



JEFFREE STAR BREAKS TIKTOK HISTORY WITH 1000+ ORDERS ON TIKTOK SHOP LIVE

<https://jeffreestarcosmetics.com/>

With over 5.3 million TikTok followers, Jeffree Star is one of the platform's most popular influencers. Now selling on TikTok Shop, Jeffree Star Cosmetics went LIVE on TikTok and gained over 12 million likes in 1 hour. With Silk's team of TikTok experts on standby and ready to support throughout Jeffree's LIVE showing, Jeffree Star broke the record for largest number of TikTok Shop orders during a LIVE in TikTok history.

JEFFREE STAR'S EXPERIENCE WITH TIKTOK SHOP

As one of TikTok's most iconic influencers, Jeffree Star has been in the social media industry for many years since 2009. After opening a new cosmetics line, it was only natural that Jeffree Star started selling on TikTok Shop where in-app purchases are made. Leveraging TikTok LIVE, Jeffree Star was able to show off the new cosmetics collection to millions of followers. Orders, comments, and reviews all immediately poured into Jeffree Star's TikTok Shop upon the start of the live broadcast. By being on TikTok LIVE for just a few hours, Jeffree Star's shop broke TikTok history.

ECOMMERCE PLATFORM:

Shopify

JEFFREE STAR'S TIKTOK LIVE DETAILS

- **LIVE Broadcasted:** June 14th, 2023 | 4PM PST
- **TikTok Shop Orders:** +1,000 in 1 hour
- **LIVE Likes:** +1,000 in 1 hour

PARTNERING WITH SILK

As a certified TikTok partner, Silk provided the Connector and support services that Jeffree Star's TikTok Shop needed to run the business in the new marketplace. Leveraging Silk's automatic system that synced orders, products, and customer data back to Jeffree Star Cosmetics' online store, it was easy for Star's team to manage the 1000+ orders from one place. As the LIVE was broadcasted, Silk's team of TikTok experts had all hands on deck for the duration of the LIVE. As the number of orders and updates grew, Silk provided full support to Jeffree Star's account to ensure everything was running smoothly.

SILK'S TIKTOK SHOP SERVICES

- System integrations to link online stores to TikTok Shop
- Full hands-on support from our global team
- Trainings and TikTok growth strategies

“OFFICIALLY BROKE 3 RECORDS INCLUDING GMV. THANKS TO THE SILK TEAM!”

-Jeffree Star Cosmetics Team

