

Pan-African web series gives Maybelline New York an African flair

By [Maroefah Smith](#)

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African personalities, vloggers, influencers and makeup artists - like South African beauty YouTuber Mhlali Ndamase - bring an African flair to the New York attitude of Maybelline in the *Makeup In The Cities - Africa* web series; the first-of-its-kind in the sub-Saharan Africa region. The web series features makeup artistry, social conversation, tutorials and product advice from an African perspective.



The web series takes on a talk-show format – with each episode featuring a separate theme, host, guest and makeup artist – during which the guest shares her personal tips and tricks to achieving the themed look using Maybelline New York products. A ‘long’ talk format is released every Friday, with a shorter tutorial/DIY version released on alternate weeks.

Nigerian DJ Florence Ifeoluwa Otedola, better known as DJ Cuppy; Kenyan singer, songwriter, actress and entertainer Victoria Kimani; and Nigerian Afro-pop singer-songwriter Yemi Alade, are among the well-known African women who are featured on the show. “I really enjoyed taking part in the web series, and exchanging my views and experiences with influencers from other countries who shared my love for makeup,” says SA’s Ndamase.

Irina Domanciuc, Maybelline New York senior product manager for L'Oréal Paris South Africa, tells us what differentiates this web series from every other beauty content on YouTube, how Maybelline New York caters to African beauties and about her favourite episode.

■ ***How do you think web series like Makeup in the Cities – Africa help to make the beauty industry more inclusive?***

Mobile technology is growing fast in Africa, and we are aware that the majority of Maybelline's target audience spends a significant amount of time on their mobile phones reading about trends and their favourite celebrities.

Therefore *Makeup in the Cities – Africa* features top African personalities, vloggers, influencers and makeup artists to provide a constant stream of inspiration through makeup artistry, social conversation, tutorials and product. The Pan-African web series brings New York to diverse African cities.

■ ***YouTube is saturated with beauty-related content. What makes Makeup in the Cities – Africa different?***

Most YouTube videos are only based on individuals doing tutorials on how to achieve a makeup look, whereas *Makeup in the Cities – Africa* is more than that. The web series takes on a talk-show format, and each episode features a separate theme, host, guest and makeup artist, where the guest shares her personal tips and tricks to achieving the themed look using Maybelline New York products as well as other relatable topics.

■ ***How did you select the participating influencers? What makes them the ideal fit?***

We are obsessed with social media and online trends, therefore we keep a very close eye on the up-and-coming influencers, top personalities and vloggers that our target audience engages with on regular. We always stay on the pulse and look for influencers that create relatable content.



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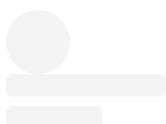
■ ***What significance does the African market hold for the Maybelline brand?***

The African market is extremely important to the brand as it is emerging and dynamic. The African market gives us an enormous opportunity to expand our brand and we have a diverse portfolio of products relevant to the African consumer. We want to be the go-to makeup brand that empowers people everywhere including Africa.

■ ***How do Maybelline's beauty products cater to the unique and diverse requirements of people in sub-Saharan Africa?***

We are extremely proud of our Fit-me Matte & Poreless franchise as it currently has 26 shades that are fit for a wide variety of people in sub-Saharan Africa, and we don't plan on stopping there. We are always working with our development team to create more.

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region?

The guest on the show share solutions to challenges they've had, trends and tips that are relatable to African people. What better way to get beauty tips than through people who are based in your own region and have similar beauty needs and desires?

▀ **Beside beauty tips. What else do you want people to get from this web series?**

Not only does this show provide exposure for the up-and-coming influencers and makeup artists, but it also aims to inspire people to work at achieving their goals by exposing them to their favourite personalities, who are making waves in their own right. It also aims to create more role models who are relatable.

▀ **What's been your favourite episode so far?**

Definitely the episode with South Africa's Mhlali Ndamase in which she talks about her go-to makeup look and makeup essentials which include the Maybelline Fit Me! foundation, SuperStay Primer, Maybelline Fit Me! Concealer and SuperStay Matte Ink liquid lipstick. These are absolute must-haves for any makeup lover.

ABOUT MAROEFAH SMITH

Enthusiastic UCT graduate with a passion for fashion, film and words.

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