



From Vision to Reality: SHEGLAM's Journey to Accessible Quality Beauty

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When Sylvia Fu founded SHEGLAM in 2019, she drew on personal experiences with makeup accessibility. Her early challenges finding products that balanced quality with price informed the brand's later direction.

Today, SHEGLAM has grown significantly from its startup beginnings, expanding its presence across multiple markets. As a cruelty free cosmetics company certified by Leaping Bunny, the affordable makeup brand offers products at accessible price points.

Fu's relationship with makeup began during her teenage years. "At first, I applied it to fit common beauty standards, gradually building confidence. Over time, that armor transformed into a powerful voice. Makeup stopped being just a tool to 'fake confidence'; it became a way to express my own definition of beauty," Fu recalls. This personal transformation turned her into a passionate makeup collector, yet she consistently encountered the same frustration: "Truly special, high-quality products cost \$30-40 each, while budget options felt basic and uninspiring. That frustration planted the first seed for SHEGLAM: Why can't luxury and innovation be accessible?"

The second seed came through travel. At 21, Fu began exploring the world, eventually visiting over 50 countries. "Everywhere I went, I saw the same spark in people: a longing for love, beauty, and a better life. Yet not everyone could access quality cosmetics or products designed for their unique beauty," she explains.

After graduation, Fu began her career as a venture capitalist, deliberately focusing on beauty and gaining comprehensive industry insights. In 2019, she built SHEGLAM from scratch with her own team.

There's more to the name SHEGLAM than meets the eye. "The 'SHE' in SHEGLAM stands for the all-female founding team who built this brand," Fu clarifies. " 'GLAM' reflects our vision: beauty as fearless self-expression. Courage has always been SHEGLAM's lifeblood."

That all-female founding team was composed entirely of young women under 30. By the end of 2025, 75 percent of senior management positions are held by women, and over 80 percent of global employees are women. "To be honest, being young, female, and Asian initially was a big challenge for all of us. But today, that's what makes our story powerful," Fu notes.

Building SHEGLAM required difficult strategic choices with limited resources. Rather than following established brands' big marketing investment model, the brand kept margins lean, redirecting cost allocation toward product formulas and packaging.

Fu explains: "We cut most marketing expenses and invested heavily in product formula and packaging, even at lower margins, so our quality, design, and efficacy could compete with prestige brands, not just affordable ones." The focus was on product quality as a primary driver of consumer interest. Central to this approach is listening: from day one, it prioritized analyzing consumer feedback and upgrading products post-launch. This strategy has helped establish the affordable makeup brand in the beauty market.

SHEGLAM's approach focuses on product development and manufacturing partnerships. The brand partners with world-class manufacturers, with 80 percent of production lines fully or semi-automated. Quality remains the priority at every stage.

Today, SHEGLAM's global footprint includes teams across nine markets from Los Angeles to Tokyo to Dubai. As the global beauty brand continues to expand, it maintains its focus on offering cruelty free cosmetics at accessible price points. Reflecting on the journey, Fu states: "SHEGLAM has always been about listening to our audience."

About SHEGLAM: Founded in 2019 by Sylvia Fu, SHEGLAM is an inclusive beauty brand offering

high-quality makeup and affordable cruelty-free cosmetics. SHEGLAM is certified 100% Cruelty-Free with Leaping Bunny certification. The brand has garnered recognition from beauty media platforms including Bustle Beauty, NYLON Beauty, Who What Wear, and Cosme Japan.

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For more information about SHEGLAM, contact the company here: [SHEGLAMSHEGLAM Media Teamcontact@sheglam.com](mailto:SHEGLAMSHEGLAMMediaTeamcontact@sheglam.com)

SHEGLAM

SHEGLAM was founded in 2019 by Sylvia Fu with a team of five. Sylvia led the company's growth?building the core team, managing product development and supply chain, and establishing quality controls?while overseeing online and offline sales.

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The logo for SHEGLAM is displayed in a bold, black, sans-serif font. The letter 'G' is stylized with a circular arrow around it, suggesting a cycle or a continuous process. The logo is centered within a solid pink rectangular background.

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