

# “ESPOIR” CELEBRATES WOMEN EMPOWERMENT

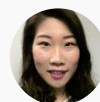
[ k-beauty ]



There are countless brands, products and makeup styles currently trending in Korea that remain unknown to the European public. This week, Dynvibe LIVE takes a **deep dive into the world of Korean beauty experts**.

Often referred to as “**Beauty Creators**,” these beauty influencers act as **true avatars for cosmetic consumers** and reshape the beauty industry.

**Dynvibe LIVE** invites you to take a glimpse into this world and discover **Esespoir**, one of the most mentioned brands\* last month.



From Hyunah Lee (Dynvibe's Korean Insight analyst)

\*Dynvibe LIVE analysis based on 200 Korean influencers who shared 17 035 publications on social media in the last month.



## Boldness through makeup

Beauty Creators **test, swatch and review** many domestic and foreign brands for their communities. The Korean brand Espoir ranks as **the 15th most mentioned brand** in the Beauty Category last month.

With a very strong positioning, the brand aims to help Korean Beauties **gain confidence and unleash their true self** through their makeup and skincare.

**Users perfectly reflect the brand's values** and often express their boldness while wearing Espoir's bright and colorful lipsticks. The highly-pigmented and long-lasting products provide users with a **self-confidence boost**.



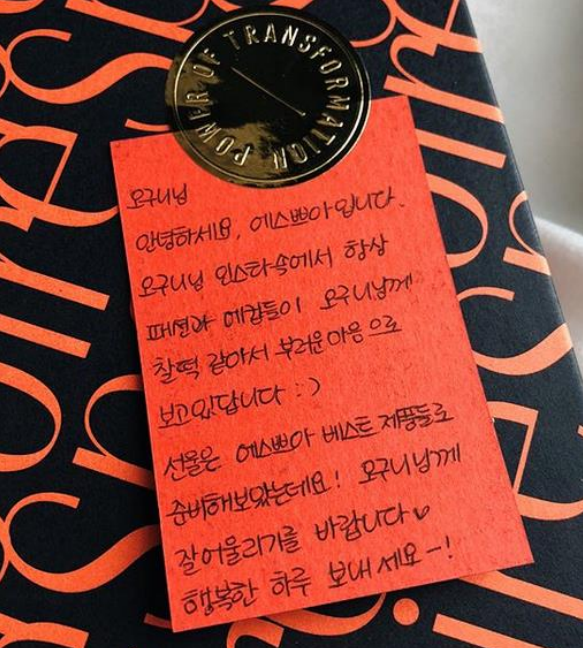
## A shade diversity pioneer

For Korean Beauty Creators, Espoir represents a **cornerstone in the beauty field**. Many beauty creators consider the brand as a beauty pioneer as a result of its early launch of a large range of foundation shades.

Many publications mention the fact that the brand **stands out** from its competitors and **addresses a very wide spectrum of skin tones**.

*« Espoir foundation have 10 different shades available which is pretty rare for a Korean cosmetics brand and it leaves my skin so glowy. »*

*« Someone at school recommended me the new Espoir Pro Tailor Foundation. It didn't own this kind of coverage but it's very good for summertime. It was so easy to find the correct shade for my skin tone as they have a wide range of colors »*



# Echoes of kindness

Espoir is also perceived as a **caring and dedicated brand**. A personalized handwritten note is always sent to influencers accompanying each new product. This kind of operation is **well-received by Beauty Creators** and represents an opportunity in itself to expose the brand to their community.

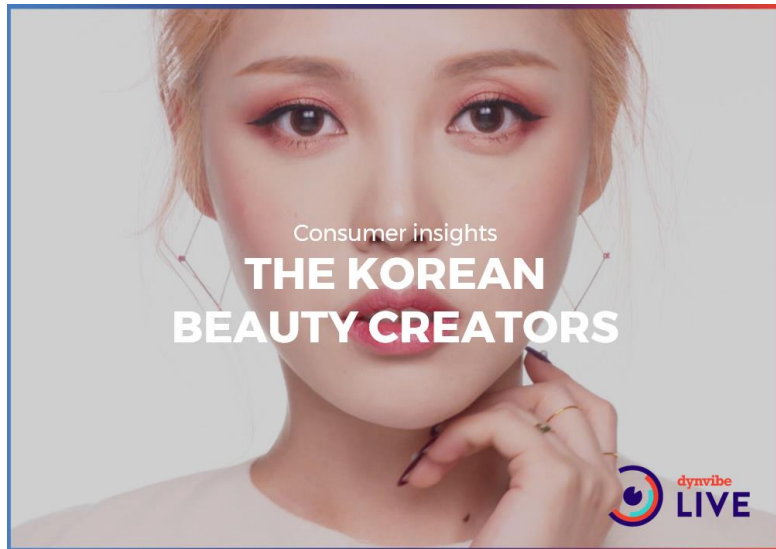


*« Espoir sent me a gift. How do you know my favorite so well?! It came with a handwriting note, I'm so happy. »*

*« I received a gift from Espoir ! I'm super impressed by their letter, thank you very much ✨ (\*◡◡\*) ✨. I'll do a review on their lipstick and sunscreen soon. »*

*« Thank you Espoir, I'm always so grateful for your pretty gift and your hand letter... ♡♡ »*

# Want to know more ?



**EXPLORATORY REPORT AVAILABLE IN SEPTEMBER 2018**

Please contact us for any questions you may have!

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