

# COSMOPOLITAN

Written by Chloe Strand



Emma Chamberlain for Chamberlain Coffee



## 20 Year Old CEO & Podcast Guru is Louis Vuitton's Favorite Influencer- Emma Chamberlain

**P**op the champagne for the A listers of fashion week- but make it nonalcoholic for 20-year-old Emma Chamberlain. Earning a spot as Louis Vuitton's feature influencer, Chamberlain made her first appearance at fashion week in 2019 and has been attending ever since.

Youthful Emma Chamberlain continues to conquer multimedia platforms- influencing gen z in inspirational ways. Growing fame and earning the title of 'influencer,' Chamberlain has been gaining countless collaborations with companies that ultimately lead to ...

### EMMA'S INFLUENCE

15.2 M. INSTAGRAM FOLLOWERS

11.3 M. YOUTUBE SUBSCRIBERS

103 PODCAST EPISODES

...her sponsorship by Louis Vuitton. The coffee connoisseur and CEO of Chamberlain Coffee, also tops the charts with "Anything Goes With Emma Chamberlain," where she opens up about faux pas topics including mental health and media presence.

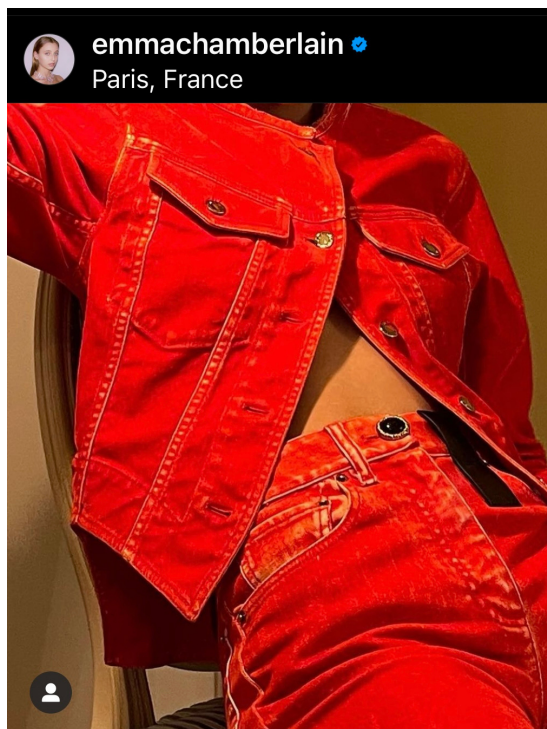
She is so successful, how? Let's back it up. Media presence for Chamberlain started with her YouTube channel in 2017, where she posted her first video at just 16. After gaining a following on her Instagram account, primarily through her curated fashion content and overall transparency, she was able to move on to establishing greater influence and success through other outlets. In alignment with her Instagram transparency, Chamberlain now hosts a podcast "Anything Goes With Emma Chamberlain," that delves ...

**"...I remember feeling like a deer in the headlights at my first show, but feeling incredibly humbled and inspired afterward. It completely changed my perspective. Over the years, I have been lucky enough to spend more time with Nicolas [Ghesquière] and the team at Louis Vuitton, and every day my understanding [of] and appreciation for fashion houses and designers grow."**

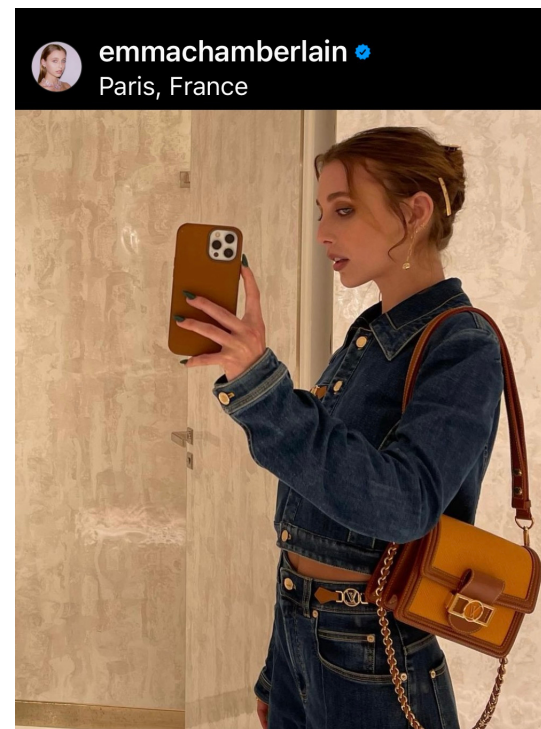
... and shoulder bag displaying the infamous "Louis Vuitton," Chamberlain struts through Paris fashion week for Vuitton's spring-summer 2022 line. Documented through her Instagram, slideshows of her looks throughout the day, Parisian pastries, and pressed pajamas give the insider look as her day progressed. Chamberlain's closing appearance to her Parisian escapades feature a crimson Canadian tuxedo, which she sports at dinner.



... into taboo topics, while still staying in tune with her witty personality. Her cup spilling over with success in 2019, following the launch of her brand "Chamberlain Coffee," she made her first appearance at Paris Fashion Week, where she was invited to attend the Louis Vuitton show.



Something in the water, or café au lait as it may be, hooked Vuitton on Chamberlain as she has been attending shows for them ever since. Ditching her signature shade of pops of color, Emma makes her first appearance in a suit of jet-black attire. Fitted in a mocked sweater vest, sleek leather pants...



Chamberlain charms audiences through her media content, curated Louis Vuitton looks, and morning cups of Chamberlain Coffee.