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Case Research Paper

For fashion consumers, inclusivity and diversity are critical elements of online retailing. Brands who recognize the importance of body inclusion, racial diversity, sexual representation, and disability community representation are not *only* vital, but also the future of fashion. Singer, actress, and businesswoman Robyn Rihanna Fenty, also widely known as Rihanna, has had a big impact with her work all around the world. Rihanna is a Black entrepreneur who has her own brands by the name of *Fenty*, *Fenty Beauty*, and *Savage x Fenty*. Robyn Rihanna Fenty was born on the 20th of February, 1988. Robyn grew up in Saint Michael, Barbados and lived in a Bungalow with her mother, father, and two younger brothers. When growing up, Robyn would listen to reggae and hip-hop music which is what inspired her to start singing at the age of seven. Robyn attended Charles F. Broome Memorial Primary School and Combermere High School. As she was still attending school, Robyn formed a musical group with two of her classmates who were then discovered by an American producer, Evan Rogers, in 2005. When her music career started to spark, Robyn made it very clear that she had a big interest in fashion and beauty. Further into this essay, I will speak about how Robyn has been working towards catering to her target market and being an overall all inclusive makeup brand, *Fenty Beauty*.

In recent years, inclusive beauty has been at the forefront of beauty standards. To add on, Euro-centric beauty has contributed to the lack of self-esteem in both men and women of color. When *Fenty Beauty* was in the works, Rihanna wanted to make a deal with LVMH, also known

as LVMH Moët Hennessy Louis Vuitton, because she saw that there was insufficient makeup for women with darker skin. Her mission was, and still is, to involve every woman worldwide. Though the brand primarily targeted female consumers, it later altered its focus to creating gender-neutral cosmetic goods. As a result, they've created a product line that is suited for people of all genders (*Fenty-Beauty Mission and Vision Statement Analysis*). She believes that makeup is the best method for her to express herself and her individuality, and she wants that to be available to *everyone* (Jackson, 2021). As Generation Z expects diversity, corporations have become more outspoken about breaking down size, race, gender and even class preconceptions (Boodhan, 2022). Generation Z and young millennials are most likely to categorize Rihanna as their most favorite female artist. When reading an article on the inspiration behind the creation of *Fenty Beauty*, Rihanna says, "Lipstick in Barbados? Not unless I was a bridesmaid in a friend's wedding," to show that she also wants to give an opportunity, or options, to her consumers, especially after not having the ability or "permission" to wear makeup while growing up in the Caribbean. Not to mention, colorism is very common in Caribbean countries which means that not every skin tone is represented in makeup brands that are sold out there.

Since cosmetics are such an important aspect of her work and image, the *Fenty Beauty* brand was a natural fit. *Fenty Beauty* was created in 2017. They've produced skincare products suitable for every skin type and designed for skin tones that other cosmetic brands do not target. Rihanna has been wanting to start a line for years, but it had to be credible, and something that industry professionals and people all over the world would appreciate. As mentioned before, Rihanna is an artist that many Gen Z and young millennials look up to or listen to. On top of that, she represents Black individuals. There is not *enough* representation of Black entrepreneurs whose mission is to concentrate on a wide range of difficult-to-match complexion tones, create

formulas that work for all skin types, and identify universal hues. The *Fenty Beauty* foundation is available in 50 different shades that range from pale complexion with neutral undertones to very dark skin with cooler undertones.

The intended goal and message of *Fenty Beauty* was to change the beauty industry. The inclusion of all types of skin tones was supposed to be a wakeup call for all beauty brands. In this case, Rihanna is doing it specifically for women of color to feel included and feel comfortable and remind them that they are to be included. Many brands would do it for the intent to reach its target client and have customer loyalty while other brands would simply do it just for profit. Individuals who could not find a foundation that matched their skin tone and had to settle for one that wasn't right for them suddenly had a place to buy their shade (Fetto, 2020). Additionally, the brand emotionally resonated with women who've been treated as if they did not exist in the beauty industry (Fetto, 2020). Not only this, but as mentioned before, this also benefits Rihanna because she worked around her needs. She is a celebrity who is always in the public eye and being able to use your own brand makeup every day is pretty amazing. Individuals who could not find a foundation that matched their skin tone and had to settle for one that wasn't right for them suddenly had a place to buy their shade (Fetto, 2020).

The impact for key consumer groups, the company, and the industry as a whole, has been inclusion. Examples of her impact with *Fenty Beauty* include foundation products such as the ***Pro Filt'r Soft Matte Longwear Liquid Foundation, Pro Filt'r Soft Matte Longwear Powder Foundation, and Eaze Drop Blurring Skin Tint. Pro Filt'r Soft Matte Longwear Liquid Foundation*** is intended to be a long-wearing foundation that is set to fight heat, sweat, and shine. Which includes 50 different shades. This is her best selling product on her Fenty Beauty line. As for the ***Pro Filt'r Soft Matte Longwear Powder Foundation***, it is a powder foundation

that gives a very light to full coverage, there are about 50 shades. Lastly, as for the *Eaze Drop Blurring Skin Tint*, it is meant to be applied by hand or even with a foundation brush, that leaves the skin looking smoother and blurred, there are 25 shades. The *blurring skin tint* is more popular especially for the summer which is targeted at those individuals who wouldn't want to do a step by step process for a full face of makeup. These options are targeted for different individuals and makes it easier for them to find their right shade and the right product for their skin type. Not only has Rihanna been inclusive with her makeup brand, but with her lingerie brand as well. Mentioning this comes to show how mindful the artist is when it comes to *real life* individuals. She has a women and men's section in her Savage x Fenty brand that is all size inclusive. Not only this, she made sure she collabed with Black individuals with real bodies. As a brand, you want your consumers to feel emotionally attracted to what you are selling. You want them to see themselves and that's where customer loyalty comes in. The industry continues to fail Black women and, like stated before, it's just been about profit and not actually putting in the work.

Overall, we come to see how Rihanna has spread, and continues to, spread the message and wants Black individuals to feel included. Her company pushed boundaries and did things differently to make things work. At the end of the day, customers are not simply discovering their complexion, but they are recognizing themselves within the models that are displayed for the advertisements. Let's normalize purchasing makeup from brands that represent you.

Work Cite

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