

# Social Media Influencer Reveals Success Secrets

“It’s something I love..., so I enjoy it at the same time.”

Here at GLAMOUR magazine we interviewed up and coming social media influencer Eloise Fouladgar, she spilt the tea on beauty, fashion and success

In the past few years, social media has become an increasingly more relevant and important platform for people. Young adults and teenagers especially, using this platform to express themselves, follow their favourite celebrities and keeping up to date with the latest popular gossip. Social media platforms such as Instagram, Twitter, YouTube and TikTok being some of the most popular types that people are now using. With celebrities and models using Instagram as their main source of interaction with fans, brands and the public, people are now trying themselves to work their way up the social ladder.

With influencers ranging from representing fitness, makeup and fashion to singers and reality

TV stars, there is most likely something for everyone on these platforms.

I interviewed up and coming social media influencer Eloise Fouladgar. Eloise is a 22 year old who lives and has grown up in London. With over 700,000 fans on TikTok and over 40,000 followers on Instagram, Eloise is quickly becoming very popular on social media with lots of people following her influence and advice. Not only did we want to hear about her success secrets, we also asked her about her fashion and beauty secrets as well. “My top skincare products would be rose hip oil, cleanser and toner. Rose hip oil I buy from ‘The Ordinary’, cleanser is from Lush called Ultrabland, and toner is from Lush called Eau Roma water.” she said. Despite not labelling herself as a fashion or beauty influencer, it is safe to say that her large following definitely want to know her secrets.

“Urban Outfitters, Victoria Secret and Primark.” She said she would consider to be her top three high street stores. Also taking inspiration from “London streetwear” because “that’s where [I] grew up, so my fashion evolved with that.” Eloise is also in a relationship with social media influencer James Hall. We asked her how it felt to have her personal life and relationship constantly under the scrutiny of the public and press. “There is sometimes pressure of course like all things, but it’s something I love and enjoy so I enjoy it at the same time.” She explained. Eloise also went on to explain that because “my boyfriend was involved from the beginning. So, I don’t really know what it would be like not being in the public eye.” Referring to her relationship with James, as their relationship has grown with their career, so they are both used to the pressures and spot-light that comes with their jobs.

Eloise also revealed she has “always wanted to do social media probably from the age of about 17” and that “[she] wouldn’t say I’m completely there yet, but I started growing on my TikTok and making content I liked and loved!” Encouraging everyone to just focus on their passions and what they enjoy doing.

“Hailey Bieber, Molly Mae and Lissyrody.” She went on to say were her fashion and style icons, and also influenced her with what she is doing today. We can totally relate to this at GLAMOUR magazine as we love everyone fashion and beauty related.

At GLAMOUR we wanted to give you the advice and secrets from an influencer herself so that, if you want to pursue a career in social media or in the public eye, you have got first hand advice. Eloise is surrounded by influencers and YouTuber’s on a day to day basis, being friends with influencers such as LookingforLewys also known as Lewys Ball, Carmie Sellitto, Millie T and ElmoFilms also known as Spencer Elmer.



# Eloise's Skincare Faves

1. Rose Hip Oil
2. Ultrabland Cleanser by Lush
3. Eau Roma Water Toner by Lush