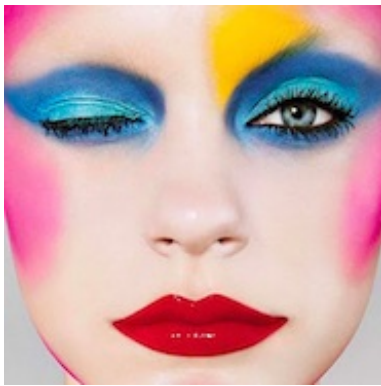


INTERNET

Pat McGrath shares images on Facebook that promote beauty brands

February 27, 2015



One of Pat McGrath's most iconic beauty looks

By KAYSORIN

British makeup artist Pat McGrath is promoting a number of the luxury brands she works with by sharing behind-the-scenes images of this year's New York Fashion Week on Facebook.

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The brands themselves, such as Dolce & Gabbana and Givenchy, often post images of backstage beauty from their fashion shows on social media, but it is less common to see these posts from an unaffiliated individual in the industry. Ms. McGrath's posts will likely increase brand awareness for those featured and provide consumers with an outside perspective.

"It's always another extra channel of promotion, and what better than the makeup legend, Pat McGrath, tagging them herself," said Ambika Zutshi, CEO of [Fashionbi](#), Milan. "First and foremost, it is more real and close to the fans than if the brands are posting the pictures on their accounts.

"Secondly, it really brings [out] the grace and diversity behind each brand and its collection concepts; that's very nice to see aggregated yet so different at the same time.

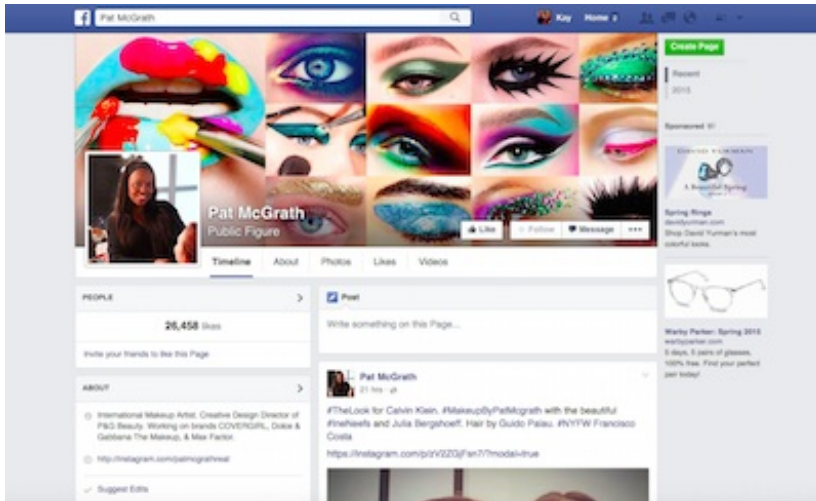
This is really a curiosity-builder and an engagement-pusher towards the brands on social media."

Ms. Zutshi is not affiliated with Pat McGrath, but agreed to comment as an industry expert.

Ms. McGrath was unable to respond by press deadline.

Make it work

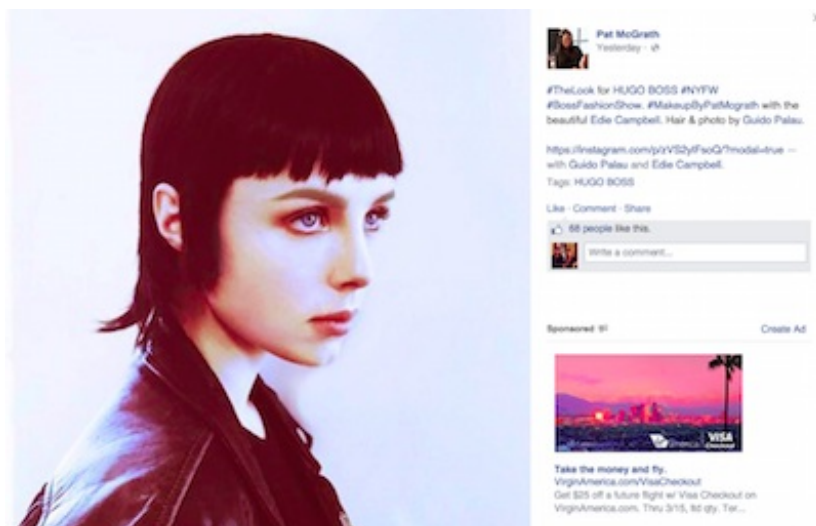
Ms. McGrath posted the images to both her Facebook and Instagram pages and tagged them with the hashtags #TheLook, #NYFW and #MakeupByPatMcgrath. She also tagged each of the brands, thereby increasing publicity by directing her followers to their pages.



Pat McGrath has a large social media following on Facebook and Instagram

As of press time, Ms. McGrath has 350,000 followers on Instagram and more than 26,000 likes on Facebook. She is one of the most well-known and influential makeup artists in the world and her work is regularly featured in magazines such as Vogue and Harper's Bazaar.

For Hugo Boss Ms. McGrath posted an image of model Edie Campbell wearing a smoky eye and berry lip color. Seeing the work that goes on behind-the-scenes at fashion shows is very appealing for luxury consumers who are interested in getting the inside scoop.



Ms. McGrath posted an image of her makeup for the Hugo Boss show

Additionally, Ms. McGrath's images are casual and appear more realistic and relatable than traditional advertising campaigns that the brands themselves produce.

"First of all, this is not just any source but a strongly brand-connected one," Ms. Zutshi said. "That already gives it a uniqueness and strong individuality.

"Second, the backstage pictures by the brands are still pretentious and done with care," she said. "The pictures posted by Ms. McGrath, on the other hand, are more close to the reality, more in time, real-life pictures.

"She poses with the models often in them that brings her closer and makes the whole 'show' more believable for the Web audience."



Pat McGrath often includes pictures of herself posing with the models she works on

For Diane von Furstenberg, Ms. McGrath posted an image of model Katlin Aas wearing a smoky eye and pink lip color. She also shared an image of herself posing with model Jessica Stam backstage during the DVF show.

Other brands Ms. McGrath shared images from include Givenchy and Versace. She created an elaborate mask for Givenchy that was handcrafted with Swarovski crystals and sea shells.



Pat McGrath

January 30 at 6:30pm · 🌐

"OBSESSED!! #TheLook #RiccardoTisci #MakeupByPatMcGrath
Givenchy. Hair by #LuigiMurenu with the divine and gorgeous
#LeticiaAltenbernd. Handcrafted SWAROVSKI crystal shell applied to skin."
<http://instagram.com/p/yNNiflFskK/?modal=true>



2,135 Views

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The artist created unique masks for the Givenchy show

Talent show

Pat McGrath's incredible talent and influence make her an ideal marketing tool for brands looking to associate with fashion's upper crust. Italian apparel and accessories brand Dolce & Gabbana has begun to take advantage of this and used the makeup artist in some of its promotions off the runway.

For example, Dolce & Gabbana pushed its limited-edition cosmetic line Sicilian Jewels through an email campaign geared toward achieving the perfect Christmas look in 2013.

Created by brand founders Domenico Dolce, Stefano Gabbana and Ms. McGrath, the collection featured jewel-toned lip colors and nail lacquers designed to coincide with the current trend of matching a lipstick to a polish. Releasing an on-trend, limited-edition holiday collection accompanied by a tutorialized email mimics the experience a consumer would receive at the counter ([see story](#)).

Dolce & Gabbana also used Ms. McGrath's expertise to highlight its products in 2013. The Italian fashion house released a video tutorial of the makeup artist using the brand's PassionEyes duo mascara to bring its print campaign for the cosmetic to life.

The video served as both an informative look at makeup and a form of endorsement by Ms. McGrath, who detailed the merits of the products that she used. By showing fans how to use the product in a print ad, Dolce & Gabbana was able to appeal to consumers who might have been unsure of how to apply the product themselves, making the print ad seem more achievable ([see story](#)).

Ms. McGrath's recent Facebook and Instagram posts are a serendipitous opportunity for the brands featured to connect with consumers that follow the popular makeup artist.

"This is like a live example for people where an artist is already showing multiple ways a product can be mixed and matched - like a tutorial - that creates a sense of want and need in the female audience, especially, which are certainly the dominant ones in this consumer sector," Ms. Zutshi said. "Plus, the fans see brands trusting Ms. McGrath, she is everywhere, in every fashion week, connected to many big names and, so it builds a great trust on her as well.

"As a critic, what I can add is that she should certainly start posting not only the photos but also the videos while she's doing the make-up on the models, and next to the posts she can always reveal the exact products/brands she is using, for the consumers' knowledge and ease."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/Ctkra4tuhpg>

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