

The Internet ~~Killed~~ the Makeup Counter

The makeup counter was once the mecca of the cosmetics industry, but with the spike in social media and celebrities' direct access to their fans, makeup has made its way online.

By Patrick James

Everyone can always learn some new beauty tricks and tips. Girls in their freshmen year of high school, working women on the go, makeup newbies or even guys checking out beauty products for the first time can benefit. With the fast paced life of technology, beauty school is no longer just in strip malls, but rather in the digital world.

Celebrity Are Taking Over

Kylie Jenner blew the ceiling off the industry of titan beauty brands with a simple two-product lip kit (\$29) in just a handful of shades. Her liquid lipstick and lip pencil went live on kyliecosmetics.com in November 2015 and sold out almost immediately. Since her 2015 start Jenner now has a full



On-demand-glam is just a click away / Photo Courtesy Of Pexels

site of beauty products from her signature lipsticks to eye shadow, blush, highlighter and beyond. Her most recent Weather Collection brought beautiful bold colors to the forefront.

Jenner's sister Kim Kardashian West is no stranger to the beauty industry, but her own beauty brand began after her younger sister's brand. Kardashian West launched KKW Beauty in June 2017. KKW started with a signature contour product and has now branched out as Kylie Cosmetics has.

Madonna has taken the beauty industry with her MDNA beauty products, with Milk (Daniel Donigan), star of *Rupaul's Drag Race*, as the face of the brand. LaLa Kent, star of *Vanderpump Rules*, has also put her stamp on the cosmetics industry with Give Them LaLa Cosmetics.

Rihanna's Fenty Beauty broke the Internet. When Fenty Beauty launched the variety of shades exceeded those of the major beauty brands. Fenty is one of the most inclusive makeup brands for people of color. The cosmetics industry took a lot of heat after many brands said the darker shades do not sell as well.



Hot new trend, bold and bright lips in every color / Photo Courtesy of Pexels

Stars are turning the cosmetics industry on its head and amassing fortunes along the way by selling their products mostly online and using mainly social media as their advertisements. Jenner alone has surpassed a half a billion dollars in sales with Kylie Cosmetics.

Celebrity brands are on the tip of everyone's tongues and taking the traditional outlets on a wild ride. Now you can see a full new collection launch on Jenner's Snapchat and be online on your phone to purchase it the second the launch goes live.

YouTube University

Learning makeup techniques used to include going to the mall or beauty stores or learning from magazines or friends. Now makeup trends are both being perfected and taught by teens and early 20-somethings on YouTube and Instagram. Beauty bloggers are garnering millions of views and subscribers. These teens are

making a career out of makeup tutorials.

James Charles went from high school student, to viral meme, to YouTube beauty guru, to the first-ever male CoverGirl model. Charles shook up the industry in a new way, the way only someone in Generation Z can. Turning himself into a meme to become famous in the beauty industry. Charles now has millions of subscribers on YouTube and posts weekly tutorials and videos.

Makeup gurus are becoming reality television stars and taking their careers to a new level. With shows like Vh1's *Rupaul's Drag Race*, or *Beauty Bar*, and LifeTime's *Glam Masters* and *American Beauty Star*. These social media stars are becoming television stars and from there they are taking on acting modeling and international traveling making appearances and selling their own merchandise.

Other notable social media and makeup personalities include Patrick Starr, who has even made appearances with Tyra Banks on *Americas Next Top Model*, and Miss Fame, who appeared on

Rupauls Drag Race season 7 and now travels the globe teaching master classes to audiences full of high paying students.

Social media celebrities who do not make it on to reality television competitions still take their online careers to the next level. Brands will send the influencers their products to promote online and are often paid as well to do so.

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MySpace and My Face

While social media and reality TV did not take off the way it is now back in the mid to late 2000s, people like Kat Von D and Jefree Star took to the burgeoning frontier and have both outlasted the prolific social media site,

MySpace. Both Star and Von D have enormous makeup brands, some would even say empires and they both did it while Jenner was still a teen.

Where the makeup industry will be in the next decade, not many can be sure of, but we can be sure that beauty and technology are forever intertwined.

Socially Spending

Instagram and other social media applications are gearing towards more in app purchasing. Many social media apps are creating new elements and updates for their apps to cater towards their more avid users and social media influencers.

Instagram has new features in recent updates, which allow the poster to include products in the photo such as beauty and apparel items. These items are then listed under the photo with direct links to the items. Instagram stories' swipe up feature also allows users to link sites directly to their stories to help sell their own items or sponsored content.

Snapchat has created a targeted bazaar of content for their consumers in their discover section which helps their verified users stand out and media outlets produce Snapchat-friendly content to update in real time. Jenner used Snapchat to show off the start of her cosmetics empire from the initial samples to chronicling Kylie Cosmetics selling out their entire initial products in mere few minutes. ♦



Makeup empires are bigger and bolder than ever providing brushes and pallets to serve all makeup needs / Photo Courtesy of Pexels

This article was contributed to by Forbes, Instagram, Snapchat, KKW Beauty, Kylie Cosmetics, GiveThemLaLa Beauty, Jeffree Star Cosmetics, Kat Von D Beauty, MDNA Skin, LifeTime and VH1.