

COMMERCE

LVMH to facilitate Rihanna-designed beauty line

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Dior Secret Garden campaign image featuring Rihanna

By STAFF REPORTS

French conglomerate LVMH's Kendo division has been signed by singer Rihanna for a complete cosmetic collection due out in 2017.

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Kendo is a product incubator that produces goods to be sold at LVMH-owned Sephora and other third party retailers. Reports estimate that LVMH's deal with the singer could be as high as \$10 million, suggesting Rihanna's market success.

The power of Rihanna

No details beyond the name of the collection, Fenty Beauty by Rihanna, have been released as of press time. But, Rihanna's role in the high-end market is growing at an exponential rate.

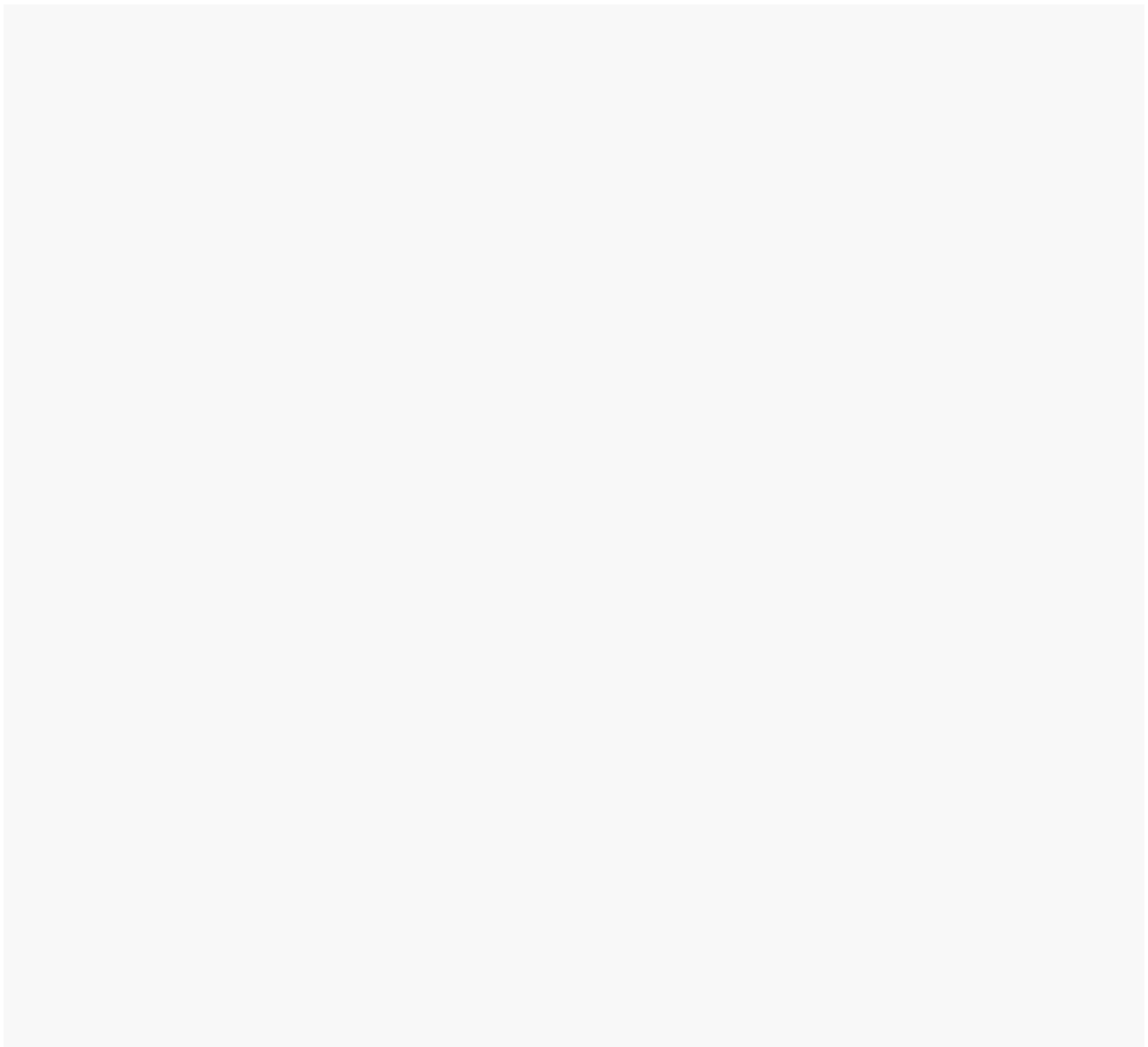
"Fenty Beauty by Rihanna is a beauty rocket ship that will appeal to a huge and diverse global audience," David Suliteanu, CEO of Kendo, told [WWD](#). "We are aiming for the stars."

Rihanna's relationship with Kendo is said to be a long-term agreement with the singer having creative control over the color cosmetic collection. Kendo will assist in distribution to Sephora, finding other suitable retailers in markets where the beauty store does not operate.

The Barbados-born singer's dealing with LVMH adds to her luxury portfolio as both a creative director and popular choice as brand ambassador.

Rihanna currently works with Kering-owned athletics brand Puma where she serves as the creative director, a role she has had since December 2014.

France's Christian Dior and Balmain have both selected Rihanna to be the face of their campaigns, and footwear label Manolo Blahnik recently collaborated with the singer on a capsule of jointly-designed collection ([see story](#)).



Read the @BritishVogue cover story at vogue.co.uk. Photography: Craig McDean Featuring "The 9 to 5" thigh high denim boot from the "Denim Dessert" Spring collection, an exclusive collaboration with the one and only @manoloblahnikhq

A photo posted by badgalriri (@badgalriri) on Mar 3, 2016 at 5:42pm PST

No stranger to luxury publications, Rihanna has also graced the cover of Vogue magazine four times, including April of this year.

In the beauty space, Rihanna is behind seven fragrances licensed by Parlux Ltd., a relationship that is said to be continuing in light of her signing with Kendo. Also, Rihanna worked with Estee Lauder's M.A.C in 2013 on a limited-edition RiRi Hearts M.A.C collection and again in 2014 on a Viva Glam lipstick benefiting AIDS research.

As for Kendo, the incubator is behind Marc Jacobs Beauty, launched in November 2014. The beauty line at time of launch was exclusive to Sephora boutiques ([see story](#)).

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