

Beautylish was founded in the fall of 2010 with a simple purpose—to create a community where beauty lovers could share their collective beauty wisdom. People loved it, and our community grew to hundreds of thousands in a few short months.

Beautylish rapidly became a valuable resource for the discovery of beauty products. Yet the experience felt noticeably incomplete because we weren't able to assist our members in purchasing the amazing products they loved. This led us to launch our own online boutique in 2012.