

Ryan Channing

SKINTREPRENEUR

GENERATION
CLAY™

BLAQ

FLIGHT MODE
SKINCARE

Creating a multi-million-dollar, three-brand, international beauty empire in just a few short years all before turning thirty, **Ryan Channing** is Australia's Skintreprenuer. Ryan is the founder of **Blaq**, **Generation Clay** and **Flight Mode**, which form **The Blaq Group**. Generating millions of annual unit sales in both Australia and internationally across his three brands, **Ryan** has earned his reputation as one of Australia's most influential ecommerce entrepreneurs.

On first reading **Ryan's** credentials, it's not immediately obvious he was set to become a major player in the international beauty industry. **Ryan** was a model who spent time living and working abroad in New York, Paris and Milan. However, it was this experience that gave him insight into not only the beauty industry but also what consumers truly wanted in a modern beauty product.

He then went on to study Commerce, Marketing & Entrepreneurship as well as Intellectual Property & International Law. Upon finishing his degree, **Ryan** worked in IP law where he learnt essential foundations, especially about trademarks, that have enabled him to create and protect some of the world's most talked about skincare brands.

While developing an effective product is vital for success, it's simply not enough to compete in today's highly saturated beauty market. What's essential is the ability to brand, differentiate and market those products, which **Ryan** has done time and time again to create highly desirable, Instagrammable and saleable products that fly-off his virtual shelves at an incredible rate.

While he admits he's not an expert on the formulations, although he knows how to work with the people that are, **Ryan** is a branding visionary that combines research and data trends to create must-have brands. Using direct communication with his target market and focused research, **Ryan** has created products people genuinely want which include a unique point of difference. **Blaq**, **Generation Clay** and **Flight Mode** deliberately appeal to all genders and sexual orientations, cleverly marketed as simply great skincare for people who want awesome, quick results.

Ryan's highly analytical and data-driven approach has enabled him to predict and capitalise on mega-trends. Particularly the power of micro-influencers

on social media and their ability to create demand in the skincare market. Many sales are generated through digital word-of-mouth recommendations and tens of thousands of social media posts, which have enabled **Blaq**, **Generation Clay** and more recently, **Flight Mode** to become virtual overnight success stories.

One of Ryan's key points of difference is his approach to reaching the consumer. The phenomenal popularity of **The Blaq Group** brands can be partly attributed to strategic partnerships with some of the biggest names in premium beauty boxes including FabFitFun, Birchbox, ipsy, GoodieBox, Bellabox Australia, and Glossy Box. Flipping the traditional model of beauty marketing on its head, **Ryan** doesn't advertise directly to consumers but builds the relationship with a try before you buy approach. With millions of beauty box subscribers receiving the social media-worthy products and results, coupled with sleek e-commerce platforms for further sales to newly hooked customers, **Ryan's** model has proven instrumental to his success as a founder.

Ryan is set to move to the USA part time in 2020, with plans to divide his time between LA, San Francisco, New York, Sydney and Bali. The move will enable him to immerse himself in the home of start-ups and learn more about American investment opportunities as he looks to expand his empire. Firmly established as one of Australia's leading authorities on building multi-million-dollar beauty brands, **Ryan** is entering the next exciting stage of his career as he pursues mentoring and consulting opportunities; inspiring and providing practical advice for anyone looking to build the next global ecommerce sensation.

