

FACETIOUS

fa•ce•tious

USE WITHOUT CAUTION

Pat McGrath X Swarovski

Savannah Armstrong | Cassidy Mauriss | Jessica DiPietro | Louise Lower

FA-CE-TIOUS

Not to be taken seriously
Whimsical, light and playful

| Brand Overview

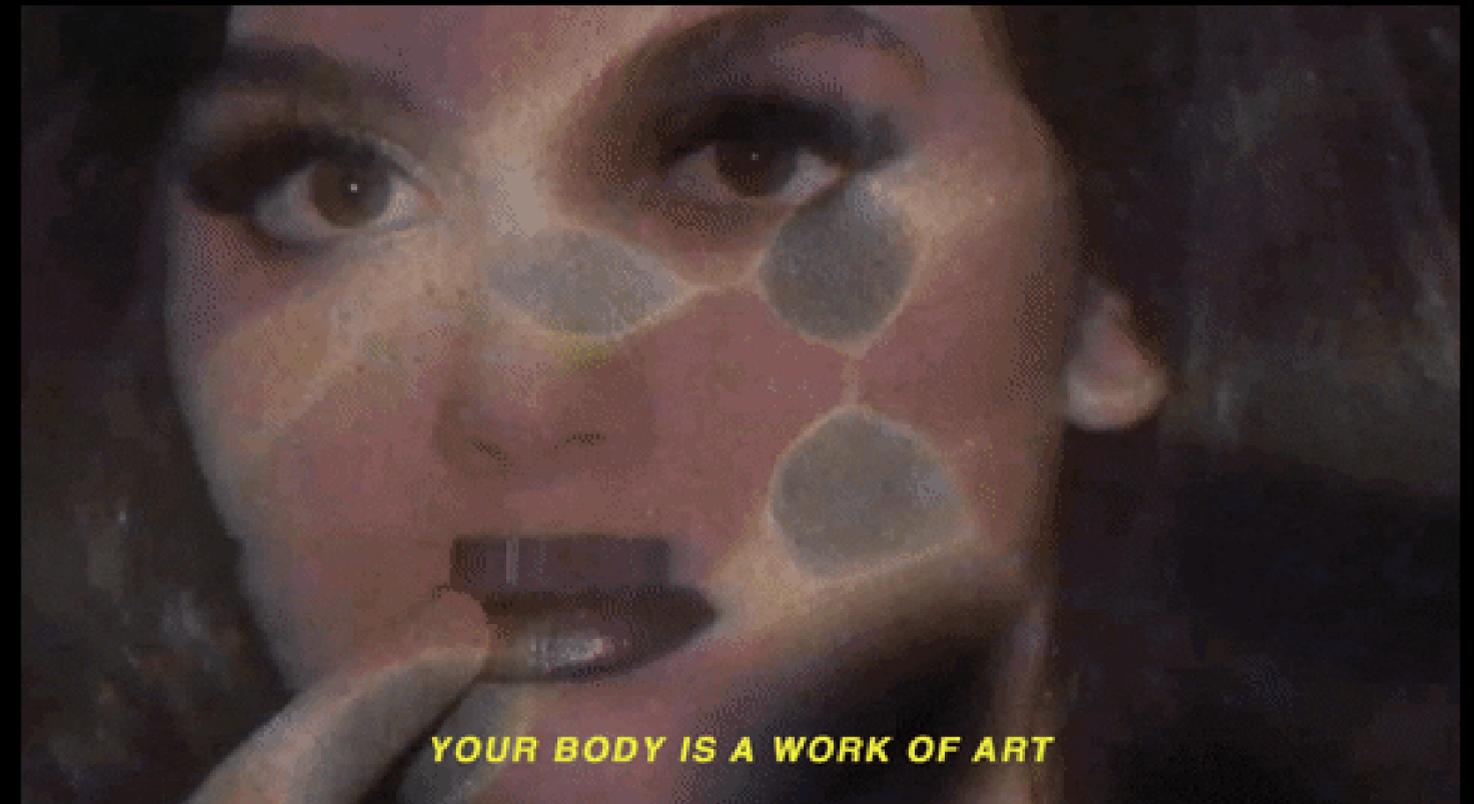
| Product Introduction

| Market Information

| Competitors

| Mood Boards & Style Guide

| Next Steps



Brand Story



“Creativity is your best
makeup skill, don’t be
afraid to experiment.”
- Pat McGrath

World renowned Makeup Artist

Founded in 2015 in Santa Clara, CA | Privately held independent Co.

Industry sector: personal products

British born, raised by a single Jamaican immigrant mother

Took one art class in effort to pursue a degree in fashion, but was offered a job as a makeup artist

Believes in not using makeup as a mask, but to enhance natural beauty and fashion

Britain's Queen Elizabeth II made her a member of the Order of the British Empire for services to the fashion and beauty industry

Said to be “the most influential makeup artist in the world”

Pat McGrath Labs debuted in 2015 with a \$40 product called Gold 001. The multipurpose gold pigment came in a bag full of sequins, and it sold out all 1,000 units in just six minutes.

“This is the golden age of makeup. PAT McGRATH LABS is my Golden Revolution. Makeup is a movement. Makeup is mesmerizing. Makeup is major. Mantra-esque, three words have repeated over and over in my mind ever since I was young.

Obsession. Inspiration. Addiction.

Those words became my guiding principles, my manifesto as I brought this brand to life . The Power of Transformation, The Power of Beauty; The Power of Makeup.”

- Pat McGrath, CEO & Founder of PAT McGRATH LABS

Products Offered

Lips | Eyes | Face | Kits | Holiday

Pallettes - \$125

Foundation \$68

Mascara - \$30

Powder - \$55

Kits - \$250 est.



Swarovski



"We inspire our colleagues with innovation and reward their achievements while striving to expand our market leadership"
- Swarovski Mission

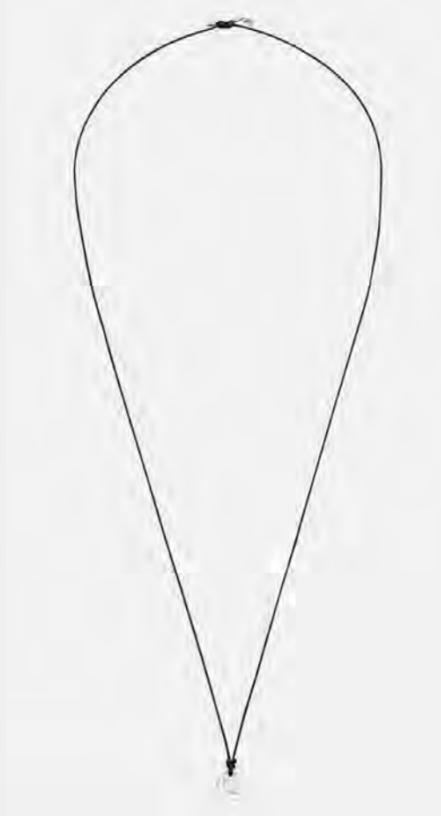
Swarovski began in 1895 in Austria

When Daniel Swarovski invented a machine for cutting and polishing crystal.

It not only revolutionized crystal manufacturing, but it went on to inspire the worlds of jewelry, fashion, art, design and cinema over the next 120 years.

Swarovski crystals are more expensive than regular glass due to the fine materials and a complicated manufacturing process.

Swarovski adds sparkle to everyday life with high-quality products and services that exceed our customers' desires.



\$49



\$229



\$999

Price Ranges from 49 - 1,000



Vision Statement

Our brand is inspired by the fantasy of the imagination.

Pure exhilaration of pushing limits. Self-expression from the simple to the extreme. We believe in the opportunity to explore ones self uninhibited. With the world of beauty beginning to branch into the three-dimensional realm, Pat McGrath Labs aims to cater to the individuals that are riding the cutting edge. Three unique kits containing jewels, pearls, chains, and more that open the doors to the extraordinary. Application is simple and easy, making the extravagant accessible for all levels of beauty enthusiasts.

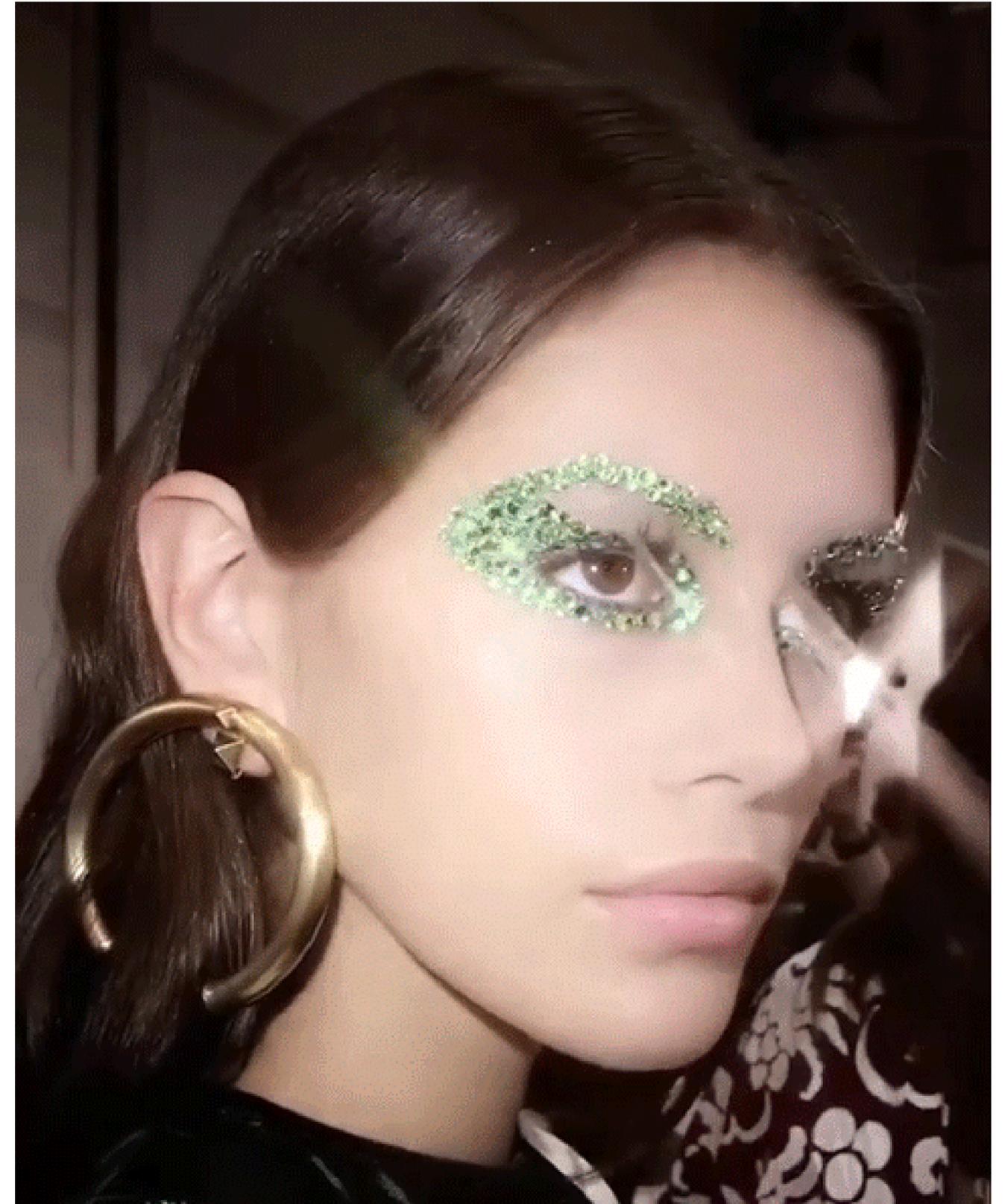
Untapped Market

We are meeting consumers in a newly emerging market that has yet to be explored on the quality level of Pat McGrath Products.

Justification | Swarovski Collab

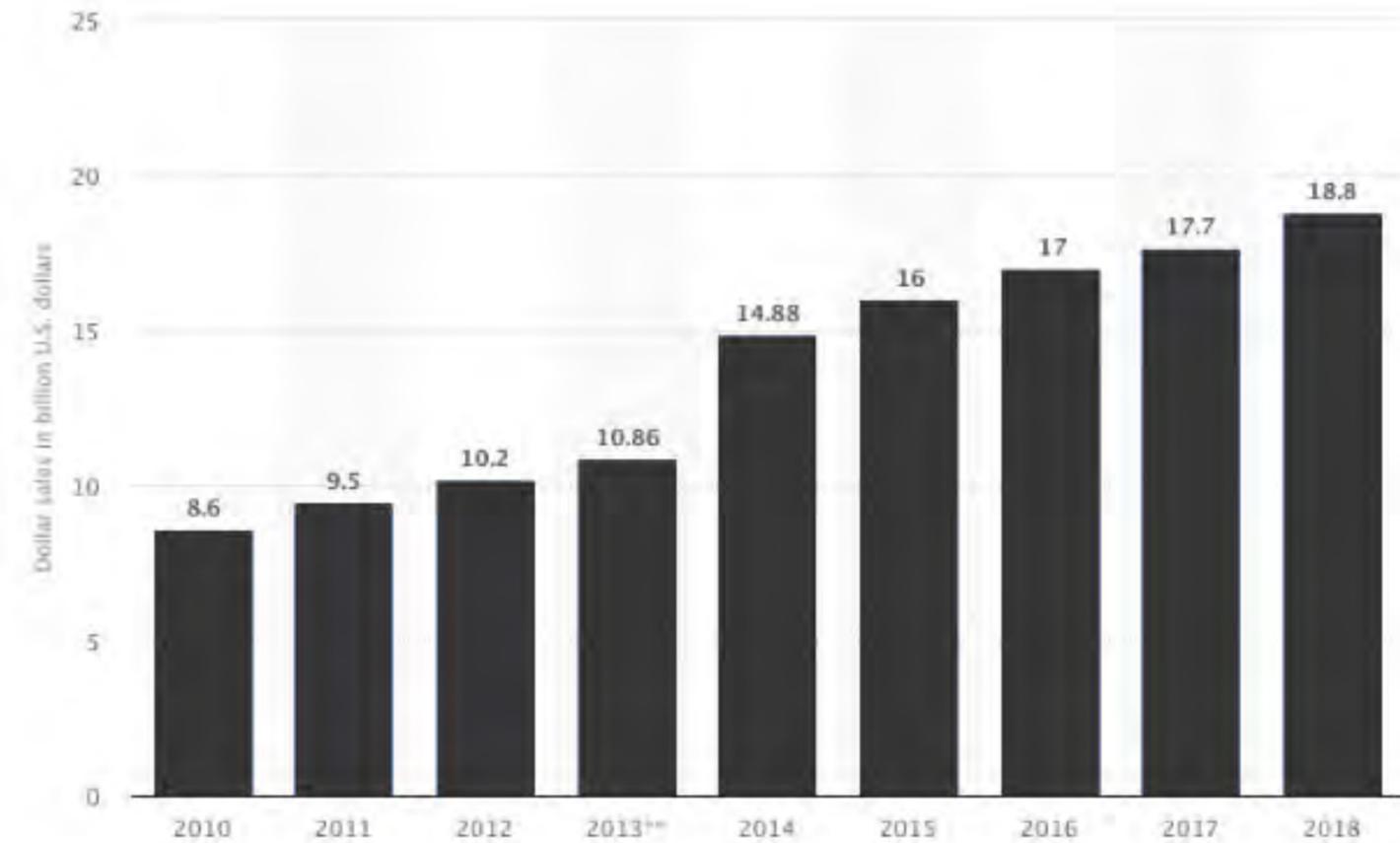
Pat McGrath herself has been known for using swarovski crystals when creating her iconic high fashion runway makeup looks.

This collab allows swarovski to enter into the realm of makeup and allows makeup to enter the realm of the 3 dimensional.



Growth of Prestige Beauty Industry

Dollar sales of the prestige beauty industry in the United States from 2010 to 2018 (in billion US dollars)*



Product Introduction

This brand extension consisting of three unique kits containing facial jewelry that can be glued onto the face and body to enhance (or act as) makeup. The three kits' supply a range from the subtle to the dramatic with gems, pearls, chains, and more.



Ethereal – subtle, soft, angelic

Illusive – colorful, always changing, exciting

Audacious – edgy, hard, intense



Rational

Emotional

Quality

Brand Awareness

Aesthetics

Personal Style

Contents

Brand Loyalty

Brand Name

Market Research

Brand Analysis

Started in 2015

Billion Dollar Company

In 2018, grossed more than 60 million in sales

Projected to exceed 2018 sales in the year 2020



SWOT ANALYSIS

Creates for professionals
and individuals

Reaches larger audience
with collaboration

Well established names in
their industry

High quality prestigious
brands

SWOT

Creates for professionals
and individuals

Reaches larger audience
with collaboration

Well established names in
their industry

High quality prestigious
brands

High price point

In store availability

Lesser known to the mass
market

S

W

O

T

Creates for professionals
and individuals

Reaches larger audience
with collaboration

Well established names in
their industry

High quality prestigious
brands

High price point

In store availability

Lesser known to the mass
market

Becoming available in more
stores

First to market with quality
facial jewels

No other makeup brand has
collabed with Swarovski

SWOT

Creates for professionals and individuals

Reaches larger audience with collaboration

Well established names in their industry

High quality prestigious brands

High price point

In store availability

Lesser known to the mass market

Becoming available in more stores

First to market with quality facial jewels

No other makeup brand has collabed with Swarovski

Fears of the daily consumer

High price point

SWOT

Competition

Positioning Map





Target Market

BUT WE GOT A LITTLE ISSUE

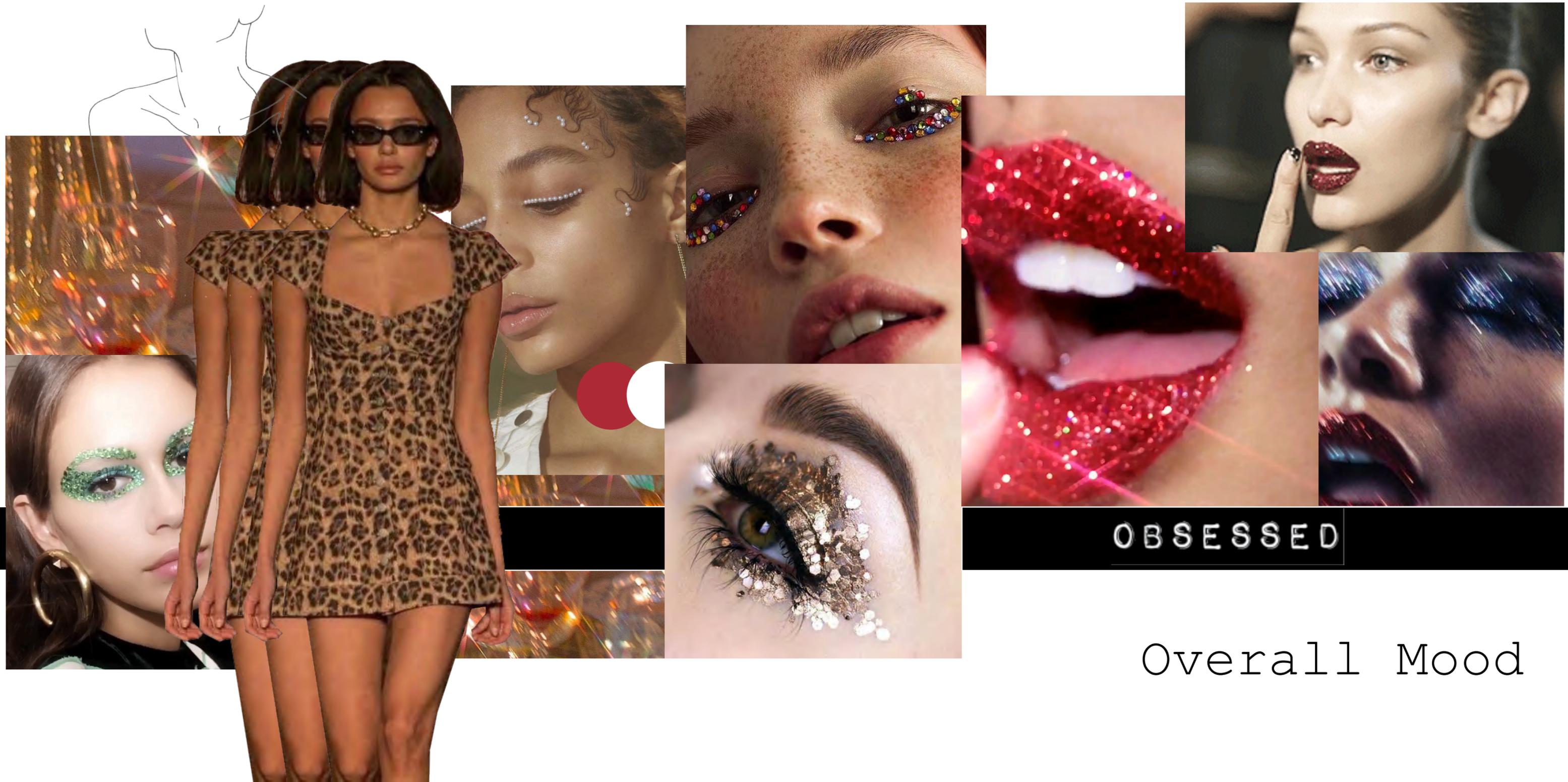


Demographic: 16-26 year old men and women

Psychographic: Those interested in street style and pop culture; ranges from subtle to bold makeup looks

Geographic: Bigger metropolitan cities; forward-thinking, progressive locations (NYC, LA, Chicago, etc)

Target Personas



OBSESSED

Overall Mood

Ethereal



Heather, 17, Austin, TX

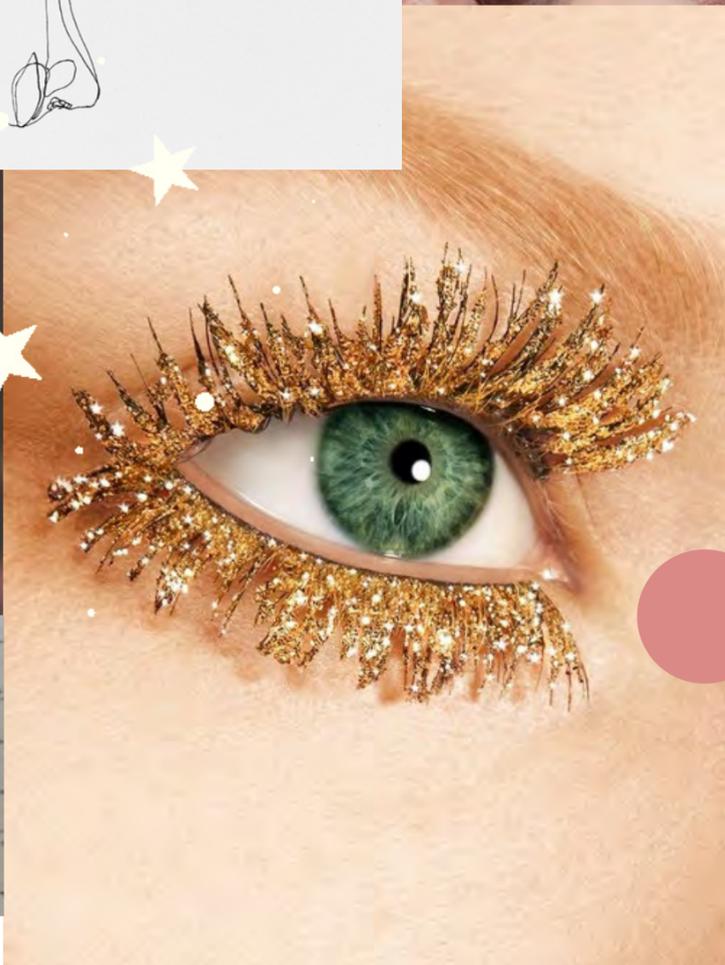
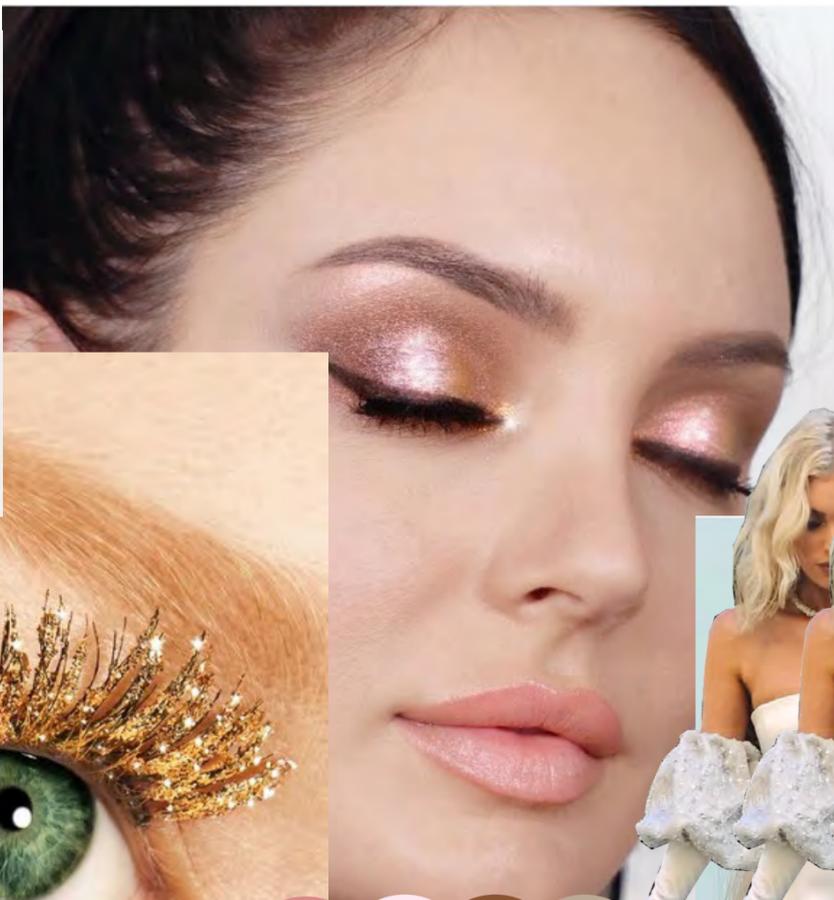
Academic Status: High school student

Fashion Interest: Innocent style but wants to branch out, into trendy hairstyles and makeup looks

Occupation: Just got her first job as a sales associate for a trendy boutique

Wage: 9/HR

Financially dependant on her parents



Ethereal



Illusive



Felix, 26, San Francisco, CA

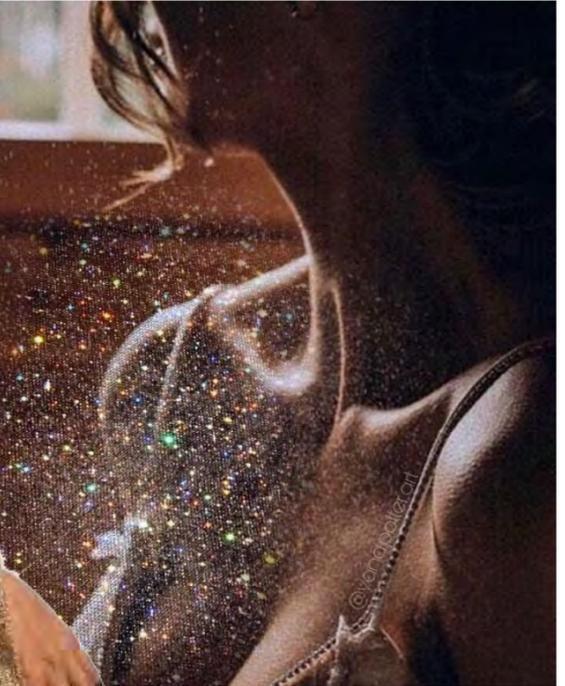
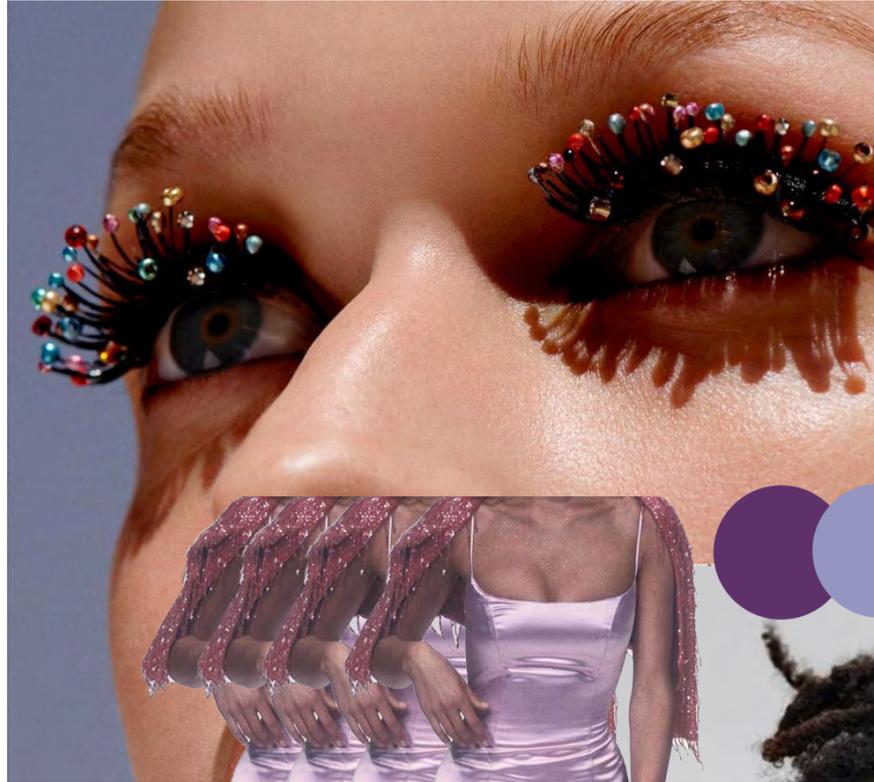
Academic Status: UCLA ALum, CA

Major: Advertsing | Minor: Business

Fashion Interest: Favors the street style look,
likes to stand out against the crowd

Occupation: Moved to SFO for a job at an
advertising agency in the Bay Area

Income: 86K



ILLUSIVE



Audacious



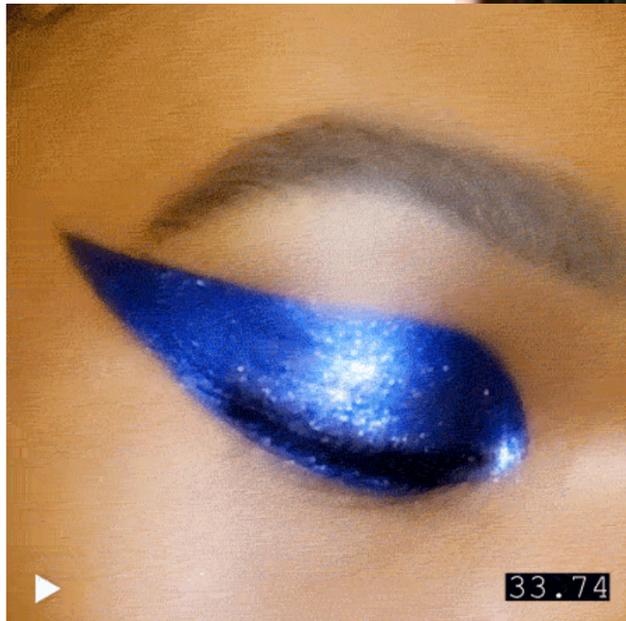
Celeste, 20, Atlanta, GA

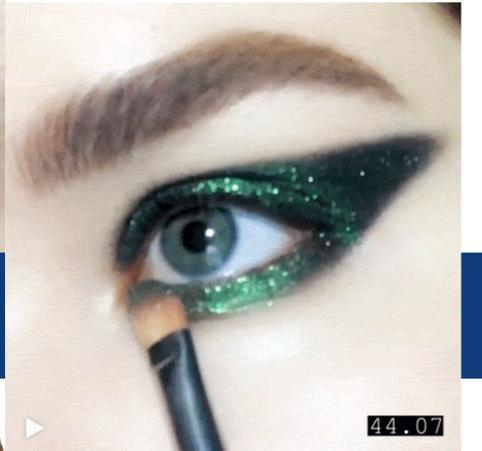
Academic Status: College Student
Upper Class | Wealthy family status

Fashion Interest: Has always dressed outside of the box,
looking for a way to further experiment with her style

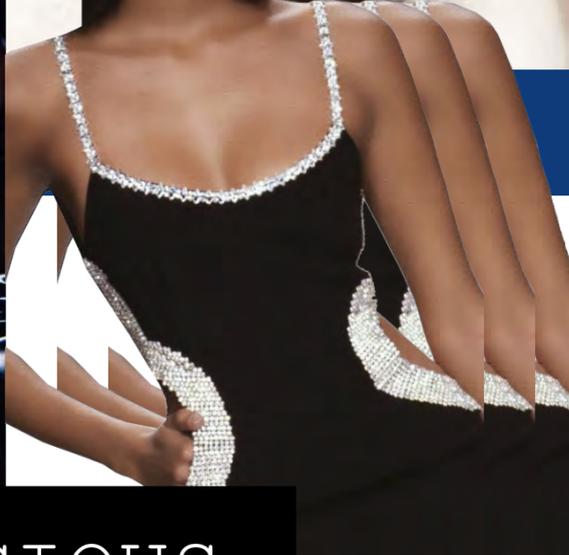
Occupation: Intern at a showroom at Atlanta Apparel Mart

Income: 20/HR





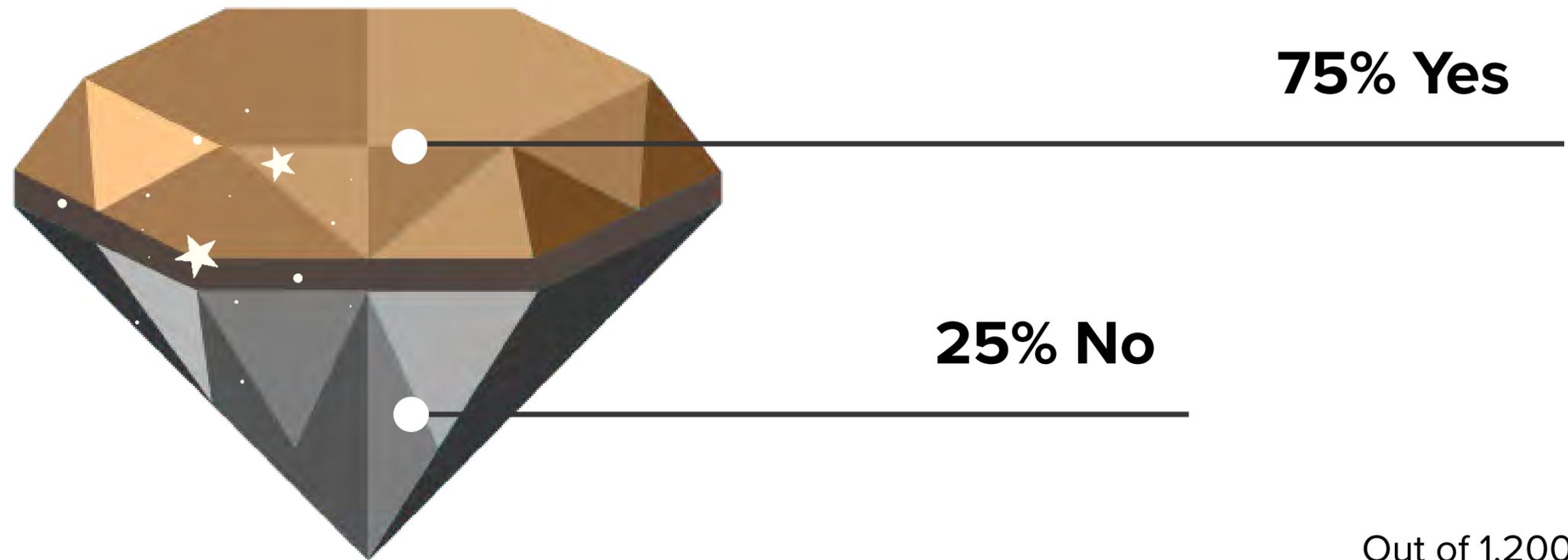
Celebrating the
inspiration, illumination
and irreverence of all your #LabLove



AUDACIOUS

Poll Results

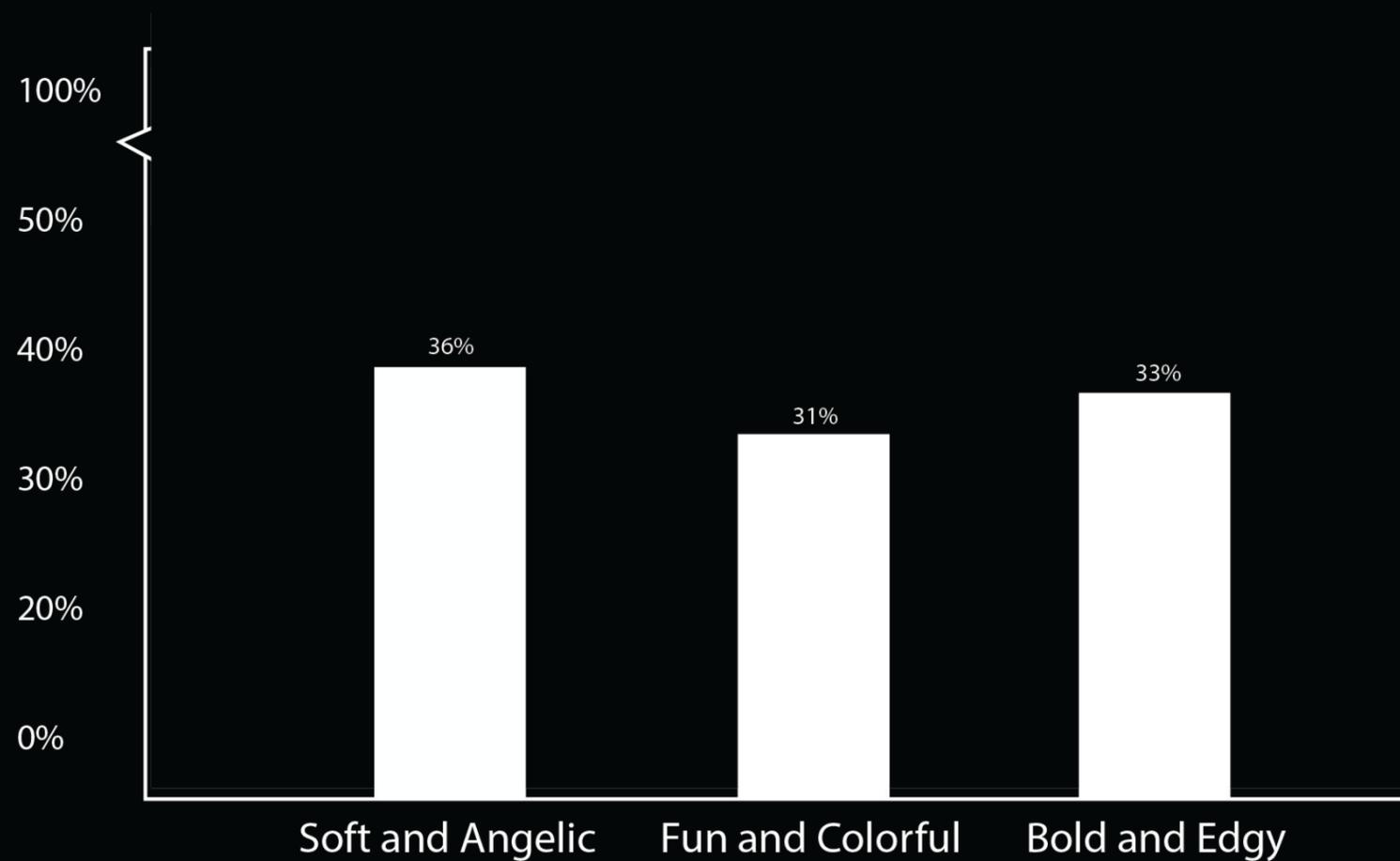
Would You Wear Facial Accessories?



Out of 1,200 people
over 5 Instagram accounts

Oct. 3, 2019

What Style Does Yours Resemble The Most?



Out of 1,200 people
over 5 Instagram accounts



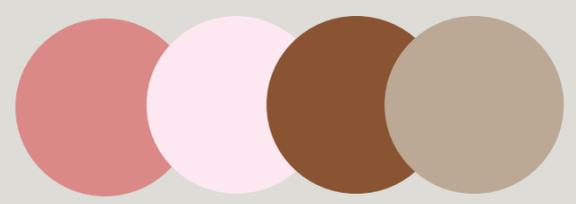
Style Guide

Ethereal - Sophia Martini

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z



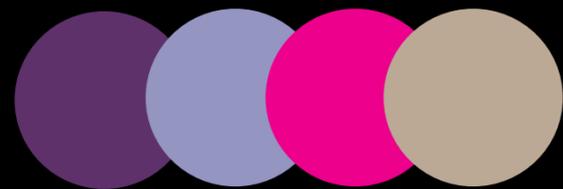
ILLUSIVE - AILIENS AND COWS

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

ABCDEFGHIJKLM

NOPQRSTUVWXYZ



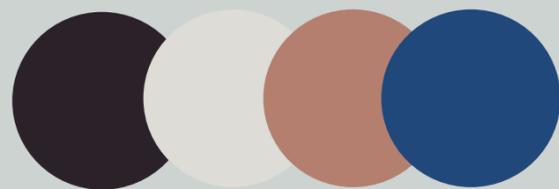
Audacious - Iglesía

A B C D E F G H I J K L M

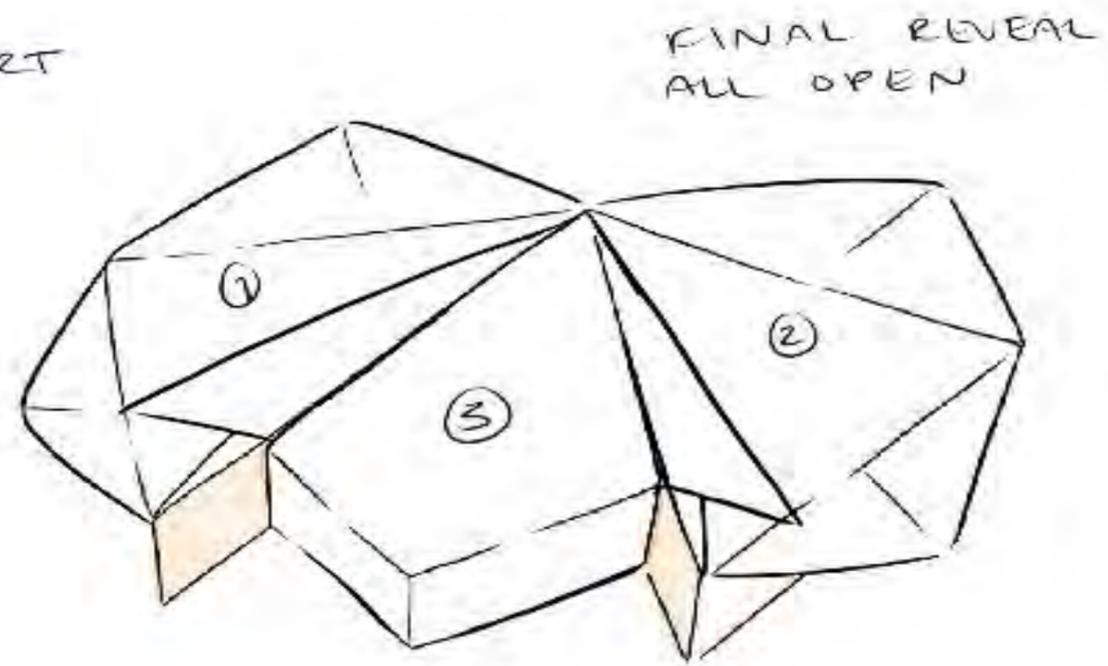
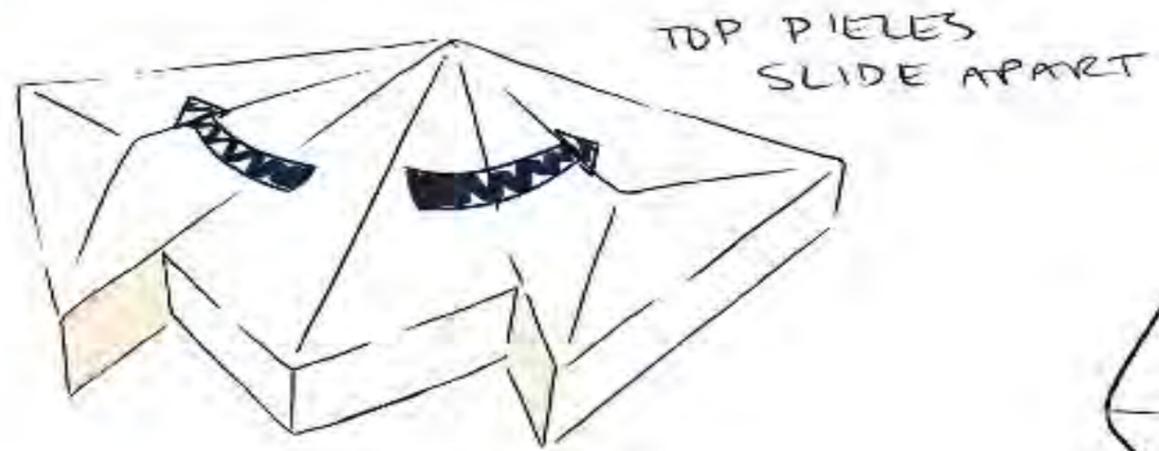
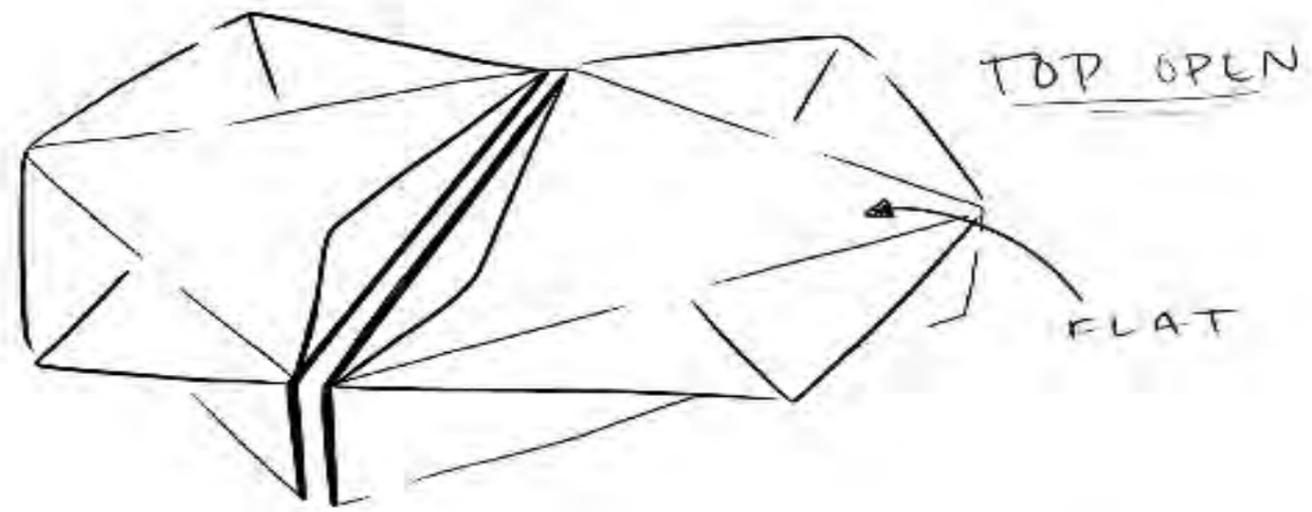
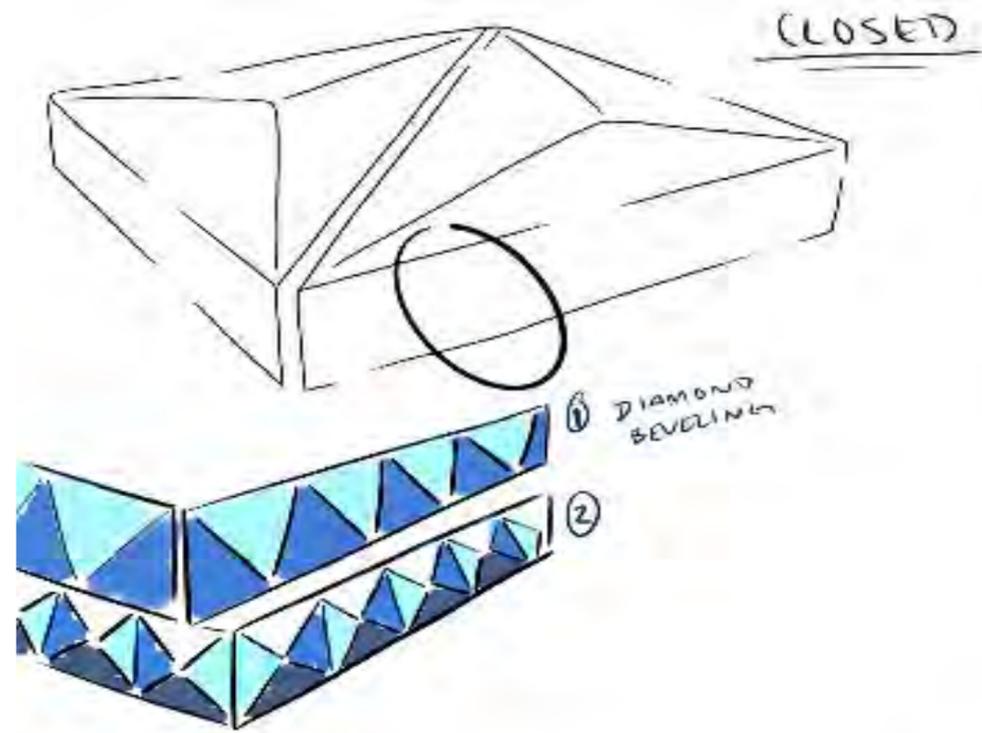
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

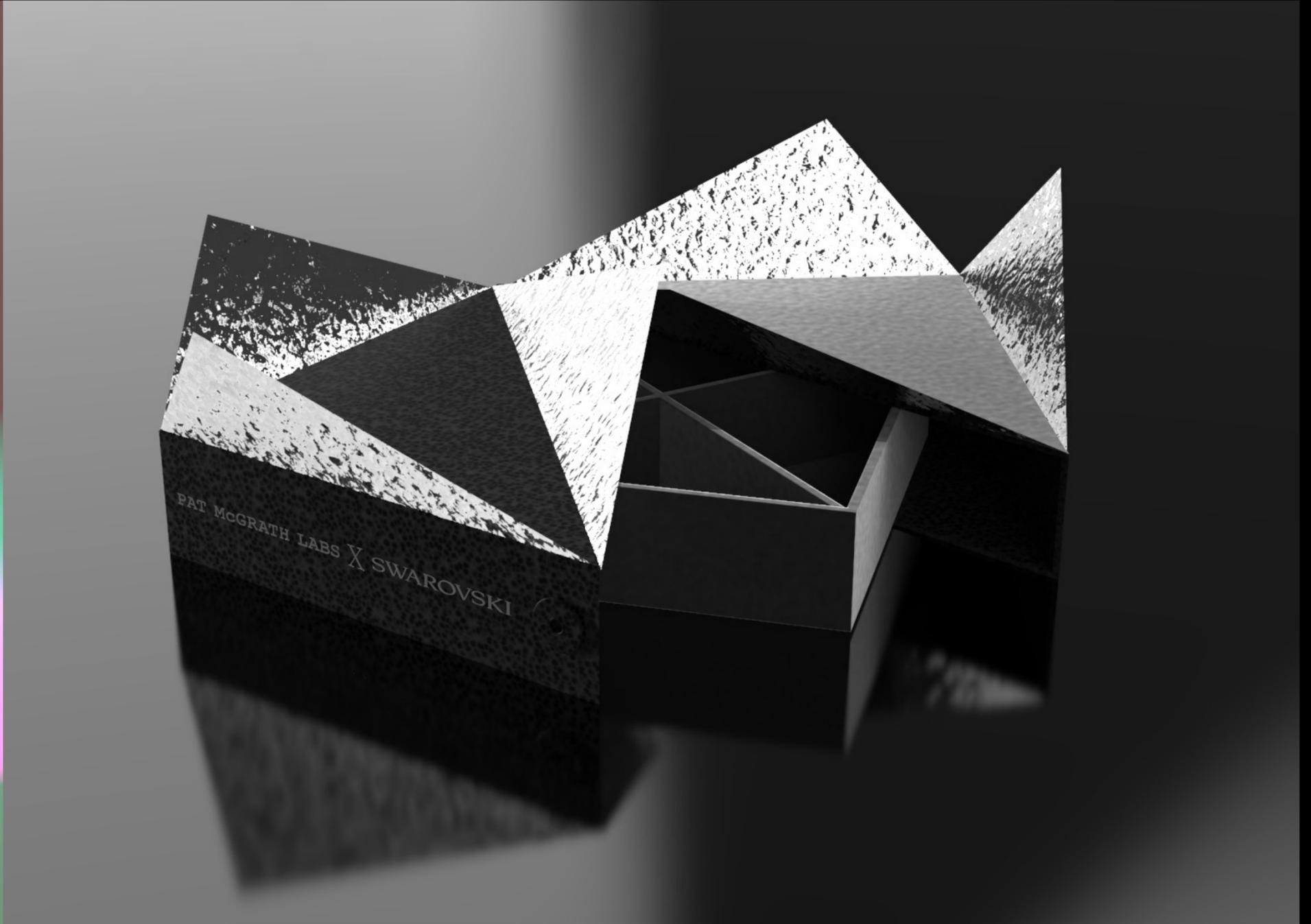
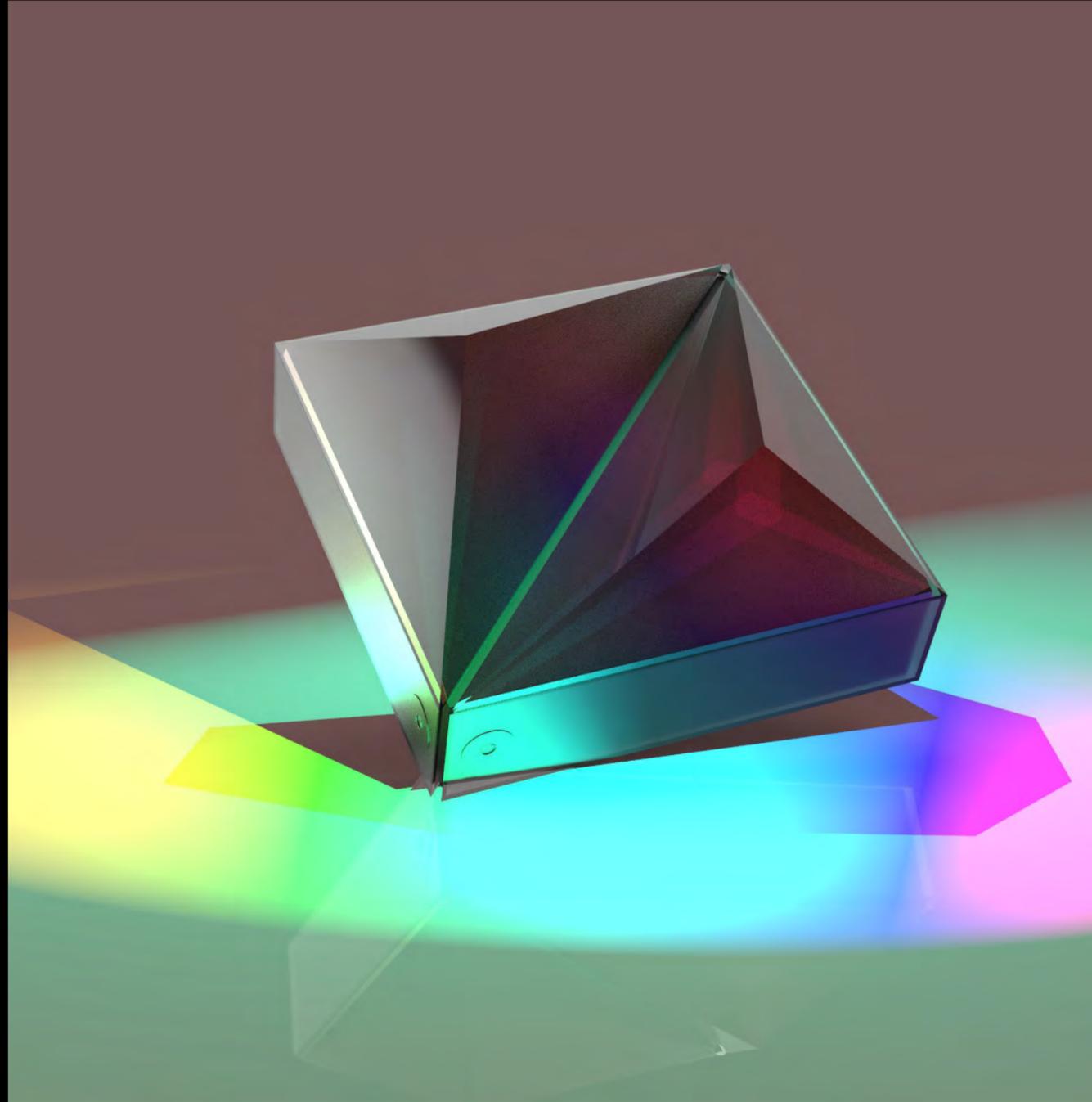
n o p q r s t u v w x y z



Product Design & Development



Working Render



Design Attributes

The entire kit packaging is designed to fit like puzzle pieces

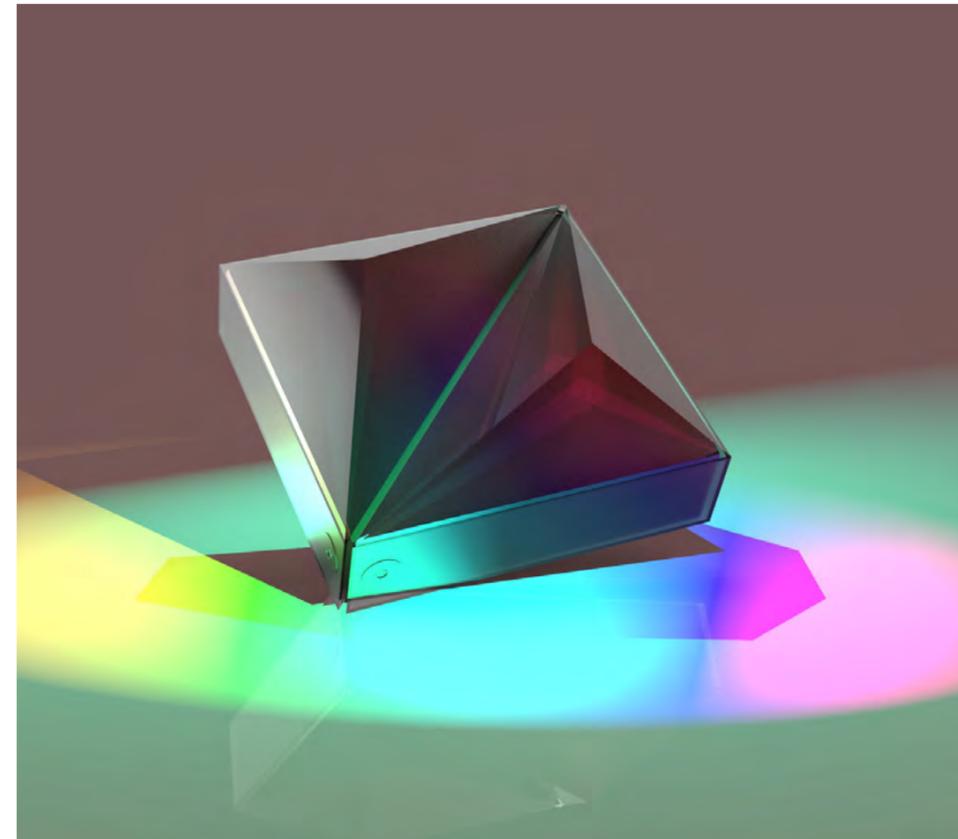
‘Stackable’ for multiple purchases

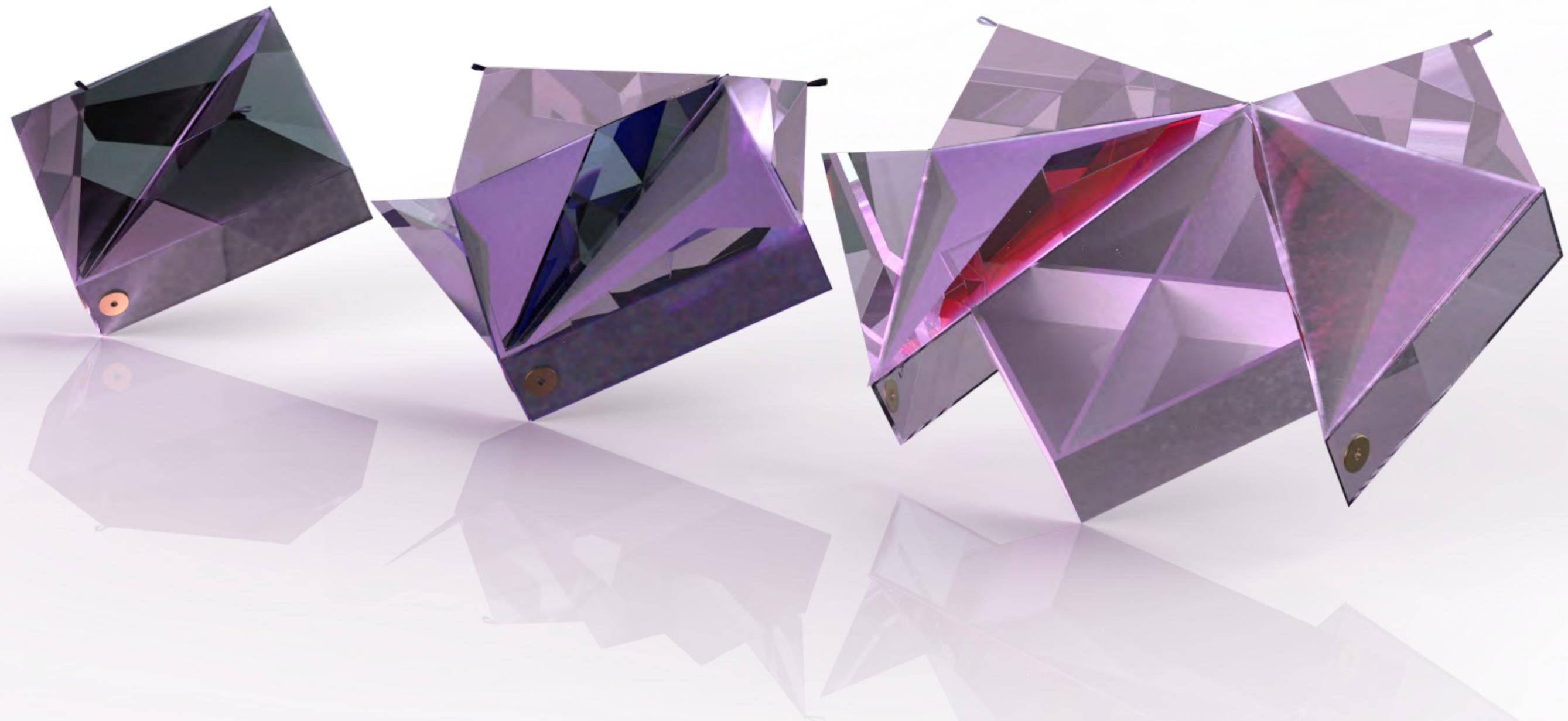
6 compartments including accessories and applicator tools

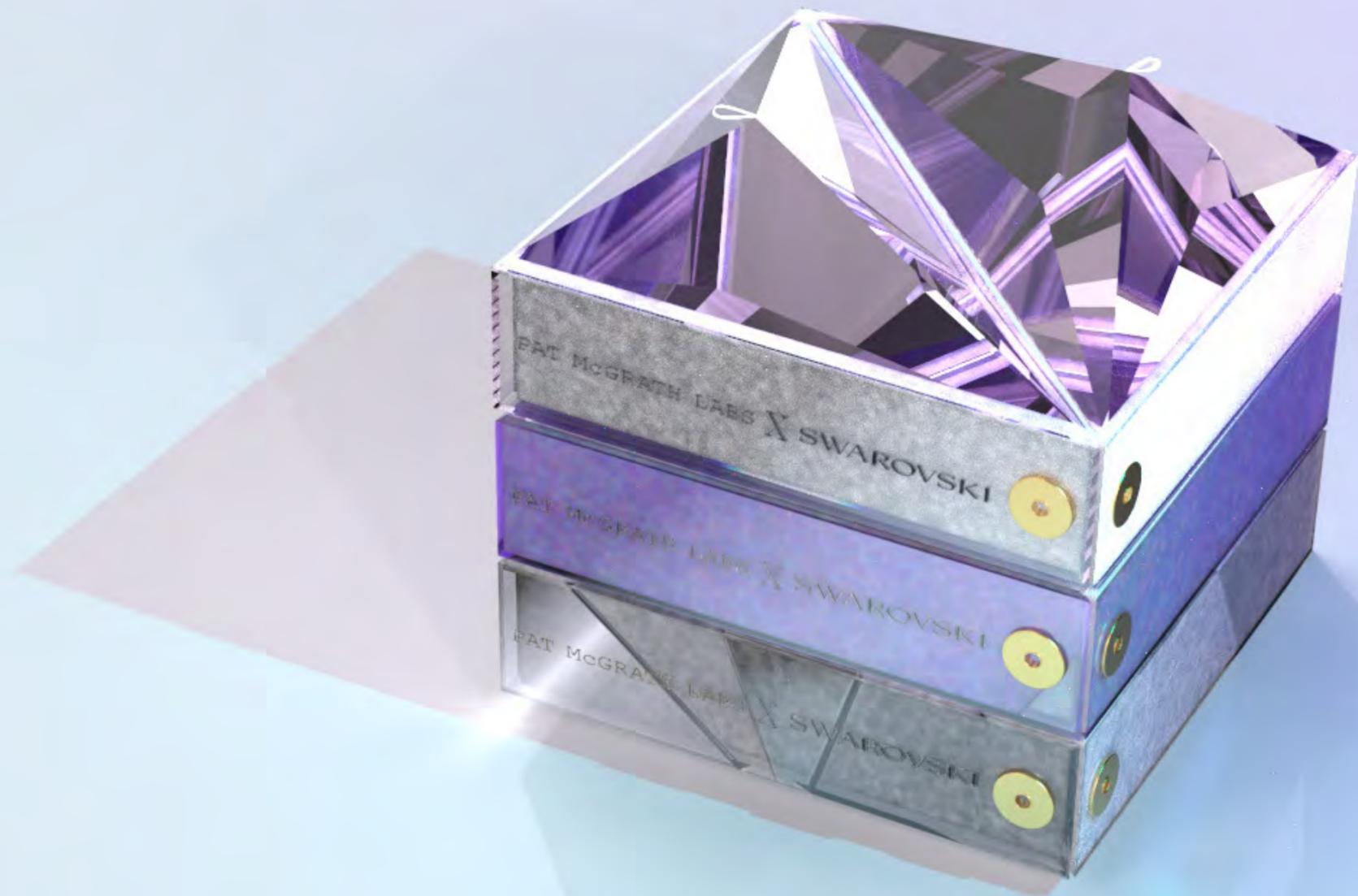
Magnetic closure with signature PM Labs string tie

Durable exterior

6.5 x 6.5 inches (est.)







A woman with long blonde hair is shown from the chest up, wearing a black halter-neck top. She is holding a smartphone in her hands, looking down at it. The background is dark and out of focus. The text "Product Assortment" is centered over the image in a white, monospaced font.

Product Assortment



Ethereal





PAT McGRATH LABS X SWAROVSKI



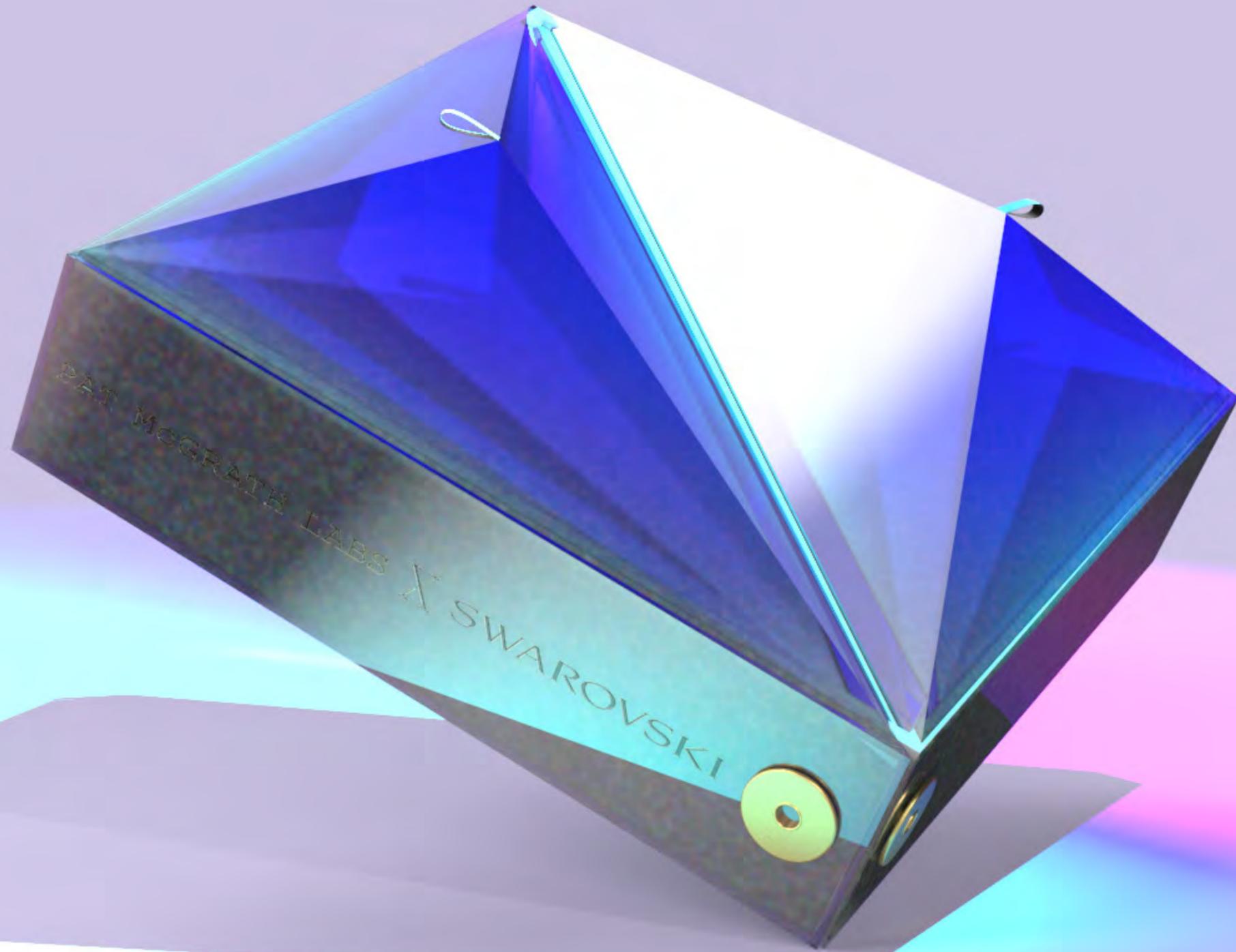
Ethereal

Secondary





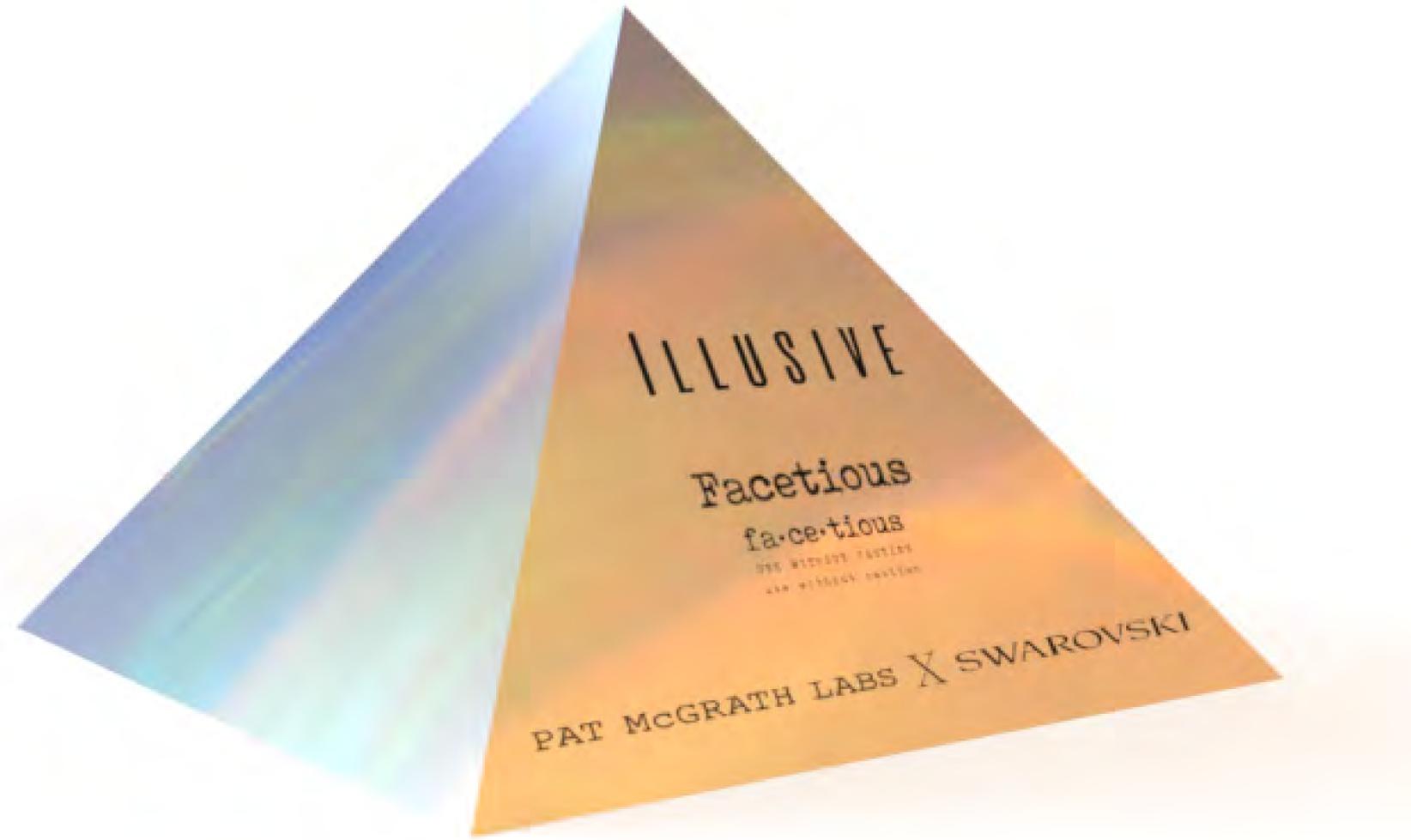




PAT MCGRATH LABS
SWAROVSKI

Illusive

Secondary





Audacious





Audacious

Secondary



Facetious Care Instructions

HOW TO USE

Mother's iconic runway looks joins forces with Swarovski's crystals to define the eyes for endless luxury and unlimited looks. Elevate your artistry with Swarovski crystals, gems, and pearls. Mix and match materials to exemplify your personal style and stand out against the crowd. Embrace obsession, inspiration, and addiction.



CARE INSTRUCTIONS

SWAROVSKI CLEANING AND CARE: TIPS AND INSTRUCTIONS FOR CRYSTALS NOT APPLIED ON TEXTILES

Use a clean, dry and antistatic cloth to abstract light dust layers.
For heavier dirt, utilize Glimmer Bath cleaning solution.
Ascertain the quality and elegance of your Swarovski crystals are maintained by following these tips.

WARNING
CHOKING HAZARD
SMALL PARTS
NOT INTENDED FOR CHILDREN UNDER 3 YEARS

PAT McGRATH LABS

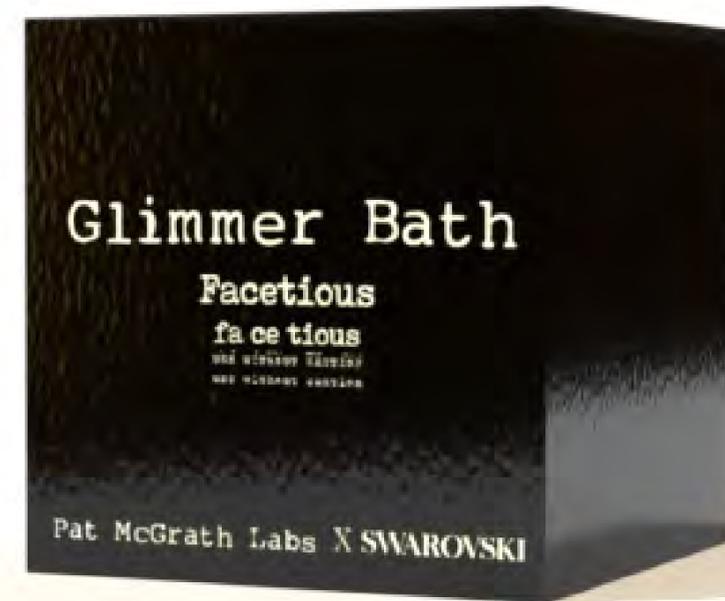
Each product comes with a pamphlet including:

Care Instructions

Application Directions

Inspiration for gem placement to express yourself to the fullest.

Use without caution Tertiary.



The Primary and Tertiary packaging for our 'Glimmer Bath' product care solution.

Price Breakdown

*Inside Crystal

Price \$125

4 unique Gems and Jewels

Applicator

Adhesive

*Glimmer Bath Solution

Price \$45



A close-up, artistic photograph of a person's mouth, showing the lips and teeth. The image is slightly blurred, creating a soft, intimate feel. The text "Marketing Mix" is overlaid in the center in a white, monospaced font.

Marketing Mix



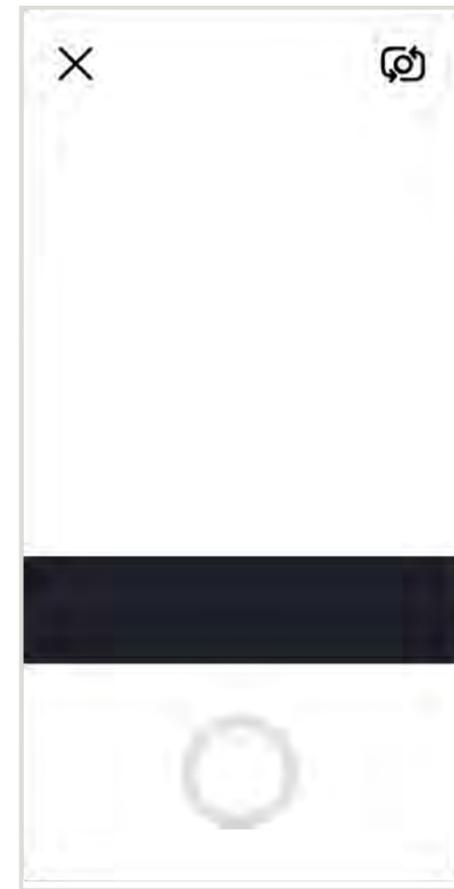
Magazine



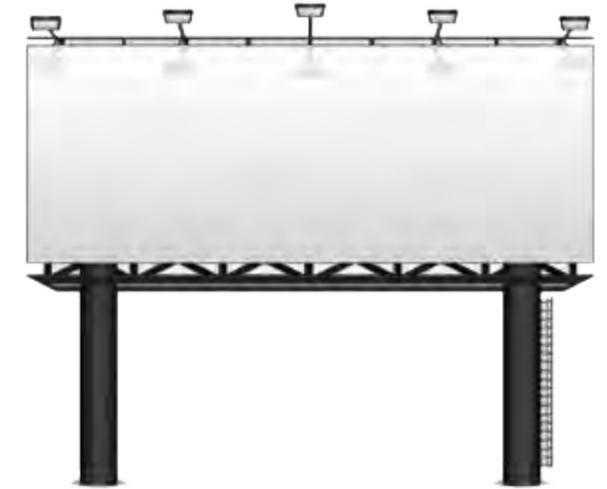
Instagram



Youtube



Snapchat



Billboard



Launch Dates

Launch Dates

Pre Order - Thursday Oct 1st
Available for Purchase - Friday Nov 6

Breakdown

Instagram Launch: 6 months in advance - Saturday
May 16

Billboards Launch: 3 months in advance - Friday
August 7

Magazine - November Issue

Snapchat - November



Thereal
FACETIOUS

Pat McGrath Labs X SWAROVSKI
PATMCGRATH.COM



ILLUSIVE
FACETIOUS

Pat McGrath Labs X SWAROVSKI
PATMCGRATH.COM



Audacious
FACETIOUS

Pat McGrath Labs X SWAROVSKI
PATMCGRATH.COM



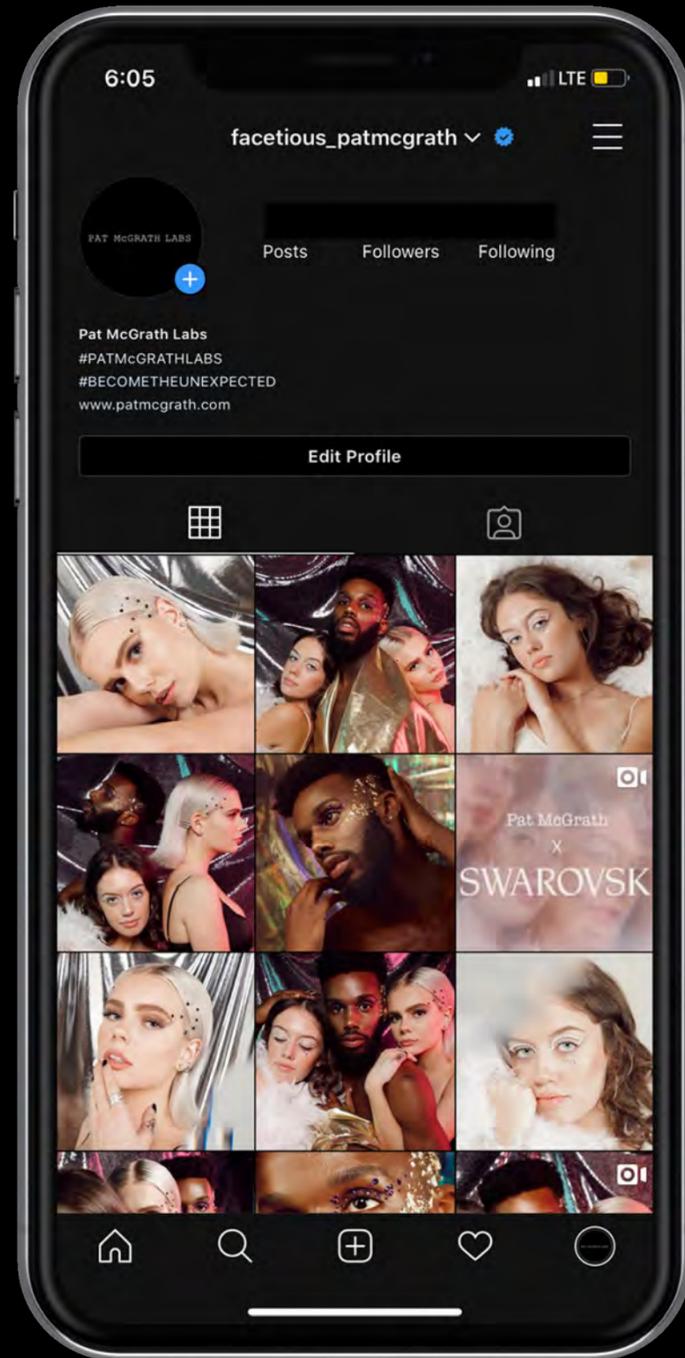
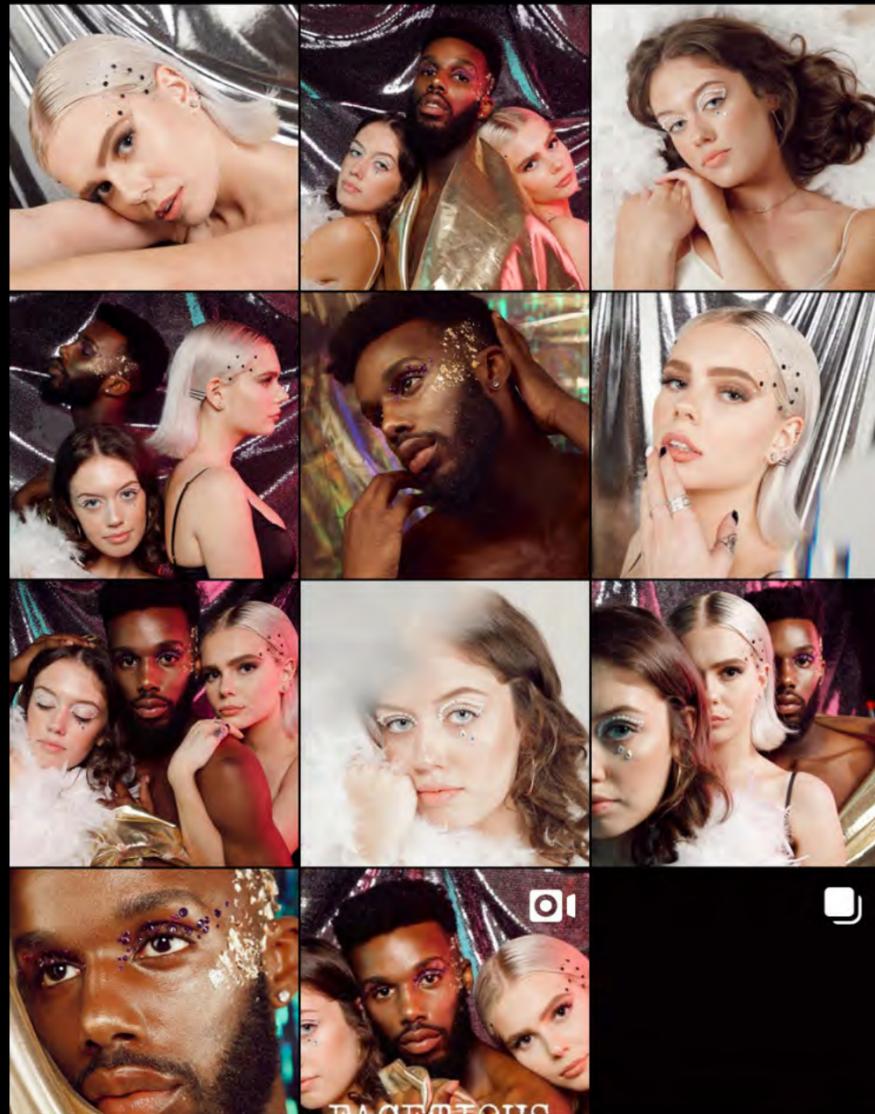
Fewer than 100 posts

Follow

See a few top posts each week

Top

Recent



#withoutcaution

#wholelotoffantasy

#rawglamour

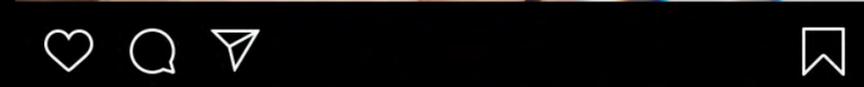
Become The Unexpected.



facetious_patmcgrath FACETIOUS ✨ Meet the newest addition to the Pat McGrath Labs family. We have joined forces with @swarovski crystals to create the perfect kits for all of your makeup fantasies. Embrace obsession, inspiration, and addiction #BecomeTheUnexpected ✨ Available now at PATMcGRATH.COM 21 minutes ago



facetious_patmcgrath FACETIOUS ✨ Meet the newest addition to the Pat McGrath Labs family. We have joined forces with @swarovski crystals to create the perfect kits for all of your makeup fantasies. Embrace obsession, inspiration, and addiction #BecomeTheUnexpected ✨ Available now at PATMcGRATH.COM 56 seconds ago

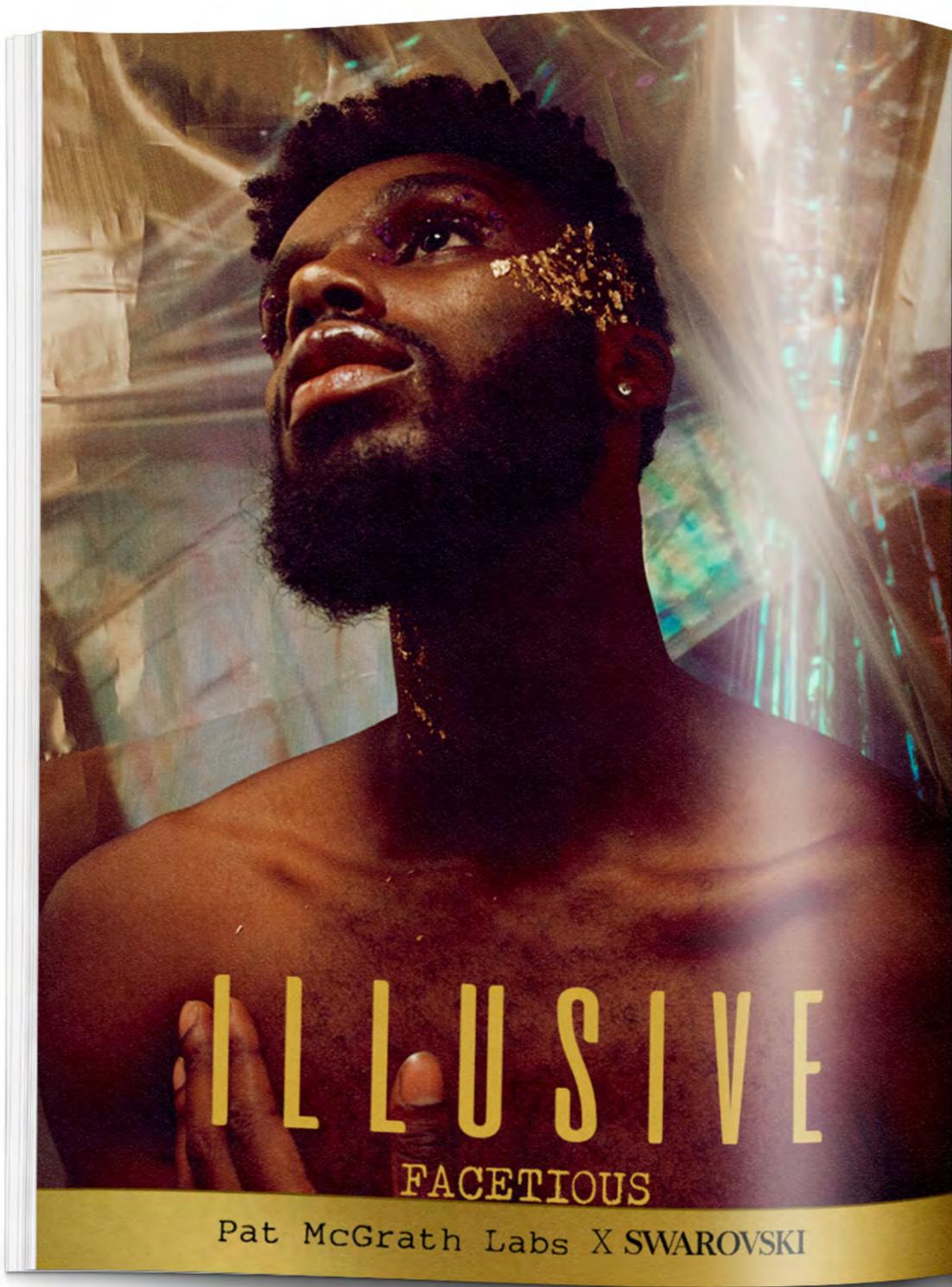


facetious_patmcgrath FACETIOUS ✨ Meet the newest addition to the Pat McGrath Labs family. We have joined forces with @swarovski crystals to create the perfect kits for all of your makeup fantasies. Embrace obsession, inspiration, and addiction #BecomeTheUnexpected ✨ Available now at PATMcGRATH.COM 20 minutes ago







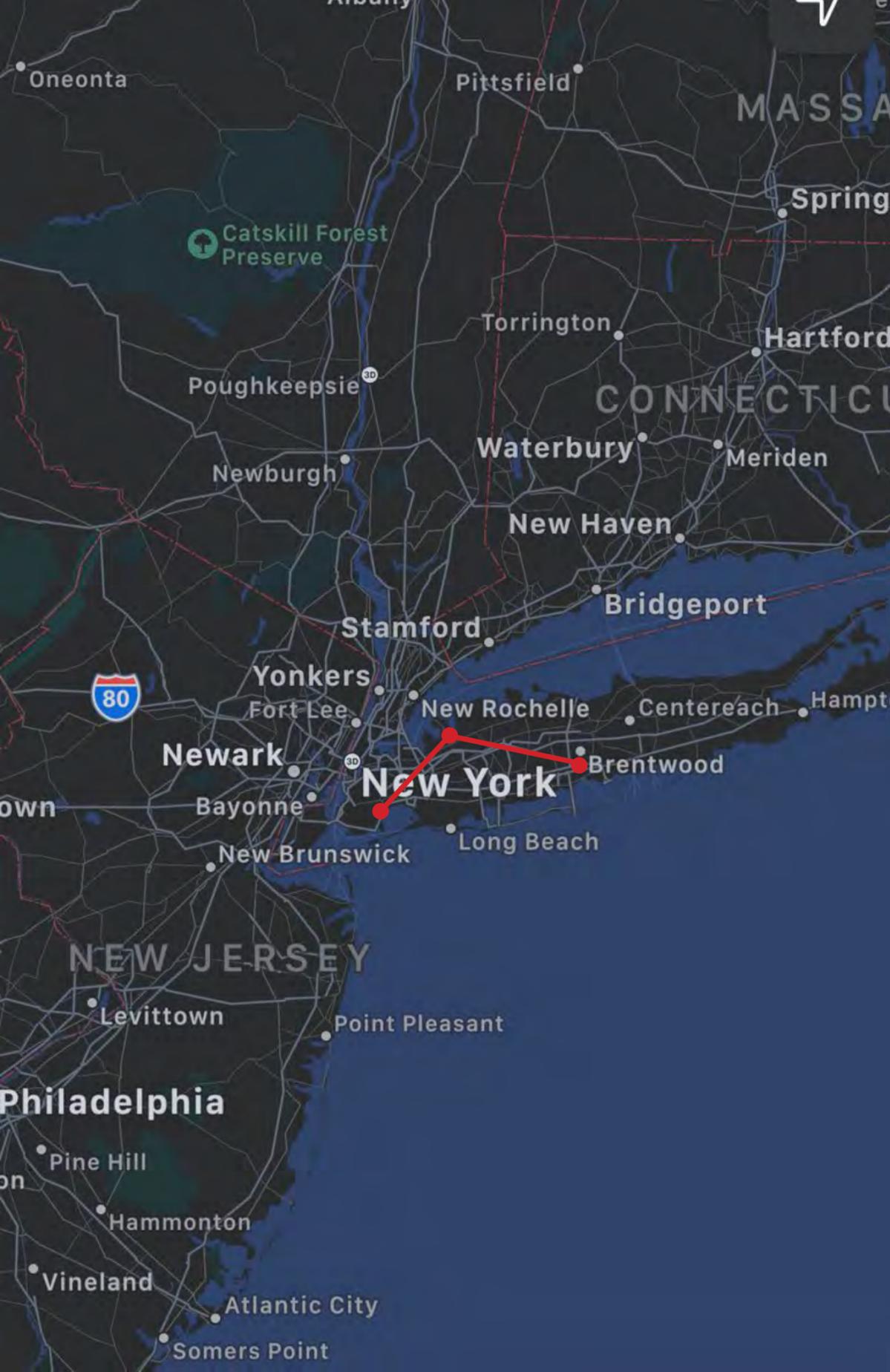




Billboard AD

EXIT
20

Manhattan
↓ ↓ ↓



Upper East Side

Williamsburg

East Village



Ethereal

Illusive

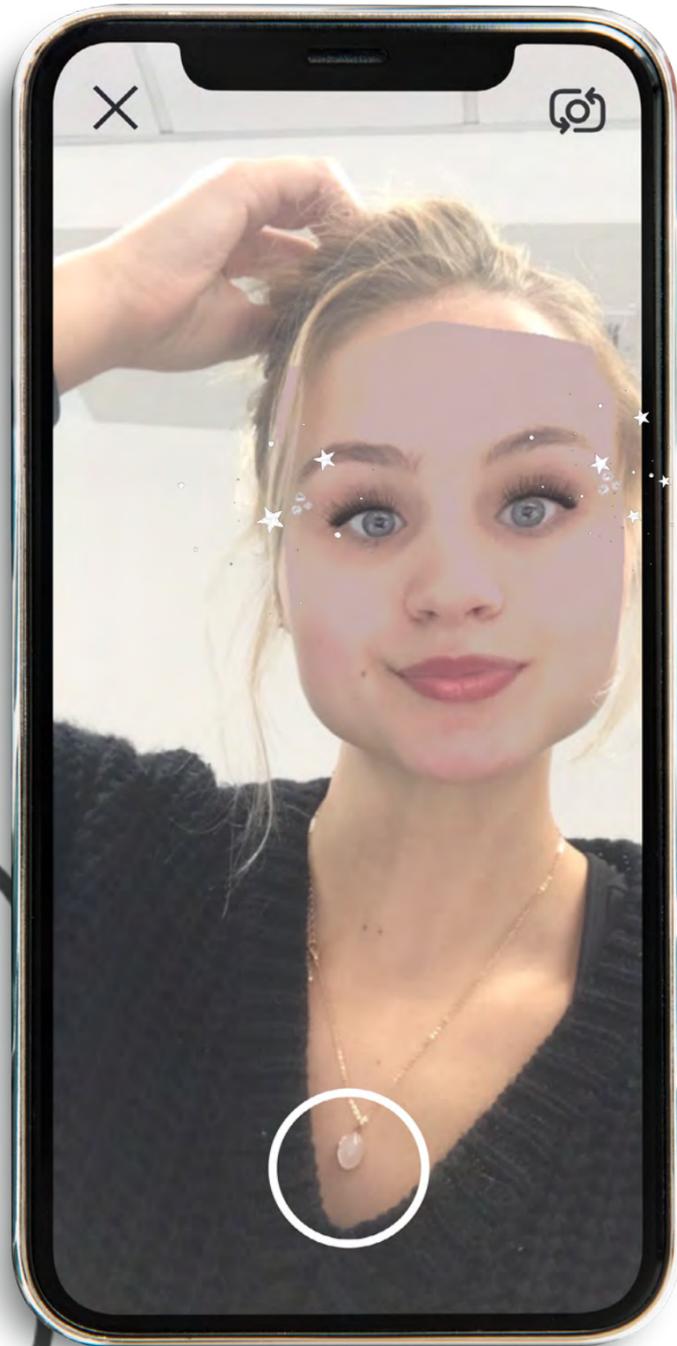
Audacious

Promotion Video

Pat McGrath

X

SWAROVSKI



Snapchat Filter

Press Kit

FOR IMMEDIATE RELEASE 12/1/20

[Insert Name Here]
[Insert Company Here]
[Insert Phone Number Here]
[Insert Email Address Here]

Pat McGrath Labs Collaborates with Swarovski; Introducing Facetious
Luxury facial accessories to elevate your makeup look

NEW YORK, December 1, 2020 -- PAT McGRATH LABS, the iconic makeup brand created by Pat McGrath, is thrilled to unveil the *FACETIOUS: a collaboration with Swarovski Crystals*. Captured through the iconic lens of legendary photographer, Tayler Smith. Featuring a cast of new McGrath Muses, including Haley Hall, Cameron Mack, and Julia McBride, the campaign showcases captivating photography and video of the PAT McGRATH LABS X SWAROVSKI FACETIOUS. McGrath's long-awaited facial accessories will be launched in 3 sets including ETHERAL, ILLUSIVE, AND AUDATIOUS— a personalized kit to achieve the Queen of Beauty's runway looks.

PAT McGRATH LABS x SWAROVSKI: FACETIOUS is available on patmcgrath.com, sephora.com, and select Sephora stores, Bergdorf Goodman, selfridges.com and select Selfridges stores on December 15th, 2020.

ABOUT PAT McGRATH AND PAT McGRATH LABS:

Pat McGrath is the world's most influential and in-demand makeup artist. For over 25 years, McGrath's creative vision has made her a tour de force whose legendary and creative power has transformed beauty and fashion on a global scale.

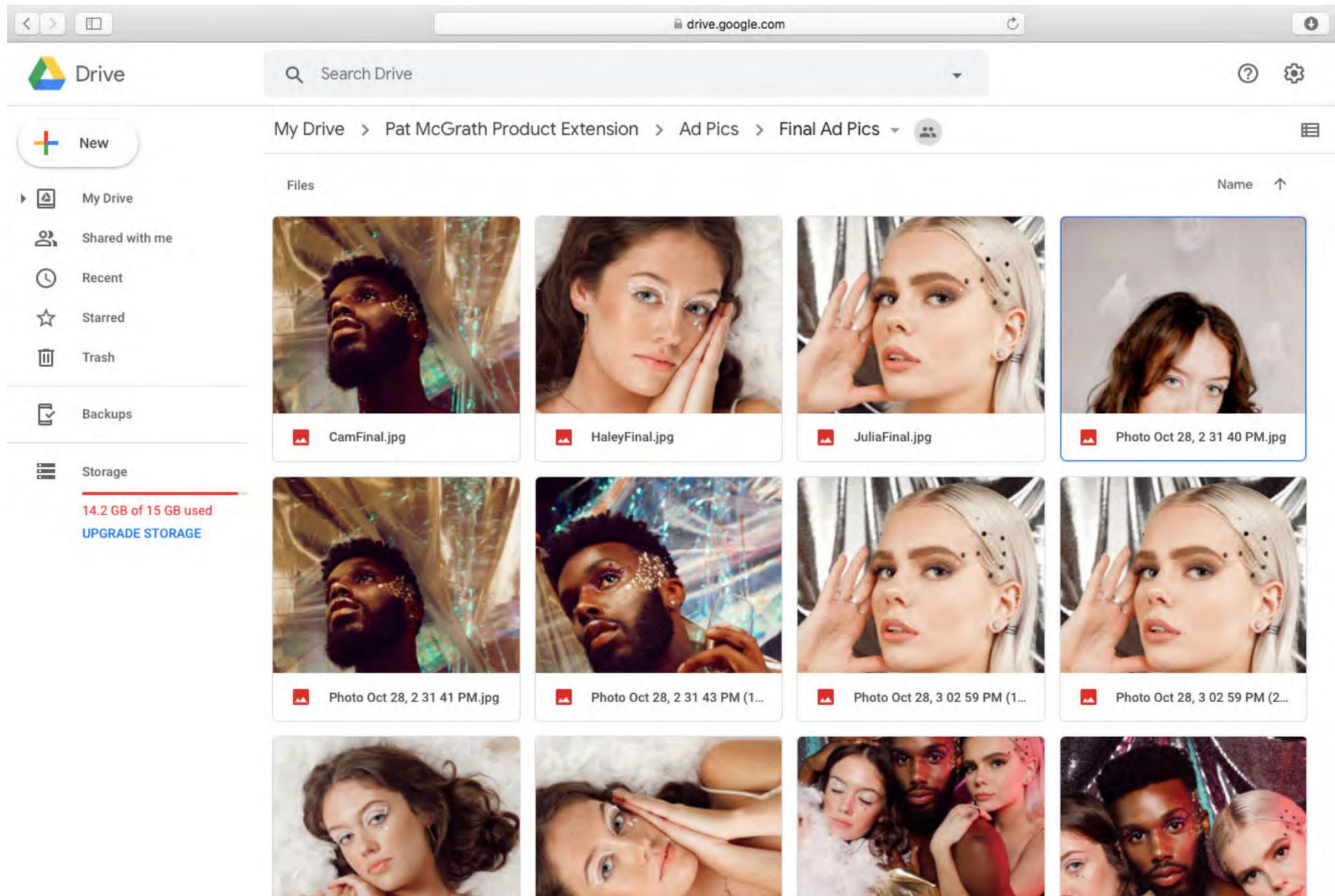
Each season, Pat McGrath conceptualizes and creates the beauty looks for over 60 ready-to-wear and couture shows in Milan, Paris, London and New York for the world's most prestigious luxury brands and designers: Prada, Miu Miu, Dior, Burberry, Givenchy, Gucci, Lanvin, Louis Vuitton, Versace, Maison Margiela, Yohji Yamamoto, Valentino, Bottega Veneta, Balenciaga, Calvin Klein, Loewe, and Alexander McQueen, to name a few

While setting the global beauty trends and elevating the art of makeup for decades within the fashion industry's most demanding environments – backstage at runway presentations for the most iconic couturiers and coveted brands – Pat McGrath has been formulating and perfecting her collection of high-performance cosmetics, culminating in the launch of her eponymous brand, PAT McGRATH LABS.

Pat McGrath's debut product Gold001 sold out in record-breaking time when it launched on McGrath's social media accounts in 2015. Since then, PAT McGRATH LABS has continued to launch divine, inspirational, obsession-worthy cosmetics and collaborations and curations that have pushed the boundaries of beauty like no other brand on the planet.

###

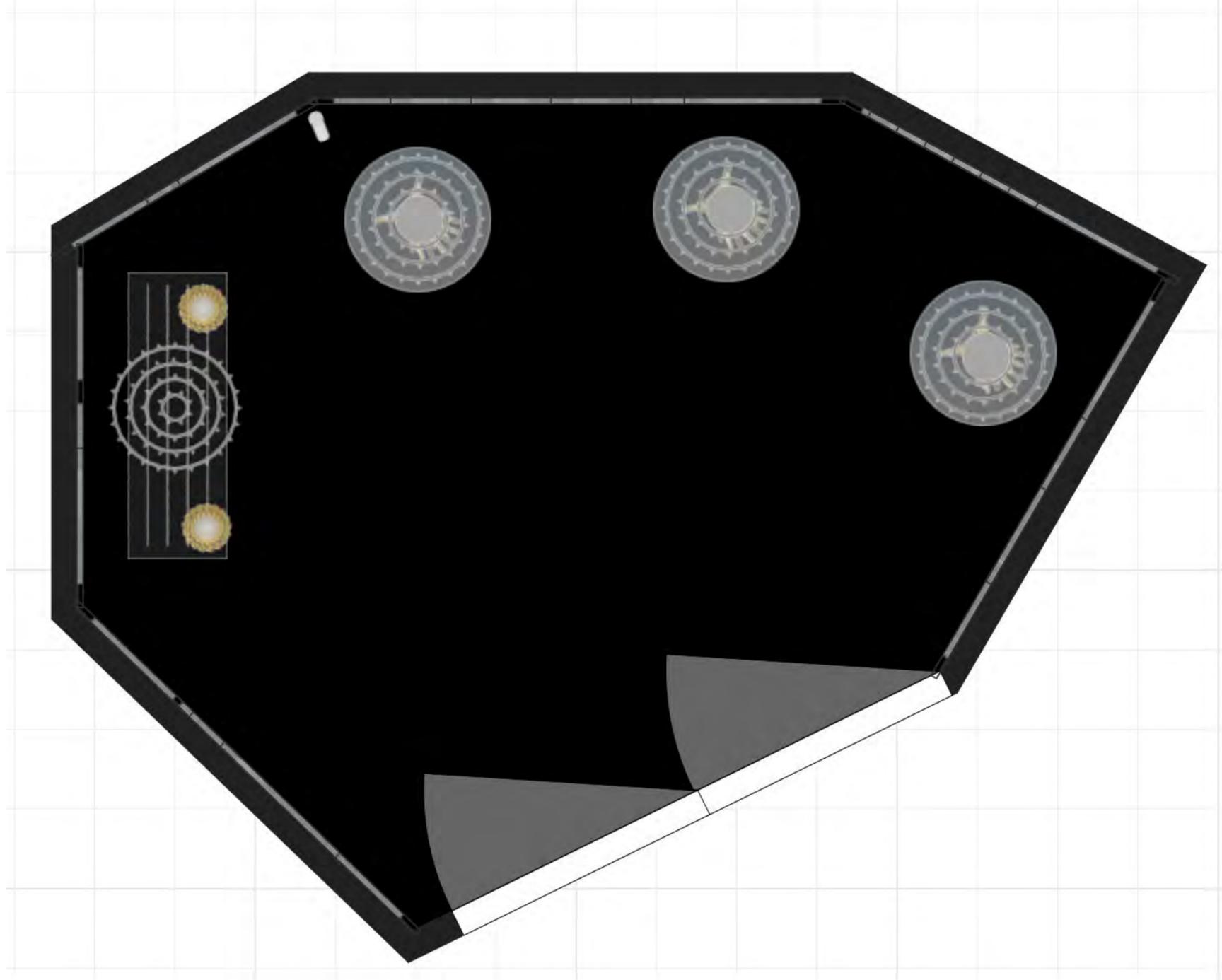
Media Kit



Contents:
campaign photos
product shots
packaging shots
ad mockups

Pop Up Interior





Floor Plan



Credits



Model (Ethereal)
Haley Hall
@haley.hall



Model (Illusive)
Cameron Mack
@cam.isaiah



Model (Audacious)
Julia McBride
@juliaamcbride



Industrial Designer
Nikki Ciocari
@nikkicio



Photographer
Tayler Smith
@femmentality



Videographer
Melissa Chilson
@melissachil_

FACETIOUS

fa•ce•tious

USE WITHOUT CAUTION

Pat McGrath X Swarovski

Savannah Armstrong | Cassidy Mauriss | Jessica DiPietro | Louise Lower