

Hailey Bieber was declared the “Beauty Queen of 2024.”

The year 2024 was one of the most memorable in the life of top model and businesswoman Hailey Bieber. Hailey Bieber’s “Rhode” cosmetics brand became the undisputed leader among celebrity-founded cosmetic brands. The buzz around the young company was astounding, and it was valued at an enormous amount.

According to analysts from the Lefty platform, Hailey Bieber became the most influential figure in the beauty industry in 2024. As the creator of the successful skincare brand Rhode, she earned an incredible \$2.2 billion.

The earned media value (EMV) of the cosmetics brand reached \$2.2 billion. EMV analyzes the natural presence of the brand in the media space, including consumer feedback, media publications, and social media activity, translating these indicators into a monetary equivalent.

This result was achieved thanks to extensive collaboration with influencers.

Following the Rhode brand are other well-known celebrity cosmetic lines: rem beauty by Ariana Grande with an EMV of \$421 million, Kylie Cosmetics by Kylie Jenner (\$408 million), Rare Beauty by Selena Gomez (\$180 million), and the brand of Korean artist Kim Jisoo, Jisoo (\$160 million).