

# F E N T Y   B E A U T Y

Research and Development

UNC FashionMash: Product Design

Foundation that  
adjusts to lighting  
(inside or outside) to  
optimize skin  
appearance

Similarly,  
Foundation that reacts  
to the sun. When you  
go outside the color  
shifts to become more  
flattering for brighter  
lights and when you go  
inside to dim light it  
changes back

**Name of Product:**  
**Fenty “Light Queen”**  
**Shifting Power**  
**Foundation**

## Details:

Chlorophyll in foundation,  
reacts and absorbs  
sunlight to adjust shade

Solar powered

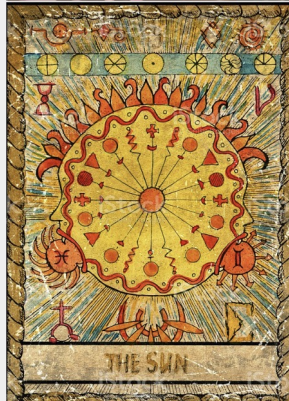
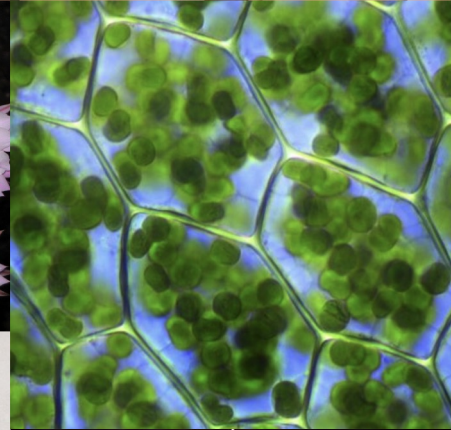
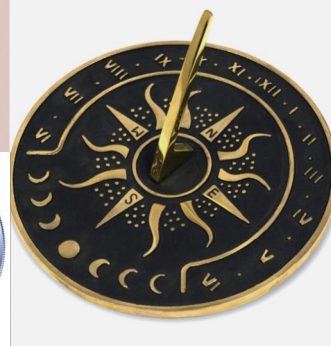
Works like a lens and the  
pigmentation follicle can  
open or close for stronger  
saturation

Green undertones for  
color correcting

“Some researchers found  
that by either consuming  
or applying chlorophyll  
topically it **provides the  
skin with anti-  
inflammatory and  
antimicrobial properties,**  
**helps treat acne,**  
**minimizes [the  
appearance of] pores,**  
**and improves signs of  
aging**”, says licensed  
esthetician Suyud Issa.

A powder foundation  
inside a circular case  
(sundial)  
Packaging would be a  
tarot card that has a  
different design for each  
shade

## Design:



Liquid Foundation that adjusts (secretes some kind of chemical/vitamin protection) based on climate and environmental factors in the area (i.e. pollution in NYC vs. increased exposure to UV in Australia).

The product protects your skin from damage due to pollutants and toxins. Much like sunscreen for UV.

**Name of Product:**  
**Catalyst**

## Details:

Our liquid foundation protects the wearer from harmful pollutants and toxins. In the way that color changing makeup is triggered by pH levels, our foundation takes on protective characteristics via the subtle secretion of vitamins (see speaker notes) when in contact with a certain threshold of harmful pollutant.

Additionally, the packaging of the foundation features a digital sensor, the sensor can detect the level of pollutants in the air in the environment that you apply your make-up, the readings of these levels, along with the expected vitamin secretion of your foundation is displayed in the fenty app.

## Design:





Hangover foundation  
that pulls toxins from  
alcohol out of your skin  
and neutralizes them.

Similarly,  
Depuffing foundation  
that removes all bloat  
from your face.

### Name of Product: Fenty "Instant Recovery"

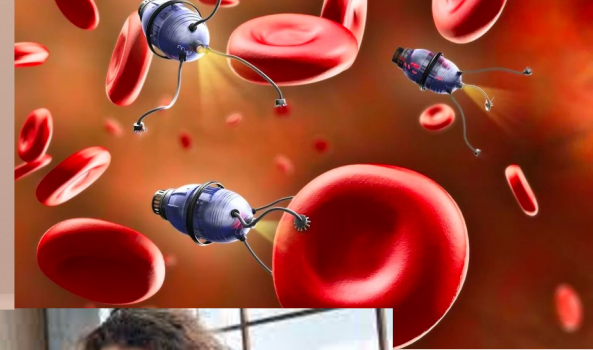
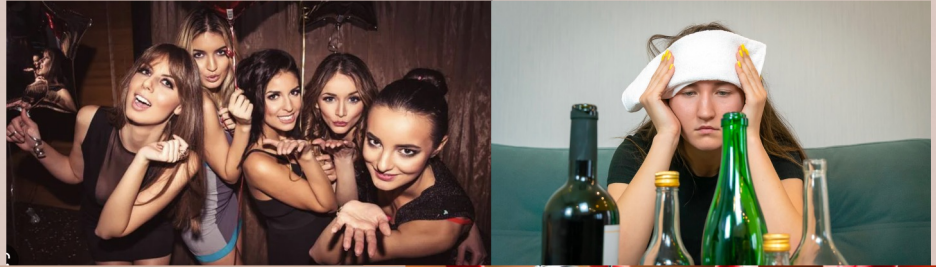
#### Details:

Add more information  
about how the final  
concept works

There is an app on your  
phone to activate the  
foundation. When you  
activate the toxin release,  
the makeup will  
disintegrate completely  
once the alcohol is out of  
your system.

The technology will be  
activated via an app on  
your phone that triggers  
the product to start pulling  
toxins from your skin.  
Once the product has  
been fully activated, you  
will be able to wash the  
product off along with the  
toxins. It also has a  
cooling effect that depuffs  
and calms your skin.

#### Design:





Botox foundation that freezes part of your face (neck, forehead, smile lines) for the duration that you wear it.

Similarly, A product that physically sculpts and morphs your face like a mask. It lifts the cheekbones, removes wrinkles, and tightens the skin.

Foundation lets you set who you want to look like by looking up celebrities in an app and changing the way your face structure looks.

## Shape Revive Foundation

### Details:

Shape Revive now makes the appearance medical-grade injections available in a bottle.

Using a blend of hyaluronic acid, peptide complex, ceramides and silicates, ingredients actively found in treatment Botox and Filler, the foundation maximizes the appearance of your facial and bone structure.

Foundation is applied in an upward motion to work against gravity and has Fenty bonding technology so it lasts all day.

Continuously use the product for long term anti-aging benefits.

No Needles or Doctors appointments, our foundation is in the hands of its users. Follow the application steps to reverse time.

### Design:



Foundation that you can set who you want to look like by looking up celebrities in an app and changing the way your face structure looks to mimic the person you picked.

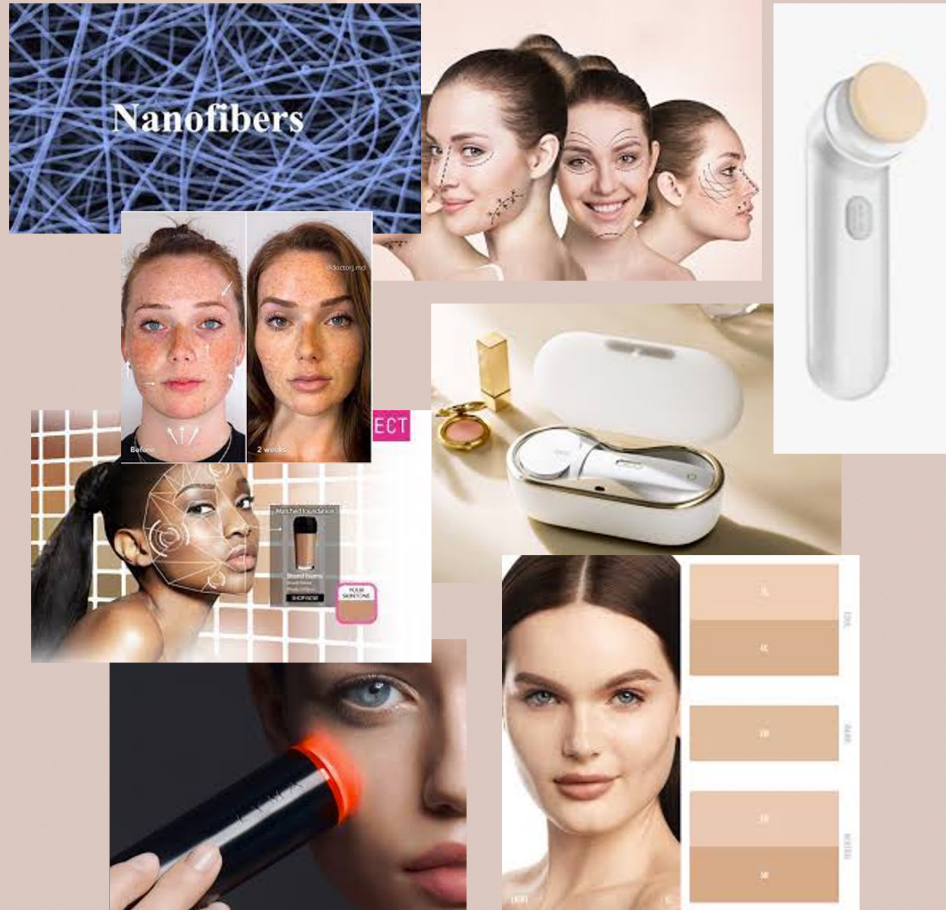
## Name of Product: Emulate

### Details:

Foundation with nano fibers that is controlled by your phone where certain areas tighten, fill out, or contour to the skin. Connected to an app that help you determine your face shape in order to achieve desired looks. Customers can start off by doing a face scan in the app for the technology to understand the natural curve of your face. After the face scan, the customer can add photos of their desired look. The foundation will recognize the look and is now ready for application. As the customer applies the foundation the nanofibers contour to the skin.

- Highlighting and brightening the areas of your choice.
- Contouring features you want sharper by adding in darker hues.

### Design:





Foundation that adjusts to your skin tone when apply so you never have to swap foundations in different seasons. The foundations could come in shade ranges.

Similarly,  
Maybe a foundation that treats the skin allowing you to wear it for multiple days. Would also be a time saver.

Smart foundation you can wear that will automatically apply the right shade of foundation.

**Name of Product:**  
**Second Skin Foundation**

## Details:

A skincare/foundation in one that changes tones with the different seasons.

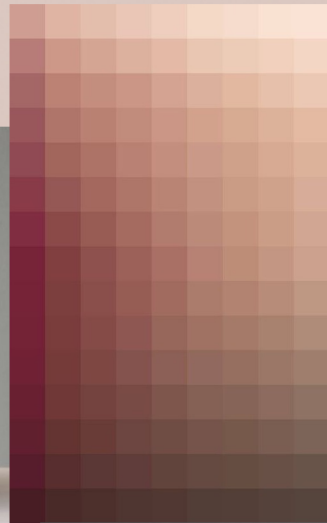
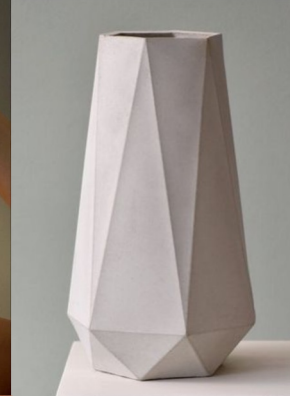
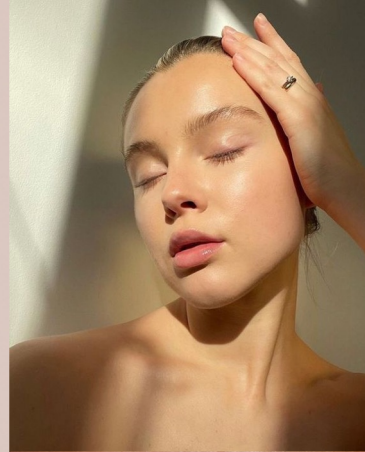
In doing so it adjusts to your skin tone so you will always have the right shade

Comes out of the bottle in the form of a thicker clear moisturizer

Packaging: double-lined glass bottle with Fenty geometric glass lining, pump, clean aesthetic, simple packaging

Ingredients/features:  
100% clean/organic ingredients, SPF, color-changing technology, changes according to skin type, hyaluronic acid/ vitamin E

## Design:





Foundation that automatically reapplies and adjusts for your skin type (oily, dry) throughout the day.

Similarly, Makeup with sweat and oil absorbing capabilities to make for longer wear and more fresh feeling makeup at end of day

## Name of Product:

## Fenty Regenerative Correcting Foundation

### Details:

The foundation recognizes salt or oil on the skin and regenerates the foundation in that area that may have come off... similar to a starfish regenerating its arm or a plant regenerates leaves.

If skin gets too dry and flaky, the foundation will recognize this and moisturize the skin in that area

The foundation works by way of communication from the eccrine glands. The eccrine glands release sweat.

Fresh look for up to 24 hours before the foundation allows your skin to take its natural course.

The foundation will contains ingredients such as salicylic acid, hyaluronic acid, minerals, and sulfur - for oily and acne-prone skin

A different foundation for each skin type, which will impact which ingredients are in it

Perks:

- Hands-off
- Regenerative
- No effect

### Design:



Foundation that can sense nutritional deficiencies in your blood and then recommended recipes based on its assessment.

Similarly, Foundation/skincare that has the capability to test the health of your skin and tell you if you have malignant cells that might be cancerous.

**Name of Product:**  
Vitalessence

## Details:

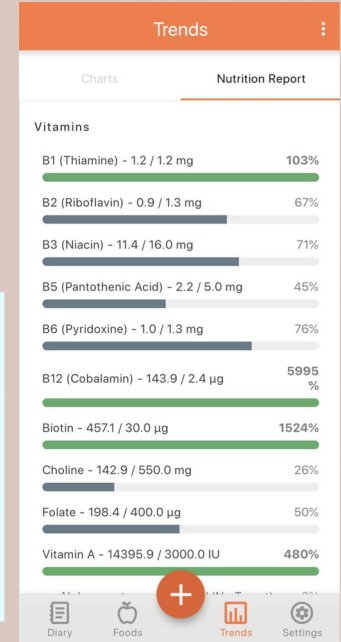
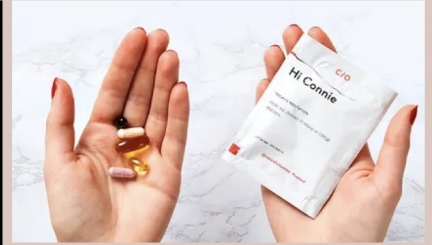
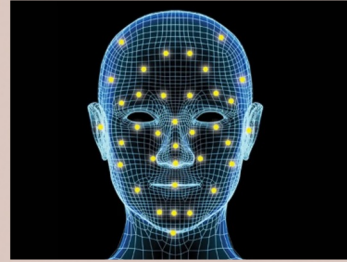
Microsensors are mixed with your foundation to scan and map your skin to conduct a deep analysis of your health and wellbeing with every wear.

After an analysis, the results will be sent to an app on our phone and nutrients you are deficient in would be released into your skin and provided as a vitamin pill.

This foundation has the capability of detecting:

1. Skin cancer
2. Nutritional deficiencies
3. Sunscreen use
4. Skin health

## Design:



A foundation that is mirror reflective so when you are having a day where you don't wanna be seen, people can't tell its you.

Similarly:  
Foundation with a coating that obscures the wearer's face from flash photography (like those anti-paparazzi outfits from a few years back) or anti-CCTV fashion patterns.

**Name of Product:**  
**FaceVeil Foundation**

## Details:

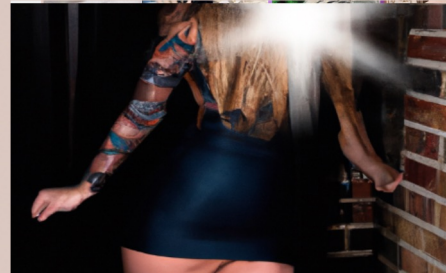
Add more information about how the final concept works.

Contains reflective ingredients  
Foundation ingredients that interact with a top powder to reflect light or flash

Come in a trio of concealer, foundation and powder that interact to deflect cameras, specifically can hide facial features from photography

Include a lotion to disguise celebrity children/kids

## Design:





Foundation regulates body temperature so you are never hot or cold no matter how much clothing you have on. Targets the hypothalamus.

Similarly, Foundation that contains ingredients that help relieve anxiety and stress. Works by targeting the amygdala.

**Name of Product:**  
**ZenBlend**

## Details:

A **digital app** and **spray on foundation** containing anti perspirant properties and aromatherapeutic essential oils.

The **anti perspirant** keeps the face flawless even in stressful or hot environments. The act of spraying on the aromatic infused foundation provides a calming, cooling effect.

The **aromatherapy** in the foundation interacts with the amygdala and the hippocampus, the regions related to emotion and memory.

The **app** uses technology to analyze the body's stress and temperature levels to determine which aroma and level of antiperspirant to add into the foundation before application.

## Design:



Foundation that uses some sort of bioluminescent material to add a literal glow to your skin

## Name of Product: “Glow Getter”

### Details:

This foundation brings out a glow in everyone inside and out.

-It is oxygen activated

-This foundation can be used for effects, but also for a glow from the nature of the material. It can cover up blemishes, without it looking like you have on makeup due to the natural glow it gives off.

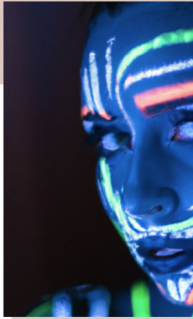
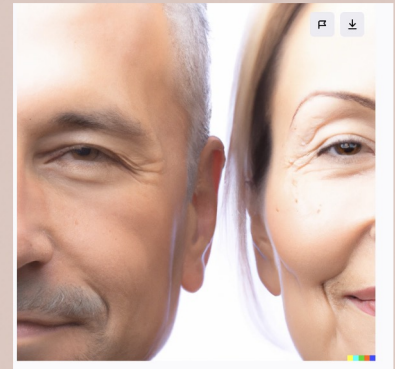
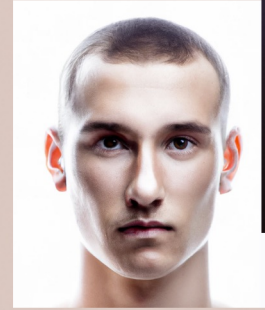
-where does it look dewy on the face??

- wherever you normally put foundation girlie! If you want younger looking skin put that everywhere.

So it comes in skintone colors for the blemish concealing effect but there are also a range of bright colors for those who want to elevate their look to a cyberpunk/ rave level.

It's a unisex product because, its not traditional makeup. When one is wearing this product, an outside observer would

### Design:





Foundation that can be done virtually by a makeup artist across the globe. You put on a base layer of a clear foundation and the makeup artist can fill it in shading and adjustments using an internet connection.

Similarly, Foundation that connects to an app so you can tell it when you want it on or off your face. When you want it on, it wont move, smudge, crease etc. When you want it off, it will 'unlock'

**Name of Product:**  
**VirtualBlend**

## Details:

The VirtualBlend app allows you to connect with renowned makeup artists for consultations where they design makeup looks based specifically on your face shape, skin tone, desired look, etc. After the look is developed and sent to you, it is saved in your app for unlimited future use. Once you put on a base layer of clear foundation, you can click the desired look from any makeup artist you have worked with and adjust it accordingly (shade, amount of product, etc.) if needed. When you want the product off, you can "unlock" it and it will return to the clear base. You are also able to design and customize your own makeup looks

You can collect as many makeup looks in the app and connect with as many artists as you desire. Additionally, you can recommend artists to friends, who can "sample" your looks and connect with the artist.

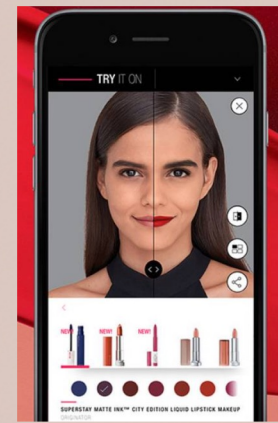
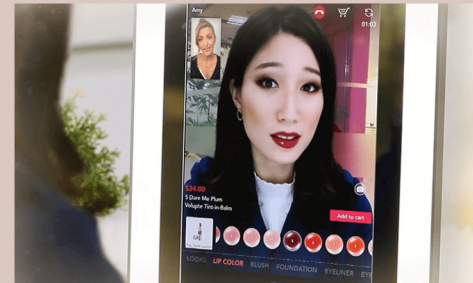
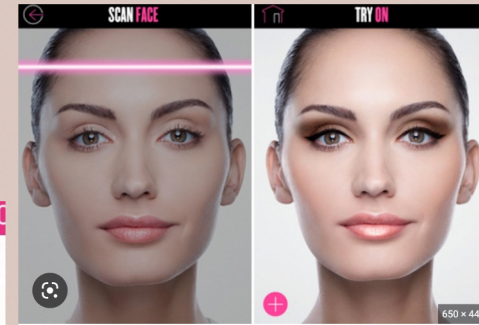
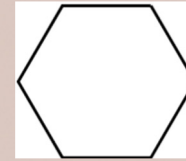
Price for Base: \$125 + 1 free look

Price for App: Free

Price for looks: Varies by artist

Makeup options: foundation, concealer, blush, highlighter,

## Design Moodboard:





Makeup that you never have to wash off and doesn't clog the pores. It's made to dissolve into your skin after a day.

## Name of Product: SkinFuse

### Details:

The entire product would have to be based on skincare

OR Would have to be extremely permanent

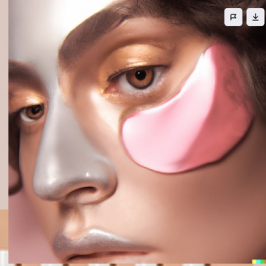
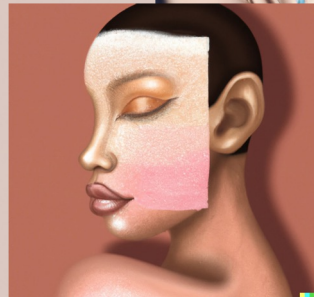
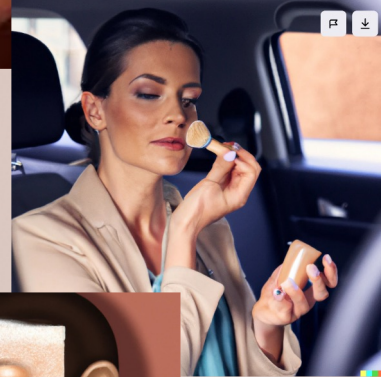
Foundation that gently "fuses" into your skin, with no harm resulting from it... can even HELP your pores become more natural looking and cause your skin to glow over time

Targeted to the on-the-go person who often is too exhausted to wash their makeup off after a long day...

Launched as the ultimate 24 hour product - maybe for an older age group that is not playing sports, has acne, etc...

Initially advertised as a product that is SKINCARE, not foundation or people will worry about the health effects of not washing their faces

### Design:



24 hour wear

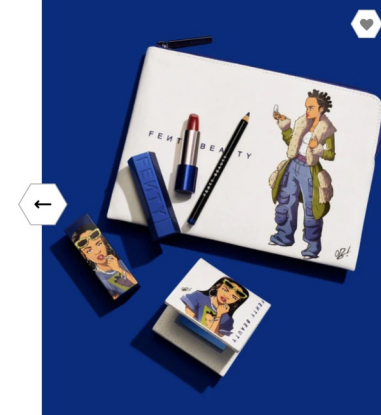
# Brand Identity

Please read and view art director Tiffany Jen's case

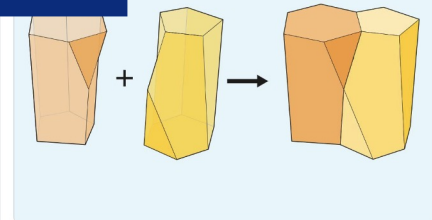
[fhttps://www.tiffany.com/fenty-beauty](https://www.tiffany.com/fenty-beauty)

<https://establishednyc.com/fenty-beauty>

- Rihanna face - Fenty name = personal
- unfiltered/organic → “perfect with imperfections”
- **Prisms** → **Magnetic Honeycomb** shaped packaging, Bees are common in Barbados (pentagon/hexagon), duals as decoration, fits nicely together “strike a match” → “Match Stix”
- Consumer friendly - “insanely extensive shades”
- Femme-fatale, bold, sultry and seductive, “Do it for yourself”
- Inclusivity & innovative/interactive in shade range and matching
- Rebellion from conventional beauty brands
- Digestible, not outlandish -- accessible for range of consumers, influencer friendly
- Inclusivity → dusty pink / natural tones / pearlescent, **opacity**



and the scutoid has been discovered in our cells



## Product Line

- Foundation and skin products in a wide shade range
  - Promotes inclusion
- FENTY BEAUTY
- Offer bundles
- Ingredients forward
- Face
  - 59 shades of Foundation, \$39
  - Prime + Set
  - Highlight
- Lip (specific products went viral)
  - Refillable lipstick
- Eye -> Less products
- Fragrance
- FENTY SKIN
  - Skincare
  - Doesn't focus on Skin Type
  - Eau de Parfum
- Middle of the road pricing compared to other high end brands, while still maintaining high end pricing
- Products lack innovation (foundations, powders... products that have been around awhile)
- Simplified Beauty Ingredients
- Triple Bottom Line is accomplished- people, planet, and profit
- Photos are not overly retouched
- AI for finding shade
- Lacks age and gender inclusion

Competitors (saturated market):

Rare Beauty - Selena Gomez is face of the brand, median price point, shade finder feature on website, shade range = 48 shades of foundation, foundation cost \$30

R.E.M. Beauty - Ariana Grande is face of the brand, median price point, shade range = 60 shades of concealer

Haus Labs - Lady Gaga is face of the brand, median price point, shade range = 51 shades, age inclusion, foundation cost \$45

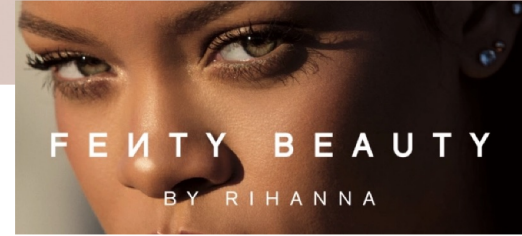
Makeup By Mario -



## Leadership

*Fenty Beauty is jointly owned by Rihanna and Mr. Bernard Arnault, with Rihanna owning a 49% stake in the company. Rihanna signed a deal with LVMH's subsidiary, Kendo Holdings which manufactures cosmetic lines that are to be exclusively sold through Sephora, which is also owned by LVMH. The parent companies listed for Fenty Beauty are Fenty Corp, LVMH and Kendo Holdings. The company's total revenue as released by LVMH was 570 million USD.*

- **CEO:** Robyn Rihanna Fenty
- Part of the LVMH Group
  - LVMH Holding Group owns Sephora
  - Works with Kendo - the LVMH group incubator for beauty brands
  - Mutually beneficial relationship between Sephora and Fenty Beauty
  - Rihanna was first woman and person of color to head a luxury brand for LVMH group
  - Bernard Arnault is the Chairman and Chief Executive Officer of LVMH as a whole
  - Chris de Lapuente is currently Chairman and Chief Executive Officer of the Selective Retailing Division of LVMH and oversees the Group's Perfumes & Cosmetics activities
  - Partnering with LVMH gave Fenty Beauty global distribution that was hard to match
- Rihanna was inspired to create Fenty Beauty after seeing a void in the industry for products that were inclusive to all skin types and tones
  - Rihanna as a leader is a role model and sets high expectations on the standards/inclusivity of the products
- "From packaging design to formula and shade development, [Rihanna] is intimately involved in every aspect of the brand's creation, and always will be."
- Managers also play a major role → "At LVMH, performance is underpinned by the leadership of our managers, whose vision and ability to inspire their teams enable the entire organization to achieve ambitious objectives."
- Offices located in: France, California, NY, London
  - Kendo: a division of LVMH's "Talent Network"



**LVMH**

SEPHORA



## The Retail Experience

<https://www.design4retail.co.uk/news-blog/fenty-beauty-pop-up/>



Heavy presence in Sephora and recent expansion to Ulta



Emphasis on shade matching aligned with brand theme of inclusivity in beauty

- Online: Returns/Exchanges are difficult
- Sephora: improper in-store treatment
  - Being mean to customers based appearances
  - post-COVID retail workers may be more hands-off
  - Staff shortages
- Ulta: mix of drugstore and luxury brands with a more relaxing environment
- Increasing color-matching technology in all stores.
- There are two types of consumers:
  - Those who watch on TikTok and know what they need
  - Those who needs help achieving their go to looks.

No control over who is presenting their product. COVID has affected the makeup try-on experience. Makeup trends influence the experience in Sephora and Ulta.

Opening of first brick and mortar



## Consumer Feedback / Experience

Of course this brand is amazing because it is Rihanna line. I bought the pro filter primer. The packaging was wonderful. My make-up lasted all day. Best it's ever looked!!

"So in love with this line in general, the range of shades and the packaging is speechlessly beautiful, and speaking about the product, i wasn't disappointed! It wasn't overrated by no means"

This brand is AMAZING!! Rihanna really did something with these products, because they are so versatile and work with the skin so well to create the barely there makeup effect. The shade range is amazing too, one of the first of its' kind ot include so many shades, which is well appreciated by all WOC <3

### From Sitejabber:

Fenty Beauty has a consumer rating of **3.85 stars** from 34 reviews indicating that most customers are generally satisfied with their purchases. Fenty Beauty ranks **34th** among **Cosmetics** sites.

Can not online order!

November 11th, 2020

I have tried ordering on this site over six times and I cannot get an order through. I've talked with the help desk two times, and they still can't fix it! If it was for me, I would just stop quick now, but it's for a niece of mine. I can't disappoint her

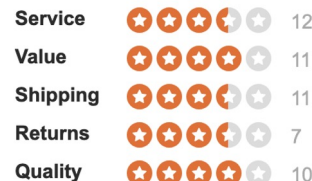


#### All-time favorite cosmetics

January 24th, 2022

My all-time favorite cosmetic brand. The quality is one of the main things why I choose them, their products are long-lasting, made of good materials, and look very stylish. I respect Rihanna so much for everything that she is doing. My favorite products are lip glosses, lipsticks, and pro filter matte foundation. The brand is also very inclusive for different skin types and colors and also appreciates bodies in all of the forms, which I find great.

### From thingstesting:



**4.5** 

Average rating from 133 users

**95%**

Recommend it to a friend

 Rating: 4 · 16,848 reviews · \$47.50

### Conclusions:

- Big emphasis on **love** for **Rihanna**
- Lots of positive reviews on the shade range for POC/**inclusivity**
- Their competitive advantage appears to be Rihanna/mission-centric approach to product
- Main con about the brand is the **difficulty** of **returns** and difficulty navigating **website**
- Lots of positives about **packaging** and actual products
- Many **negative** reviews about **customer service** experiences

## Customer Pain Points– What's Wrong with Fenty

- Customer Service
  - Difficulty with returns
- Website navigation
- Restocking
  - The demand is so high for Fenty Beauty's Pro Filt'r Foundation that several shades are frequently out of stock.
- Website organization
  - Expand more upon “About” and mission/values
  - Consolidate Fenty “beauty” and “skin” into one collaborative website
- Incorporate skincare into makeup
  - This seems to be the next step in the beauty industry
- Utilize popular media sites better such as Tiktok
- “There are a number of ingredients used by this company that should be avoided. While the company has a commendable attitude toward animal testing, they are not a vegan brand. Further, in comparison to other major brands, Fenty Beauty provides limited information on sustainability, focusing exclusively on recycling. Far more information is required with regards to carbon emissions, the production of raw materials, and the use of finite resources.” - Bettergoods.org

## Customer Pain Points– What's Wrong with Fenty

- Fall in influencer marketing and Makeup Youtubers
- Need for more practical makeup
- Fenty skin considered a “cash grab”
  - product performance
- Luminizer, setting powder and concealer not considered good
- Lacking dermatologist backing - medical grade influence (still relying on celebrity and youtube influence which has fallen in popularity and lacks credibility)
- Fenty skin photoshoot with only dermatologists that use fenty skin - need medical influencers

**What are your thoughts on celebrities launching skincare lines? In your experience, are they well-formulated?**

**JL:** I have no strong opinion. However, in my opinion, products are rarely formed with dermatologists on the team. That would be my only concern.

**SF:** I don't think there is a one-size-fits-all answer. I think some celebrities really put thought into their brands and focus on ingredients, formulation, production, distribution, while others shortcut for speed, profit, and mass production. People on the internet are huge critics, so celebrities have a lot of pressure to do it right. The one bad thing is skincare isn't really regulated, so claims can be made without any research.



**UPDATE: Fenty Skin BROKE ME OUT so bad!!!**

4.3K views • 2 years ago



Juskeepblandin

fentyskin #fatwatertoner #hydravizor #fentybeauty #fentycleanser So

<https://www.whowhatwear.com/fenty-skin-review>



## Honey Do...

Eco-friendly, sustainable makeup line for the everyday girl/ more affordable

Honeycomb design

Honey Do... my lips

- Lip liner/ gloss

Honey Do... my eyes— brow tint and mascara...otherside brow/lip pencil

Small, compact...not that much product (1 month) must repurchase

Fenty does a lot of packaging you select the colors— interchangeable with other colors (build your own hive?)


Same product multiple functions

F E N T Y   B E A U T Y



# Customer Pain Points– Reddit Reviews:

[https://www.reddit.com/r/BeautyGuruChatter/comments/t28uwm/general\\_consensus\\_on\\_fenty\\_beauty/](https://www.reddit.com/r/BeautyGuruChatter/comments/t28uwm/general_consensus_on_fenty_beauty/)

 **Irishtigerily** 🍷 +2 · 11 mo. ago  
sassy

I have to agree. I've tried out a range of the products and nothing was really stand out. People swear by her glosses but I find them average at best.

Her foundation and setting powder smell horrid to me, like an old woman's perfume. I still use the setting powder because I prefer it to my Laura Mercier these days and I'm unwilling to let it go to waste. The foundation made me break out like crazy.


Her eye shadows are terrible. Absolute garbage in my opinion but I'm also someone who expects a lot from my shadows even if I'm paying Colourpop prices.

The stunna lip is nice, but nothing I reach for over other products.

↑ 46 ↓ Share Report Save


i did hate the eyeliner with a fucking passion. the very tip is super flimsy and end up balling up so you can't get a crisp line. i ended up having to cut it. it also dried super quickly. i used it for maybe a month before it was unusable unless i dipped the tip and contact lens solution.

i don't think i'm their target though. a lot of their stuff revolves around skin and i don't wear foundation, blush, concealer, or contour. that being said, i went with my sister's girlfriend to sephora when fenty launched because she wanted to see if she could find her shade and she cried when she realized there were like 3 shades deeper than hers so fenty can have all my money. they've shown other beauty brands that you can be inclusive, you just have to want to be, and i personally prioritize trying their products over other brands because of that.

 [deleted] · 11 mo. ago


Once I read that her makeup artist uses a LIGHTER to heat up the contour stick so it goes on smoothly that was it for me. You shouldn't have to do that to a product. Also it's just downright dangerous and weird to suggest that to people who are making comments about the formula.

↑ 32 ↓ Share Report Save

 Sweet-Ad-7261 🍷 +4 · 11 mo. ago 🗨️


I don't like to support Rihanna after her anti Asian behaviour, but I also wasn't impressed with a foundation sample I had. Some other things look cool but I wouldn't buy anything.

↑ 122 ↓ Share Report Save

 ILITERALLYCANNOT44 🍷 +2 · 11 mo. ago

The glosses are some of the best glosses I've ever used and I swear by them (but DO NOT buy the clear one, that one has a way worse formula and it's stringy as all hell). I also enjoy the cream blushes from fenty

↑ 67 ↓ Share Report Save

 lore3 🍷 +2 · 11 mo. ago

I REALLY wanted to like this brand. I've tried a number of their products and they're ok. The complexion products feel like they're formulated for oily skin, so as someone with eczema-prone dry/combination skin, I need to add products to make them work for me. The Stunna lip paint feels and looks nice, but if you have a tendency to touch your face a lot like me, you'll end up looking like the Joker with lipstick smeared all over your face. I've never encountered that with any other lipstick. The mascara was average, but I do like her cream bronzer

↑ 3 ↓ Share Report Save



# GameDay Genius

## What's next for this brand that continues to reinvent?

- Maternity line
- Baby clothes
- Color changing pigment
- Hormone based/prego make-up
- Yoni Products
- Rihanna's hot girl summer: swimwear and makeup (waterproof and UV ray protective): Enter hair industry as well?  
Protective hats, hydrating scarfs, etc...
- Sustainability: Reef safe sunscreen, biodegradable packaging
- Augmented clothes, or make up?...play Rihanna's music? Tell its origin story, highlight other individuals wearing the same product, repeats affirmations, maybe a dating app link—shows singles or couples etc...
- Spray on fabric— can form over any mold

