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Forever 21's New Beauty Shop Has Shoppers Really Excited

By: Brittany Burhop – February 22, 2017



Although we may think of Forever 21 as being a fast-fashion destination where the variety of clothing available changes from one day to the next based on the hottest trends, it's now breaking into beauty in a big way. This month, the brand is launching a new concept, the Forever 21 Beauty Shop, in its U.S. stores.

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The dedicated section in each retail space will house products from the Forever 21–branded beauty line (everything from makeup and skin care to new tools and accessories), as well as products from other brands that ring true to the store's clientele. A big focus will be on K-beauty brands including Peripera, I'M MEME and Pony Effect—look for tons of masks and playful packaging. Other brands you can expect to see in stores are NYX, Batiste and **Nudestix**. And on Forever21.com, the assortment gets even bigger, with names like Jouer and Sun Bum making an appearance.

“Our fans already know us for our fashion, and expanding our beauty was a natural progression,” said Linda Chang, Forever 21 vice president of merchandising. “This dedicated section will allow shoppers to complete their looks and find all their fashion and beauty must-haves in one place.”

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