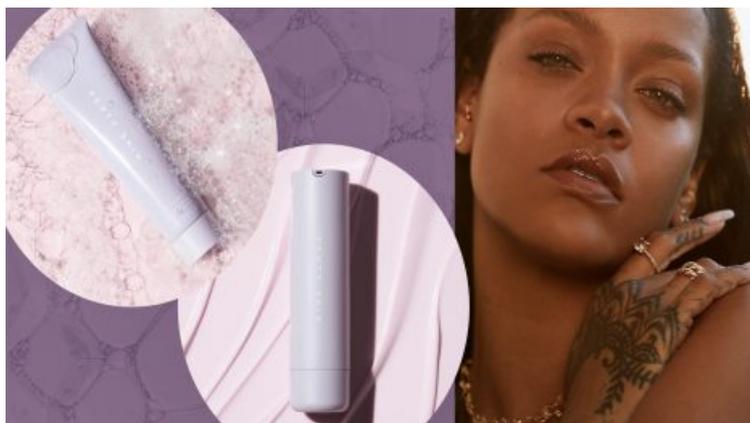


FRAGRANCE AND PERSONAL CARE

Fenty Skin hits the aisles at select beauty retailers, department stores

December 29, 2020



Fenty Skin will now be sold in 30 countries. Image credit: Fenty

By LUXURY DAILY NEWS SERVICE

LVMH's **Fenty** skincare line is widening its appeal with its global retail launch.

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Launched by Robyn Rihanna Fenty, better known as Rihanna, Fenty Skin came about through a partnership with Kendo Brands, a LVMH beauty brand incubator focused on developing products for all skin types. By debuting at at Sephora, Boots and Harvey Nichols shops, Fenty Skin products are now available in 30 countries.

"I always want to make sure that people have access to great skincare and great beauty products," Rihanna said in a statement. "Bringing Fenty Skin to Sephora around the world, plus Boots and Harvey Nichols, means people everywhere will now have the ability to enjoy the retail experience of Fenty Skin, in addition to Fenty Beauty, all under the same roof."

Complementary offering

Fenty Skin products are meant to complement Fenty's line of makeup and have been tested on various skin types. Products include pore-refining toner serum, a makeup remover and cleanser and a moisturizer with SPF 30 sunscreen.

Rihanna looks to use formulas that are vegan as well as cruelty-free and gluten-free. Fenty Skin packaging also relies on recycled materials.



Fenty Skin includes sunscreen, serum and more. Image credit: Fenty Skin

LVMH has expanded its relationship with Rihanna after launching a makeup line through its beauty subsidiary Kendo. Fenty is molded in Rihanna's vision, with the pop star overseeing everything from marketing to commercial strategy.

LVMH has typically acquired labels rather than building them from scratch, so this also marks a change in strategy for the group.

Last year, Fenty marked its relatively 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 with a pop-up at its Soho location in New York ([see story](#)).

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