



Rui Li

CEO Ellure AB

## Makeup for all

**Challenge:**

Sustainable beauty industry

**Prizes:**

Awarded start-up of the year 2020 by EIT Digital Alumni



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ellure.se

ellurelipsticks

ellure

**Main product:**

Ellure

**Aim:**

To set a new standard in the beauty industry that promotes sustainable and inclusive production and consumption



ELLURE

### THE PROJECT

**The idea**

Ellure develops mass-personalisation technology to offer an inclusive beauty product line. Our first product is a custom liquid lipstick. Customers can design and choose the colour they want for their lipstick through a web-based colour design tool.

**Inspiration**

My drive is to reshape how society thinks about sustainability and consumption. I believe we can elevate how things are designed and produced by merging the digital and physical experience.

**Unique selling points**

Our unique solution allows customers to choose between 10 000 different colours of lipstick, on the spot, within one minute.

**Societal impact**

Small customer groups in search of niche beauty products are underserved for production-cost reasons. Our solution promotes diversity and democratises product offering through mass-personalisation. Our on-demand production model also eliminates over-production of unwanted or unused products, thereby contributing to sustainability.

**EIT Community support**

Joining the EIT Digital Master School forged my entrepreneurial mindset. Today, the EIT Community's network helps us to find new talent, strengthen our capabilities, and source novel opportunities. We were also honoured to be rewarded start-up of the year 2020 by EIT Digital Alumni.

**Overcoming adversity**

The enthusiasm of our customers overcame the scepticism of those, mostly men, who didn't grasp our purpose. Clients thank us for pushing the boundaries and offering products that really make them feel better. This means everything to me.

### THE NOMINEE

**The beginning**

A year within a large consultancy made me realise I was made for working independently. I wanted to make a difference in the world and build something on my own. My enrolment into the EIT Digital Master School kicked off my entrepreneurial journey.

**Rewarding moments**

We were awarded 'Start-up with the most potential' by the Swedish American Chamber of Commerce. The prize, a fully paid office in Manhattan for a whole year, was celebrated with a rum chocolate on a local roof top bar together with my co-founders.

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