

Lads in lipstick

Cult beauty brand celebrates men wearing makeup

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Rihanna's cosmetics line **Fenty Beauty** has launched a commercial starring Instagram influencer and comedian **Kwaylon Rogers**.

In the one-minute long clip, which aired on Instagram, Kway's drag alter-ego Titi demonstrates how varying shades of Fenty Mattemoiselle lipsticks affect her mood.



‘Girl, Candy Venom makes me feel animated!’ she says, while leading a fitness class wearing the bright pink shade on her lips. ‘Squeeze those booty cheeks!’ she cries.

In another scene, Titi applies a bright lilac lipstick from the range. ‘One of the Boys makes me feel something like a star,’ she says, before choking on the fumes from a smoke machine.



After launching in the autumn of last year, Fenty Beauty has had a huge impact on the makeup industry. The brand creates high-quality makeup to complement every shade of skin, from the palest to the deepest of skin tones. Its most famous

product, the Pro Filt'r Soft Matte Longwear Foundation, comes in 40 different shades.

INSIGHT /

Shaking up beauty / Many beauty brands, especially at the higher end of the market, provide very few options for darker skin tones, despite having a variety of beige hues that cater to white customers. Discovering a high-quality product that perfectly matches their skin tone has been a game changer for many people of colour. And, at the other end of the spectrum, Fenty has also been applauded for creating extremely light foundation that complements those with Albinism.

After just one month, Fenty Beauty had accumulated \$72 million in earned media value, and 132 million people watched makeup tutorial videos about the products. Retailers stocking the foundation – including Sephora and Harvey Nichols - reported that the product would sell out as soon as a new inventory arrived. ‘I never could have anticipated the emotional connection that women are having with the products and the brand as a whole,’ Rihanna told *Time* magazine. ‘Some are finding their shade of foundation for the first time, getting emotional at the counter.’

The popularity and celebration of the products has caused every beauty brand to take note. ‘I have seen a swift change in industry heads as they scramble to match the diverse message Fenty Beauty has launched,’ said James Kaliardos, Fenty Beauty’s resident artist and co-founder of *Visionaire* magazine, in an interview with *Allure*. ‘It’s as if the roof has been blown off...I’ve never seen this kind of global excitement for a brand launch [...] This speaks to girls who have felt not considered before but are a huge audience for beauty.’

Makeup for men / Fenty Beauty is continuing its ‘Beauty For All’ message of inclusivity by showing that it’s fine for men to wear makeup too. It’s also a nod of solidarity to the men who are already using Fenty products, which includes celebrities like actors Daniel Kaluuya and Ezra Miller.

A slew of makeup brands have started to include men in their advertising campaigns. CoverGirl was among the first when, in 2016, it announced that the new face of the brand would be a boy. Since then a number of beauty brands, from L’Oreal Paris to Sleek Makeup, have celebrated the blurring of traditional gender

boundaries.

‘[We wanted] to show real makeup lovers, in makeup styles that they love,’ Forsman & Bodenfors art director, Agnes Stenberg–Schentz, told us, who was part of the Sleek team that created the My Face. My Rules campaign. ‘And just as it happens to be in the makeup community, some of these people are women, some are non-binary and some are men.’