

COSMETICS

Duty-free giant DFS introduces Rihanna's Fenty Beauty cosmetics brand to Asia

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Gaze and glaze: Fenty Beauty by Rihanna. Image credit: Fenty Beauty by Rihanna

By STAFF REPORTS

DFS has become one of the first retailers to launch entertainer Rihanna's Fenty Beauty brand in Asia with a presence in China's Hong Kong and Macau regions.

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Fenty Beauty by Rihanna luxury makeup products will be sold in DFS' downtown T Galleria locations and airport stores in Hong Kong and Macau starting Sept. 3. DFS will stock Fenty Beauty exclusively in Macau, with the distinction of being one of the first retailers in Hong Kong to introduce the brand to locals, international tourists and visitors from mainland China.

"DFS Group is proud to unveil Fenty Beauty by Rihanna exclusively in Macau, and to be one of the first retailers in Hong Kong to debut Rihanna's critically acclaimed cosmetic label," said Ed Brennan, chairman/CEO of DFS Group, in a statement.

"We are delighted to partner with this multi-talented entrepreneur who embraces diversity, applauds curiosity and instills playfulness qualities that we at DFS also value and promote," he said.

Fenty Beauty marked its recent debut with its first pop-up experience in the United States.

Looking to establish its presence as a luxury label, Fenty collaborated with multibrand luxury retailer The Webster via a pop-up at its SoHo location in New York. The pop-up operated June 19-30 ([see story](#)).

Skin in the game

DFS is the leading luxury travel retailer, majority owned by conglomerate LVMH and partly by cofounder and shareholder Robert Miller. It is based in Hong Kong.

Rihanna in 2017 created her makeup brand, partnering with LVMH-owned beauty developer Kendo Brands.

San Francisco-based Kendo creates or buys beauty brands and turns them into brands fit for international sales with distribution in 34 countries.

Aside from Fenty Beauty, Kendo's portfolio comprises Kat Von D Beauty, Marc Jacobs Beauty, Olehenriksen and

Bite Beauty.

Fenty Beauty's cosmetics are designed to work on skin tones that have been typically ignored in beauty. Complexion-focused, its formulae are meant to work on all skin types with layering textures.

More substance to gloss

The tag line, "Beauty for All," reflects Fenty Beauty's approach to cosmetics and inclusivity, the brand said.

Fenty Beauty's range of products include lipsticks, lip gloss, foundations, highlighters, eyeliners, eyeshadows, primers and concealers.

Aside from availability in Hong Kong and Macau at T Galleria by DFS, Fenty Beauty will soon retail at Sephora, Harvey Nichols, Beauty Bazaar and Beauty Avenue in the same regions.

In Seoul, Fenty Beauty will soon sell at duty-free locations at Lotte DF and Shinsegae DF, and in Jeju at The Shilla DF, according to the brand.

RIHANNA HAS been quite vocal about Fenty Beauty's universal appeal.

"I created Fenty Beauty because I wanted to make a beauty brand that is inclusive for people everywhere," Rihanna said in a statement.

"I want everyone to feel beautiful, recognized and empowered, no matter their ethnicity, culture, skin tone or style," she said.

Asia: Fenty Beauty's on the move

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