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## Revision and Expansion Project: New Product Development – Musée Beauty

### History

Two sisters, Kaya and Tara, founded [Musée Beauty](#) after deciding they wanted to combine their love for fine arts with makeup. With their gorgeous products, they intend for customers to get creative with their looks, expressing themselves in any way they want with their simple, easy to use formulas.

The brand strives to support artists, diversity, and is proud of its cruelty free/vegan status. Above all, Musée Beauty makes a name for itself with its incredible quality. While many brands have solid formulas for their makeup, nearly every review on Musée Beauty’s website is a [5/5](#), and YouTubers rave over the palettes. Annette, content creator and owner of the YouTube channel Annette’s Makeup Corner, reviewed Musée Beauty’s Impressionism palette in a [30-minute video](#). She wrapped up her raving thoughts by saying, “The quality of the palette as a whole is [so] good; it’s so easy to work with. The color story is so nice. There’s just nothing I don’t like about this palette, honestly.”

This kind of review, along with the others, is well-deserved. To consistently make formulas that perform such as theirs is an achievement, and there is little doubt that any new product from the brand will fail to measure up to the success of its predecessors.

### The Latest

With the success that was the Impressionism collection, Musée Beauty took its time in launching their newest collection, [Rococo](#), in late April of this year. The Rococo line is inspired by its namesake—the Rococo era of art. Directly swatched and named from pieces and themes from the Rococo era, the palette is soft, versatile, and advertised in unique ways on models of all



Fig. 1: Models wearing eyeshadow from the Rococo palette and swatches on different skin colors.

skin colors and types, as shown in **Fig. 1**. They're marketing the launch through social media, specifically their Instagram, where they give mini [art history lessons](#) on the eras they've been inspired from.

To develop the brand further, Musée Beauty should prepare a brand-new palette based on another popular era of art while leaning further into the idea of makeup and artistry, mixing the skills and techniques of fine artists with makeup professionals. This would combine to create a massive product launch featuring a palette *and* a limited-edition kit themed as a part of the new palette collection.

### **Development of Product Part 1 – Baroque Palette**

Nothing says elegance and grandiose like the Baroque era of art. With the revival of Renaissance ideals of beauty, artists in 16<sup>th</sup> century Europe enhanced style to infuse [classicism with drama and grandeur](#). The era brought new techniques, new artists, and impactful visual language to the world of art, and Musée Beauty has the vision to capture it perfectly in new products.

The Baroque era is known for its darker, more shadowy colors that speak of the [chiaroscuro](#) and [tenebrism](#) techniques fostered at this time by painters like [Caravaggio](#). See **Fig. 2** and **Fig. 3** for examples.



Fig. 2: *Supper at Emmaus* by Caravaggio.



Fig. 3: *Rokeby Venus* by Diego Velázquez.

But out of the Baroque era also came soft pastels and fantastical images of the imagination, seen in paintings like *The Three Graces* by Peter Paul Rubens (**Fig. 4**).



Fig. 4: *The Three Graces* by Peter Paul Rubens.

Musée Beauty would take the dramatic reds and deep shadows to use as staple pigments in their Baroque palette, while also pulling dusty pinks, icy blues, and dull greens to create a unique, sophisticated product that will appeal to their target audience—those who want to use makeup as an artform. This would not only stick with the brands theme of creating vibrant colors but expand their reach to duskier pigments.



Fig 5: Packaging and color samples for Musée Beauty’s Baroque palette.

In this proposal, Musée Beauty could use Peter Paul Ruben’s *The Rainbow Landscape* as the palette’s cover, embossed in gold lettering and bordering as the brand does with their other products. This piece has the soft pastels and the deeper earth tones that lie within the palette. Each of the starred squares represent the shimmers of the palette, and all pigments are named after key words, painters, and themes from the Baroque era, like Musée Beauty’s other palettes.

Musée Beauty would also release a kit to compliment and enhance the launch of their new palette.

### **Development of Product Part 2 - The Artist Kit**

As a limited-edition kit, Musée Beauty can take the concept of painting and apply it to makeup. This would take the development of three semi-new products:

- Pigment
- Binder
- Brush

The purpose of this kit is to mimic the supplies of an oil painter. As Musée Beauty bases their products after famous artists and art eras, this kit would be a fun, quirky, and innovative addition to their merchandise.

Pigment:

Much like eyeshadow, loose pigments (in terms of makeup) are a [fine powder](#) meant for decorating the body. They often use the same formula as eyeshadows, but they lack the process of being pressed into a pan/palette for distribution. Depending on how a makeup artist desires to use the pigment, one may apply it to the eyes as shadow/eyeliner, cheeks, lips, hair, or nails.



Fig 6: Example consistency of loose pigments meant for decorating the body.

The loose consistency of the product allows them to be more versatile. Since Musée Beauty already carries great pigments in their eyeshadows, creating a line of loose pigments would come naturally and would be taken from their past palettes (Impressionism and Rococo) as well as the new Baroque palette. The look of this product will be a circular, frosted glass container with a one-inch diameter and a screw-on lid.



Fig. 7: Example packaging of frosted glass container for Musée Beauty's loose pigments.

To tie the packaging to the Baroque palette launch, the brand could decorate the lid similarly to how they decorate their palettes—with gold lettering, gold lines, and prints of paintings.

Depending on the pigment, the lid could be a print of the painting the color was swatched from and be decorated with a circular, golden frame. For example: the color **Tenebrism** from the Baroque palette would have a lid printed with where it came: one of Paul Liegeois' many pieces titled *Still Life*, featuring shining midnight blue drapery. Around it would be the golden frame fit to the lid. See **Fig. 8** and **9**.



Fig. 8 and 9: Paul Liegeois' *Still Life* and a sample golden frame.

#### Binder:

When using oil paints, artists [often use](#) a variety of oils as mediums for changing the consistency of oil paint and the ease in which pigments mix. In the case of makeup, binders already exist in many forms, like in [eyeshadows](#) to keep their shape packed into pans/palettes, in [setting sprays](#), [lipsticks](#), etc. Musée Beauty already has a formula for a purer “binder” in their glosses.



Fig. 10: Two of Musée Beauty's lip glosses in the shades Cézanne and Cassatt.

Once altered, they may be left with a clear, natural consistency, like an oil. Its purpose: dip into the binder and mix it with pigments to create makeup in a range of viscosities. In other words, makeup customers can paint with in any way they want, on their bodies, eyes, lips, and more. They could mix pigments, create masterpieces, all with long-lasting wear. The look of this product will be a cylindrical, frosted glass tube, three inches tall, with a small, squeezable stopper/applicator.



Fig. 11: Example bottles showing the size of the container for Musée Beauty's binder product.

The lids of the binder would be the deep red from the Baroque palette, **Drama**, inlaid with the gold Musée Beauty logo (MB) as seen on their blush palettes in **Fig. 11**.

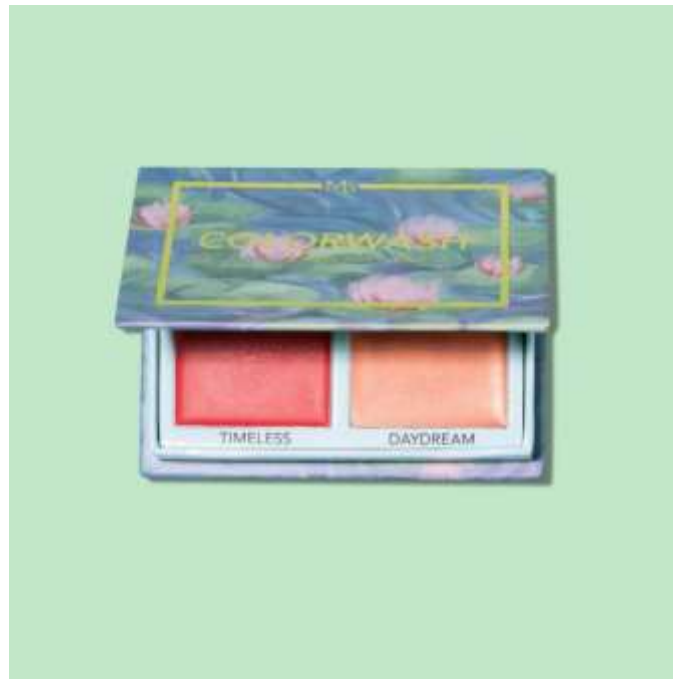


Fig. 12: One of Musée Beauty's blush palettes from their Impressionism collection with their logo on the top.

### Brush:

In the makeup industry, brushes seem like a necessity. For more precise work, that rings true. To tie this kit together, Musée Beauty could create a makeup brush specifically meant for detailed lines and shapes, except instead of looking like a normal makeup brush, it looks like a small paint brush—longer bristles, tapered at the end, easy to create lines and fill in color. The brand already played with this idea in the [GLAZEZINE](#), a makeup magazine called “GLAZE” covering the freedom of self-expression in makeup, an extension of Musée Beauty. One photoshoot featured models painting each other’s faces with makeup, as seen in **Fig. 12**.



Fig. 13: Image from GLAZE depicting models painting each other with brushes.

The set of brushes would be based off of baroque frames—gold and ornate to represent the era. Multiple shapes could be made for different kinds of makeup application, and the customer would choose which one would come with their kit.



Fig. 14: Example of baroque-inspired brushes.



## Benefit to Musée Beauty

### Palette:

With the call for diversity in the beauty industry on the rise, many brands are now creating products to match all tones and types of skin, like how Musée Beauty's products are made to be vibrant on all skin colors. There are other brands, like [Fenty Beauty](#) by Rihanna that exploded into the beauty industry with their wide variety of shades for foundation.

This all has a link to the demographics of the beauty industry with the global market and how customers are buying makeup. They want diversity and variety, and people of all ages are diving deeper into makeup.



Fig. 15: Preferred Channels of Buy Makeup in the US by Age Range sourced from Statista.

As [Commonthread Collective](#) reports: “As a result of entering the job market, Millennials and Gen Z have become the biggest drivers of the cosmetics business. This is especially glaring in the US, where they have above-average expenditures on personal care products — an index of 122 on cosmetic products — compared to other shoppers.”

Musée Beauty’s audience fits with the trends in the beauty industry, as explored in the next section of this proposal. Likewise, beauty influencer Jackia Aina said in a 2019 interview, “We’ve seen a big rise in brands expanding on their products.” Expansion brings in more customers, variety catches more eyes, and for brands like Musée Beauty, including a newer, darker look with the same quality as their other products will bring in interest. Additionally, any customers simply interested in the Baroque era will be drawn to the aesthetic.

#### Artist Kit:

This kit takes an eccentric idea along with traditional products and promotes the core idea of Musée Beauty: makeup is art, you are art, and you are free to express yourself however you want. The form these products come in fits their theme.

As their target audience is people who love makeup and the artistry of makeup, this kit would not only cater to them but also to those longing to try new forms of makeup, and who find enjoyment in the process of putting makeup on. Perhaps artists would take notice of the ode to oil painting and be intrigued, and more conventional makeup artists will be drawn to the cross-platform medium.

Overall, the development of this product fits the makeup trends of recent years and within [Generation Z](#) (those born after 1995). The perfect time to launch this product is now.

### **Makeup Trends – The Relevancy of the Baroque Palette and Artist Kit**

Statistics [show](#) social media advertising to be a massive success for beauty brands to market in, especially ones that put time into what their ads look like. Musée Beauty follows this strategy on Instagram—their page pleases the eye almost as much as their gorgeous palettes. The brand will launch this limited-edition kit on their Instagram page, as that is what will get them the most reach with their following. However, Musée Beauty should investigate promoting on YouTube as well due to the platform’s massive beauty community. With the brand’s aesthetics, their videos would surely pull in views with those interested in art and makeup. For statistics and examples, refer to **Fig. 15 and 16**.

Additionally, as Generation Z, or Gen Z, reaches varying checkpoints of adulthood, they have more influence over society’s trends. For instance, TikTok is a Gen Z [hotspot](#), and popular shows like HBO’s [Euphoria](#) are specifically about Gen Z and for Gen Z. Within these platforms, makeup trends of late follow Gen Z’s lead. *Euphoria* promoted a more free, bold expression of self through makeup which spread a wildfire of [inspiration](#) through the makeup and fashion worlds. Popular TikTok trends often feature [glittery](#), [abstract](#) makeup tutorials to trendy music. Not only would the Baroque palette use colors to fit that trend—for anyone older, the darker, more elegant colors might appeal to them more while introducing the ideas shown in current makeup trends.

Pop culture's current makeup routine needs more Musée Beauty products. What better way to catch society's eye than with a continuation of their popular palettes and an innovative kit?

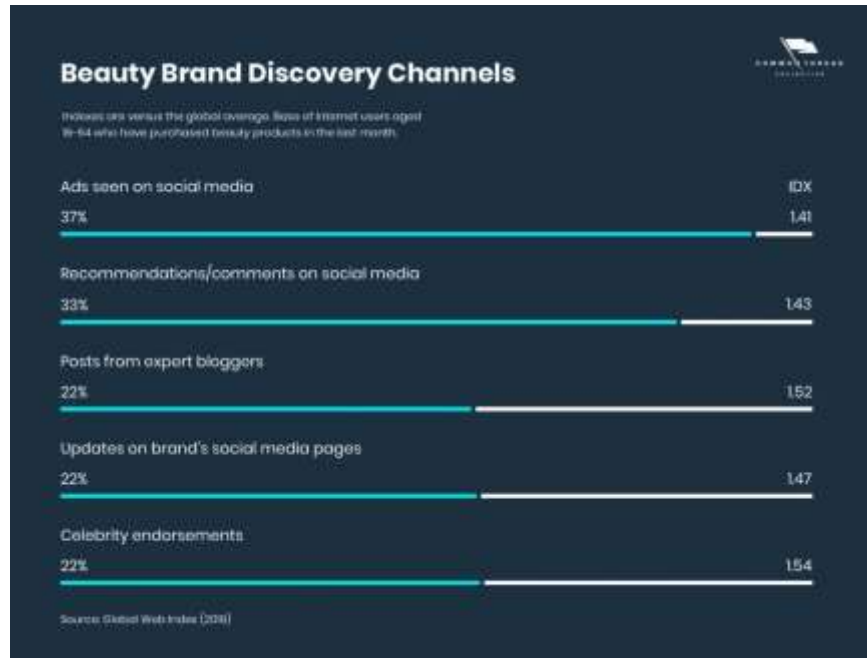


Figure 16: Graph of indexes of beauty brand discovery channels from Global Web Index (2019).

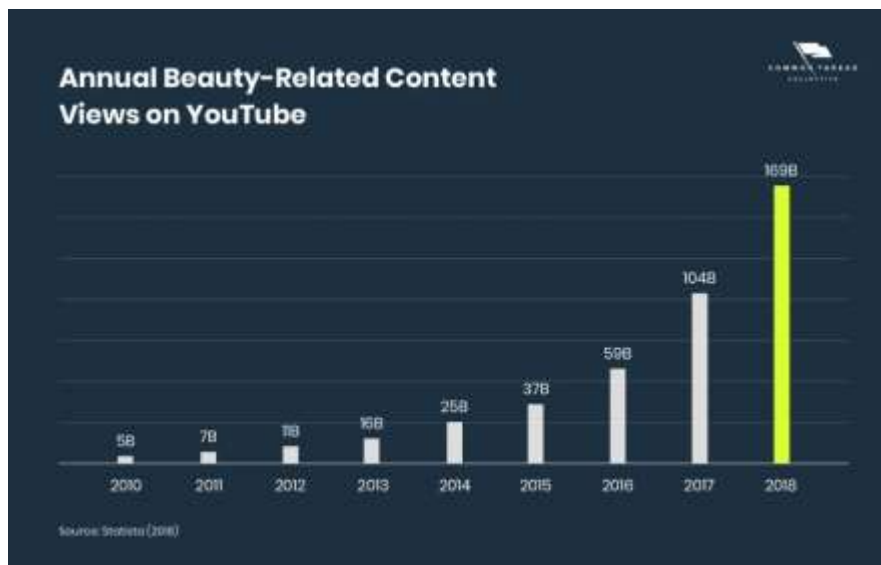


Figure 17: Annual Beauty-Related Content Views on YouTube from Statista (2018)

## Marketing Strategy

The main marketing focus of the Baroque palette and the limited-edition Artist Kit launch would be through social media, as the rest of Musée Beauty's marketing focuses on those platforms. While this palette and kit may be exciting for many in the makeup industry, Musée Beauty should be aware that others may be wary of spending their money on more abstract colors and tools. To counteract this wariness, the brand should offer small samples of their binder when a customer makes a purchase from their store. The binder, though meant to be used with loose

pigments, can be mixed with Musée Beauty's packed eyeshadows as well. Through a tutorial on and Instagram post, they can show how to try it out with the shadows they've just bought or already own.

Once customers get used to the product, they have the chance to buy the kit to get their hands on the detail brush and loose pigments. In the future, Musée Beauty can sell each product separately, but the limited-edition kit combines to be a cheaper alternative.

The products might be shown on the brand's website and on social media as seen in these sample editorial product shoots:



Fig. 18: Examples of how these new Musée Beauty products might be shown online.

## Social Media Announcements

### Baroque Visual:



Fig. 19: Example Instagram post announcing the Baroque palette's drop online.

### Caption:

“Don't be shy! If you're looking for bold, pigmented colors that'll blend out like the finest of wines, come get the Baroque palette at the link in our bio. Extravagance awaits you!”

### Artist Kit Visual:

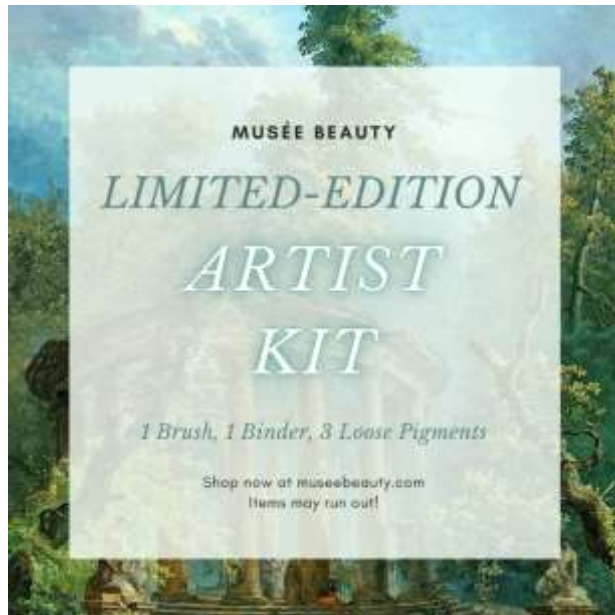


Fig. 20 and 21: Example Instagram posts announcing the launch of the Artist Kit.

Caption:

“NOW AVAILABLE - The Artist Kit

Indulge in the decadence, dreaminess, and romance of the Impressionism and Rococo eras with our new loose pigments available in your favorite shades from our palettes!

Inside the Artist Kit, you’ll find: 1 Brush, 1 Binder, 3 Loose Pigments of your choice from any of our palette’s pigments.

To celebrate the limited-edition drop, order any one of our palettes and get a FREE sample of our brand-new binder when you use code **ARTISTKIT** at checkout.

Makeup is an extension of yourself, now it can glide on smoother than ever. Paint to your heart’s content.

Remember: YOU ARE ART!”

Binder Breakdown Visual:

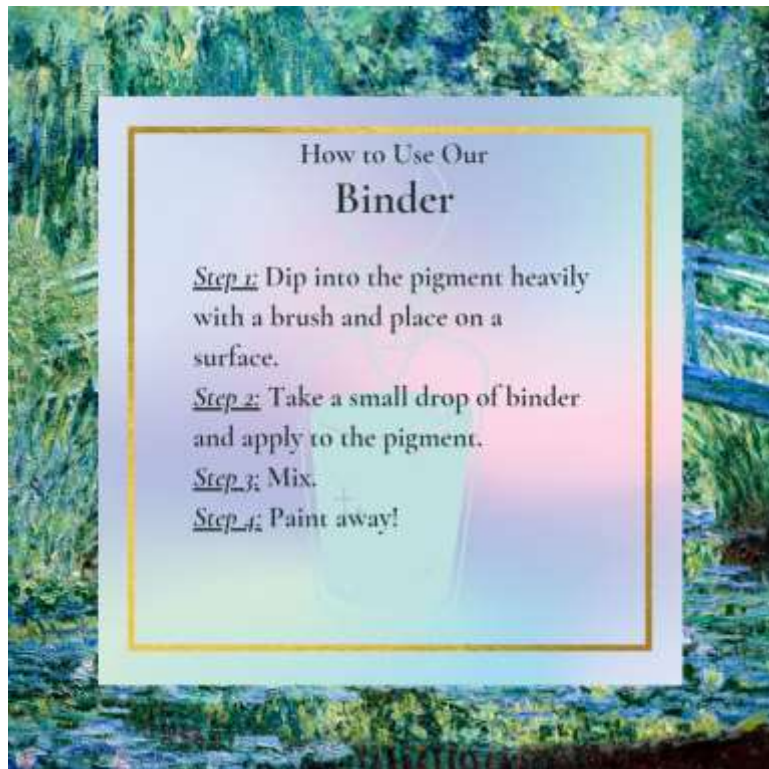


Fig. 22: Steps for how to use Musée Beauty’s binder sample from the Artist Kit.

Caption:

“Try out the binder with the pigments you already have! Just dip extra heavily into your eyeshadow and paint to your heart’s content. Unleash your inner artist!”

## Source List

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