

David Bautista

Professor Denise H. Sutton

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The first use of cosmetic products dates to the earliest civilizations and has evolved ever since. Before the talk about inclusivity in beauty begins, let's briefly talk about the concepts of beauty and how it applies to cosmetics. The book "Cosmetics Marketing" by Lindsay Karchin and Delphine Horvath mentions ancient civilization's ideas about beauty and the concepts revolving around the word. "In Ancient Greek writings, Plato refers to Beauty as autonomous and ubiquitous, existing beyond any medium or object that projects it" (Karchin & Delphine, 2023, pg. 3). They also mention that beauty is associated with religions, different "forms of art and mathematics through the qualities of harmony and proportion", and the words equilibrium and goddess (Karchin & Horvath, 2023, pg. 3). As time went by, beauty became viewed as what's "in the eye of the beholder" (Karchin & Delphine, 2023, pg. 3). The early uses of cosmetics involved being used for spiritual and medical reasons like protection from evil spirits and skin protection (Karchin & Delphine, 2023, pg. 3). Karchin and Delphine (2023) also mention, "In some ancient societies, people used cosmetics products simply to enhance their appearances and scents, and many of these products, including kohl, colorful pigments, fragrances, and tweezers, exist in similar forms today" (pg. 3 & 4). One can say that cosmetics and their purposes have evolved since their early use. Beauty applies to cosmetics because as mentioned earlier, "beauty is in the eye of the beholder" (Karchin & Delphine, 2023, pg. 3), and the beholder can enhance whatever they want to achieve what they view as beauty. Even though

the term beauty has evolved, and the use of cosmetics has become normalized today, it still doesn't feel inclusive.

The main issue Fenty Beauty wanted to address was inclusivity within the beauty industry. People with dark skin complexions or skin conditions had limited options when it came to makeup products. "Lots of makeup brands include a limited number of shades that focus on people with lighter skin tones thus neglecting the experience for people with darker skin tones" (Jilek, 2022). Jilek also states the following:

"Foundation is one of the highly talked about products where diversity is lacking. Brands like YSL, BeautyBlender, and Tarte have been called out for the lack of darker shades. Brands like these only have a select number of shades or carry "light, medium and dark" shades to choose from" (2022).

Before the launch of Fenty Beauty, many people struggled to find the right makeup for them. In an article by Lindsay Schallon, Nyma Tang shares what it was like trying to find makeup suitable for her skin. Nyma Tang states:

"Once, I was looking for a specific drugstore foundation and went to five different Walmart and Target stores [that carried the line], and I still couldn't find [my shade]," she says. "One day I'd go to one store, the next day, I'd drive a ways to the other. After all that, I had to end up buying it online—and you know how hard it is to match yourself online" (Schallon, 2018).

This is just one of many stories addressing a major issue in the makeup industry. Not only did people with dark skin complexion face this issue, but so did people with skin conditions. In Lindsay Schallon's article, she also mentions Krystal Robertson who's "a 26-year-old nurse from Mississippi" with albinism, and how she struggled to find the perfect makeup shade that matched

her skin tone and did not come off a different color (2018). Other beauty companies tried to fix this issue but weren't successful. An example of this is when Tarte announced their Shape Tape foundation and its shade range, which only had 15 shades, the product didn't do so well with the public (Ramirez, 2019). Rihanna and Fenty Beauty planned to fix this issue and bring change to the beauty industry.

Upon going on the LVMH website, click the "Houses" section, scroll down to "Perfumes & Cosmetics" click on "Discover the sector & Houses", scroll down to "Fenty Beauty by Rihanna" and click on it, then scroll to "Insight" and the audience will find a quote by Rihanna which states "Fenty Beauty by Rihanna was created for everyone: for women of all shades, personalities, attitudes, cultures, and races. I wanted everyone to feel included. That's the real reason I made this line" (n.d). Rihanna had one goal when she launched Fenty Beauty: to bring inclusivity to the beauty industry. In an article by Marissa G. Muller, she mentions the following:

"Even before Fenty Beauty launched, it positioned itself as an inclusive beauty line for all skin tones. The promotional images, which feature models like Paloma Elsesser, Duckie Thot, Slick Woods, Halima Aden and Leomie Anderson, had more models of color than white models, adding to the unprecedented diversity in campaigns this fall" (2017).

A step Rihanna took to achieve her goal was to launch a makeup line with "40 different foundation shades" (Mandell, 2017). Muller also mentions a quote from Rihanna which states:

"I wanted things that I love... Then I also wanted things that girls of all skin tones could fall in love with. In every product I was like, 'There needs to be something for a dark-skinned girl; there needs to be something for a really pale girl; there needs to be something in-between.' There's red undertones, green undertones, blue undertones, pink

undertones, yellow undertones—you never know, so you want people to appreciate the product and not feel like: ‘Oh that’s cute, but it only looks good on her’” (2017).

Rihanna knew that there was a problem in the beauty industry, and she found a solution to the problem.

Rihanna, whose full name is Robyn Rihanna Fenty, was born on February 20, 1988, in St. Michael Parish, Barbados. She is mostly known for her music and style, and now, her beauty and fashion lines (Cunningham, 2024). The Barbadian singer and businesswoman is the right person to address this issue because of her influence and personal experiences with makeup. In an interview with Time Magazine, Rihanna mentions how she’s been obsessed with makeup since she was a child, she would see her mom put on makeup and then fell in love with it even more when she got older and started using it herself (Lang, 2017). She also mentions that makeup is meant to be fun and create looks to let individuals express themselves (Lang, 2017). Then she talks about what she feels is important when it comes to using makeup. She brings up how everyone’s skin tone is unique, and foundation should look great on everyone’s skin, so creating 40 foundation shades was crucial to making everyone feel inclusive (Lang, 2017). She also goes on to talk about the factors she and the brand took into consideration when creating their makeup products. She states the following:

“The highest priority is in the texture, from the foundation to Match Stix, to Killawatt, to Invisimatte Blotting Powder – it’s all about texture. It was really important to me that each product is made to easily build and layer with lightweight textures that are flexible even when you want to re-apply” (Lang, 2017).

She also briefly mentions what foundation should look like on one’s skin. She says that Fenty Beauty’s Pro Filt’r Foundation has a soft matte finish because it should have a dewy look and not

a shiny look (Lang, 2017). Her experience with makeup has allowed her to gain knowledge and know what needs improvement.

An issue that's been overlooked for so long within the beauty industry is the inclusion of people of color. This is why Fenty Beauty was successful upon launch because there was finally a company that understood these struggles and wanted to create change. Beauty companies would produce products that cater to certain skin tones, beauty stores would only carry certain selections of shades, and marketing would only include people with light skin complexions and promote colorism (Fetto, 2020). The typical makeup shade ranges from beauty companies would have between 5 to 10 shades for pale or white skin tones, whereas for dark skin tones, there would only be about 3 to 5 shades (Zaprianova, 2024). This issue has been going on for years, according to Karchin & Delphine, "Before the 1960s, many cosmetics brands around the world featured limited shade ranges due to both a preoccupation with paleness and financial constraints, exacerbated by the view that fair-skinned consumer dollars were most valuable" (2023, pg. 7). The reason behind this is the beauty industry has a "strong presence of racism, colorism, and euro-centric beauty standards" (Sethi, 2022). According to Karchin & Delphine, throughout history and across cultures "pale skin has often been idealized as the epitome of beauty and was associated with purity, fertility, virtue, and social status" (2023, pg. 7). Beauty companies failed attempts or disregard to people of color are what caused Fenty Beauty to be successful.

Ever since Fenty Beauty launched, the brand has been successful. It's had an impact on consumers, the beauty industry, and the brand itself. As mentioned before, the main issue certain consumers faced when it came to makeup products was the lack of shade foundations or products that matched their skin complexions. Many consumers struggled to find the right products to

satisfy their needs. However, after the launch of Fenty Beauty, many consumers don't feel overlooked, ignored, or forgotten. At the beginning of this paper, Krystal Robertson's experience with makeup products was described. She couldn't find the right shade of foundation that matched her skin because of her albinism. After Fenty Beauty released their Pro Filt'r Foundation, she finally found a foundation that matched her skin perfectly and said the following, "I felt that me finally being myself was worth it... It means the world that [Rihanna] not only made a diversity of shades for all women of color, but she brought us together" (Schallon, 2018). Nyma Tang, also mentioned at the beginning of this paper, took to her Instagram account and made a post with the caption "I saw other dark-skinned girls in Sephora getting matched in this foundation, and it literally melted by heart" (Schallon, 2018). Rihanna's Fenty Beauty has accomplished their goal of having a positive impact on their consumers. Since Fenty Beauty introduced 40 foundation shades to the beauty industry, other beauty companies began doing the same thing. In an article by Funmi Fetto, she states the following:

"Suddenly beauty houses – niche, establishment and those in between – began extending their shade ranges to accommodate a wider variety of skin tones. Forty shades became the new standard. Anything less was deemed apathetic, anything more (brands are still desperately trying to outdo one another, launching 50, 60 and even 100 foundation shades), was celebrated as a trump card" (2020).

Rihanna and her brand Fenty Beauty have made other beauty companies realize how much inclusivity matters. Beauty companies "are beginning to wake up to the potential of this underserved market" (Muller, 2017). One can say that inclusivity is becoming normalized in the beauty industry. Not only has Fenty Beauty impacted consumers and the beauty industry, but it has also impacted them as a company. Within the first month of launching in 2017, the brand

was able to bring in an astonishing 72 million dollars which surpassed Kylie Jenner's beauty company's earnings (Schallon, 2018). With the success of Fenty Beauty, Rihanna was able to launch Fenty Skin which is a skincare line, and Savage X Fenty which is "a clothing line of lingerie and loungewear" (Cunningham, 2024). Fenty Beauty and Rihanna will continue to be impactful as they continue to challenge the beauty industry.

According to *Merriam-Webster.com Dictionary*, the definition of modernity is "the quality or state of being or appearing to be modern" (n.d.). With that being said, the impact of Fenty Beauty is displaying how beauty companies are trying to keep up with modern times. What was considered not normal is becoming normalized, and inclusion within the beauty industry is becoming normalized. When it comes to production, beauty companies are starting to shift their focus to people of color. As mentioned earlier in this paper, Tarte tried to launch something like Fenty Beauty's 50-shade foundation but was unsuccessful. Tarte then took it upon themselves to publicly apologize and reinvented the unsuccessful product. They relaunched the Shape Tape foundation as the Face Tape foundation and instead of 15 shade options, this time it had 50 shade options, just like Fenty Beauty (Ramirez, 2019). Tarte apologizing and correcting their mistake displays how modernity and inclusivity are intertwined. When it comes to marketing, beauty companies are starting to include people of color in their campaigns. Fenty Beauty did this when they were rolling out promo images following the brand's launch. They had more people of color models than white models in their campaign (Muller, 2017). Not only are beauty brands starting to acknowledge their people of color consumers, but they are also starting to realize how impactful people of color are to the industry. Before the launch of Fenty Beauty, Issa Rae was named the new face of CoverGirl (Muller, 2017). Issa Rae becoming the

face of CoverGirl and Fenty Beauty's launch displayed modernity and inclusion. Beauty evolves with modernity by embracing and understanding new advancements and values.

In conclusion, the evolution of beauty and the use of cosmetics has a history that spans from ancient civilizations to the modern era. Over time, beauty has come to be seen as subjective. Despite this evolution, the beauty industry has struggled with issues such as inclusivity. Fenty Beauty has made significant progress by addressing the issue and offering a diverse range of products catering to all skin tones. Not only does this move correspond with consumers, but it has also set a new standard in the beauty industry.

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