- $750M+ revenue
- 350M followers

Khloe Kardashian,
Good American

- 2016
- $150M+ revenue
- 303M followers

Matilda Djerf,
Djerf Avenue

- 2019
- $35M+ revenue
- 2.7M followers

Natasha Oakley,
Devin Brugman
Monday Swimwear

- 2014
- $40M+ revenue
- 3.6M followers

Gilda Ambrosio,
Giorgia Tordini,
The Attico

- 2016
- $30M+ revenue
- 500k followers

TOP BEVERAGES CREATOR BRANDS

Kendall Jenner,
818 Tequila

- 2021
- $100M+ revenue
- 287M followers

George Clooney,
Casamigos Tequila

- 2013
- $100M+ revenue
- N.A.

Logan Paul & KSI,
PRIME

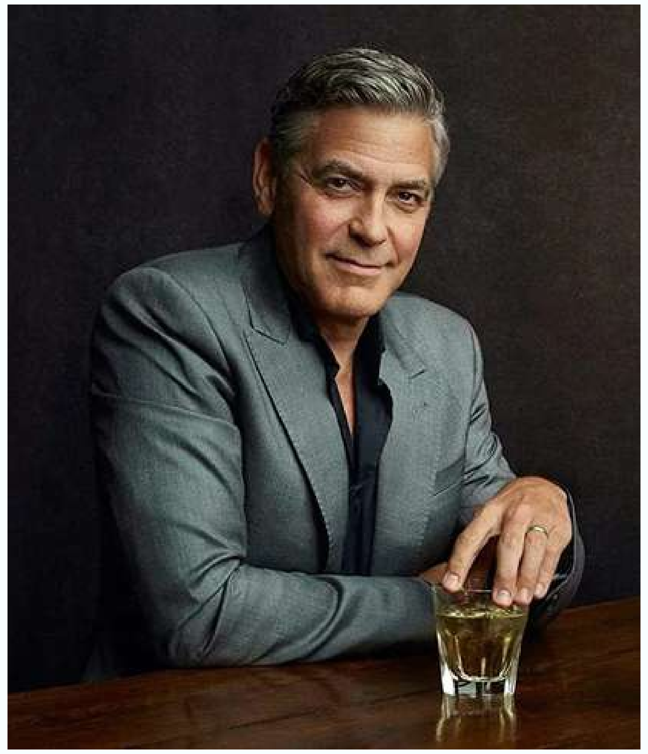
- 2022
- $1B+ revenue
- 40M followers

Emma Chamberlain,
Chamberlain Coffee

- 2017
- $30M+ revenue
- 14M followers

Katy Hearn,
Alani Nu

- 2018
- $500M+ revenue
- 1.6M followers



TOP FOOD CREATOR BRANDS

MrBeast, **Feastables**

- 2022
- $250M+ revenue
- 300M subscribers

Maxx Chewning, **Sour Strips**

- 2019
- $24M+ revenue
- 312k followers

Khloé Kardashian, **Khloud Foods**

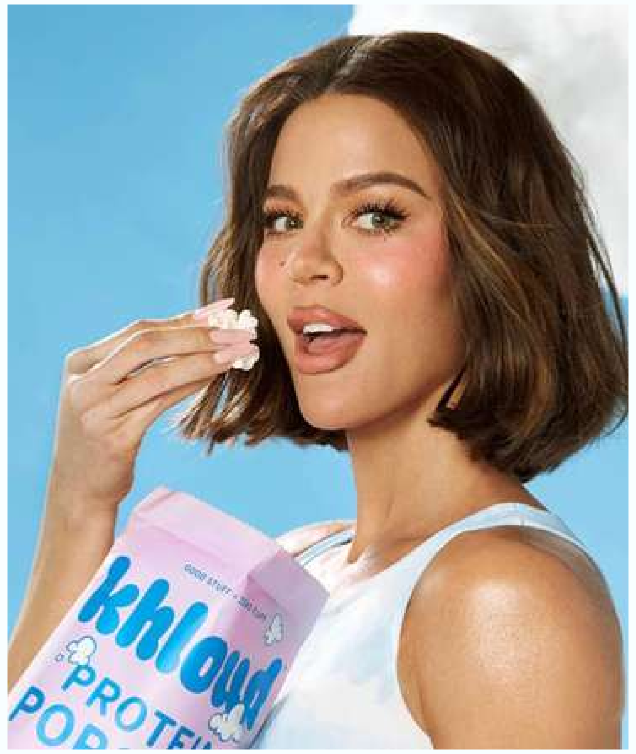
- 2025
- $12M funding
- 303M followers

Charles Leclerc, **LEC**

- 2024
- N.A.
- 18M followers

Glen Powell, **Smash Kitchen**

- 2025
- N.A.
- 2.8M followers



4 KEY FACTORS BEHIND CREATOR BRANDS' SUCCESS

Creators have the potential to build billion-dollar businesses by leveraging their communities, but success depends on execution and on a few key strategies.

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CREATOR BRANDS UNLOCK BILLION-DOLLAR POTENTIAL

Launching a brand allows creators to capitalize on their community, gain control over communication, and become less dependent on brand deals.

It is also a more lucrative opportunity, if the initiative is successful creator brands can achieve billion-dollar valuations and successful exits (about 40% in our study!).

Creator-led brands offer a more sustainable path to long-term wealth creation. Unlike brand deals, which provide short-term income, owning a brand enables creators to build equity and generate lasting value, positioning them for financial independence beyond their active content creator careers.

WHY MRBEAST CHOSE TO LAUNCH FEASTABLES

MrBeast, the owner of the largest YouTube channel in the world, has shifted his focus to building his own companies. He understands that his massive viewership can directly drive real sales, allowing him to move away from brand deals that often fall short and instead promote his own businesses.

CREATOR CREDIBILITY AS A GROWTH ENGINE

The success of creator brands lies in their ability to organically reach a well-targeted audience that trusts the creator and resonates with their communication style.

Such brands are particularly successful when the creator has credibility in their niche sector, translating into organic sales, minimal or inexistent marketing costs and a loyal community with a clear point of reference - the creator.

By leveraging their personal platforms, creators can promote products ensuring content that feels organic and, since people tend to dislike feeling like they are being sold to, creating "ads that don't feel like ads" is crucial.

When creators endorse their own product, this transition is easier as it feels like a natural extension of their content, building strong engagement and trust.

IMPORTANCE OF HAVING A PARTNER ECOSYSTEM


Emma and Jens Grede, the co-founders behind some of the most successful American creator brands

Partnering with experienced operators is often critical to the success of creator-led brands. Our research shows that 98% of creator ventures that work with specialized partners are either growing profitably or have successfully exited.

These partners bring a combination of industry expertise, operational capabilities, and valuable networks. They help brands scale efficiently, navigate complex markets, and stay competitive. In many cases, they also provide financial support and play an active role in managing investor relationships and raising capital to fund growth.

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INVESTORS ARE BACKING CREATOR BRANDS

As the creator economy matures and creator-led brands gain market share, institutional and private investors are increasingly investing in these ventures. Slow Ventures, for example, raised a $60 million fund specifically dedicated to backing creator-led businesses, underscoring growing confidence in the long-term potential of this segment.

At the same time, creators themselves are becoming investors. Just recently the Sidemen launched their own fund "Upside VC", joining other high-profile figures like Kim Kardashian, who co-founded SKKY Partners, and YouTube creator Caspar Lee, whose fund Creator Ventures recently announced its second raise.

PLAYERS SPECIALIZED IN CREATOR BRANDS

The demand for end-to-end professional support has triggered the rise of competitive companies, each with a unique structure and business model.

That'us! Based in Milan, Vivaio partners with content creators to ideate, launch, and scale the next generation of consumer brands. By leveraging a curated network of high-quality suppliers and shared operational infrastructure, we manage all operational and financial aspects, allowing creators to focus on the creative vision. Founded in 2023, We've already launched successful projects with top Italian influencers, with more set to be revealed in the upcoming months.

Congo Brands is a US based builder of consumer packaged goods (CPG) brands, partnering with influential creators and entrepreneurs. Specializing in the beverage sector, it has launched standout successes like Alani Nu (acquired by Celsius Holdings for $1.8 billion) and PRIME (surpassing $1 billion in revenue)*. Congo Brands oversees the entire value chain from product ideation to distribution and is recognized as a first mover and top-tier executor in the industry.

Blazar Capital is a Danish incubator and venture firm that builds and scales direct-to-consumer brands, often in partnership with creators. Blazar offers the capital and know-how necessary to grow a DTC brands and builds a dedicated team for each project. Notable ventures include Chamberlain Coffee with Emma Chamberlain and blid, a haircare brand co-created with Mathilde Gøhler.

Sources: Reuters, Bloomberg

5 KEY FINDINGS FROM OUR OWN RESEARCH

In this section, we present the findings from our research on over 200 creator brands. We analyzed their structure and identified unique insights, patterns, and key takeaways.

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METHODOLOGY OF OUR OWN MAPPING OF CREATOR BRANDS

We analyzed over 200 creator brands, primarily from Europe and the U.S., gathering insights on key factors such as community size, founding year, industry, revenues, funding raised, their development stage and venture structure.

Regarding these last two:

- Business Life Cycle Stages: labeled all brands as ascending (healthy and growing), descending (past its best days) and exit.
- Venture Structures
  - Self-made: Launched independently without external support.
  - Corporate-backed: Launched partnering with a larger corporation.
  - Investor-backed: Grown with significant external investments.
  - Specialized Partners: Developed in collaboration with specialized players.
  - Specialized Co-founders: Co-founded with individuals with deep industry expertise.

The study includes detailed comments, external links, and in-depth case studies for valuable context.

INSIDE THE VENTURE STRUCTURES

↗ 77%

of companies with a creator community below 1M are self-made

↗ 66%

of creators with communities larger than 5M involve external support

↗ 80.9%

of the companies with revenues above 100M€ involve external support

Smaller creators often launch projects independently, but without the right support, they face challenges that can limit long-term success. In contrast, over 80% of creator brands that reach the $100M mark do so with professional partners - showing a clear link between scale and strategic support.

We believe the gap lies in access. Smaller creators might struggle to find reliable partners who can offer the right end-to-end support.

Source: Vivaio internal research

INSIGHTS ON THE BRANDS' PERFORMANCE

↗ 66.7%

companies have revenues above 5M€

↗ 20.5%

have achieved a successful exit

↗ 9%

are "unicorn" companies

Creator brands have strong long-term potential. Most have reached stable annual revenues above €5M, showing that these ventures can generate meaningful value for their founders.

Top performers go much further. Over 40 brands in our database exceed €100M in annual revenue, and a similar number have achieved successful exits through acquisitions by corporate or financial partners. What's more, 18 creator-led companies have reached valuations above €1 billion.

Source: Vivaio internal research

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OUR TAKE ON THE DIRECTION OF THE MARKET

Creators that partner with experienced investors, corporations, co-founders, or specialized firms are 4x more likely to exceed €100 million in revenue. This is because scaling requires real infrastructure: operational expertise, strong networks, and financial backing.

Data shows the creator economy still holds significant untapped potential and in a world where attention is increasingly expensive, creators' ability to reach targeted and engaged audiences organically is a major competitive advantage.

At Vivaio, we are proud to be early movers in this space, working with some of Italy's top creators. We are uniquely positioned near a world-class manufacturing ecosystem and use technology to access data and make faster, more informed decisions. The years ahead will bring rapid growth, increased sophistication, and new opportunities that we are excited to tackle.

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6

10 CASE STUDIES

A deep dive into the best creator brands, exploring their story, product offerings, support received, and the strategies behind their growth and structure.

CASE STUDY

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KYLIE COSMETICS

Brand and Founder Overview

Founded in **2015** by **Kylie Jenner** at 18, initially as "**Lip Kit by Kylie**," Kylie Cosmetics quickly emerged as a force in beauty. Leveraging her fame as a **reality TV star** and Kardashian-Jenner member, she quickly turned personal branding into a **billion-dollar empire**. She then became **Forbes' youngest self-made billionaire at the age of 21**. By 2023, her Instagram posts averaged 5 million likes; she now has over **390 million followers**, making her a standout digital-age success story.

Key to Success

Kylie Cosmetics owes its explosive success to **savvy social media marketing** and limited-edition drops that sparked viral demand. **Strategic partnerships with influencers** and Kardashian family members amplified brand exposure, with one **collaboration** accounting for **$115 million in sales**. Major events, like the **Balmain** partnership during Paris Fashion Week, drove millions in revenue, while over 7 million Instagram hashtag uses highlight the brand's **massive UGC engagement**.

Product Offerings

Kylie Cosmetics began with the **iconic Kylie Lip Kits**, setting new standards for desirability through **distinctive packaging** and **limited availability**. The brand rapidly expanded to include eyeshadows, blushes, highlighters, and the Kylie Skin label. This evolution from a single-product brand to a **comprehensive beauty line** enabled broader market reach, helping Kylie Cosmetics position itself as **one of the most relevant and competitive players in the beauty industry** today.

Growth and Financial Overview

In 2018, Kylie Cosmetics reported **$360 million annual revenue**. Its Ulta partnership generated $54.5 million in one year. In 2019, Kylie **sold 51% to Coty Inc.** for **$600 million**, implying a total brand **valuation of $1.2 billion**. Post-acquisition, the brand expanded globally, bringing $100 million in first-year sales and exceeding $200 million in 2020. By 2021, **international markets made up 50% of sales**, with over 60% of buyers making repeat purchases*.




Source: Vogue Business

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CASE STUDY

RHODE

Brand and Founder Overview

Founded by **Hailey Bieber** in **2022**, Rhode Skin reflects her **minimalist**, **science-backed skincare mission**. Named after her middle name, the brand leverages Bieber's modeling background and vast Instagram presence (54M+ followers). Her **"glazed skin" aesthetic drives viral appeal** and continuous media attention, reinforcing the brand's identity. Rhode offers **natural**, **research-driven products** that are designed to be effective, accessible, and visually aligned with Bieber's personal beauty philosophy.

Key to Success

Rhode Skin's success stems from its **digital-first strategy** and **viral product drops**, amplified by Hailey Bieber's Gen Z influence. Its debut created a **100,000-person waitlist** and sold 36 units per second. By 2024, waitlists surpassed one million. Strategic partnerships with **Claudia Schiffer** and **Tate McRae**, combined with a **232% rise in search traffic**, underscore the power of timed collaborations and social media marketing to drive brand growth.

Product Offerings

Rhode Skin began with just **three signature products**, embodying its **minimalist** vision. It has since expanded into **skincare and makeup essentials**, while staying true to its focused philosophy. The surprise launch of the **Lip Treatment phone cases** became a **media sensation**, doubling as a marketing tool through influencers. Their viral popularity across social platforms highlighted Rhode's creativity and helped solidify its place as a **bold, trendsetting brand**.

Growth and Financial Overview

Rhode Skin's rapid growth is powered by **immersive pop-up experiences** and global reach, starting with its **Coachella photo booth** and **exclusive international events**. Its 2025 L.A. pop-up included a $1 million wildfire relief donation, reinforcing brand values. Financially, Rhode **reached eight-figure sales in 11 days**, drew 50% of traffic internationally by 2023*, and was **acquired by e.l.f. Beauty for $1 billion** at the end of May 2025, showing both cultural and commercial success**.


*Source: Vogue Business
**Source: The Business of Fashion

CASE STUDY

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SKIMS

Brand and Founder Overview

SKIMS, co-founded by **Kim Kardashian** and entrepreneur couple Emma Grede, and Jens Grede in 2019, began as an **inclusive shapewear brand** and evolved into a **premium fashion label**. Its success is rooted in a **digital-first strategy**, **e-commerce**, and **pop-up** experiences. Kim Kardashian fuels the brand with her 360 million Instagram followers, media power, and beauty venture experience, making SKIMS a modern fashion powerhouse.

Product Offerings

SKIMS' product range now spans **undergarments**, **bodywear**, **loungewear**, **lingerie**, and **everyday apparel**. With carefully planned **seasonal collections** and **limited drops**, the brand has grown methodically. In tandem with its NBA partnership, SKIMS introduced SKIMS Mens, featuring stars like Neymar Jr, Nick Bosa, Donovan Mitchell, and Shai Gilgeous-Alexander, cementing its reach **beyond women's fashion** into the broader apparel space.

Key to Success

SKIMS' success comes from its **inclusive sizing** and **skin-tone range** and **high-impact collaborations**. Major partnerships include **Fendi** (2021), **NBA/WNBA/USA Basketball** (2023), **Dolce & Gabbana** (2024), **The North Face** (2024) and **Nike** (2025). The **SKIMS x Fendi** line alone generated **$3 million in minutes**. These moves have elevated SKIMS **far beyond shapewear**, creating an internationally recognized fashion brand that remains rooted in **inclusivity** and **innovation**.

Growth and Financial Overview

SKIMS' growth is powered by **viral campaigns** with **celebrities** like **Lana Del Rey** and **Sabrina Carpenter**, **retail partnerships** (Nordstrom, Harrods, Selfridges), and its **NYC flagship store**. Social media trends and influencer content helped products go viral and drive sales. Financially, SKIMS hit nearly **$1 billion in 2023 sales**, secured **$270 million in funding**, reached a **$4 billion valuation***, and acquired Kim's **beauty venture SKKN** for a unified 2026 relaunch**.






**Source: The New York Times*

***Source: The Business of Fashion*

FEASTABLES

Brand and Founder Overview

Feastables is a **chocolate** and **snack** brand co-founded by **MrBeast** and **Jim Murray** (former president of protein bar company Rxbar) in **January 2022**, headquartered in **Chicago**. Jimmy Donaldson, better known as MrBeast, is the **most-subscribed YouTuber in the world**, with over 380 million subscribers and nearly 9 billion views in 2024. The brand focuses on **better-for-you snacks**, starting with gluten-free, **organic chocolate bars.**

Key to Success

Feastables' remarkable success is largely due to MrBeast's **strategic promotion across his massive media platforms**; on YouTube, he integrates Feastables into nearly every video, **reaching millions without external marketing**. Feastables sold over **1 million chocolate bars in the first 72 hours** and soon **passed $10 million in sales.** He engages fans using gamified **sweepstakes** and **giveaways**, while sourcing cacao sustainably with partners like the **Rainforest Alliance.**

Product Offerings

Since its launch with **three chocolate bar flavors**, Feastables has continued to **expand its lineup**, with **chocolate bars** remaining its **core product**. Over time, they have introduced more than **six additional bar flavors** and expanded into other **chocolate snacks**, such as Peanut Butter Cups and a limited-edition chocolate chip cookie in collaboration with Walmart.

Growth and Financial Overview

Feastables launched online in January 2022 and entered **Walmart** by September, later expanding to **Target**, **7-Eleven**, **Albertsons**, **Kroger**, and more. It became the **Charlotte Hornets' jersey sponsor** for season 2023/24 and expanded internationally to markets like the **UK**, **Australia**, **Canada**, and **Spain**. It earned **$500 million in 2024**, after an initial $5 million raise at a $50 million valuation, with projections hitting **$899 million in 2025** and **$4.78 billion by 2029***.

*Sources: Bloomberg, The Guardian

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CASE STUDY

PRIME

Brand and Founder Overview

Prime Hydration was founded in January **2022** by **Logan Paul** (YouTube star and wrestler with 23M+ subscribers) and **KSI** (British YouTuber and musician with 25M). Prime was founded to offer a **premium hydration beverage** in the **sports market**. Developed with support from **Congo Brands**, it aimed to create a **healthier alternative** to traditional drinks, focusing on electrolytes, BCAAs and no added sugars.

Key to Success

Prime's rapid success can mostly be attributed to **effective marketing** and **key partnerships**. The founders' **former online feud** added buzz to the collaboration. The brand's success was further amplified by **sports sponsorships**, with major leagues and teams like the UFC, Juventus FC, Manchester City, Arsenal, and many more. Prime is also represented by **international creators**, **athletes** and **musicians**, such as IShowSpeed, Peso Pluma, Kevin Durant and Erling Haaland.

Product Offerings

Prime initially launched its **hydration drinks**, featuring flavors like **Tropical Punch** and **Blue Raspberry**, containing ingredients that **appealed to health-conscious consumers**. In 2023, the brand expanded its line to include **Prime Energy**, a sugar-free **energy drink** offering 200mg of caffeine per serving. **Limited-edition flavors** like Ice Pop have also contributed to viral moments, driving sales and increasing the brand's visibility.

Growth and Financial Overview

Prime **expanded from online-only to major retailers** like Walmart and Target, later **entering global markets** like the UK, Australia and Europe. UFC **partnerships** and wide **sports presence** helped boost its category dominance by 2024. The brand hit **$250 million in 2022** and **$1.2 billion in 2023**. With a **$2 billion valuation**, $50M raised in 2024, and Congo Brands' support, Prime continues scaling production and distribution successfully*.

Source: Bloomberg

CASE STUDY

GISOU

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Brand and Founder Overview

Founded in **2015** by **Negin Mirsalehi** and her partner **Maurits Stibbe**, Gisou is a **Dutch luxury haircare** brand known for **honey-infused products** sourced from the Mirsalehi family's six-generation bee garden. Negin, who combines her **beekeeping heritage** with her mother's **hairdressing expertise**, has grown her personal brand to over 7M Instagram followers.

Key to Success

Gisou's authenticity, rooted in Negin's **Iranian-Dutch heritage** and her family's **beekeeping legacy**, is central to its appeal. The **Mirsalehi Bee Garden**, founded in the 1970s, remains the source of the honey used in Gisou's products, reinforcing the **brand's commitment to heritage and quality**. The sustainable use of the Mirsalehi Honey and **strong social media presence** contributed to a **98% recommendation rate** and thousands of positive reviews.

Product Offerings

Gisou's product line centers around **honey-infused haircare solutions**; specifically, their flagship product is the **Honey-Infused Hair Oil**, which has attracted significant consumer attention. The brand has also expanded its offerings to include the Honey-Infused Hair Mask, Hair Wash, Conditioner, and Propolis Infused Polishing Primer, with prices ranging **from $34 to $87**. In April 2022, Gisou introduced the **Honey-Infused Lip Oil** at **Sephora**, which definitely contributed to the brand's viral success.

Growth and Financial Overview

Launched with $1 million in self-funding, Gisou has grown steadily and has at a **second stage been backed by investments from Vaultier7 and Eurazeo to boost digital growth and global expansion***. Retail partnerships with Sephora and others have supported this trajectory, with revenue rising from $3 million in 2017 to an estimated **$50-$75 million in 2024.** That year, Gisou also led global Earned Media Value in hair and skincare, reaching $29.1 million**.

*Source: Eurazeo

**Source: Beauty Matter

CASE STUDY

Vivaio Ventures

VERALAB

Brand and Founder Overview

Veralab is a **skincare** and **cosmetics** brand founded in **Italy** in **2015** by **Cristina Fogazzi**, **“L’Estetista Cinica”**. Starting with her Milan **beauty center BellaVera** in 2009, she built a **strong online community** from 2012, reaching 100,000 followers by Veralab’s launch. Her influence grew rapidly to **over 1 million followers by 2023**, showing creators can grow alongside their businesses.

Key to Success

Veralab’s success stems from Cristina Fogazzi’s **unique communication** and **scientific yet accessible** skincare approach. Beginning with cellulite treatments, she **debunked myths** and offered **practical advice**. The brand expanded into facial and body care with **sustainable ingredients**. Cristina’s **transparent and ironic style**, rejecting beauty stereotypes, and her **TV appearance on Detto Fatto** in 2016 boosted her visibility and industry expertise.

Product Offerings

Veralab’s **product range** includes Estetista Cinica, with bestsellers like **Olio Denso** and **Luce Liquida**, and **Wonderbody** for toning and drainage. Other lines are **Overskin** (advanced treatments), **Wondermask** (face masks), **Solaris** (sun care), **Clinical Make Up** launched in 2021, and **Lip Therapy**. The brand also offers **accessories** like branded t-shirts and beauty pouches, focusing on functional, **sustainable** ingredients and **inclusivity**.

Growth and Financial Overview

Veralab’s growth is driven by **digital engagement**, **community strategy**, and Cristina Fogazzi’s social media presence. The brand challenges **beauty norms** and fosters **authenticity**. In January 2024, **Peninsula Capital** acquired a **30% stake** to strengthen leadership and expand internationally*. Revenues rose from **€22M in 2019** to **€72M in 2023**, with plans for further expansion fueled by Peninsula’s investment**.

*Source: Il Sole 24 Ore
**Source: Veralab

CASE STUDY

Vivaio Ventures

AMABILE JEWELS

Brand and Founder Overview

Amabile Jewels was founded in **Modena** in **2020** by **Martina Strazzer**. It is an Italian **silver and gold-plated jewelry brand** focused not just on aesthetics and trends, but also on **symbology behind each piece**. Martina, only 20 at launch, **grew her social media alongside the brand**. Today, she has **over 1.5 million TikTok followers** and 700,000 Instagram followers, connecting closely with her digital community through storytelling in every collection.

Key to Success

Amabile Jewels' success is driven by **effective TikTok use**, which helped Martina gain visibility during the 2020 lockdown by sharing **jewelry creation and meanings**. Her **viral content** grew her influencer status alongside the brand. Martina continuously uses the **platform to introduce new collections**, like "Amore Dannoso," which raised awareness on violence and received strong community support.

Product Offerings

Amabile Jewels offers **silver** and **gold-plated pieces**, including iconic lines like "**Lovli**," "**Charmi**," "**Chunky**," and "**Heavenly**." Collections **launch every one to two months**, preceded by **online teasers** and **behind-the-scenes videos** featuring Martina and her team. The **"Golden Ticket" contest**, awarding customers with trips to the Maldives, boosted sales and **social buzz**, engaging customers and fans uniquely through **digital storytelling**.

Growth and Financial Overview

Amabile Jewels has **grown rapidly**, opening its first **pop-up at La Rinascente Milan** in 2023, followed by a **2024 Italy tour with pop-ups** in Milan, Florence, and Rome. On April 1, 2025, the **first permanent store** opened in **Bologna**. Revenues soared from **€65,000 in 2020** to **nearly €6 million in 2023***, with profits rising through **organic growth fueled by social media** and **community engagement**.






**Source: Il Messaggero*

CASE STUDY

EVEIR

Brand and Founder Overview

Launched in September **2024** by Italian model and content creator **Paola Turani**, Eveir blends her **passion for haircare** with her **extensive experience** in the fashion and beauty industries. The name "**Eveir**" merges "**Every**" and "**Hair**". reflecting the **brand's mission to serve all hair types** and **celebrate individual beauty**. Vivaio collaborated closely with Paola from the outset, conducting in-depth market research to define the optimal positioning and operational setup for the brand.

Key to Success

Eveir's rapid success can be attributed to Paola Turani's **genuine communication style** and the s**trong engagement from her community**. Her emphasis on the **quality of Made in Italy** products resonated with consumers, fostering trust and loyalty. **Strategic pricing**, **cohesive branding**, and a **clear communication strategy** further solidified the brand's position in the market, leading to high customer retention and repeat purchases.

Product Offerings

Eveir debuted with the "**Everyday**" **routine**, featuring products like the Care Shampoo, Care Mask & Balm, Care Scrub, and the **standout Essence Oil.** Subsequent launches like the "**Detox**" **routine** or the "**Smart**" **routine** helped expand the brand's offerings to address various haircare needs. This **phased launch strategy** maintained consumer interest and addressed diverse haircare requirements.

Growth and Financial Overview

Self-funded from the outset, Eveir has cultivated a loyal customer base, with **substantial returning customers actively using its routine products.** The brand's growth is propelled by Paola's unique communication approach and a commitment to product excellence. **Vivaio takes pride in its ongoing involvement in Eveir's daily operations, contributing to its status as one of Italy's fastest-growing beauty brands.**

CASE STUDY

MEDITERRANEA JEWELS

Brand and Founder Overview

Mediterranea Jewels was founded by **Raissa Russi**, a leading Italian content creator. Launching her own brand had been a long-standing goal, and that vision began to take shape when we crossed paths in **2024**. From the start, her determination, ambition, and clear direction were evident. In **less than two months**, working closely with the entire Vivaio team, we brought her **first collection to life**, just in time for her wedding!

Key to Success

The brand's success can be attributed to its **authentic narrative** and **commitment to quality**. By leveraging Raissa's personal brand and storytelling, Mediterranea Jewels has cultivated a **loyal customer base** that values both the **aesthetic** and the **story** behind each piece. The emphasis on **inclusivity** and **cultural fusion** has allowed the brand to stand out in a crowded market, appealing to consumers seeking **meaningful** and **unique** jewelry.

Product Offerings

The product line includes **necklaces**, **earrings**, and **pendants**, all **fully designed by Raissa**. Her collections blend **Italian and Moroccan influences**, resulting in distinctive, personal pieces. Each item is **handmade in Italy** using **high-quality materials**, with a focus on **craftsmanship** and **detail**. The brand follows a **lean production model** that reduces waste, limits cash tied up in inventory, and helps maintain a sense of exclusivity - all while keeping prices accessible.

Growth and Financial Overview

The launch of Mediterranea Jewels generated **strong social media buzz**, generating **over 70,000 followers to the brand's IG page in its first weeks**, clear proof of Raissa's loyal and engaged community. Since then, the brand has **continued to grow steadily**. While more updates are on the way, they remain confidential for now, stay tuned, exciting developments are ahead.





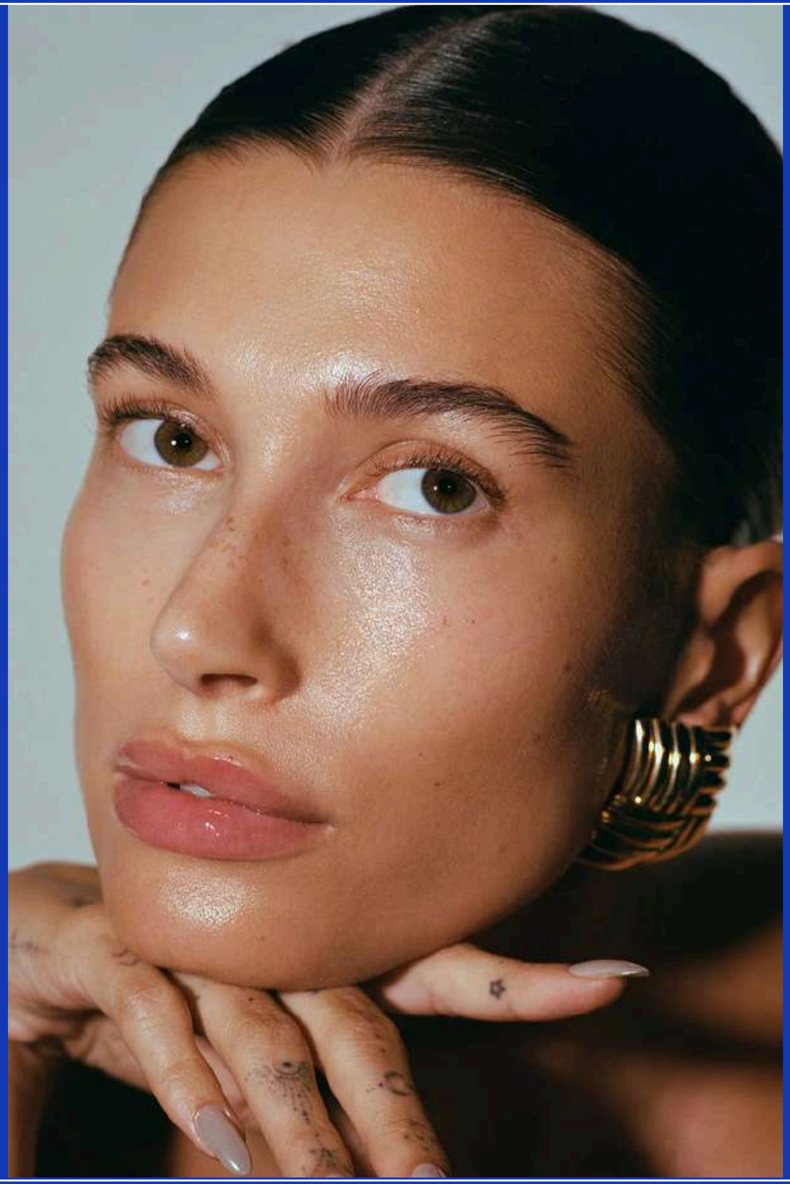

CONCLUSION

CLOSING REMARKS

The consumer sector is ever more content-driven, and creators are at the center of this shift. With engaged audiences and powerful distribution, they have the opportunity to build global brands faster and more efficiently than ever before.

To support this evolution, specialized partners like Vivaio are emerging to provide end-to-end support: streamlining operations, ensuring execution quality, and lowering the barriers to launching and scaling products and brands.

Long-term success will rely on a deep understanding of the audiences, the ability to identify market opportunities, executing with precision, maintaining agile operations, and securing the capital needed to scale. We've already seen remarkable success stories, but the most exciting chapters are still ahead.



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THANK YOU FOR READING. ONWARD TO WHAT'S NEXT.

If you'd like to dive deeper into our findings, obtain full access to our creator brand database, or learn more about Vivaio, feel free to reach out!

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