

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.