

FRAGRANCE AND PERSONAL CARE

Celebrity skincare brands can focus on fostering community to combat fatigue

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Two-way conversations could be the key to keeping interest alive amid beauty's current boom. Image credit: WGSN

By AMIRAH KEATON

Peak market saturation for celebrity skincare brands seems to have arrived.

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Now, VIPs are struggling to balance their passion projects with an influx of industry players. WGSN explores how best to keep luxury consumers engaged on this front, positing authenticity as the best path forward.

"This element of authenticity is so key to really hold onto that consumer loyalty," said Hannah Mauser, Beauty Strategist at WGSN, for the podcast.

"Even seeing behind the scenes of celebrities actually making their own product, or, say, inviting consumers to cocreate on product development like shade and packaging, really allows that fostering of a community with the brand and also the celebrity."

New age beauty

Beauty's new age sees star power backing products, from actresses Scarlett Johansson and clean beauty come together for The Outset to socialites Hailey Bieber has budget-friendly brand Rhode to models and men Kate Moss recently launched herbal and CBD line Cosmoss, while Pharrell Williams owns Humanrace.

Sharp competition, however, has created a new set of challenges all its own. A new episode of its [Create Tomorrow](#) podcast expands, shedding light on how celebrity skincare can ensure lasting impact.

Beauty's infamously high margins are likely to blame for unprecedented growth. Skincare is beauty's highest growth market, according to the company's experts.

The proliferation of direct-to-consumer commerce has also contributed.

"In the past, celebrities who launched beauty brands would have to partner with legacy beauty brands, but now they can go directly to their consumers," said Sienna Piccioni, head of beauty at WGSN, for the podcast.

So too has Instagram.

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"Celebrity brands are nothing new, but it was social media that changed the game for a lot of them," said Brielle Saggese, Lifestyle Strategist at WGSN, for the podcast.

"With social media, celebrities were able to monetize their fans into followers, and later into consumer communities, by becoming brands themselves," she said. "That is another key aspect their online following immediately gives them that target buyer.

"Before running a single focus group, their team can identify their exact core customer who has already bought into the lifestyle, the aesthetic and the products behind this persona."

Gwenyth Paltrow's Goop and Jessica Alba's The Honest Company stand as best-in-class examples. After going public in 2021, the latter entity boasts a valuation of \$1.4 billion.

Model Hailey Bieber released a documentary detailing her skincare line's production

Concerns around authenticity are intensified for celebrities, who are taking care to show their involvement in all stages of product development, due to perceptions and assumptions of limited involvement more similar in structure to popular licensing deals of previous decades than modern entrepreneurial pursuits.

Their products also must actually perform, another key to creating sustained loyalty.

In beauty's new age, connection usurps all, says WGSN. Concepts can be observed through a series of live case studies.

Beauty brand proposition

All things considered, luxury skincare brands must carve out a niche and own their unique propositions of value.

Stella McCartney's new skincare launch with LVMH is emblematic of an informed approach, in line with the podcast learnings.

Born in response to a rapidly growing space and overflowing bathroom cabinets, Ms. McCartney's line contains just a few steps.

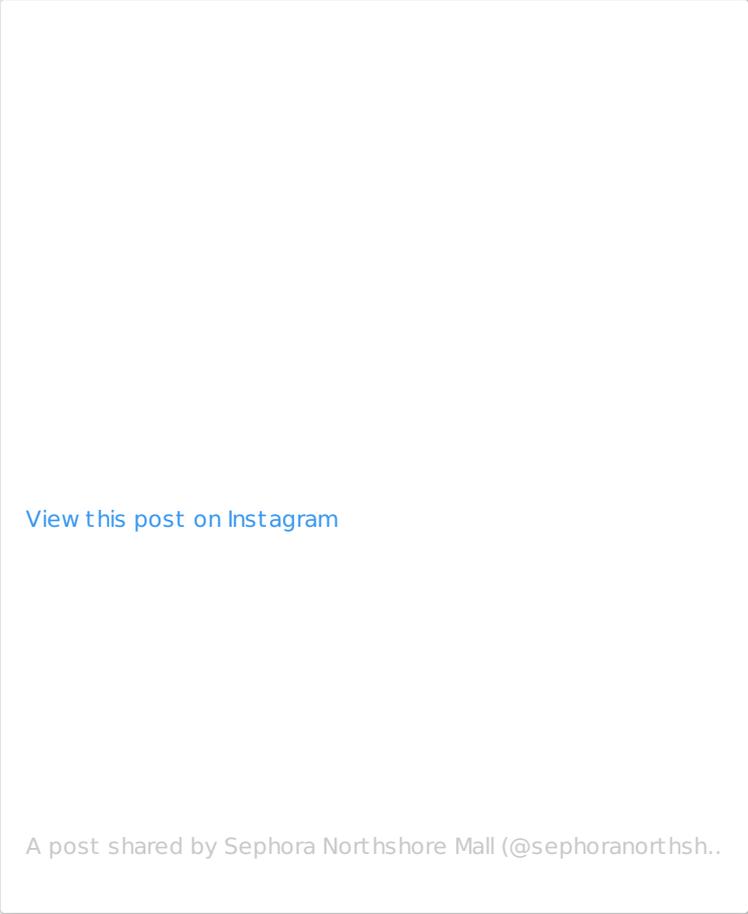
Encapsulated through its trademarked slogan, "Skin Sustainability," active ingredients like organic birch sap, biotechnological-grade lingonberry extract and wild dulse algae extract work to regenerate and protect skin for the long haul.

Experiential touches like a "High Cliff" scent, inspired by its founder's childhood spent in Scotland, plus

aesthetically pleasing and refillable packaging, all uphold the collection's luxury appeal.

Down the line of the celebrity spectrum sits digital content creators' capabilities.

Online personalities like YouTube's "Skincare by Hiram" who, as of late, has found success with Sephora. The retailer is the brand's sole retail partner.



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Since Hiram has leaned even further into his strong suit with a penchant for teaching.

While top-of-the-funnel influencers with follower counts in the millions are known to drive awareness, those with relatively less large audiences can heighten engagement, creating the perfect opportunity for education.

These trusted figures can leverage their voices to disseminate crucial skincare information on behalf of brands, lending that aspect of coveted authenticity to the companies they team up with.

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