



Shivangi Dey & Mary Cate Kohout

# Past: Fenty Beauty

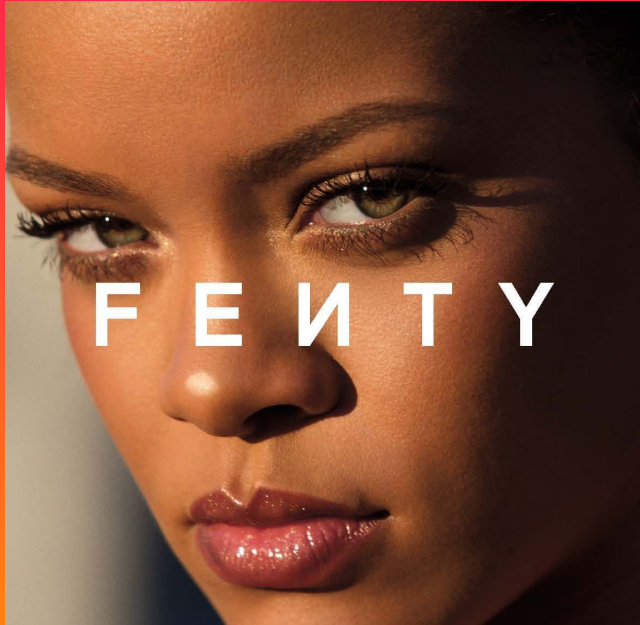
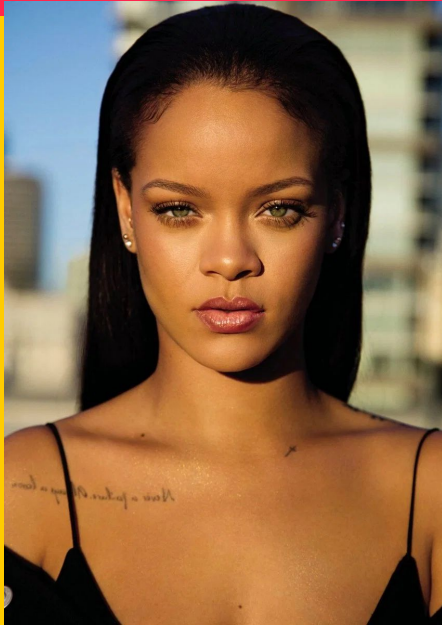
Beauty for all

Exclude no one

Show don't tell



# Past: Rihanna



# Savage X Fenty

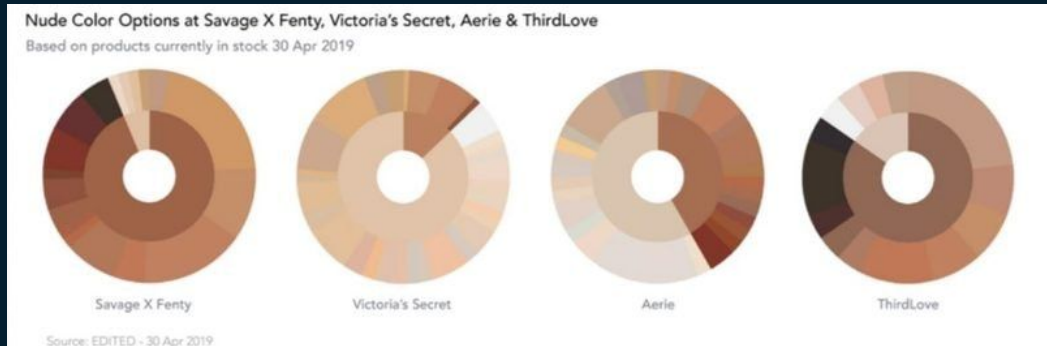
# The Mission:

*“We want to make people look good and feel good,” explains Rihanna, who approaches Savage X with the same mentality she does all her projects—to make something new and fresh that everyone can relate to and feel confident in. “We want you to feel sexy and have fun doing it.”*

# Product

Lingerie and sleepwear designed for women of all shapes and sizes

Known for the accessible prices as well as assortment of lingerie



# Price

Ranges from \$10 to \$100

Selling a more inclusive luxury

Xtra VIP Membership - Shop or 'Skip'

BEING A VIP IS EASY

- 1**  
**QUIZ**  
Discover your Savage style!
- 2**  
**SHOP**  
New styles drop every month.
- 3**  
**SAVE**  
Up to 25% off every style, every day.

TAKE OUR STYLE QUIZ

# Place

- ❖ Mostly online shopping
- ❖ Pop-up stores in limited locations
  - New York, Mall of America (MN), San Jose, Las Vegas





# Promotion

More inclusive models

Rihanna's image

Sets trends in the market



## Growth of size inclusive lingerie

Based on product arriving new in the US & UK market



# Promotion



Style

## Stars rave about Rihanna's 'iconic' Savage X Fenty show experience

Normani, Wale, Kacey Musgraves, Kehlani and more had words of admiration for the business-woman after they attended her NYFW show which will premiere on Amazon Prime on September 20.



h @halsey · 1d

There! Are! No! Words! @rihanna just changed the game forever; as she always does. Thank you for letting me witness and be a part of this incredible event. @SavageXFenty



Normani @Normani · 1d

wow this was legit one of the most memorable nights of my entire existence. thank you to the queen herself @rihanna for allowing me to be a part of HISTORY!!!! YOU SET THE BAR YOU HEAR ME I love you beyond. shit can't nobody tell me nothing. Thank you GOD

# Future of Fenty

- Will span both men's and women's fashion, plus childrenswear
- Perhaps will be tech products, office supplies, home decor and garden ware



# Sources

<https://fashionunited.com/news/business/savage-x-fenty-one-year-later-what-s-rihanna-s-impact-on-the-lingerie-market/2019050627643>

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