

Gen Z's Obsession with Celebrity Beauty Brands

Andrea Aguilar



Brands such as **Rhode**, **Rare Beauty**, and **Fenty Beauty** are dominating the beauty industry and have all the hype with Gen Z right now. With Gen Z's strong social media presence, these brands have grown significantly, established credibility, and cultivated a loyal customer base.

Why Gen Z Loves Celebrity Beauty Brands

Gen Z prioritizes authenticity, transparency, and inclusivity when considering a beauty brand. They also tend to gravitate toward minimalistic, aesthetic, and high-quality product — qualities these brands consistently deliver. Most importantly, these brands have an affordable price range which is perfect for Gen Z!

The Social Media Craze

Gen Z is social-media-driven and loves to keep up and stay on trends. These popular celebrity beauty brands have mastered social media marketing, effectively connecting with their target audience. Platforms such as TikTok and Instagram are mainly responsible for their success.

Gen Z creators have played a huge role in boosting brand exposure by creatively showcasing these products on social media. The “Get Ready With Me” (GRWM) style videos have been an ongoing TikTok trend, highly benefiting these brands. Rather than researching skincare and makeup products themselves, Gen Z shoppers prefer to rely on influencers, TikTok reviews, and word-of-mouth recommendations.

Celebrity beauty brands have leveraged from relatable content, influencer partnerships, and user-generated authentic reviews creating a personal and engaging connection with consumers. Being present on social media themselves posting their own content has tremendously helped increase brand exposure as well. Together, these brands have amassed around 24 million followers on Instagram!

More Than Just the Celebrity Name

Although the celebrity behind the brand may have helped the brands gain recognition, they are more than just a celebrity name. These brands have established a strong identity and are recognized for their effective high-quality products.

- Rare Beauty has become widely known for their highly pigmented blushes and its mission is to destigmatize mental illness. All of its products are designed for accessibility, making beauty more inclusive.

- Rhode has built a reputation for its hydrating skincare products and viral lip peptide treatments. Not to mention, they are set to a very affordable price, perfect for Gen Z
- Fenty Beauty has become a fan favorite due to its extensive shade range and commitment to diversity. It was one of the few brands to ensure a shade made for nearly everyone, setting new standards in the makeup industry.

The Future of Celebrity Beauty Brands for Gen Z

Gen Z is highly selective when it comes to brand loyalty. While initially some may be purchasing from these brands to support Hailey Bieber, Selena Gomez, and Rihanna, they will remain loyal if the products deliver results.

With more and more celebrities launching their own beauty brands each year, it gets harder and harder for them to succeed. However, Rhode, Rare Beauty, and Fenty Beauty have already established credibility and build a loyal fanbase, setting them apart from competitors.

Gen Z holds the power in the beauty industry. Whether they choose to continue to support these brands or move on to the next big trend is in their hands.