

Barry M debuts most 'rebellious'

rebrand in the company's 43-year

history

#222825

By Amanda May | Published: 27-Mar-2025

Colour Cosmetics

Marketing

The refresh is inspired by the British brand's roots, having been founded during London's eighties punk era, and will promote 'unapologetic self-expression'



Barry M Cosmetics has unveiled a global rebrand to Barry M Beauty, inspired by the British heritage brand's "rebellious origins".

The 43-year-old brand, best known for its make-up and nail lacquers, is embracing a "bold new direction" that harks to its eighties roots, standing for "unapologetic self-expression".

Barry M introduced its first range of 100 nail lacquers to the UK beauty market in the 1980s at Ridley Road Market in the East End during London's punk era.

This brand refresh is a nod back to the brand's history, delivering a raw, "edgy" and fearless look – a big shift from its more current "pretty and polished" aesthetic.

The brand's logo is also transitioning from Barry M to Barry M Beauty as part of this update.

"Beauty is no longer about looking 'perfect', it is about authenticity," Barry M Cosmetics Managing Director Dean Mero told *Cosmetics Business*.

"Consumers are moving away from wanting to see airbrushed ideals and embracing individuality, whether that means unretouched skin, unconventional features or self-expression through tattoos and piercings.

"There is real love and deep loyalty for Barry M, and we remain the go-to destination for bold, creative and high-quality cosmetics.

"However, just as we have evolved over the past 40-plus years, adapting our product mix and growing our online presence, we recognise that staying relevant means embracing change.

"And we are confident this will resonate strongly both with our loyal customers and new audiences too, and this rebrand is a natural next step in Barry M's journey."



Barry M's new "edgy" campaign has been shot on the "dynamic" streets of East London to tap into the brand's history.

It features content creators who are genuine fans, and each has shared unfiltered behind-the-scenes content on social media.

"Barry M was born in a time of creativity, rebellion and fearless self-expression, and that same unapologetic energy is at the heart of our identity," said Mero.

"We selected [these creators] for their strong personal style and asked that they all do their own make-up, allowing their authenticity to shine through.

"[It is] a stripped-back approach that celebrates beauty in all its forms.

"Our social media channels are archiving all previous posts and starting afresh with our new aesthetic.

"We are no longer creating 'poster model' imagery, our customers will recognise themselves in our creative."



The brand update also includes refreshed in-store fixtures and updated packaging.

The old product packaging will be phased out, with the brand making the transition in the "most sustainable way possible".

A full transition is anticipated by the end of 2025.

"Barry M's rebrand has been a carefully considered journey over the past two years, guided by in-depth consumer insight and a deep understanding of how our audience shops, consumes media and makes purchasing decisions," said Mero.

"New product developments will stay true to our love of experimentation, colour and, of course, our 100% vegan and cruelty-free commitment."

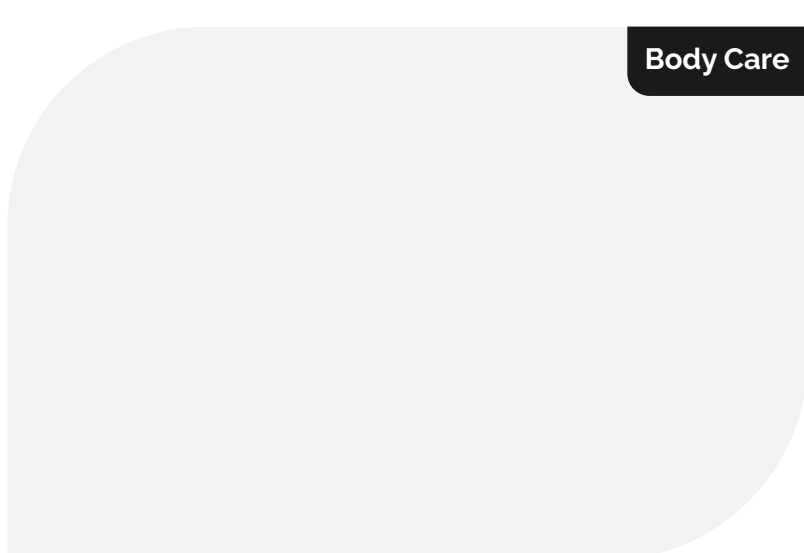
Related content:

- [Weleda unveils first rebrand in 100-year history](#)
- [The beauty businesses risking it all on a rebrand](#)

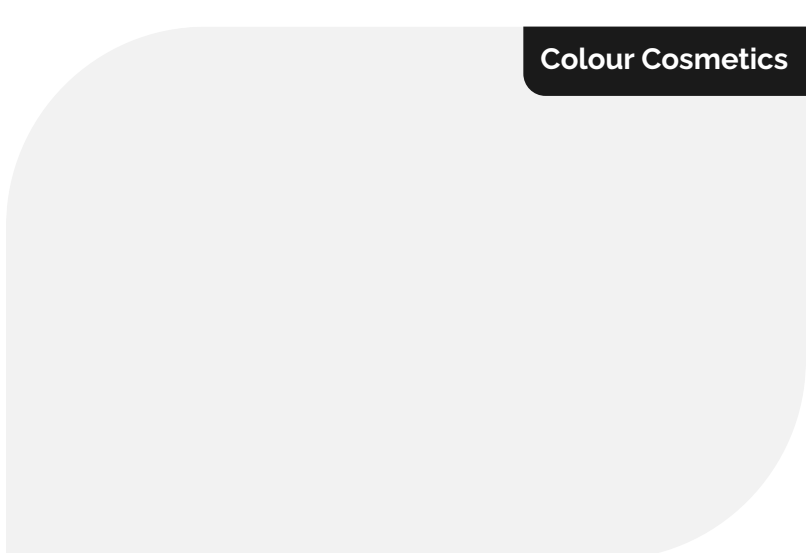
Share

SEE MORE

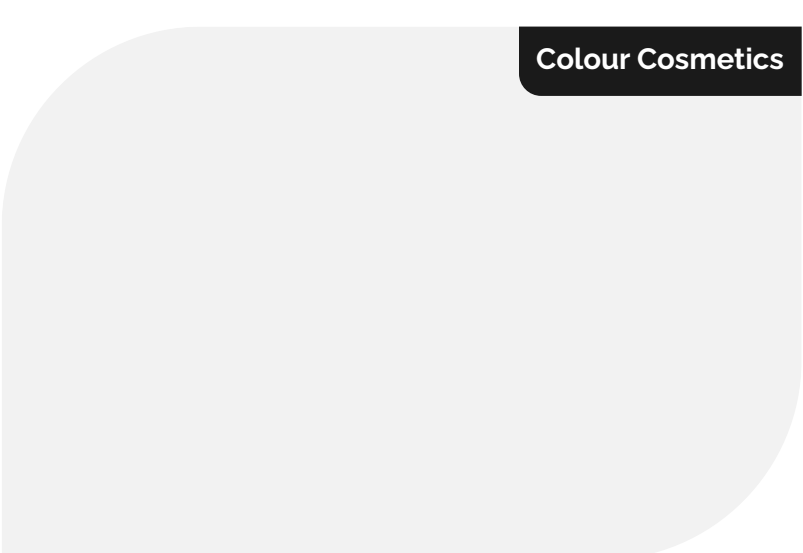
You may also like



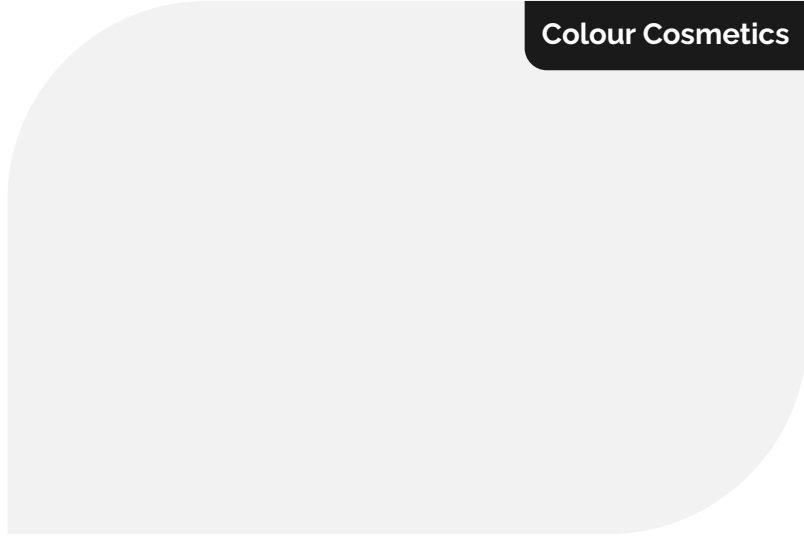
The 10 hottest beauty launches hitting shelves this week



Geordie Shore's Vicky Pattison challenges 'ridiculous' pressures of social media with No Filter Beauty



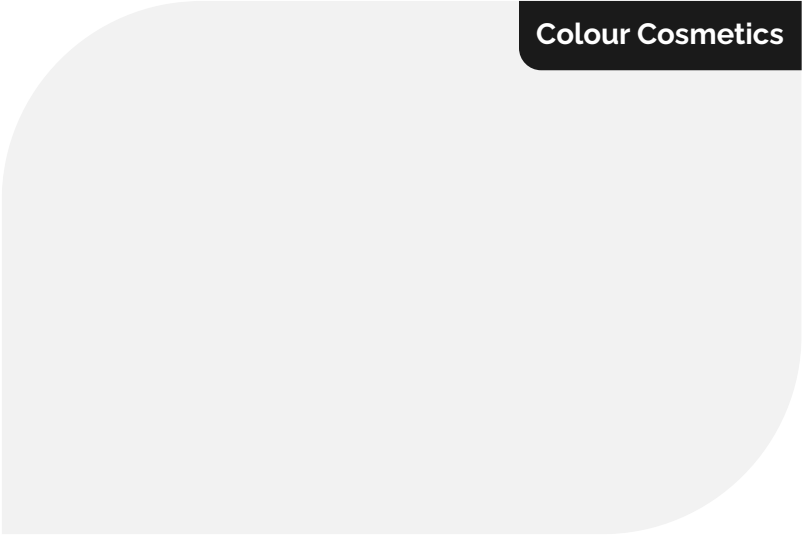
Make-up 'illusionist' Romaine-Jade Tulloch lands ambassador role with Barry M



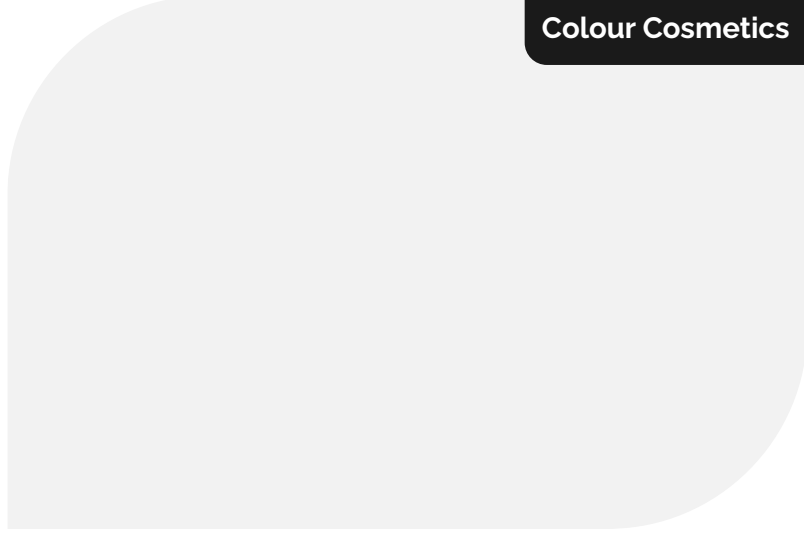
The makers of Harry Potter create magic with Barry M for new make-up line



Barry M reveals collection of bold liquid eyeliners



Barry M make-up artist Anna Lingis lands own collection



Towie star Pete Wicks to front Barry M Wildlife campaign

Get our newsletter

Follow us

Enter your email address

→

