



More Than Magic: The Strategies Behind SHEGLAM's Viral Product Innovation

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In the fast-paced beauty industry, innovation isn't just about launching new products—it's about understanding and meeting real consumer needs with precision. For SHEGLAM, innovation is at the heart of its product development strategy. As Founder and CEO Sylvia Fu puts it: "We believe beauty should be accessible, inspiring, and joyful." Since its launch in 2019, this philosophy has guided the brand's commitment to delivering affordable and cruelty-free makeup that champions creativity and quality.

At SHEGLAM, innovation is driven by three core approaches: R&D breakthroughs and industry standards, consumer insights and inclusivity, and creative concept design with gift set collections. These strategies work in tandem to create products that resonate with diverse audiences while maintaining accessible pricing.

The foundation of SHEGLAM's innovation lies in its rigorous R&D capabilities and global collaboration network. "We have a strong in-house R&D team and collaborate with leading manufacturers, labs, and ingredient suppliers," explains CEO Sylvia Fu. This hands-on approach includes personally visiting facilities each year to scout new technologies, ingredients, and formulations, as well as looking outside of beauty for

inspiration, exploring cross-industry applications like adapting innovations from skincare or even food into cosmetics. By combining proprietary research with insights from leading global suppliers, SHEGLAM develops new textures and formulations. As certified cruelty-free makeup carrying the Leaping Bunny certification from Cruelty Free International, SHEGLAM maintains its commitment to performance and safety standards in product development.

SHEGLAM's second approach centers on understanding diverse consumer needs. The brand actively monitors feedback from social media, reviews, and direct customer interactions to identify gaps in the market. This consumer-first mindset has led to products that work across different skin tones, with extended shade ranges and formulations tested for various climates and lifestyles. Shade inclusivity has been built into SHEGLAM's product development process, ensuring that beauty is truly accessible to everyone. This commitment to inclusivity isn't just marketing—it's embedded in the brand's R&D approach, creating formulations that perform beautifully across diverse skin tones.

The third pillar of SHEGLAM's innovation strategy is creative concept design, particularly evident in the brand's limited-edition gift set collections. Rather than simply following trends, SHEGLAM interprets cultural moments through thoughtfully packaged, collectible sets that balance aesthetic appeal with functional performance. The Willy Wonka collaboration perfectly exemplifies this approach. The complete collection set contains five beauty products inspired by the cult classic film. The attention to detail extends beyond packaging—products in the collection even feature chocolate scents. This collaboration won the Licensing International Award for Best Beauty Collection in 2023.

Similarly, the Harry Potter X SHEGLAM Complete Collection Set showcases the brand's ability to translate beloved IP into functional beauty products. The set includes four eyeshadow quads with house-specific color stories inspired by Gryffindor, Slytherin, Hufflepuff, and Ravenclaw, four lip glosses, one lip mask, and glitter products that reference themes from the Harry Potter universe. Customers praised the "attention to detail in the design" and called it "an excellent gift for any Harry Potter fan." Launched in August 2023 in partnership with Warner Bros. Discovery Global Consumer Products, this collection demonstrates how SHEGLAM translates fan engagement into collectible makeup products.

The brand balances quality with affordability through strong R&D capabilities, efficient supply chain management, and a direct-to-consumer distribution model. SHEGLAM delivers products that meet high industry standards at accessible price points. The brand's cruelty-free certification and inclusive shade ranges reflect its positioning strategy. This integrated approach allows SHEGLAM to maintain rapid product development cycles while upholding rigorous standards, a crucial advantage in an industry where both timeliness and trust matter.

As SHEGLAM continues to expand globally, these three core approaches remain central to its product development philosophy. By balancing technical innovation with cultural relevance, ethical standards with accessibility, and creative design with functional performance, the brand has established its position in the beauty market through its focus on quality, inclusivity, and affordability.

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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.

Website: <https://www.sheglam.com/>

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The logo for SHEGLAM, featuring the brand name in a bold, black, sans-serif font. The letter 'G' is stylized with a circular cutout in the center. The logo is centered within a solid pink rectangular background.

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