



EDITORIAL DIRECTION

DOMINICA BAIRD

DOMINICA.B@GMAIL.COM

347-528-1022

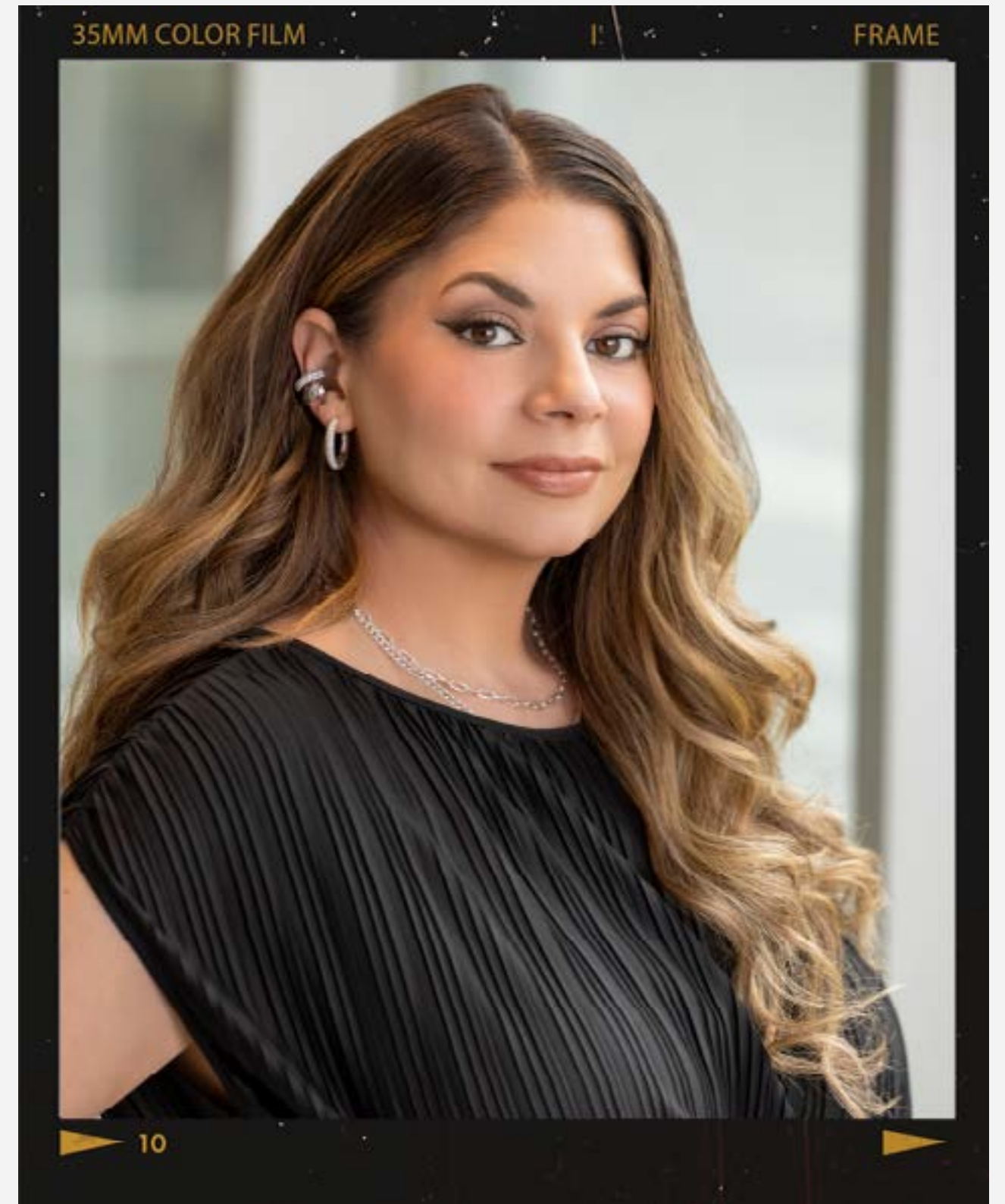
ABOUT ME

I spent seven years as the editorial voice for Maybelline, writing copy that had to work from a NYFW recap to a tutorial script to a product launch in Turkey without losing the brand voice.

That work extended beyond campaigns into trend reports, GTL documents, and two seasonal publications I conceptualized and designed.

Before that I founded Indulge, an indie beauty brand I built from my New York apartment that went global and landed in Oprah, Elle, and Harper's Bazaar.

More recently, PhD in Pretty is a beauty culture platform I started because beauty deserves the same cultural conversation we give food, fashion, and art.



GLOBAL MARKET CONTENT

BCKSTG was a seasonal publication I wrote and designed for Maybelline's global markets. It was distributed each NYFW season, establishing the brand's authority at fashion week while giving 120 markets the editorial language to translate that authority into product.

I defined the stories, wrote the copy, and led the design from concept through distribution. I selected the imagery and made sure the key products were featured in a way that felt editorial, not forced. It was mine end to end.





Naeem Khan



Oushie

GET THE LOOK: NAEEM KHAN



1. For fresh and glamorous* skin, apply Fit Me Dewy + Smooth Foundation, followed by a soft contour using City Bronzer.
2. To create the "draped blush" look, sweep a blend of Berry Ice and Strawberry Lomonado from the Lomonado Craze Eyeshadow Palette from cheekbones to temples, and apply the color combo to the outer half of the eyes. Illuminate the cheekbones with Facestudio Master Strobing Liquid Illuminating Highlighter.
3. For "strong and feathery" brows, fill in arches using Drow Precise Micro Eyebrow Pencil. Define eyes by tightlining upper and lower waterlines with Eyecstudio Lasting Drama Waterproof Gel Pencil Eyeliner in Sleek Onyx. Apply Volum' Express The Falsies Washable Mascara to top and bottom lashes.
4. Create a bold red lip using SuperStay Matte Ink in Danoor, topped off with Lip Studio Shine Shot Lip Topcoat for major shine.

RUNWAY TO REVENUE

I led the New York Fashion Week campaign for Maybelline each season, developing the concept from an editorial standpoint and carrying it through the full campaign.

The work had to hold at two levels. It needed to feel credible at fashion week, and then translate into something people could actually use. That meant reworking runway looks into simpler versions for .com, social, and retail, and working closely with talent to make sure the product story came through.

I worked across teams to carry the idea through every touchpoint, keeping it intact while making it usable.

Results:

+387% online sales at Watsons Turkey

+80% at Watsons Russia

+64% at Superdrug UK

400K units sold in 1 day (India)



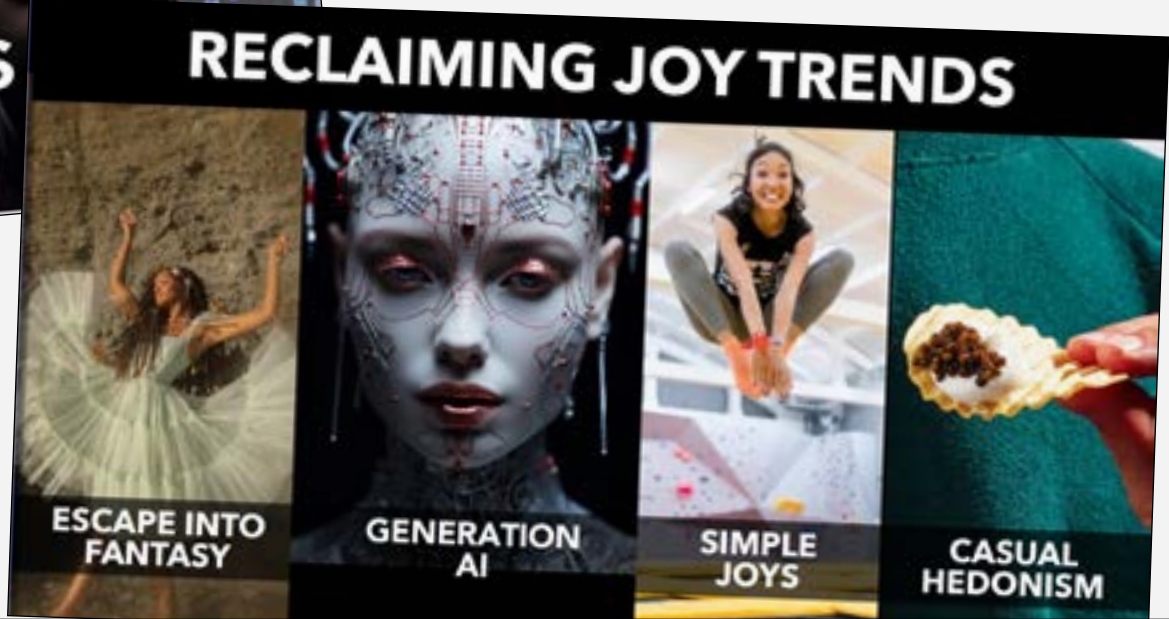
TREND REPORTS

I created Trend Tasting, a monthly digital publication for Maybelline's internal teams and key partners. I started it because there wasn't a consistent way the brand was looking at culture, and it needed one.

I wrote and designed each issue, shaping both the content and the point of view behind it.

In parallel, I led annual trend presentations used by senior leadership, R&I, and agency partners to guide product development, brand experience, and overall direction several years out.





MAKEUP FOR MEN: AN INTERVIEW



“I OWN WEARING MAKEUP”

The following is an interview with a 32 year old male who loves to wear makeup. He is more than a beauty junkie, he is an incredibly talented member of the beauty industry. Trust me, if you keep up with beauty, even a little bit, you have seen his work. For that reason, he asked to remain anonymous.

HOW DID YOU BECOME INTERESTED IN WEARING MAKEUP?

I've always been into it. I remember watching my mom get ready for work, putting on makeup and doing her hair in the morning. I used to sit at her big gold vanity and just look at all her products, wondering what they all do.

AT WHAT AGE DID YOU START WEARING MAKEUP?

In high school for theater and then in college very subtly. I started really wearing it at age 22.

WHAT DOES WEARING MAKEUP MEAN TO YOU?

I don't know. I feel like people are always looking for some big, profound answer to this question and I don't know that I have

one. I don't wear makeup to cover blemishes or hide anything. I wear makeup as a form of self-expression. I love how I look without makeup, but with makeup, I'm showing the world how I look to myself on the inside. It's important, of course, but it's not that deep. Makeup is fun.

HOW WOULD YOU DESCRIBE YOUR GO-TO MAKEUP LOOK?

I wear a lot of makeup, but I don't wear a lot of complexion products. I want my primers and concealers to be good, do their job, and be unnoticeable. I want my skin to look like skin, not makeup. I wear a ton of eyeshadow and highlight, so I will totally OWN wearing makeup, but I want my complexion to look flawless and natural.

WHAT ARE SOME OF YOUR FAVORITE MAKEUP PRODUCTS?

Concealer I can cover what I need to without looking cakey (I don't wear foundation).

Breaser It fixes everything—literally. We need more neutral-toned options, though.

Highlighter Of all kinds. From natural to holographic.

Misc Lipids and creams, specifically.

WHAT ARE SOME NON-NEGOTIABLES FOR YOU IN TERMS OF THE MAKEUP YOU BUY?

Quality-free & inclusive shade ranges. It's also a major bonus if the [brand's] campaign includes other genders, not just women.

WHAT ARE SOME MAKEUP TRENDS YOU SEE MEN PICKING UP ON?

Depends on the man! There are men who don't want to look like they're wearing makeup, and men like me who go wild. If the product is quality, everyone will use it.

WHAT DO YOU THINK IS CONTRIBUTING TO THE GROWTH OF MEN WEARING MAKEUP?

I think visibility is huge. Seeing men wear makeup, no matter why or how, clues other guys into the fact that they, too, can wear makeup, even if it's not in the same way. Visibility can mean everything from campaigns to social media to YouTube.



WHO INSPIRES YOU? WHAT INFLUENCERS DO YOU FOLLOW?

I am ONLY inspired by women, period. Actually, that's not entirely true. To this day, my biggest fashion and beauty influences have been Gwen Stefani, Pharrell, and Steven Tyler. In terms of influencers, I really love J. Kiss, Ryan Potter, and Jackie Aina.



PLAYTOPIA

Ready for Fun

- FUNctional formats & textures for more potent delivery while adding fun to daily routines.
- Innovative & surprising delivery systems.
- Food-inspired textures – Korean shaved ice, crushed citrus, fresh kiwi & ricotta.
- Colors inspired by nostalgia meets digital artifice.

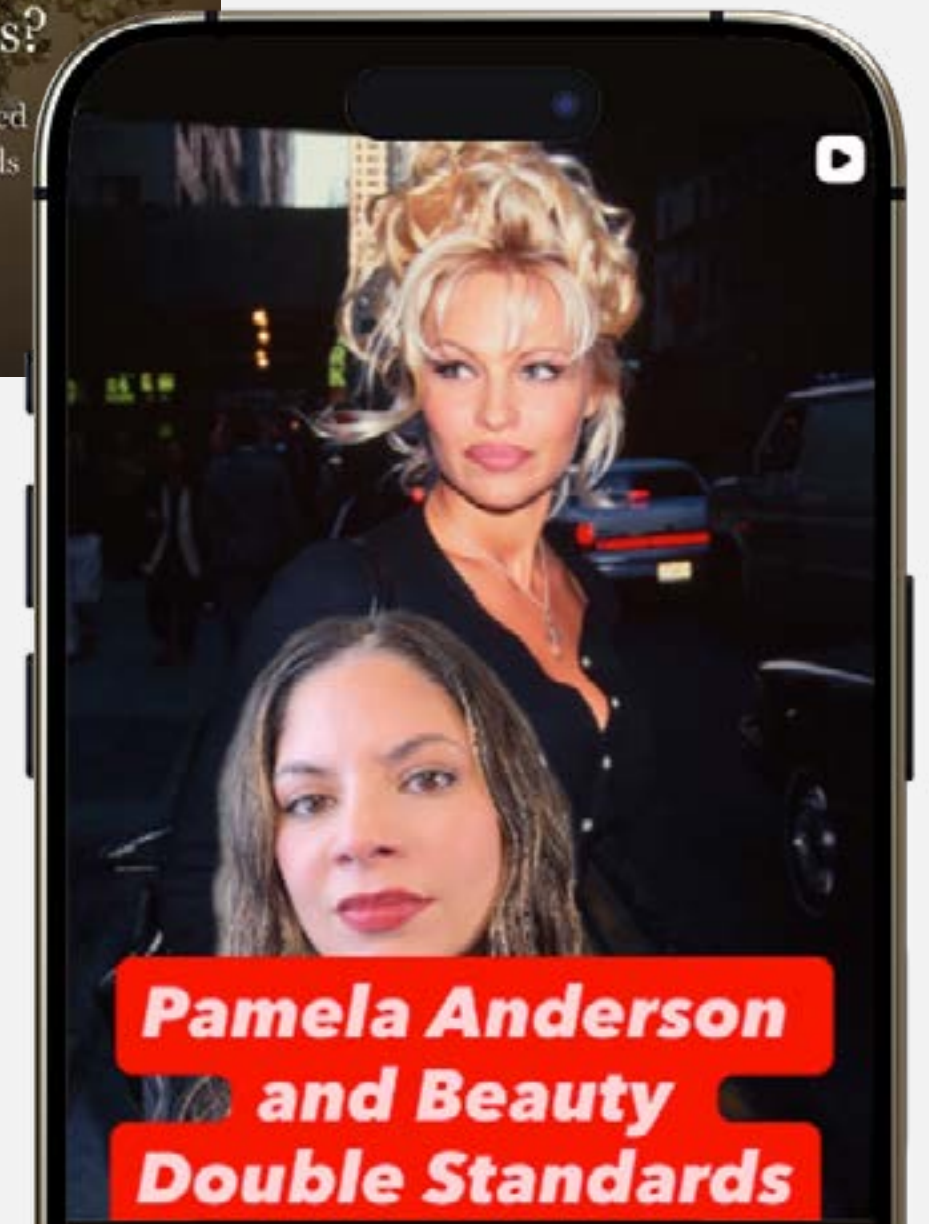
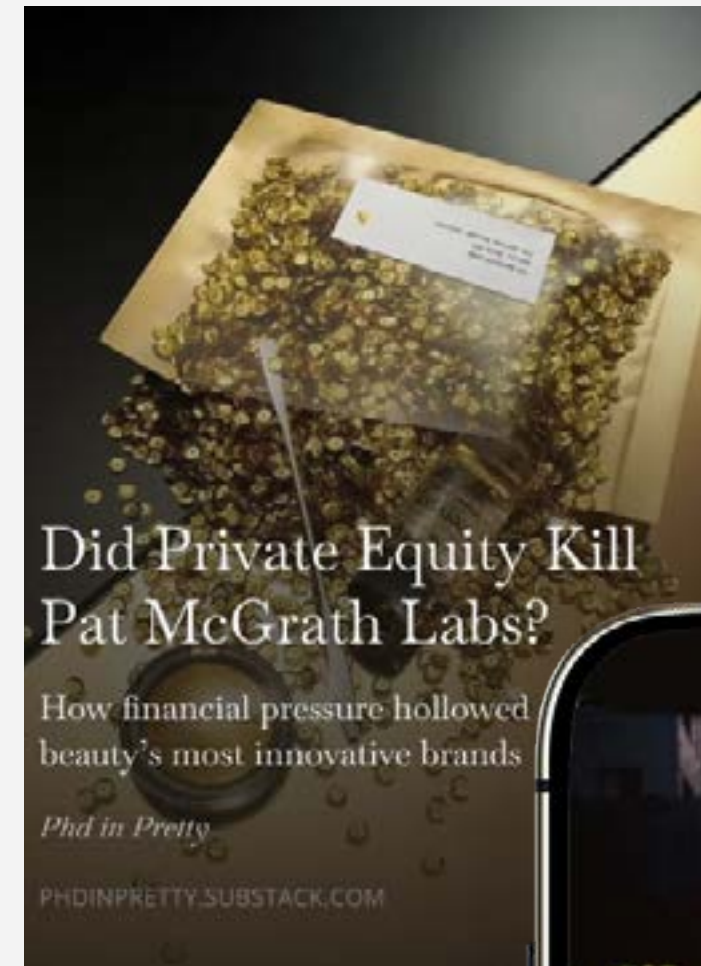


PHD IN PRETTY

PhD in Pretty is a platform I started to write about beauty as culture.

I publish across TikTok, Instagram, LinkedIn, and Substack, moving between short-form and longer pieces depending on the idea. Some of that work has reached over 1M+ views, with multiple pieces in the 100K-300K range. I have a strong instinct for how beauty fits into culture in a way that gets people talking and sharing.

That carries directly into how I approach brand work.



PHD IN PRETTY

Did Private Equity Kill Pat McGrath Labs?

How financial pressure hollowed out one of beauty's most innovative brands

In October 2015, Pat McGrath launched her namesake beauty brand with a single product: Gold 001, a \$40 pigment that came in a clear pouch filled with loose gold sequins. One thousand units sold out in six minutes. The website crashed. Fashion editors quickly framed it as a cultural moment.



The gold pigment looked like molten metal on skin. There was nothing else like it on the market. More importantly, it let anyone recreate one of Pat's runway looks at home. For the first time, runway makeup wasn't aspirational and untouchable. It was something you could buy and actually use. That was the magic.

Less than ten years later, the brand's assets are entering an asset sale process through a restructuring firm. Bids are due January 26, 2026.

What happened between the sequin-filled pouches and the liquidation isn't a mystery. But the story that's been told so far about changing consumer tastes, increased competition, or Pat McGrath's new role at Louis Vuitton misses the structural forces that made the brand's collapse nearly inevitable once private equity got involved. This is the same mechanism that's hollowed out restaurant chains, flattened fashion labels, turned regional media into content farms, and most recently killed Sprinkles Cupcakes, which closed all its stores on New Year's Eve after being sold to private equity in 2012.

Private equity has worked for some beauty businesses built on operational efficiency. It struggles with brands built on creative risk and the genius of a founder.

EDITORIAL DIRECTION

I led a multidisciplinary team of 28 students through a field study in Shanghai and Singapore, focused on experiential retail.

The work moved from on-the-ground research to a published, industry-facing white paper with BeautyMatter. I set the direction, led the research, writing, and design, and served as editor on the final piece.

The result was a clear point of view on where retail is going, grounded in firsthand observation.



THANK YOU

DOMINICA BAIRD
DOMINICA.B@GMAIL.COM

ADDITIONAL CONTENT:

-  [PHDINPRETTY](#)
-  [PLANETDOMINICA](#)
-  [DOMINICA-BAIRD](#)
-  [PHDINPRETTY SUBSTACK](#)

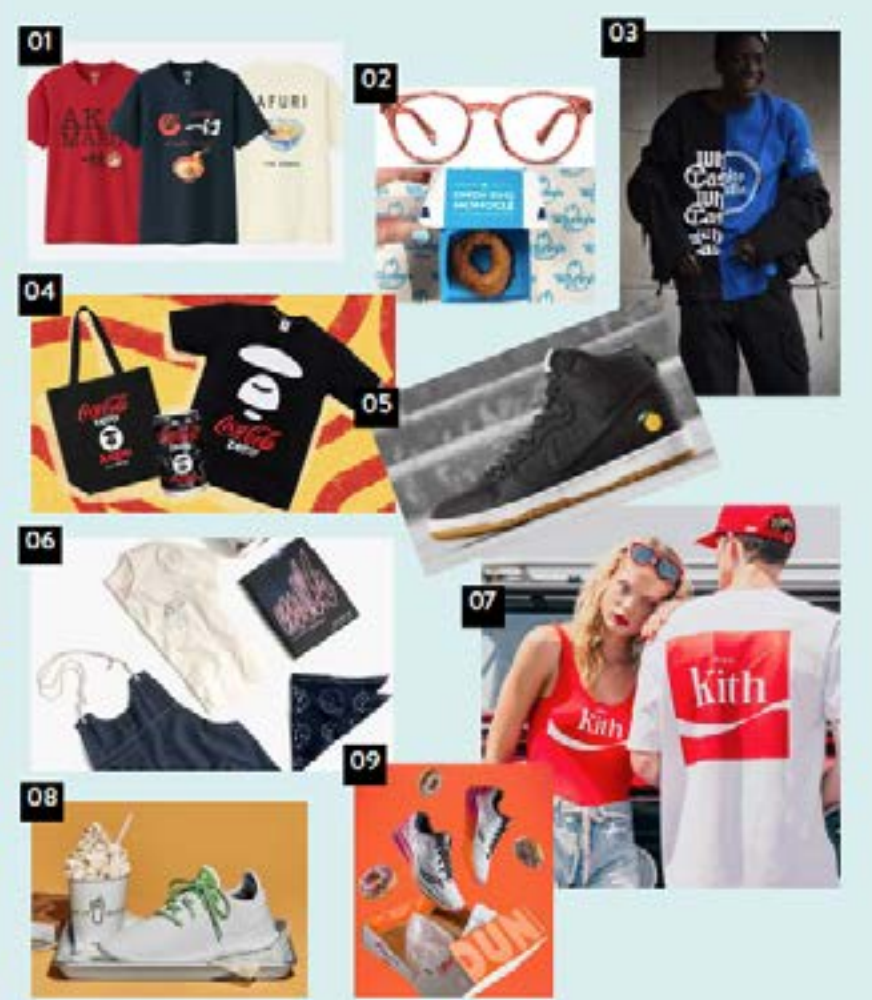



COLLABORATIONS

WHY FASHION X FOOD IS MAJOR.
Perhaps it was the Fire Sauce bodysuits from Taco Bell X Forever 21 collection that really put this trend on the map, but food's impact on the cultural zeitgeist is more likely to be the culprit for this collaboration craze.

"Our clothing is communication of who we are, our ideals and view of the world," says fashion psychologist Kate Nightingale. That echoes a statement on food, proposed three centuries ago by French epicure Brillat-Savarin: "Tell me what you eat and I shall tell you what you are."

"Food and fashion are parallel," says Coltrane Curtis of Team Epiphany, the marketing agency that spearheads Heineken's fashion collaborations. "People will wait for hours to eat at Tim Ho Wan," he points out, equating waiting in line for hard-to-score dim sum to sneakerheads who camp out to snag the latest pair of hyped shoes (Lace).



1. Uniqlo tees inspired by famous ramen shops; 2. Warby Parker X Arby's; 3. Telfar X White Castle; 4. Coke Zero X Bathing Ape; 5. Momofuku X Nike; 6. Milk Bar X Madewell; 7. Kith X Coke; 8. Allbirds X Shake Shack; 9. Saucony X Dunkin' Donuts.