



REFINERY29

REFINERY29 LAUNCHES 'R29SOMOS' TO CELEBRATE IDENTITY, COMMUNITY, AND VISIBILITY OF POWERFUL LATINX GENERATION

Ulta Beauty Serves as Exclusive Launch Partner for Cross-Platform Channel Dedicated To Representation of Largest 'Minority' Community In America

May 13, 2020 – NEW YORK, NY — Refinery29, the leading global media and entertainment destination focused on women, announced the launch of their Somos Latinx channel, dedicated to celebrating the intersection of identity, lifestyle, and community of the 60 million strong Latinx people in America. Together, in partnership with Ulta Beauty, 'R29Somos,' the cross-platform channel created in collaboration with the Latinx staff at Refinery29, seeks to explore, educate, and inspire a new generation of changemakers committed to Latinx visibility across culture, entertainment, beauty, and lifestyle categories.

Dedicated to Latinx heritage, visibility and representation, the R29Somos channel will start meaningful conversations with and within the community, making sure they are truly seen and heard through content, tackling topics like the power of the Latinx vote, the intersectionality between beauty and Latinidad, and representation in the media. With a dedicated [Instagram](#) platform, alongside custom editorial and video programming, the always-on vertical will feature English-language content across a broad spectrum of topics – from the rise of Latinx fashion designers and young entrepreneurs, to first-person stories from the front lines of Latinx communities affected by Covid-19.

"Despite being the largest minority group in the nation, the Latinx community continues to be one of the most underrepresented groups in film, tv, business, and across media. After seeing the incredible response to our Latinx Heritage Month packages over the past two years, both from our Latinx staff and audience, we deliberately created R29Somos as a safe space for us to speak, learn, and share all aspects of our stories with the world," said Thatiana Diaz, Refinery29, Senior Beauty & R29Somos Writer. "Now, more than ever, the power of connection, community, and kinship with our audience through Somos has never been more vital. Together with Ulta, we want to recognize and celebrate *nuestras culturas* – so we can speak to and service a generation that's not only redefining what it means to be Latinx but also reshaping the market and media landscape."

Furthering R29Somos' commitment to diversity, inclusion, and representative storytelling with the Latinx community, Refinery29 & Ulta Beauty will embark on a year-long programming partnership to explore the intersection of beauty and identity with the aim of fostering dialogues that educate, inspire, and engage. Per a recent Refinery29 study, two-thirds of women of color still feel underrepresented in media and 40% admit they don't see images that match their own perception of beauty*. The cross-channel collaboration will meet this audience where they are, servicing needs for identity-specific content with a series of dedicated features, including a spotlight of Gen-Z Latinx women, an exploration of Afro-Latina hair culture, and a custom photo series spotlighting the diverse Latinx beauty market. Additionally, a four-episode custom video series, *Beauty Out There*, will shine a light on untold narratives of global beauty culture, diving into beauty subcultures and connecting viewers to a different form of self-expression in each episode.

"We are thrilled to partner with Refinery29 to launch R29Somos and shine a light on the many amazing stories within the Latinx community," said Shelley Haus, Ulta Beauty chief marketing officer. "At Ulta Beauty, we understand the meaningful role beauty plays in our lives and take our role as a diversity-forward brand to heart. We are proud to partner on this series as part of our greater effort to unleash the power of beauty and bring to life the possibilities that lie within each of us."

Continuing Refinery29's dedication to creating space for all aspects of real women's lives through pioneering programs like [The 67% Project](#) and [Fertility Spectrum](#), and influential channels like [Unbothered](#), R29Somos will extend Refinery29's goal of threading allyship by championing their audience's own unique sense of identity, while celebrating their respective communities. Through this increasingly diversified portfolio amplifying women's voices everywhere, Refinery29 continues to deliver across digital, experiential, and commercial audiences, building new opportunities to reach and serve her. For more information on this and other initiatives, visit www.refinery29.com.

**Refinery29 'Skin Deep' Study, April 2019*

About Refinery29

[Refinery29](#) is the leading media and entertainment destination focused on women. Through a wide spectrum of lifestyle stories, original video programming, social, shareable content, and live experiences, Refinery29 provides its global audience with the inspiration and tools to discover and pursue a more independent and informed life. Refinery29 is part of [Vice Media Group](#), the world's largest independent youth media company.

ABOUT VICE MEDIA GROUP

VICE Media Group is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 21 offices around the world. VICE's programming has been recognized by the Academy of Television Arts & Sciences, Peabody, Sundance Film Festival, George Polk, Scripps Howard, PEN Center, Cannes Lions, Knight Foundation, American Society of Magazine Editors, LA Press Club, James Beard and Webby's, among others. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; i-D, a global digital and bimonthly magazine defining fashion and contemporary culture; and Garage, a digital platform and biannual publication converging the worlds of art and design.

About Ulta Beauty

At Ulta Beauty (NASDAQ: ULTA), the possibilities are beautiful. Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products and salon services. In 1990, the Company reinvented the beauty retail experience by offering a new way to shop for beauty – bringing together all things beauty, all in one place. Today, Ulta Beauty has grown to become the top national retailer offering the complete beauty experience.

Ulta Beauty brings possibilities to life through the power of beauty each and every day in our stores and online with more than 25,000 products from approximately 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin, brow, and make-up services.

Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and our industry-leading Ultimate Rewards loyalty program. As of February 1, 2020, Ulta Beauty operates 1,254 retail stores across 50 states and also distributes its products through its website, which includes a collection of tips, tutorials and social content. For more information, visit www.ulta.com.

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