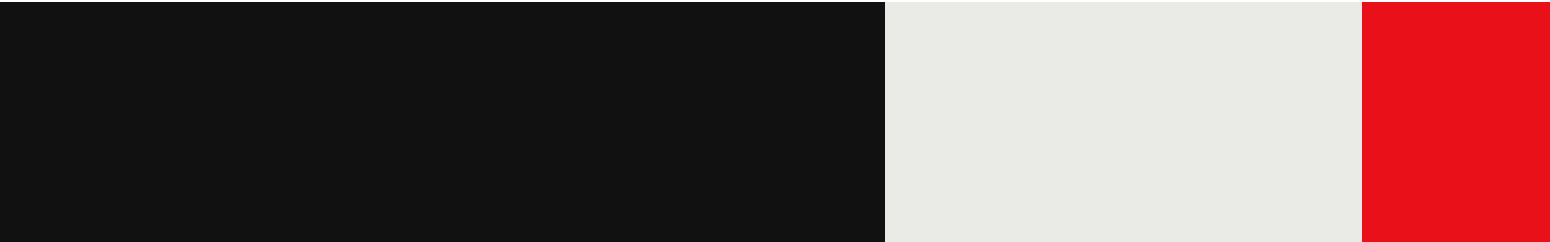


# How Paris Hilton's multigenerational appeal, powerful media flywheel will power her beauty brand

Article



Though beauty is a crowded category, 11:11 Beauty is hoping Paris Hilton’s multigenerational appeal could help it break through the noise, and power a content flywheel.

11:11 Beauty is the new venture of 11:11 Media, a multiarm media company founded by Paris Hilton and Bruce Gersh.

- The company has partnered with direct [marketing](#) company Guthy-Renker to develop 11:11 Beauty, a brand of beauty and wellness products.
- The venture will be led by CEO and co-founder Alexandra March, who has led beauty brands at Guthy-Renker, but Hilton will provide inspiration and creative direction.

Hilton’s status as a Y2K icon appeals to [millennials’](#) nostalgia for and [Gen Z’s](#) curiosity about the early 2000s.

- “Y2K is back and it’s roaring,” said Gersh. “And Paris was the queen of Y2K.”
- But Hilton has her younger fans, too. Launched in 2023, the Slivingland experience (based on Hilton’s catchphrase “sliving”) on [Gen Alpha](#) favorite Roblox had over 3.4 million visitors as of February 2024, with average daily users spending 11 minutes on the platform, per Venture Beat.

11:11 Beauty’s first collection won’t launch until spring 2025, but it’s not hard to imagine how the brand will fit within 11:11 Media’s flywheel.

- Products could be featured across 11:11 Media’s portfolio of scripted and unscripted [TV](#) shows, [social media](#), and [podcasts](#).
- There’s also room for licensing opportunities—11:11 Media’s licensing business has generated over \$4 billion in retail sales, per Gersh.
- “We’ve built this incredible brand that has the dimensions of a fully integrated media company,” he said. “Our flywheel allows us to play in every zone of media and use it across every new vertical we enter.”

**The bottom line:** While there’s no shortage of celebrity beauty brands, 11:11 Beauty probably won’t get lost in the crowd. Given Hilton’s star power, it wouldn’t be surprising if 11:11 Beauty joined the ranks of successful celebrity brands like Fenty Beauty or Rare Beauty.

- It also helps that Hilton is so immersed in beauty.

- “She's been vocal about her beauty routines,” said Gersh. “You know how professional athletes work out multiple hours a day? Paris takes care of her face and skin as if she's a professional athlete.”
- We forecast US health and personal care [retail](#) sales will rise 5.5% in 2025 to \$105.02 billion, driven by growth in cosmetics and beauty, haircare, and skincare.

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