

make UPⁱⁿ Los Angeles

INDIE BRANDS: A NEW BREED OF ENTREPRENEURS



Since the creation of the MakeUp in Los Angeles in 2016, the show has always dedicated a session on indie brands and more specifically on entrepreneurial brands. "Beauty activity has never been so intense and new pioneers have been entering the market and disrupting the paths used by traditional brands. The rules are being reinvented while consumers are increasingly looking for exciting and fun brands that are close to their values." explains Leila Rochet-Podvin, founder of Cosmetics Inspiration& Creation who will monitor the session on the "The rise of the new entrepreneurs and the Indie Brands Influence". A session that will take place on February 7 at 10:15 am with three success stories from LA. California is known as being one of the most exciting beauty hubs in the world and this session will present three success stories coming from LA.

Marlena Stell, founder of MakeUp Geek will be the first speaker of the panel. Marlena Stell is the quintessential Makeup Geek. While she made her name as an early Youtube enthusiast, her passion can be traced back to age 5, where she honed her blending skills on a Barbie head doll. In addition to geeking out about product, Marlena is also passionate about helping



women to feel beautiful on the inside out and expressing their true selves through color. After three years of building a strong Youtube following with Marlana's educational content, Makeup Geek released their own line of highly-pigmented Eyeshadows in 2011 that resulted in a steady stream of positive word-of-mouth, and ultimately raised the stakes in the industry. Makeup Geek quickly built a direct-to-consumer cosmetics business that brings high-end, personality-filled products at fair prices. The Company also prides itself on its bootstrapping history by becoming one of Inc Magazine's 500 Fastest Growing Private Companies without ever taking any outside investments.

Beautycounter and Fitfabfun

Christy Coleman, Chief Artistic Officer at Beautycounter will tell the story of this successful brand born in 2013 in Santa Monica. Founded by Gregg Renfrew in 2011, Beautycounter launched in 2013 as a direct-retail brand (direct to consumer through multiple channels) that is now available through 25,000+ consultants across North America, online and through strategic partnerships.



Beautycounter's mission is to offer safe skincare and cosmetics that don't skimp on luxury or sophistication. The Company has banned the use of more than 1,500 questionable or harmful chemicals through our "Never List"—all while ensuring that products perform. Beautycounter isn't just a path-breaking beauty brand it is also a movement for making the beauty industry better.

Christy Coleman has worked with Gregg in this extraordinary journey that led to the success of one of the leading clean beauty brand in the USA. Christy came up in the fashion world, roughing up the most famous faces of the 90's as they sat for Vogue covers and walked in Marc Jacobs' first runway shows. As Makeup Artist and Chief Artistic Officer, she is in charge of product development for the Company. For her there must be "No compromise on performance and safety". She is a true believer that changes can happen and in the mission of the Company is to take part of this change.

Founded in 2010 by Co-CEOs Daniel and Michael Broukhim and Editor-in-Chief Katie Rosen Kitchens, FabFitFun is a lifestyle membership that inspires women to lead happier, healthier lives through product and brand discovery. Its flagship service, the FabFitFun Box, delivers a curated collection of full-size products across beauty, fashion, wellness, fitness, home, technology and beyond – each season.

The box always carries at least 3 or 4 beauty items, in regular size, and since the launch in 2010, FabFitFun has also expanded into a makeup brand called ISH.

Gina Kohler, Head of Product Development at FabFitFun will tell the story of this this fast-growing, seasonal subscription company.

As Head of Product Development for FabFitFun, Gina leads the team responsible for conceptualizing and producing products for this subscription box. In addition, she oversees the Company's house brands, ISH and Summer & Rose. ISH, which stands for "I'm smoking hot", is a fresh and innovative color cosmetics line focused on enhancing not masking individual beauty. Summer & Rose is a Venice-beach inspired lifestyle brand that crosses fashion, beauty, home and accessories.



This session will include presentation of each participants followed by a round table dedicated on the key success factors behind the success of these three extraordinary Beauty successes.