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## Product Placement: Musée Beauty in *Euphoria*

Anyone born after 1995 can be considered a part of [Generation Z](#) (Gen Z), the generation that shares many traits with Millennials, but has characteristics all its own. Gen Z people grew up as technology snowballed in society, skyrocketing in advancements. They are native users of technology. They prefer diversity in all aspects of life and are generally more open about mental health awareness.

With Gen Z reaching variations of adulthood as technology and social media advances, it's likely that popular content caters toward that generation. Proof of this can be seen in HBO's 2019 hit series, *Euphoria*, making it a perfect candidate to use for embedded marketing, or product placement. The show's fitting partner for the upcoming season is Musée Beauty.

### Partnership

#### Part 1 - *Euphoria*

*Euphoria*'s success came from a multitude of reasons—it was [designed for Gen Z](#) and followed Gen Z characters participating in realistic activities. It did not soften harsh experiences, in fact, it added a sense of hyper-realism to everything it tackled. The show faced drugs, family difficulties, prostitution, and much more.



Image 1: Teaser poster of HBO's *Euphoria* from hbomax.com

The characters drove the show, and it was important to know *why* they made their decisions. One of the main ways they expressed themselves was through makeup. Doniella Davy, the head of the makeup team working on the show, [stated](#) that she got most of her inspiration from Gen Z Instagram accounts, and the creator of *Euphoria* Sam Levinson wanted to move the characters forward through a kind of self-expression of makeup that defied societal norms, creating a fresh aesthetic never seen before on TV.



Image 2-5: *Euphoria* characters Jules (top left, top right, bottom right) and Maddy (bottom left) in bold makeup.

Davy’s work exploded into [mainstream media](#), igniting a trend deemed, “*Euphoria* makeup” among Gen Z. It propelled this aesthetic to new heights, bringing experimentation to the artform of makeup. The face was now a kaleidoscopic canvas, and there was no right or wrong way to sprinkle it with color or shapes.

To continue challenging existing makeup norms and encouraging freedom of expression to a diverse audience in season 2 of *Euphoria*, the show can market a new brand with some of the most pigmented products in the market.

### Part 2 - Musée Beauty

Two sisters, Kaya and Tara, founded [Musée Beauty](#) after deciding they wanted to combine their love for fine arts and makeup. With their gorgeous palettes, they intend for customers to get creative with their looks, expressing themselves in any way they want with their simple, easy to use formulas. As Tara says, “Musée Beauty is a brand that celebrates self-love through self-expression and we wholeheartedly believe that YOU ARE ART.”



Image 6: Musée Beauty's Impressionism Palette next to a delicious snack.

One of their latest successes, the [Impressionism Palette](#), is inspired by its namesake—the Impressionism era of art. It is bold, versatile, and advertised in unique ways on models of all skin colors and types. The brand strives to support artists, diversity, and is proud of its cruelty free/vegan status. Anna S., a supporter of Musée Beauty, [said](#) about the company, “[It’s] operated by women [and] supports young and up-and-coming artists. What could be better?”



Image 7-8: Musée Beauty models wearing colors from the Impressionism Palette.

The way the brand markets their palettes fits alongside the kind of makeup done by Davy's team in *Euphoria*, as well. The aesthetics and ideals of both parties line up; Musée Beauty's slogan is, “Self-expression has never looked so good.” They are the perfect partner for *Euphoria* season two.

### Part 3 - Together

Aside from *Euphoria*'s fantastic cinematography and skilled actor performances, much of the show's success in mainstream media came from its makeup and fashion. So, in later seasons,

People will be watching out for what comes next from those departments. It is safe to say they will continue with their bold, unique looks, so they will need a brand with a great formula that works well on all skin colors and types: Musée Beauty.

While the brand is a small one, that doesn't mean marketing them will have no benefit to *Euphoria*. According to a [study](#) from the University of Alabama at Birmingham (UAB), small businesses often have a strong relationship with customers strengthened by loyalty. They often have more specialized products and a more friendly team. Small businesses must be innovative, adding creative products to their merchandise to stay special, finding freedom to explore niche areas of products and thriving in new forms of marketing. Inherently, supporting a smaller business supports the entire community of small businesses, and often, the best products come from the least known companies.

*Euphoria*'s makeup team working with Musée Beauty not just to fulfill makeup looks for scenes, but to advertise in the show, lets viewers know they support diverse, cruelty free products. It shows *Euphoria* supports creativity and makeup as an art form, and it solidifies that freedom of expression can come from makeup. No other brand solidifies that concept more than Musée Beauty.

On the other hand, Musée Beauty receives a massive amount of attention, launching onto millions of screens for viewers to see. This will skyrocket their sales, spread the word about their values, and show the world how their products work in diverse ways, exactly how the creators of the brand intended.

#### Part 4 – Value

According to [Reports Globe and Statista](#), as of 2021, the whole of the beauty industry is worth approximately \$511 billion, and it is predicted to be around \$784 billion by 2027 with a compounded growth rate of 4.75% worldwide. The industry only grows and expands as Gen Z solidifies the idea of makeup as a form of expression and art. With the Internet becoming a staple of societal function, digital sales and marketing attract customers across the globe interested in quality products.

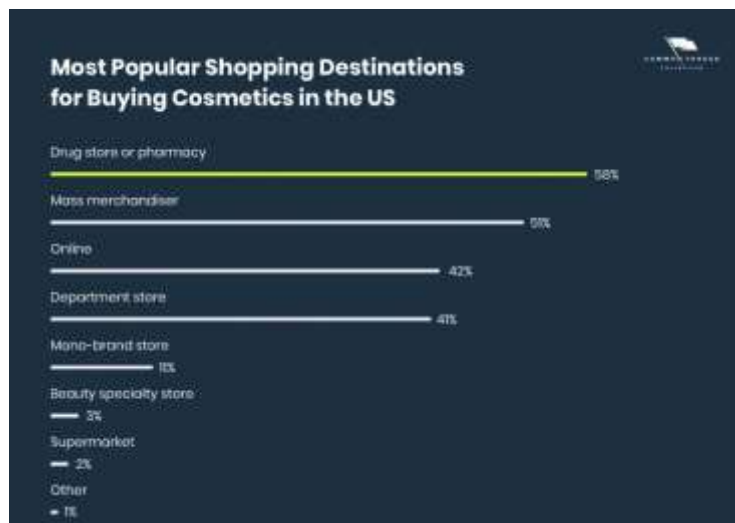


Image 9: statistics for most popular shopping destinations for buying cosmetics in the US.



As of today, online cosmetic shopping accounts for around [42%](#) of beauty sales in the United States, as shown in **Image 9**. It is no wonder why fashion and makeup enthusiasts were so enamored with *Euphoria* season 1, even going as far as to scramble to get their hands on what social media deemed, “[Euphoria palettes](#),” also known as the \$250 dollar Lemonhead L.A. “Spacecase” pro palette reminiscent of the palette used by Davy’s team for the show. The industry is incredibly powerful, and those interested in makeup will flood in viewer counts to see the kinds of makeup looks and products used.

By marketing makeup in the show, the profit for both parties steeply rises.

### Part 5 – Target Audience

The entire beauty industry will be interested in *Euphoria*’s makeup escapades. Aside from that, the show is about Gen Z and for Gen Z. A generation and a massive global market are a wide audience, but one invested in the intricacies of the partnership they will see on screen.

### **Placement Examples**

Depending on the development of the character arcs, Musée Beauty’s product placement within *Euphoria* could happen seamlessly in multiple ways. The sample scenes below showcase the possibility of characters (1 or more) using the Musée Beauty’s eyeshadow palettes.

FADE IN

INT. KAT’S ROOM - MORNING

A lamp shines on a cluttered desk near a mirror. Clothes litter the bed. KAT struts into frame with sharp nails smoothing over leather pants, up a velvet corset. She’s confident, exuding power.

She sits at the mirror and starts doing her makeup.

Concealer.

Blush.

She picks up an eyeshadow PALETTE from **Musée Beauty’s Impressionism** line on her desk. We see it clearly as she takes a brush and swipes sporadic blots of color around her cheekbones and beneath her brow—pearlescent pink, teal, and maroon.

KAT slings her back over her shoulder and checks herself in the mirror once more. She looks like a fairy that could command a room.

She exits, shutting the door behind her.

CUT TO:

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Image 10: Sample embedded marketing scene #1 featuring Kat from *Euphoria*.

FADE IN

INT. RUE'S ROOM - NIGHT

The camera swings across the bed. Light dances across the walls from swaying nightlights. There's a bag lying near the door-  
JULES'.

RUE leans against the wall, arms crossed. JULES leans back on the bed.

Silence looms.

JULES

I don't want it to be this way.

RUE

How else could it be?

JULES

Like before.

RUE scoffs. It's a bitter sound.

RUE

I don't think that's possible.

JULES

Then let's just pretend. For now.

JULES shifts, standing to rummage through her bag. RUE watches. She pulls out a few items and returns to the bed.

JUELS (CONT'D)

Come here. Please.

RUE does. They sit in front of each other as JULES reveals her items: skinny brushes and **Musée Beauty's Impressionism** PALETTE.

JULES (CONT'D)

Like before?

RUE picks up a brush. They both dab splotches of color on each other's skin, paint lines and shapes and feelings.

JULES fixes up RUE's EYELINER, smudging away sparkles with her thumb. It's gentle. Heavy.

RUE

I don't want to feel this much. About mom. Me. For you.

JULES pauses, then paints neon orange above RUE's eyebrow.

JULES

We don't get a choice about things like that. And we don't get to rewrite it, either.

RUE

That's what I'd like to do. Rewrite this whole life and then, I'd make it so that there'd be so much love, I wouldn't be able to see beyond it. You wouldn't either. Everything would be simple.

JULES frowns.

JULES

Life can't be perfect. But if we do it right, what survives of us in the end could be love.

RUE falls toward her, ducking into her neck. JULES wraps her arms around her, staring behind her back.

FADE OUT.

Image 11: Sample embedded marketing scene #2 featuring Rue and Jules from *Euphoria*.

## Source List

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