

Section:Rihanna0

Context: Rihanna's first fragrance, "Reb'l Fleur", was released in January 2011. The product became highly successful, according to Rolling Stone, Reb'l Fleur was a financial success and was expected to gross US 80 million at retail by the end of 2011. Rihanna's second fragrance, "Rebelle", was released in February 2012. The promotional campaign for Rebelle, was shot by director, Anthony Mandler, who also shot the promotional campaign for Reb'l Fleur. In November 2012, Rihanna released her third fragrance, "Nude". Rihanna's fourth women's fragrance, titled Rogue was released on 14 September 2013, followed by a male version entitled "Rouge Men" which was released in 2014. On 30 March 2015, it was announced that Rihanna is a co-owner, with various other music artists, in the music streaming service Tidal. The service specialises in lossless audio and high definition music videos. Jay Z acquired the parent company of Tidal, Aspiro, in the first quarter of 2015. Including Beyonce and Jay Z, sixteen artist stakeholders (such as Kanye West, Beyonce, Madonna, Chris Martin, Nicki Minaj and more) co-own Tidal, with the majority owning a 3 equity stake. "The challenge is to get everyone to respect music again, to recognize its value", stated Jay Z on the release of Tidal. In 2016, it was revealed that Rihanna would be releasing her music through her own label Westbury Road Entertainment, which had been established in 2005. Westbury Road is the name of the area Rihanna grew up in back in Barbados. The music would be distributed through Universal Music Group. Westbury Road Entertainment's artist roster includes Melissa Forde as the label's photographer, and KazeLoon. In November 2015, Rihanna and Benoit Demouy launched a beauty and stylist agency named Fr8me. The business based in Los Angeles was set up in order to assist artists in booking commercials, editorial shoots, ad campaigns, and red-carpet appearances. Rihanna stated, "Hair, makeup, and styling play an important role in creativity, I am very involved with that part of my process, so this agency was an organic thing for me to do." The roster includes Rihanna's makeup artist Mylah Morales, wardrobe stylist Jason Bolden, hairstylist Patricia Morales, and Marcia Hamilton. In addition to Fr8me, Rihanna opened a photo agency called "A Dog Ate My Homework", which represents photographers Erik Asla and Deborah Anderson. In 2017, Rihanna launched cosmetic company Fenty Beauty under LVMH's Kendo Brands. The partnership was worth 10 million and would see Rihanna release various beauty products. The first installment of Fenty Beauty was released on 8 September 2017 in stores and online, available in over 150 countries. It included an array of products including foundations, highlighters, bronzers, blush compacts, lip glosses, and blotting sheets and was praised for its diverse range for all skin colours. Time magazine named Fenty Beauty as one "The 25 Best Inventions of 2017", citing the breadth of its range. CANNOTANSWER

STUDENT: **what's one of her business endeavours?**

TEACHER: ⇨ "" (Rihanna's first fragrance, "Reb'l Fleur", was released in January 2011.)

STUDENT: **how does the fragrance sell?**

TEACHER: ⇨ "" (Reb'l Fleur was a financial success and was expected to gross US 80 million at retail by the end of 2011.)

STUDENT: **how did she get into selling fragrances?**

TEACHER: ↗ "" (CANNOTANSWER)

STUDENT: **what's another business endeavour?**

TEACHER: ⇨ "" (On 30 March 2015, it was announced that Rihanna is a co-owner, with various other music artists, in the music streaming service Tidal.)

STUDENT: **what other music artists is she on Tidal with?**

TEACHER: ⇨ "" (Including Beyonce and Jay Z, sixteen artist stakeholders (such as Kanye West, Beyonce, Madonna, Chris Martin, Nicki Minaj and more))

STUDENT: **is Tidal successful?**

TEACHER: ↗ "" (CANNOTANSWER)

STUDENT: **what other business endeavours has she done?**

TEACHER: ⇨ "" (In November 2015, Rihanna and Benoit Demouy launched a beauty and stylist agency named Fr8me.)

STUDENT: **where is Fr8me located?**

TEACHER: ⇨ "" (based in Los Angeles)

STUDENT: **is there anything else interesting about her business endeavors?**

TEACHER: ⇨ Yes, "" (In 2017, Rihanna launched cosmetic company Fenty Beauty under LVMH's Kendo Brands. The partnership was worth 10 million)

STUDENT: **where are the cosmetics sold?**

TEACHER: ⇨ "" (in stores and online, available in over 150 countries.)

STUDENT: **where did she come up with the name?**

TEACHER: ⇨ "" (CANNOTANSWER)