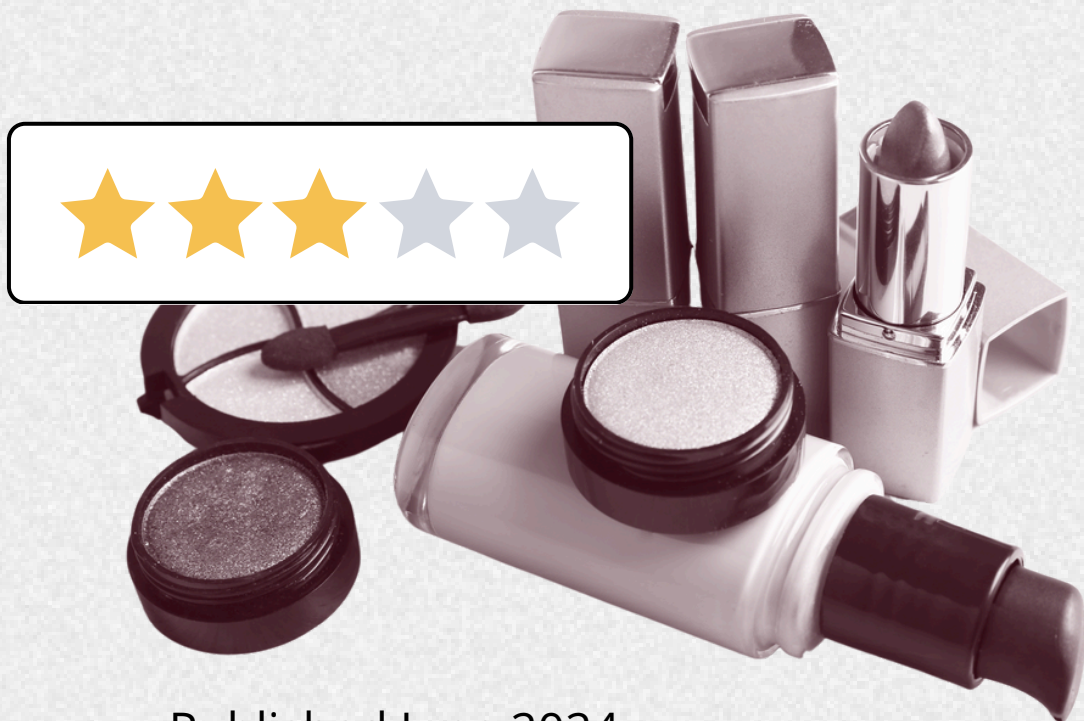




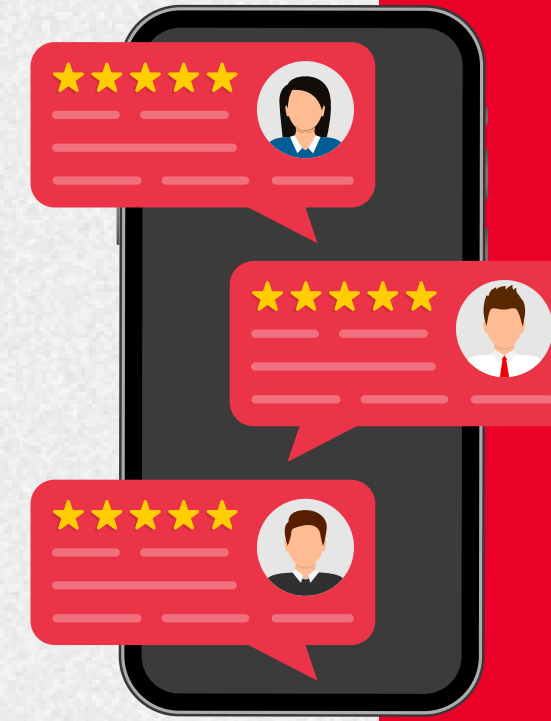
WONDERFLOW

The 2024 Met Gala's Influence on Beauty Brands

Pro tips using real reviews to boost sales



Published June 2024



THE MET



What's the Met Gala?

The Met Gala is an annual charity fundraising festival held every first Monday in May in New York City to benefit the Metropolitan Museum of Art's Costume Institute.

It's one of the world's most prestigious and glamorous fashion events, greatly impacting various industries, particularly beauty. Brands, even emerging ones, realize the Met Gala's impact on sales and consumer behavior.

At a Glance

48%

of global sales spiked post-Met-Gala, month on month, for Karl Lagerfeld (among other big fashion names).

110%

increase in Google searches for "see-through dress trend" were seen since the event.

5

notable cosmetic brands, among many more, were worn by celebrities.

6,378+

beauty ratings and reviews were analyzed in this report of the five brands to share what *consumers* think.

VICTOR & ROLF

LANCÔME

Cetaphil

OLAY

philos

CHANE

fresh

L'OR

BOSS

ESTÉE

HERBIVORE

GARNIER

SKINCARE

BOBBI BROWN

W

Trish McEvoy

NYC

VICHY

MAKE UP FOR EVER

FORMULA

DOMINIK ARIAN

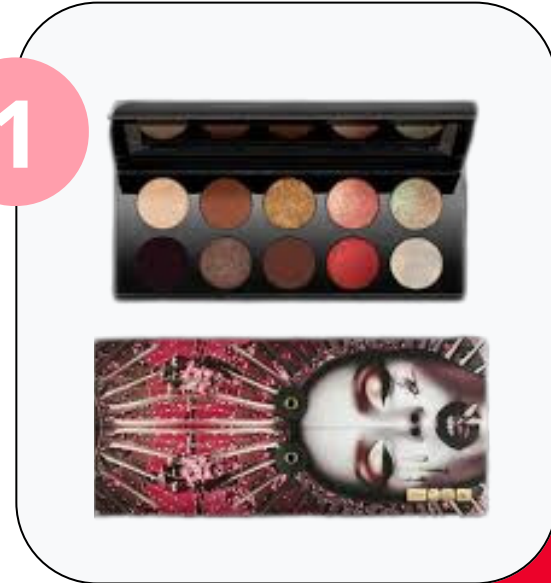
U-P-I

PRADA

5 of the best beauty brands celebs mentioned at the 2024 Met Gala

PAT
McGRATH
LABS

1



5

L'ORÉAL®
PARIS

2



GIORGIO ARMANI
beauty

THE
MET

4



LANCÔME
PARIS

3



Charlotte Tilbury

What the celebs say

honest reviewers



Beautiful Skin Foundation



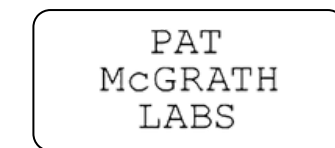
L'Absolu Rouge Drama Matte Lipstick



Luminous Silk Cheek Tint



Bronze Seduction Eyeshadow Palette



True Match Lumi Glotion



Beautiful foundation with medium coverage 8

★★★★★

● Coverage | ● Price

sephora.com
United States

This foundation is a good solid product and it gives a medium coverage which I love! Not my absolute favorite but it's one of the best! Just can't get over the price point for just under an ounce of product

Loved this - just wish it lasted longer

★★★★★

● Satisfaction | ● Lasting / retouching

sephora.com
United States

I really liked this lipstick however I don't feel like it stayed on my lips long. The color was pretty and nice and neutral but I just don't think it lasted more than an hour.

Nice color

★★★★★

● Color | ● Color (2)

sephora.com
United States

I thought the consistency was nice and the color was lovely, but this is very subtle. It doesn't have a ton of color pay off. I feel like I had to use a lot of get the color I desired. I did think it was pretty though.

Great eyeshadow

★★★★★

● Performance

sephora.com
United States

Great eyeshadows, not the most versatile or particularly everyday eyeshadows but perfect for occasions when you want your eyes to stand out.

Please choose your correct tone

★★★★★

● Illuminating | ● Appearance

amazon.com
United States

I chose the wrong shade (totally my fault) so for me it looks more like a bronzer. I will be returning and getting the lightest shade this time. The glow is perfect, though. But, it makes my skin look dark. The photos don't do justice haha.

So shiny I had to return it.

★★★★★

● Color | ● Satisfaction

sephora.com
United States

I wish I could have loved this foundation. Charlotte Tilbury is one of the only brands with my exact pasty white shade. Unfortunately I had to return this product as it made me as shiny as a lamp post. If you have extremely dry skin you'll love this. The coverage and look is amazing. Unfortunately for me and my oily skin it's just a hard pass.

Long lasting, love the push button lipstick case.

★★★★★

● Satisfaction | ● Color

ulta.com
United States

Beautiful matte lipstick. Wish the color was more of a red hue, it comes on a browner shade on me. I have light/medium tone in winter. First time wearing this so it feels dry. I usually wear the cream type.

Mauve shade is beautiful

★★★★★

● Consistency | ● Lasting / retouching

sephora.com
United States

So far I'm really enjoying this liquid blush. I got the mauve shade, and it's a really beautiful and deep shade without being too pigmented on my fair skin. I like how thin the formula is as well, but I wish it would last a little longer before fading.

Hmmmmm, just okey.

★★★★★

● Performance | ● Color

sephora.com
United States

The color Guilty pleasure will not swatch no matter what I do, which is not okay considering the price of this palette. Seems like it's old or was touched by oily fingers. Like when a powder foundation gets wet. All of the other colors work beautifully. So, I think I got a faulty one.

Subtle sheen

★★★★★

● Price | ● Overall satisfaction

amazon.co.uk
United Kingdom

Very subtle sheen rather than a glow on my skin. Decent for the price but I'm. Not sure I would re purchase.

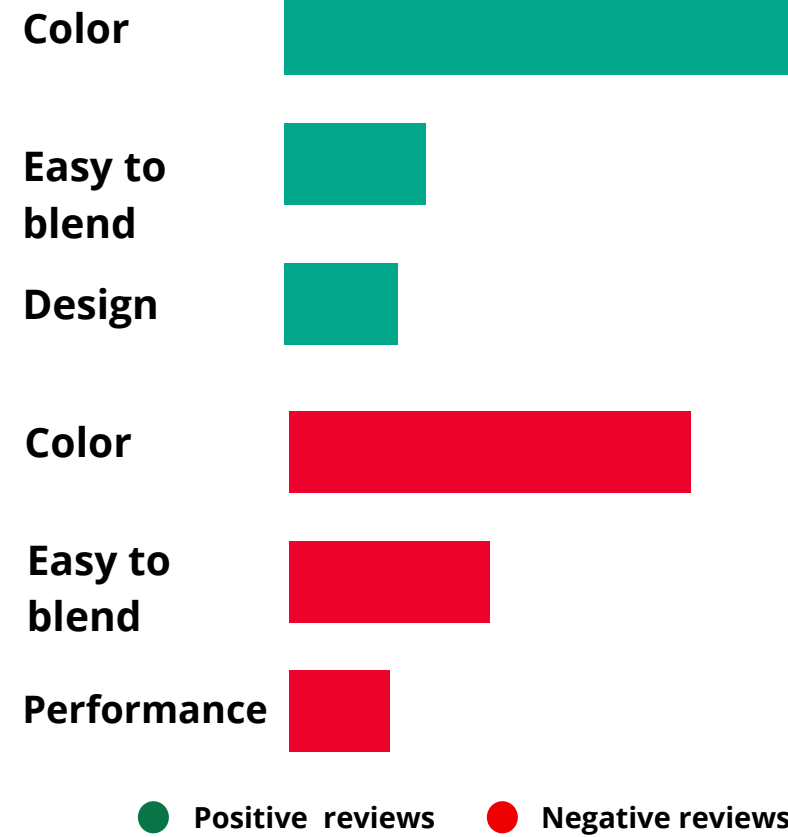


PAT MCGRATH LABS
Mothership V Bronze Seduction Eyeshadow Palette

★★★★★ 4.38

📄 578 reviews

Most impactful drivers of customer (dis)satisfaction: Invest in *Color* for greater sales



Purchase drivers of satisfied customers

- ✓ High pigmentation
- ✓ Blendability
- ✓ Unique shades
- ✓ Long-lasting
- ✓ Luxury packaging

Pro Tip ★

- Improve customer satisfaction by re-evaluating certain shades' ingredients and educate consumers with tutorials and tips on maximizing eyeshadow pigmentation
- Use advanced pressing techniques to ensure the eyeshadow remains easily applicable.

Top Places Sold (By Rating)



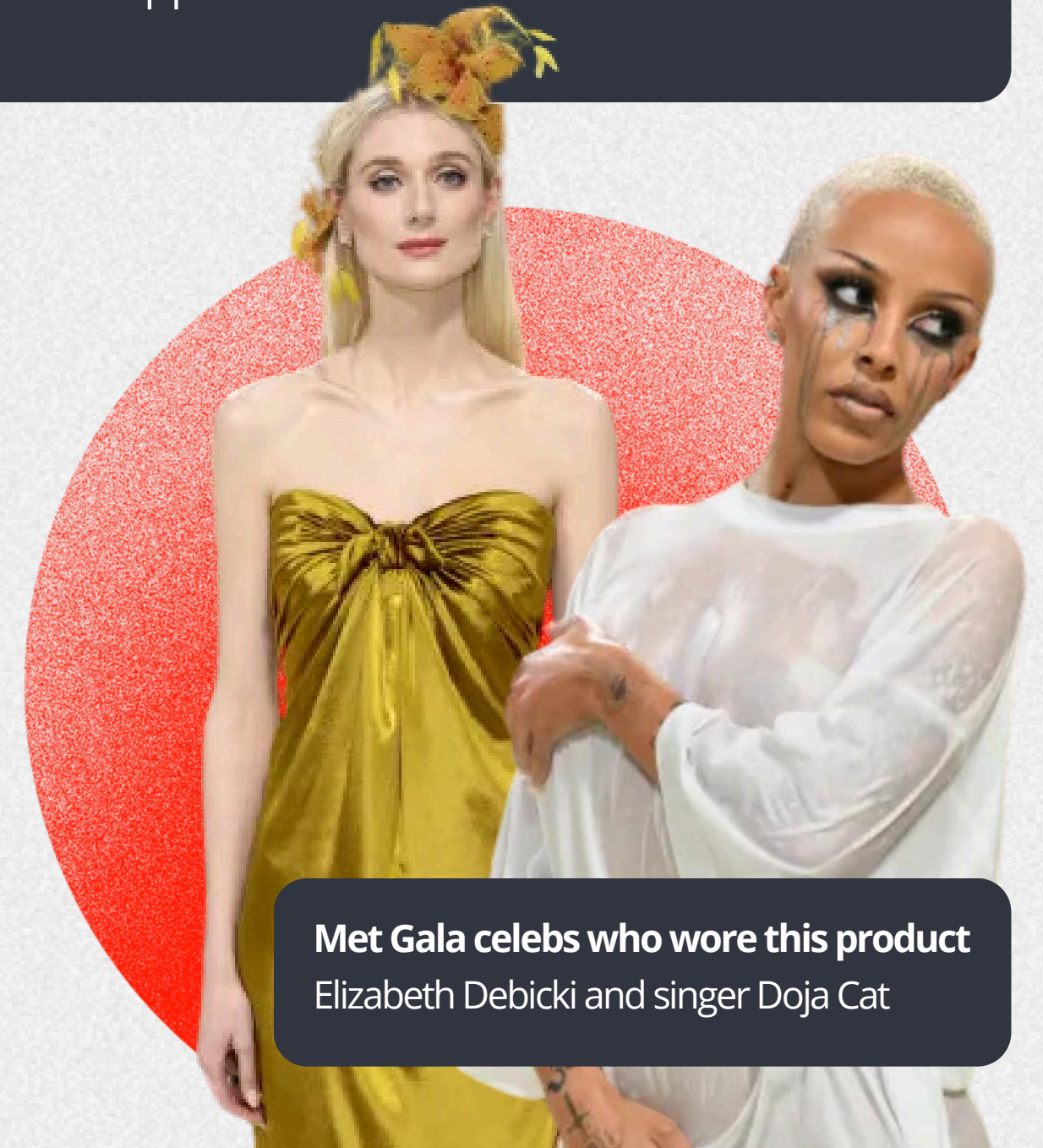
USA

★ 4.36



★ 4.36

Consumers with darker eyes enjoy the eyeshadow palette shades more than those with lighter eyes.



Met Gala celebs who wore this product
Elizabeth Debicki and singer Doja Cat

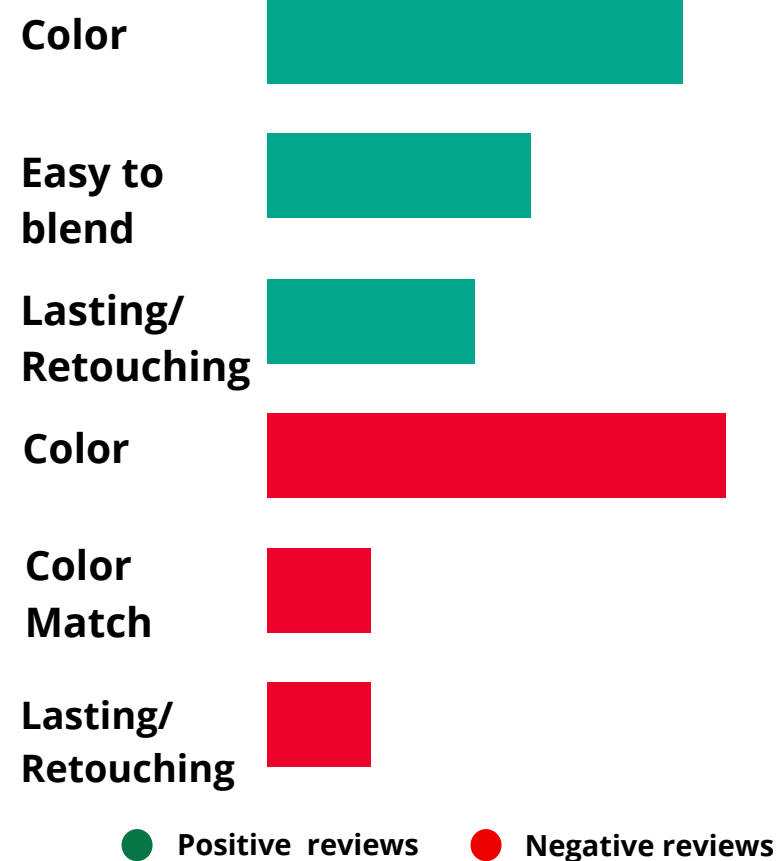


ARMANI BEAUTY
**Luminous Silk
Cheek Blush Liquid
Tint**

★★★★★ 4.71

354 reviews

Most impactful drivers of customer (dis)satisfaction: Invest in *Color* for greater sales



Ideal Customer Persona Based on Reviews

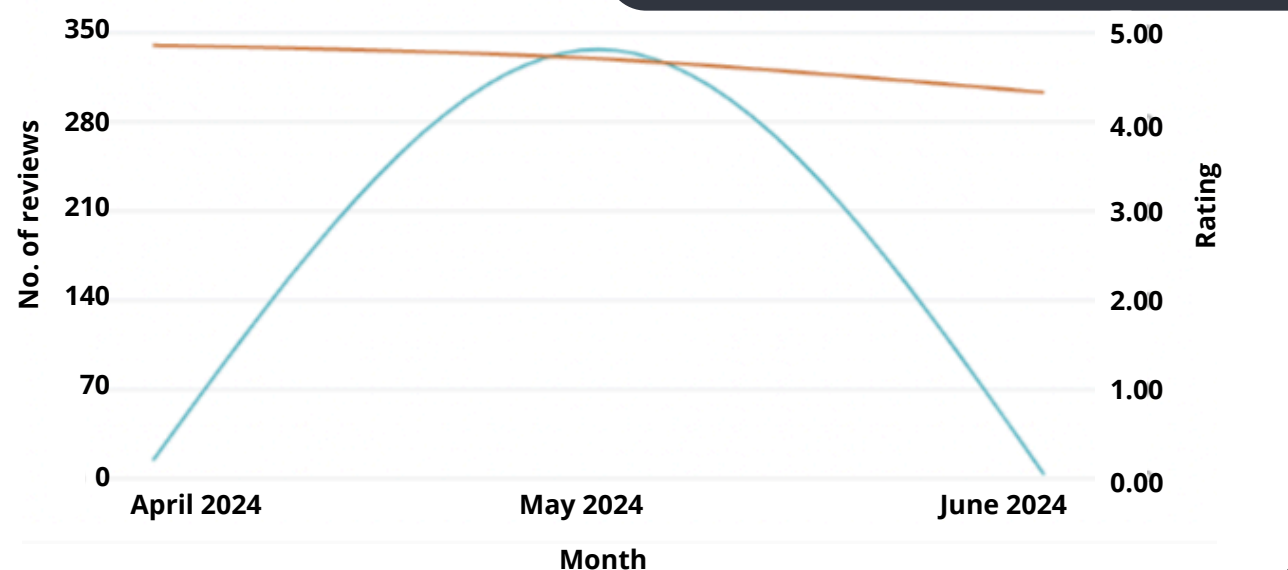
Lauren, the Working Professional:

- A businesswoman who wants a low-maintenance makeup routine to enhance her natural beauty
- Has medium skin tone; loves a healthy glow look and makeup that seamlessly blends
- Appreciates the convenient packaging for on-the-go touch-ups!

Pro Tip ★

- Improve existing app by making it easier for customers to access and use for finding their ideal skin tone shade
- Incorporate virtual try-on features using augmented reality or establishing a dedicated swatch gallery on your website showcasing the product's various skin tones to boost ratings

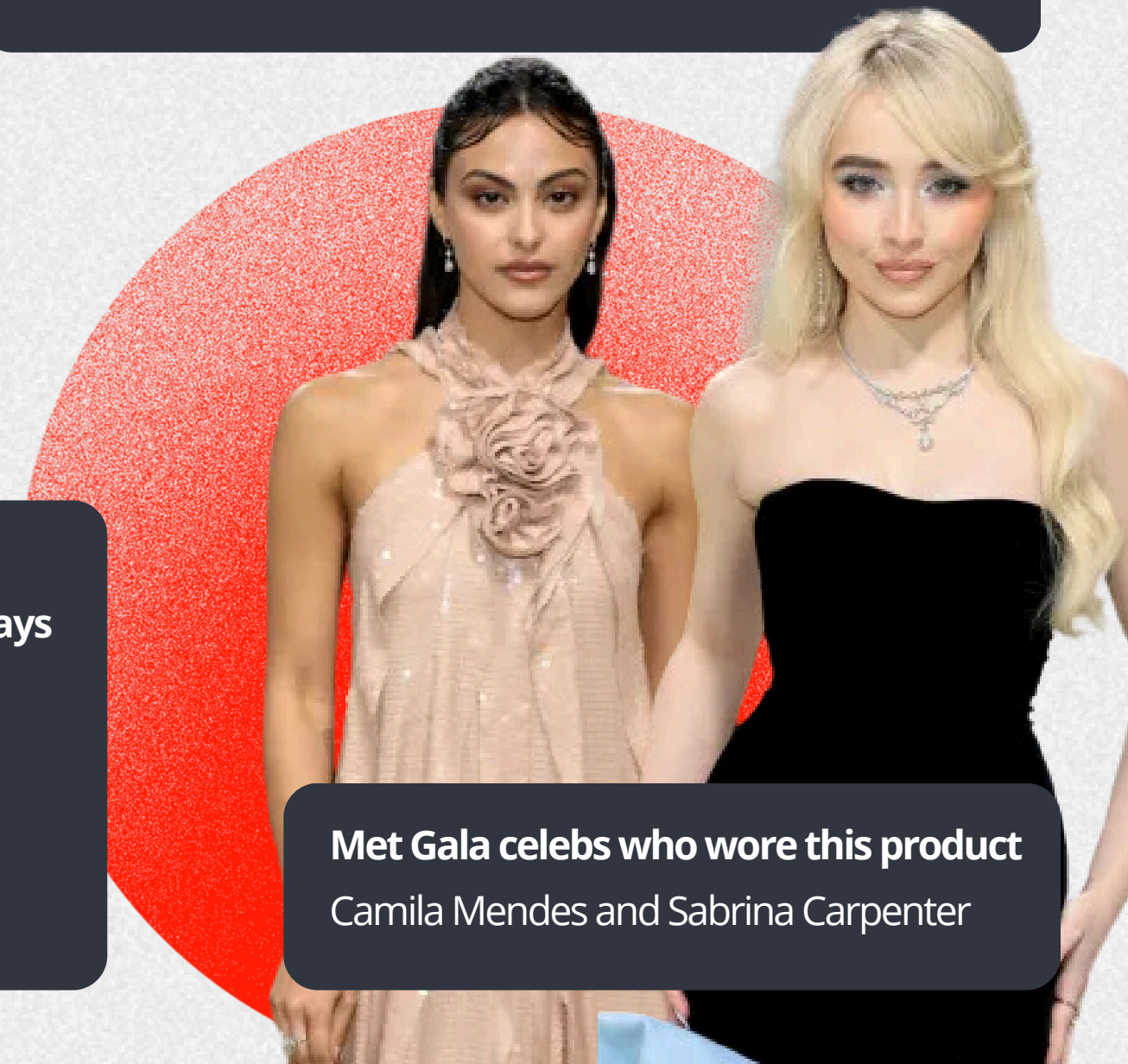
The number of reviews peaked in May 2024, the same time as the Met Gala. However, ratings started declining slightly after but remained high.



Consumers with both lighter and darker skin tones rate the product highly, although more says the blush stands out on fairer skins.



Met Gala celebs who wore this product
Camila Mendes and Sabrina Carpenter



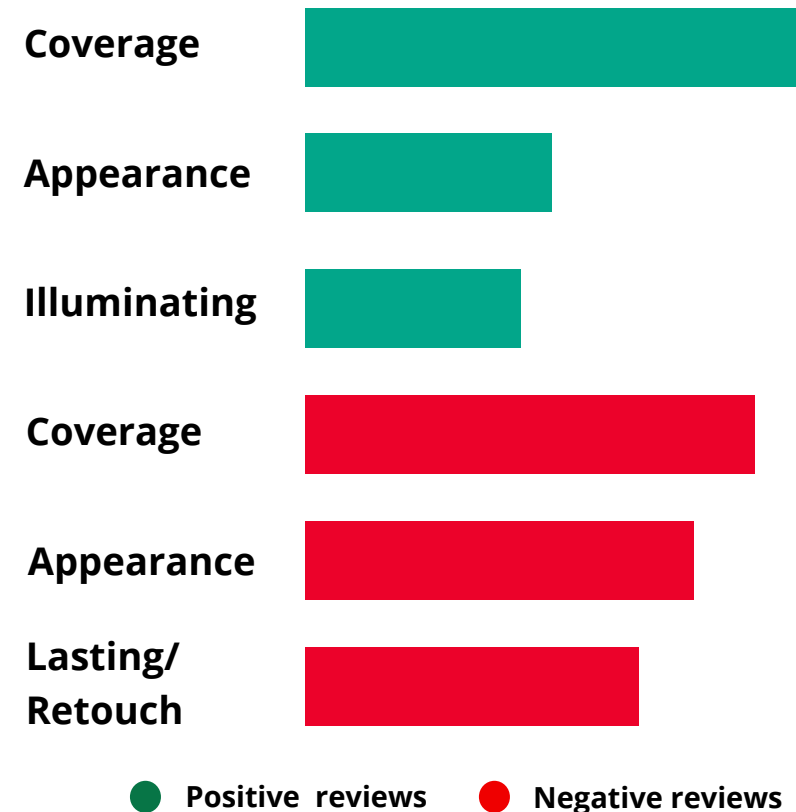


Charlotte Tilbury
**Beautiful Skin
Foundation**

★★★★★ 3.85

📄 1,391 reviews

Most impactful drivers of customer (dis)satisfaction: Invest in *Coverage* for greater sales



Ideal Customer Persona Based on Reviews

Glowing Grace:

- A mid-20s-mid-30s woman who has a combination of oily skin
- Seeking medium coverage for a natural, glowing finish without cakeyness
- Willing to spend more for quality!

Pro Tip ★

To improve customer satisfaction, consider offering more diverse skin shades, lightweight options for those seeking minimal coverage, and long-wear formulas for those seeking extended durability. Plus, tutorials on how to apply to avoid cakey effects

35.4%

of both American and French consumers, on average, enjoy the foundation's coverage power.

-18.5%

There was a significant decline, from 18.52% to 0.00%, for the positive mentions of Appearance.

If a critical aspect like Coverage is improved, the rating can potentially increase by 0.08.

+ 0.08



C O V E R A G E

3.85 → 3.93
current rating new rating

Powered by Wonderflow's Predictive AI



Met Gala celebs who wore this product
Actresses Jessica Sarah Parker and Demi Moore

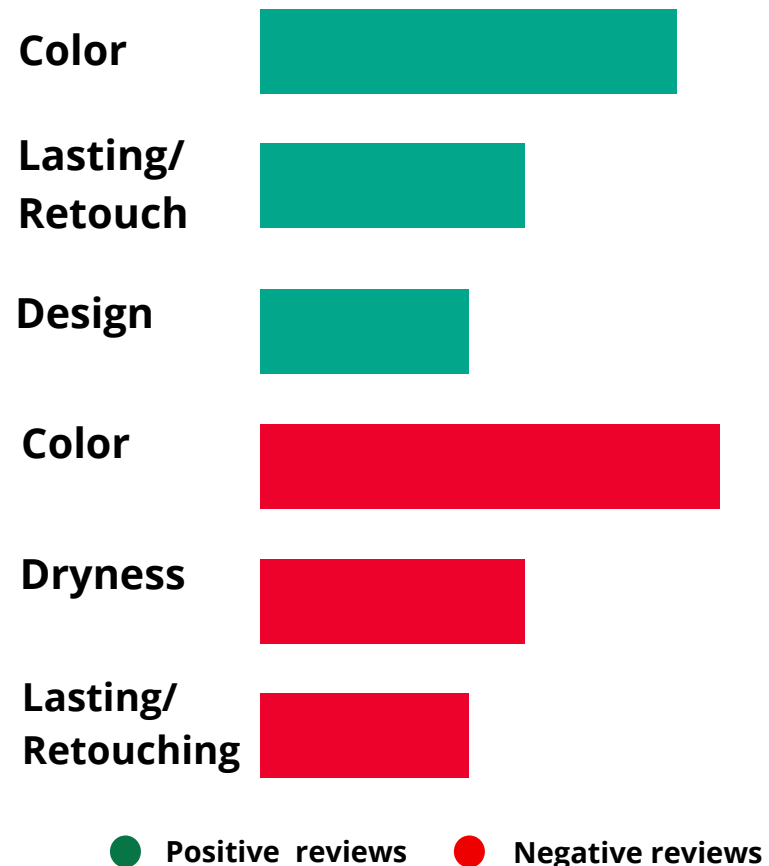


LANCÔME
L'Absolu Rouge
Drama Matte

★★★★★ 4.74

📄 1,427 reviews

Most impactful drivers of customer (dis)satisfaction: Invest in *Color* for greater sales



Purchase drivers of satisfied customers

- ✓ Rich colors
- ✓ Smooth application
- ✓ Velvety texture
- ✓ Long-lasting
- ✓ Luxury packaging

Pro Tip ★

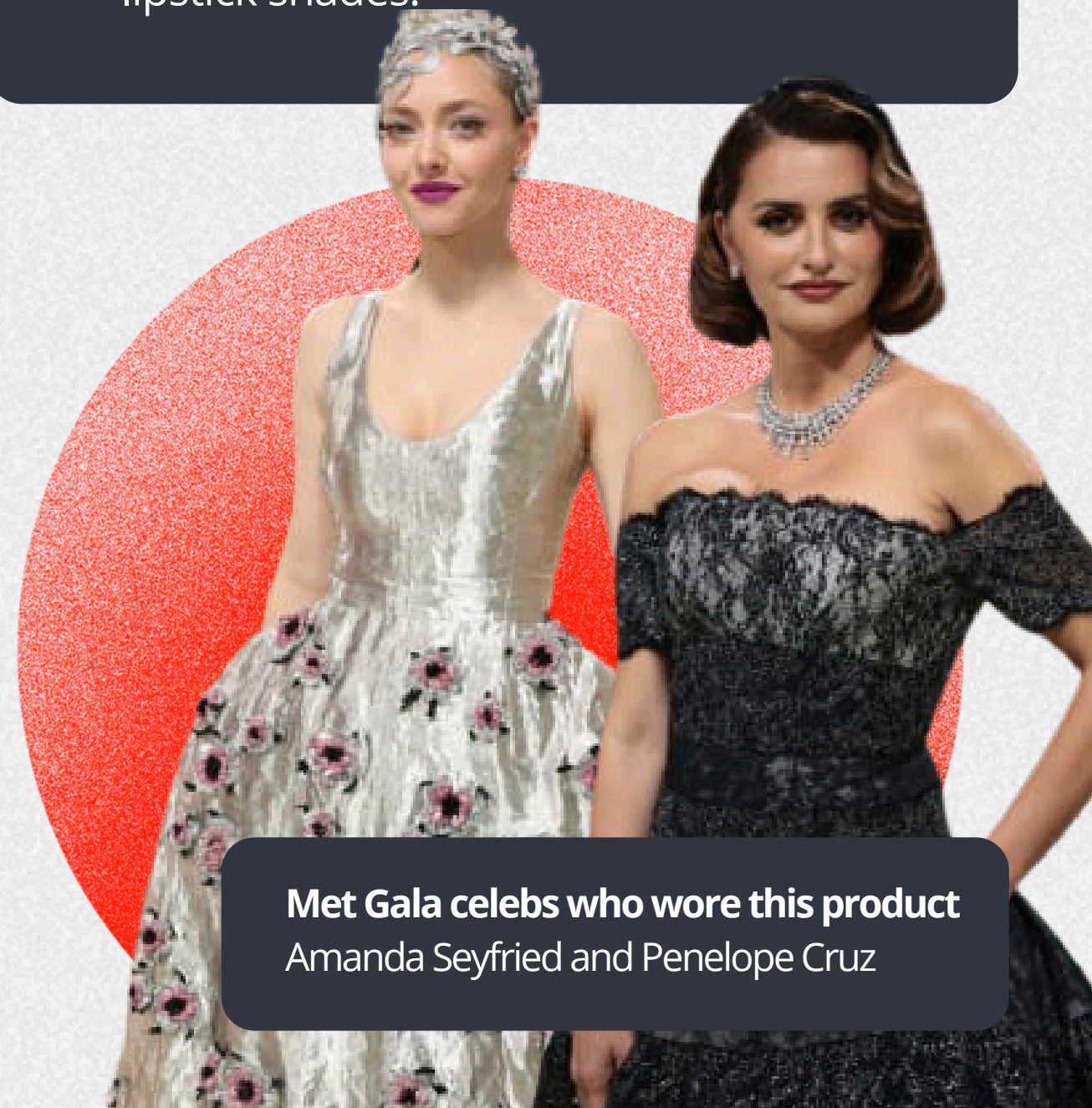
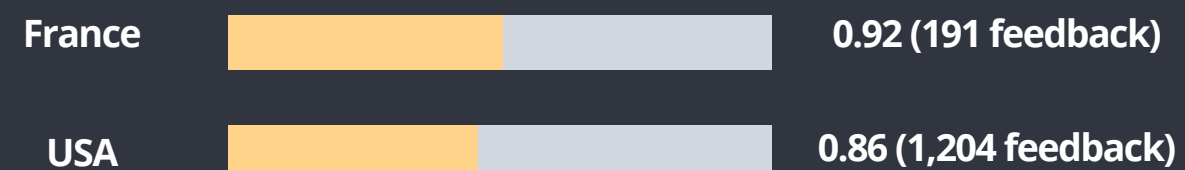
- Utilize descriptive language and keywords customers use in reviews to offer comparisons to familiar colors to aid in visualization.
- Prominently feature customer reviews and photos on product pages to showcase real-life experiences with the lipstick shades.

Top Places Sold (By Rating)

🇫🇷 France
★ 4.78

🇺🇸 ULTA
★ 4.74

Both French and American consumers, where this product is popularly sold, perceive it highly positive (*a sentiment value closer to +1, the better the sentiment*).



Met Gala celebs who wore this product
Amanda Seyfried and Penelope Cruz

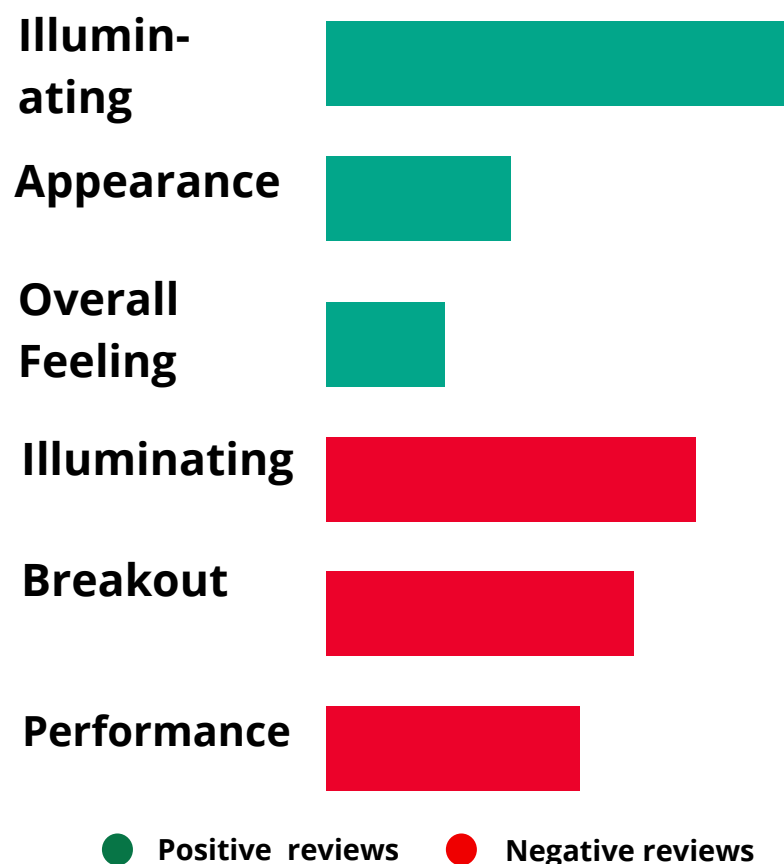


L'OREAL PARIS
True Match Lumi Glotion

★★★★★ 4.43

📄 2,628 reviews

Most impactful drivers of customer (dis)satisfaction: Invest in *Illuminating* for greater sales



Ideal Customer Persona Based on Reviews

Multi-Tasking Mamma Mia:

- A busy mom who doesn't always have time for a full face of makeup
- Loves the versatility of moisturizers like as a primer, highlighter, mixing with other makeup
- Seeks a daily quick and easy glow

Pro Tip ★

Consider developing a step-by-step patch testing guide. This guide should outline how users can conduct a patch test before full application of the illuminating product, provide instructions on interpreting results, and provide steps to take in case of adverse reactions.

63.16%

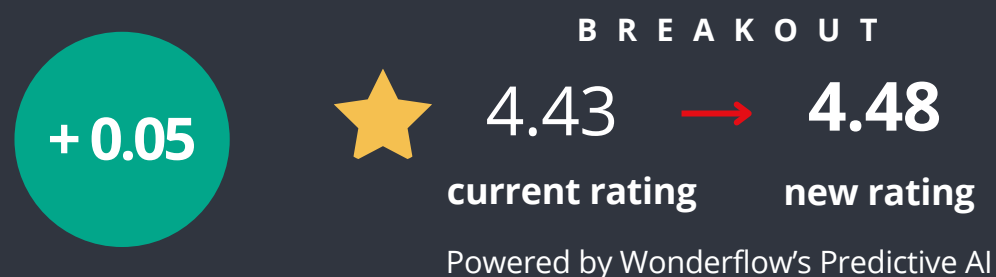
of both British and French consumers, on average, enjoy the cream's illuminating effect.

Top Places Sold (By Rating)

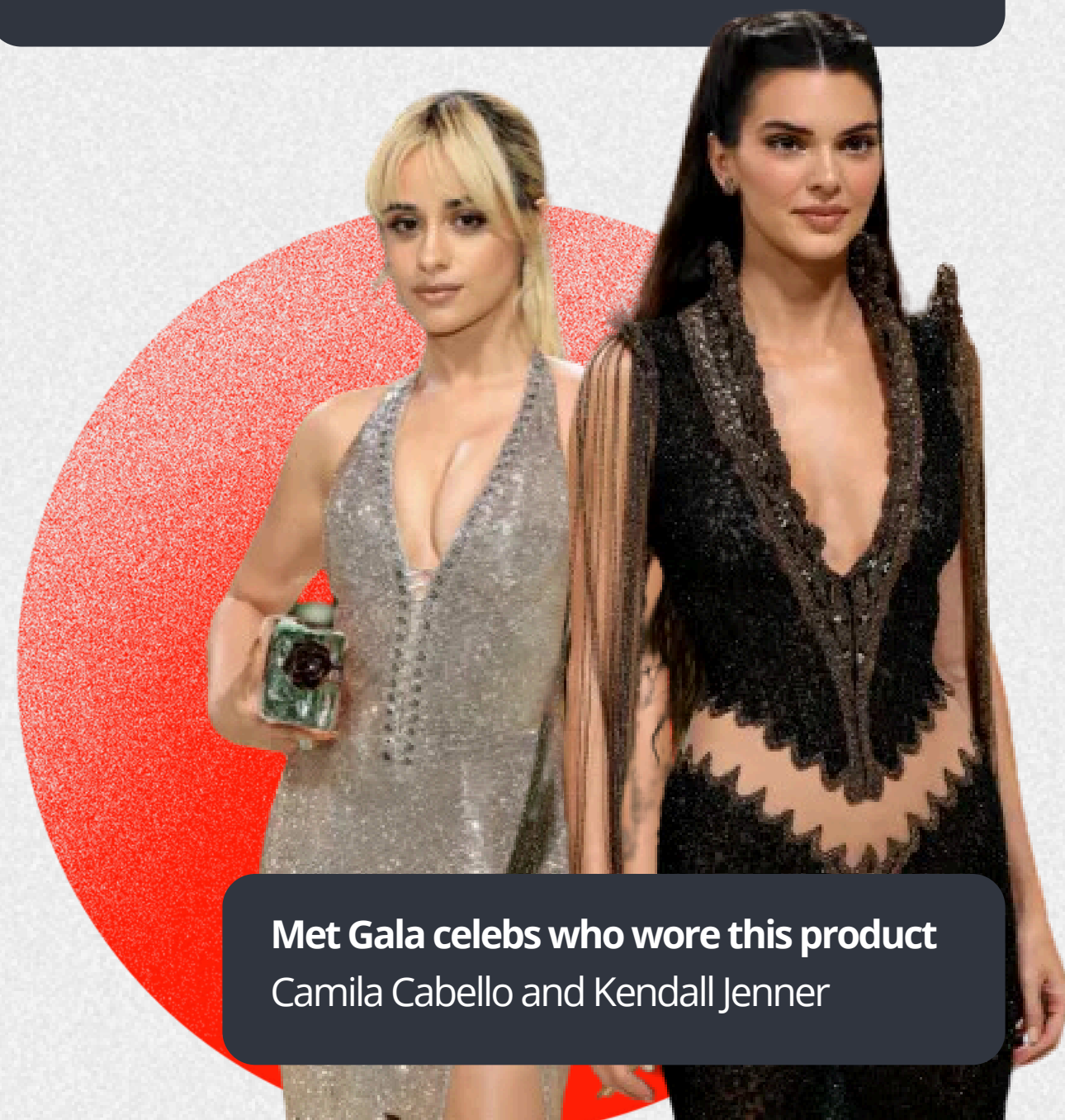
🇬🇧 ★ 4.73

amazon ★ 4.38

If a critical aspect like Breakout is improved, the rating can potentially increase by 0.05.



Powered by Wonderflow's Predictive AI



Met Gala celebs who wore this product
Camila Cabello and Kendall Jenner

Beauty brands should apply keywords that customers commonly use in reviews to highlight product strengths and optimize sales.



Charlotte Tilbury
**Beautiful Skin
Foundation**

"glowy", "natural",
"hydrating", "lightweight",
"medium coverage",
"buildable", "long-lasting",
"smooth", "flawless",
"skin-like", "radiant",
"dewy", "healthy", and
"glowing"



PAT MCGRATH LABS
**Mothership V Bronze
Seduction Eyeshadow
Palette**

"pigmented,"
"color," "bronze,"
"matte,"
"shimmer"



L'OREAL PARIS
**True Match Lumi
Glotion**

"Glow," "Natural,"
"Hydrating,"
"Lightweight,"
"Radiant" "Healthy
Skin," "Luminous,"
Dewy," "Illuminating"



LANCÔME
**Luminous Silk Cheek
Blush Liquid Tint**

"Smooth," "long-
lasting," "matte,"
"hydrating,"
"pigmented,"
"luxurious"



ARMANI BEAUTY
**Luminous Silk Cheek
Blush Liquid Tint**

"Color," "usability,"
"color match," "Long-
lasting," "consistency,"
texture."

Beauty brands should consider general customer wishes across specific categories to cater to their needs and preferences.



Matte Lipsticks



- Wider range of colors and shades to choose from
- A more hydrating formula that would not dry out lips
- Longer-lasting or longer wear time without reapplication

Liquid Foundations



- Long-lasting
- Good value for money - Does not cause breakouts
- Does not settle into fine lines and pores
- Does not oxidize
- Has a natural finish
- Has a good shade range

Tinted Facial Creams



- Not too glittery
- Provides a natural, radiant glow to their skin
- Lightweight feel
- Hydrating formula
- Blends seamlessly
- Long-lasting finish
- No greasy or heavy feeling
- Multi-usage; primer, highlighter, or mixed with foundation

Liquid Blushes

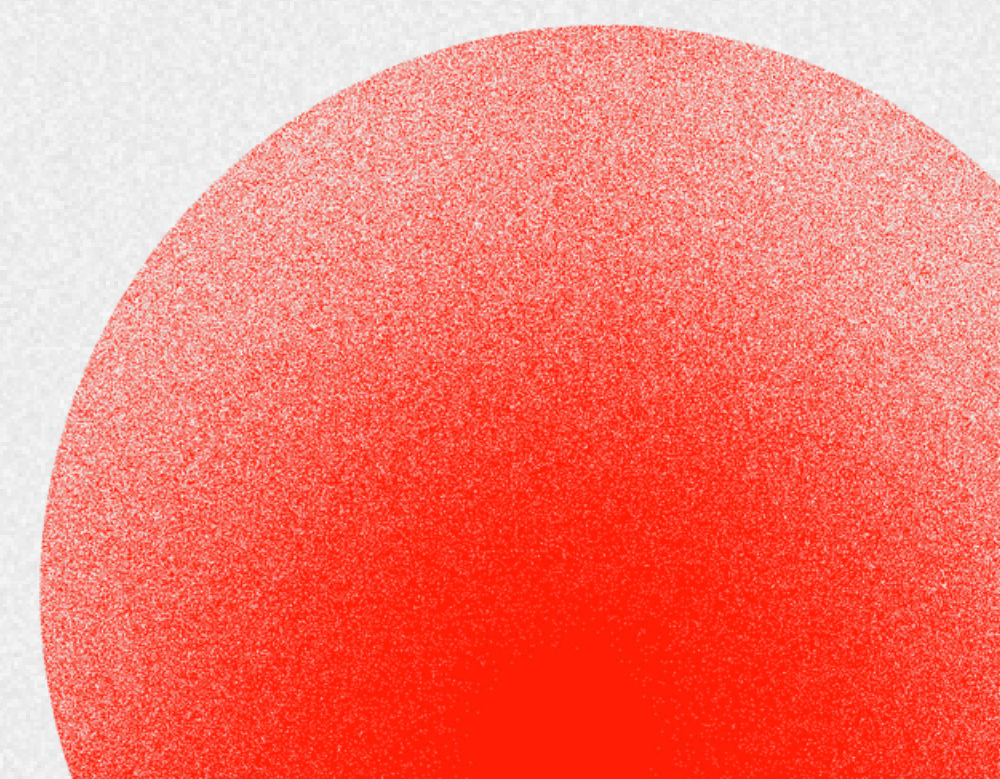


- More pigmented
- Longer wear time
- Easier to blend
- Wider range of shades

Eyeshadow Palettes



- More affordable price
- Better quality
- More wearable shades for daily wear



Stay ahead of the industry's biggest events and trends, via the voice of the customer. Learn more at wonderflow.ai

