Glossier.
Beauty disrupting tribe book.

WE CAN DEW IT!
Hi.
We are the ‘beauty disrupting tribe’.
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Index.

Glossier-ary.

How we became a tribe.

Meet Glossier.

Meet us.

Symbolic involvement.

Our values: fun - ‘ironic’.

  fun - teenage look.

  fun - pink everywhere.

  easy - routine.

  imperfect - come as we are.

  personal - a voice (in beauty).

  personal - female empowerment.

  personal - politics & social causes.

Sources.
Before telling our story about us as ‘the beauty disrupting tribe’, it’s important to be on the same page, right? Let us introduce you to our ‘Glossier-ary’ (glossary).

**Our favorite things to say.**

**Glossier:** glossy, shiny and smooth.
**Dewy:** (of a person’s skin) appearing soft and lustrous.
**Come as we are:** be who we are.
**Problem salved:** (skin) imperfections solved with salve.
**Beauty disruptor:** we are ‘the cause’ to disorder the beauty industry (sorry not sorry).
**Pro-mask-in-ate:** to delay the completion of other responsibilities in lieu of skincare needs.
**Democratize beauty:** to give everyone a voice about beauty (standards) and the products we use.
**Makeup junkie:** makeup addict.
**No fuzz:** to emphasize your point clearly without confusion.
**Skin is in:** be natural, show your skin.
**I really vibe with this:** this is totally my thing.
**DM:** direct message on Instagram.
**#ITGtopshelfie:** our favorite hashtag to show other Glossier girls what beauty products we use.
**#GetReadyWithMe:** our favorite hashtag to show other girls what we use for our morning routine.

**Everyone says they’re low-maintenance:** we require little work to keep ourselves in good condition. We do our makeup quickly.

**I got supplies:** I have a stock of (Glossier) beauty products.
**You’re not just a skin type:** you’re special, every skin needs something else.
**Newness:** the quality of being new or original.
**Back comb brows:** comb the brows from the ends of the strands towards the scalp to make it look thicker (very important).
**She-E-O:** a female CEO.
**Skin prep:** preparing the skin with skincare before putting makeup on.
**BFF:** best friend forever.

**Undo the dew:** loosen too much shine on the face.

**Find your light:** looking for daylight which illuminates the highlighter you wear on the high parts of your face, to look glowy on your selfie.

**It’s my jam:** in terms of beauty, it’s my favorite brand or product.

**Brands are gods and cotton rounds are hard currency:** we as beauty junkies go wild for beauty brands like Glossier and spend all our money on it.

**Girlboss:** someone who is in charge of her own life. She gets what she wants because she works for it.

**I woke up like this:** a phrase Queen Bee (Beyoncé) came up with and say when we look good as we wake up (which we think we always do because everyone should embrace their natural beauty, just the way we are).

**IRL:** in real life, not on the internet.

**About our skin.**

**Breakouts:** acne.
**Exfoliating:** removing dead skin cells revealing more radiant skin underneath.
**Firming/sculpting:** skin firming/sculpting relates to muscle tone and bone density.
**Illuminating:** clean, buff and moisturize your face, as nourished skin illuminates naturally through your makeup.

**Moisturizing:** hydrating the skin.

**Repairing:** rough skin caused by a build up dirt.

**Skincare routine:** same old thing we do every day.

**Everyday Glossier products for a dewy skin.**

**Wowder:** mattifying powder with the wow-factor.
**Boy Brow:** eyebrow gel which makes the eyebrows look fuller.
**Cloud Paint:** a liquid blush for the cheeks.
**Solution:** a liquid exfoliator, the solution against large pores.
**Haloscope:** a highlighting stick to make you glow.
**Body Hero:** a face treatment for your body.
**Glossier You:** a fragrance.
**Generation G:** a matte lip tint.
**Balm Dotcom:** a do-everything-salve.
**Milky Jelly Cleanser:** a face wash which washes all your makeup off.
**Invisible Shield:** SPF.
**Stretch Concealer:** a concealer to cover your under-eye bags.
**Super Pure:** a serum against breakouts.
**Perfect Skin Tint:** a super light foundation.
**Lip Gloss:** non-sticky lip gloss.
**Moisturizing Moon Mask:** a washable face mask to give your skin a boost.
**Mega Greens Galaxy Pack:** a washable face mask to give your skin a boost.
**Super Bounce:** a moisturizing serum when your skin feels dry.
**Soothing Face Mist:** water with acting substances.
**Lidstar:** eyeshadow with less shadow, more glow.
How we became a tribe.

In this ‘postmodern world’, we think target groups are losing their relevance within the beauty and fashion industry. The introduction of neo-tribes, in which the symbolic connection takes priority over demographics like geographical location and age, has sparked a revolution in the way we communicate. The rise of the internet has made us feel we’re global citizens, staying connected to everyone and everything at all times.

We call ourselves the ‘Glossier beauty disrupting tribe’. People define us as a tribe that lives around Glossier as a brand community (and natural beauty more generally) and celebrates and empowers women to be their true self, without feeling the need to hide imperfections.

This booklet of us is a result of collecting all sorts of data such as observations, participation and textual and visual analysis on URL and IRL. The chapters in this booklet highlight the characteristics we have in common with Glossier: fun, easy, imperfect and personal.
Meet Glossier.

In 2010, a beauty blog called ‘Into The Gloss’ launched with a series called ‘Top Shelf’. Everyone has a routine, a reason for choosing the products they use each day, whether they are an expert or not. These stories needed a platform.

“When I started Into The Gloss, I wanted to make beauty as much of an element of personal style as fashion. As I interviewed hundreds of women, I became more and more aware of how flawed the traditional beauty paradigm is. It has historically been an industry based on experts telling you, the customer, what you should or shouldn’t be using on your face.” - Emily Weiss, ‘She-E-O’

In 2014, Emily founded ‘Glossier’. An online-first and direct-to-consumer beauty brand that quickly developed into one of the fastest growing beauty companies in the world.

The brand has a unique vision which we primarily identify with: ‘democratize beauty’. Their mission is: ‘we stay in constant communication with real Glossier users to give you what you want (and because we enjoy it).’

For this reason, we feel very connected to Glossier. We don’t just feel involved, we are involved (online only and would love to feel physically connected to the brand and its products offline as well.). We have a voice in beauty.

Values we share with Glossier are fun, easy, personal and imperfect.

Fun
‘We are serious with a slight wink.’

Easy
‘Glossier girls do their makeup quickly. We give them the essentials for the everyday look.’

Imperfect
‘We focus on natural beauty, not hiding our imperfections. ‘Skin is in’.’

Personal
‘We believe in having a direct-to-consumer/BFF-approach, so we stay in constant communication with Glossier users to give them what they want.’

“For me, it’s important to democratize beauty and empower women to take ownership of their routine.” - Emily Weiss

photo: Glossier
Meet us.

Now you know Glossier, the brand we love so much, it’s time to get to know us a little bit better.

We...
..wear less makeup.
..embrace our imperfections and enhance, rather than hide.
..believe in empowering women to have a voice in beauty.
..are pro-natural.
..prefer authentic role models.
..share our beauty routines and empower other girls to do so too.
..are unfussy.
..are digitally savvy and love Instagram.
..believe being yourself is the new beauty standard.
..love exploring.
..have a desire to share.
..are hungry for creation.
..strive for inclusiveness.
..are less brand loyal.
..want to belong to the Glossier community.
..always love getting to know other people with similar believes.
..believe in self-acceptance.
..are upbeat and a bit ironic.
..make things happen and are entrepreneurial.
..listen to each other, not to influencers who have been paid to sell us something.
..would love to shop Glossier offline as well as online to feel physically connected to the brand and its products.
..expect an exceptional brand experience while shopping offline.
..like sharing cool brand experiences on Instagram.

Hi.

Beauty disrupting tribe book - Lisa Steur

photos: Instagram
Symbolic involvement.

On a symbolic level, natural beauty is the core-connector within our tribe. We are either working in the industry ourselves or part of the scene through our love for natural beauty and Glossier.

Although we share the same characteristics and values, a distinction can be made between three levels of symbolic involvement within our tribe: hardcore, mid-core, periphery.

**Hardcore**
Shares the same values with Glossier: fun, easy, imperfect and personal. This is the group of enthusiastic and loyal customers, who have been asked to collaborate with the brand, also known as ‘Glossier reps’. Glossier is inspired by these women. They empower other women to share their views on beauty and Glossier, and connect with Glossier followers (both online and offline). They see Glossier as an essential part of their daily routine and find creative ways to use Glossier’s products (e.g. using lipstick on their cheeks, make bikinis out of Glossier’s famous pink bubble wrap pouches). They have been loyal ‘Into The Gloss’ readers for years.

**Midcore**
Shares the same values with Glossier: fun, easy, imperfect and personal and feel attracted to the brand. Glossier is involved in its daily live but not as much as in the life of the hardcore. Some of them would love to become a rep one day. They are fans of the brand and share posts on social media about Glossier products every once in a while. At least one Glossier product is part of their daily routine.

**Periphery**
Shares the same values with Glossier: fun, easy, imperfect and personal, and tries to find a way to get more involved with the brand. Since Glossier doesn’t ship internationally yet (only to the U.S., U.K., Ireland, Canada and Puerto Rico) it’s hard for them to connect with their products. They got to know Glossier through Instagram and would love to buy their products and to meet the brand IRL one day. This group includes many Dutch fans.

“I just want to be part of this brand so bad!”

- @the_moveof_glory
Our values.

As we already told you, values we share with Glossier are fun, easy, personal and imperfect. Now it’s time to show you how they manifest in our lives.

**Fun - irony.**
- We have a slightly ironic view on beauty standards of the industry.
- We challenge the status quo.
- We are serious with a wink.

**Fun - teenage look.**
- We got back to teenage gadgets. They remind us of our childhood, when everything was fun and save.

**Fun - pink everywhere.**
- We love pink. Pink stands for Glossier, happy, calming, confidence and irony.

“Brands are gods and cotton rounds are hard currency.”
- @carinmccormac
Our values.

**Easy - routine.**
- We love a natural makeup look.
- We have a quick skincare and makeup routine.
- We trust Glossier’s skincare and makeup essentials.

“This is my simple everyday skincare routine plus sunscreen. It looks girly and it’s amazing!”

- @patioxfurniture

Easy - routine.  

photos: Instagram

Beauty disrupting tribe book - Lisa Steur

photos: Instagram
Our values.

‘Imperfect’ - come as we are.
- We are not afraid to show imperfections (or we should say ‘not fitting in’ the beauty standards).
- We embrace our imperfections and enhance, rather than hide.
- We think you always look good because everyone should embrace their natural beauty (and less flattering moments as well), just the way we are.

“Buongiorno. Just happy and healthy instead of moody and forcing my body to fit the unrealistic standard! Best choice I ever made was to start listening to me instead of comparing myself with others!”

- @jilla.teguila

‘Imperfect’- come as we are.

photos: Instagram
Our values.

**Personal - a voice in beauty.**
- Because of social media (Instagram, blog, YouTube) we have a voice in beauty.
- We are involved in conversations about Glossier and its products online.
- We would love to feel physically connected to the brand and its products offline as well.

**Personal - female empowerment.**
- We empower women to be a girlboss. Someone who is in charge of her own life.
- A girlboss gets what she wants because she works for it.
- We empower other women to take ownership of their beauty routine.

**Personal - politics & social causes.**
- We share our political affiliations and stand up for social causes.

“Please open a permanent store. I need more Glossier in my life!”
- @marianneitinmakeup
Personal - female empowerment. ♀

- Girls are on FIRE!!! Girls rule the WORLD!
- YOUR FEMINISM ISN'T FEMINISM UNLESS IT'S INTERSECTIONAL
- USA in numbers. 911 alarm. 9/11 drama. 11/9...

Personal - politics & social causes.

- EVERYBODY IS FREE TO LOVE
- TIMES UP on silence. TIMES UP on waiting. TIMES UP on tolerating discrimination, harassment and abuse.
- photos: Instagram
Bye.

‘We hope you enjoyed our story about us, the ‘beauty disrupting tribe’.’
Sources.

This booklet of us is a result of collecting all sorts of data such as observations, participation and textual and visual analysis on URL (n-ethnographic research) and IRL (interviews).

Interviews with:
Rosalie Bleumer.
Annabel Bleumer.
Manon Flokstra.
Femme van Gils.
Marjolein Meulendijs.
Iris Mäteboer.
Demi van Maanen.
Inge van Winkel.
Lily Otte.

I got in contact with the following ‘Glossier reps’:
@adiaadores
@kateglavan
@angelica_soler

Glossier-ary.
Observational research on Instagram (comments).

How we became a tribe.

Glossier, (2018). [image] Available at: https://i.pinimg.com/originals/8d/7a/0c/8d7a0c83da42ed1352ef0a1cfc7af7bc.jpg [Accessed 17 Feb. 2018].

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Meet us.


Symbolic involvement.
College Minor Marketing Fashion Innovation, Constatin von Maltzahn.

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