

SIP Deconstruction Model I-VII: Rare Beauty

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I. Company Background

Rare Beauty is an American made cosmetics company founded in 2019 by actress, singer, and director Selena Gomez. The brand emphasizes inclusivity, transparency, and authenticity, aiming to redefine beauty standards. Rare Beauty prides themselves in promoting self-acceptance and celebrating individuality. As of 2025, Rare Beauty is valued at \$2.7 billion (Fashion, 2025), making it stand out as one of the most successful celebrity founded brands in the global market.

Rare Beauty officially launched on September 3rd, 2020 and was named after Gomez's third studio album called Rare. When she initially launched, the line included 48 shades of foundation, matte lip creams, eyebrow definers, liquid blush, and lip balms. All products are cruelty free, vegan, made with recyclable materials, and printed with water-based ink. Rare Beauty beauty is exclusively sold at Sephora in stores across North America, Asia, Europe, and the Middle East and on the Rare Beauty website (Rare Beauty, 2019). In 2022, Rare Beauty's Soft Pinch Liquid Blush went viral on tiktok for its ultra pigmented formula boosting brand awareness and cultural relevance. In December 2023, Rare Beauty expanded from just Beauty to body care with their Find Comfort body collection.

Rare Beauty stays true to their inclusive nature through their "made accessible initiative launch". These products are user-friendly for individuals with upper extremity disabilities. The brand now has matte finishes for better grip, spherical caps and ergonomic packaging designs (Rare Beauty, 2019).

On the Rare Beauty website there is a feature called the Comfort Club. The goal is to lessen feelings of loneliness through online wellness sessions. These include self-guided meditations, breath work, 10 minute yoga flows, scalp massages, hand massages, and tension release practices. The Comfort Club was designed to help people build human connections and be more present in their everyday life (Rare Beauty, 2019). On the Rare Beauty website there's also a specific section for shade matching. This is a personalized tool that helps customers find their exact shade. This tool goes above and beyond by allowing customers to find people who look like them to get a better idea of skin tone and undertones (Rare Beauty, 2019).

One of the main things Rare beauty is known for outside of its cosmetics line is the Rare Impact Fund. The Rare Impact Fund was founded alongside the brand in 2021 and is Selena Gomez's philanthropic initiative to support youth and mental health. The brand is currently mobilizing over 100 million dollars for mental health services and resources. 1% of all Rare Beauty sales are donated to the Rare Impact Fund. The money goes to various nonprofits in the mental health sphere where they source partner organizations. They help to connect donors with a network of mental health organizations to expand social capital and awareness. The goals of the Rare Impact Fund are to reduce stigma around mental health, increase access to education, and amplify the voices of young people (Rare Beauty, 2021).

The brand pillars exemplify what the impact fund stands for. The first pillar is inclusivity. Rare Beauty has a commitment to diverse representation, and ensuring products empower everyone to feel beautiful. Secondly is transparency, where information about product sourcing,

ingredients, and ethical practices are all readily available to find. Lastly is authenticity in which the brand emphasizes natural beauty, self-expression, and shying away from the idea of perfection (About Us, 2019).

Rare Beauty has won a few awards and has been recognized for many achievements. The first most notable was in 2020, when Rare Beauty was awarded the WWD Beauty Inc award for startup of the year. Secondly is a Webby Award for best social brand presence in fashion and beauty in 2024 (Fashion, 2025).

II. Mission Statement

Rare Beauty's mission statement: "We are on a mission to help everyone celebrate their individuality by redefining what beautiful means. We want to promote self-acceptance and give people the tools they need to feel less alone in the world" (Rare Beauty, 2019, para. 5).

This mission statement drives the authenticity element of their company however it lacks reference to the product line. From a stakeholders perspective, the statement should include what the company is creating in terms of monetary product. However I think when you buy into Rare Beauty you are also buying into the story and the mission of the company. I think the current mission statement does a good job of reinforcing the values behind the company.

III. Brand Positioning

To: Gen Z and millennials who are beauty consumers.

Brand: A prestige/celebrity beauty brand that celebrates self-acceptance and mental well-being.

That: Helps people embrace their individuality and redefine beauty standards by offering easy-to-use, skin-like, inclusive makeup that aims to enhance rather than mask natural features.

Among all: Selena Gomez being generally well liked is important to the success of Rare Beauty.

Because: Rare Beauty's mission to break unrealistic beauty standards and support youth mental health is what makes the brand so likeable. The brand offers 48-shades of foundation/concealer ranges, lightweight formulas, accessible price points compared to competitors, and contributions to the Rare Impact Fund (mobilizing \$100M for mental health services).

My Sample Positioning Statement:

"For young beauty enthusiasts, Rare Beauty offers a diverse shade range, disability friendly products, a commitment of redefining beauty standards and youth mental health support. Honest to their commitment of authenticity and self-expression, Rare Beauty empowers those to embrace their uniqueness and feel good in their own skin."

IV. Statement or Problem or Opportunity

Problem: Lack of Relevance in an Oversaturated Market

Rare Beauty, like many celebrity-founded beauty brands, operates in an increasingly competitive market. With legacy powerhouses (Estée Lauder, L'Oréal, MAC, Maybelline) and newcomer brands such as Kylie Cosmetics, Fenty Beauty, Rhode, and Haus Labs, the beauty

industry may have reached capacity. This crowded landscape contributes to the oversaturated market problem, where strong brands struggle to maintain relevance and attention from consumers.

Rare Beauty has maintained media attention since their 2020 launch, thanks to Gomez's celebrity influence, and the brand's unique mission around inclusivity and mental health. However, sustaining that relevance in such a market, is an ongoing battle. With this oversaturation, Rare Beauty risks becoming "just another celebrity makeup line" if it does not actively differentiate themselves. Gen Z and Millennial consumers are quick to shift loyalty when a new viral product or trend emerges on TikTok or Instagram. Driven by constant novelty, viral moments, and influencer culture, brands must consistently fight to maintain visibility.

This issue is compounded by the fact that consumers are developing something called "celebrity brand fatigue". With dozens of high-profile figures launching brands in the past five years, consumers are skeptical of whether these lines exist for easy cash grabs or authentic storytelling. Rare Beauty's mission-driven values provide them with an important point of distinction between other brands, however, in such a saturated market, the brand must continue to drive their mission through meaningful and relevant campaigns.

Without a strong PR and strategic communications response, Rare Beauty risks losing cultural relevance, brand visibility, and market share to newer competitors. Rare Beauty must work to continually reinforce its unique brand story. They should focus on self-acceptance, inclusivity, and mental health advocacy while finding innovative ways to cut through media clutter and social algorithms.

In this context, the problem is clear. Rare Beauty must protect and strengthen its cultural relevance in a saturated, fast-moving, and highly skeptical market. If the brand does not actively address this issue, it risks losing the audience it was built for. By leveraging PR, the brand can drive the consumer's emotional connection to the brand and remind them why Rare Beauty is different from other celebrity lines. They should spotlight its mental health advocacy through the Rare Impact Fund, and generate meaningful conversations that resonate with Gen Z and Millennial audiences.

V. Research

1. Primary

Qualitative Research (Focus Groups)

Rare Beauty will conduct focus groups to uncover consumer attitudes, perceptions, and all wellness related routines.

- **Participants:** Women ages 18–35, representing Rare Beauty's demographic.
- **Size:** 5–10 people per session.
- **Length:** 1 hour sessions

- **Format:** 5 in-person sessions held in major cultural hubs: Los Angeles, Chicago, New York City, Austin, and Miami.
- **Discussion Topics:** Daily self-care and beauty routines, perceptions of celebrity brands, emotional drivers for makeup use, and reactions to Rare Beauty’s mission-driven messaging.
- **Sample Questions:**
 - “What does your daily self-care routine look like?”
 - “If you wear makeup, what does your daily look entail?”
 - “What are deciding factors when buying beauty products?”
 - “When you think of Rare Beauty, what comes to mind?”

This qualitative approach will provide insights on how Rare Beauty aligns with the identity and lifestyle of its audience.

Quantitative Research (Surveys)

A nationwide online survey will be distributed to a larger sample size to measure consumer perceptions on a bigger scale.

- **Participants:** 500–1,000 respondents, primarily women ages 18–35, with representation from men and nonbinary individuals who are beauty consumers.
- **Method:** Online survey distributed through platforms like Qualtrics or SurveyMonkey. Can be promoted through Instagram ads and Rare Beauty’s channels.
- **Survey Focus:** Brand awareness, perception of authenticity, purchase frequency, top products (in general), and brand relevance compared to competitors.
- **Sample Questions:**
 - “How likely are you to purchase Rare Beauty compared to other celebrity beauty brands?”
 - “On a scale of 1–10, how strongly do you associate Rare Beauty with mental health advocacy?”
 - “How often do you practice self care?”
 - “Which beauty brand feels the most relevant to you today?”

This quantitative research provides statistical evidence of Rare Beauty’s current positioning and helps identify opportunities that increase relevance.

2. Secondary Research

Secondary sources will provide context on industry trends, competitors, and consumer thinking. These include:

- **Market Research Reports:** Insight Global, Mintel, Statista — insights on beauty industry size, trends, and consumer demographics. (Particularly Rare Beauty’s competitors.)

- **Media Coverage:** Articles from *Business of Fashion*, *Vogue*, *Forbes*, *WWD*, and *Beauty Independent* that analyze celebrity beauty brands.
- **Academic Research:** Studies on Gen Z consumer behavior, buying habits, and brand authenticity.
- **Social Media Listening Tools:** TikTok and Instagram analyses to monitor conversations and viral beauty trends.

VI. SWOT Analysis

| Strengths (Internal) | Weaknesses (Internal) |
|---|---|
| <ul style="list-style-type: none"> ● A top selling brand at Sephora ● Has a mission driven approach ● Authentic famous founder ● Inclusive product line | <ul style="list-style-type: none"> ● Oversaturated celebrity beauty brand market ● Reliance on founder for relevance ● Haven't been around as long as mega brands (L'Oreal, Bobbi Brown) ● Fast trend cycle |
| Opportunities (External) | Threats (External) |
| <ul style="list-style-type: none"> ● Expectations that brands have clean, cruelty free, vegan products ● Support for eco friendly packaging ● TikTok as a major app for consumers ● Consumers craving authenticity and transparency from brands | <ul style="list-style-type: none"> ● Economic uncertainty ● An oversaturation of celebrity brands at the moment ● Competition from mega brands and new incoming lines ● Fast trend cycle to keep up with |

VII. Strategic Insights

- **Relevance is Rare Beauty's biggest vulnerability**
Long-term cultural relevance is Rare Beauty's main challenge due to an oversaturation of celebrity brands. A campaign must focus on differentiating Rare Beauty amongst other brands with their mental health advocacy, inclusivity, and relatability. They should not rely solely on Gomez's fame for relevance.
- **Consumers expect authenticity and value-driven companies**
Primary research reveals that consumers want brands that have a story, not just cash grab products. Campaign messaging should involve their mission of mental health, community, and individuality, not just product features.
- **Clean and sustainable beauty is becoming the industry standard**
From secondary research and opportunities in the SWOT, it's clear that consumers increasingly demand clean, vegan, cruelty-free, and eco-conscious products. Rare Beauty already aligns with these expectations, but to stay competitive, the campaign should spotlight this more intentionally and frame them as part of a larger lifestyle movement.

- **Social media virality drives beauty relevance, but emotional connection drives loyalty**

Rare Beauty thrives in Sephora partly because of viral hero products, but they cannot rely on TikTok trends for long lasting relevance. A successful campaign must balance product storytelling and virality to make sure Rare Beauty is seen as more than just “another celebrity brand”.

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