

Fenty Beauty

On September 8, 2017 a revolutionary event occurred causing millions of people to rave to their local Sephora store. It was the iconic day that Fenty Beauty, by Rihanna, was released. The new beauty line was so popular that the company earned \$72 million in one month. So many articles were written by thousands of journalists and were on magazines everywhere. The main item from this beauty line that got all the attention was the Pro Filt'r Soft Matte Long Wearing Foundations. When I went to Sephora I heard 3 people around me ask for the foundations in their skin color shade all at the same time. What's so good about these foundations?

These foundations were so talked about because they were very different from most companies. They had 40 shades to match any skin tone and skin type. Many people suffer from not finding matching shades of foundations, especially if you are of the darker complexion. People of dark complexions usually find the darkest shade yet its light for them because companies tend to 20 light shades and 4 medium or dark shades. People of really light skin color also have a hard time finding colors to match their skin color. There are people who have pale complexions or people who have albinism that have never found their foundation colors either.

This beauty line was made by Rihanna to make sure people of all skin types and tones find a product that will fit them perfectly. She knows the struggles of finding products to match yourself after years of experimenting with companies and not finding items to fit everyone. Knowing that makeup is very empowering to many people in different situations, she took it to her own hands to make a good formula for all the products she will release, from foundations to highlighters, that have a light and natural feeling. She made sure every product will fit everyone and will be the product they have always looked for. She stated the last reason she made this line was because "Makeup is there for you to have fun with," and "It should never feel like pressure. It should never feel like a uniform. Feel free to take chances, and take risks, and dare to do something new or different." She has many unique items in the line for people to try out. Some include green, blue and even purple lipsticks.

As for the purpose, people did finally find a product that fit them. Many videos have been released by customers who have finally found a foundation color that that is a match for them. Many of these people said this was the first time ever they have seen colors close to their skin. They love the formula and how it feels. This revolutionary cosmetics line has made such a difference in the beauty industry and has also inspired others companies to do the same. Right after this release, Kylie Cosmetics released 30 shades of concealer to fit many people, especially

of darker tones. Rihanna has made such a difference before and has again made an iconic event occur thousands have waited for. We can surely expect more from her.