

SHERO®

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Amber Chia
BUSINESS
ENTREPRENEUR

THE LEADING COSMETIC BRAND



A CREATION OF THE LEGENDARY INTERNATIONAL SUPERMODEL, AMBER CHIA, BROUGHT FORTH A NEW ERA OF SELF-EXPRESSION AND AUTHENTICITY IN THE WORLD OF COSMETICS.

Amber Chia, a name synonymous with elegance and grace, embarked on her journey as a model, captivating audiences on runways around the globe. Throughout her illustrious career, Amber observed the transformative power of makeup, witnessing how it could enhance a person's natural beauty and boost their confidence. Inspired by this realization, she dreamed of creating a brand that would empower individuals from all walks of life.

Driven by her vision, Amber poured her heart and soul into Shero Cosmetics, a brand dedicated to celebrating uniqueness and diversity. Shero's mission was simple yet profound: to enable individuals to embrace their true selves and radiate confidence from within. Amber understood that beauty is not a one-size-fits-all concept; it is a reflection of personal style, individuality, and inner strength.



SHERO COSMETICS

Shero Cosmetics quickly gained recognition for its commitment to inclusivity, offering a diverse range of shades and products suitable for all skin tones and types. Amber's personal touch was evident in every aspect of the brand, from the meticulously formulated high-quality cosmetics to the elegant and sustainable packaging. She wanted every individual who used Shero products to feel a sense of empowerment and to be reminded of their innate beauty.



Amber's dedication to empowering others resonated with people around the world, propelling the brand to international acclaim. Shero's products became a staple in the beauty routines of people from all backgrounds, reminding them of their inner strength and unique beauty.

Today, Shero Cosmetics continues to thrive under the guidance of Amber Chia, who remains committed to her original vision. The brand continues to evolve, constantly pushing boundaries and introducing innovative products that cater to the ever-changing needs and desires of its diverse customer base.

The story of Shero Cosmetics is not just about makeup; it is a tale of self-discovery, empowerment, and embracing one's authentic self. With Amber Chia as its guiding force, Shero Cosmetics inspires individuals to step into the spotlight, confidently embrace their individuality, and shine bright in a world that celebrates their unique beauty.