

Rhonda Duncan

NYC College of Technology

BUF 4700 OL70 (29590)

Professor Denise Sutton

Pat McGrath

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Pat McGrath, a British makeup artist, a significant figure in the beauty industry who has unintentionally broadened inclusivity through her brand, *Pat McGrath Labs*. Originating from *Northampton* and raised by her *Jamaican* immigrant mother, Pat McGrath emerged as a self-taught powerhouse in the fashion world, ascending to the position of creative design director for *Procter & Gamble beauty* (Sowray, 2012, p.1, par.1). Born in 1970, has become a leading figure in the makeup industry. Orchestrating the makeup industry prestigious runway shows, global advertising campaigns, and high-profile editorial shoots. *McGrath* graces the pages of major fashion publications and enhances the beauty of models for top fashion houses, solidifying her reputation as one of the most respected and in-demand makeup artists in the industry.

Pat McGrath credits her mother, a devout Jehovah's Witness with a passion for fashion, as her earliest influence and mentor in makeup artistry. Her mother's keen eye for detail and love for experimenting with colors sparked *McGrath's* creativity (Sowray, 2012, p.1, par.2). Despite the lack of makeup options for black skin at the time, McGrath's mother would blend and create her own shades, unknowingly training her daughter in the art of makeup. *McGrath's* upbringing, which she describes in a 2003 *TIME Magazine* interview. As "very religious and conservative," contrasted with her fascination for the *Blitz Kids*, a group known for their extravagant makeup and fashion choices. This fascination led *McGrath's* to explore and experiment with makeup further, eventually making her look distinctive and outspoken.

Upon finishing her studies, *McGrath* pursued an art foundation course at *Northampton College* (Sowray, 2012, p.1, par.3). Although she initially intended to study fashion, her path changed when she crossed paths with stylist *Kim Bowen*, who invited her to observe photoshoots for *renowned* magazines. *McGrath's* career took a significant turn when she received a call inviting her to join *Soul II Soul's Caron Wheeler* on tour in *Japan*, three years after doing her

makeup as a personal favor. Despite feeling apprehensive, *McGrath* seized this opportunity, leading her to collaborate with *Edward Enninful*, the fashion director of *i-D Magazine*. This collaboration paved the way for *McGrath* to become the magazine's beauty director, a position she continues to hold.

McGrath collaborated with *Giorgio Armani* to create a cosmetics line in 1999 and spent a decade shaping the makeup aesthetics for *Prada* and *Miu Miu* during the 1990s (*Sowray*, 2012, p.1, par.4). *McGrath's* influence expanded in 2004, when she took on the role of global cosmetics creative design director for *Procter & Gamble*, overseeing makeup brands such as *Max Factor*, *Dolce & Gabbana*, *CoverGirl*, and *SK-II*. *McGrath* draws inspiration from various cultural aspects, including film, television, art, literature, and nightlife. Despite her extensive work on fashion shows and campaigns, *McGrath* maintains her passion, finding inspiration in fabrics, colors, and the model's faces. Recognized as “*The most influential make-up artist in the world*” by *Vogue* in 2007, *McGrath* has worked with numerous celebrities and frequently collaborates on high-profile fashion campaigns for brands like *Louis Vuitton*, *Prada*, *Lanvin*, *Calvin Klein*, and *Balenciaga*. Her editorial work includes regular contributions to *Vogue Italia* and *American Vogue*.

Pat McGrath Labs offered products with formulations, textures, and color stories, appealing to customers who sought high-quality and luxurious makeup experiences. The brand aimed to inspire makeup *enthusiasts* and *professionals* with its artistic approach to cosmetics, providing products that encourage experimentation and self-expression (*Hughes*, p.3, par.14). *Pat McGrath Labs* has made efforts to offer a wide range of shades and products suitable for diverse skin tones, promoting diversity in the beauty industry. While many brands leveraged celebrity endorsements, few provided products developed directly by industry-leading makeup

artists. *McGrath Labs* aimed to bridge this gap by offering products directly influenced and created by *Pat McGrath* herself, thereby building trust and credibility through her expertise.

Pat McGrath acknowledged that the beauty industry has often failed to cater to the diverse needs of its global audience. *McGrath*, emphasized the importance of questioning why companies neglect such a wide range of skin tones (*Hughes*, p.3, par.14). Driven by her own experiences of having to mix colors to achieve the right match, she was committed to ensuring that no one else would face this challenge. For *Pat McGrath Labs*, she focused on developing pigments that work seamlessly across all skin tones, especially darker skin, which often suffers from ashy appearances with standard products. Her goal was to create makeup that looks vibrant and suitable on most everyone, addressing the issue of products being too chalky or light for many skin tones.

Pat McGrath's product launch strategy was tailored to appeal to dedicated makeup enthusiasts, making use of the internet's power to transform what might be a niche market into a thriving global business(*Hughes*, p.3, par.14). Her first product, *Gold 001*, was a dry, metallic pigment that could be turned into a liquid using a special mixing solution. Released in limited, numbered quantities and promoted solely via her social media, it sold out in just six minutes. *McGrath* was astonished by the overwhelming response, as she had intended it to be a one-time offering for eager makeup fans. This success led to international attention and demand.

Now, *McGrath* releases new professional-grade products four times a year, such as a *Holographic eye gloss*, vibrant blue shadow, a balm stick, and a nude pigment for her trademark "*Hyper-real skin*" effect (*Hughes*, p.3, par.15). These products are introduced with similar excitement. Each item is packaged simply in plastic factory containers to keep costs down, despite the high price point (starting at £55 in the UK and \$40 in the US). This minimalist

packaging does not deter buyers; most everyone even keeps the products in their original *Sequin-filled ziplock bags* as prized collectibles without ever using them.

The runway looks created by *Pat McGrath* are beautiful and intriguing. She is known for her dramatic and avant-garde makeup artistry. With each glance telling a different story, her art frequently turns models into fantastical and larger-than-life beings (*Coughlan*, 2021, p.1, par 2 and 3). It's interesting to note that *McGrath* frequently does makeup with her hands rather than brushes, which is consoling for most everyone who does not agree that purchasing pricey brushes are essential. As mentioned previously, *McGrath* has worked with upscale fashion industries such as *Louis Vuitton*, *Miu Miu*, and *Prada*. *McGrath* has gathered an impressive portfolio over the years. *Madonna*, *Sarah Jessica Parker*, and *Oprah* are just a few of the famous people she has beautified. Inside the beauty industry, getting makeup done by *McGrath* is considered as a one-of-a-kind experience.

Pat McGrath is a highly influential figure in the makeup and fashion industries. She has achieved success through her work in runway shows, holding positions as a creative director, and earning prestigious awards. *Pat McGrath Labs* is now valued at over \$1 billion (*Coughlan*, 2021, p.1, par 4). Additionally, in 2014, she received the honor of an MBE (*Member of the Order of the British Empire*) for her significant contributions to fashion and beauty. *Pat McGrath Labs* is more than just a makeup brand; it's an experience. *Pat McGrath's* decades of experience and artistic vision quickly gained following, thanks to its products.

The Mothership Palettes are extravagant eyeshadow palettes that are a collector's dream, featuring a curated selection of highly pigmented shades, textures, and mesmerizing finishes (*PAT McGRATH LABS*). Each *Mothership Palette* is a curated collection of 10 eyeshadows, housed in a, black lacquered case that exudes elegance and sophistication. *The Mothership*

Palettes feature a diverse selection of shades, ranging from velvety mattes and shimmering metallics to dazzling glitters and innovative duochromes. The color stories are carefully crafted to complement various skin tones and inspire a multitude of looks, from everyday glam to bold, avant-garde creations.

The eyeshadows are buttery soft, intensely pigmented, and blend seamlessly, making them suitable for both beginners and professionals (*PAT McGRATH LABS*). The formula includes both pressed powders and “hybrid” formulas that offer finishes like *metallic sheen*, *iridescent shimmer*, and even a *holographic shade* that shifts colors depending on the light. The shadows can be used dry for a more dramatic effect or wet for a more intense, foiled look. Whether most everyone is going for a natural daytime look or an evening statement, *The Mothership Palette* has everything one needs to create endless eye makeup possibilities.

Pat McGrath Labs was uniquely positioned to address a gap in the luxury makeup industry. *Pat McGrath's reputation*, *McGrath's* already a legendary makeup artist with decades of experience working with top fashion designers and celebrities (*McKinnon*, 2019, p.2, par. 13). Her name was comparable with high-fashion, and artistry. This established credibility and built-in demand for her products among consumers who trusted her taste and expertise. Product quality and innovation the brand focused on delivering high-quality formulas, color stories that were not commonly found in mainstream luxury brands. This differentiated *Pat McGrath Labs* and attracted consumers who were looking for something new and exciting in the luxury space.

Pat McGrath Labs initially launched exclusively online, allowing the brand to build a direct relationship with consumers and control the brand image (*McKinnon*, 2019, p.2, par. 10). This approach also allowed them to generate hype and create a sense of exclusivity around their products. The brand leveraged social media platforms to connect with consumers, share

behind-the-scenes content, and showcase their products in action. This created a strong online community and fueled demand for their products. The brand used social media platforms like *Instagram* and *Tik Tok* to connect with consumers, share behind-the-scenes content, and showcase their products in action. This created a strong online community and fueled demand for their products.

Pat McGrath, has always been committed to transforming beauty ideals to be more diverse (*Bally*, 2021, p.3. par.12). Reflecting on her mission, *McGrath* expressed that she was driven by the belief that the beauty industry needed to change. Historically, representation in the beauty and fashion industries were limited, excluding people of color. *McGrath* felt a strong urge that this had to change, and she was determined to be a part of that transformation. *McGrath* has noted the significant progress that has been made in terms of diversity within the industry. Today, there is a broader representation of different genders, body types, and ethnicities, which she finds empowering. Her efforts have contributed to setting new standards of beauty.

In *McGrath* campaigns and product launches, *McGrath* has been adamant about showcasing a diverse group of models (*Bally*, 2021, p.3. par.14). She highlighted using a “new cast of girls” in her campaigns, such as models *Slick Woods*, *Duckie Thot*, and *Paloma Elsesser*. These choices were deliberate, as *McGrath* wanted to reflect a different standard of beauty that resonated with a broader audience. When *McGrath* launched her makeup brand, many expected it to *adhere* to traditional, narrow beauty standards typically seen in high fashion. However, she defied these expectations and allowed diverse backgrounds to see most everyone represented in the beauty industry.

McGrath has been vocal in interviews and public statements about her commitment to inclusivity (*Saltzman, 2018, p.1, par. 4*). She stated her goal of changing the beauty industry to be more diverse, highlighting her belief that such a change was necessary. She uses makeup to express emotions, tell stories, and challenge traditional beauty standards. She also communicates her mission by choosing models and ambassadors for her brand. The philosophy of *Pat McGrath Labs* was embedded in the brand's identity. *McGrath* ensured that her products catered to all skin tones and types, reinforcing the message that beauty is universal and not confined to traditional standards.

At *Pat McGrath's* press events, she consistently ensures that there are at least three models present, each with different skin tones (*Saltzman, 2018, p.1, par. 4*). This approach allows editors to fully appreciate the range and effectiveness of her products on various complexions. *McGrath's* commitment stems from her personal experiences. She recalls how, as a young shopper, she often found that many makeup shades either did not suit her skin tone or appeared unflattering on darker skin. This motivated her to research and develop her product formulas, ensuring they are scientifically crafted to be suitable for most everyone, regardless of their skin tone.

Pat McGrath Labs success was driven by socio-economic, as McGrath used social media platforms, particularly Instagram, to build a devoted following. (*Joe, 2023, p.1, par.6*). Her visually stunning content and authentic engagement resonated with beauty enthusiasts worldwide. This allowed her to bypass traditional marketing channels and directly connect with her target audience. Consumers were increasingly seeking high-performance, makeup products. *McGrath's* reputation as a leading makeup artist and her focus on quality ingredients and formulations met this demand. The increasing purchasing power of minority groups and the recognition of their significant influence on market trends supported the success of brands. Brands that ignored these demographics risked alienating a substantial segment of potential

consumers. By focusing on inclusivity, *Pat McGrath Labs* tapped into a broader and more diverse market, enhancing its commercial success.

According to a *Nielsen* report, women of color significantly outspend their lighter-skinned counterparts on beauty products and services, investing nine times more in these areas (*Joe*, 2023, p.1, par.6). In 2020, *African American* consumers in the *United States* contributed \$1.2 trillion to the economy, with \$473 million of that spent specifically on beauty products. Despite this substantial spending power, many beauty brands have historically overlooked the needs and preferences of these consumers, failing to provide adequate product offerings that cater to diverse skin tones and beauty requirements.

Pat McGrath Labs has had a significant impact on key consumer groups in the beauty industry (*Gant*, 2018, p.1, par.11). The brand has empowered makeup enthusiasts and professionals by providing access to high-quality, products previously only available to industry insiders. *McGrath's* expertise and artistic vision inspired creativity and experimentation among makeup users. The brand has redefined luxury in the beauty space, offering products with unique formulations and packaging. This has attracted consumers who value quality. *Pat McGrath Labs* has become an icon of empowerment for the *LGBTQ+* community. The brand's commitment to featuring diverse models, including *LGBTQ+* individuals, in its campaigns has increased visibility and a sense of belonging.

McGrath's messaging celebrates individuality and self-expression, resonating with the *LGBTQ+* community's values (*Gant*, 2018, p.1, par.11). Additionally, the brand's active support for *LGBTQ+* collaborations with *LGBTQ+* artists further solidifies its commitment to partnering. *Pat McGrath Labs* has created safe spaces, both in stores and online, where *LGBTQ+* individuals can comfortably explore their beauty identity. This approach has made the brand a symbol of acceptance and positive change within the beauty industry.

Pat McGrath Labs has become a leading voice in the beauty industry, setting new standards. The brand's success has challenged traditional norms and inspired other companies to embrace diversity and expand their product offerings (Coleman, 2024, p.1, par.5). *Pat McGrath Labs* has been instrumental in growing the beauty industry. The brand's success has demonstrated the demand for products that cater to diverse skin tones and identities. For consumers, especially women of color, *Pat McGrath Labs* has provided products that cater specifically to their needs, filling a significant gap in the market. This has shown customer loyalty and satisfaction. Retailers partnering with *Pat McGrath Labs* have benefited from the brand's strong market performance and its ability to draw a diverse clientele.

While *Pat McGrath Labs* has achieved significant success with its focus on innovation, there are alternative strategies that could have been considered to further enhance its market presence and impact. Introduce a more affordable line of products to cater to a wider audience, including those who admire the brand but may find the current prices not affordable. Invest in reality (AR) tools that allow customers to virtually try on products, enhancing the online shopping experience. Offer online and in-person workshops and tutorials that educate consumers on how to use the products to achieve various looks, including tips for different skin tones and types. Collaborate with charities and organizations that align with the brand's values to give back to the community.

Modernity is often characterized by the move away from traditional norms and the embrace of new ideas and diversity. *Pat McGrath Labs* embodies this by challenging beauty standards, which have historically been narrow. The brand's commitment represents and aligns with modern values of diversity and equality, reflecting societal shifts. Modernity often involves empowering individuals and celebrating personal identity. *Pat McGrath Labs* empowers

consumers by giving them tools to express their individuality through makeup. The modern era has seen significant changes in media representation and visibility for diverse groups. This increased visibility in media and advertising aligns.

The relationship between beauty and modernity is complex (*Allen, 2023, p.1, par.6*). Modernity has significantly influenced how beauty is perceived, defined, and expressed, while beauty itself has also shaped certain aspects of modern society. Unlike traditional societies, where beauty ideals were more firm and unchanging, modern societies embrace a wider range of aesthetics. This is due to factors like globalization, exposure to diverse cultures, and the rise of individualism. Technology has revolutionized the beauty industry. From cosmetic surgery to photo editing apps, technology offers numerous ways to enhance or modify one's appearance. This has sparked debates about authenticity, body image, and the pressure to conform to idealized standards.

Beauty products, treatments, and services are constantly marketed as essential for achieving happiness and success (*Allen, 2023, p.1, par.7 and 8*). This has led to a commodification of beauty, where it is often seen as something that can be bought or achieved through consumption. Social media platforms have become influential in shaping beauty trends and ideals. While they have provided a platform for diverse voices and body positivity movements, *Pat McGrath Labs* have also been criticized for perpetuating unrealistic standards and contributing to comparison culture. There is greater acceptance of diverse body types, skin tones, and gender expressions. Movements like body positivity and *LGBTQ+* activism have played a significant role in promoting and redefining beauty standards.

Pat McGrath is considered one of the most influential makeup artists in the world. With a career spanning over 25 years, *McGrath* has consistently pushed boundaries and redefined beauty standards through her techniques and use of color. *McGrath* collaborated with top fashion houses and photographers, and has created iconic looks for countless runway shows and magazine covers. *McGrath's* approach to makeup, often using her fingers instead of brushes, has inspired countless artists and enthusiasts.

McGrath's personal experiences with inadequate makeup options for diverse skin tones inspired her to create a brand that caters to all complexions. This dedication is evident at her press events, where models with various skin tones demonstrate the product's capabilities, showcasing the brand's broad appeal. The brand's success is supported by significant socio-economic and cultural shifts towards embracing diversity, the influence of social media, and the growing market demand for makeup products. *McGrath's* reputation and credibility further the brand, making it a leader in the beauty and fashion industry.

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