**Instagram's IGTV Finding its Beauty Fans**

Since IGTV's launch on June 21, the video channel from Instagram has tapped celebrity makeup influencers such as Huda Kattan and YSL Beauty's Tom Pecheux in an effort to compete with YouTube tutorials. "Handheld, selfie-style videos are the best performing, so far," said Eva Chen, director of fashion partnerships. "On Instagram, fans expect video to be in real time and for it to feel more real."

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[***https://www.glossy.co/beauty/how-instagram-is-enticing-beauty-brands-and-influencers-with-igtv-and-custom-face-filters***](https://www.glossy.co/beauty/how-instagram-is-enticing-beauty-brands-and-influencers-with-igtv-and-custom-face-filters)