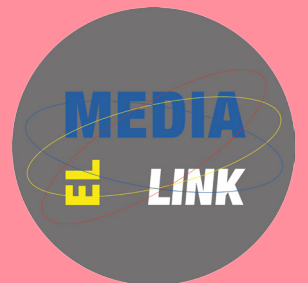
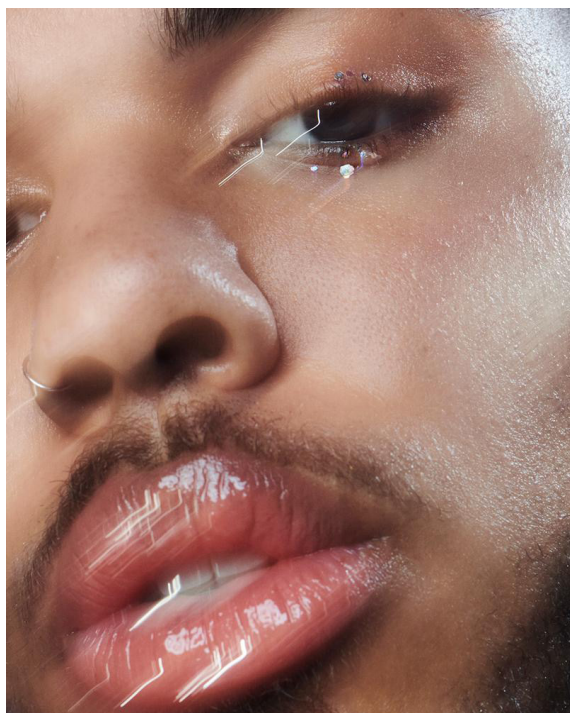


MoodReport : 6 face



2

Face



*image Glossier

From The Beauty Series

What is the current status of the *insta face*?

How is the *beauty industry* capitalizing on our faces?

Styles for all

Celeb : and influencers makeup brands

We want instagrammable faces

Fashion for the face



Skincare

things that you do and use to keep your skin *healthy and attractive*.

Cosmetics

relating to treatment intended to *restore or improve* a person's appearance.

Hairstyle

cosmetics such as lipstick or powder applied to the face, used to *enhance or alter the appearance*.

Ornament

is a decoration. You can also ornament something by *making it more beautiful or festive*.

A close-up portrait of a woman with dark, wavy hair and bangs. She is wearing large, ornate hoop earrings and has her hands near her face, with long, light blue manicured nails. Her eye makeup is dramatic, featuring shimmering silver eyeshadow and long, dark eyelashes. The background is a solid light blue.

Styles for **all**



Photographer Michèle Côté



**SALWA
RAHMAN**





NOIR



ALIENGENIC



**Pat Mcgrath
labs
x
Star Wars**





ANGEL CHEN
X
M.A.C

MAC x ANGEL CHEN

国潮联名 限定魅力
龙腾祥云 自成焦点



Gucci
makeup



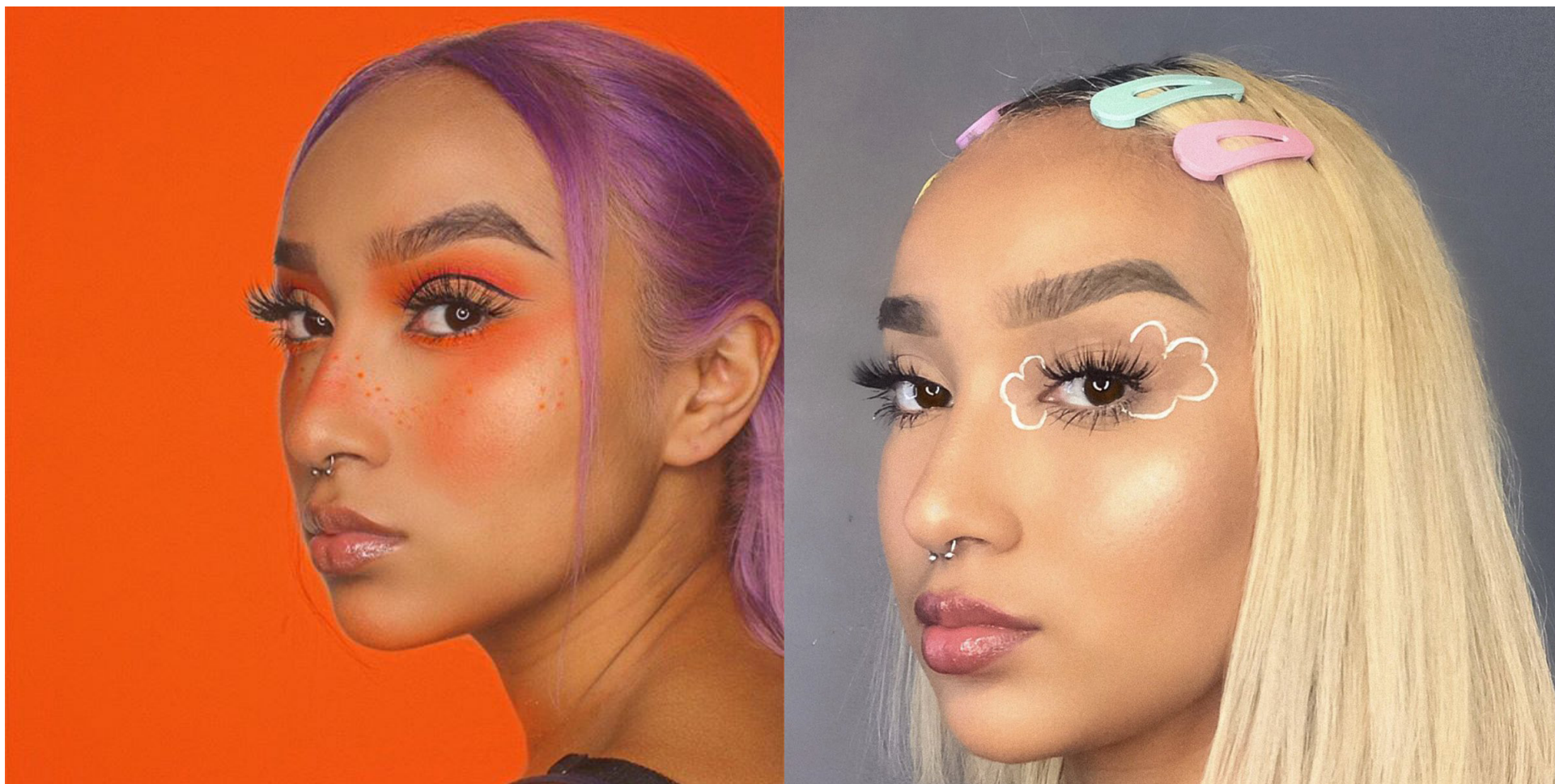
***Gucci
makeup***





LAGOON FEMSHAYMA
PHOTOGRAPHY ROXY LEE





@cutcreaser



@anatakonyourface



**ESMAY
WAGEMANS**





Celeb and **influencers** makeup brands



Celebrity
styles

Brand
representing
that style

Selling a
specific make
up trend

Embodied by
a public figure

Highly accessible

Social media
Video Content to promote
on personal IG accounts

KKW x Winnie

Harlow





Kylie Cosmetics - Money Collection



DATE September 9, 2019

\$150,000



FENTY

BEAUTY
BY RIHANNA



EXCLUSIVELY AT HARVEY NICHOLS | HARVEYNICHOLS.COM | @FENTYBEAUTY





badgalriri ✓

Follow

badgalriri @TIME mag named @fentybeauty one of the 25 best inventions of 2017!

I'm honored and I have to send love to everyone who's supported this brand in the 2months that we've been here! Glory to the Most High.

Load more comments

losangeleseateries ♥

losangeleseateries ♥

navykz My queen 🎉👑

roxanneprescod Yessss

lolitzryan @sarak.20 magnolia - playboi carti

jennbunnjenn Make up is one of the best inventions of 2017. 😊 Okay.

dev_wilkesest69 Want to make some extra cash there's no sign up fee just click the



1,392,998 views

6 DAYS AGO

Log in to like or comment.



Fenty Beauty - Rihanna

The Business of Fashion

BOF



Modern Entrepreneurs

**HUDA
KATTAN**

Huda Beauty





James Charles x Morphe



Patricia Bright
X
Revolution



We want IG **faces**



Feeling like *Glossier.*



Glossier.

01. Glossier's positioning statement "Skin first. Makeup second. Smile always."

02. The CEO was a blogger, within a year of ad sales generated by her website allowed her to quit her job.

03. Glossier has a "two way conversation" with the user community.

04. They invited 100 of its top consumers to be part of a group slack channel. They exchange over 1100 messages a week.

05. The U.S flagship is a penthouse in NYC, which generated more sales per sq foot than an Apple Store.

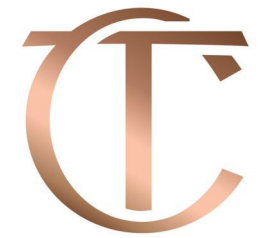
**from Ogilvy report "insta-branding"*



*find
beauty
in
your
flaws.*

skin first,
makeup second
always.



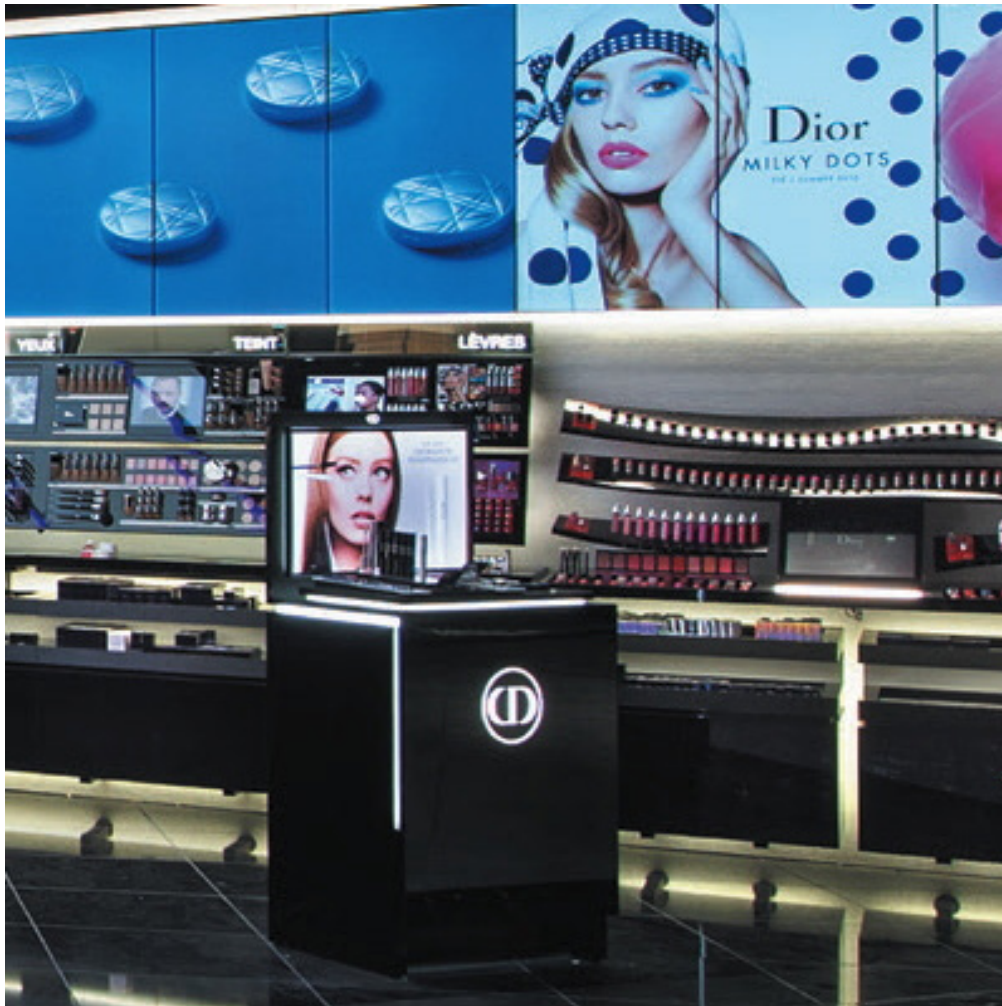


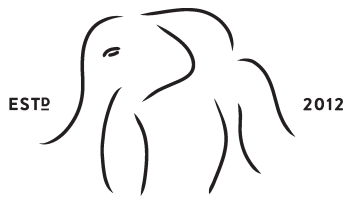
Charlotte Tilbury - Joan Collins
campaign



Dior Interactive beauty

All around the shop a series of wall-fixed iPads, a Skin Care 3D Mapping mirror and a Mix & Match screen create an entertaining and informative digital path where consumers can make accurate diagnoses, test a wide array of colours and combinations.





DRUNK ELEPHANT™

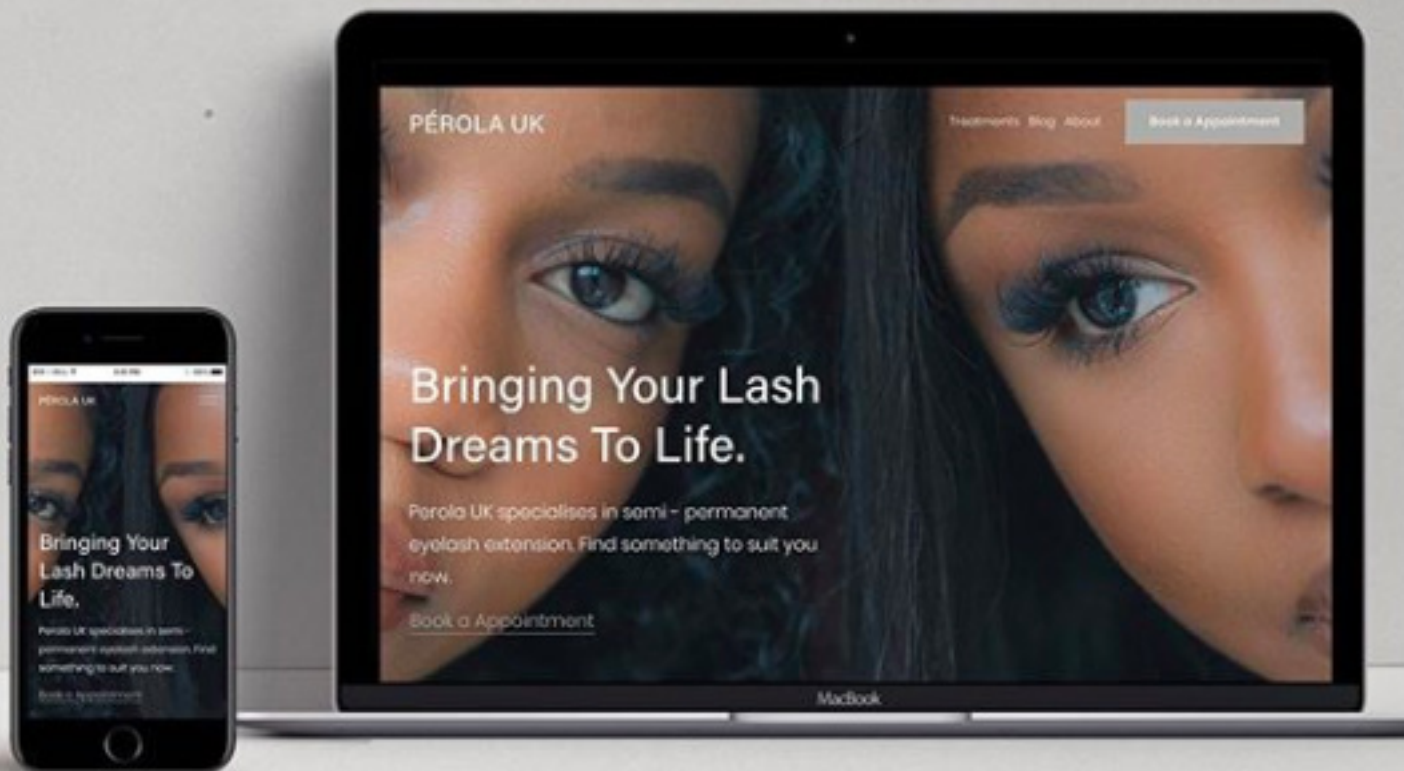




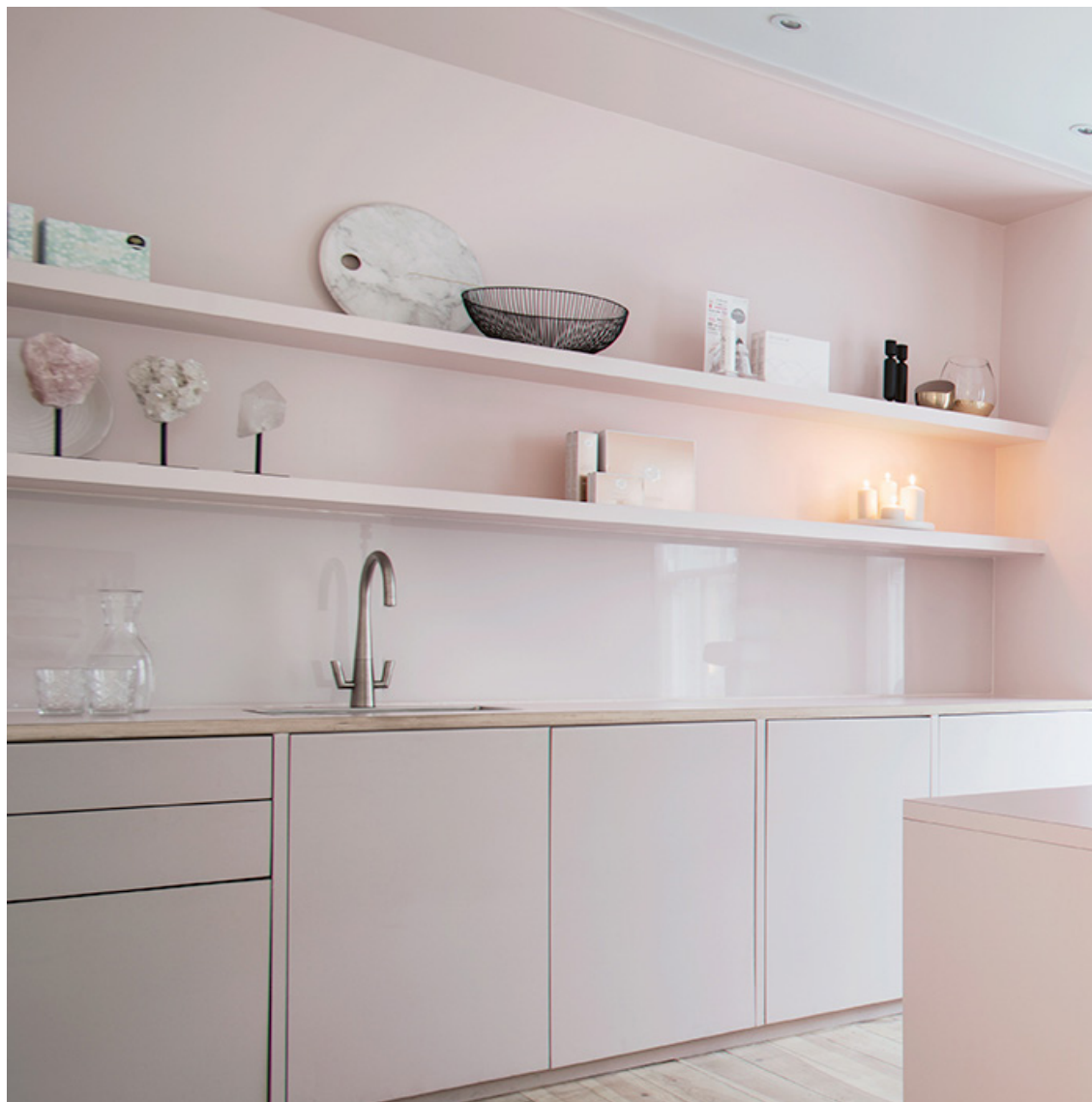
©GHODEER.SULTAN

KUWAITI MAKE-UP ARTIST GHADEER SULTAN ADDRESSES BLACKFACE ACCUSATIONS

Perola UK



Skin and Sanctuary




18:41

×

🔗

signaturefacial facial LED lighttherapy
micro-current glowingskin


 19

The Goddess
by Skin & Sanctuary

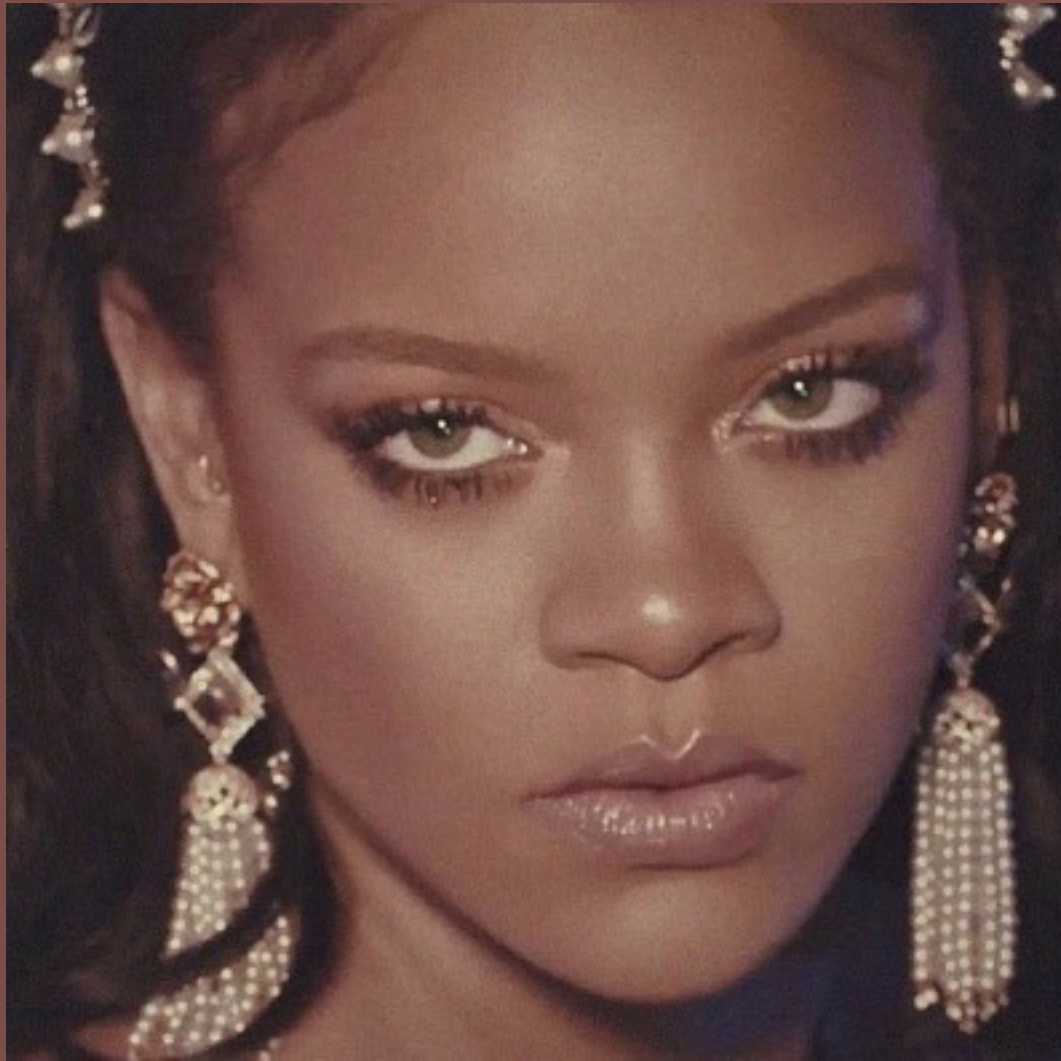
£200 • 1 hour 15 minute

All the benefits of an advanced medical facial enhanced by the experience of acupressure point massage and micro-current tightening for an instant lift and beautiful glow. Suitable for all skin types. No downtime.

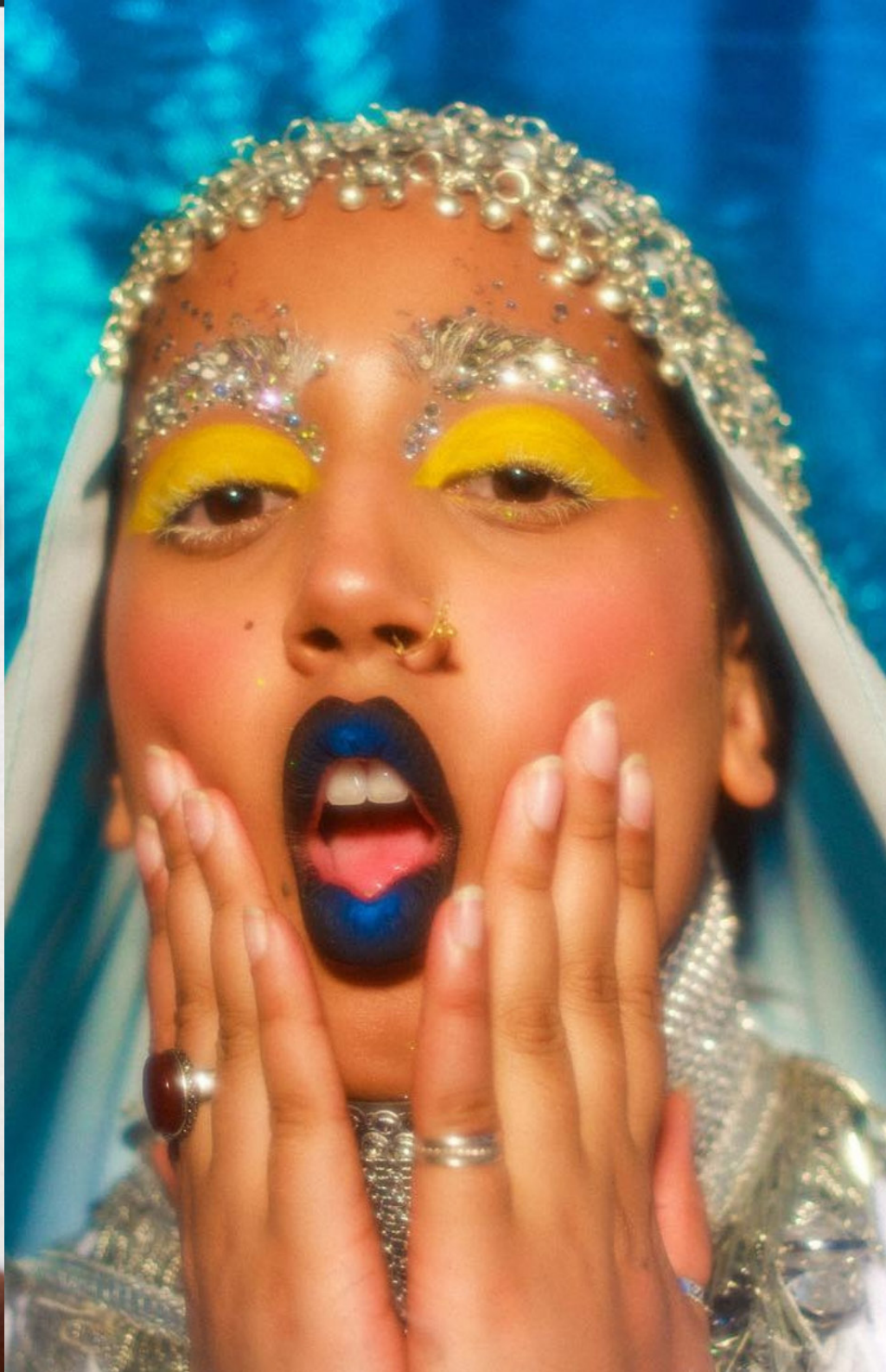
1 COMMENT

 @stephmelodia
??? - 5M

Message Book



Fashion for the **face**







@crystalcanine



©LESCILSNYC

EXPLORING 'DEVIL LIPS', THE RUSSIAN PLASTIC SURGERY INSTAGRAM TREND



©THROW_ME_IN_THE_BIN

**ALIEN EYES TO ELF EARS:
TRY TEN OF OUR FAVE
INSTAGRAM FILTERS
FROM 2019**







Opportunities

Put the experts at the forefront of brands, but also on beauty media.

Vintage face. Bringing back old traditions and styles.

Use of Tiktok / Triller for make up tutorials and other face treatments.

Offering non-surgical product/treatments on a mainstream line. Which people are able to use at home.

Giving makeup artists and beauty professional more credit on a commercial level.

Developing new user experiences through digital and physical retailing. As well as mixing online and offline for a complete experience.

Suggesting more resistant makeup. Educating clients about the scientific:cosmetic side of makeup.





The Potential Of Conversational Commerce , Emily Weiss with Alexandra Shulman - *BOF*



Insta-Branding - *Ogilvy*

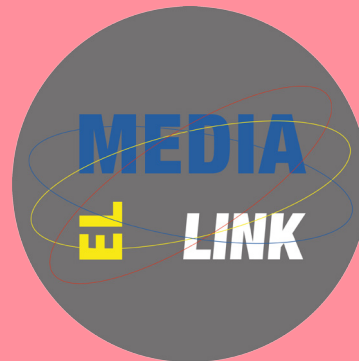


Serial Entrepreneur: Marcia Kilgore- *How I built this, NPR*

Huda Kattan: The Face That Built a Beauty Empire - *BOF*

Watchings/ Listenings/ Readings

This report was created by



elmedialink@gmail.com