

ALL THE COVERAGE WITHOUT THE CAKE

HERE TO SERVE ALL SKIN TONES

SHOP PRO FILT'R FOUNDATION

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Fenty Beauty

Inclusivity

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Fenty Beauty



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.

Rihanna shattered beauty norms with the global launch of Fenty Beauty, premiering online and in 1,620 stores across 17 countries on September 8, 2017. Her fearless vision, blending bold, confident femininity with a touch of rebellion, created a brand unlike any other (Studio, 2024). Fenty Beauty embraces individuals of all backgrounds with its inclusive shade range, from the lightest to the deepest, and features innovative formulas designed to enhance natural beauty. From the sleek, minimalist packaging to the meticulously developed formulas, Rihanna is personally involved in every aspect of the brand, ensuring a high level of quality and creativity.

The Industry

What are we trying to fix?



Figure: (Carpetta, 2023)


Before Rihanna's Fenty Beauty revolutionized the beauty industry, the lack of inclusivity in shade ranges was a major problem for people of color. 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, leading to products that didn't blend seamlessly and could appear ashy or orange.

This limited selection led to frustration and disappointment among people of color who felt that their needs weren't being met by the beauty industry (Carpetta, 2023). They were forced to settle for products that didn't match their skin perfectly or even to mix and match shades to try and find something that worked.



Company Objective

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.

The campaign featured models of all skin tones and backgrounds, sending a powerful message of inclusivity and representation. Fenty Beauty's success paved the way for other brands to follow suit and expand their shade ranges (Studio, 2024) . The beauty industry is still catching up, but there is a growing awareness of the importance of inclusivity and representation in beauty products.

Target Audience: Generations

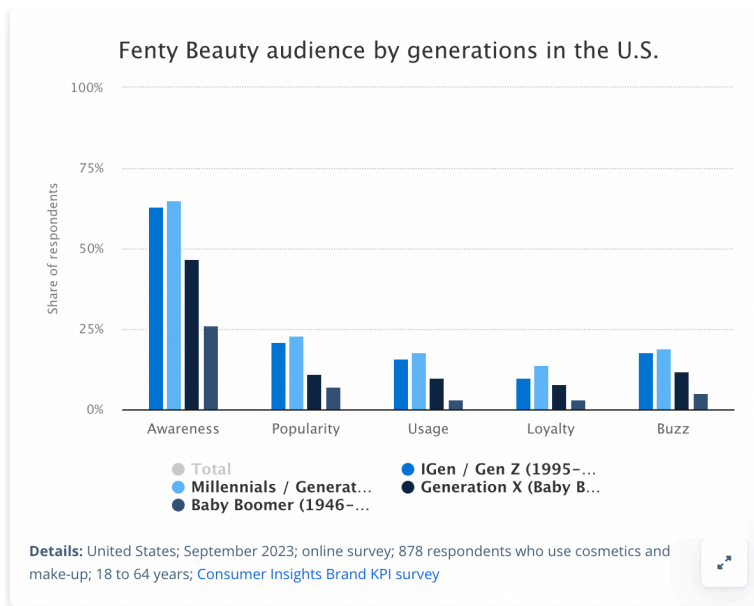


Figure 2: (Statista,2024)

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. Fenty Beauty's strong digital presence and social media marketing strategies resonate deeply with digitally-native Millennials and Gen Z. They are active on social media, engage with brands online, and rely heavily on recommendations and reviews. Fenty Beauty's innovative products and high-quality formulas appeal to both generations.

The Generational Gap:

The lower engagement from Generation X and Baby Boomers could be attributed to different Beauty Standards. These generations may have grown up with different beauty standards and expectations(Statista,2024). They may be less inclined to embrace the same trends or value the same aspects of beauty as younger generations. Generation X and Baby Boomers may be less active on social media and less influenced by online trends and recommendations. They

may have established preferences for brands they have been using for years instead of a newer

SocioEconomic

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. For instance, in 2020, Fenty Beauty made a powerful statement of solidarity with the Black community by pledging \$1 million to support organizations dedicated to racial equality, such as Black Lives Matter and the NAACP (Carpetta, 2023). Setting itself apart from other brands, 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. This impactful stance not only celebrated diversity but also emphasized the brand's dedication to inclusivity for all skin tones.

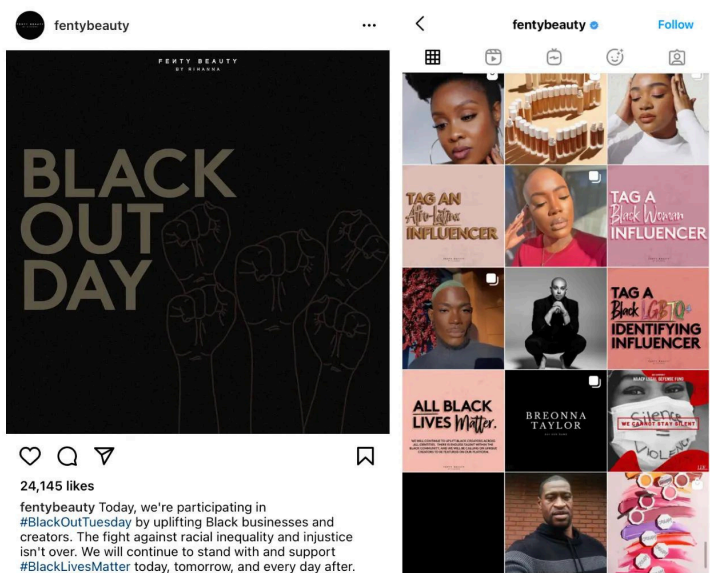


Figure 3: (Carpetta, 2023)

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 (Carpetta, 2023). Rihanna's vision for her brand was to cater to everyone, regardless of skin tone or ethnicity. In a market dominated by a limited range of shades, Fenty Beauty launched 40 foundation shades, setting a new standard in the beauty industry and emphasizing the brand's commitment to diversity and representation..

The Design:

Fenty Beauty's visual identity is meticulously crafted with a modern and minimalistic design ethos. The use of clean lines and bold typography creates a striking and contemporary look that appeals to the brand's target audience. The packaging is adorned with a luxurious matte black finish, accentuating the sleek and sophisticated feel of the products. The iconic "F" logo, resembling a makeup brush, is prominently featured, adding a touch of elegance and reinforcing the brand's commitment to quality and style (Carpetta, 2023) . This attention to detail and emphasis on visual appeal makes Fenty Beauty a desirable choice for consumers seeking premium beauty products.

Social Media:

Fenty Beauty has established a strong and influential presence on various social media platforms, with a particular emphasis on Instagram. As of March 2024, Fenty Beauty has garnered an impressive following of over 12.8 million dedicated fans on the platform. Their social media strategy revolves around a diverse and engaging content mix, featuring high-quality product images, informative makeup tutorials, and user-generated posts that deeply resonate with their audience (Carpetta, 2023). Fenty Beauty's social media presence is a

significant part of their success. They prioritize showcasing diverse models and users, promoting a sense of belonging and representation.

Their content includes professional product shots, tutorials from brand influencers and users, behind-the-scenes glimpses, creating a fresh, interesting, and relatable feed. They actively encourage content by fellow users, showcasing how people are using their products, which fosters a sense of community and authenticity, building trust and loyalty. Moreover, they regularly use polls, questions, and other interactive features to encourage engagement and build connections with their followers. 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 (Breaking Barriers, 2024). Fenty Beauty's unwavering commitment to diversity not only revolutionized its own brand but also catalyzed a redefinition of industry norms. This transformative change signaled a departure from longstanding conventional beauty standards, ushering in an era of greater representation and inclusivity. The ripple effect of Fenty Beauty's approach set a new global benchmark for beauty companies today.

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