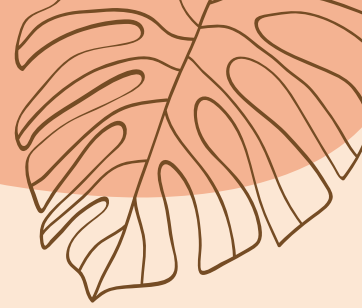




# Rihanna's Fenty Beauty "Shades Designed for All"

Presented by Cheyenne Darcy

BUF 4700: Contemporary Issues in Fashion  
Dr. Sutton



# How did Fenty Beauty begin?

- Robyn Rihanna Fenty was born on February 20, 1988 in Saint Michael Barbados.
- Known as “BadGalRiri,” the beauty, fashion, and music icon.
- Establishment of the Fenty Beauty brand was fueled by years of experimenting with makeup.
- Addressed gaps in the beauty industry and debuted 40 different foundation shades.



# What did Fenty Beauty aim to address?



- Pro Filt'r Soft Matte Longwear Foundation featured inclusive shade ranges and complexions.
- Designed makeup shade ranges to be inclusive to unrepresented women in beauty.
- Beauty industry has fallen short with presenting beauty products and advertisements for all skin tones.

“Focusing on a wide range of traditionally hard-to-match skin tones, creating formulas that work for all skin types, and pinpointing universal shades”

—Rihanna



# What was Fenty Beauty's proposed objective?

- Fenty Beauty brought a distinguished approach to inclusive makeup.
- Created conversation that changed the social constructs of beauty ideals.
- “Beauty for All” ideology advocates for inclusivity of consumers.
- Throughout history, the beauty industry has witnessed a scarcity of inclusive representation, but Rihanna generated a solution.





# “The Fenty Effect”

- Rihanna’s Fenty Beauty brand coined a movement that shifted the beauty industry.
- Discussions of inclusivity and variety are addressed through shades for all.
- “The Fenty Effect,” is a call-to-action across the beauty industry for brands to expand their makeup lines.
- For both luxury and mass beauty brands, 40 shades has become a desirable standard for foundation.





FENTY BEAUTY

BY RIHANNA