

‘Clean Girl Colour’: Why Bold, Expressive Makeup Is the Next Big Beauty Trend

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Beauty Industry Moves Beyond ‘Clean Girl’ Minimalism

The beauty world is entering a new phase as the popular “clean girl” aesthetic begins to evolve into something more expressive and colourful. Known for its natural, minimal look, the clean girl trend dominated recent years with dewy skin, neutral tones, and barely-there makeup.

However, industry experts now suggest a shift is underway — one that embraces creativity, individuality, and bold colour choices.

According to insights shared at global beauty events, the next chapter in makeup is all about “**expressive beauty**”, where colour becomes a key tool for self-expression.

For years, minimal makeup trends reflected a desire for simplicity and control, especially during uncertain global times. Neutral palettes and skincare-focused routines became the norm.

Now, that mindset is changing.

Beauty experts highlight that consumers are moving away from “safe” looks and exploring more vibrant styles — including bold eyeshadows, graphic liners, and playful textures.

This shift doesn’t completely replace minimalism but expands it, allowing people to experiment while still maintaining skin-friendly, “good-for-you” products.

? Colour Cosmetics Set for Strong Growth

The transition toward expressive makeup is also backed by strong market trends. The global beauty and personal care market is expected to grow steadily, with colour cosmetics playing a major role.

Reports indicate that the colour cosmetics segment will continue expanding significantly over the next few years, reflecting rising consumer interest in makeup as a form of creativity rather than just routine.

This growth shows that makeup is no longer just about enhancement — it’s becoming a medium of personal identity.

? Why Consumers Are Embracing Expressive Beauty

Experts believe this shift is driven by changing consumer behaviour, especially among younger audiences.

- People are seeking individuality over perfection
- Social media encourages experimental looks
- Beauty is becoming more inclusive and diverse
- Creativity is replacing rigid beauty standards

The earlier “clean girl” aesthetic focused on uniformity and effortless perfection. In contrast, the new trend celebrates uniqueness and freedom in styling.

? **The Future of Makeup: Personal, Playful, Powerful**

The rise of “clean girl colour” signals a broader transformation in the beauty industry. Instead of choosing between natural and bold looks, consumers are blending both — creating styles that are personal and adaptable.

From soft pastels to vibrant neons, colour is set to redefine makeup trends in 2026 and beyond.

As the industry evolves, one thing is clear: beauty is no longer about fitting into a trend — it’s about creating your own.

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