

Rihanna's Fenty Beauty debuts at DFS downtown Macau & HK T Galleria's

DFS Group has announced global makeup brand Fenty Beauty by Rihanna will launch at select airport stores and downtown T Galleria locations in Hong Kong and Macau from 3 September.

Fenty Beauty will star exclusively in Macau while also making one of its first retail appearances in Hong Kong.

The brand, devised by pop star Rihanna in association with Kendo brands in 2017, is being positioned to tap the growing Asia market.

It pays particular attention to skin tones that have been typically under-represented in beauty, universal skin type formulas, textures and shades.



Rihanna (centre) introduced Fenty Beauty with LVMH incubator Kendo Brands in 2017.

BEYOND MAKEUP



The so-called 'Fenty Face' claims to be Rihanna's secret to radiance; a differentiated approach to makeup artistry tested by Rihanna.

This falls into the brand's mantra 'Beauty for All', echoing a notion of inclusivity that surpasses skin tone to incorporate values and beliefs.

A soft matte base followed with layered, strategically placed highlight for a 'natural glowing complexion' finishes with on-the-go blotting for an 'instant refresh' and lip care.

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 and Chief Executive Officer, DFS Group.

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