



The Beauty Trends of the 2010's

RAHN

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Over the last decade, numerous trends have dominated popular culture.

Beauty has become more accessible to every kind of person and in turn the 2010s have been a burst of self-expression and creativity.

Products weren't only about our look, but our lifestyle and ethics.



Keeping up the Kardashians

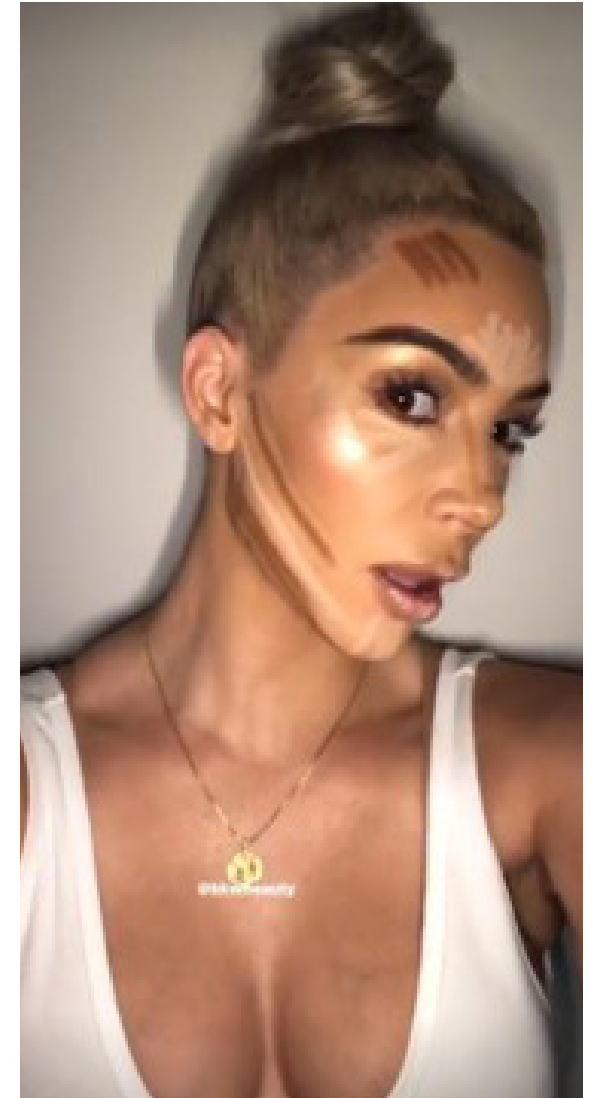
The Kardashians have dominated the decade. With their hit reality TV show and massive social media presence. They have created for themselves 2 multimillion dollar businesses, Kylie Cosmetics and KKW Beauty.

The two trends they have spearheaded are:

- Contouring and Highlighting
- Large, over-lined lips



It even inspired the “Kylie Jenner Lip Challenge” ...



K-Beauty

No – we are not still talking about the Kardashians... It's Korean beauty!

The K-Beauty trends we loved:



New textures



Face masks / sheets



Natural, healthy, glowy skin



Extended beauty regime



Cute, quirky, innovative products

It's all about the eyes ...

Eyeshadows really came to the front in the 2010's. More experimental colours to choose from meant, there were no limits to people's make-up creations.

With the rise of social media, "Instagram Make-Up" was born. This was a heavy make-up look, especially around the eyes and was not necessarily intended to be worn outside but more so to take amazing selfies!

A make up technique called the "Cut-Crease" was invented, which gave more definition and drama to the eye.



Goodbye Tweezers! Hello Bushy Brows!

It wouldn't be a new decade, if there wasn't a new trend. And 2010's were no exception. Big brows were in! People were opting for a thicker, more natural shape.

Some went for a big, but defined approach and other kept a more rugged and natural shape.



Model Sophia Hadjipanteli went one step further, rocking a unibrow.

Somewhere over the Rainbow ...

Pink, yellow, blue, ... any colour you name someone out there, who was dying their hair that colour!



L'Oréal produced 1-Day colour sprays for those scared of commitment.



Pastel tones were especially popular throughout 2010's!

Ombre hair / Balayage

Your friends, your mum, maybe even your nan had this hair style at some point during 2010's!



What everyone wanted their hair to look like ...



What most people's hair ended up looking like ...

Cosmetics for anyone and everyone

Finally brands begun to listen to the voices of the marginalised, asking for products that suit their skin.

As the rules of gender and identity were shaken up, it meant brands were no longer focusing on one kind of person to use their make-up.

Products were being developed for men, people of colour, non-binary, transgender people, unisex, the list goes on.

People were more socially aware and conscience, which made cosmetic brands sit up and take notice of the diversity of their customers.



Pressure was put on brands to expand their range of foundations colours, meaning more inclusivity for people of colour. Rihanna's make-up range Fenty created 40 different shades and set an example to other brands to step up and diversify their foundation lines.

All hail the nail!

With the success of celebs like Cardi B, extravagant and eccentric nails became the new thing.



Which nail would you go for?

Nail technicians experimented with different shapes and the “Stiletto” was born.

Let's see what trends
the next decade will
bring ...

