

Tracee Ellis Ross Launches Pattern Body Collection

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Tracee Ellis Ross began Pattern Beauty in 2019 focusing on hair care. However, she always envisioned a brand beyond just curls and scalp. Thus, she named it *Pattern Beauty*, not *Pattern Hair*. Recently, she officially unveiled *Pattern Body*, her long-anticipated expansion. This new category marks a milestone in her beauty vision.

What Is Pattern Body

Pattern Body launches with **five body-care essentials**. These include a body wash, lotion, cream, oil, and a dry exfoliating scrub. Also, the formulas focus on hydration, smoothing, and skin feel. Moreover, they carry Ross's signature scent "Midnite Amber," blending musk, amber, bergamot, citrus, and florals. The collection feels luxurious yet approachable.

Product Highlights

First, the Moisturizing Body Wash cleanses while helping preserve natural oils. Then, the Dry Exfoliating Body Scrub lifts dead skin gently before bathing. Next, the Hydrating Body Lotion provides lightweight daily moisture. Also, the Moisture Rich Body Cream offers richer texture ideal for drier areas. Finally, the Nourishing Body Oil locks in hydration post-shower. Olive oil and aloe vera feature prominently across these formulas.

Values & Inclusivity Built In

Ross emphasises inclusivity: these products are genderless and meant for every skin tone, shape, or texture. She says she designed Pattern Beauty for more than hair care. Meanwhile, she wants people to feel like themselves using these items. Also, she emphasises self-care as honoring one's skin. Furthermore, the collection aligns with wellness and authenticity trends.

Release Dates

Pattern Body became available August 21 on PatternBeauty.com. Later, it will arrive at Ulta Beauty on August 29. Then it launches at Sephora starting September 5. Pricing runs from **US\$32 to US\$36** per product. Ross seems to aim for premium yet attainable pricing.

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