

# SKYLAR FRAGRANCE

FASM 210



TURN HEADS

LIKE A BOMBSHELL

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## COMPANY OVERVIEW

Skylar is a Los Angeles-based "clean" fragrance brand founded in 2017 that has since been acquired by Starco Brands. The company stands out in the broader fragrance industry due to its focus on hypoallergenic, conscious formulas and direct-to-consumer strategy.

## KEY DIFFERENTIATING FACTORS

Clean and hypoallergenic: Skylar's primary market differentiator is its commitment to "clean" and hypoallergenic ingredients, making its products suitable for people with sensitivities. Its "Skylar Safe" policy goes beyond EU cosmetic regulations.

## MARKETING AND CREATIVE LEADERSHIP

In 2025, social media personality and Love Island USA star Leah Kateb was brought on as Chief Creative Officer and "Refounder," marking a new chapter for the brand. Her first signature scent, "Double Dates," was inspired by her viral online shower routine.

## COMPETITORS

Skylar perfumes competitors include PHLUR, Boy Smells, and Shay & Blue. They are all known for being clean, vegan, and occasionally gender-neutral.

# MOCKUPS



SKYLAR

