

FENTY

By Rihanna



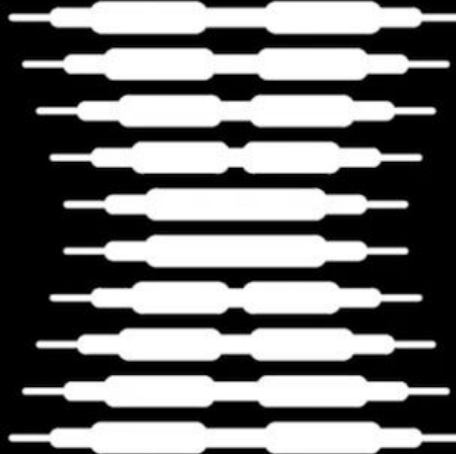
Presented by Angel Nwosu & Laleeta Gupta

FENTY BEAUTY
BY RIHANNA



Let's Take A Look

S A V A G E



LINGERIE BY RIHANNA

<https://www.youtube.com/watch?v=kO3HKgy6cVc>



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Target

Fenty Target

All

- Women of all sizes (XXS-3X)



Competitor's Target

Most

- Women of most sizes (XS-XL)



Segmentation

Company Objective

“So that women everywhere would be included.” -Rihanna

- Demographic Segmentation
 - Women of all shades, cultures & races
- Geographic Segmentation
 - 17+ countries
 - 1,620 store locations
 - Online



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B Y R I H A N N A

The Brand Identity → Product Lines



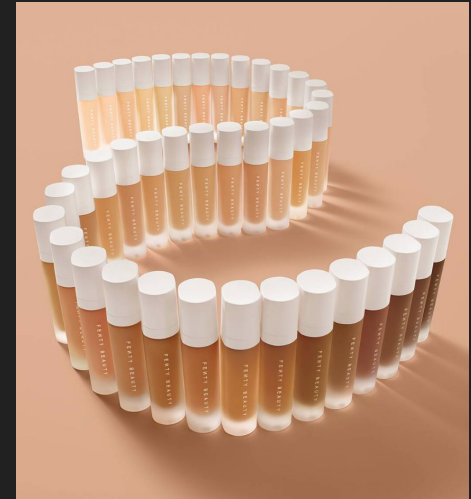
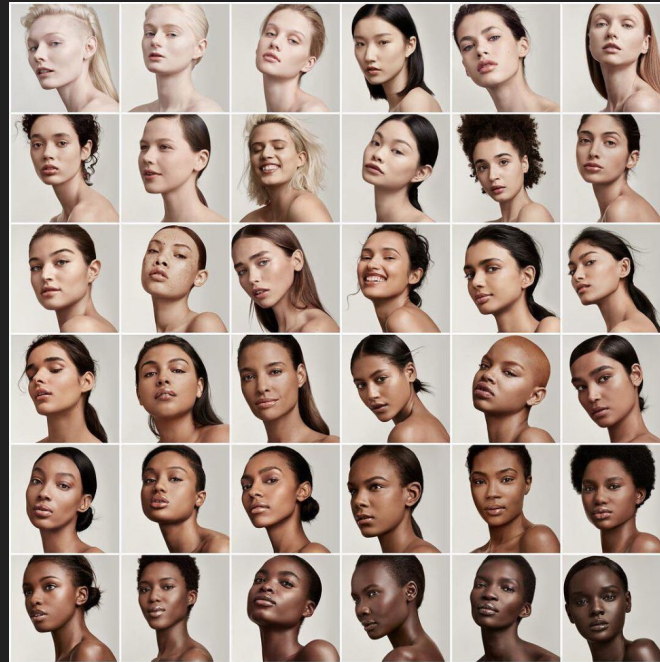
- Brand boasts *inclusivity* “beauty for all”
 - 40 different foundation shades
 - Savage wear is very inclusive for all body sizes
 - Overall, Fenty targets ALL women of ALL colors and ALL sizes

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1st Product Line: Fenty Beauty

- All inclusive “*Beauty For All*”
 - Shades
 - Vegan & cruelty free
 - All skin types



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Brand Extension with New Product Line: Savage



- Intimate Wear and Pajamas
 - Personal online stylist
 - Affordable Prices

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How Product Changes Product Mix

- SAVAGE x FENTY = increased product breadth
 - Lingerie vs. Makeup
- Cannibalism?
- FENTY brand value
 - Upheld by Fenty Beauty
 - Upheld by SAVAGE x FENTY



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Result: Upholds Brand Identity

- The new product line of lingerie still upholds the brand value of “products for everyone”
- Critics claim that the Fenty show will replace VS Fashion Show



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