

Projekt Problemsko učenje študentov v delovno okolje: **Moški, preventiva in kurativa: pomen kozmetike in podologije (PUŠ2)**

Project Problem-Based Learning of Students in the Work Environment:
Men, Prevention and Curative Care: The Importance of Cosmetics and Podiatry (PUŠ2)

Interview with Massimiliano Coli (Max), head of MAC Cosmetics, Trieste

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Last year, we talked about men in the beauty industry and men using cosmetics more often. Have you noticed any new trends or changes this year?

Yes, absolutely. I think men are becoming more open and confident when it comes to beauty and cosmetics. Before, many men were mostly interested in skincare or very natural products, but now we see more interest in makeup as well. They often ask for products that help them look fresh, rested and well-groomed, such as concealer, foundation, brow products or lip care. The biggest change is that makeup is becoming less connected to gender and more connected to personal style and self-expression.

How does MAC stay professional while beauty trends change so quickly?

MAC stays professional by following trends, but not blindly. Trends change very fast, especially because of social media, but professionalism comes from technique, product knowledge and understanding of the customer. At MAC, artists are trained to adapt trends to each person. We do not just copy what is popular online; we try to make it wearable, elegant and suitable for the customer's face, lifestyle and personality.

Why do you think MAC is still important in the luxury beauty market today?

MAC is still important because it has a strong professional identity. It is a brand with a long history in makeup artistry, fashion, photography and performance. Customers trust MAC because the products are high quality, strongly pigmented and used by professionals around the world. At the same time, MAC is also accessible and creative, so it connects luxury, artistry and individuality.

How does MAC react to the growing popularity of Korean beauty trends?

Korean beauty has had a big influence on the global beauty market, especially with trends like glowing skin, natural makeup, soft colors and skincare-focused routines. MAC follows these changes by listening to customers and adapting products and looking to what people want today. Even if MAC has its own identity, the brand understands that customers are now looking for lighter textures, healthy-looking skin and more natural beauty.

How does MAC create new products and collections that stay modern and interesting for customers?

MAC creates new products by combining professional knowledge with current trends and customer needs. New collections often come from fashion, pop culture, art, music or collaborations with creative people. The idea is to offer something fresh and exciting, but still useful for makeup artists and everyday customers. Limited editions are especially important because they create emotion, curiosity and a sense of exclusivity.

What do luxury beauty customers expect today compared to previous years?

Today, luxury beauty customers expect much more than just a beautiful product. They want quality, performance, good packaging, personal service and a strong brand story. They also care about values such as diversity, sustainability and authenticity. In the past, luxury was mostly connected to status, but today it is also connected to experience, identity and trust.

Have men become more interested in makeup and cosmetics in recent years?

Yes, definitely. Men are much more interested than before. Many of them want natural-looking products that help them look fresh and well-groomed. Social media, celebrities and beauty influencers have also helped normalize makeup for men. I think younger generations especially see makeup as something personal, not something limited to women.

How has social media changed the connection between beauty brands and customers?

Social media has completely changed the relationship between brands and customers. Customers now discover products on TikTok, Instagram or YouTube before they even come to the store. They are more informed and often come with specific ideas or looks they want to recreate. For brands, social media is a way to communicate directly, show tutorials, launch trends and receive immediate feedback from customers.

How important are sustainability and environmental values for MAC today?

Sustainability is becoming increasingly important in the beauty industry. Customers are asking questions about packaging, recycling, ingredients and responsible production. MAC has to

respond to these expectations while still keeping professional quality. For many customers today, beauty is not only about how a product looks, but also about how responsibly it is made.

How does MAC support diversity and individuality through its products and campaigns?

Diversity has always been a very important part of MAC's identity. The brand creates products for different skin tones, ages, genders and styles. MAC campaigns often show different types of beauty and encourage people to express themselves freely. The message is that makeup has no single rule - it can be natural, artistic, elegant, bold or personal.

What qualities do you value most in young people entering the beauty industry?

The most important qualities are passion, curiosity, discipline and the willingness to learn. Talent is important, but it is not enough. Young people need to practice, listen to feedback and stay professional with clients. In this industry, communication is also very important because makeup is not only about products; it is also about understanding people.

How does MAC create a new limited-edition collection?

A limited-edition collection usually starts with a concept or inspiration. It can come from fashion, art, culture, music or a collaboration. Then the brand develops colors, textures, packaging and the story behind the collection. Everything must feel special and different from the permanent line. Limited editions are successful when they create emotion and make customers feel that they are buying something unique.

Do customers today care more about product quality or brand image?

I think they care about both. Brand image attracts attention, especially online, but product quality is what makes customers come back. A beautiful campaign can make someone try a product, but if the product does not perform well, the customer will not trust the brand. In luxury beauty, image and quality must work together.

How does MAC support young professionals? Does the company offer internships, training, or scholarships?

MAC supports young professionals mainly through education, training and professional experience. Makeup artists learn about products, techniques, customer service and current trends. Collaborations with schools and beauty institutions are also very important because they help young people understand the real professional world. For someone entering the industry, this kind of practical experience is extremely valuable.

MAC has collaborated with VIST and Zavod AI for many years. How would you describe this collaboration and its importance for young beauty professionals?

Collaboration is very important because it connects education with the professional beauty industry. Young people can meet professionals, learn from real experience and understand what the market expects. For students, it is motivating because they see how makeup can become a serious career. It also helps them develop confidence, creativity and professional standards.