





# Introduction



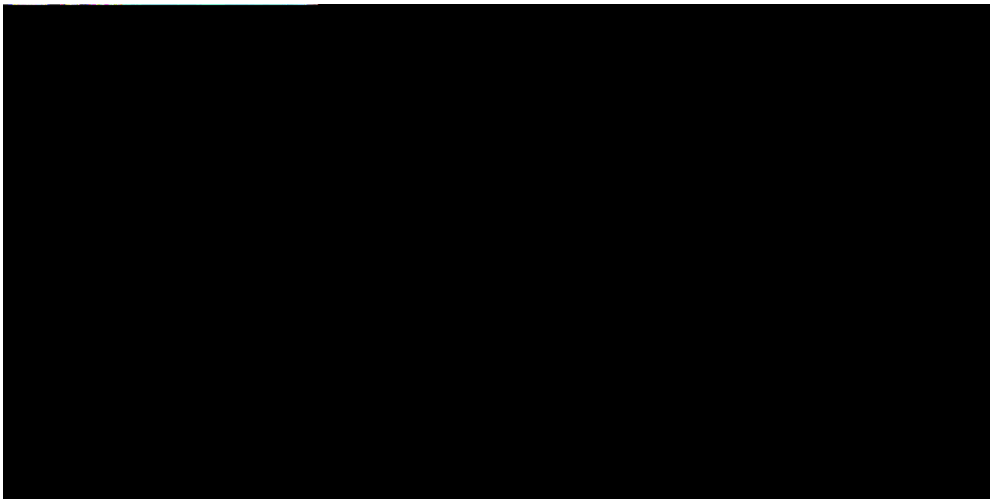












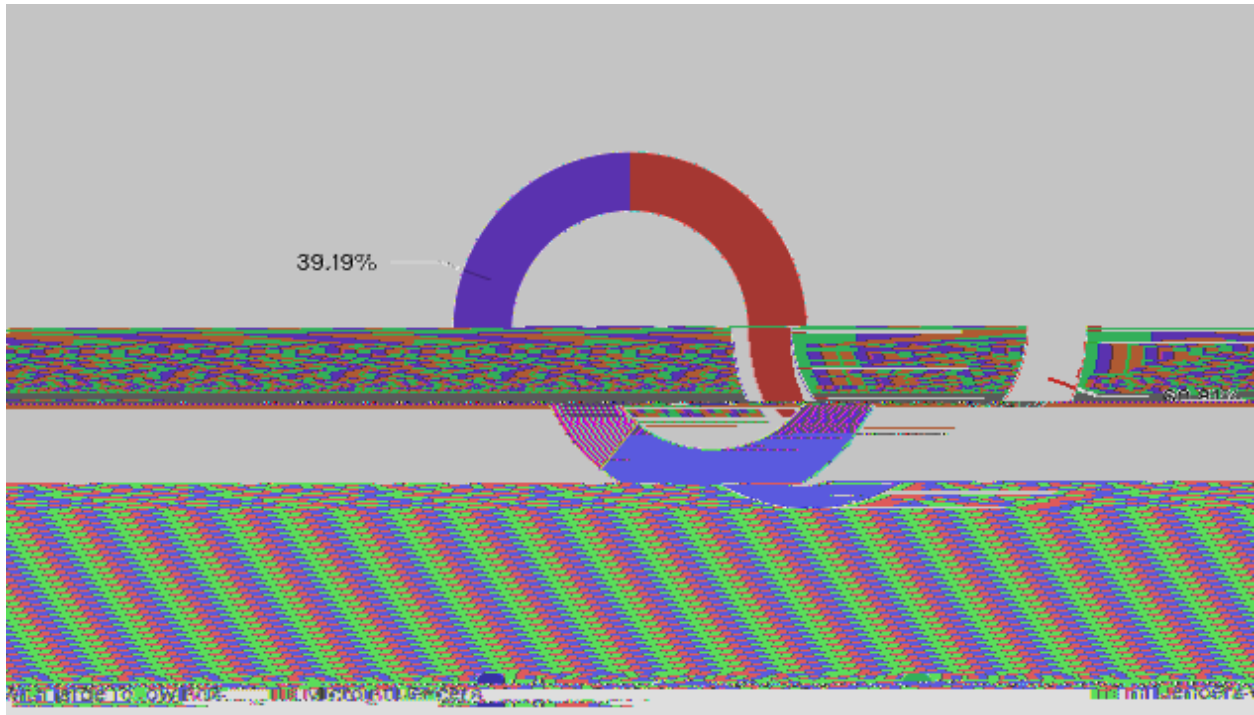
**Figure 1: Example of a paid partnership disclosure from an Instagram fashion influencer**

## **Problem**







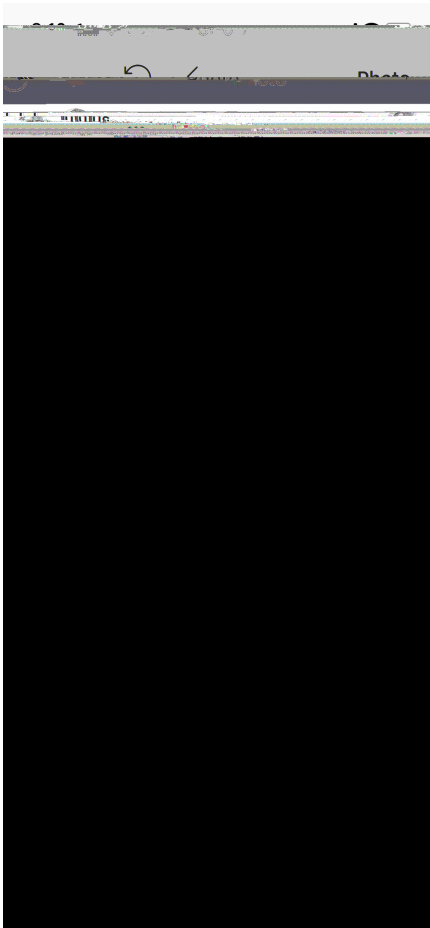


**Table 2: A social media influencer is defined as a user on social media who has established credibility in a specific industry. Do you follow any fashion influencers on social media sites?**

**Siempre Golden**



**Figure 2: Siempre Golden's brand ambassador application**



**Figure 3: Lulu Salvadori's paid post for VITAE APPAREL**









## References



