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**FENTY BEAUTY**  
BY RIHANNA

**A TMI SPECIAL REPORT**

**TRAVEL MARKETS**  
**INSIDER**

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## Essence Corp enhances Rihanna's Fenty Beauty launch with Master Classes and Gala VIP Party in Barbados

The nine-island launch across the Caribbean for Fenty Beauty, Fenty Skin & Fenty Eau de Parfum by Rihanna that commenced on Oct. 24<sup>th</sup> reached new heights in November with two-days of special events in Rihanna's home country of Barbados, culminating in an exclusive party where the superstar made a surprise guest appearance.

Organized by Essence Corp, the Miami-based company that distributes the brand in the region, the Fenty Beauty extravaganza in Barbados – where Rihanna is a national hero and cultural ambassador-- began with two immersive Master Artistry Classes at the historic Crane Hotel on Nov. 6<sup>th</sup>, held in association with Avolta, which is selling the brand in two of its Barbados locations.

The Master Classes were conducted by Rihanna's personal makeup artist and Global Makeup Artist for Fenty Beauty, Priscilla Ono.

The celebrity makeup artist and instructor, who leads sold-out master classes and creates looks that have graced international magazine

covers, campaigns and red carpets, enthralled the two sold-out audiences of 150 each with her entertaining, informative and immersive presentations. Attendees came from across the Caribbean, and were actively engaged with the interactive program.

Rihanna has been closely involved in all stages of the planning of the launch and insisted that her customers be part of the activities.

Ono also held a Master Class in the Bahamas and had spent the previous three weeks conducting in-depth training sessions with the specialist Beauty Advisors at the outlets across the Caribbean where Fenty Beauty would be launched.

These included Lipstick in Antigua; Maggy's in Aruba; John Bull in The Bahamas; Bridgetown Duty Free (Avolta) in Barbados; 59 Front in Bermuda; Kirk Freeport in the Cayman Islands; Rouge Duty Free in Grenada; Vanity First in Sint Maarten/St. Martin; and Vendome (by Rouge Duty Free) in Trinidad & Tobago.

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*Rihanna's personal makeup artist and Global Makeup Artist for Fenty Beauty, Priscilla Ono, enthralled the audience during two sold-out Master Classes for Fenty Beauty held in Barbados on Nov. 6, 2024.*



*Priscilla Ono totally captivated the audiences of the two sold-out Master Classes of 150 each with her entertaining, informative and immersive presentations. Attendees came from across the Caribbean, and were actively engaged with the interactive program held at the Crane Hotel in Barbados.*



*Above: (Left) Nicole Warren and Jane Astles from 59 Front in Bermuda, with Essence Corp VP Guillaume Bona and (far right) Kendo Brands VP Sophie Ravanis also attended the Master Class.*



*Right: Two of the Fenty Beauty Advisors from Avolta's Bridgetown Duty Free stores in Barbados were on hand to help show products to Master Class attendees.*



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On Wednesday evening following the Master Classes, Essence Corp and Kendo Brands held two dinners—one for the retailers involved with the launch across the Caribbean, and one for the winners of a special Golden Raffle that offered the chance to attend an exclusive VIP launch event in Barbados. Fenty Beauty, Fenty Skin and Fenty Hair (not yet available in the Caribbean) are partnerships between Rihanna and LVMH; Kendo Brands is the LVMH-owned beauty developer overseeing the brand's global development.

On Nov. 7<sup>th</sup>, Essence Corp treated the Caribbean retailers to an island tour of Barbados that included a visit to Rihanna Drive and a Mount Gay rum tasting. *Continued on next page.*



*The Avolta team: (l-r) Kay Richards, Beatriz Macedo, Essence Corp's Guillaume Bona, Sandra Bryan and Kathy Harris. The team is joined by Mary Brenner in the photo on the right. Far right: Essence Corp's Marie Claire Lochet and Wilfredo Catala worked tirelessly to make the Fenty Beauty events a huge success.*



*Left: The John Bull team from The Bahamas, Claudine Butler, Danielle Sutherland, Keisha Campbell and Inga Bowleg.*



*The Barbados tour for the visiting retailers included a stop at the famed Harrison's caves.*



*Essence Corp's Wilfredo Catala, left, welcomes the 59 Front team from Bermuda: Jane Astles, Nicole Warren, George Grundmuller and Deanne Hart.*

*Retailers from John Bull and Rouge Duty Free enjoy a Mount Gay rum tasting at the end of the island tour.*







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## Essence Corp enhances Rihanna's Fenty Beauty launch in Barbados: the Party



The culmination of the Barbados launch event was a VIP party that took place at QP Bistro (one of Rihanna's favorite restaurants on the island) with notable attendees including Barbados Prime Minister Mia Mottley, and featured music by DJ Puffy, Jus Jay King and Lead Pipe & Saddis in partnership with The National Cultural Foundation (NCF).

"Essence Corp is thrilled to be part of this momentous launch, bringing Rihanna's visionary beauty brands to the Caribbean," said Guillaume Bona, Vice President of Sales of Essence Corp. "We extend our heartfelt gratitude to the LVMH team, Kendo Brands, Inc., and all our Caribbean retail partners whose enthusiasm and dedication have been instrumental in making this launch possible. Together, we're not just introducing products; we're bringing Rihanna's inclusive vision of beauty back to its roots."

Adel Azibi, Area Sales Director of Essence Corp, added, "This launch embodies the true spirit of inclusion that Fenty Beauty stands for. By bringing these products to the Caribbean, we're not just expanding a brand's reach; we're celebrating diversity and empowering people across the islands to express their unique beauty. As representatives of this vibrant region, we are proud to see the Caribbean—often overlooked—finally put on the global map, receiving the recognition it so rightfully deserves. It is an honor to showcase both the beauty of Fenty and the diverse beauty of the Caribbean."



Fenty Beauty VIP party photos by Reeko Lynch Visuals



Picture 1 - The Essence Corp team with Maggy's from Aruba; Picture 2- Gabriela Mier y Teran, Essence Corp; Armelle Erb, Goldfinger, Saint Martin; Raymond Kattoura, Rouge Duty Free, Grenada and Trinidad & Tobago, and Marwen Ghatsallah, Kendo; Picture 3 – Beatriz Macedo and Gian Botteri, Avolta.

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Guests at the Fenty Beauty VIP party in Barbados were offered the opportunity to sample products and enjoy a make-over as they entered the festivities.

## Fenty Beauty at the Point of Sale

Meanwhile, sales of the Fenty Beauty products have been breaking records wherever they are available.

"Fenty Beauty has become more of a movement than just a product launch," commented Inga Bowleg, Director of Business Development at John Bull Ltd. In the Bahamas, where one of the largest launches took place.

"We sold in the first few days what we had planned to sell for the season," added George Grundmuller, Group CEO & President of BDC 2000, the company that owns 59 Front in Bermuda.

"Our Rouge stores sold 30% of the products for the season in the first two days," confirmed Raymond Kattoura, whose company Duty Free and Travel Retail Group manages the business for Rouge in the Caribbean.

To catch a glimpse of the excitement that the availability of Fenty Beauty has spurred in the Caribbean, check out these clips from the launch this past week at Rouge Duty Free in Grenada and [Trinidad & Tobago](#).



## Fenty Beauty: the vision and inspiration

Rihanna launched Fenty Beauty with a vision of inclusivity and global reach at its core, with the philosophy to help "everyone feel beautiful and recognized, no matter their race, ethnicity, culture or personal style."

With her mandate of inclusivity, Fenty Beauty delivers a wide range of products for traditionally hard-to-match skin tones, with high-performance formulas that work for all skin types. The brand offers a vast product assortment rooted in Rihanna's real-life method to a flawless complexion with killer radiance layered on top. These include cult-favorite products like Pro Filt'r Soft Matte Longwear Foundation - available in 50 shades with a humidity-proof, transfer-proof, long-lasting formula - and Gloss Bomb Universal Lip Luminizer - the high-shine lip gloss available in cream, shimmer, shine, and plumping formulas - which will now allow the people of the Caribbean to find their perfect shades.

Joining Fenty Beauty is Fenty Skin - the clean, vegan and eco-friendly skincare line designed to work well with makeup. Amplifying Rihanna's mission to provide simple and effective beauty solutions for everyone, the brand features universal, sensorial formulas to cleanse, hydrate, protect and treat.

"To bring Fenty Beauty, Fenty Skin and Fenty Eau de Parfum to the Caribbean is a dream come true. This is a humbling moment for this island gyal!" commented Rihanna.

"I am so excited to FINALLY bring Fenty Beauty, Skin and Fragrance brands to the Caribbean. I know the community has been waiting a long time and we can't wait for you to experience the brand and try the products in a place that's near and dear to my heart," she continued.

