

IT'S MORE THAN MAKEUP.

YOU'RE A WORK OF ART.





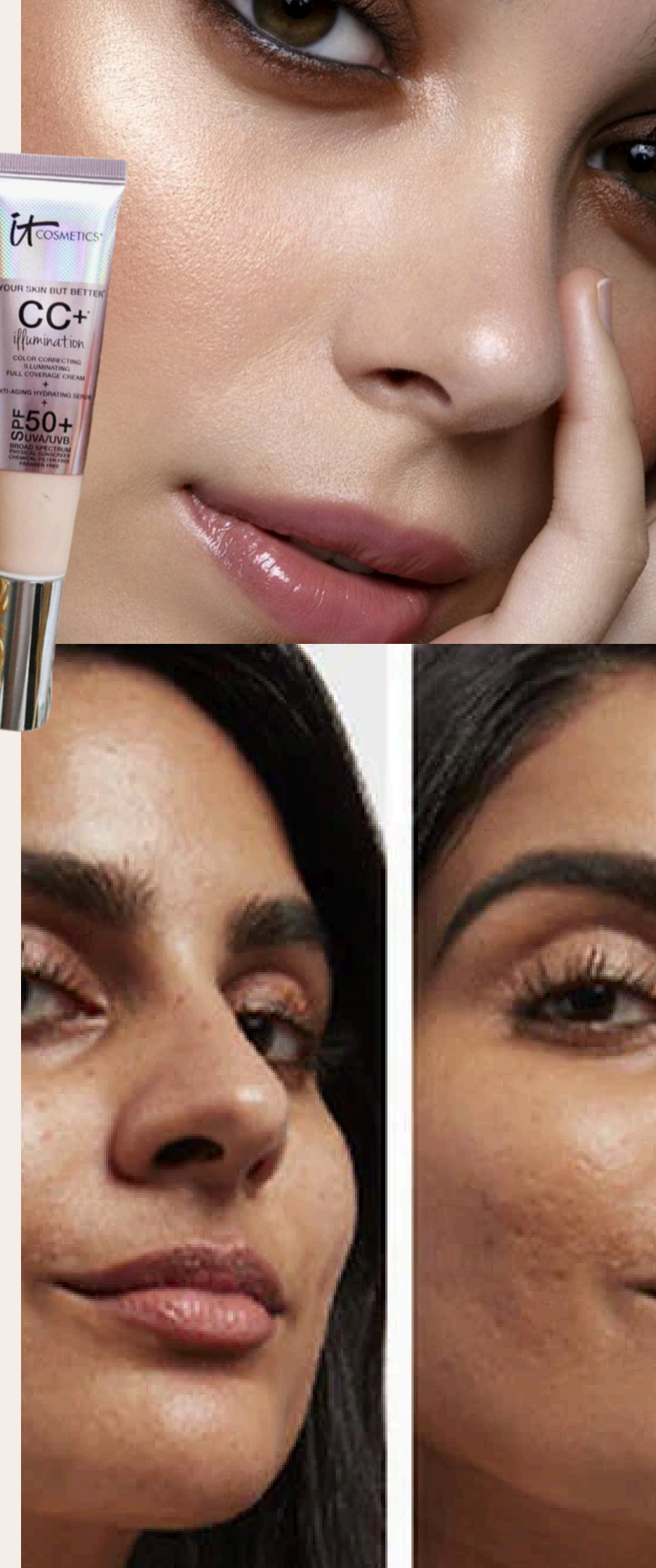
Art is an expression of our thoughts, emotions, intuitions, and desires, but it is even more personal than that: it's about sharing the way we experience the world, which for many is an extension of personality.





# CAMPAIGN STORY / NARRATIVE

Every face is a canvas, and life paints it with experiences, emotions, and memories. Some days, your canvas is ready as it is; other days, you may want to add color, highlight, or contour to express yourself in new ways. IT Cosmetics is here to remind you that you are the artist of your own beauty. Whether you wear makeup or go natural, you have the power to define what confidence looks like for you.







# OBJECTIVES

- EDUCATE AND INSPIRE THROUGH BEAUTY'S EVOLUTION
- CONNECT WITH GEN Z THROUGH HISTORICAL IMAGERY
- PROMOTE INCLUSIVITY AND SELF-EXPRESSION
- LEVERAGE MODERN STORYTELLING PLATFORMS
- DRIVE ENGAGEMENT THROUGH DIGITAL INTERACTIVE EXPERIENCES



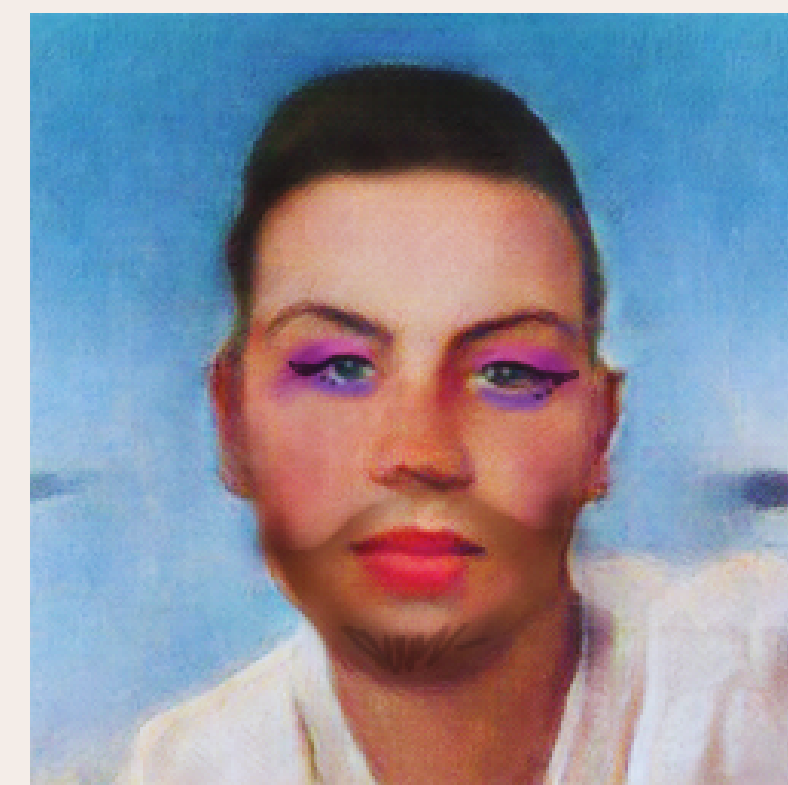
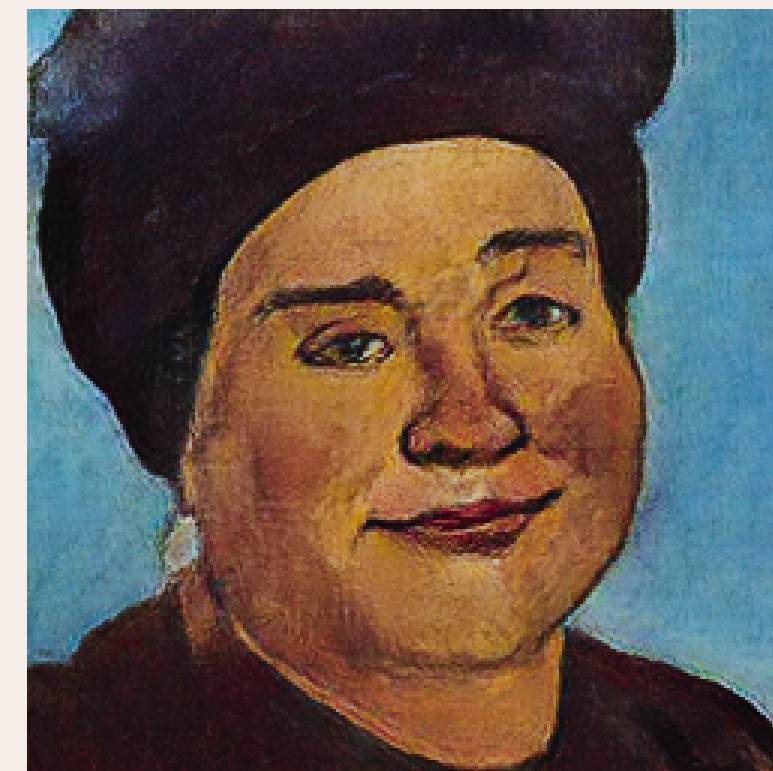




# YOU ARE ART

Harnessing the power of AI to  
turn you into a classical  
masterpiece

Filter will be available on TikTok,  
Instagram, Snapchat, and in  
person at traditional retail  
channels







**prepping you with the perfect base.**

prime your canvas with our CC+ cream





## SPONSORING STREET ART

- Lady Pink is a NYC graffiti and muralist
- Sponsor an IT Cosmetics branded mural in NYC featuring portraits and bright, bold colors



"It's A Girl"



TEAM 6

L'ORÉAL

THANK YOU!

