Major Face
BEAUTY STRATEGY & CONSULTING

CASE STUDY / 2025

Three bookings. One standard.

McDonald’s Black & Positively Golden Change of Fashion

Commercial campaign, CultureCon activation and New York Fashion Week finale.

EVERY SKIN TONE. EVERY HAIR TYPE.



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THE ENGAGEMENT

One initiative.
Three production environments.

Major Face was independently engaged across three productions within McDonald's Change of Fashion initiative. Each required a different team size and service mix, while demanding the same inclusive standard of execution.

08	COMMERCIAL CAMPAIGN	Two-day shoot	**Hair + makeup**
03	CULTURECON ACTIVATION	Consumer-facing experience	**Hair + makeup**
24	HOUSE OF ARCHES / NYFW	Runway finale	**Hair + makeup + nails**

PRODUCTION AT A GLANCE

35 ARTIST ASSIGNMENTS

THREE PRODUCTIONS.
ONE BEAUTY PARTNER.

PRODUCER FEEDBACK / COMMERCIAL SHOOT

"Your team did an incredible job.
The clients are really happy.
Thanks for being so flexible."

PRODUCER / MCDONALD'S CHANGE OF FASHION COMMERCIAL CAMPAIGN

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THE OPERATING BRIEF

Different briefs. One beauty partner.

The service architecture changed with the assignment. The standard did not.

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01 COMMERCIAL CAMPAIGN

8 beauty professionals

TWO-DAY SHOOT

HAIR MAKEUP

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02 CULTURECON ACTIVATION

3 beauty professionals

CONSUMER EXPERIENCE

HAIR MAKEUP

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03 HOUSE OF ARCHES / NYFW

24 beauty professionals

10 MAKEUP / 10 HAIR / 4 NAILS

HAIR MAKEUP NAILS

> Major Face supplied the right specialists for each environment without blurring the scope between bookings.

HOUSE OF ARCHES / NYFW

FEBRUARY 2025

Five designers. One backstage team.



A 24-person Major Face team delivered coordinated hair, makeup and nail services for approximately 60 runway models.

24
BEAUTY PROFESSIONALS

≈60
RUNWAY MODELS

PARTICIPATING DESIGNERS

01 LARISSA MUEHLEDER

02 SHAREEF MOSBY

03 NIA THOMAS

04 DURELL DUPARD

05 HEART ROBERTS

THE FINISH

Beauty was the connective tissue.

Distinct runway stories, unified through disciplined backstage production.



BACKSTAGE / HOUSE OF ARCHES







INCLUSIVE ARTISTRY Across skin tones, hair textures and designer aesthetics.

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THE WORK / THE REACH

A national story with a visible finish.

Coverage of the House of Arches presentation appeared across fashion, culture, business and event-industry media.



FORBES	**WWD**	**ESSENCE**
COMPLEX	**BUSTLE**	**BLAVITY**
USA TODAY	**YAHOO**	**BIZBASH**

ALSO COVERED BY

Event Marketer / Secret NYC / FashionNetwork / HOMBRE1 / The Quintessential Gentleman

CAMPAIGN IMPACT / OVERALL INITIATIVE

601K+	3M+	63%	$200K
DIGITAL ZINE READERS	ZINE PAGE VIEWS	SECTION COMPLETION	DESIGNER GRANTS

Reported results for the overall McDonald's Change of Fashion initiative, not attributable to Major Face.

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