

introducing
MATCHED

Match me. I dare you.




MATCHED

is focused on inclusivity~

Although the beauty industry is very vast it lacks major inclusivity when it comes to darker complexion. Many women of color comment on the lack of range within the industry and its impact on their options. Matched would focus on formulating products that strictly compliment darker complexions making it an all inclusive beauty brand- Matched also takes action towards comfortability - "Beauty Rise"

カラーチャート表 (C50M75Y100+K100)

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1BBB6	B8AEA2	AF9E8D	A69179	9E8265	967552	8E6741	865B32	7E4D25	
DABA4	A59C92	9D8E7F	95826C	8E745A	876949	805C39	78512B	71451F	
89490	918980	8A7D6F	83725F	7D664E	775B3F	705030	6A4623	633B17	
37F7B	7D756D	776A5E	716150	6B5641	654D34	604326	5A3A1A	54300E	
D6865	676059	62574D	5D4F40	594634	543E27	4F351B	4B2D0E	462401	
5504E	514A44	4D4239	493C2F	453424	422D18	3E260C	3A1F00	361600	
C3532	39302A	362A22	332519	301E0E	2D1802	2A1100	250B00	220200	
1140F	1F1007	1D0A00	1B0500	170000	140000	100000	090000	030000	



N COLOR NAMES

CEDAR #4B3A26	CINNAMON #622A0F	B #
UMBER #362312	TORTILLA #997950	C #
GINGERBREAD #5C2C06	CARAMEL #613613	V #
WOOD #402F1D	HICKORY #351E10	E #
TAWNY #7E481C	COFFEE #4B3619	R #



Matched mission of inclusivity also ties into our aim for comfort. Not only do we want our customers to be comfortable in their skin and makeup but we want them to be comfortable while wearing it. Which is why we created "Beauty Rise"

Beauty rise is a stain resistant silk body/neck pillow that gives consumers the ability to comfortably rest while still wearing makeup. Perfect for rushed GRWM or a 15 minute nap before a night out. Beauty Rise has the potential to change beauty rest for the better



problems +
solutions

01

Inclusivity

While looking for good affordable products it was also difficult to find our right shade. The affordable brands only contained about 12 shades of concealer and foundation which were either too dark or too light. The undertones were never right for our skin color. Half of the shades were made for people lighter than us and 2 of them were made for people slightly darker than me. There was no inclusivity in affordability. Matched aims to create an inclusive shade range of concealer and foundation with over 50+ shades.

02

Education

A constant battle that comes with a makeup journey is the lack of knowledge about how to take care of your skin while applying makeup. Matched aims to educate the public about the correct use of makeup while also giving them some solutions to everyday problems with our makeup pillow and skin improving base makeup...

matched **AUDIENCE**

Our main goal is inclusivity for the POC community. Amongst our goals is education for young people about the correct use of makeup and build a space for comfort within makeup.



Young Adults (17-27)



Women/People of Color



**Beauty Influencers/All
makeup wearers**



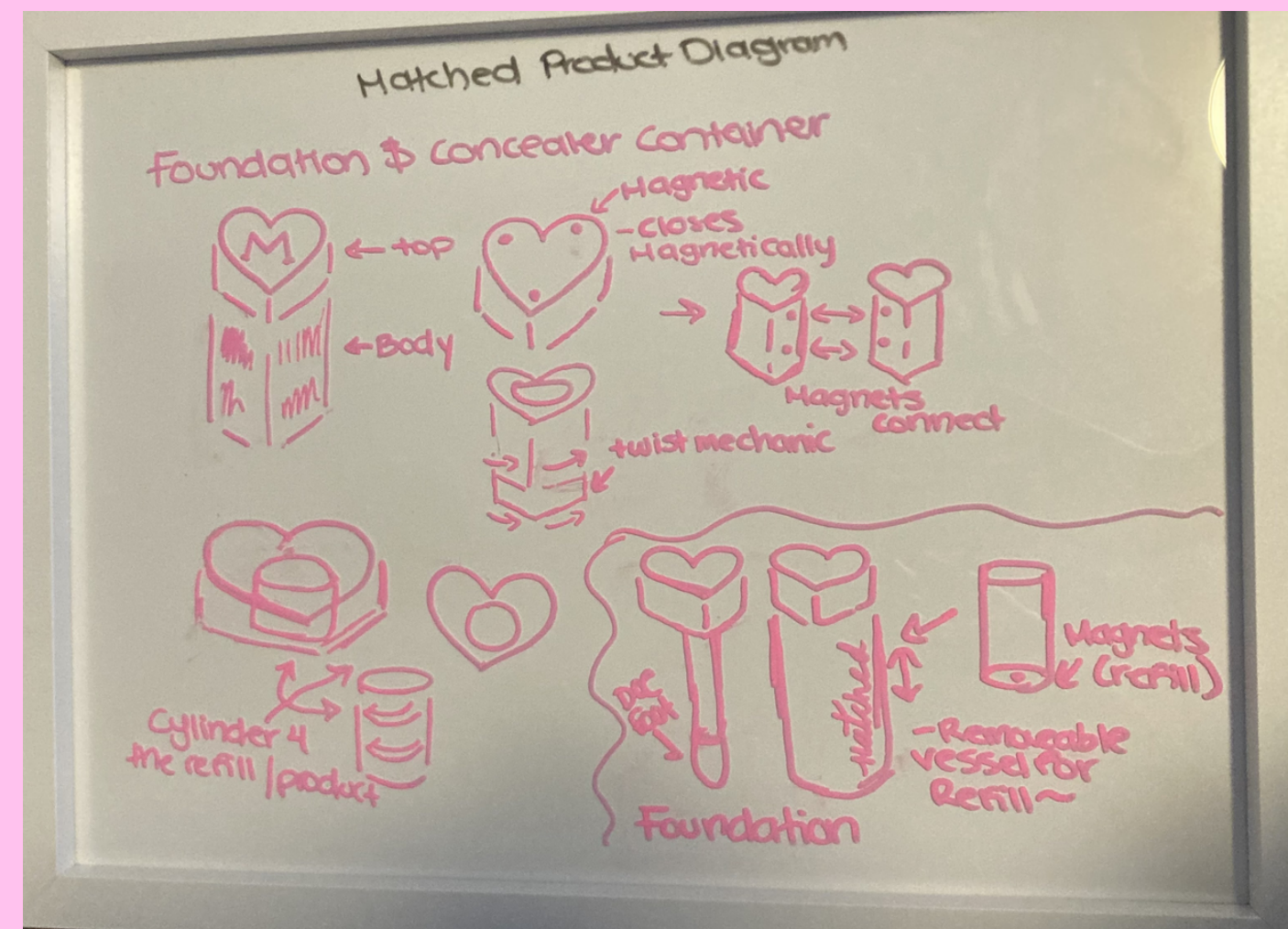
Upcoming models/MUAs

Matched SUSTAINABILITY

Along with our extensive shade range our foundation and concealer contains skin improving products like niacinamide and salicylic acid which is known to improve skin texture and appearance



Our foundations and concealers have the ability to be replaced with refillable cream containers making our product sustainable due to the fact that our packaging are made up of recycled plastics. After the consumer runs out of our product they can go to the "MATCHED" site and purchase a refill or sign up for a "Matched Subscription"



MATCHED diagram



Design inspo for foundation



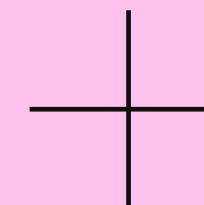
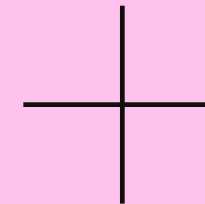
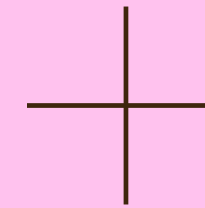
Concealer design inspiration

Beauty Rise

~Beauty Rise is a resting pillow that allows makeup wearers to sleep comfortably without messing up their perfected base~

WHAT IS IT?

Beauty Rise is a merge neck & body pillow made out of memory foam and silk making it soft and smooth to the skin, giving the perfect mix of protection and comfort. The silk of the pillow is made of stain free fiber(PFA perfluoroalkyl and polyfluoroalkyl) ensuring that any foundation or concealer that might get on the pillow is guaranteed to come off. The silk cover of the pillow can be replaced and will be sold by Matched either seperately or in a bundle with our skin improving and blurring foundation/concealer



Matched competitors

Our biggest competitors are Fenty beauty because they were the first makeup brand to have over 40+ shades and the reason matched was made was for POC that struggles to find their perfect shade so we're similar to fenty because we have the same goal when it comes to our brand. But what sets us apart from Fenty is that our makeup has skin care incorporated in it such as niacinamide for hydration and vitamin C for brightening. We also have sustainable packaging and an affordable price range.



Partnership

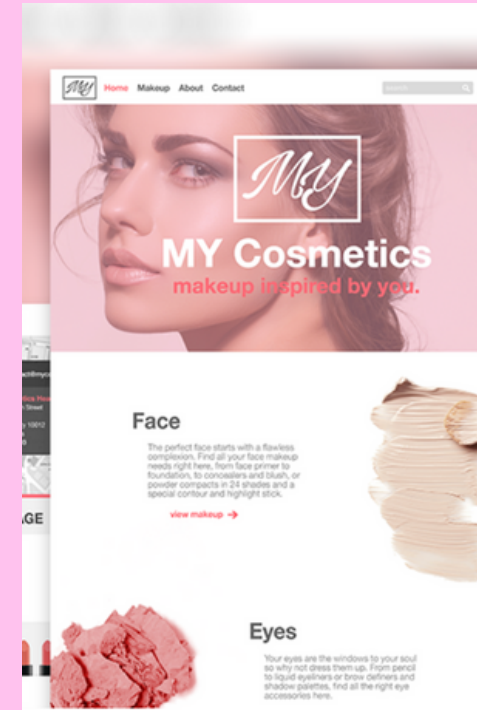


Our first partnership would be instagram & Tiktok because those are the two apps most people are on as of now, So by promoting Matched on these platforms it would be better for us to get recognition and sales.

Match finder would be another partnership, it's an ai app that helps you find your right shade. All you have to do is show the shade you normally use and it will match you to shades from matched that are similar to your normal foundation.

product DISTRIBUTION

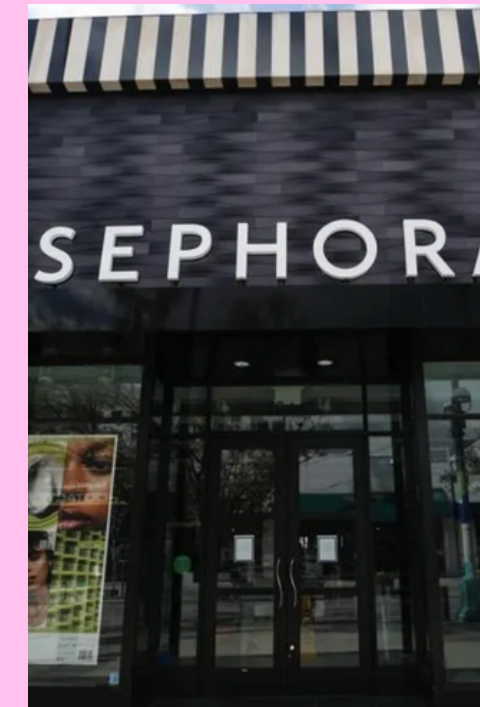
Through our pop-ups we will spread our product throughout the United States. We will start off as an online business as we work on getting our product to Ulta and Sephora.



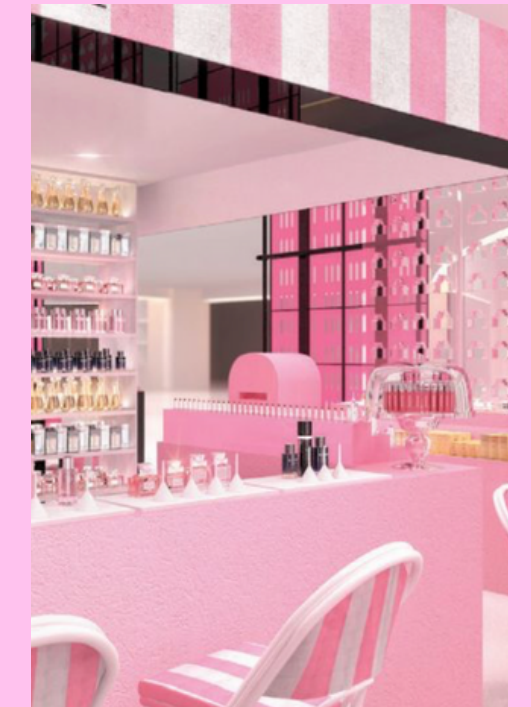
Website



Ulta



Sephora



Pop-Ups

MARKETING

Our biggest marketing strategy is to involve people of color in the launching of this brand. we want to make a launch party/pop-up where we show people how to use our product by having poc makeup artists test it on poc models. This would give them the opportunity to grow in the industry because we would send invites to bigger makeup artists and beauty influencers. The party would also be available to the public through a ticket reservation. People who attend the event will receive samples of our product and they would get shade matched by the hosting muas, since that is one of our goals.



Lauch Party

- Takes place in March which is womens month

Continuous pop-ups

- Every 3 months
- In different states to spread the product throughout the United States

CONTACT INFO

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