



Patrick Starr

- Patrick Starr is a beauty YouTuber with more than four million subscribers.
- He also recently launched ONE/SIZE, an inclusive beauty brand, online and in Sephora stores.
- As part of Insider's Beauty Files series, Starr told us about how it's been "surreal" to see his products in stores, and explained the meaning behind his catchphrase "makeup is a one size fits all."

You've just launched a cosmetics company. How does it feel to finally see your products in stores?

It is extremely surreal. I have yet to experience one year of being a founder, so I feel like I'm growing into that. I feel like there's these big-girl shoes that I'm stepping into but haven't filled out yet, so I'm excited to see where it goes.

Your brand's slogan and your personal motto is "makeup is a one size fits all." What does that mean to you?

I think it promotes love, self love, and love for others. Early on in my career, I was trying to find my niche, and I was so hard on myself that I couldn't find one. But that misunderstanding turned into an understanding that beauty is for everyone.



What do you want people to know about working in beauty industry as an influencer and brand owner?

I don't sleep---I barely get a couple hours. I have my parents on the East Coast and they're my alarm clock. It's not easy. I remember my dad would catch me still editing on the computer at 6 am or 7 am in 2014 and 2015, and he would say, "What are you doing?" It would be me and Manny MUA editing together because he was three hours behind. We would FaceTime and edit together, and here we are as owners of our own brands today.

Do you think drama and toxicity has grown with the beauty community?

It's all perception and how you deal with it. Sometimes misery does love company, and sometimes it's escape for people to feel someone on the other end of the screen who is going through something, where it's good or bad. It's a similar thing to makeup. I have a pimple, I want to conceal it. I see something going through a hard time, I hope they overcome it. That's why I think drama is popular.