

# FENTY BEAUTY

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## ABOUT FENTY

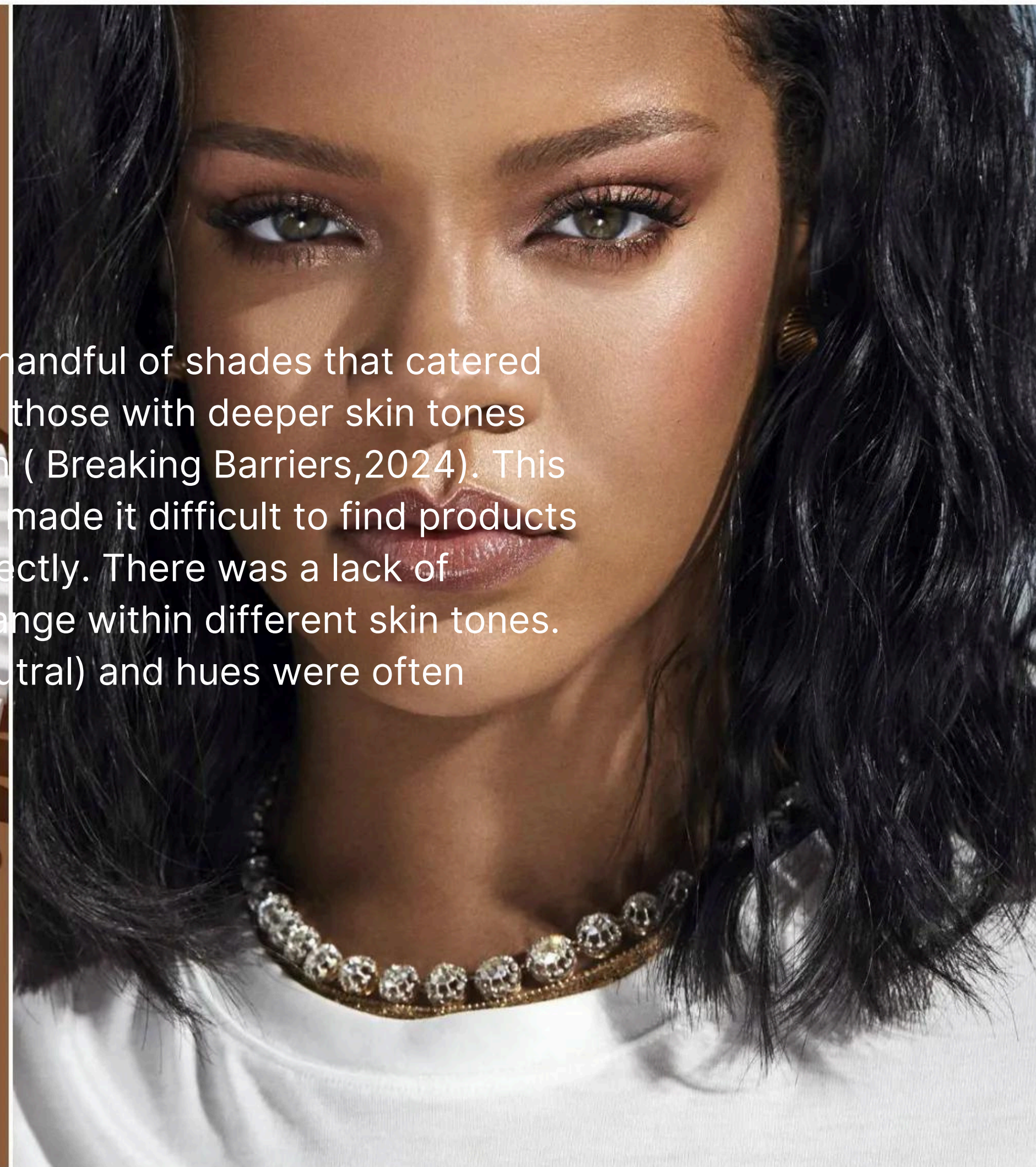
Fenty Beauty is a makeup brand founded by Rihanna, known for its innovative and forward-thinking approach to beauty. The brand sets new standards with its light formulas that are perfect for layering. Fenty Beauty offers a diverse range of shades that cater to people of all skin tones worldwide, ensuring that everyone can find their perfect match.

**B L E N D   O U T**





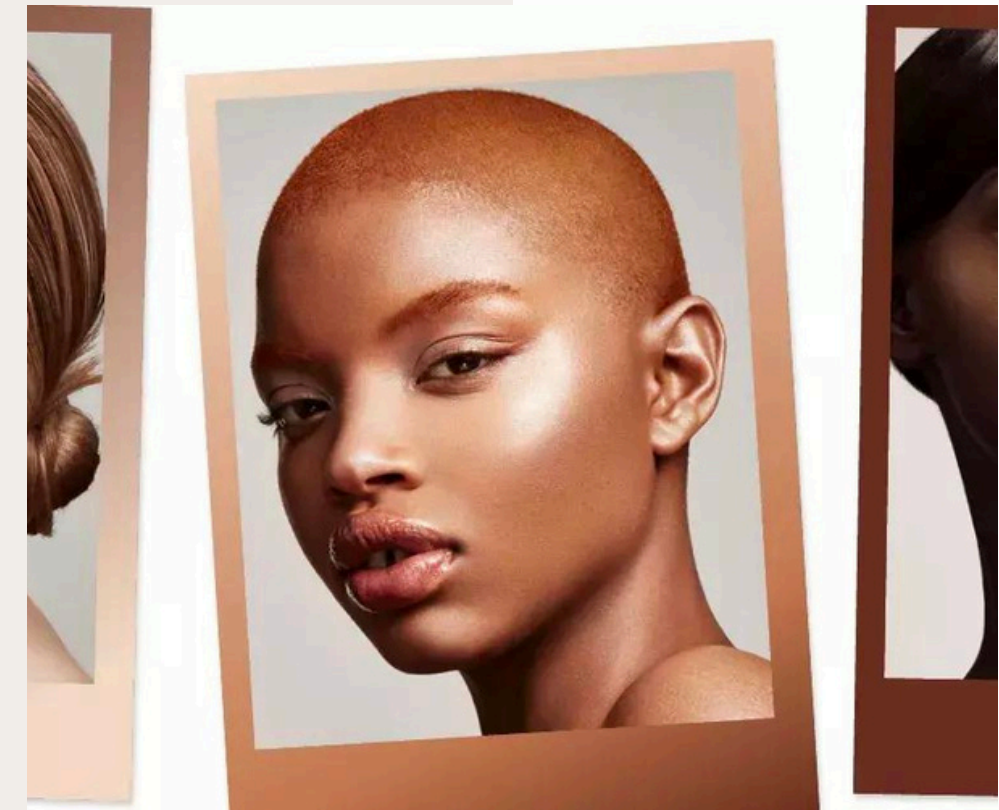
Most brands offered only a handful of shades that catered to lighter skin tones, leaving those with deeper skin tones feeling excluded and unseen ( Breaking Barriers,2024). This lack of representation often made it difficult to find products that matched their skin correctly. There was a lack of understanding of the tone range within different skin tones. Undertones (warm, cool, neutral) and hues were often ignored,





# COMPANY OBJECTIVE

Fenty Beauty's launch in 2017 was groundbreaking because they offered a wide range of shades, catering to a diverse spectrum of skin tones, from the lightest to the darkest. This commitment to inclusivity was a game-changer for the industry. They took undertones into account, providing a more accurate representation of the diverse skin tones that exist



Short video: [https://youtu.be/0\\_FoFRnZPh4?si=xGpfSSD-qs6Nr2iw](https://youtu.be/0_FoFRnZPh4?si=xGpfSSD-qs6Nr2iw)

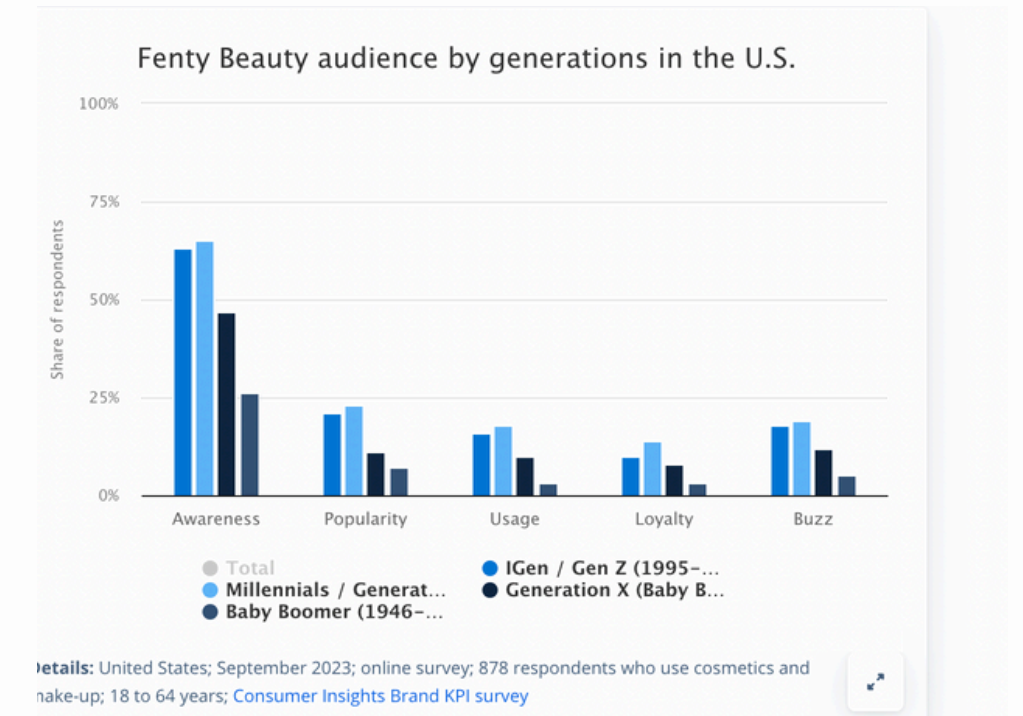
# THE AUDIENCE

When it comes to figuring out who Fenty beauty caters to we can indentify the audience by how the brand is positioned. Fenty Beauty has definitely resonated more strongly with Millennials and Gen Z. Fenty Beauty's focus on inclusivity and diversity aligns perfectly with the values of these generations ( Statista,2024). They are known for their embrace of diversity, social consciousness, and championing representation.

**People of color**

**People who can never  
find the right tone**

**Makeup  
enthusiast**

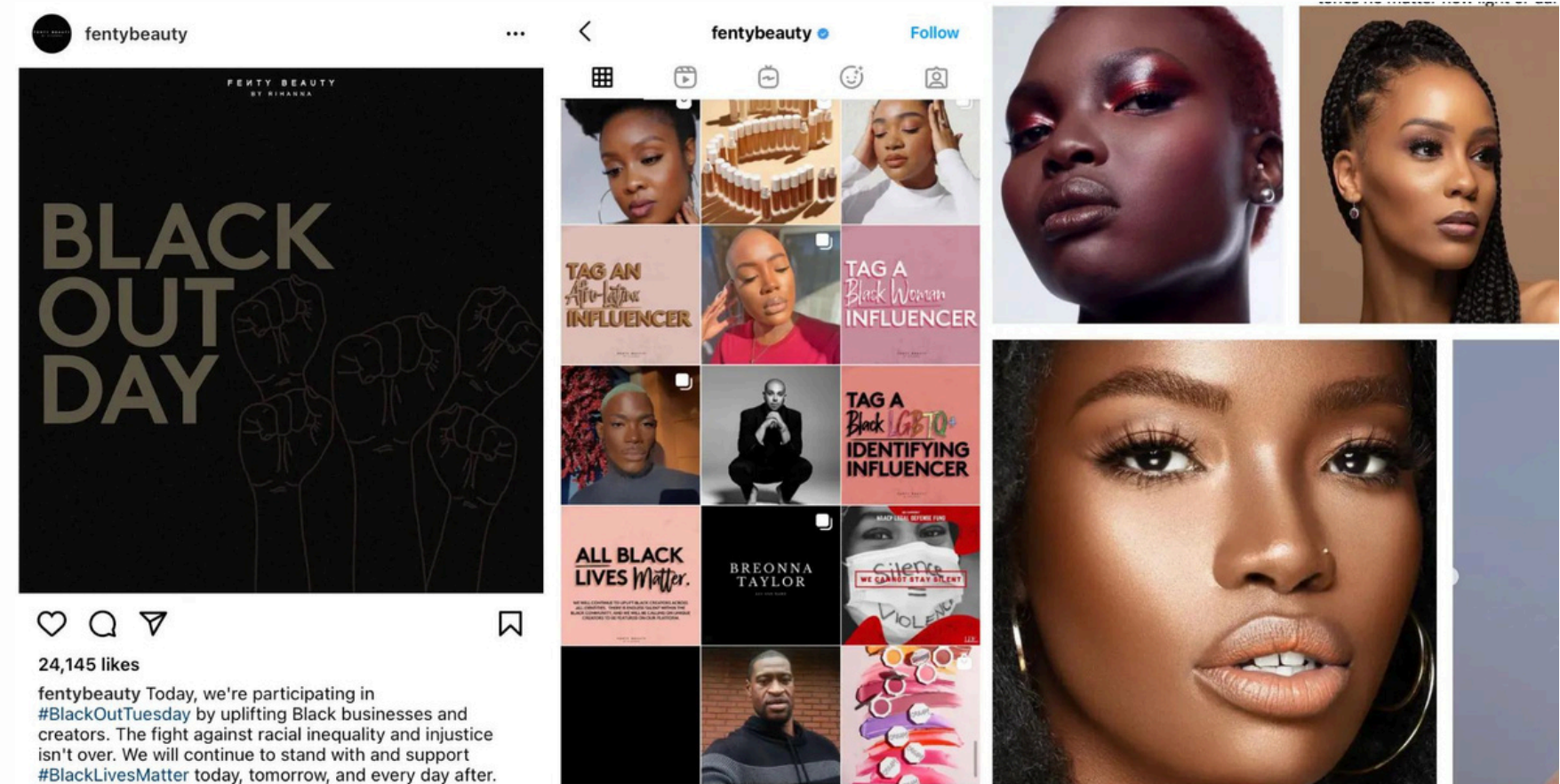


# SOCIOECONOMIC



**01** When it comes to being a public figure it is important to be aware of world events that are happening around you. A public platform should be used to help spread awareness, and that is what Rihanna has continued to do. Rihanna has continued to show transparency via her platform

**02** Fenty Beauty went beyond brief tributes and actually paused its operations to consistently raise awareness of racial issues, demonstrating its unwavering commitment to social justice.







**FIVE PIECES OF ADVICE WHEN SPREADING A VIRUS (KAPLAN AND HAENLEIN, 2011)**

## Marketing Strategies

Fenty Beauty's success can be attributed to three key strategies inclusivity, values-driven decision-making, and demonstrating rather than just stating. The brand aims to be inclusive to all, guided by its core values, and believes that actions speak louder than words

Fenty Beauty has established a strong and influential presence on various social media platforms, with a particular emphasis on Instagram.

Fenty Beauty's social media strategy is a prime example of how to leverage digital platforms to build a strong brand, foster a loyal following, and drive engagement (Carpetta, 2023). Their commitment to inclusivity, authenticity, and user engagement has created a powerful community that resonates with a broad audience.





## THE FENTY EFFECT

Fenty Beauty's launch in the beauty industry marked a pivotal moment, known as the "Fenty Effect," which reverberated throughout the sector. This groundbreaking impact compelled other beauty brands to reevaluate their product offerings, leading to a significant expansion in shade ranges and a fundamental shift towards inclusivity in their marketing strategies

Thank you