

EXCLUSIBLE CASE STUDY

# Reality Gets a Makeover: Metaverse Beauty Week Case Study Unveiling the Future of Beauty Experiences

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# Executive Summary

The first-ever Metaverse Beauty Week (MBW) was held from June 12-16 on interactive platforms, including Decentraland, Roblox, and Spatial. Retailers, mainstream and niche beauty brands were among eclectic participants. The focus of the event was on creating immersive experiences rather than replicating in-real-life locations.

The event included various contests and activations, offering both physical and digital prizes. Participants could get wearable NFTs for their avatars with different hairstyles, beauty features, and emotes. Traditional elements like product samplings were also a part of the event.

A key concept which defined Metaverse Beauty Week was interoperability. Multiple platforms were able to collaborate, providing brands and users alike the option of experiencing the same event seamlessly.



# The transformative impact of metaverse on beauty experiences

**Why would the beauty industry, which is all about personal and in-person experience, venture in the metaverse, the virtual world?**

The beauty industry is known for its fast-paced nature. It's not uncommon for brands to be trailblazers in adopting new technologies and marketing strategies. Metaverse offers limitless opportunities which enhance interactions between brands, products and customers. Hence, Metaverse Beauty Week naturally aligned with the dynamics of the industry.

Examples of new ways to interact and to promote beauty products in metaverse environment:

- Creating virtual representations of physical products as test drives (with an option to buy/redeem an actual product in real life);
- Opening virtual stores instead of physical (thus becoming more accessible globally while cutting costs);
- Developing products exclusively for virtual worlds, where customizable avatars represent individual authenticity (including virtual makeup try-on experience);
- Tapping into the vast virtual community, including gamers (gamers are very used to in-game purchasing);
- Elevating phygital experiences through NFTs with in-real-life utilities, wearables (including makeups and hairstyles) and other collectibles, both digital and physical.



# CULT, The Agency Which Created MBW Concept

Metaverse Beauty Week concept was brought to life by CULT, a female founded creative agency known for its non-trivial solutions for fashion, beauty and luxury brands. The idea was to leverage digital beauty experiences into a totally new dimension.

That's why interoperability was at the core of MBW: several interactive platforms were hosting various activities to enable seamless access to all users. Collaboration was another pivotal feature: a metaverse environment inspired exciting partnerships between beauty brands and the most innovative digital artists.

## BUILDERS

The concept was brought to life by Exclusible, Polycount and Vegas City.

Exclusible is the leading Web3 one-stop-shop, focusing on building metaverse experiences and providing marketing services to companies stepping into the Web3 world.

Polycount is a design agency specializing in creating of immersive 3D environments and AR experiences across multiple platforms.

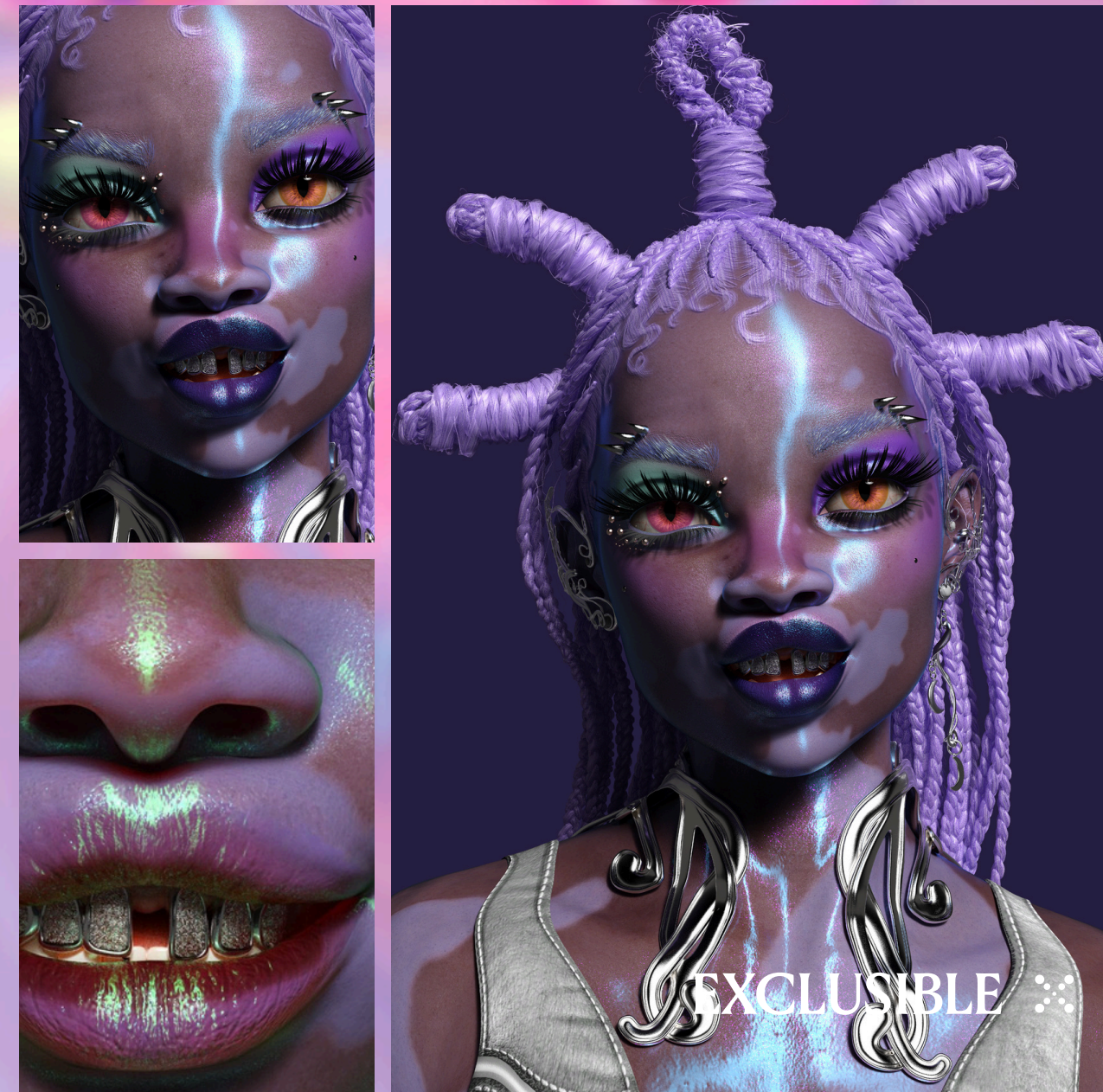
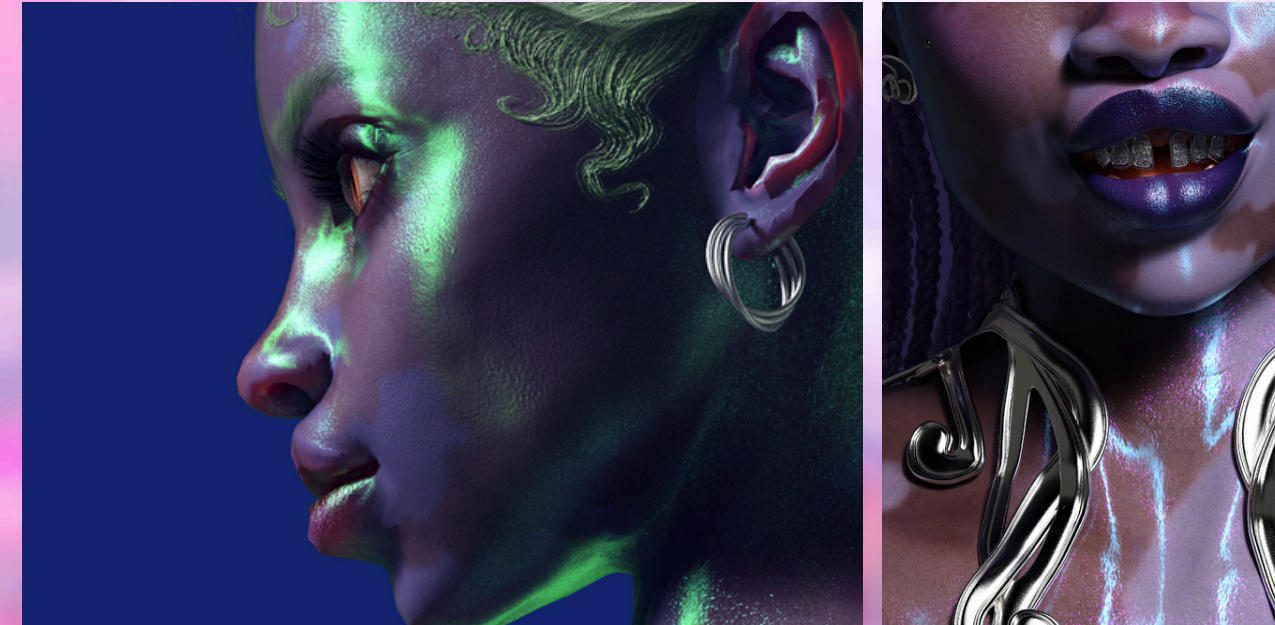
Vegas City is one of the largest districts within Decentraland and an open source VR world. Users can create, experience, and monetize their content and applications.

**Exclusible has teamed up with Polycount to develop lush, dreamy spaces you want to explore forever and hosted on Spatial and Roblox.**



# NYA: The Face of the MBW

NYA personified the inspiration behind MBW: the fluidity of beauty standards, including representation and inclusivity. NYA was created as a special guest, an ambassador and the hero face of the event. This virtual model was created by Australian digital artist Serwah Attafuah. NYA is as curious and enthusiastic as MBW attendees. She also showcased interoperability in action, welcoming virtual guests on Spatial, Decentraland, Roblox platforms and in real life as a wearable AR filter.





# Interoperability: Three Platforms Featured

## SPATIAL

A US-based team of metaverse experts and 3D designers which helps brands and creators building visually stunning and functional spaces.

## ROBLOX

A global platform with a massive following of creators, developers and gamers. Using Roblox tools and technology, the community is empowered to create their own immersive experiences.

## DECENTRALAND

A decentralized VR platform powered by the Ethereum blockchain. Users can create, experience, and monetize their content and applications.

The MBW events were hosted on three platforms simultaneously throughout the week, while there were three days dedicated to activations specific to each platform (a Spatial Day, a Roblox Day, a Decentraland Day).

Each platform offers both in-real-time and post-event analytical data, which will help brands evaluate their performance and user behavior during activations. The data will also show the impact of marketing and social media campaigns launched during the MBW event.

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# Overview of the MBW: Brands and Events

## BRANDS

Introducing a captivating and diverse lineup of participating brands, the digital beauty landscape showcases an exhilarating range of options. From established leaders to emerging trailblazers, each brand brings its unique essence to the forefront, embodying the spirit of digital beauty in a splendid manner

Some of the brands that participated in the first-ever MVBW include: Glossybox: the leading monthly beauty box subscription platform, Valde Beauty, The Dematerialised, The Fabricant, The Immersive Kind, Clementine, I Am Proud , MetaTokyo, Neutrogena, Cosnova Beauty, Lush, FFFace.me , Story Founders, Women In Games, Lottie London and Flannels .

## EVENTS

Each day was fully booked with interactive events and activations. Friday was a very special day as it merged virtual world and in-real-life events - a perfect example of how both spaces can collaborate to create unforgettable experiences.

Exclusible was part of the panel discussion From Mall to Metaverse - Exploring New Realities led by MBW founders.

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# Creators' Perspective

**Gianna Valintina, Director of Marketing and Partnerships at Spatial**

*"...that moment where you can unlock a fun experience that's going to bring your consumers or your fans a little closer to your story and then immerse them there, you've already unlocked a whole other level of potential for your brand... Consumers will be able to purchase your product in the virtual world and have that physical object with them in real life. So every time you're bridging the digital world and the physical world together, you start to unlock the potential of creativity and new emotional connections with our consumers or fans."*

**Brian Fannin, Chief Operation Officer at Polycount**

*"Platforms like Spatial are an extension of the internet, in a way that they're democratizing gaming, allowing creators like us to push through high fidelity graphics in a browser or on a mobile phone. What would generally require either the download and an executable or even a console now can exist inside a browser and on a mobile phone, and of course in VR."*

**Sara Teixeira - Business Developer & Metaverse Operations Strategist at Exclusable**

*"I think it's a perfect opportunity for brands to test waters and see engagement with a consumer within the metaverse space, live, right now. It's a totally different experience to consumer behavior on a brand's website, which is also difficult to measure."*



# MBW Data Insights: Unveiling the Beauty of Numbers





# MBW x Flannels London IRL

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# Conclusion

The first-ever Metaverse Beauty Week effectively showcased the future of beauty in the digital realm. The event, which attracted a diverse range of brands and artists, was focused on creating immersive experiences matching the industry's innovative and adaptive nature.

Hosted on multiple interactive platforms, MBW offered a seamless experience for global users, highlighting the importance and opportunities of interoperability. Wearable collectibles, virtual product trials and in-real-life events are just a few examples of bridging virtual and real worlds.

The instant success of MBW among brands, creators and attendees proves the potential for further exploration of metaverse as the space-to-be for beauty brands. Future editions could see more beauty brands joining the space, potentially incorporating more advanced technologies, such as machine learning, to further personalize experiences.





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