

Abstract

Inclusivity has become the new normal within the beauty industry. For makeup brands specifically, the arrival of inclusivity on their advertisements and products have promoted substantial revenue and public support. The purpose of this research project is to differentiate the evolution of diversification and inclusivity with retail marketing consisting of beauty retailers and their products over the past 20 years. In this project, I used pictures taken of advertisement displays of beauty retail stores in various countries in the late 1990's through early 2000's and compared those pictures to present-day advertisements within beauty retail stores. These pictures can display how the advertisements and setups have changed in the span of 20 years. Since most brands started becoming inclusive in the past five years, this is a modern research topic that I was fascinated to learn more about. This research project is significant because it shows how minorities have been incorporated in advertisements that was once dominated by models that exhibited exceedingly Eurocentric features. It shows how advertisements commercialize their brand and products in order to cater to every consumer, not just those who possess Caucasian features. This change in advertising comes after an influx of Black-owned beauty brands arriving at many beauty stores across the world and public proposals to diversify the models used for campaign photoshoots. Ultimately, this research project can facilitate a new understanding of the importance of inclusivity and how it will affect various corporations on the way they advertise future products to consumers.

Introduction

- For my research project, I compared and studied the evolution of inclusivity with retail marketing in makeup stores regarding age, race, and gender over the past 20 years..
- Before my research, many individuals knew that the makeup industry was lacking inclusivity. Most marketing and advertisements for makeup stores, like Sephora or Ulta, in the early 2000's only featured skinny, Caucasian females. Although there is no concrete research due to the current advancement of this specific topic, my research highlights the present-day scope about this matter within retail marketing.
- This study can advance new knowledge by proving the importance of equality in terms of race, gender, and age. Additionally, with this information can be beneficial towards huge corporations because they can cater to all different types of consumers. Overall, this knowledge shows that brands are evolving with modern day perspectives and ideologies while also building their brands to cater to everyone, no matter their race, gender, or age.
- My hypothesis is as stated: "The reason why makeup store's marketing and advertisements are different from 20 years ago is because most makeup brands within immense makeup retailers, like Sephora or Ulta, have exceedingly enhanced inclusivity in terms of race, gender, and age."

Conclusion

- With these results from literature reviews and the photos, the advertisements in stores has vastly differed in order to cater to a more diverse group of consumers, like individuals with darker skin tones.
- Inclusivity and diversity in advertisements has become a new trend the past five years, with this preliminary research, it is expected for minorities to be featured on various advertisements in the future.

Methods

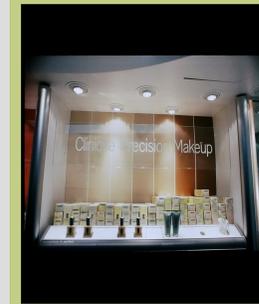
- This research was conducted by using images taken from the late 1990's through early 2000's from various parts of the world as a way to compare and contrast the difference in retail advertisements in stores, specifically makeup related stores. With this comparison, one can see a difference in models, advertisement, and window dressings.
- For this research, the data was collected by doing extensive research on the evolution of inclusivity within the marketing world and also by viewing the images taken in the last 90's through early 2000's and comparing them to today's advertisements.
- Although there are no participants in this experiment, all of the information measured is going to be taken in a qualitative method. Due do the majority of the data being nonnumerical.
- The method the data was collected by doing extensive research on how the past two decades have changed advertisements in makeup retail stores while also looking at the images taken from the 90's through the early 2000's for additional data.

Results

- The creation of diverse cosmetics brands geared specifically towards women of color reveal that there was a long-lasting market for those products. However, major makeup companies overlooked these women for decades. It was not until recently that the beauty industry has finally made strides in the right direction
- The launch of Rhianna's makeup brand focused on hard to match skin tones, pinpointing universal shades, and creating formulas for all skin types, "so that women everywhere would be included."
- The initial launch of 40 shades, the darkest of which was the first to sell out, was unprecedented. Many brands have launched an initial set of shades and then created shade extensions later on, which seems to suggest that people with darker skin tones are an afterthought.
- Reports show that people, more specifically minorities, tend to be inclined to have a positive attitude towards advertisements where they can identify themselves with the 10 model in the advertisement, which is why ethnic identification theory was relevant to this study.
- The lack of ability for our participants that identify themselves as black to identify themselves in the makeup advertisement was something that generated a negative attitude towards the advertisement and also the brand, this made brand like FENTY release a vast shade range variety.

Photographs of Advertisements

Advertisements in the 90's-00's



FENTON HILL JFK UNITED
AUG. 97



MONTEIL



SEPHORA DEC. 07

Advertisements in the last 5 years



FENTY Beauty advertisement in SEPHORA, 2017



Advertisement display at MAC

References

- Werle, A. (2019). Beyond Light, Medium, and Dark: Diversity and Inclusivity in the Makeup and Beauty Industries.
- Inganji, E., & Sharro, N. (2020). "Subconsciously, beauty is white and skinny.": A qualitative study on colorism in makeup advertisements