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Fenty Beauty: The Inclusivity of Beauty

The beauty industry is worth a billion dollars globally and has been the center of women grooming and maintenance since the very beginning. Makeup and skincare has been a part of the average women's life starting from young either watching their mom in the bathroom get ready for an evening out or experimenting with our own beauty regimen and see what works for us. Fortunately for the current adult generation beauty has taken a positive turn and now we have women of darker complexions being able to find their makeup shade at their nearest beauty counter. Fenty Beauty, a brand created to shake up the industry with its mission on inclusion has found its way to the forefront of makeup and has made it into everyone's homes and hearts.

Before there was Fenty Beauty makeup brands weren't that inclusive when it came to the range of foundation shades that were on the market. Popular brands like MAC Cosmetics and Estee Lauder had foundation options for mainly fair skin women with very few shades for women with medium to dark complexions. African American women and women of color found it difficult to find makeup that matched their skin. There was a clear need for a makeup brand that promotes diversity and inclusivity. In 2017 when Fenty Beauty hit the streets, there was

nothing else like it on the market. Fenty has a beauty for all perspective, customers of all skin tones will be considered.

When Fenty Beauty debuted, they greeted the customers with which is now their number one product. “The brands trademark product, Pro Filt’r Soft Matte Foundation, this long-wear foundation was made in a boundary-breaking range of 40 shades- reflecting their recognition of the beauty industry’s disregard to cater to customers of all races and ethnicities” (Sharma, 2018). This product alone made other well-known brands match what they’re doing just to compete with this new inclusive brand. Fenty Beauty an affordable luxury brand that seen the opportunity to sell a product that can fit all skin complexions.

The creator of this brand is Barbadian superstar Robyn Rihanna Fenty. Before Rihanna was a music, fashion and beauty icon she was a little girl in Barbados obsessed with her mother’s lipstick. “Makeup became her weapon of choice for self-expression and it powered a fearless take on beauty that helped her become the boundary-breaking icon she is today” (Fenty Beauty, 2020). Rihanna was inspired to create Fenty Beauty after years of experimenting with some of the best in beauty but still seeing a void in the industry for products that perform for all skin types and tones. She launched this makeup brand so all women can feel included.

Fenty Beauty has been able to excel in its unique position not only because it is backed by the superstar Rihanna herself, but it’s great at connecting with real people. Fenty Beauty is successful because of the audience of its creator. Rihanna is a black woman leading in an industry full of predominantly white faces and dominating in profit. Rihanna being a popular musician, lover of fashion, a prominent figure in the fashion industry and someone who’s always up on the latest trends and beauty ingredients puts her in a great position to have a successful makeup brand. Though this isn’t the first brand with a celebrity face, Fenty Beauty is backed by

LVMH which houses brands like Fendi and Dior, elevates its status of Fenty compared to other brands.

Fenty found next level success because it positioned itself from the very beginning as a diverse brand for a diverse customer base. “They’ve built products for a huge and underserved market, women whose skin tones don’t fall into the ranges that major makeup brands focus on” (Christansen, 2021). Fenty has backed up their dedication to the consumer base in their marketing, and their use of social media has given them a chance to connect with their customers in an unfiltered and organic way. What has set Fenty apart is to serve their customer unapologetically is they’ve been doing this since the first launch. Everything they do is inclusive and geared towards the segment of consumers that has historically ignored by legacy beauty brands. Fenty relates to their consumers by doing things in an authentic way.

Fenty Beauty’s overall innovative goal is to exclude no one. From the beginning, Rihanna’s vision for “beauty for all” became the brand’s mission. Fenty Beauty when they first launched carried forty foundation shades but now have 50. At the time of the launch of Fenty there wasn’t a brand carrying shades from very light to dark considering albino people and people with blue black skin are also consumers and fans of Rihanna. “Many undertones, such as olive ones were also underserved in beauty. Inclusion was more than the number of shades, it was well crafted nuance of each shade in that range that also served as a proof point” (Saputo, 2021). This allowed for so many women to identify with the brand and feel included.

Fenty Beauty is of course successful due to the iconic career of Rihanna before 2017. Yes, Rihanna was a superstar with an incredible fan base and was also backed by LVMH but this brand has also been able to thrive due to the different cultures and backgrounds that it reaches with consumer support. “This is far from a celebrity beauty brand and diminishing it as such is to

ignore the state of the beauty industry pre-Fenty” (Fetto, 2020). Before Fenty the Beauty industry was filled with unrealistic beauty ideals and blatant lack of representation showed in campaigns and products offerings. Before Fenty Beauty the beauty industry was filled with problematic examples. Essentially, if you don’t fit Eurocentric ideals about beauty then we don’t have a space for you. Fenty was the brand to address this and that is what made Fenty Beauty stand out against its competitors. Women who comes from backgrounds other than European now have a seat at the table. The beauty industry needed a cultural shake up and Fenty was the one to catch everyone’s attention.

Fenty Beauty stepping into the game on fire with their products and marketing campaigns. They opened with a forty-foundation range that expanded to fifty and included shades for everyone and ad campaigns were super creative and diverse. “The brand reportedly made one hundred million in just over a month, Time magazine named it one of the 25 Inventions of the Year and what is now known as the Fenty Effect took hold” (Fetto, 2020). Soon beauty companies and smaller beauty brands began extending their shade ranges to have variety for different skin tones, forty shades quickly became the standard. Anything less just wasn’t cutting it anymore. Fenty Beauty has also been using social media as a way to build a relationship with their consumers. With the use of Instagram, YouTube and Tik Tok, Fenty Beauty has created a space for their consumers to show themselves using Fenty products while getting a chance to be an ambassador for their brand. This in turn has expanded the fan base of Rihanna, made history with the boundaries that were broken and made Fenty Beauty a semi-affordable luxury brand a house hold name.

Fenty Beauty is the future of modern beauty in the industry. To be modern is to be current or relevant with to the current times. Considering how progressive people have been in

the last decade one thinks Fenty Beauty is the kind of beauty brand the world needs. Fenty Beauty fits into modernity because it represents the current climate of the world. There have always been tons of women with different shades and complexions out there but Fenty was first to fulfill a need for those consumers. Fenty Beauty has bridged the gap between inclusivity and modern. As the world advances and evolves so does this industry. Fenty is just a reflection of the times.

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