



PAT McGRATH LABS

Fashion Branding & Identity
IED Milan, Master of Fashion
Marketing
April 2026

BRAND STRATEGY
CREATIVE & ACTIVATION PROJECT

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EXECUTIVE SUMMARY

Pat McGrath Labs, founded by runway makeup artist Pat McGrath, is a pillar of the beauty community, linking **artistry, high fashion, and makeup.**

Over the last few years, the brand has faced difficulties, both **financially** and in terms of **credibility.**

Understanding the **brand bible** and **digital strategy** of PML is essential for **future success.**

MAIN PROBLEM:

No independent social media

PML struggles to form an **identity of its own**, ultimately leading to **confusion.**



PROPOSAL:

Launching an **independent Instagram handle** to solidify the brand's standing as a **respected make-up brand.**



A close-up, dark-toned photograph of a person's mouth. The lips are painted a vibrant red and are slightly parted. Inside the mouth, a small, metallic blue beetle with a yellowish-orange thorax is visible. The background is a soft, out-of-focus grey. The text 'BRAND BOOK' is overlaid in the center in a bold, white, sans-serif font.

BRAND BOOK



HERITAGE

- Founded by Pat McGrath, one of the most influential makeup artists. Often called the “mother of makeup”.
- Launched in **2015**.
- Strong DNA, Built from editorial and backstage experience.



BRAND CREATION (2015)

- Launched with “*Gold 001*” pigment → instant sold-out success
- Built hype through limited drops strategy
- Strong digital-first approach

FASHION DNA

- Work with luxury houses (Prada, Dior, Versace, Valentino)
- Created some of the most iconic runway beauty looks

PHILOSOPHY

“PAT MCGRATH LABS, MAKEUP IS NOT JUST ABOUT BEAUTY IT IS A FORM OF ARTISTIC EXPRESSION AND EMPOWERMENT.”



- Beauty is limitless, experimental, and inclusive
- Encourages individuality → “no rules” approach
- Strong link with fashion and runway creativity
- Focus on self-confidence through transformation

"It has always been my dream to create an iconic beauty brand that goes beyond the usual limitations; that lives outside the parameters of what is expected."

Pat McGrath



BRAND ESSENCE

PRODUCT DNA

- Extremely high pigmentation
- Innovative textures → metallic, glitter, vinyl, glossy skin
- Professional-grade formulas inspired by backstage techniques



VISUAL IDENTITY

- Iconic black & gold packaging
- Signature gold lips logo (sensual + artistic symbol)
- Dramatic, editorial imagery

EMOTIONAL TERRITORY

- Transformation
- Fantasy
- Power
- Individuality



BRAND PERSONALITY

- Bold
- Visionary
- Experimental
- Empowering
- High-fashion driven



POSITIONING

- Ultra-premium beauty brand
- Between luxury fashion & professional makeup artistry
- Competes with: Dior Beauty, Chanel Beauty, Fenty Beauty (but more artistic niche)

PURPOSE, VISION, MISSION



PURPOSE

Makeup is not decoration — it is transformation.



MISSION

Translating runway artistry into high-performance beauty for all.



VISION

Shaping a more expressive, inclusive future of beauty.

BRAND VALUES



EXCLUSIVITY

- High-end, rare artistic experience
- Professional-grade application
- Distinctive positioning

CREATIVITY & ARTISTRY

- Bold colour palettes & high pigmentation
- Creative freedom
- Individual style & artistry

AUTHENTICITY

- Rooted in runway & editorial expertise
- Artistic authority of Pat McGrath
- Builds consumer trust

INNOVATION

- Innovative formulations, textures & colors
- Distinctive products
- Elevated makeup experience



UNIQUE SELLING PROPOSITION

Sensory & Experiential Luxury

Pat McGrath Labs gives people a luxurious makeup experience that goes beyond just the product. With eye-catching packaging, rich textures, and fun, immersive ways to use it, customers feel like they're part of an exclusive beauty world.





VOICE OF VOICE

Unapologetically bold. Never uncertain.

Pat McGrath Labs speaks with the authority.
Expressive, provocative, emotionally charged.
Language that creates spectacle and desire.

No "clean beauty" clichés.
No over-explaining. No apologies.

DRAMATIC

THEATRICAL

DARING

Divine Skin: Rose 001
Signature Glow Duo

TRY IT ON

Dramatique Mega Lip Pencil

€33 EUR

Venus in Fleurs Luxe Quad:
Voyeuristic Vixen

PASSIONATE

Skin Fetish: Sublime
Perfection Longwear
Blurring Setting Spray

SENSORIAL



ANALYSIS

TARGET AUDIENCE

Demographics

- **All genders**, female-identifying (20% year-over-year rise in male & non-binary buyers.)
- **High-income Millennials + Gen Z** (20-45 years old). Around 80% of revenue.
- Urban cities (**North America, Europe, and Asia**)

Psychographics

- **Beauty enthusiasts, self-expression & experimentation**
- Makeup → source of **confidence, empowerment, & art form**
- Invested in **fashion and pop culture**

Purchasing Behaviour

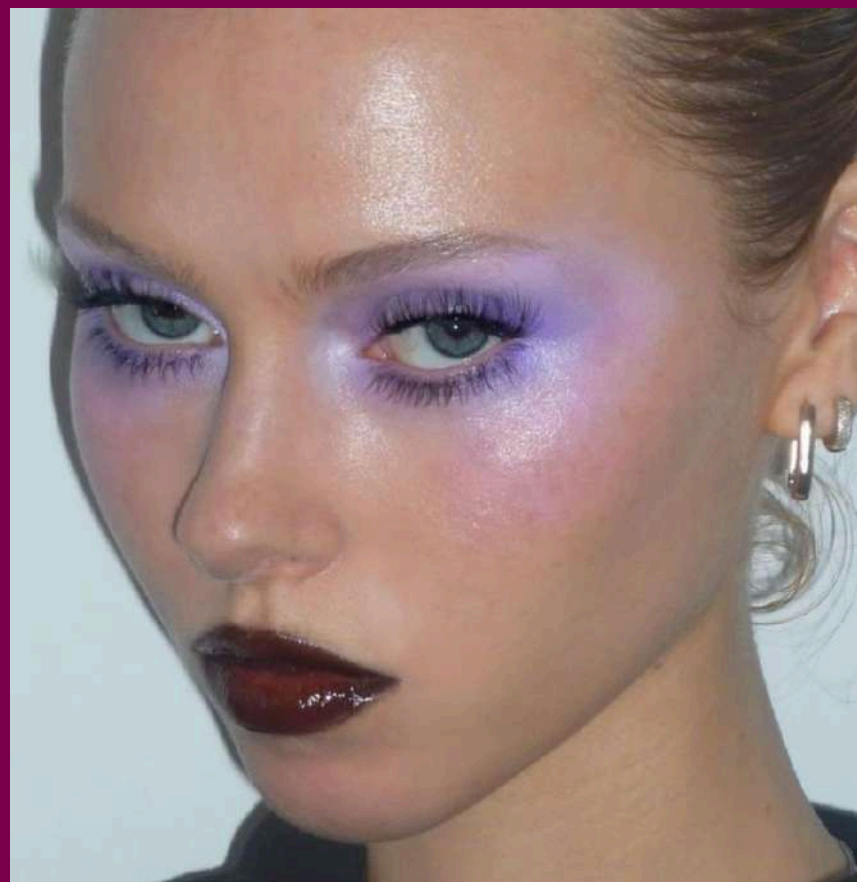
- **Quality, formulas, & variety** over price point
- Typically, collectors who purchase based on **exclusive/limited drops**

Pain Points

- Struggle to find **high-pigment, long-lasting** eyeshadow that blends seamlessly.
- Difficulty finding products that match their **skin tone**.



BUYER PERSONA



THE CREATOR ARCHETYPE

Makeup as a tool for **artistry, imagination,** and **self-expression.**

Experimentation, individuality, and **artistic freedom.**

Products designed to **enhance beauty** while **creating bold** and **transformative** looks.

VIKTORIA

Age: 27
Nationality: German
Lives in: Los Angeles

OCCUPATION

Social Media Manager at a marketing agency.

- Side-hustles: freelance as a fashion stylist and micro-influencer.
- Deals with **beauty** and **fashion brands**
- **Responsibilities:** tracking trends, developing campaigns, and coordinating projects.

NEEDS & GOALS

- Needs a brand that offers **high-quality** products with both **neutral** and **experimental** colours.
- Struggles to find a varied palette that offers **long-lasting** + **high-pigmented** results.

Main goal: build her collection, explore her creativity.

HOBBIES

Offline:

- Shops in archive stores/ vintage markets
- Attends **pop-up events**
- Connects with people in her **community** at coffee shops/events

Online:

- Finds inspiration for makeup and outfits on **Pinterest** & **Instagram.**
- In-tune with pop culture, watches beauty YouTubers, TikTok "Get Ready With Me" videos.

BEHAVIOURS

- **Quality** over quantity
- **Researches** carefully before purchasing
- Prioritises **durability** over fast consumption.
- **Willing to spend more** if the product is of **higher quality.**
- Finds new products on **TikTok** + **Instagram** or through her friends (word-of-mouth).



SWOT ANALYSIS

STRENGTHS

- High-performance luxury formulas and hero products
- Distinctive, editorial-style packaging
- Collaborations with IPs like Star Wars, Bridgerton etc
- Mix of direct-to-consumer and selective retail partnerships

WEAKNESSES

- Slow rollout and struggles to scale production effectively
- Heavy reliance on Pat McGrath
- Operational and supply chain inefficiencies
- High price points restrict accessibility
- Limited innovation speed and product expansion
- Divided attention since Pat McGrath's is Louis Vuitton Beauty's Creative Director





SWOT ANALYSIS

OPPORTUNITIES

- Industry is shifting back towards bold looks, MUAS like Sophia Sinot are inspiring people to be more creative with their makeup
- Consumers—especially Gen Z—prioritise brands that embrace diversity
- Demand for products combining skincare + makeup or offering versatility is rising

THREATS

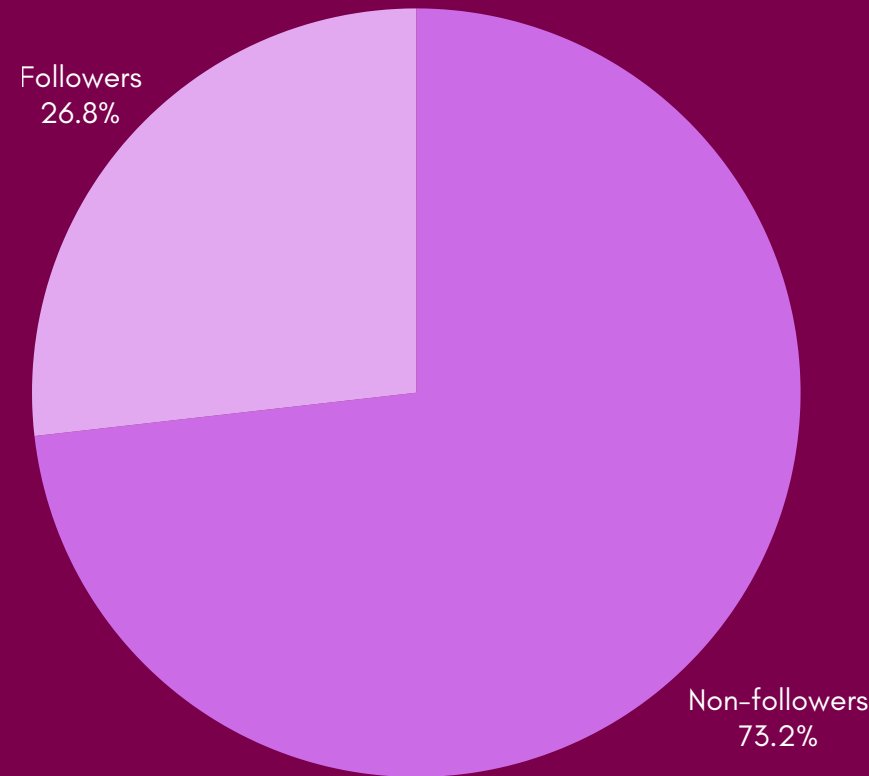
- Beauty market is already oversaturated
- Strong “dupe” culture within industry
- Failure to rapidly convert trends into purchasable products
- Failure to engage with consumers through strong digital presence
- Declining valuations and financial uncertainty
- Evolving cosmetic regulations require constant reformulation



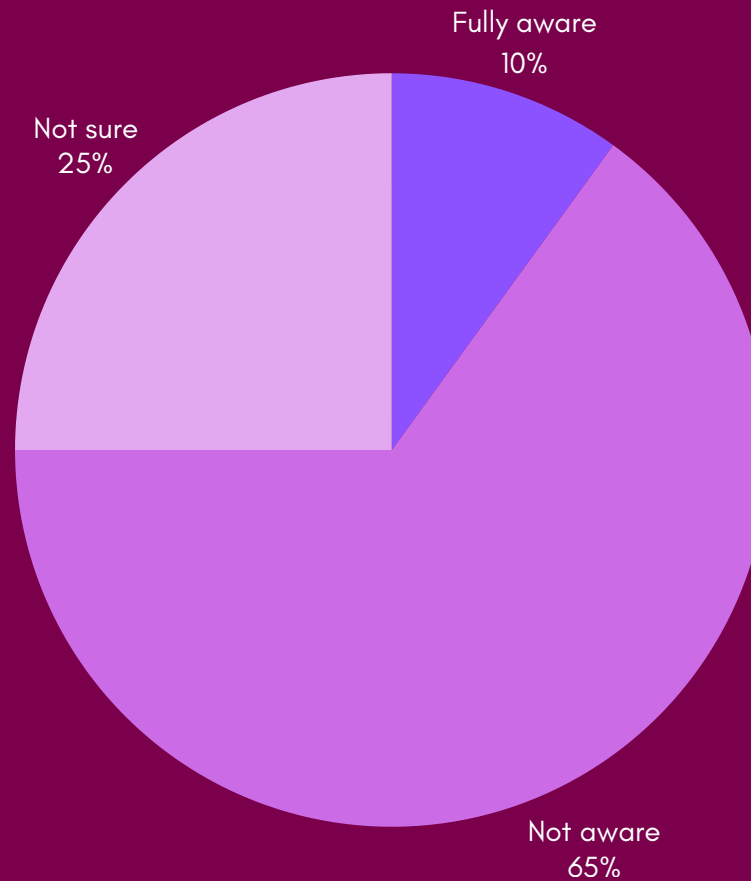
RESEARCH INSIGHTS

Based on the survey responses of 41 participants, aged 18-34

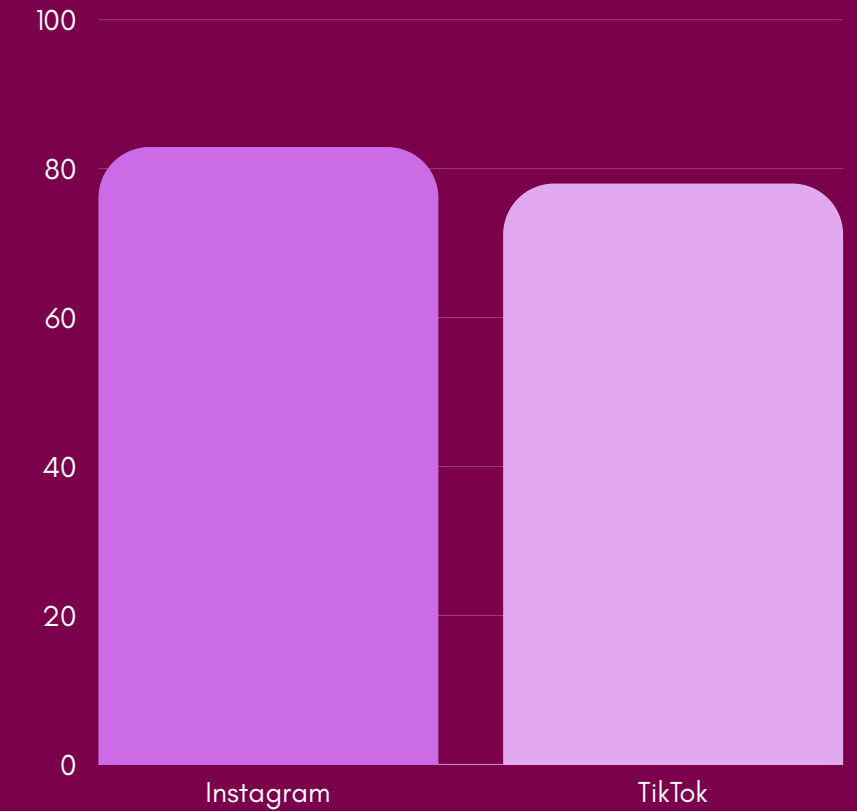
Follows PMG on Social Media



Awareness PMG Online Presence



Channels for Beauty Discovery



65.8%
Actively engaged
with makeup

#1
Barrier for Purchase -
LOW
VISIBILITY

70.7%
Rarely or never
see PMG content

82.9%
Open to follow brand's
INSTAGRAM.

"Luxury makeup that's actually worth it"

CUSTOMER INSIGHTS

 bewildered_forks 2 年

Yeah, I have three eyeshadow palettes from PMG that I got at TJ Maxx and I like the quality, but I'm glad I didn't pay full price for them

★★★★☆ 4/5

06/04/2025

Mekhala37

Recensione spontanea

Nice finish, no true olive undertones

Beautiful finish, but VERY hard to shade match for olive skin no matter what it says. Everything looked orange on me. I tried multiple shades and unfortunately had to return.

 LostMyRightAirpods 2 年

At those prices, it's a good brand to try. At full price? Lol no.



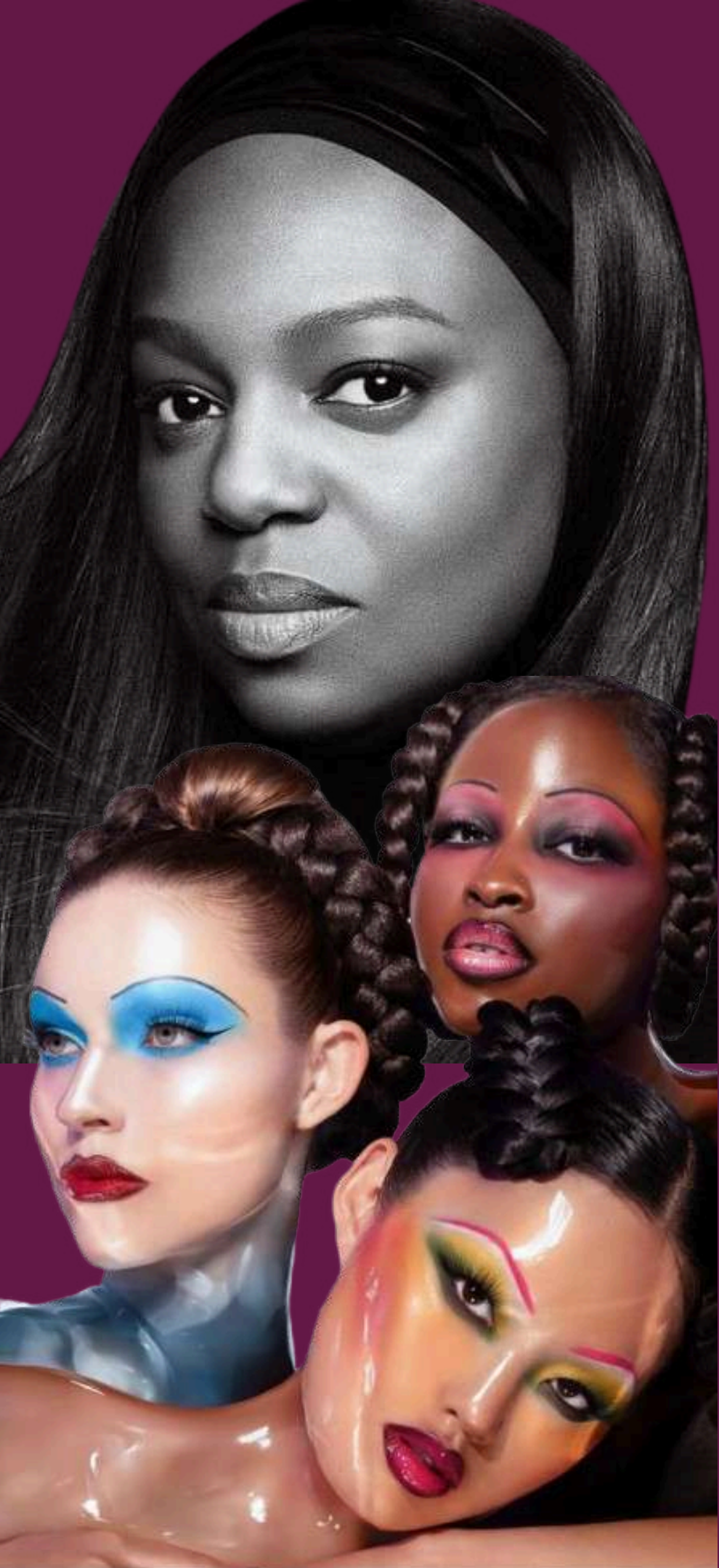
@RaelNikolaidis 7 個月前

I own only three palettes. A Mothership is one of them. I love it. Every time I open it, it brings me joy.

I absolutely love this pallet. It is great for highlights believe it or not. If you're a shimmer and glitter fan, I recommend recommend this pallet. But you have have to be very gentle because the shades do break.

Helpful? ▲ (2) | ▼ (1)





MAIN CHALLENGE

Pat McGrath Labs needs to strengthen its own identity especially to survive longterm in the fast growing beauty industry where founder led brands either sink or swim.

Currently, the brand lacks a clear, dedicated social media presence, relying heavily on the founder's personal platform and professional reputation, which limits scalability and brand clarity.

OUR PROPOSAL

A dedicated social media profile for Pat McGrath Labs that will allow the brand to strengthen its voice, enhance storytelling, and create a more cohesive consumer experience.

HOW?

We propose an **exclusive brand event** that reflects the core DNA of Pat McGrath Labs. Hosted in a transformed indoor space inspired by the atmosphere of a runway show.

The event will bring together **influencers, brand ambassadors, industry figures, and loyal customers**, creating a highly curated community moment.



TIMELINE



PHASE 1 PRE-LAUNCH (3-4 WEEKS)

- Phased ambassador reveal
- Launch social media pages
- Distribute exclusive invitations (account for delivery logistics and delays)
- Run giveaway campaign for customers



PHASE 2 LAUNCH (EVENT)

- Exclusive LA masterclass hosted by Pat McGrath
- Ambassadors showcase products
- Curated guest list (influencers, artists, VIPs, winners)
- Immersive touchpoints
- Real-time social amplification
- Incentivised UGC
- Strategic timing ahead of Sephoria



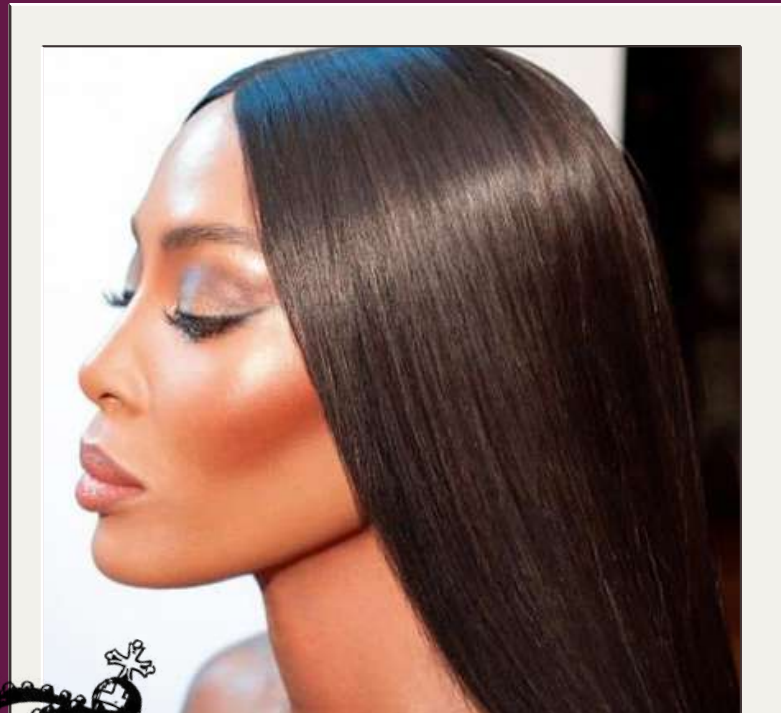
PHASE 3 POST-LAUNCH (12 MONTHS)

- Track engagement, hashtags, and mentions
- Launch TikTok & Instagram affiliate programmes
- Introduce loyalty programme and VIP tier
- Repurpose event content into ongoing social series and amplification
- Retarget audiences and launch follow-up drops

PRE LAUNCH



AMBASSADORS



Naomi Campbell



Supermodel, fashion icon, and global beauty authority



Legacy figure in high fashion and runway



Strong association with luxury, editorial, and glamour



Embodies timeless beauty and industry credibility



Alexa Demie XOXO



Actress and cultural icon (Maddy from Euphoria)



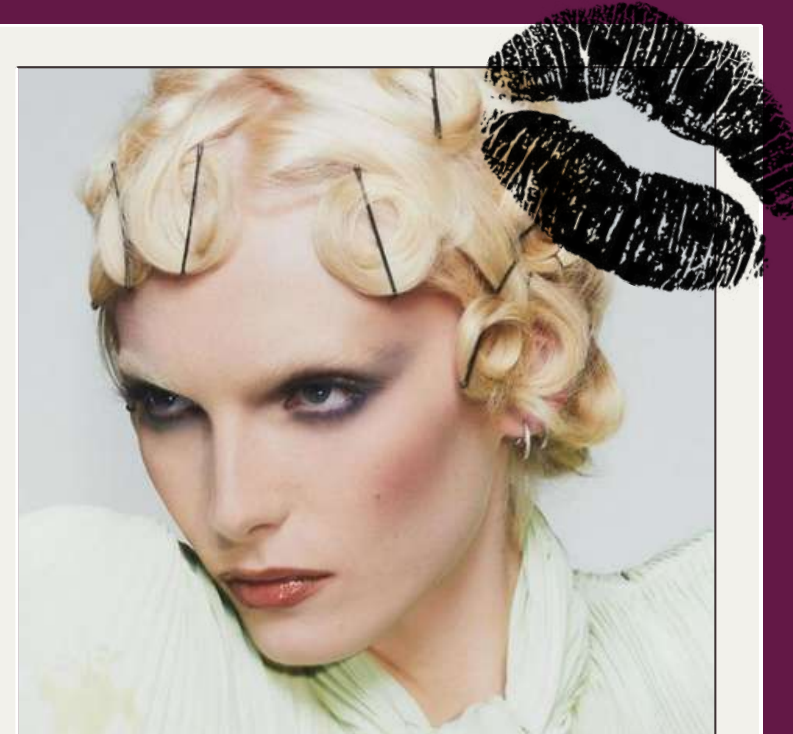
Bold, known for her viral makeup looks from the show



Pop culture relevance, Gen Z appeal



Edgy glamour, contemporary "IT Girl" femininity



Alex Consani



Model and digital-native fashion personality



Gen Z, online fashion culture representation



Strong TikTok & digital presence



Playful, expressive, boundary pushing LGBTQ+ identity

Responsibilities

1. Attend the Event as Key Faces of the Brand
2. Participate in Live Masterclass Demonstrations (Naomi & Alex)
3. Engage with Guests Through On-Site Interactions
4. Create Real-Time Social Content (Stories, TikTok, Reels)
5. Appear in Photobooth Experience (Alexa Demie)
6. Drive Post-Event Visibility Through Personal Platforms

INVITATIONS



THE MUSE BOX

For special ambassadors

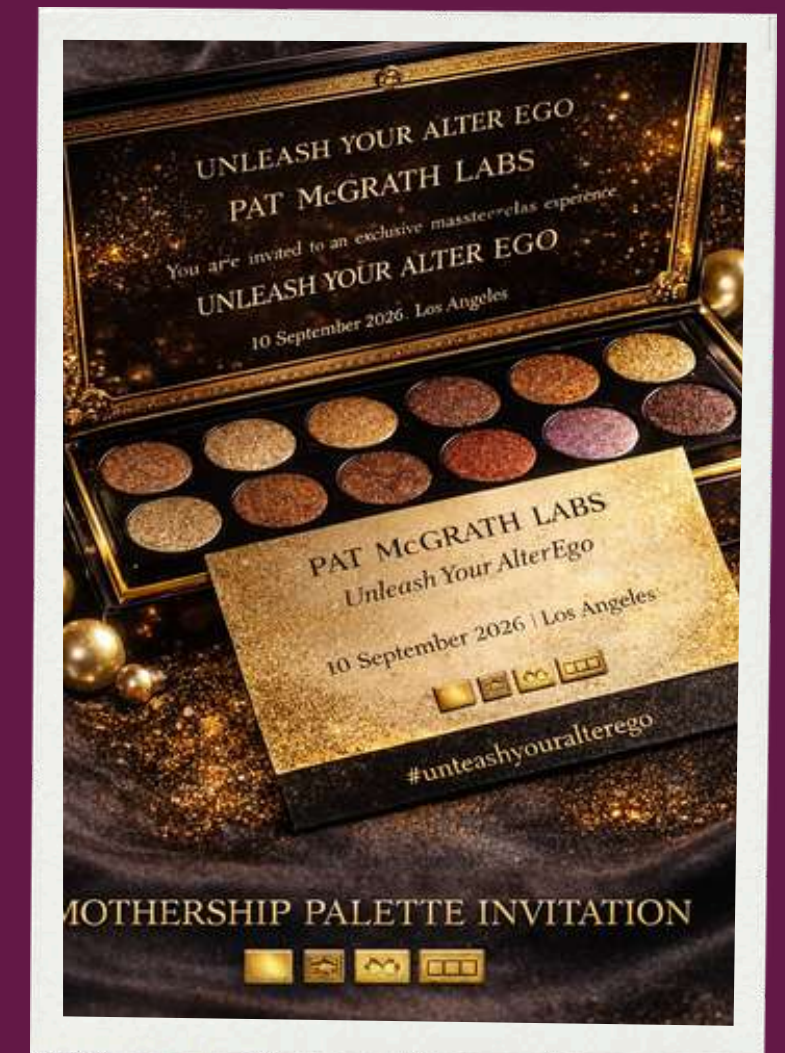
- A custom black lacquered box
- A personal handwritten note from Pat McGrath.
- Fresh dark red roses
- Gift-bag with signature products



LIPSTICK INVITATION

*50 Selected Community Members +
Giveaway Winners*

- Matte black rigid box
- A gold-bordered black invitation card and full-size signature lipstick.



PALETTE INVITATION

Makeup Artists · Influencers ·

- Invitation designed as a miniature Mothership palette,
- A small printed invitation card.



Patmcgrathlabs



12 Posts

100k Followers

789 Following

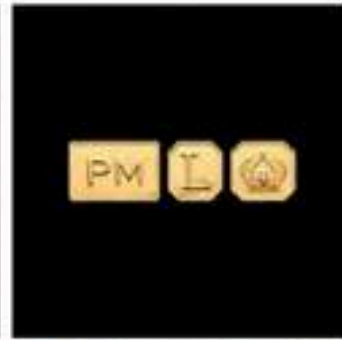
Makeup is power
#Unleashyouralterego

www.patmcgrathlabs.com

Following

Message

Email



MOCKUPS



Patmcgrathlabs



@patmcgrathlabs: join us at our #masterclass and get your makeup done with @alexademie Saturday 10 September

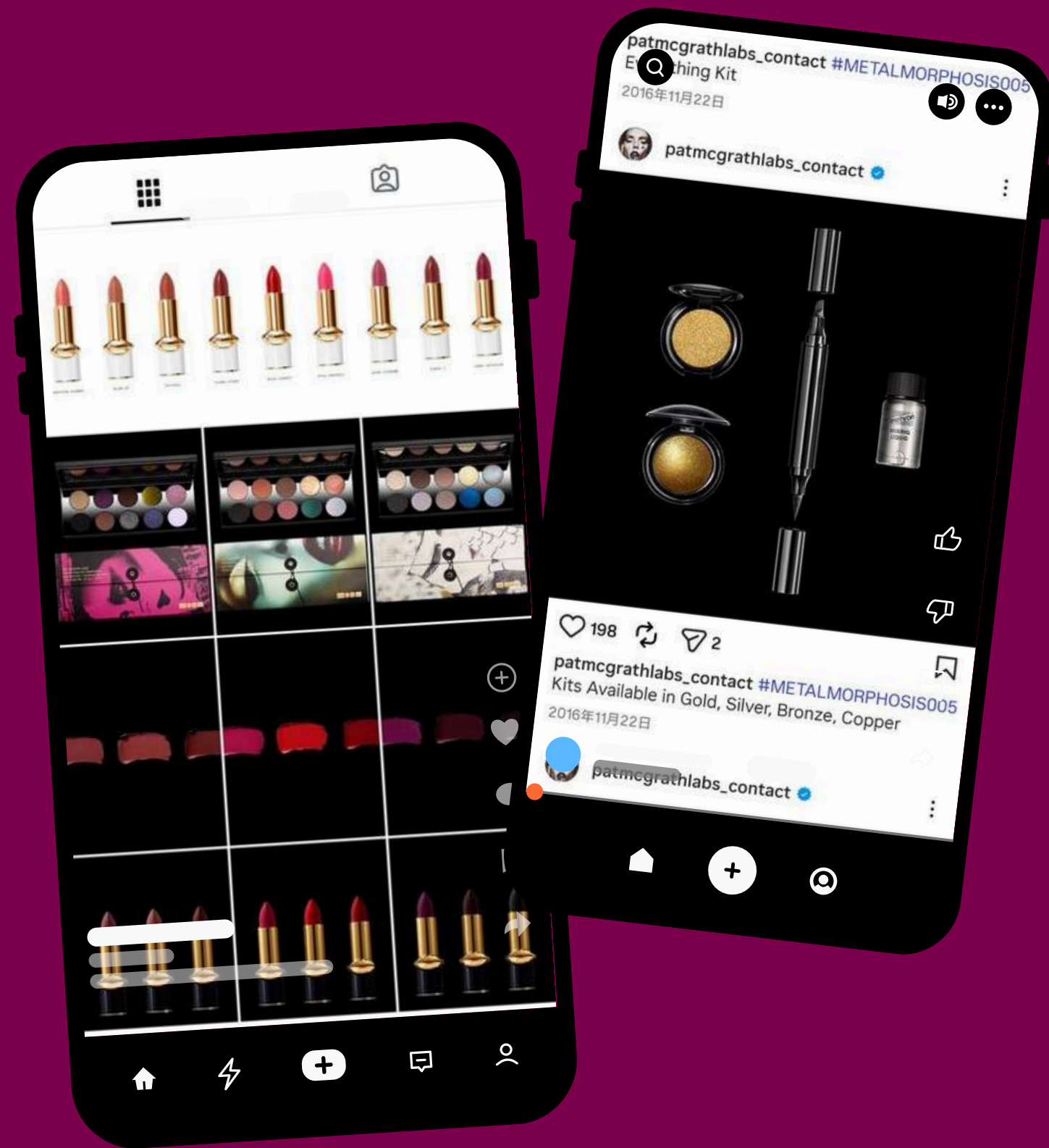


Patmcgrathlabs



@patmcgrathlabs: #unleashyouralterego with us this weekend with a pic in our photobooth

MESSAGING STYLE



**"You're invited
into the Lab."**

**This is not a
launch. It's a
transformation.**

**"The Lab opens
soon..."**

**#MotherMUSE
#UnleashYourAlterEgo
#PatMcGrathLabs**



LAUNCH

UNLEASH YOUR ALTER EGO

Masterclass Experience

- Exclusive masterclass hosted by Pat McGrath
- Live transformations on Naomi Campbell and Alex Consani
- Special ambassador presence: Alexa Demie
- Curated guest list:
 - Influencers, makeup artists
 - 50 loyal customers (VIP community) and giveaway winners



- Photo booth experience -
 - Opportunity to take photos with Alexa Demie
 - Optional quick glam touch-ups.

Activation



Social activation:

- Post Photo Booth pictures on Instagram, tag new account
- Use hashtag #UnleashYourAlterEgo

Reward:

- **Exclusive gift bag** with:
 - Mini hero products (e.g. Skin Fetish, Mothership samples)



EVENT LOCATION & VENUE



NEUEHOUSE HOLLYWOOD

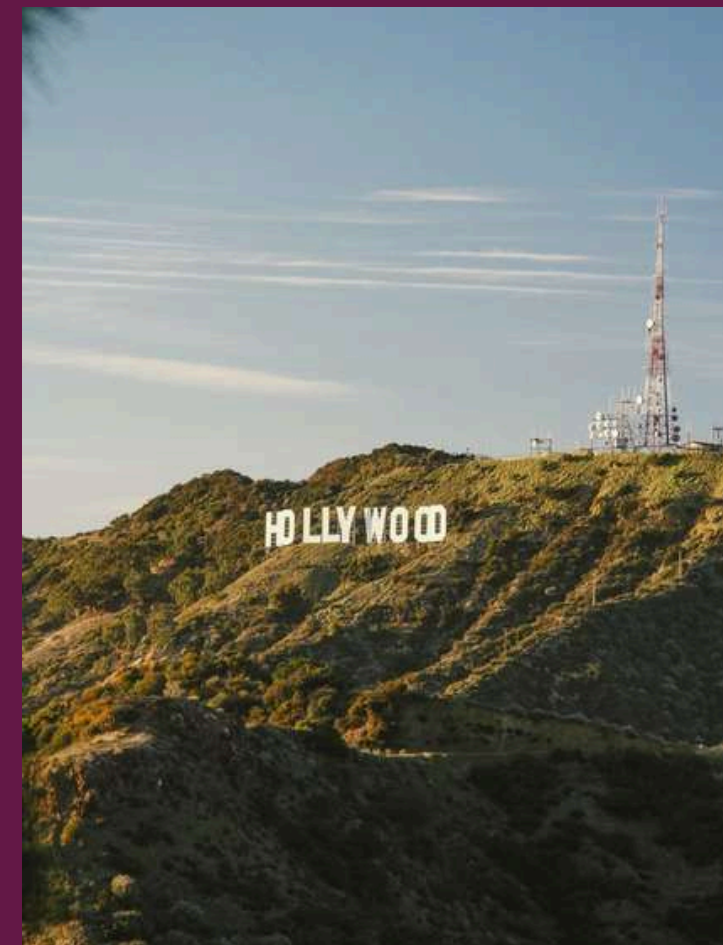
1600 Vine St, Hollywood (Sunset Boulevard)

- Creative industry's home in Hollywood
- Controllable lighting
- Possible for ~80-100 person
- Built-in AV and lighting infrastructure

LOS ANGELES

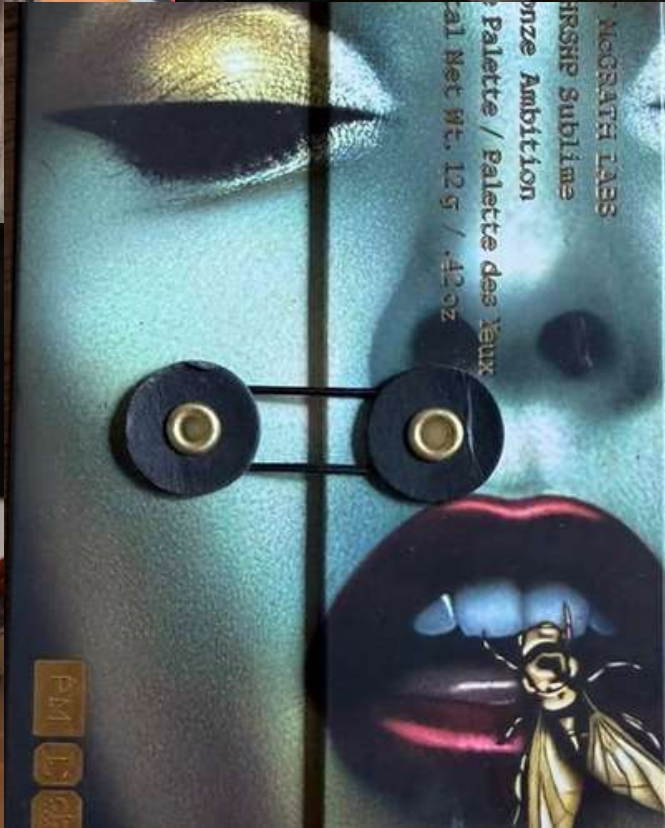
WHY LA?

- Global capital of beauty culture, influencer culture, and visual storytelling.
- Hollywood-driven aesthetics align with Pat McGrath Labs' cinematic, artistic DNA.





MOODBOARD





EVENT COLOUR PALETTE



EVENT DATE

**INSTAGRAM LAUNCH - 25TH
AUGUST**

MASTERCLASS - 10TH SEPTEMBER

Right before the SEPHORiA event

SEPHORiA

WHAT IS SEPHORIA ?

Sephora's flagship immersive beauty event connecting consumers with brands, products, and creators.

WHY THE DAYS BEFORE SEPHORIA

- Beauty audience already in LA
- Pre-SEPHORiA buzz amplification
- Competitive positioning



INFLUENCERS

IG: 367K
TIKTOK: 315.7K



☆☆☆ *Naezrah*

IG: 3.4M
TIKTOK: 4.1M
YOUTUBE: 322K



Mei Pang

IG: 804K
TIKTOK: 244.8K
YOUTUBE: 1.48M







Spice





IG: 472.9K
TIKTOK: 313.1K
YOUTUBE: 13K







Rohi Singh

-  Nyc-based beauty artist
-  Multifaceted and colour-driven artistry
-  Artistic experimentation, non-traditional techniques
-  Whimsical, creative, transformative

-  Conceptual beauty creator
-  Graphic and experimental
-  High-concept, art-beauty fusion visuals
-  Strong TikTok, Instagram presence

-  Drag artist and beauty creator
-  Viral recognition (RuPaul's Drag Race)
-  Doll-like, edgy "Scene Girl" transformations
-  Charisma-driven content, campy humour

-  Maximalist beauty editorialist
-  Glitter-heavy editorial makeup
-  Self expression, South Asian heritage influence
-  Major brand collaborations and industry credibility

MAKEUP ARTISTS

IG: 417.5K
TIKTOK: 349.8K



Sophia Sinot



London-based celebrity makeup artist



Hyper-feminine and flashy



Recognised for Zara Larsson makeup looks



Editorial, red carpet & publication work

IG: 2.7M
TIKTOK: 1.3M



Ariel Tejada



Celebrity makeup artist



Kylie Jenner's makeup artist



High-glam style, celebrity credibility



Morphe collaboration, expansion beyond artistry

IG: 176.2K
TIKTOK: 167.5K



Alexandra French



Los Angeles-based makeup artist



Emmy-winning artist (Euphoria)



Graphic, textured, viral editorial looks



Fashion editorial & screen crossover

IG: 202.5K
TIKTOK: 153.9K



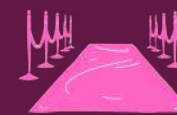
Ngozi Edeme



London-based makeup artist



Viral blush looks, challenges colour norms on dark skin



High-profile clients (Naomi Campbell, SZA, Adut Akech)



Major cultural moments (Met Gala, Super Bowl)

CUSTOMER JOURNEY

AWARENESS

- The awareness campaign aims to increase **brand visibility** and position Pat McGrath Labs as a creative, high-fashion beauty authority among Gen Z and young luxury consumers.
- Leverages editorial visuals, viral beauty content, and influencer amplification to attract attention.

CONSIDERATION

- Build **brand affinity** and drive product consideration by allowing consumers to experience the brand universe, not just see it.
- Consumers are invited to live the CMP concept “Unleash Your Alter Ego” through an immersive, high-fashion beauty activation.

TOUCHPOINT

SOCIAL MEDIA

Instagram, TikTok, Pinterest

- Editorial content (runway-inspired looks)
- Tutorials & transformations (TikTok / Reels)
- Influencer & makeup artist collaborations
- Paid + organic content

PHYSICAL & RETAIL

- Sephora & selective luxury retailers
- In-store testing (swatches, textures)
- Visual merchandising (black & gold identity)

EXPERIENCE

- Immersive masterclass event
- Live transformations (artists + ambassadors)
- Photo booth + content creation
- Exclusive invitations (VIP + influencers)

WORD-OF-MOUTH & COMMUNITY

- Influencers & makeup artists
- UGC (TikTok / Instagram)
- Hashtag campaign #UnleashYourAlterEgo
- Reposts by brand

ACTIVATION WHEEL



A close-up photograph of a person's mouth, showing dark purple lipstick and white teeth. A green chili pepper and a brown leaf are placed over the mouth. The text "POST LAUNCH" is overlaid in white, bold, sans-serif font across the center of the image.

POST LAUNCH

MARKETING OBJECTIVES

POST-ACTIVATION
(4 QUARTERS)

1 MONITOR

- Monitor post-event engagement
- Repurpose content from the event
- Conversion rate of views to followers
- Top performing content form (carousel vs reels vs story vs post)



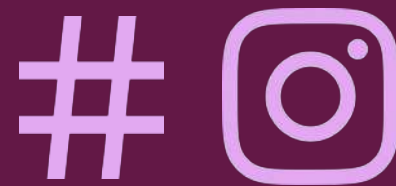
3 REACH

- Reach **400 profile mentions** (posts + stories), both organic and paid.
- Drive reach through Pat McGrath with collaboration posts on IG
- Pay-off → **200-300k monthly profile visitors**



2 ENGAGE

- Drive engagement through use of hashtag **#unleashyouralterego**
- Goal → **500**
 - Organic → **430**
 - Paid → **70**



4 RETAIN & GROW

- **150k followers** within 12 months from first activation with continued growth of **15%** the next 2 quarters.
- Long-term customer retention: TikTok & Instagram affiliate/ loyalty programs, tiers (Silver, Gold, VIP member)
- Follow up **product drops** + **promotion** through events





CONCLUSION

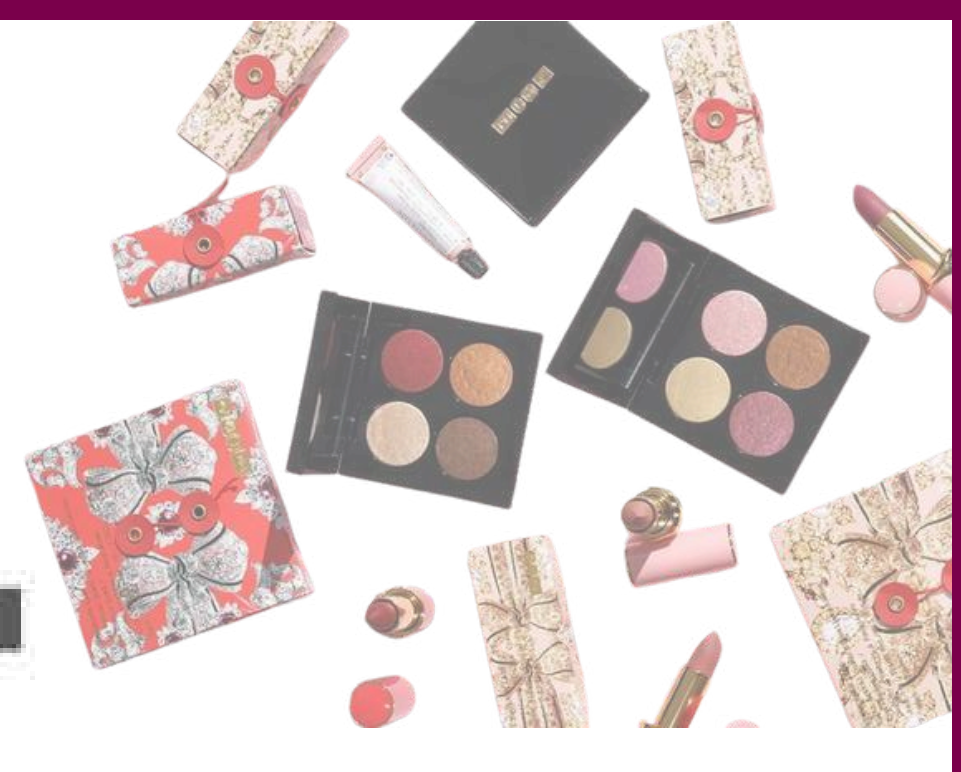
Pat McGrath Labs is more than a **beauty brand**; it is a **cultural** and **artistic force**.

However, its strong creative identity is not fully translated into a **clear** and **scalable digital presence**.

To address this, we propose a **distinct social media identity** and an **immersive activation**.

Through "**Unleash Your Alter Ego**", the brand shifts from being **seen** to being *experienced*.

This allows Pat McGrath Labs to strengthen **relevance**, build **community**, and **reconnect** with today's digital beauty culture.



BRAND HIERARCHY

PAT McGRATH LABS

Philosophy

Makeup is not decoration — it is transformation

Purpose

Empower limitless self-expression through artistry

What we value:

ARTISTRY

INCLUSIVITY

INNOVATION

CREATIVE FREEDOM

Expressions

ARTISTRY

INCLUSIVITY

INNOVATION

Daring, theatrical, authoritative.
Every word is a declaration, not an invitation.

Speaks to individuals regardless
backgrounds, skin tones, and identities

Frames each product as a creative
breakthrough.

MESSAGE

Products as collectible art objects —
especially The Mothership palette.

Extensive shade ranges for all skin tones.
Diversity from day one.

Formula-first innovation — Skin Fetish formula,
the metallic pigments, or the vinyl finishes

ROLE OF
BRAND
PRODUCT

PEOPLE

Models & Celebrities

Diverse global community

Make-up artists & editors

PLACE

Runway, editorial shoots.

Retail — Sephora (700+ locations worldwide)
& e-commerce patmcgrath.com

The limited-edition online drop — scarcity
as the innovation experience



THANK YOU!

PAT MCGRATH LABS

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