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FENTY BEAUTY

Robin Rihanna Fenty, known worldwide as Rhianna and Bad Girl Ri Ri, launched Fenty Beauty in 2017, under the umbrella of Moët Hennessy Louis Vuitton's (MHLV) beauty incubator, Kendo. Always a visionary, Rhianna created Fenty Beauty "so that women everywhere could be included." Fenty Beauty focuses on hard-to-match skin tones, and skincare formulas that work for all skin types.

The partnering of Rhianna and MHLV is a smart and savvy move for all parties. Rhianna offers MHLV a young and hip consumer and the opportunity to tap into a lower price point without reputational risks. Rhianna became the first black woman to launch a line at MHLV Maison, and the first woman to create an original brand at MHLV. At its launch, Fenty Beauty premiered simultaneously online and in 1,620 stores, in more than 17 countries. In 2021 Fenty Beauty was valued at \$2.8 billion.

Fenty Beauty is a surprisingly lean machine, with only 200 employees. While that helps the profit margin, it is not without its own set of challenges when the company is world-wide and online. Fenty Beauty sought an integrative, international, digital workplace. Because Teams is a fully cloud-based solution, Fenty Beauty can access information from anywhere and on any device. Teams allows Fenty Beauty to work smarter not harder and be assured that everyone, everywhere has the information needed to conduct business successfully.

Being an international company with offices in Paris, it was important to Rhianna that everyone be able to communicate effectively. Fenty Beauty uses Teams live translation to add real-time multilingual interpretation to their team meetings. Being on different continents and time zones is not a problem for Fenty Beauty. For Rhianna, who is still performing and acting, it was important to know that with Teams she can access a meeting, after the fact. She can tune into the part of the meeting that pertains to her, by searching for specific words and play it back.

With Teams, Fenty Beauty employees can prioritize their time better where ever they are by using dedicated Team channels. Employees don't get side-tracked with random emails or get stuck cleaning out cluttered inboxes. Fenty Beauty communication is put into context with only documents and conversations that relate to specific events and products. For an innovator like Rhianna, it is important to know that if she can think it, Microsoft Teams can do it.