A close-up photograph of a woman's face, focusing on her eyes. She has long, dark, voluminous eyelashes and is wearing shimmering, blue-silver glitter eyeshadow. Her hair is blonde and appears to be styled in waves. The lighting is soft and bright, highlighting the texture of the makeup and her skin.

**glam is back**  
Fall 2018  
Beauty Preview

powered by

*Riviter*

in partnership with

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

# glam is back

Riviter's advanced visual search scanned 66,000 photos and videos to reveal the leading looks going into Fall 2018.

## looks

**1 make a statement**  
statement eyes +  
light nude lips



credit: staceymariemua

**2 the eyes have it**  
bold eyes +  
light nude lips



credit: iheart\_sarahy

## lips

**5 new york state of mind**  
"New York Pink" lips +  
any finish



credit: makeupbysamuel

**6 on an open fire**  
"Chestnut" lips +  
creamy/satin finish



credit: makeupbytreenz

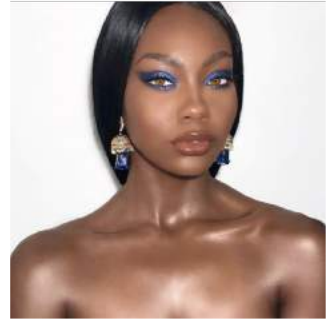
## eyes

**3 warm frost**  
pink statement eyes +  
frost finish



credit: laur\_elyse

**4 royal flush**  
indigo statement eyes +  
glitter/frost finish



credit: omglocosmetics

**top looks**

# make a statement

statement eyes + light nude lips up in share and popularity  
forecast: more cyan, contrasting complementary colors, metallics, and coloring outside the lines

LOOK INDEX

share: up

popularity: up

velocity: up

## 2017

3.5% of all autumn looks  
average 1,555 likes/photo



**iheart\_sarahy**  
5.0% like rate  
(9,982 likes)



**sn0ok**  
5.1% like rate  
(8,234 likes)

## 2018

5.8% of all looks to date  
average 2,471 likes/photo

velocity gaining 5.8%/year



**juviasplace**  
5.9% like rate  
(59,362 likes)



**lunarbeauty**  
6.0% like rate  
(26,394 likes)



**staceymariemua**  
8.7% like rate  
(23,896 likes)

# make a statement

brands in top looks for statement eyes + light nude lips

**@glitterrealmco**

6,222 average likes/photo  
50.0% of brand looks



**cassandraxmua**  
3.4% like rate  
(21,703 likes)

**@sugarpill**

4,585 average likes/photo  
21.4% of brand looks



**ronkeraji**  
7.5% like rate  
(19,190 likes)

**@urbandecaycosmetics**

2,583 average likes/photo  
15.7% of brand looks



**jordanliberty**  
8.9% like rate  
(14,748 likes)

**@morphebrushes**

1,698 average likes/photo  
18.1% of brand looks



**tailormadejane**  
7.7% like rate  
(12,081 likes)

# the eyes have it sultry bold eyes + light nude lips grow in popularity

*forecast: autumn 2018 will see more dark nude and brown matte eye shadows, plus the return of black kohl eyeliner*

**LOOK INDEX**

share: consistent

popularity: up

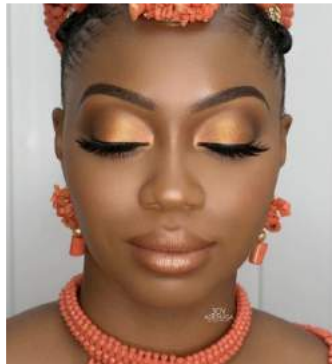
velocity: consistent

## 2017

10.9% of all autumn looks  
average 1,819 likes/photo



**marooshk**  
7.1% like rate  
(43,681 likes)



**juviasplace**  
2.3% like rate  
(23,665 likes)

## 2018

10.7% of all looks to date  
average 2,067 likes/photo

velocity gaining 0.9%/year



**iheart\_sarahy**  
8.3% like rate  
(16,486 likes)



**lora\_arellano**  
5.6% like rate  
(55,900 likes)



**juviasplace**  
4.9% like rate  
(41,199 likes)

# the eyes have it brands in top looks for bold eyes + light nude lips

**@urbandecaycosmetics**

2,562 average likes/photo  
21.3% of brand looks



**dilansabah**  
6.3% like rate  
(15,313 likes)

**@colourpopcosmetics**

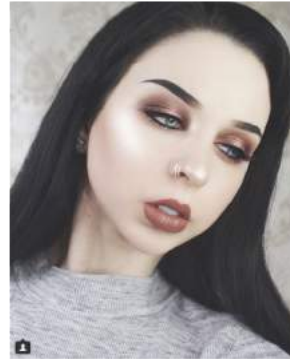
2,466 average likes/photo  
21.5% of brand looks



**tailormadejane**  
9.7% like rate  
(15,122 likes)

**@anastasiabeverlyhills**

2,282 average likes/photo  
22.2% of brand looks



**foxfell**  
9.2% like rate  
(28,605 likes)

**@morphebrushes**

2,139 average likes/photo  
22.9% of brand looks



**rawbeautykristi**  
5.7% like rate  
(16,742 likes)

**eye trends**



# warm frost

pink/red statement eyeshadows + frost finish on the climb

forecast: candy frost and splash of color takes over as the sun sets on sculpted sunset eyes

LOOK INDEX

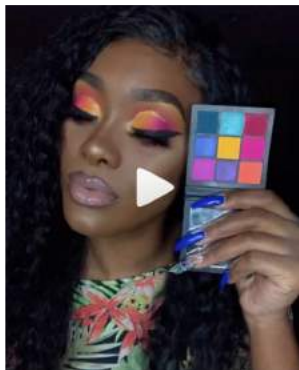
share: consistent

popularity: up

velocity: up

## 2017

9.9% of all autumn looks  
average 1,631 likes/photo



**tailormadejane**  
4.8% like rate  
(7,594 likes)



**tamiastyles**  
6.8% like rate  
(4,309 likes)

## 2018

8.5% of eye looks to date    velocity gaining 3.0%/year  
average 2,400 likes/photo



**lunarbeauty**  
3.5% like rate  
(15,617 likes)



**marioncameleon**  
3.8% like rate  
(14,700 likes)



**laur\_elyse**  
4.1% like rate  
(12,518 likes)

# warm frost brands in top looks for red/pink statement eyes + frost finish

**@hudabeauty**

3,247 average likes/photo  
18.5% of brand eye looks



**tailormadejane**  
6.3% like rate  
(9,906 likes)

**@juviasplace**

2,602 average likes/photo  
27.4% of brand eye looks



**trevor.j.barrett**  
4.7% like rate  
(6,769 likes)

**@morphebrushes**

1,351 average likes/photo  
21.9% of brand eye looks



**beautybymelsc**  
7.2% like rate  
(1,282 likes)



**selenaartistry**  
10.5% like rate  
(1,031 likes)

# royal flush purple/indigo statement eyeshadows + glitter/frost finishes grow

forecast: white and silver highlights add depth and cosmic effect with more dimension than in years past

LOOK INDEX

share: up

popularity: up

velocity: consistent

## 2017

5.5% of all autumn looks  
average 2,059 likes/photo



**jocelynxsanchez\_**  
14.2% like rate  
(1,423 likes)



**lauraperescoms**  
2.8% like rate  
(108 likes)

## 2018

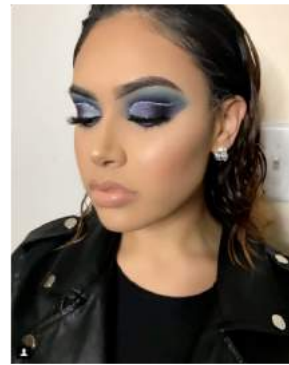
8.5% of eye looks to date    velocity gaining 0.2%/year  
average 2,221 likes/photo



**alysamarieartistry**  
5.6% like rate  
(35,700 likes)



**omglocosmetics**  
8.4% like rate  
(2,004 likes)



**gxldvibe**  
9.6% like rate  
(1,344 likes)

# royal flush brands in top looks for purple/indigo statement eyes + glitter/frost finish

**@hudabeauty**

3,329 average likes/photo  
9.3% of brand eye looks



**tailormadejane**  
3.9% like rate  
(6,136 likes)

**@morphebrushes**

1,211 average likes/photo  
14.8% of brand eye looks



**muaqueenica**  
5.8% like rate  
(418 likes)



**\_ohemaabonsu**  
2.0% like rate  
(485 likes)



**jocelynxsanchez\_**  
7.2% like rate  
(566 likes)

**lip trends**

# new york state of mind

“New York Pink” lips on the rise, in any finish  
forecast: continued coverage by celebrities like paris hilton and kylie jenner brings new life to this neutral shade

LOOK INDEX

share: up

popularity: up

velocity: up

2017

15.6% of all autumn looks  
average 1,591 likes/photo



**marooshk**  
11.1% like rate  
(68,032 likes)



**rawellsaidii**  
6.7% like rate  
(40,029 likes)

2018

17.3% of lip looks to date    velocity gaining 5.0%/year  
average 2,032 likes/photo



**makeupbysamuel**  
12.5% like rate  
(31,663 likes)



**behindthechair\_com**  
2.4% like rate  
(31,228 likes)



**makeuprevolution**  
2.1% like rate  
(25,536 likes)

# new york state of mind brands in top looks for “New York Pink” lips

## @fentybeauty “gloss bomb”

2,535 average likes/photo  
15.8% of brand lip looks



### ronkeraji

7.6% like rate  
(19,539 likes)

## @maccosmetics “coconut macaroon”

2,243 average likes/photo  
16.3% of brand lip looks

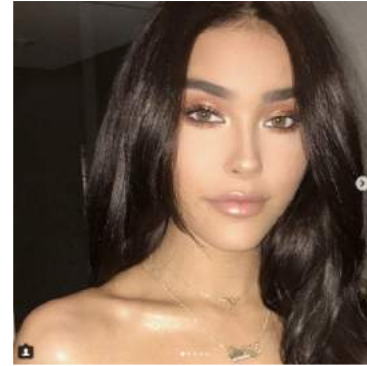


### gothfruits

19.8% like rate  
(26,215 likes)

## @kyliecosmetics “pumpkin”

2,002 average likes/photo  
16.0% of brand lip looks



### makeupbysamuel

3.1% like rate  
(7,873 likes)

# on an open fire “Chestnut” lips + creamy/satin finish gain popularity

forecast: the autumn season kicks this warm tone into high gear

LOOK INDEX

share: consistent

popularity: up

velocity: up

## 2017

3.3% of all autumn looks  
average 1,390 likes/photo



**foxfell**  
7.0% like rate  
(21,737 likes)



**lucysmagazine**  
4.6% like rate  
(6,446 likes)

## 2018

3.1% of lip looks to date      velocity gaining 1.2%/year  
average 1,905 likes/photo



**foxfell**  
5.3% like rate  
(16,494 likes)



**lunarbeauty**  
3.9% like rate  
(17,547 likes)



**leighdickson**  
3.0% like rate  
(8,967 likes)



# on an open fire brands in top looks for “Chestnut” lips

## @illamasqua “climax”

9,069 average likes/photo  
5.0% of brand lip looks

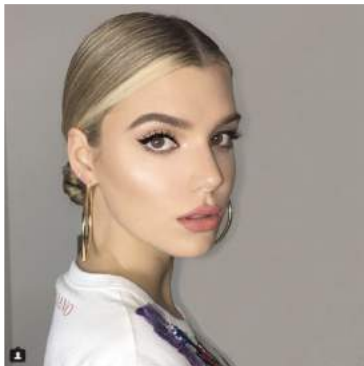


## sn0ok

5.6% like rate  
(9,085 likes)

## @kyliecosmetics “dazzle”

2,295 average likes/photo  
3.2% of brand lip looks



## makeupbysamuel

4.5% like rate  
(11,372 likes)

## @maybelline “raw chocolate”

1,519 average likes/photo  
3.5% of brand lip looks



## makeupbytreenz

5.6% like rate  
(2,464 likes)

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