

Passionate About Every Little Thing

VERTICAL DESIGN



MARKETING

Beauty Trends 2024

- ROOTED

--Color Trends



For Spring/Summer 2024 we embark on a path toward a visionary future; one filled with warmth and revitalization, comfort and wellbeing, free-spirited artistry, and ad-hoc experimentation. This future vision is expressed in a new understanding of tenuous pinks, inviting reds, a plethora of nature's blues and greens, bold oranges, electric pastels, and other-worldly hues anchored to the alchemy of gold. Linking the physical to the ethereal, the imagination to dreams, both digital and earthly, there is a feeling of escapism and desire to tread lightly, leaving a gentle footprint of color that is easy to live with.

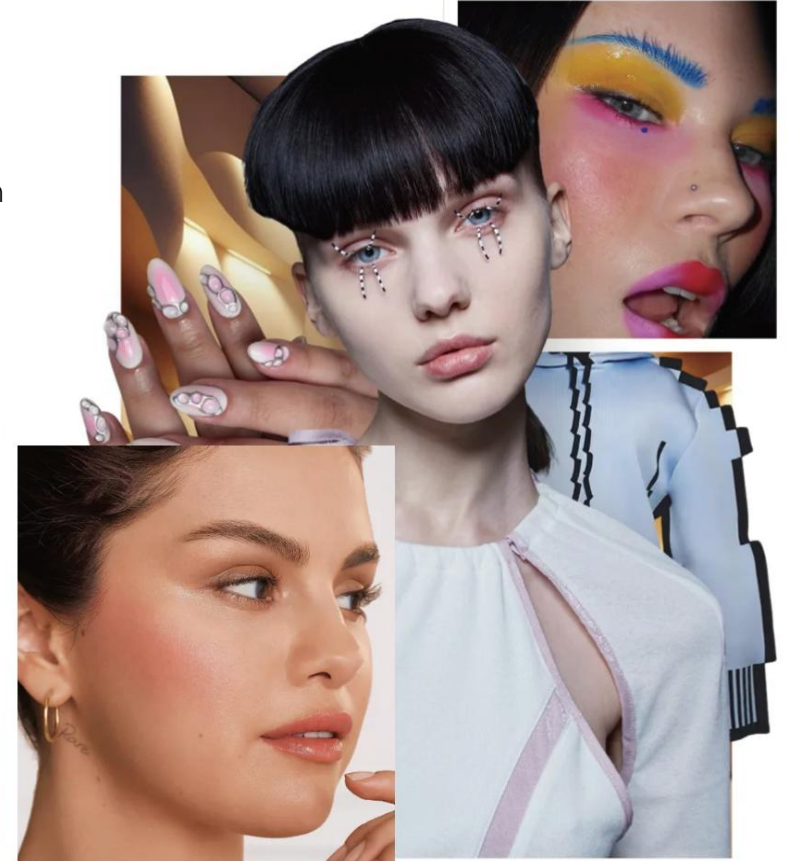
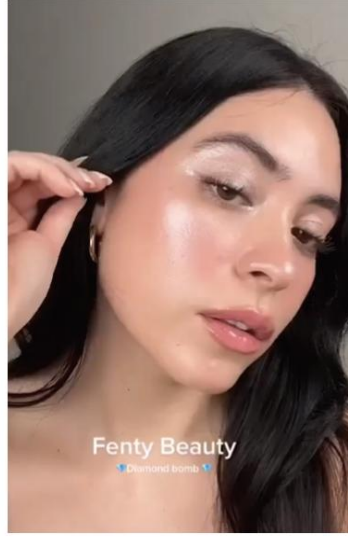
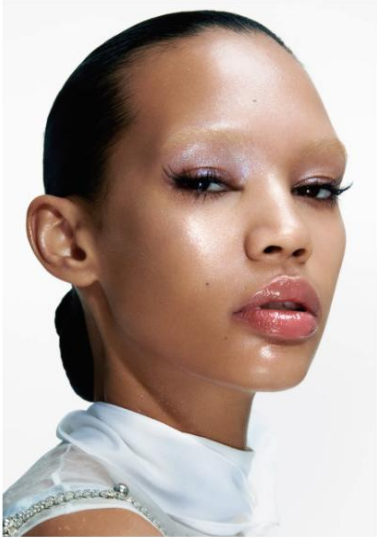


Rooted, Spring/ Summer 2024, harnesses the power of diversity. The strong tones call for radical self-expression, and the effects emulate the adventurous spirit of the color palette by incorporating color travel and high chroma pearlescence.

- Youtopia

--Beauty Trends

Many have turned to chromatherapy, the use of color to improve our mental and physical states, whether consciously or unconsciously during the pandemic. This trend continues through to 2024 as people are more willing to try out bolder and vivid tones. Near neons and ultra brights get a refresh with amplified gloss—gels, shimmers and shiny metallics lend an otherworldly take on this color trend.



The shimmery, futuristic, and ever-so-slightly affected era that was Y2K will continue its refractive reign in 2024, the aesthetic modernized as a study in a soft–though–playful palette. “I feel that the way the younger generation is reinterpreting the era is through its colors and textures: metallics, glitter, and an array of pastels you see reflecting off of a CD,” says makeup artist Marcelo Gutierrez, who created a medley of Y2K–inspired holiday looks for our seasonal enjoyment. Look for holographic shadows, metallics, and frosted details.

- Cloud Skin

--TikTok's Dreamiest Beauty Trend

A fresh and dreamy take on matte skin is having its moment in the form of "cloud skin," a trend that's all about a soft, blurred velvety look. Coined by Dominic Skinner, global senior artist for MAC Cosmetics, cloud skin is different from the overly dry complexions of the '90s or the full-coverage face from the early 2000s. Some TikTok creators are referring to it as the perfect halfway point between matte and the kind of natural, reflective glow we've been used to seeing on TikTok. Cloud skin is simply a way for people on the internet to marry the glowing and matte trends together.

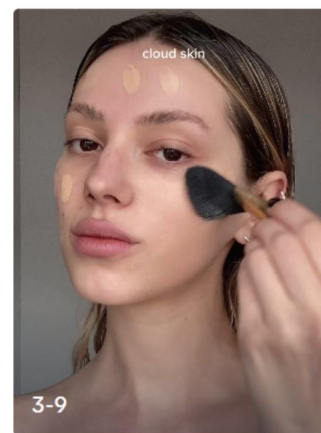
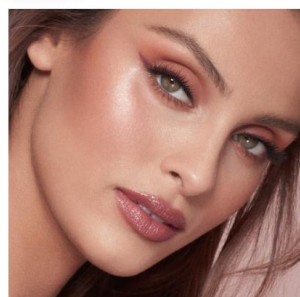
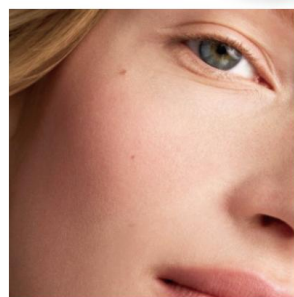


#cloudskin

112M 观看次数

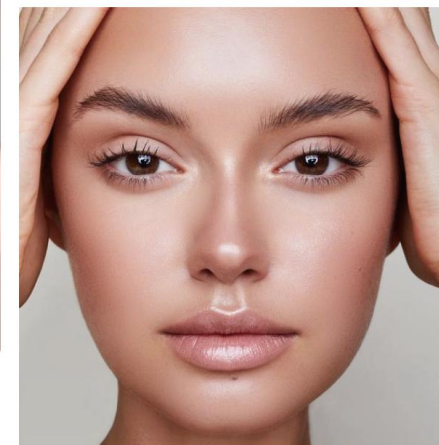
#cloudskinmakeup

31.3M 观看次数



cloud skin step by step with @YSL Beauty ad touche écl...

daniellemar... 1.8M



- Unexpected Blush

--Cheek makeup

Blush will come in new formats, like stick blush and liquid blush, and these easy-to-use formulas will be favored over contouring moving forward. Younger cosmetic consumers will be drawn to new formulas and applications, such as stampable blush and adventurous blush colors.



COLOR-CHANGING BLUSH



^ When the balm touches the cheeks and lips, it turns into custom shade" according to the PH value of the skin.



- Diamond lips

-- Lip makeup

Diamond Lips Are the Prettiest Makeup Trend on TikTok, proves that your shimmery shadows, pencils, and glosses deserve a spot in your daily makeup routine.



< Double-ended lip pencil, one highlighter, one lipstick to perfect create diamond lips. The highlighter can also apply eyeshadow.



Diamond Lips



Diamond Lips



#diamondlips

19.3M 观看次数



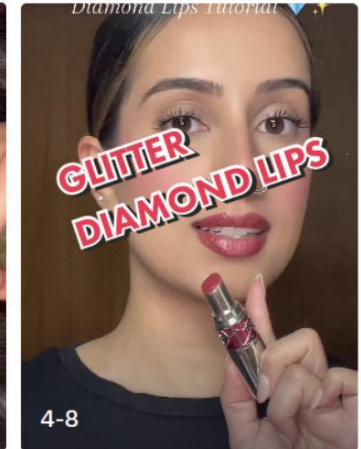
2-12

New obsession #makeup #makeuptutorial...



evalarosaxo

▷ 862.4K



4-8

Diamond lips using my favourite ROUGE VOLUPTÉ...



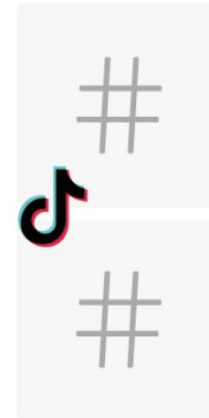
itsgurnaz

▷ 3.7M

- Glossy Eye

--Glossy Eyeshadow

In addition to colored eyeliner and metallic eye makeup, there's another eye-centric look that's been gaining popularity recently—we're talking about glossy eyeshadow.



#glossyeyelids

35.8M 观看次数



#glossyeye

23M 观看次数



Eye gloss is always the prettiest finishing touch to ...

glowbysoph ▶ 11.5K



panoramic
face & eye gloss
\$10

★★★★★

add to bag



MORPHE 2
GLOSS POP FACE & EYE GLOSS

\$12

★★★★★ 4.2

ADD TO BAG

- Siren Eyes

--Eye makeup

In Greek mythology, a siren is a seductive creature that lures approaching sailors to their deaths with its angelic singing. You can follow the "siren eyes" viral TikTok makeup trend by elongating your eyes' outer and inner corners with black liner. Adding a liner to both corners creates an edgy shape that seemingly drags the eyes upwards and outwards, giving a lifted cat eye effect that suits any eye shape.



#sireneyes
1.3B 观看次数

#sireneyestutorial
125.9M 观看次数

#sirenlashes
169.1K 观看次数



Siren eyes for hooded 👁️
#makeup #sireneyestutorial...
evalarosaxo 5.2M

the definition of siren vs doe eyes



they look royal #lisa #zendaya
#sireneyes #doeeyes
scenexedits 21.8M

- Chrome Accents

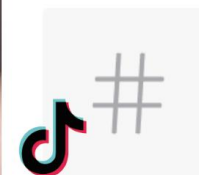
--3D Chrome makeup

Metals and iridescent colors are trending in makeup and nail products. This is especially true for chrome, which has prompted the invention of the term “chromecore” to describe metallic-looking nails and makeup. The most popular shades are silver, rose-gold, taupe, and brass.



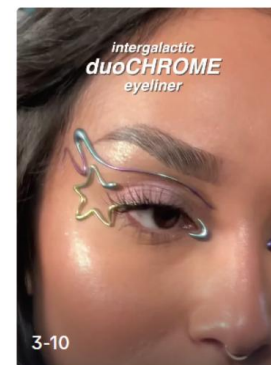
#chromenails

216.4万 帖子



#chromemakeup

130.5M 观看次数



3-10

yall kept saying renaissance tour inspo on the last look s...

cutcreaser > 5.7M



3-11

how i created my own hot glue eyeliner designs! ...

cutcreaser > 4.3M

- Care Eye

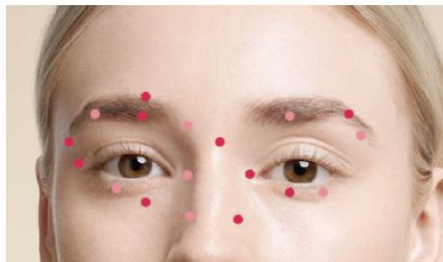
--Upgraded Under-Eye Patches

Consumers who want to transform their tired eyes in the morning now have several upgraded under-eye patches to choose from.

The trend is all over TikTok—#eyemask has more than 280 million views and #eyepatches has nearly 155 million views.

Eye patches have also recently gotten a sustainability upgrade.

Considering more than 50% of consumers say they'll pay more for products that are designed to be reused, sustainable products are an important new product category for beauty retailers.

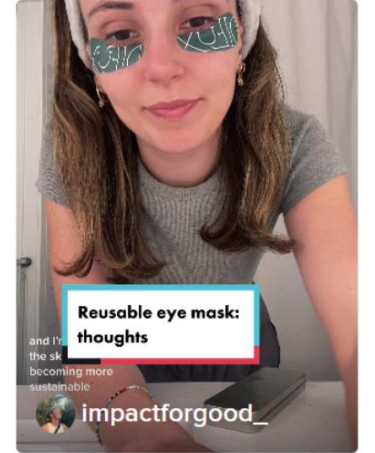


#eyepatch
455.6M views



Backwards eye mask desi...

#eyemask
321.1M views



Replying to @smack382 s...

REUSABLE MASKS
Undereye
★★★★★ 4.7 (74)
\$15.00
ADD TO BAG

SUBSCRIBE

CRYO RECOVERY MASK
SINGLE MASK
\$55.00
★★★★★ 4.2 (101)
ADD TO BAG

- Makeup Kit

--For Valentine's Day



Luxury Eyeshadow Palette

Cream Blush



- Makeup Tool Kit

--For Valentine's Day

