

## ROUND 38

# Why Rare Beauty by Selena Gomez is Gen Z's Brand of Choice

Source: Fast Company

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### 알림 Notice

## 토크샵 '23 Batch 5 (Sep.-Nov.)

Round #33 ~ 44, 12회, 1회 2시간

요일	타입	마스터	국적	위치	세션 스케줄
Mon.	Study	Alex	Korea	GangNam	Sep 18, 25, Oct9(변경) 16 Oct 23, 30, Nov6,13 Nov20, 27, Dec4, 11
Wed.	Study	Alex	Korea	GangNam	Sep13, 20, Oct4, 11 Oct18, 25, Nov8, 15 Nov22, 29, Dec5, 12
Thu.	Class	Ben	U.S.	GangNam	Sep 7, 14, 21, Oct19 Oct26, Nov2,9,16 Nov23,30,Dec7,14
Sat.	Class	Ben	U.S.	GangNam	Sep 9, 16, 23, Oct21 Oct28, Nov4, 11, 18 Nov25, Dec2,9, 16
Sat.	Study	Alex	Korea	GangNam	Sep 16, 23, Oct7,14 Oct 21, 28, Nov11, 18 Nov25,Dec2,9,16

# 1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [Uncharted Territory](#)

- Definition
- Example

QR코드를 통해 **Uncharted Territory** 의 설명 영상을 보실 수 있습니다.



1. **Pivot** (verb) - To shift or change direction, typically in response to a specific situation or need.  
Ex) The company had to **pivot** its business strategy in response to changing market conditions.

"We actually had to **pivot** our launch when we were going to come out."

2. **Come to life** (phrase) - To become real, active, or fully functional.  
Ex) The artist's painting seemed to **come to life** as she added the final touches.

"I have incredible partners that helped this **come to life**."

3. **Vet** (verb) - To carefully examine, assess, or investigate someone or something, especially to determine suitability or quality.  
Ex) We need to **vet** the job applicants thoroughly to ensure we hire the right candidate.

"where everything will be **vetted** from the Impact Fund."

4. **Attainable** (adjective) - Achievable or within reach, not overly difficult or impossible to accomplish.  
Ex) Setting realistic goals is essential to ensure they are **attainable**.

"I never wanted to be this **unattainable** creature."

## 2. Listening Drill

Hi, I am Selena Gomez and welcome to my Fast Company Shoot.

The reason why I wanted to create Rare Beauty is I wanted to challenge the **makeup space**. I wanted to create a whole lane in the makeup world that was also **centered around** mental health. And also equally just shared the compassion we have for people who just wanna have fun with makeup.

I didn't want anyone to feel like they need it. It's more so just something that I've always had a passion for. It's my job and I love it. So it's been really, really fun.

The name Rare took a while to get, but I knew it had to be called that, because I believed that each and every one of us are rare.

I think for me, I've been able to learn so much working with the team. I have incredible partners that helped this come to life, but we actually had to pivot our launch when we were going to come out. It was during Covid, so we had to do **everything virtually**, which was a little scary.

But I learned a lot through that process. I understand the connection and the power that Rare Beauty can have when we are able to tap into communities or we're able to create a safe space for anyone that is a part of our community.

So I think I've learned so much **along the way**. I'm grateful to understand how my business works, where it comes from, where everything will be vetted from the Impact Fund. It's all been a learning experience and each year I feel wiser and wiser and I couldn't be luckier to have the team I have.

My fans mean the absolute world to me. I think I've always been that way. I think in a lot of ways they've held me responsible. And I don't mean that in a bad way. I think I mean it in a sweet way. I wanna be the best, but I never wanted to be this **unattainable** creature.

I wanted to be someone that every girl could hang out with and wanna chill with. 'cause I'm not any different than any of them. So it brings me so much joy to meet my fans whenever I can.

### 3. Summary

Summarize what you have seen/heard in two or three sentences

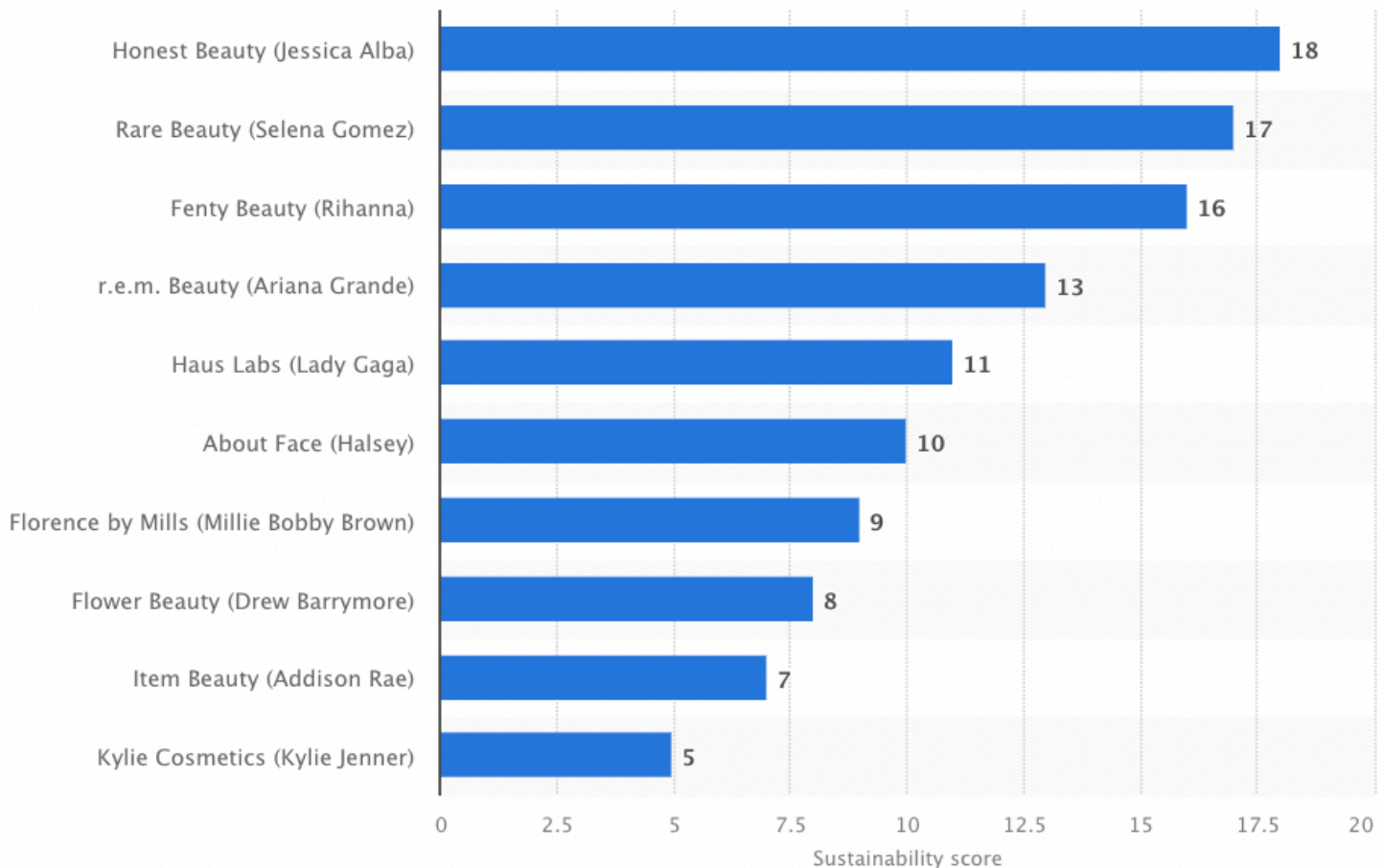
**Tip.**

Answer the questions using vocabularies that you learned in the vocabulary section.

### 4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

## Ranking of leading celebrity beauty brands worldwide in 2022, by sustainability score



## Ranking of leading celebrity beauty brands worldwide by sustainability score 2022

Published by Dominique Petruzzi , Mar 17, 2023

In 2022, Honest Beauty by Jessica Alba ranked first as most sustainable celebrity beauty brands, with a score of 18 out of 20, based on factors like waste, packaging, and ingredients. Rare Beauty by Selena Gomez and Fenty Beauty by Rihanna followed. with scores of 17 and 16, respectively.

### Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.*

### Easy

1. Can you share any Korean beauty trends or sensational beauty-related issues that you are aware of?

### Average

1. Selena expresses her passion for Rare Beauty. Can you describe a beauty product or brand that you are passionate about, and what specific features or experiences make it special to you?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins*

### Average

2. Are there other public figures or celebrities who have ventured into entrepreneurship successfully?

### Difficult

1. Selena's journey with Rare Beauty has been a learning experience. Can you think of a situation where you learned valuable lessons in your work or personal life, and how did it change your perspective?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply  
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply  
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state  
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.  
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change  
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably  
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize  
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase  
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease  
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline  
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level  
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity  
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate  
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate  
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend  
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue  
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%  
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish  
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend  
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change  
The number of subscribers **hit a plateau** and remained steady for several months.