Beauty brands for both of us

Gender Neutral and Gender fluidity were huge buzzwords for 2017, with many brands promoting the idea of that labels aren’t meant for people. The beauty industry was no exception, with more brands than ever including (BOTH) men and women in their campaigns and promotion. These are just 5 of the brands out there which are catering for both sexes with one product range; (WE HERE AT XYZ HAVE GATHERED A LIST OF THE TOP 5 BEAUTY BRANDS CATERING FOR MEN, WOMEN AND EVERYONE ELSE IN BETWEEN ON THE GENDER SPECTRUM)

Lore Originals

(HAIR CARE LINE) Lore originals have been formulated with the belief that products can be created to provide long lasting integrity and health, no matter what gender. Suitable for all hair types, the brand aims to streamline the modern day haircare routine, making “his and hers’ a thing of the past (Lore,2018).

MMUK

A beauty brand designed specifically for (WITH) men in mind, MMUK offers the UK’s largest range of make up, exclusively online. However, due to their roaring success they are planning to open a bricks and mortar store this year. Along with the full range of products, help would be available in store to give advice and offer tips. The brand has tapped into a growing market, as (RECENT STUDIES HAVE SHOWN THAT) 25% of males want to increase their amount of products they use in their grooming routine (Globaldata, 2017).

ASOS

ASOS Face and body range was launched in September 2017, aiming to empower the 20 somethings crowd to be themselves, confidently and whoever they may be. The range has over 40 vivid and vibrant shades, hoping to inspire customers to experiment with the products, using their face and body as a canvas. Prices start as a £5, with every product being under £10. Designed to be completely gender neutral (Young,2017). “No rules, no limitations, just endless ways to be you” states the brands press release.

3INA

A brand born with an aim to disrupt, they responding to a generation who are more fearless and brave in their approach to make up. They see self expression as a key part of their philosophy, choosing to empower and create looks which reflect their identity. Embracing diversity and championing cultural differences, they hope to inspire their consumers to engage with beauty in a more playful and fun way (3INA,2018).

Milk Make up

American born (BRAND) Milk, was created in photo studios in NY and LA. They (THEIR) community is their inspiration; they celebrate beauty for everyone as beauty means inclusivity. Believing personal style and experimentation as (ARE) major forms of self expression,

Milk make up means no rules #Liveyourlook. The brand is at the forefront of gender fluidity “the common dominator between everyone is not one look or product, it’s lifestyle – they’re all unique and they all do what they want; they aren’t afraid to play” says creative director and co-founder Georgia Greville.