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Digital Download: Chriselle Lim, the Superinfluencers' Outlier

Lim is forging her own path, starting with the launch of production company, Cinc Studios.

By [Rachel Strugatz](#) on October 11, 2017

Chriselle Lim reportedly walked away from more than \$1 million to be a brand ambassador for a leading global beauty brand.

When reached for comment, Lim confirmed the above but declined to reveal which company approached her with the offer. An industry source told WWD the brand was L'Oréal Paris, which in 2015 signed Kristina Bazan as an "online ambassador." (It was the first seven-figure influencer deal, which a year later turned into a traditional ambassadorship with Bazan's terms renegotiated and her fee raised.) L'Oréal Paris could not be reached for comment on the rumors about Lim or the terms of Bazan's deal.

During a new era online, where bloggers' stars are rising and the top tier is vying for coveted brand ambassadorships with big names commanding rates that now start at \$500,000, Lim could have secured the single most lucrative deal between a brand and influencer.

But she had her reasons for turning down the deal.

"We walked away because it did not fit my brand, and I didn't feel OK being the brand ambassador or spokesperson because it would make us exclusive with the category. It wasn't right for me to sign that contract. It would have changed a lot of things with my business currently and my brand," said Lim, who, first and foremost, values the freedom that many influencers lose once signing contracts that contain exclusivity clauses. (The same goes for actresses tied to a fashion house or beauty giant.)

