

Rare Beauty

By: Selena Gomez
Cruelty-free and Vegan Makeup

Ella Howard

BEAU 220

Branding and Packaging Design Project
Process Book

Fall 2025

Professor Daniel Von Nydeggen
8 November 2025



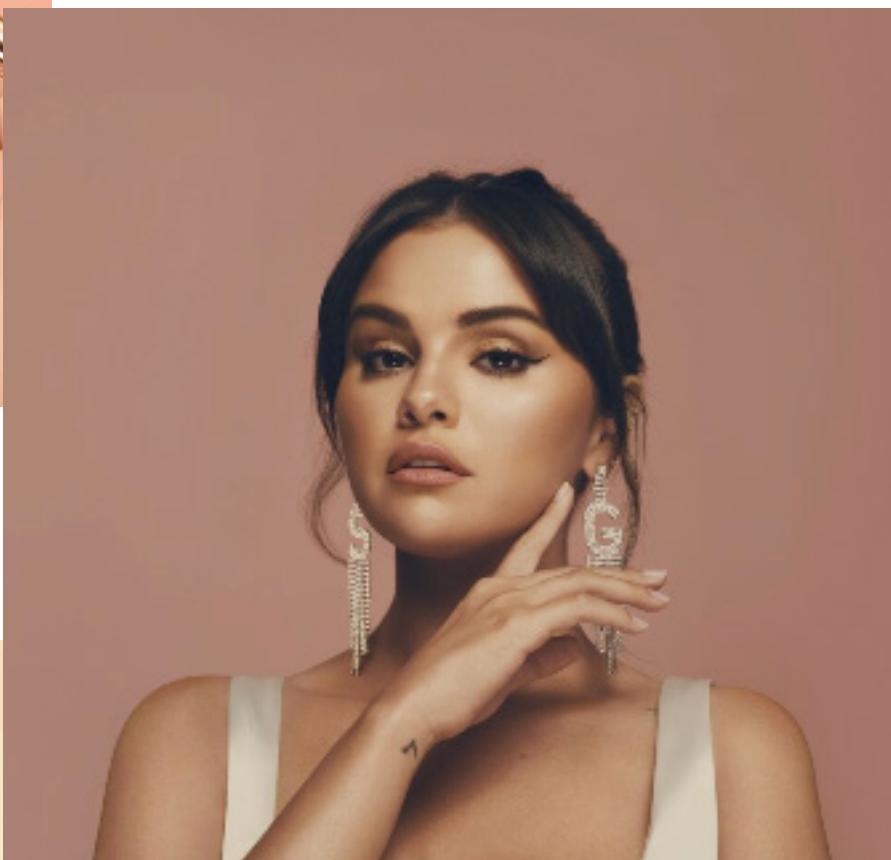
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Brand Research

Who?



- Selena Gomez is the founder of Rare Beauty
- Visionary behind the brand
- Singer, songwriter, and actress

What?



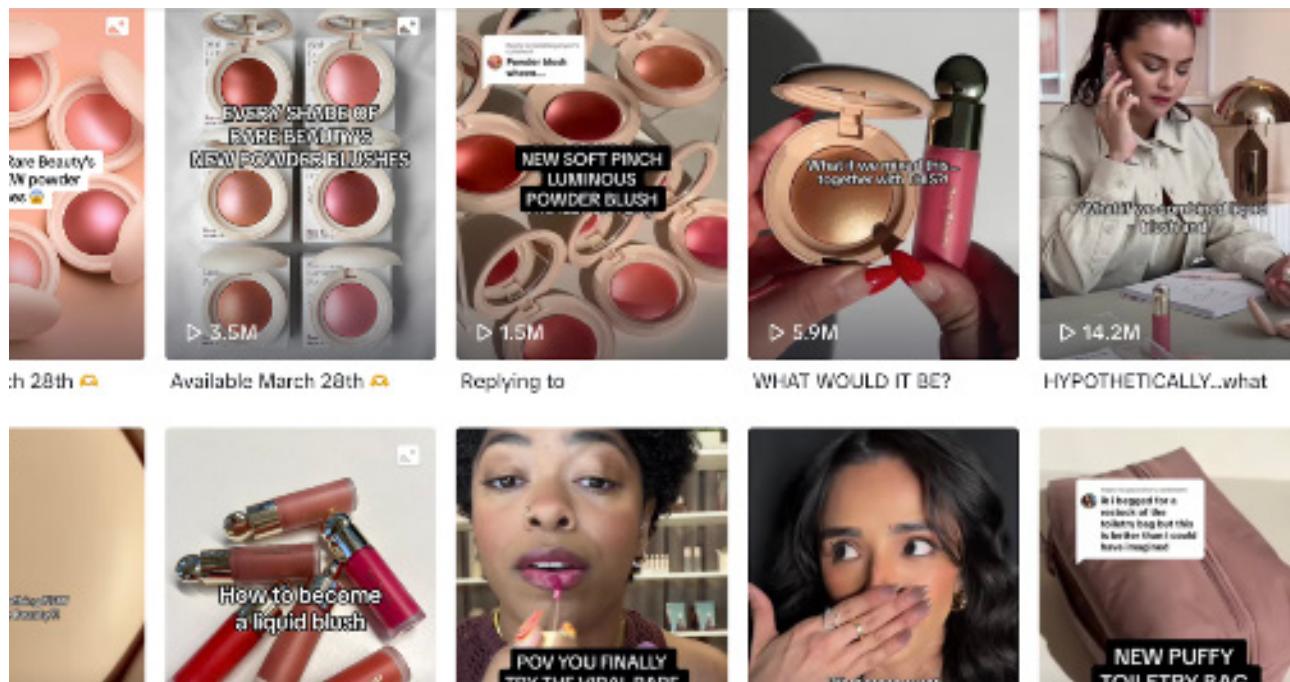
- Makeup-focused brand (fragrance products as well)
- Focused on promoting positivity
- Promotes self-acceptance
- Prioritizes accessibility
- Affordable and minimal packaging
- Easy-to-use products



When?



- Rare was launched on September 3, 2019
- Quickly became popular because of Tik Tok and Gomez's following



Where?



- Available to buy online or in store at Sephora
- Official Rare Beauty website
- Amazon.com
- Walmart
- Sephora in Kohl's



Why?



- Celebrating individuality
- Redefining beauty
- Safe and welcoming space
- Authenticity and positivity
- Supports mental well-being for everyone

Competitor Overview

Competing Luxury Brand

Charlotte Tilbury



- Founded in 2015 by Charlotte Tilbury
- British luxury beauty company
- Target audience: women 30-44 (but also Gen-Z)
- Bestsellers: Hollywood Flawless Filter

Different from Rare:

- Price point (\$23-\$82)
- Brand aesthetic
- Skincare and Fragrance focused as well
- In-person shopping opportunities

Relation to Rare:

- Easy-to-use makeup
- Sold at Sephora
- Universally-loved
- Vegan and Cruelty-free



Competing Luxury Brand

HOURGLASS



- Launched in 2004
- Redefining luxury cosmetics (Innovative formulas)
- Cruelty-free luxury beauty
- Bestsellers: Eyeshadow Palettes



Different from Rare:

- Price Point (\$16-\$131)
- Skincare
- Minimal and luxury packaging

Relation to Rare:

- Ethically focused
- Innovative textures and finishes
- Sold at Sephora



Competing Luxury Brand

ANASTASIA
BEVERLY HILLS



- Founded in 1997 by Anastasia Soare
- Known for brow products
- Target Audience: modern and young-adult women

Bestsellers: Brow Freeze Gel and DIPBROW Pomade



Different From Rare:

- Price point (\$12-\$48)
- Not as ethically focused
- Striving for perfection

Relation to Rare:

- High-quality formulas
- Makeup focused
- Sold at Sephora



Consumer Persona

Target Audience



- Popular with ages 16-35 (Millennial and Gen-Z) Any gender, race, cultural background, and sexual orientation
- Prices range from \$14- \$29
- Easy-to-use products





Target Audience Profile

Demographic Information

- **Name:** Sarah Smith
- **Age:** 17 (High School Senior)
- **Gender:** Female
- **Income Level:** Parents are upper-middle class (\$80k/year)
- **Occupation:** Student
- **Location:** New York City
- **Shops at:** Target, Sephora, and Free People

Sarah Smith's Day in the Life



7:00 am: Sarah wakes up for school and washes her face with her CeraVe Hydrating cleanser

7:45 am: Sarah has finished her makeup and getting ready and grabs a protein bar and energy drink on her way out the door

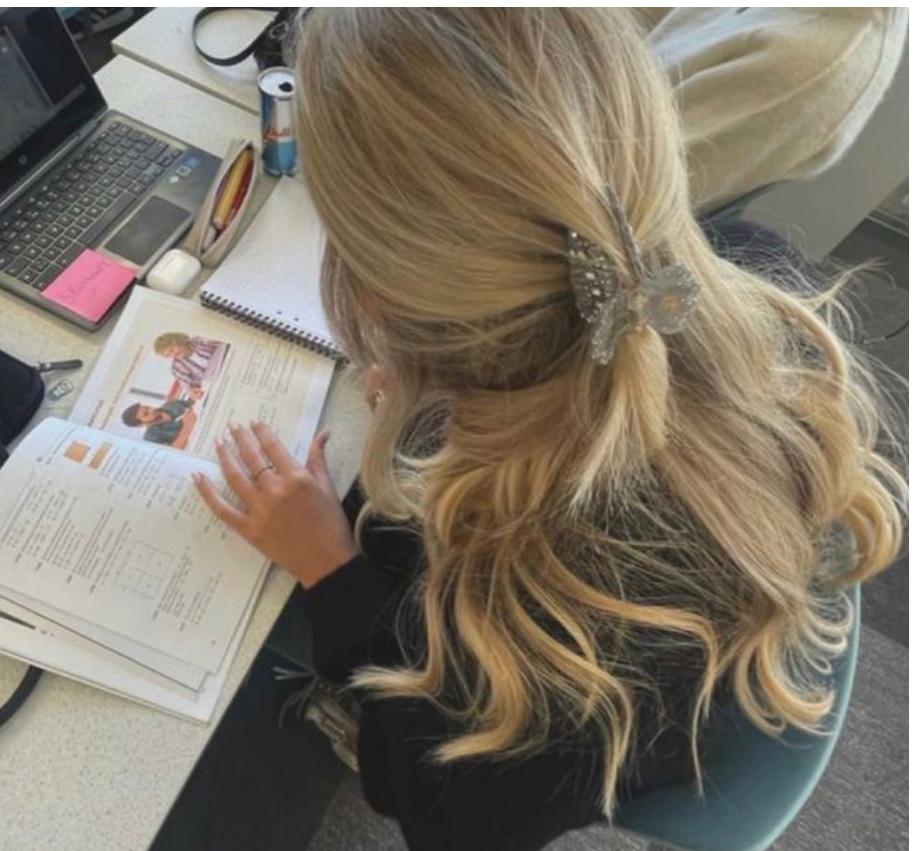
8:15 am: Classes start and she greets all of her friends

3:00 pm: She is done with her classes and gets ready for volleyball practice in the locker room

5:30 pm: Volleyball practice has ended and Sarah picks up Chick-fil-A on her way home

8:00 pm: Sarah starts her homework after taking a phone break on Tik Tok and Instagram and eating

10:30 pm: Sarah is ready for bed and about to fall asleep



Meet the Product

Product and Market

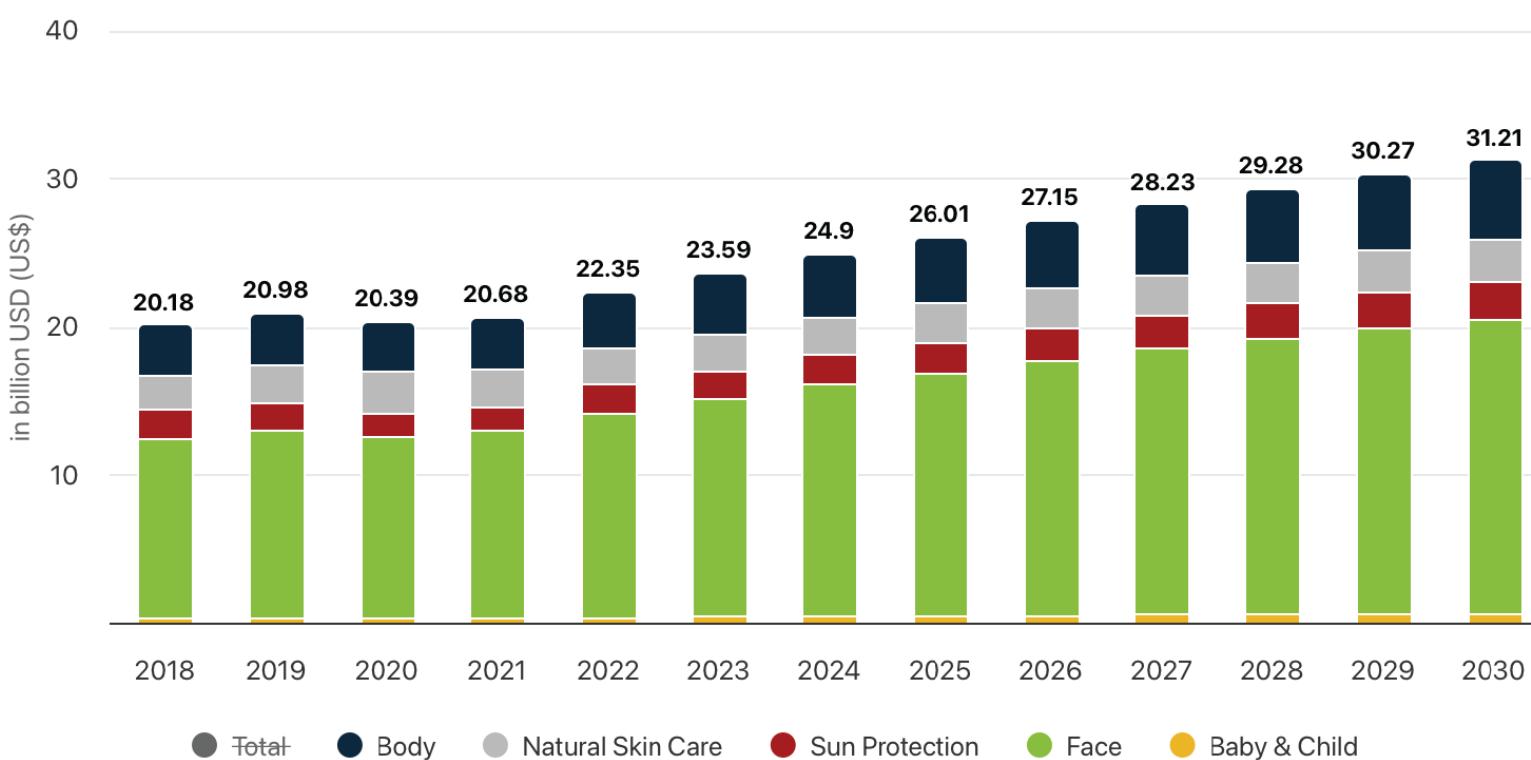
Product: Rare Beauty Hydration Serum

Category: Face (skincare)

- Adds plumpness
- Lightweight
- Restores moisture barrier
- \$32- 1 fl oz./30 mL



Market Research



Skin Care:

- U.S. is expected to generate \$26.01 Bn in revenue in 2025 (see chart)
- Grow at CAGR of 3.72% from 2025-2030

Facial Serums:

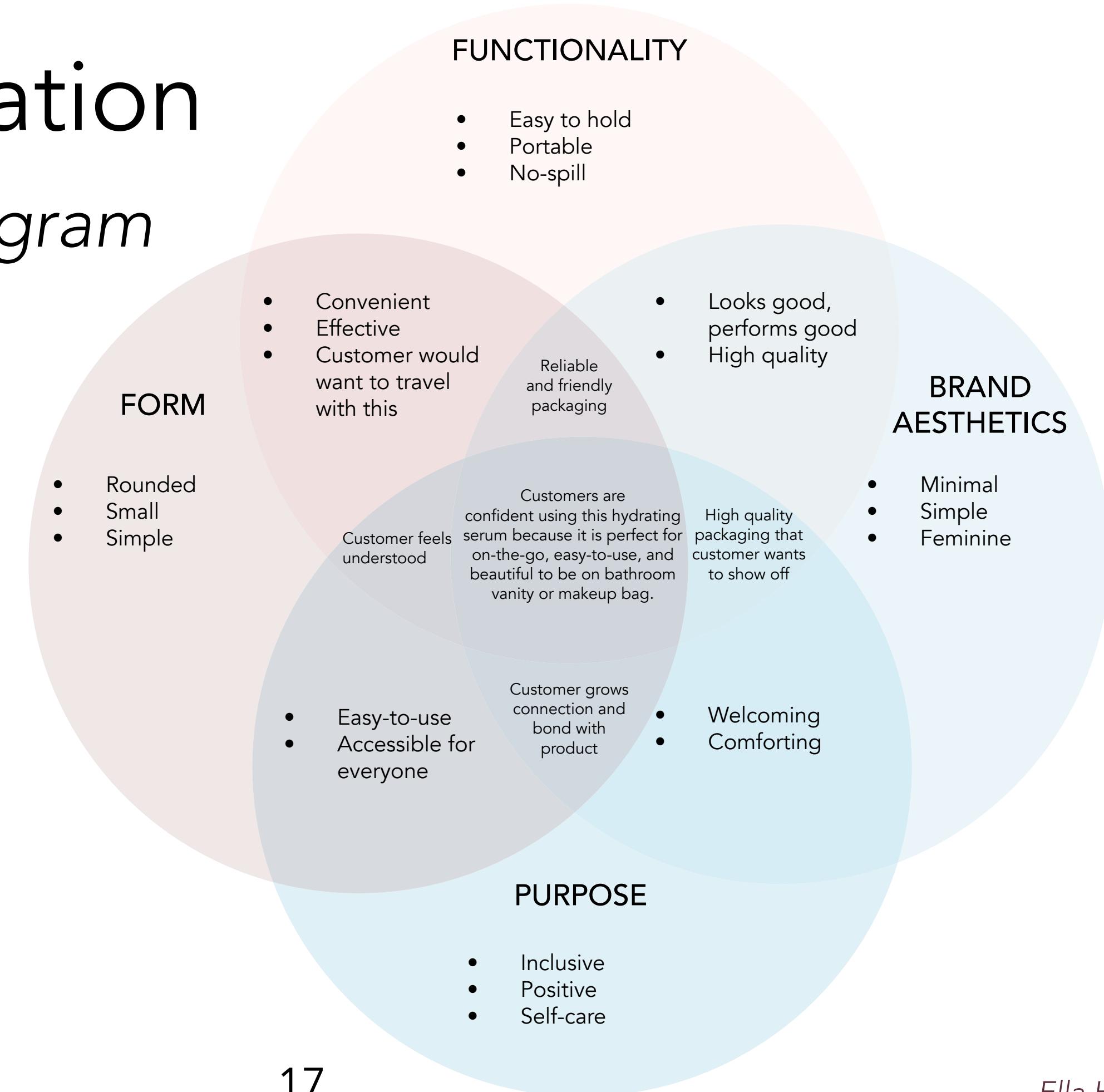
- Market estimated at \$5.84 Bn in 2024
- Grow at CAGR of 6.7% from 2025-2030

Hyaluronic Acid:

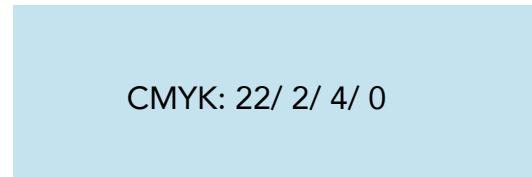
- Market valued at \$12.21 Bn in 2023
- Projected to reach \$19.44 Bn by 2031
- Growing at a CAGR of 6.6%

Primary Ideation

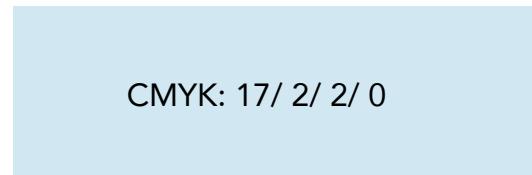
Quadvenn Diagram



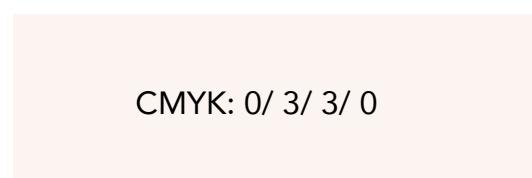
Color Story



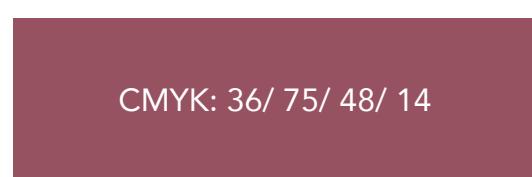
Light Blue
Playful, water symbolism



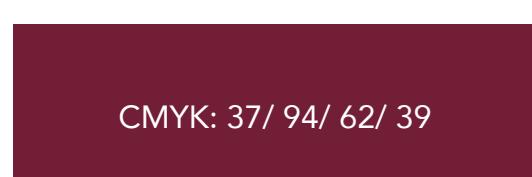
Baby Blue
Peaceful, water symbolism



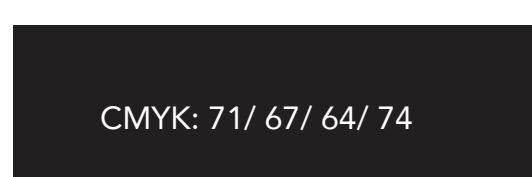
Baby Pink
Feminine, inviting



Dusty Burgundy
Elegant, mature



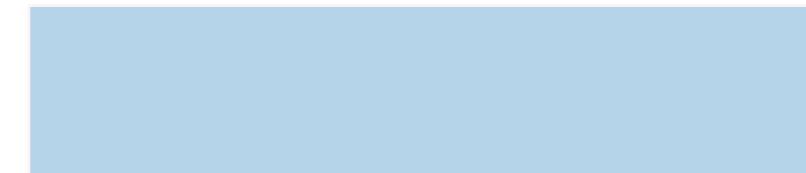
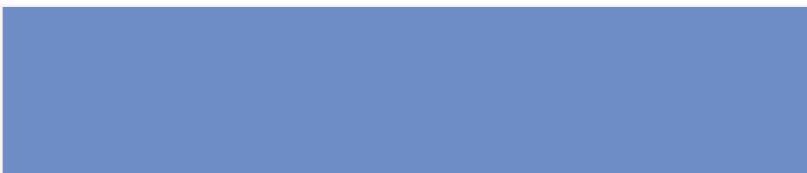
Sour Cherry Burgundy
Sophisticated, mature



Black
Sophisticated, simple



Competition's Color Use



Byomas's use of a playful color palette in the hydrating serum packaging is designed to evoke a sense of joy, creativity, and approachability.

Glossier's use of a pink and blue color palette in their serum packaging conveys a fresh, playful, and approachable vibe

Good Molecules' use of a bright color palette in their HA serum packaging reflects the brand's commitment to approachability and good energy.

Logo Development

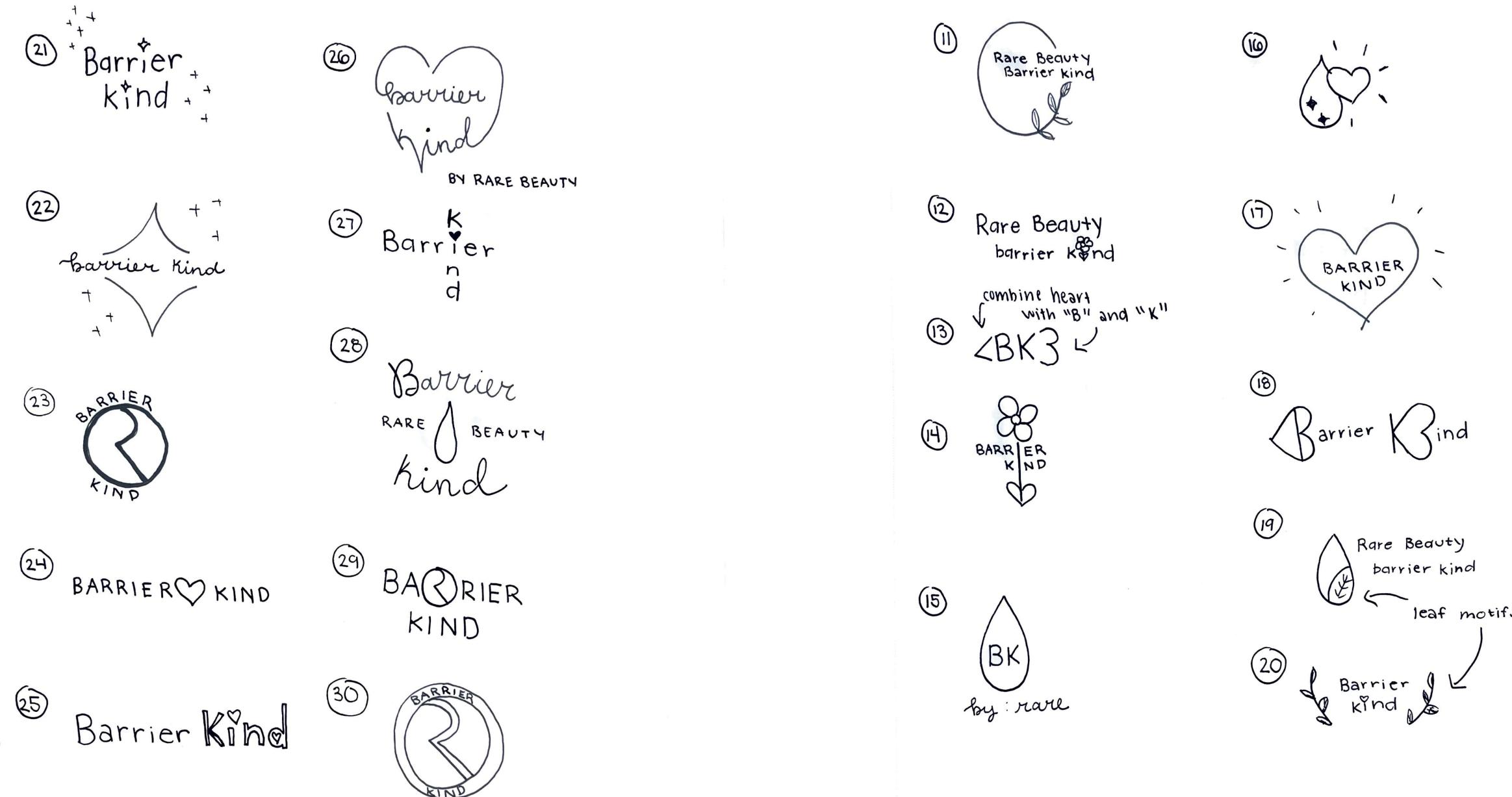
Name Selection

“Barrier Kind”

- **Barrier:** Referring to skin's moisture barrier
- **Kind:** Referring to being kind to your skin through self-care and alluding to Rare's positive branding
- Reflects brand's positive message
- Shows that product is good for moisture barrier and skin
- Inviting product name
- Simple and effective



Logo Ideation



My ideation process for the Rare Beauty Hydrating Serum logo was to include elements that symbolize hydration, self-care, positivity, and minimalism.



Logo Refinement

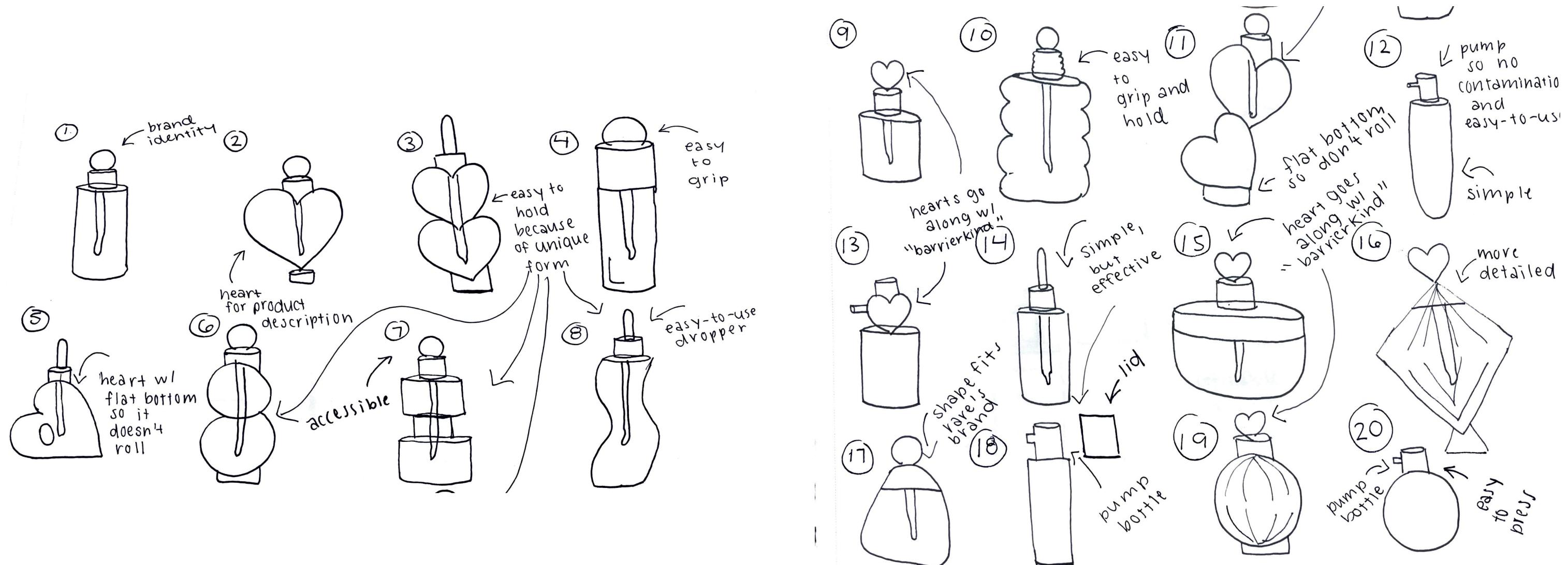


The logo concept centers on the idea hydration and self-care. The signature script embodies the authenticity of Rare Beauty's brand. Surrounding the heart-droplet are soft water ripples that evoke a sense of hydration.



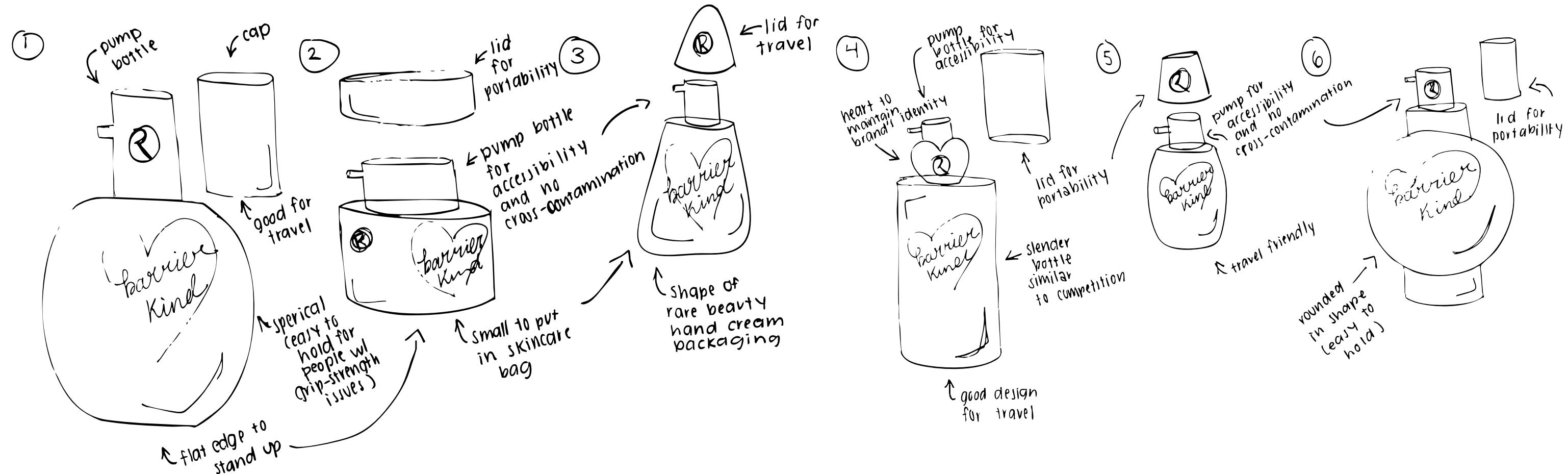
Primary Development

Primary Sketches Exploration



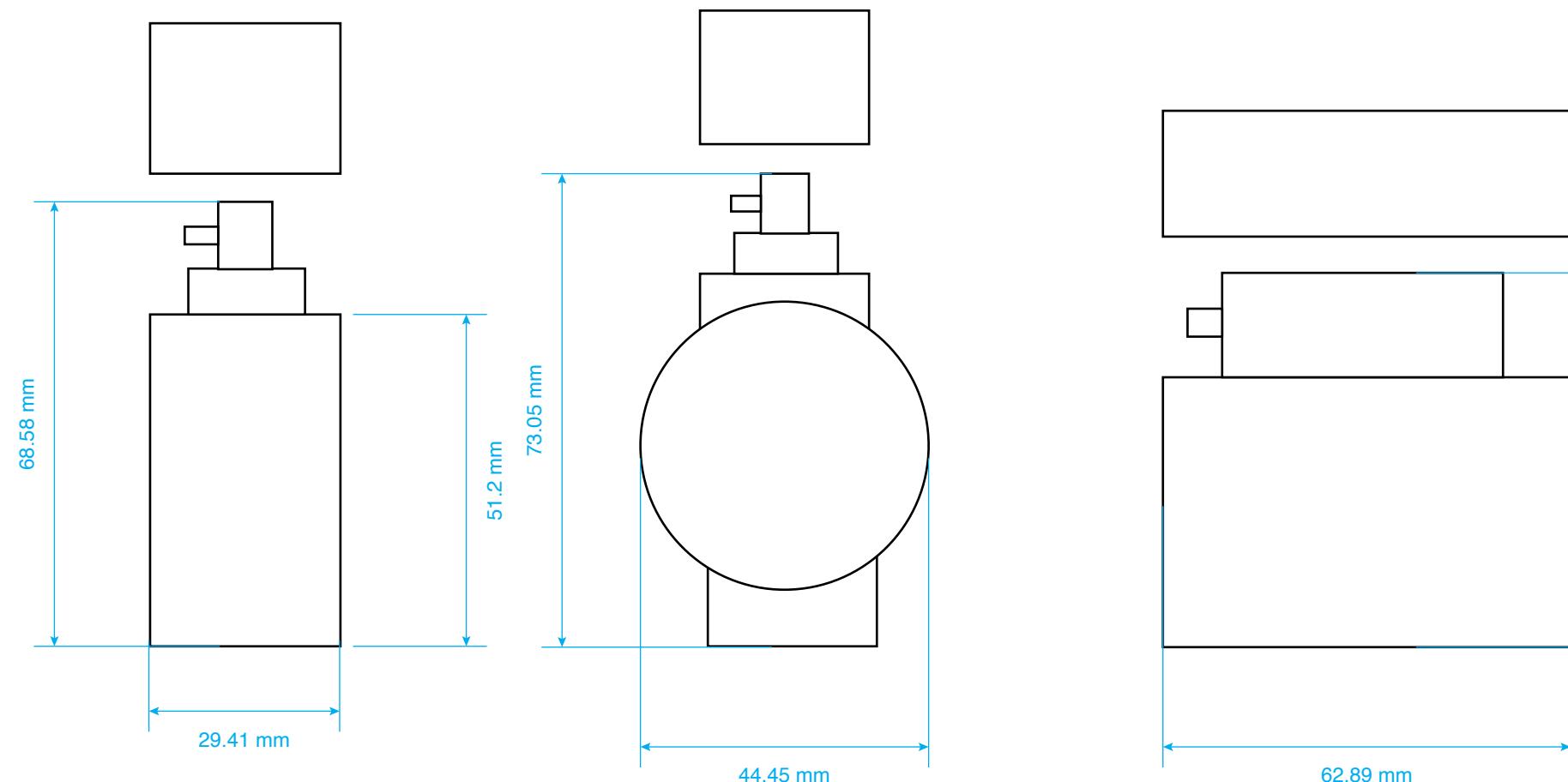
I experimented with the primary packaging the serum by looking at what Rare's packaging already was and looking at competitor's skincare lines. I played around with implementing ideas of both, and know I wanted to keep a simple, yet effective approach.

Primary Packaging Refined



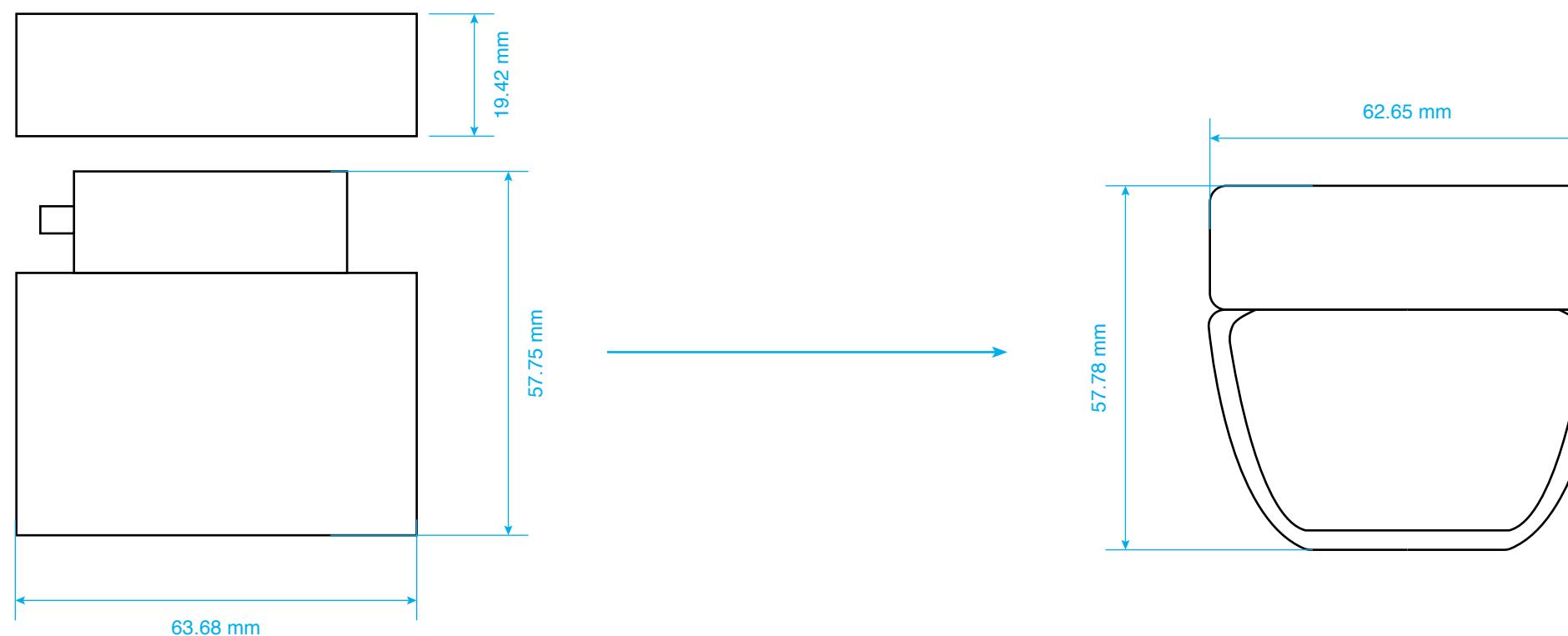
The decision to implement a pump bottle system for the hydrating serum was to align with Rare Beauty's core values of accessibility and simplicity. The pump design enhances user-friendliness by allowing precise and hygienic dosing.

Primary Packaging- Illustrator



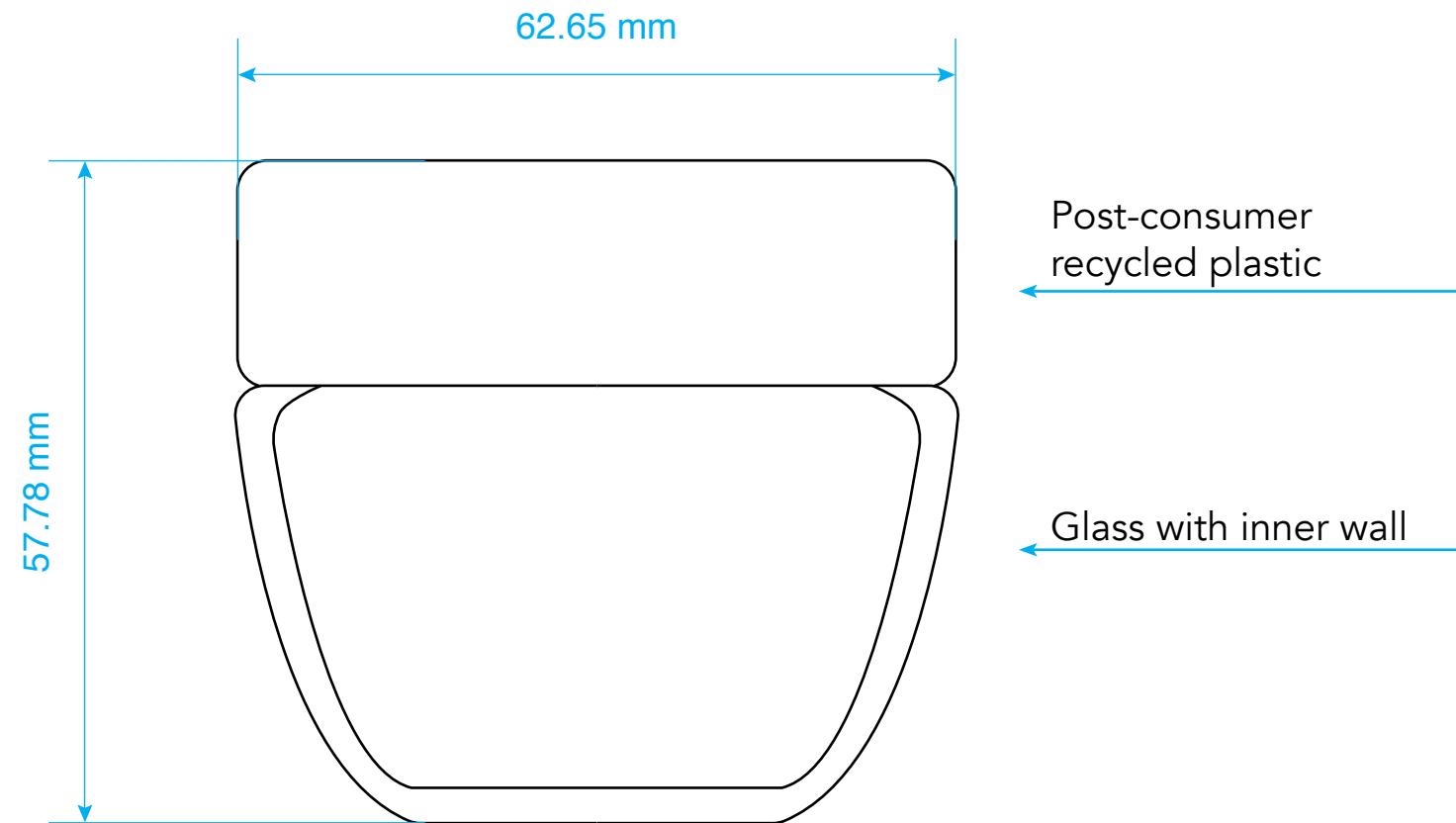
- Pump bottle: easy to use
- Small: travel-friendly
- Lid: no spillage
- Rounded form: matches brand identity
- Simple form: ideal for accessing all product via pump bottle dip tube

Primary Packaging Refined



I wanted to soften the edges of the bottle to make it more friendly and welcoming to fit with the brand and differentiate from competitors. I also added an inner glass wall and glass base for a luxurious feeling when the customer is doing their self-care routine.

Primary Packaging Material Call Outs

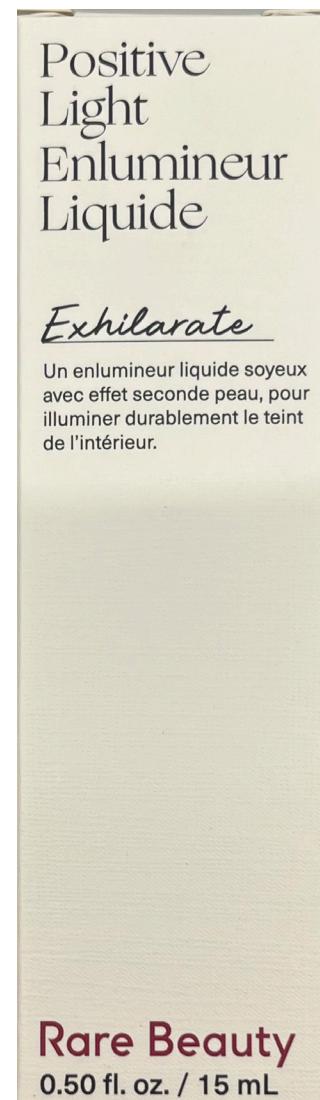


Enlarged for Labeling

Secondary Development

Secondary Analysis

Charlotte Tilbury's secondary packaging embodies glamour through the use of gold foil, intricate detailing, and luxurious motifs that celebrate confidence. In contrast, Rare Beauty embraces simplicity and clarity, using minimalistic packaging that communicates approachability and ease of use.



Product name in French and English

Product shade

Product description in French

FRONT

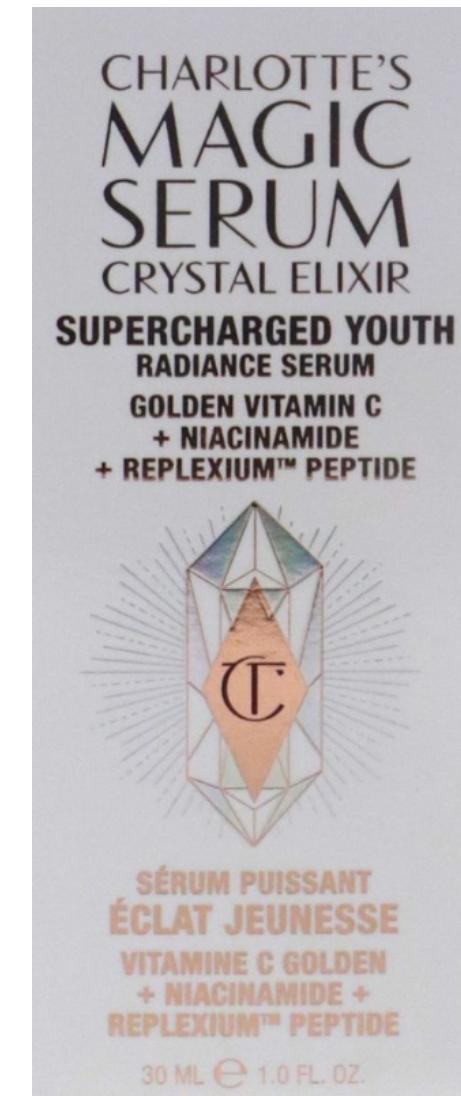


Brand name and logo
Net weight in fl. oz. and mL

Product shade

Product shade name

TOP



Product name

Product description

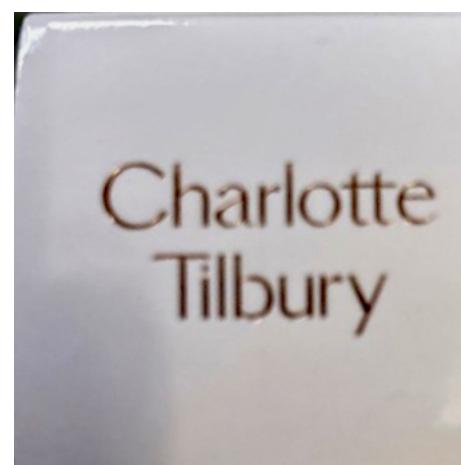
Active ingredients

Product logo with gold foiling

Product name in French

Active ingredients in French

Net weight in fl. oz. and mL

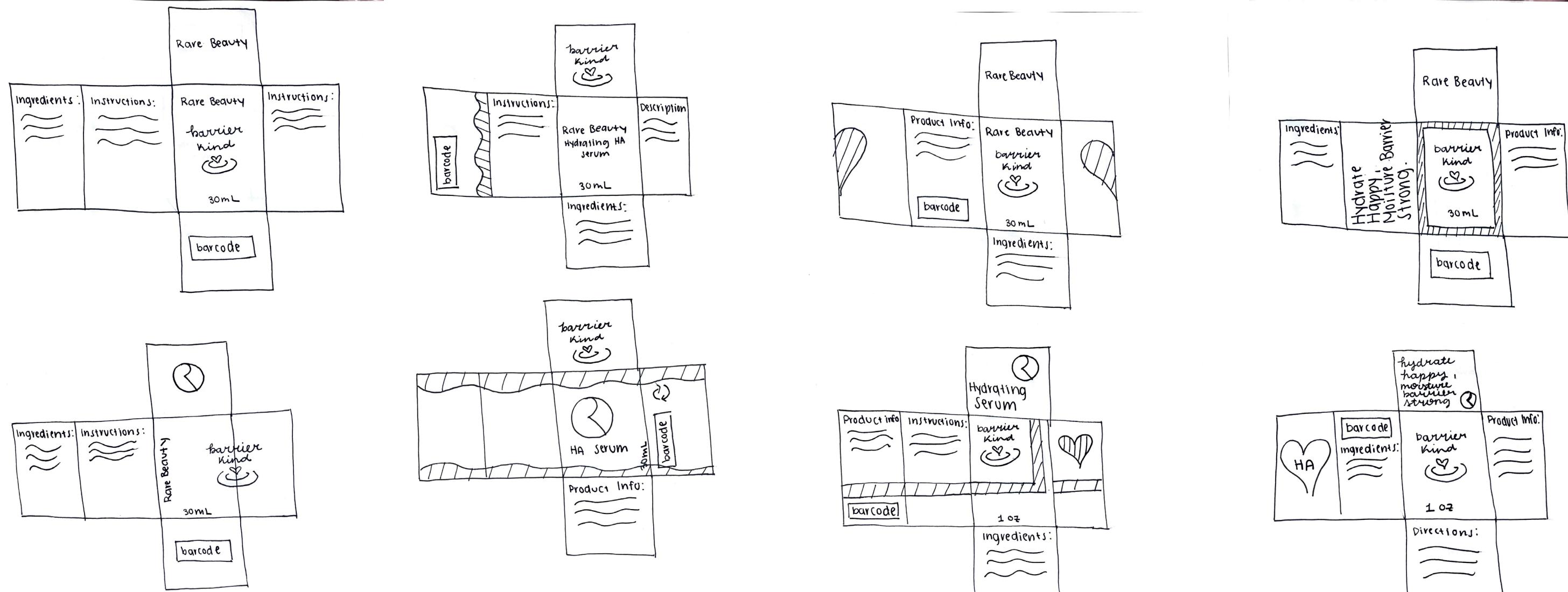


Brand name and logo

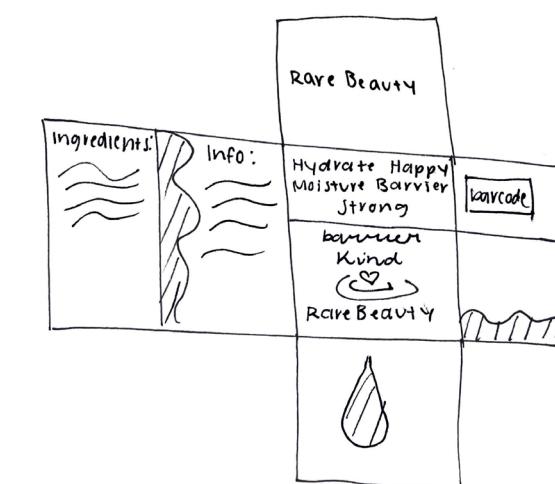
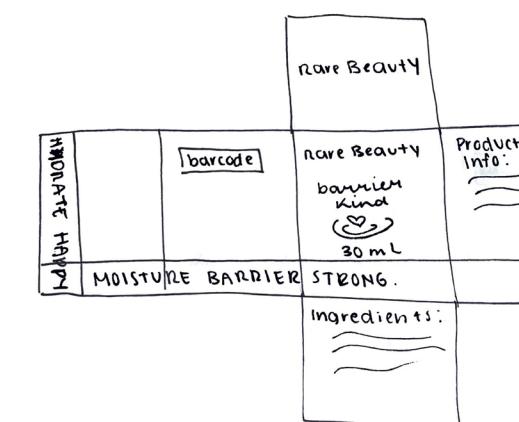
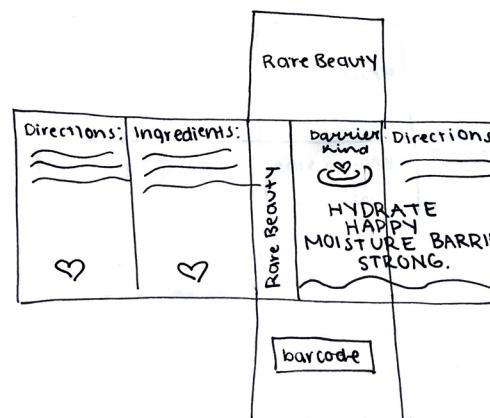
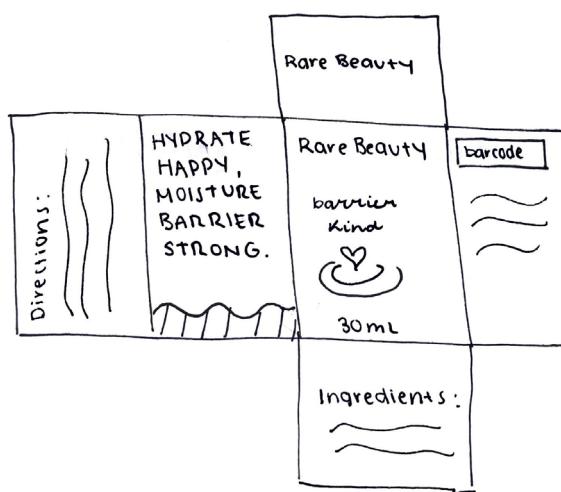
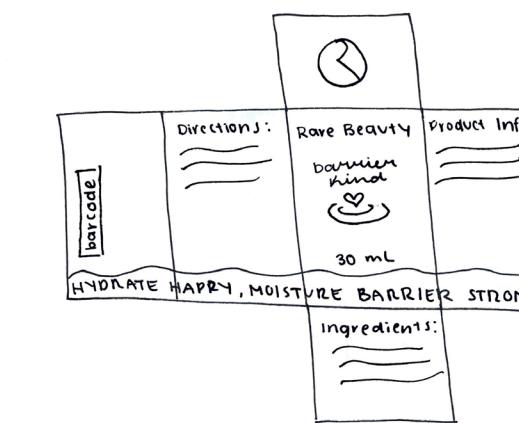
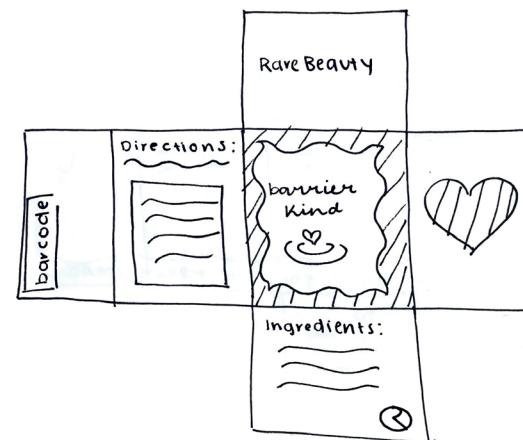
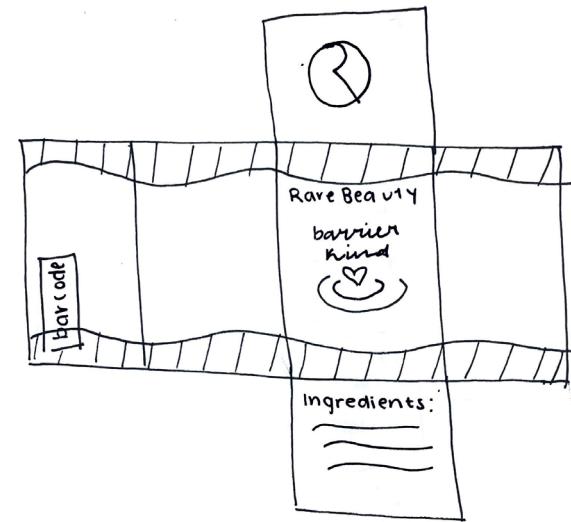


Secondary Exploration

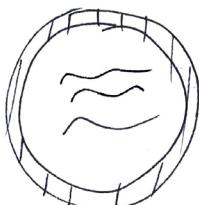
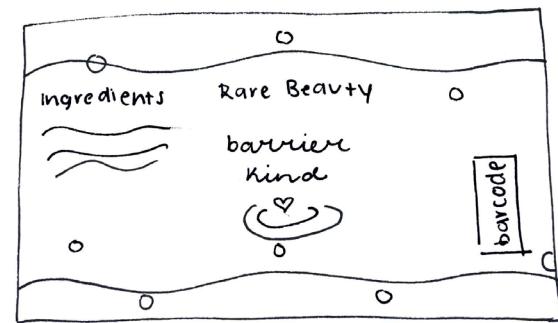
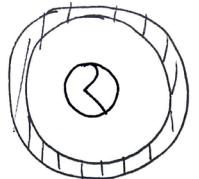
I kept the designs simple because Rare Beauty is known for their minimal approach when it comes to their secondary packaging. Some designs include hearts to match the logo and some have fluid lines to represent hydration. I also played with placement of graphics and visual hierarchy of certain elements.



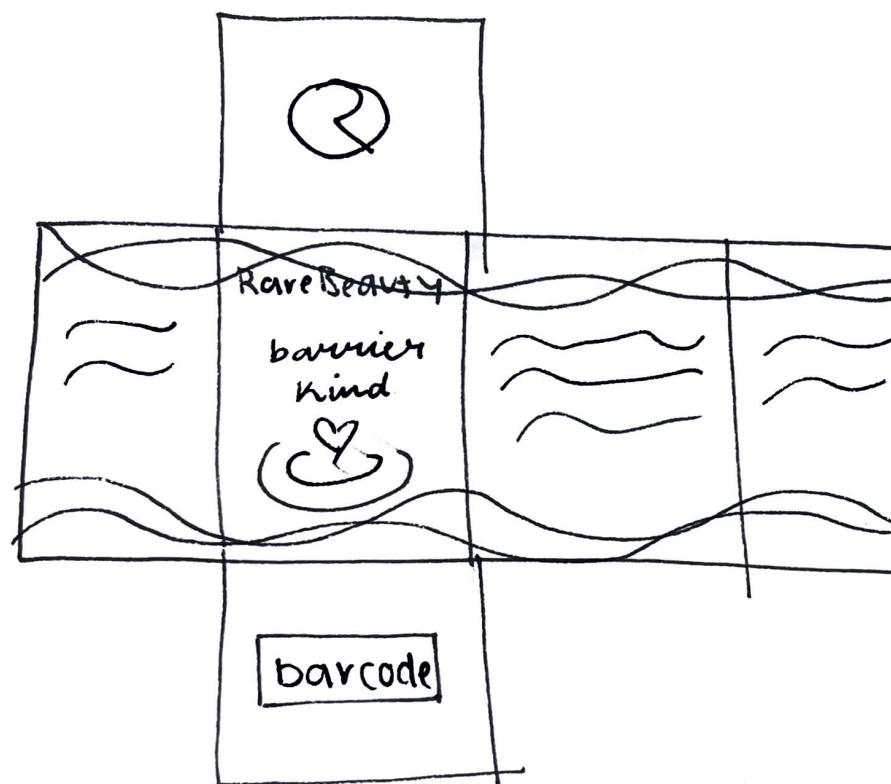
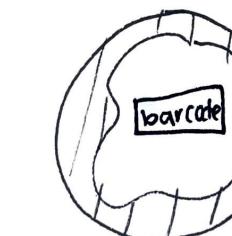
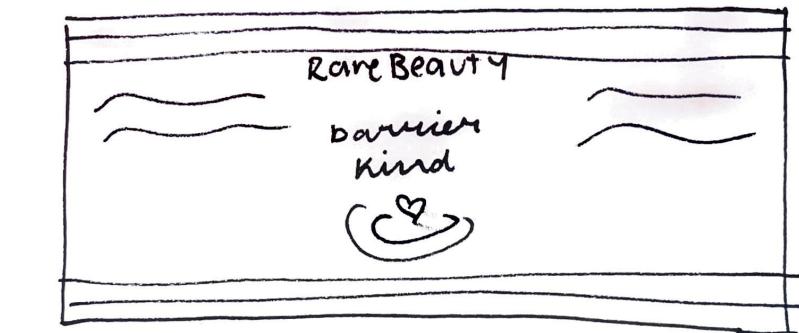
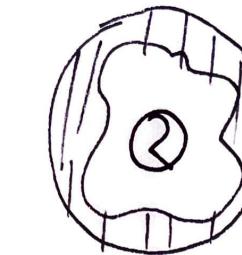
Secondary Exploration



Refined Secondaries



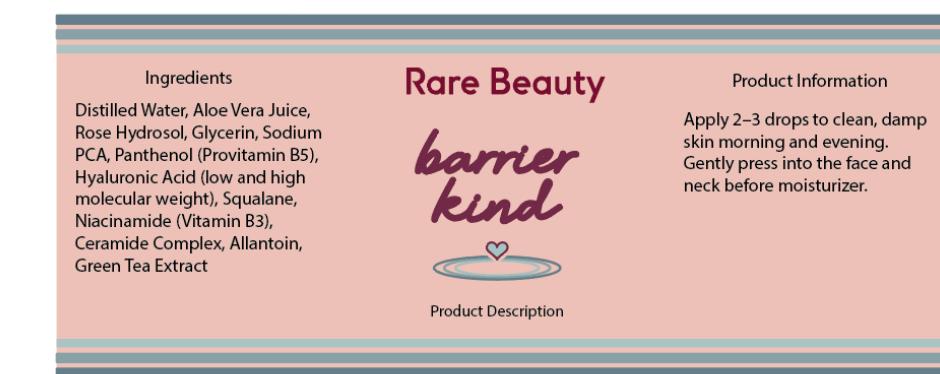
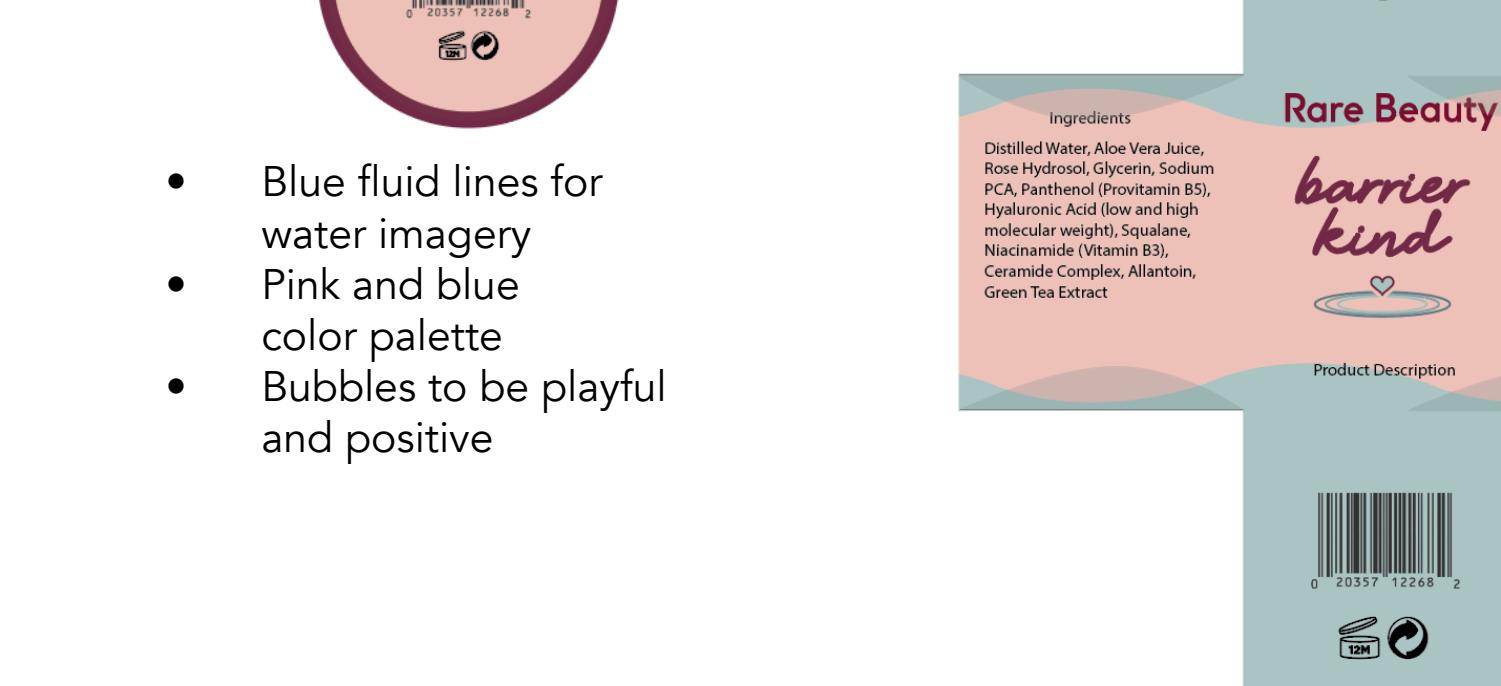
I explored secondary packaging concepts for your hydrating serum by experimenting with both cylindrical and cube-shaped die-lines. I continued playing around with graphics that would work for a hydrating serum and match Rare's identity.



Refined Digital Secondaries

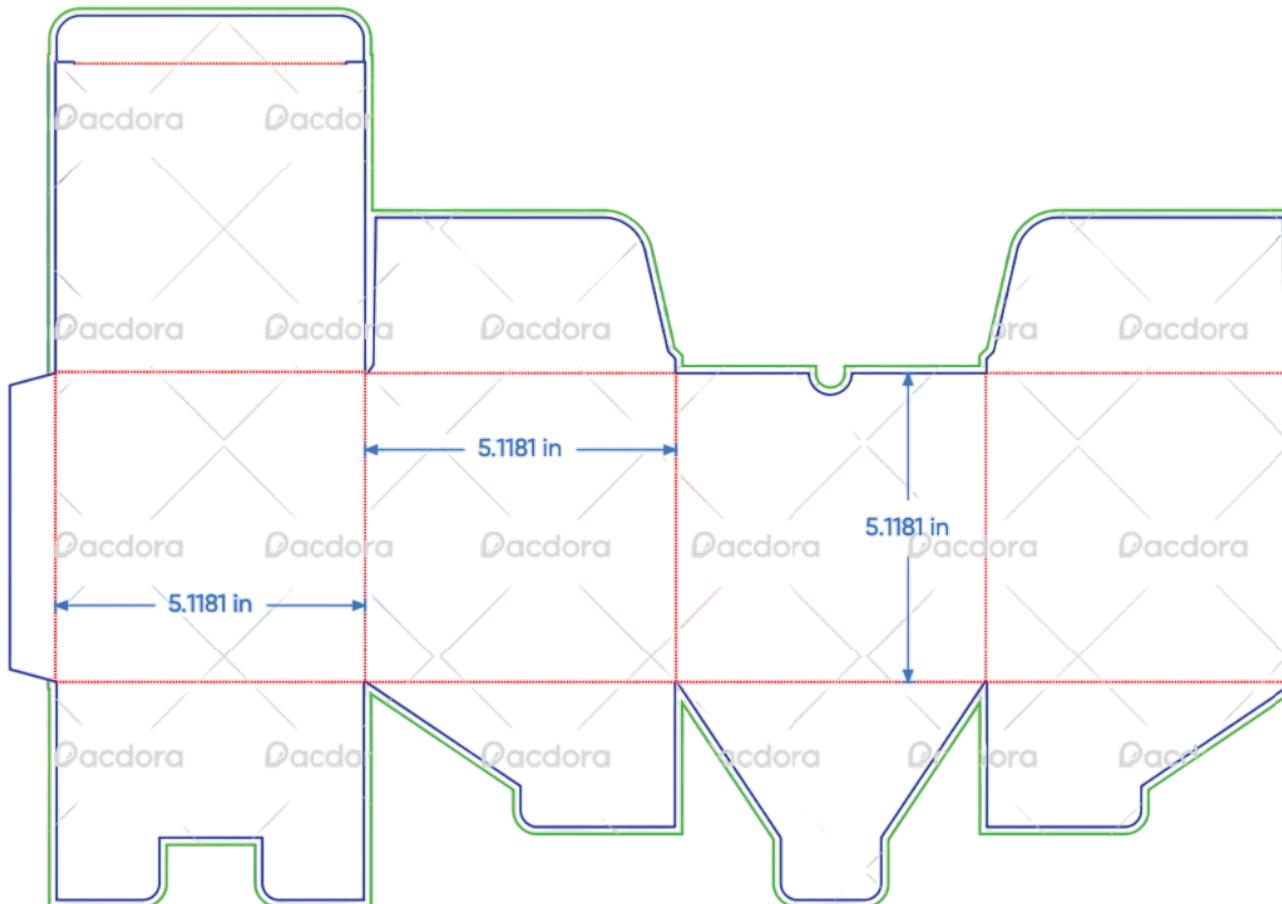


- Blue fluid lines for water imagery
- Pink and blue color palette
- Bubbles to be playful and positive



- Cylindrical die line
- Lines to represent layers of skin
- Fluid blue lines to symbolize hydration

Die Line Option 1



Pros:

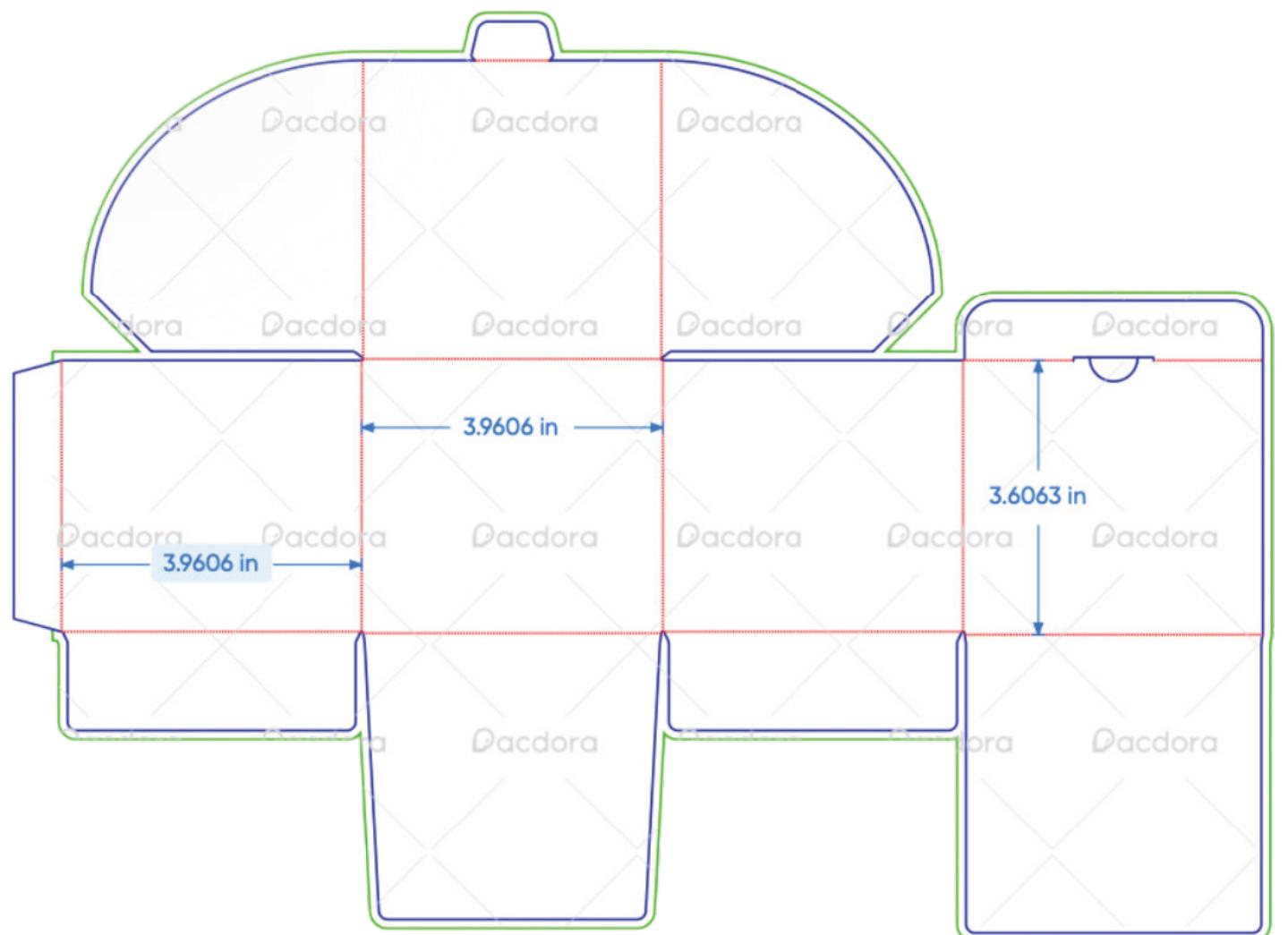
- Keeps the simplicity of the brand
- Inexpensive to print
- Ideal shape for product

Cons:

- No differentiating factors for brand
- No differentiating factors from the competition
- Height to width ratio needs to be altered (too tall)



Die Line Option 2



Pros:

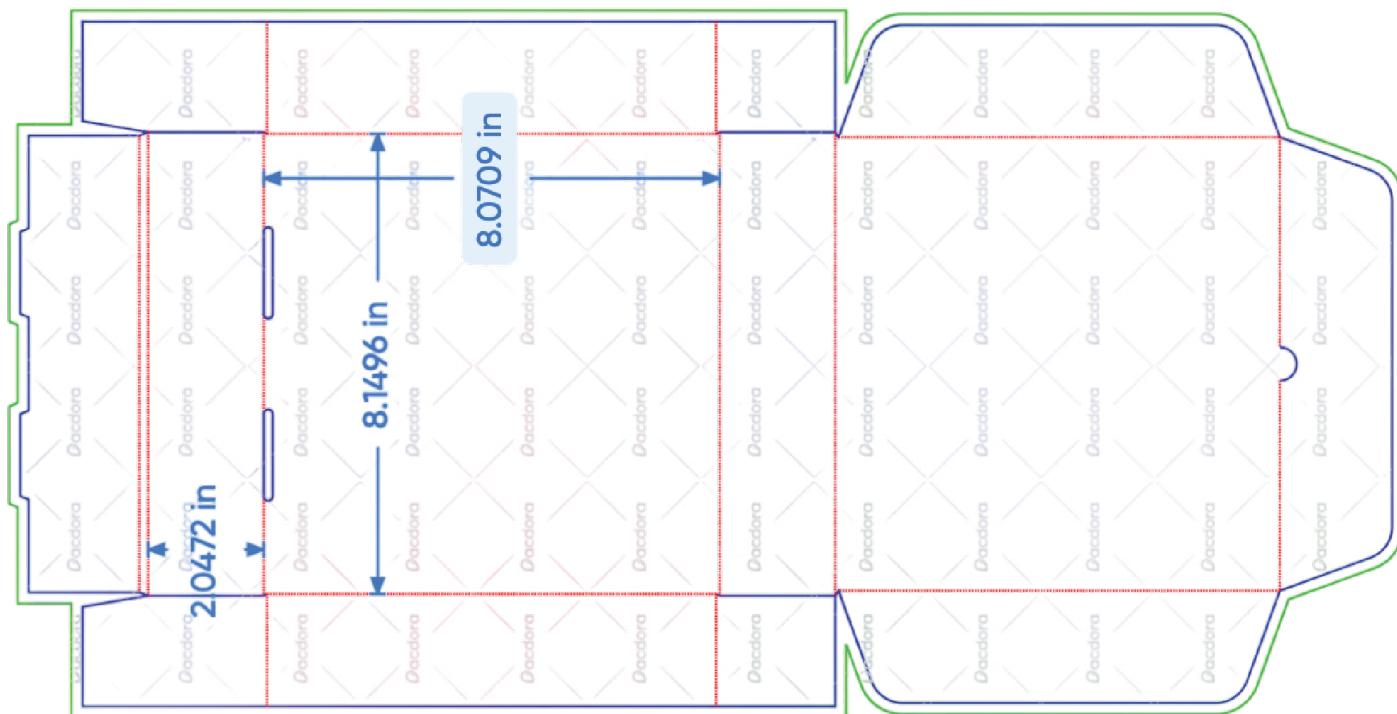
- Different than what the brand has already done
- Stands out from competition
- Box is fun and would be interactive for customer

Cons:

- More complex to fold and cut out
- Product may be harder to access in the packaging (goes against Rare's brand standards)
- More material- more cost and more waste (goes against Rare's brand standards)
- Dispenser modeled die line-ideal for tea bags



Die Line Option 3



Pros:

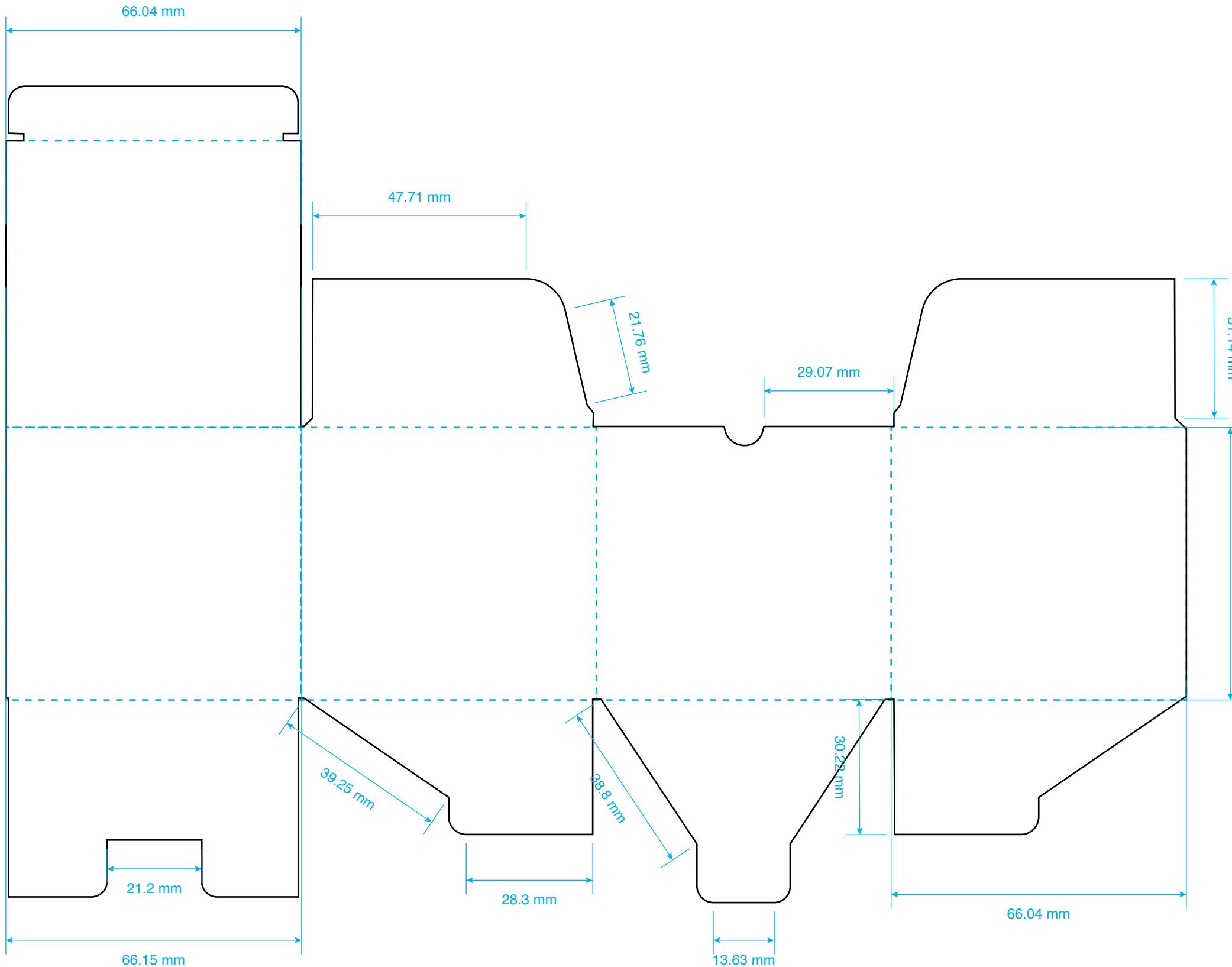
- Keeps the simplicity of the brand
- Inexpensive and less materials (more sustainable- ideal for Rare)
- Wide flaps are easy to grab onto (prioritizing accessibility)

Cons:

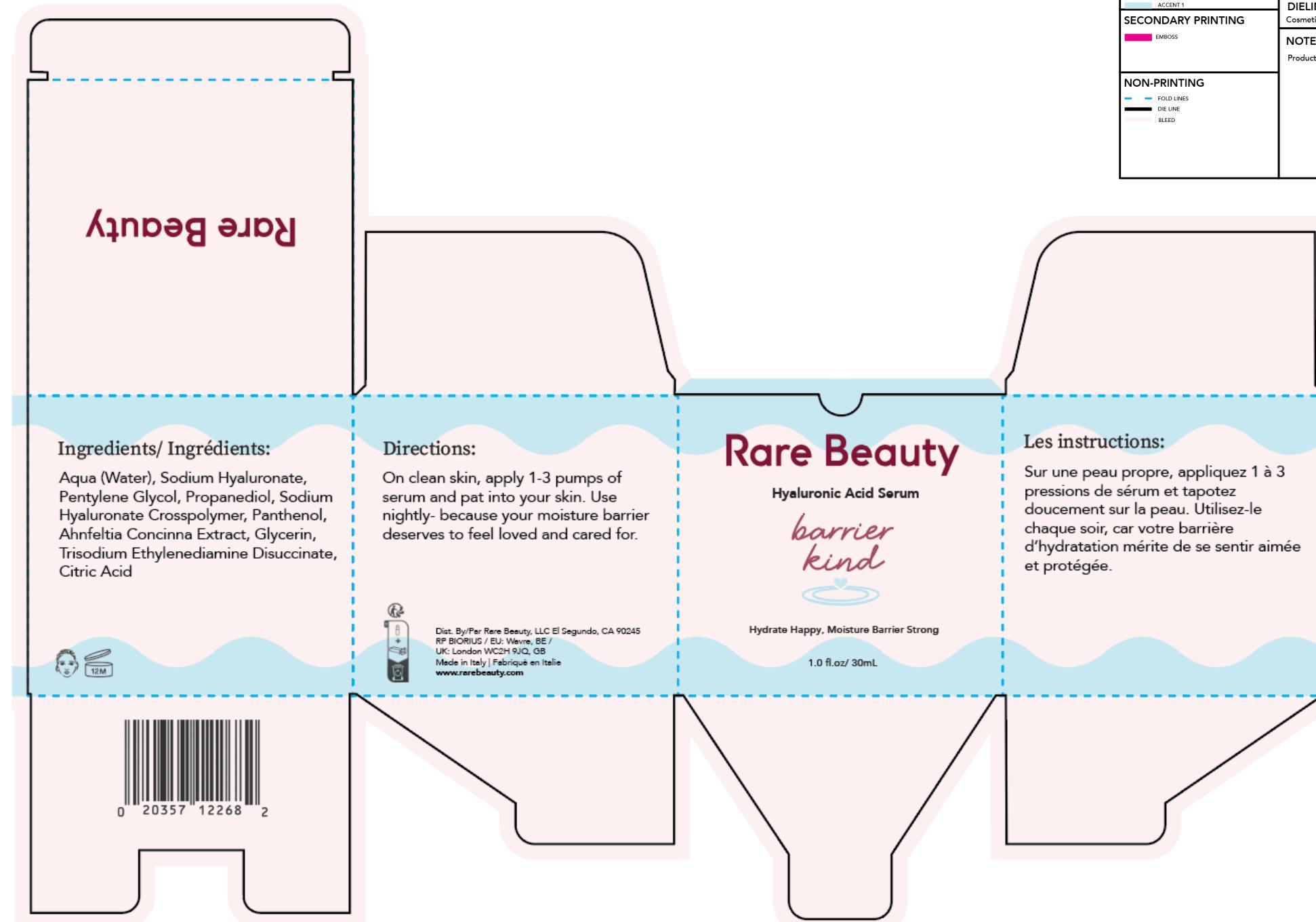
- Needs to be altered to be taller and less wide
- Basic design
- Flaps may come out of grooves after being folded (package may not be sturdy enough to hold product)
- Designed for shipping



Die Line with Dimensions



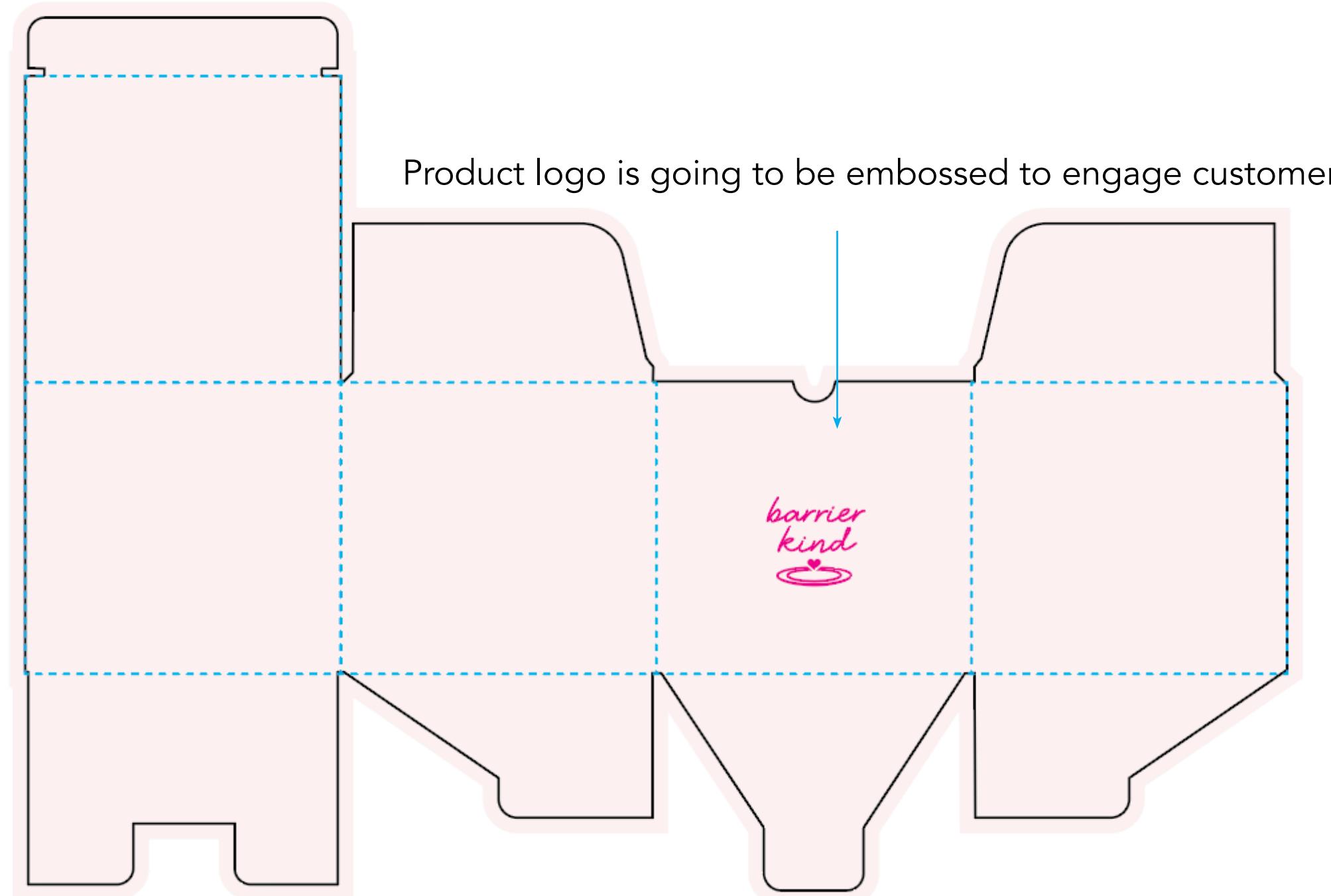
Slug



	MECHANICAL PREPARED BY Ella K. Howard	START DATE 09/11/2025	END DATE 11/11/2025	VERSION 1
PROJECT NAME BARRIER KIND HYDRATING SERUM				
FILE NAME HOWARDELLA_BEAU220_BRANDINGPROJECT_SLUG_11052025.AI				
SEASON Winter 2025	VENDOR Fed Ex Printing			
DIELINE Cosmetics Box	SUBSTRATE Cardstock CLR SS MC100 11X17"			
NOTES Product logo is embossed				



Specialty Printing



Background 1



This is a good background for a Rare Beauty hydrating serum because it is simple and feminine like Rare Beauty. The background is minimal and a Rare Beauty product, especially skin care, would fit in perfectly.



Background 2



This is a good background for a Rare Beauty hydrating serum because it displays a bathroom setting that would be similar to that of the target audience for this product. It is feminine, has elements of self-care, and clean.

Physical Models

White Card stock Models



PRIMARY

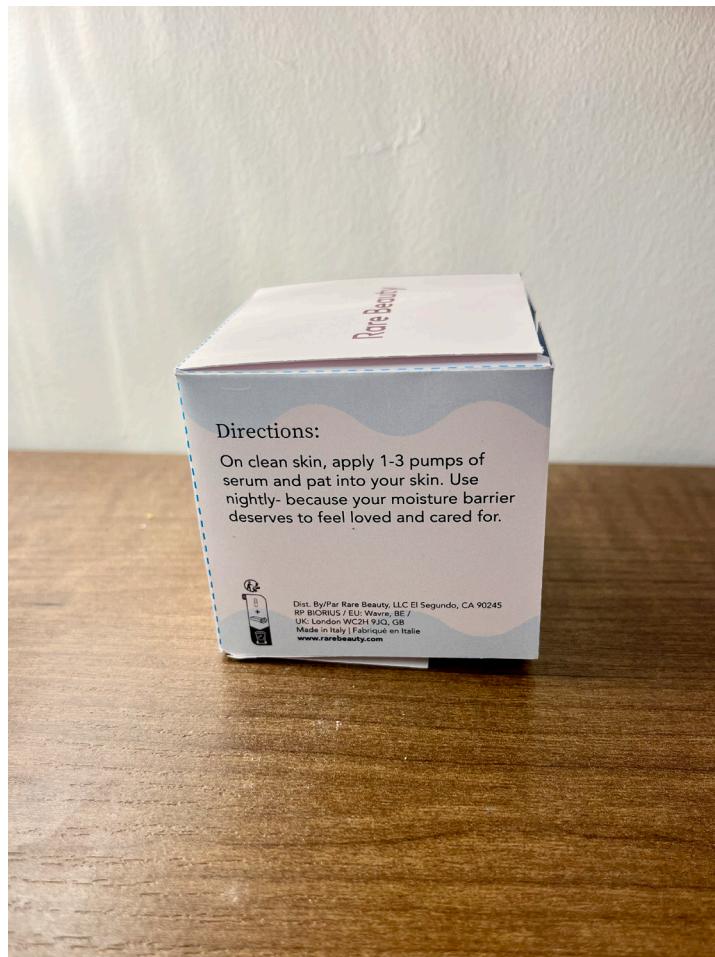


SECONDARY

Final Secondary Model



FRONT



SIDE 1



BACK



SIDE 2

Final Product

Rendering 1



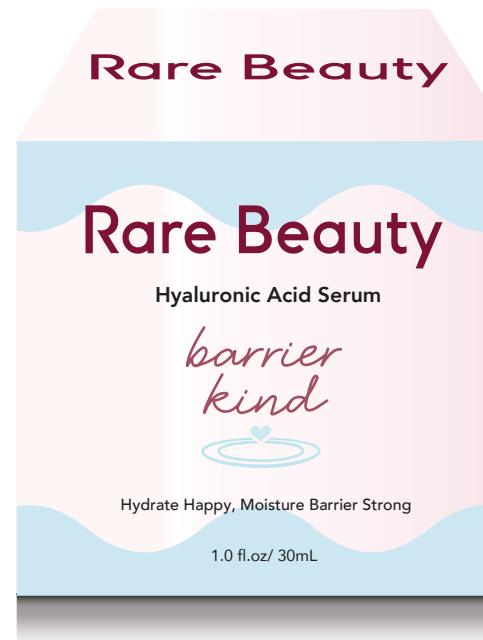
Rendering 2



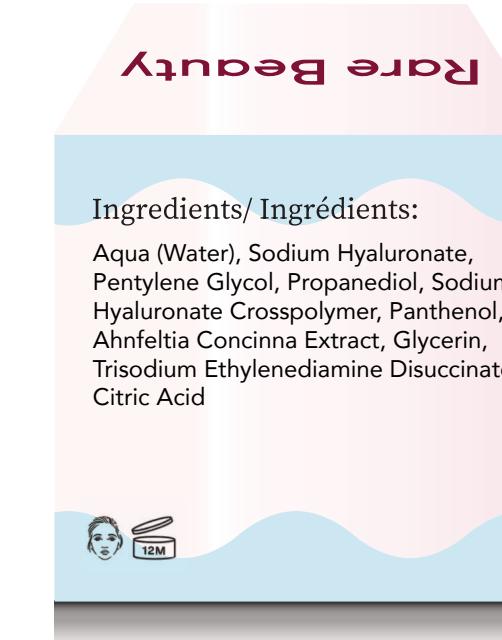
Final Primary



Final Secondary



FRONT



BACK



Conclusion

Conclusion

barrier
kind




Through brand research and design development, a new hydrating serum concept for Rare Beauty was created to align with the brand's mission of a welcoming atmosphere. From initial market analysis to the developments of both primary and secondary packaging- this project was guided by Rare Beauty's values and brand identity.

