

FASHION AND BEAUTY

Courting Success: Serena Williams' Marketing Mastery With WYN Beauty

It's game, set and match

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April 4, 2024 6:00 pm 2 min read

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Serena Williams, renowned for her unparalleled triumphs on the tennis court, has once again volleyed her way into the limelight with a new venture. The multifaceted entrepreneur, athlete, mom and cultural icon just unveiled **WYN Beauty**, a makeup line that emphasizes empowerment and inclusivity.

To say that this feels like a stroke of creative genius would be an understatement. Yes, I might be a little biased as Williams (my friend Serena, in my head) is a personal hero to me and millions of women across the globe. But that aside, there's something truly special about the way Serena approaches marketing.

Williams could have chosen any beauty house to launch a makeup line, but she collaborated with **The Good Glamm Group**, one of Asia's largest platforms dedicated to supporting and accelerating mom micro-entrepreneurs.

The brand also has diversity at its core with a range of 35 foundation shades and a health-focused mission to "support organizations that provide necessary maternal care services to mothers and their communities." These elements reflect the challenges Williams faced when searching for cosmetics to compliment her skin tone and navigating the trauma of a life-threatening childbirth experience.



By selecting a partner with values that mirror her own and creating a brand that pulls from her life journey, Williams is making a statement about the kind of world she wants to see. It's one where women from all walks of life are empowered to chase their dreams and succeed on their own terms.

Her beauty brand is a reflection of who she is and her unwavering commitment to authenticity and inclusivity. She's not just selling makeup; she's using her platform to uplift and empower women everywhere. WYN Beauty is also a manifestation of what Williams is—a winner—exactly what she's inspired other women to be in their own right.

Standing out in a crowded marketplace like beauty is hard. But Williams has already shown she can slice through the noise and resonate with consumers by being true to who she is.

Creatives and marketers everywhere should be taking notes.

Not every product can have the power of Williams behind it. But aligning with purpose-driven partners can potentially elevate a brand from being just another contender to a source of real inspiration.

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