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Blogging Beauty: Aimee Song Signs With Laura Mercier

By Rachel Strugatz

Song of Style's Aimee Song [A](#) [A](#) [A+](#) [PRINT](#)
is singing — all the way to the bank.

Song just signed up to be Laura Mercier's newest brand ambassador and its first digital influencer, inking a deal that's believed to be one of the largest to date between a beauty brand and a blogger.

"It's the biggest deal ever — and it's not just [the money]. It's the deepest relationship I've ever had with a brand. Even though I continue to work with [many] of the same brands — it's never been, 'I'll work with you for a year.' That's never happened to me," Song told WWD. She declined to say how much she's getting paid but a source close to the brand confirmed that the deal is worth more than \$500,000.

The yearlong partnership has her creating content for her blog at [songofstyle.com](#), posting Instagram images and making appearances at fashion and beauty events on behalf of the brand. She'll also create video content for [lauramercier.com](#) and incorporate it onto her own social channels to elicit maximum engagement from her



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Aimee Song is Laura Mercier's first influencer ambassador.

Courtesy Photo

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