



interview by Elizabeth Rhodes  
& Cyrus Douglas  
photographer Marley

# Glam Goth Beauty

Created by **The Glam Goth aka Marley**, **Glam Goth Beauty is a vegan and cruelty free makeup line focusing on glitter, with a range of colors and textures in the Diamonds collection, as well as lip pencils, accessories, and apparel. Glam Goth Beauty has a strong social media following that is largely based on the charisma and bewitching look of Marley herself. We spoke with Marley about how she began her career in beauty, what it's like to create your own cosmetics brand, inclusivity, and the way forward for the beauty industry.**

**Tell us about you: are you from a cosmetics background?**

Marley : Yes! I attended cosmetology school back in 2013, from there I worked at Sephora and then went to work at MAC. I now work very part-time as a freelance makeup artist. I will always make time for at least one gig a month because I love making people feel and look beautiful.

**What was your inspiration to create Glam Goth?**

M : My inspiration behind my brand really just comes from what I like aesthetically and what my followers and supporters like as well. I love horror, vintage, and Victorian things with a luxury feel and you don't really see much of that anywhere.

**What sets you apart from the other independent beauty brands in today's beauty market?**

M : I think just my aesthetic alone is very new and fresh and innovative, despite Glam Goth being an alternative brand. I am also very inclusive and it's very important for me to show representation of everyone, even if they are not necessarily gothic or alternative or even glamorous. People know that Glam Goth Beauty is a safe space no matter what they look like or what they are into.

**In your brand bio you mentioned that LGBTQ+ is our future. Tell us more on that and how it correlates to Glam Goth.**

M : Being a bisexual woman myself it's very important for me to let the queer community know that my brand is a safe space for us. For a very long time drag makeup was so unacceptable and now it's pretty much taken over the makeup scene. I want people to know and feel that Glam Goth Beauty is not a trendy or a gimmicky brand that just says that we are inclusive for sales.

**What does "inclusivity" mean to you as it applies to the beauty industry? How is the beauty industry as a whole doing as far as diversity and intersectionality is concerned?**

M : Inclusivity to me means everyone, there are no "ifs, ands, or buts" when it comes to making products suitable for everyone to use. I do feel like the beauty industry is doing better, especially since indie brands are taking over and doing things their way. It's beautiful seeing alternative and/or Black owned brands making products and color shades that they have always been deprived of from other big beauty brands.

**Where do you see the beauty industry one year from now?**

M : One year from now I see the beauty industry completely being taken over by indie brands and influencer based brands. Influencers really do control the market now and if they are successful on social media it's a recipe for success.

**What is your long-term vision for this brand?**

M : My long-term vision for Glam Goth is just to continue to make timeless products and merchandise. I want campaigns that are just out of this world. I for sure want my own manufacturing company where I can produce products for other indie brands as well. I also want to get more into music and film. More into fashion. Throwing events, conventions, concerts, etc. Just whatever I feel like doing really.

**Will there be product extensions (shadows, lips, etc.) beyond your current offerings?**

M : Oh yes of course! More palettes, lipsticks, setting powders, foundations, lip glosses, and more!

**What is your personal favorite Glam Goth product? Why?**

M : My favorite product is my signature red lipstick in the shade Bloodrose. It's a death-proof matte and the perfect shade of a cool-toned red that looks amazing on everyone.

**How did you decide on your current lineup of products?**

M : Mostly from consumer demand. Glitters were my first product by accident because I was mixing custom glitters for an upcoming photoshoot and showing them off on Snapchat and people wanted to buy them. That was the beginning of Glam Goth Beauty.

**Who or what inspires you currently?**

M : Currently I am inspired by music I listened to in high school, I think I am having a mild quarter life crisis! [laughs] Also getting back into anime and my favorite cartoon characters like Harley Quinn and Poison Ivy. And of course, current world events, the Black Lives Matter movement has inspired me to do more looks inspired by Black artists and designers.

**What's the connection between makeup and fashion as well as music?**

M : I feel like they all just intertwine with each other, and they kind of have to. Each one relates to who you are and how you're feeling. Makeup is a part of fashion, it's like dressing the face, and fashion is a part of music because it's like the sound you can see visually. I hope that makes sense.

**What bands/artists do you listen to while you work these days?**

M : Lately it's been a lot of Deftones, they are the perfect background music for whatever you're doing. A Skylit Drive and Joy Division have also been heavy in rotation depending on my mood.

**What is your current favorite beauty tip?**

M : I love to bring my highlight, contour, blush, eyeshadow, and eyeliner up and out when applying to give a nice lift to the face. It gives you this evil villain snatch that I love!

**Going into business for yourself is never easy. How are you handling the current climate as an entrepreneur?**

M : Right now, I just try to stay as positive as I can to keep working diligently and efficiently. As shitty as the situation we all are in right now, I'm a little grateful that I'm forced to be in the house so I can solely focus on myself and my brand. Every day I realize more and more that to stay above water I need to be more organized, pay attention, and make smarter decisions.

**What advice would you give to someone starting their own business in these uncertain times?**

M : Best advice I can give anyone when it comes to business is to build a strong foundation and stick to your guns. The industry is always changing, and everyone is just waiting for the next trendy thing to come along. Make your brand timeless and essential in the best way that you can so that your customers will always want to shop with you. Also save your money and invest basically everything back into your business! You don't need that new leather jacket right now. I promise it can wait until things open back up again fully.

Check out **Glam Goth Beauty** at [glamgothbeauty.com](http://glamgothbeauty.com)





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Glam Goth Beauty products: Diamond Primer, Eyelashes, and Diamonds Glitter.