

Shinsegae Duty Free and Rhianna hold Fenty Beauty launch party in Seoul

Shinsegae Duty Free held a global party night at its Myeongdong downtown store earlier this week (17 September) to celebrate the launch of the Fenty Beauty cosmetics brand.

Fenty Beauty, devised by pop star Rhianna in association with Kendo brands in 2017, is being positioned to tap the growing Asia market. **As reported**, the brand is already being launched in select DFS airport stores and downtown T Galleria locations.



Fenty Beauty was devised by pop star Rhianna in association with Kendo brands in 2017.

Around 250 people, including domestic and overseas beauty influencers and 40 attendees selected from those who subscribed through Shinsegae's social networking services participated in the Shinsegae event.

GLOBAL PARTY NIGHT

About 15 make-up artists including Fenty Beauty's global make-up artists Priscilla Ono and Hector Espinal, introduced makeup know-how to customers on a one-on-one basis.

They also shared secrets of Rihanna's makeup techniques. Music was provided by well known DJs Pedro and Aster.

Highlights included the appearance of Rhianna who climbed on a swing (*mirror carousel*) and took photos and the presentation of the new Diamond Bomb II collection. This will soon be launched globally.



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Rhianna poses with Fenty make-up artists at the Shinsegae Duty Free launch event.

Shinsegae says it is known as The Holy Land of K-Beauty and Beauty Playground of Coducks because of its many cosmetics brands. The retailer also points out that it held the industrys first beauty party in-store.

A Shinsegae Duty Free official said: "We wanted to provide a unique experience to our customers through the industry's first launch event with a party concept. We will continue to solidify our position as a Beauty Playground with various unique programmes such as collaborations with many different global star brands."



Rhianna hails the Shinsegae Duty Free partnership and thanks the Korean retailer for hosting her at this weeks launch party.