

How Blake Lively Broke the Hair Care Mold

The famed founder — and WWD Beauty Inc Award honoree — came to market with the biggest hair care launch in Target Corp.'s history.

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Blake Lively COURTESY OF BLAKE BROWN

It doesn't matter how famous you are. If we learned anything this year it was that celebrity alone — no matter how large — is not enough to make a beauty brand successful, which makes the launch of **Blake Lively's hair care** line, **Blake Brown**, even more impressive. The brand, which was in development for seven years and launched at **Target** in August, was the largest **hair care** launch in the history of the retailer. Comprised of eight care and styling products, it reflects Lively's own regimen that eschews conditioner, in lieu of alternating shampoos and conditioning masks. Within its first week, Blake Brown had generated \$16 million in media impact value, according to **Launchmetrics**. Its in-store performance was equally as impressive. Blake Brown sustained the momentum it gained at launch (on its launch day alone it had the five bestselling hair care items at Target), significantly outperforming forecast. A star, it seems, is born.