

# REDEFINING MODERN BEAUTY

While 21st century beauty standards seem to be shaped by both fashion world and social media, there is still one thing, which is hard to identify: who is she, the new “it” girl?

If we take a short trip down memory lane, it will become obvious that today’s beauty standards are somewhat hard to label. Now if you think about it, only a decade ago we did not really have that many options to start from. Beauty enthusiasts would either go high-street or wound up at a luxury department store, where prices bite. Alluring ads on pages of glossy magazines would be our primary source of make-up inspiration, as well as the only beacon of fashion light – and then again, these goods would be available to a few of us, who could afford this kind of lifestyle. However, with the rapid growth of social media and new beauty brands appearing, we now find ourselves overwhelmed with all sorts of influences. And this, from a personal perspective, makes life of a modern consumer quite hard.

If only back in 2011, women, who wore false eyelashes or red lipstick during the day time, would be frowned upon and characterized as “insecure”. Today we applaud and consider them as real-life artists, who are not afraid to live with full self-expression. Make-up is no longer an excessive luxury; it is now an important part of our individuality, just like our clothes or hobbies. It is also worth mentioning that manufacturing itself has reached a new high. While six years ago, high-street consumers could not even dream about seeing diverse shades of foundation, geared towards women of every colour – today these brands are not afraid to go head-to-head with high-end market, in terms of what top notch products they can offer.

For Millennials and Gen Z, who constitute the core consumer base and represent the most ethnically and racially diverse generation today, visual appeal is not everything. Health- and cruelty-free awareness are two dominating factors, which are crucial for a present-day buyer. Plus, for a generation with no pension plans or social security ahead of them, looking “trendy for less” is vital. And this is when companies with a new approach to beauty emerge. Let’s call them “beauty revolutionaries”. They are a great compromise between high-street and high-end brands, representing the best of both worlds. This way you are not only paying for the hottest new formula or colour, but you also know that what you wear on your face does not contain any harsh chemicals and no animals were hurt for the sake of looking cool. What is even better, the price point is on the level, where you can achieve any fashionable look you desire, without having to splurge.

Thanks to a positive message of beauty brands like this, we are now able to express ourselves, without having a fear of being judged for embracing our identity. At the end of a day, it is not about looking like someone famous or hiding behind a thick layer of make-up, it is about enhancing your natural beauty

and not being demotivated by people, who can't cope with your confidence to express yourself in one way or another. Make-up is empowering, but so is the ethical outlook behind it. Beauty lies in diversity and accepting the fact that we do look different, but we are all beautiful. We can be our own role-models and fashion icons, while up-and-coming, CSR-conscious beauty brands will supply us with all the needed tools to colour that statement with bold strokes. And isn't that modern beauty at its finest?

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