



JEFFREE STAR
COSMETICS

Companies Born from Communities

MAKER
BRAND
CO

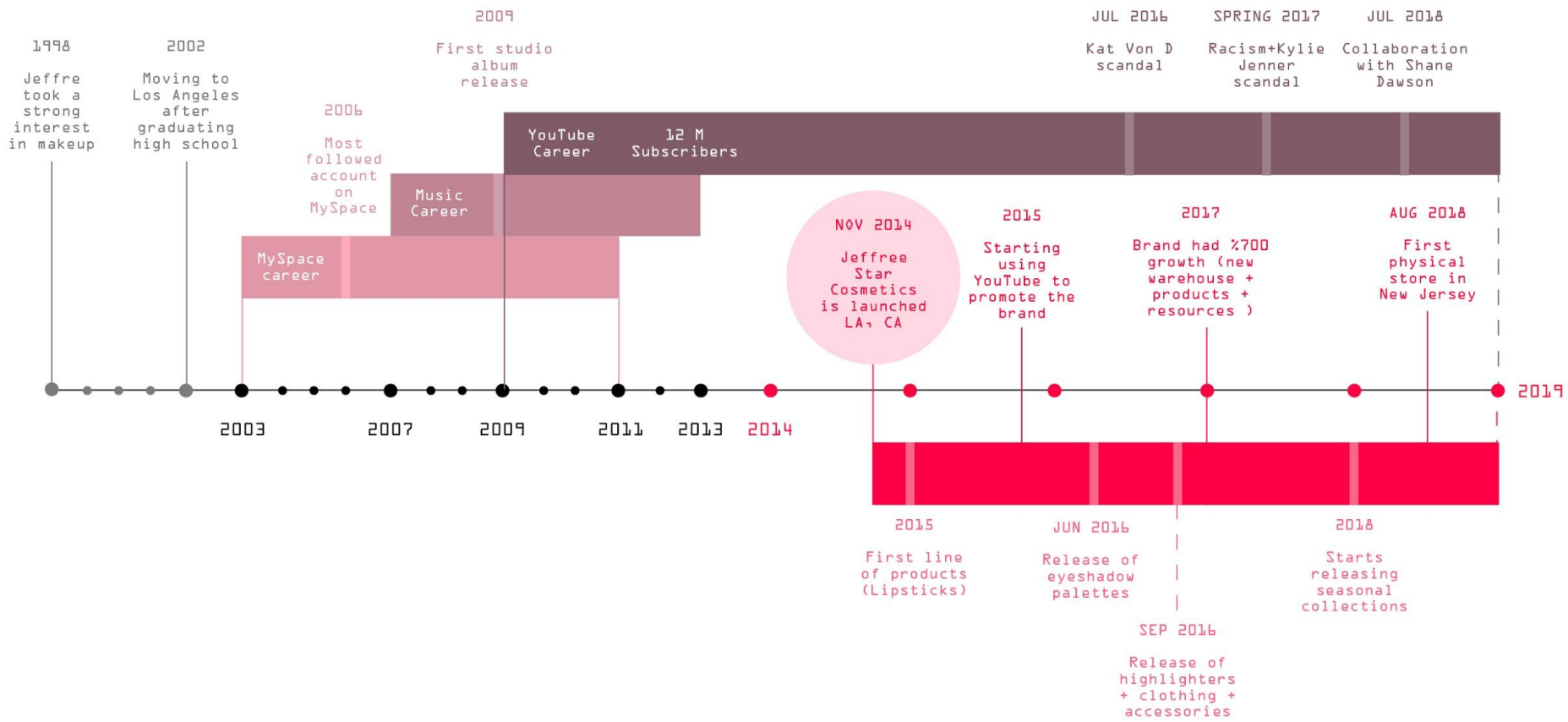
TEAM 9

SEP, DENIZ, INÉS, JING AND IRMA
25/01



SHOP
ALIEN
COLLECTION
NOW

9.2 Jeffree Star Cosmetics (Larger Established Company)



Sales

AIKIDO

dramatic brand
identity

MAKE MORE OF IT

making use of resources
for Killer Merch

Community

YOUTUBE

SNAPCHAT

INSTAGRAM

Videos

SUBSCRIPTION

The subscribers are
the main viewers of his
brand advertisement.

Products

BARTER

PR activities

FROM PUSH TO PULL
following trends

Community Impact



Jeffree Star: It's so much easier to do the right thing.

9.7M views • 2 years ago

Kat Von D scandal, who stole whose logo?

2016



I gotta know ONE THING... With all that fucking money she's made, why did @kyliecosmetics use the SAME PACKAGING as my liquid lipsticks that have been out since 2014??? Invest and make something different maybe?



Kylie Jenner Scandal, did Kylie steal Jeffree's packaging?

2017



RACISM.

4.6M views • 1 year ago

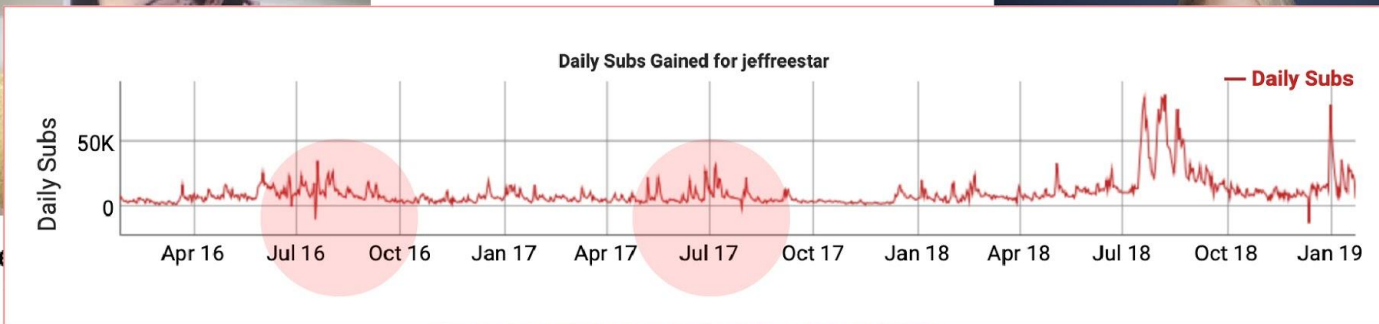
Racism scandal, past racist comments and tweets

2017

Community Impact



I gotta know ONE THING... With all that



Jeffree
easier

9.7M views • 2 years ago

Kat Von D scandal, who stole whose logo?

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Kylie Jenner Scandal, did Kylie steal Jeffree's packaging?

2017

Racism scandal, past racist comments and tweets

2017



The Secret World of Jeffree Star

shane ✓
33M views • 5 months ago



Becoming Jeffree Star for a Day

shane ✓
24M views • 5 months ago



Switching Lives with Jeffree Star

shane ✓
25M views • 5 months ago

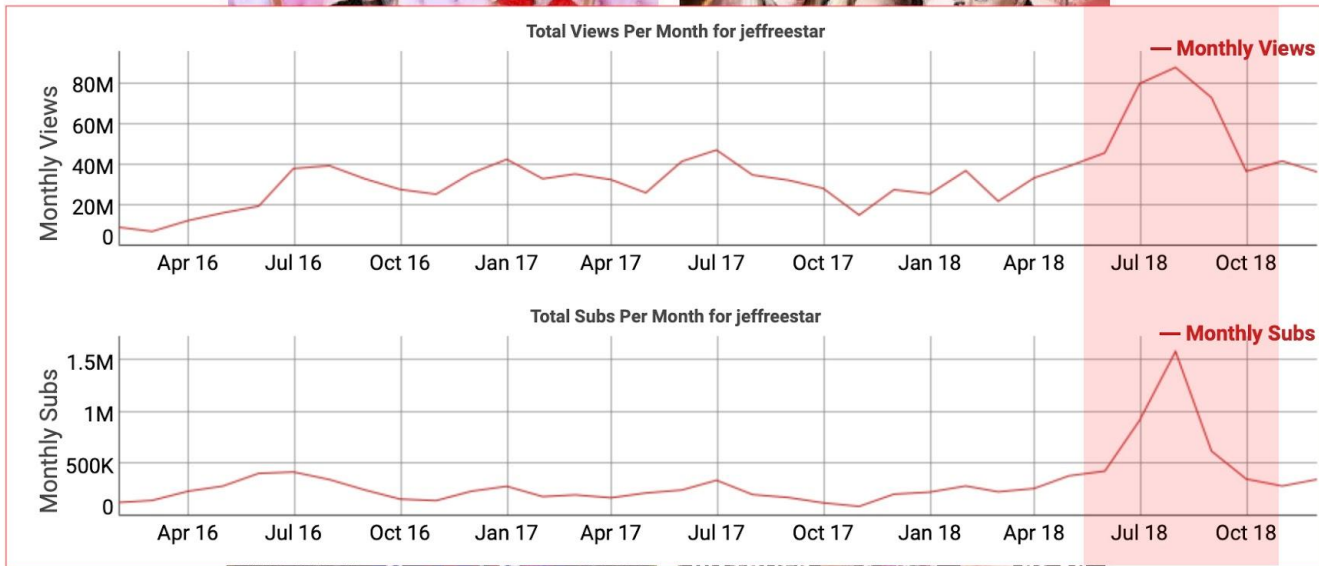


The Truth About Jeffree Star

shane ✓
18M views • 5 months ago

Shane Dawson
Collaboration

2018



Switching Lives with Jeffree Star

shane ✓
25M views • 5 months ago



The Truth About Jeffree Star

shane ✓
18M views • 5 months ago

Shane Dawson
Collaboration

2018

Community Engagement



Jeffree Star  @JeffreeStar · 12 de jan

The [#JeffreeStarCosmetics](#) Mystery Boxes will be returning NEXT MONTH!! I'll reveal the tea soon but I'm so excited!!!! 

 545

 1,3 mil

 34 mil

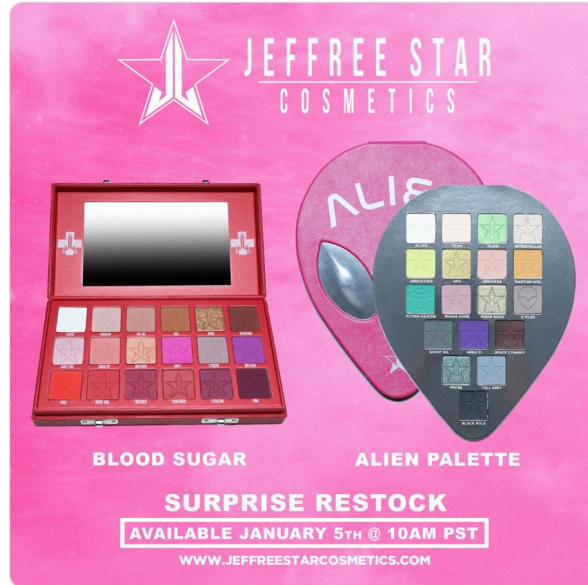
Community Engagement



Jeffrey Star [@JeffreeStar](#) · 5 de jan

RESTOCK ALERT!! 🚨🚨 The #BloodSugar & #ALIEN palettes are BACKKKK!

👉 SHOP: jeffreestarcosmetics.com/collections/ey...



307 473 11 mil



will be returning NEXT MONTH!! I'll

Community Engagement

 **Jeffree Star**  @JeffreeStar · 5 de jan
RESTOCK ALERT!! 🚨🚨 The #BloodSugar & #ALIEN palettes are BACKKKK!
👛 SHOP: jeffreestarcosmetics.com/collections/ey...



 **Jeffree Star**  @JeffreeStar

I'm working on the Mini liquid lipstick
Nude VOLUME 2 set right now 😊
coming soon...

BLOOD SUGAR

SURPRISE RESTOCK


AVAILABLE JANUARY 5TH @ 10AM PST

WWW.JEFFREESTARCOSMETICS.COM

🗨 307 🔄 473 ❤ 11 mil


Community Engagement


 **Jeffree Star** @JeffreeStar · 5 de jan
RESTOCK ALERT!! 🚨🚨 The #BloodSugar & #ALIEN palettes
🛒 SHOP: jeffreestarcosmetics.com/collections/ey...



I'm work
Nude VO
coming
BLOOD SUGAR
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307 473 11 mil

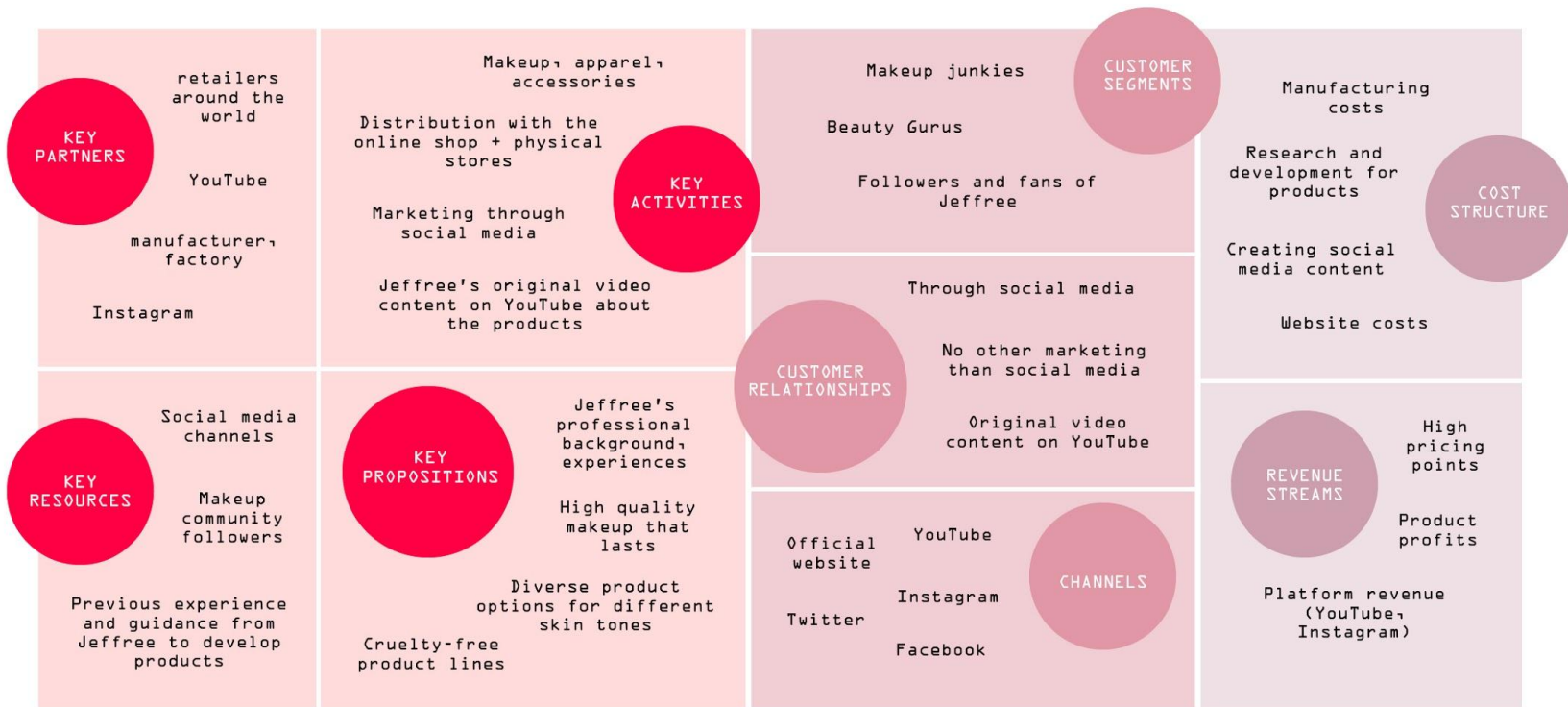
 jeffreestarcosmetics 22h



@maureenmiah

liquid lipstick
t now 😊

Business Model



Opportunities



sustainability
products with second
life

Opportunities



sustainability
products with second
life



retailers
expansion

Opportunities



sustainability
products with second
life



low-cost
product line



retailers
expansion

Opportunities



sustainability
products with second
life



low-cost
product line



retailers
expansion



marketing
campaigns

Maker Brand

DESPERATION!

Not enough cool, good quality and general tools for makers

DISCARD WEAKNESS

Don't wait around for bigger companies, do it yourself!

CHANGES HOW WE SEE THINGS

Maker tools are a high quality product group that has the ability to reach more people outside carpenters and other professionals. With these tools making becomes easy and cool.

Creative
Desperation

Discard a
weak
anchor

Changes in
how we
understand,
act, feel,
see,
desire...

Jeffree Star Cosmetics

DESPERATION!

Not enough punk, cool makeup that is good quality and lasts

DISCARD WEAKNESS

Make your dreams true, do it yourself!

CHANGES HOW WE SEE THINGS

Punk and different has become cool! People want to follow Jeffree and express their true selves with the help of makeup.

Maker Brand

design
centric

Jeffree Star Cosmetics

users and
creators
themselves

ideas for
products come
from own
experience
as users

products
are reflection
of their
personalities and
experiences

Maker Brand



user testing
with focus
groups



business design
what products
to bring next

design
centric

users and
creators
themselves

ideas for
products come
from own
experience
as users

products
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of their
personalities and
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Jeffree Star Cosmetics

Maker Brand



user testing
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business design
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users and
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Jeffree Star Cosmetics



strong community
engagement
strategy



focuses a lot on
the packaging

