

FRAGRANCE AND PERSONAL CARE

## Farfetch promotes inclusivity, community with new beauty category, collective

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*The new beauty launch marks another step in Farfetch's inclusivity strategy. Image courtesy of Farfetch*

By NORA HOWE

Online luxury retailer Farfetch has officially launched its anticipated **beauty platform** to inspire a new generation of luxury fashion and beauty consumers.

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To celebrate the new arm of its retail business, Farfetch debuted a corresponding campaign, "Your Choice, Your Beauty, Your Farfetch," underpinning its dedication to promoting diversity and self-expression within the beauty space. Over the past several years, whether due to the pandemic or the rapid advancement of social media, shoppers have become hyperaware of representation and accessibility in beauty, and continue to demand progress in the sector.

"The launch of beauty on Farfetch.com will enable us to offer our most informed and engaged customers a curated selection of the best beauty products from leading global brands and indie brands, to serve customers across ages, races, cultures and genders in an Only on Farfetch' way," said Holli Rogers, chief brand officer at **Farfetch**, London.

"We are able to show our customers an immersive crossover between fashion and beauty, leveraging our innovation capabilities to offer exciting features for our customer to transform the beauty retail experience, creating an environment that offers beauty without boundaries."

### New age of beauty

Farfetch's approach to the new beauty platform is in line with its core value: using the power of community to remove boundaries in gender, identity, age, culture, race and more.

The "Your Choice, Your Beauty, Your Farfetch." campaign features Amya Powell, Aweng Chuol, Isamaya Ffrench, Nacho Penin, Olivia Francis and Stevan Journey to showcase beauty as a channel for identity, self-expression and choice in today's environment.

It further exemplifies the different ways in which beauty products can make people feel, as opposed to simply focusing on how they look.

Farfetch Beauty has launched with more than 100 partners, from noteworthy luxury houses to smaller beauty brands.

As part of the launch, Farfetch will issue daily drops of various product lines.

"For brand partners, Farfetch's expansion into beauty provides an opportunity to reach our millions of engaged luxury customers through cobranding and marketing opportunities to target the global luxury beauty market, estimated to be almost \$69 billion and the second-largest category within the global personal luxury market," Ms. Rogers said.



*The platform aims to encourage self-expression, education and community building. Image courtesy of Farfetch*

With the new platform and campaign is Farfetch's first **Beauty Global Collective** a community of brand founders, industry experts and creative leaders with the goal of reshaping the beauty sector.

The collective will be led by experts in their respective fields, including Violet Grey's Cassandra Grey, makeup artists Erin Parsons and Isamaya Ffrench, hairstylist Jawara, Dazed China's style director Mia Kong, cosmetologist Dr. Michelle Henry, cosmetic chemist Michelle Wong, actor Nico Hiraga and drag artist Violet Chachki.

The community platform invites dedicated luxury customers to learn about new products, feel empowered by the range and connected to multiple beauty professionals and peers through dynamic interactions.

Farfetch is also offering new features for customers including virtual try-on for the make-up category and will provide customers opportunities to earn benefits as they engage.

As it prepared to launch the new category, earlier this year, Farfetch acquired Violet Grey, which has become a beloved beauty destination and content channel with a highly engaged, devoted customer base ([see story](#)).

"Violet Grey brings industry expertise as well as a curated selection of the most sought-after beauty products to be offered on Farfetch.com," Ms. Rogers said. "Cassandra Grey has built true authority in the beauty industry and has an incredible, intuitive understanding of where beauty is going and what customers want.

"We believe that together, we are going to revolutionize the beauty industry, creating an experience that connects the customer to the beauty market in a way no one else does, and working together with brands to reach those customers in really engaging ways."



*Cassandra Grey launched beauty platform and retailer Violet Grey in 2012. Image credit: Violet Grey*

Further extending the Farfetch beauty experience, the retailer is bridging the gap between the physical and digital worlds by engaging digital beauty creators in online gaming systems Roblox and The Sims 4 to create unique and inclusive 2D and 3D skins and beauty avatars exclusively for Farfetch.

#### Beauty expansion

Skincare and cosmetics have been intrinsically linked to fashion and most luxury brands have some beauty offerings in one way or another. There has been a recent shift in how brands are prioritizing their business units, however, and beauty is nearing the top.

Italian fashion house Dolce & Gabbana recently established a new standalone beauty company, as it shifts from a licensing model to direct operations.

Based in Milan, Dolce & Gabbana Beauty will be responsible for the manufacturing, sales and distribution of the brand's fragrance and cosmetics products. It will be led by Dolce & Gabbana president/CEO Alfonso Dolce, the brother of house cofounder and designer Domenico, and Dolce & Gabbana Beauty operating CEO Gianluca Toniolo ([see story](#)).

At the beginning of this year, Italian lingerie brand La Perla joined forces with Contentstack, BigCommerce and Like Digital to elevate the digital capabilities of its beauty subsidiary La Perla Beauty.

Through this strategic digital partnership, La Perla will launch more than 20 digital storefronts, after an extensive market review. This marks the first stage of a long-term technological strategy, reflecting La Perla's plans for growth in the coming years ([see story](#)).

French conglomerate LVMH Mot Hennessy Louis Vuitton acquired French personal care brand L'Officine Universelle Buly last year, as it looked to expand its portfolio with perfume and skincare portfolio ([see story](#)).

"Brands are moving away from wholesale or they are really trying to move their business model more into direct-to-consumer, and Farfetch offers that opportunity," Farfetch's Ms. Rogers said. "Our supply approach for beauty is primarily econcessions allowing large heritage brands to plug into Farfetch through econcessions and then indie brands who may not have the scale to integrate with us through econcessions we get through wholesale from Farfetch-owned boutiques."