

Fenty Beauty Rihanna (Robyn Fenty) Fenty Beauty was launched in September 2017 by international pop star and entrepreneur Rihanna in collaboration with Kendo Brands, a subsidiary of LVMH (Moët Hennessy Louis Vuitton). Fenty Beauty revolutionized the beauty industry by providing products that cater to a diverse global market, making luxury beauty more inclusive and accessible to a broader audience. Yes, several challenges arose in the creation of Fenty Beauty:

- o Industry Resistance: Traditional beauty brands had long been criticized for their lack of diverse shades, particularly for people with darker skin tones.
- o Ethically Minded Consumers: Fenty Beauty emphasizes cruelty-free products, which appeals to consumers who are increasingly concerned with ethical production practices.

Rihanna's vision was to create a cosmetics line that was inclusive, catering to all skin tones, particularly focusing on people with darker complexions who had often been overlooked by traditional beauty brands. The launch was a major game-changer in the beauty industry, as Fenty Beauty debuted with a wide range of foundation shades -- initially offering 40 shades (later expanding to 50) -- making it a pioneering force in promoting diversity and inclusivity in the beauty market.