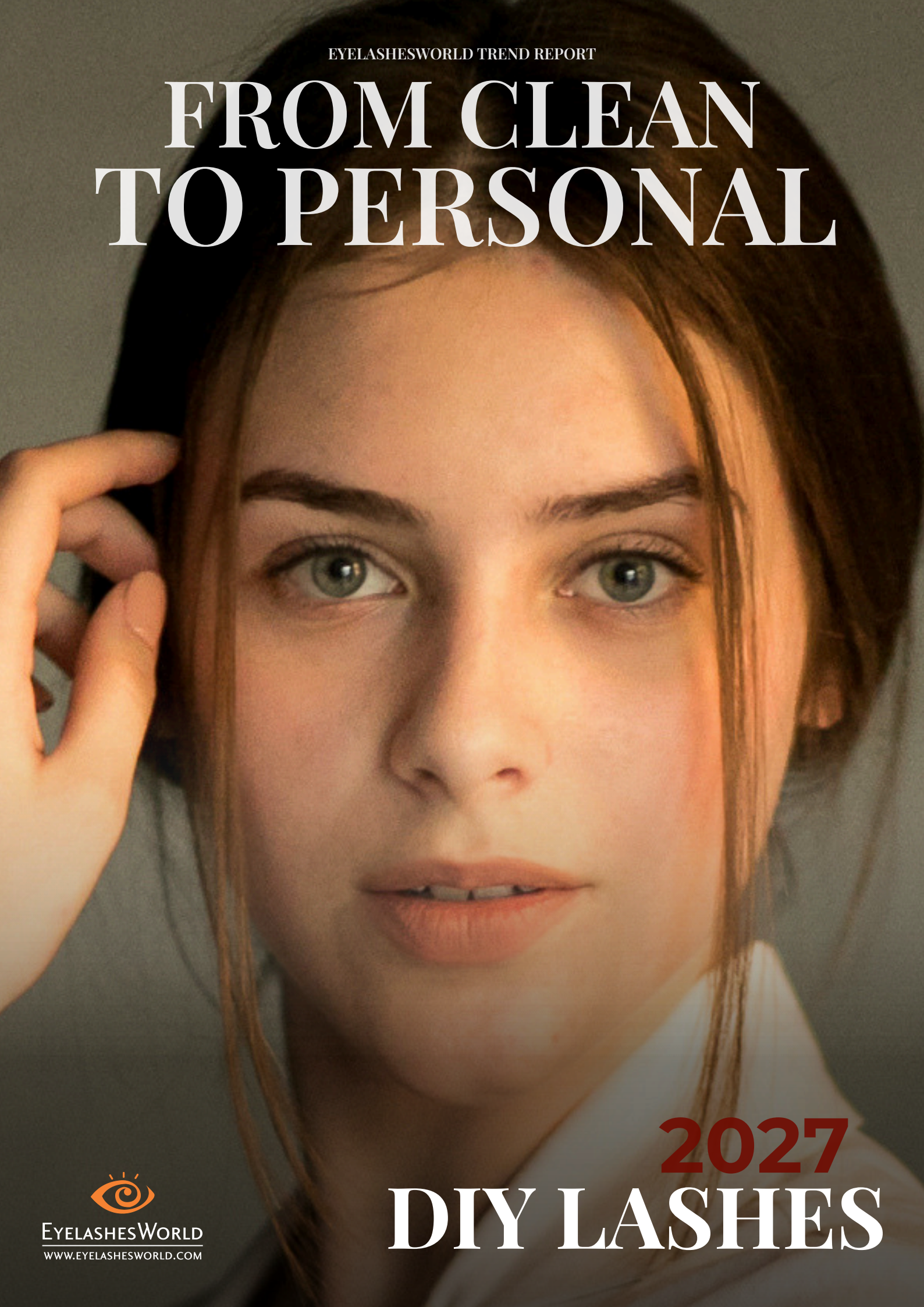


EYELASHESWORLD TREND REPORT

FROM CLEAN TO PERSONAL

2027 DIY LASHES

EyelashesWorld
WWW.EYELASHESWORLD.COM

From the Editor

Beauty in 2027 is becoming more personal. Not defined by a single ideal, but by the freedom to create a look that feels right for the moment.

Across beauty culture, consumer behavior, and the evolving lash market, a new approach is taking shape: products designed not simply to deliver one finished look, but to offer more ways to wear, adapt, and express.

This is the rise of personalized eye looks where versatility, individuality, and creative control become increasingly important to how lashes are designed, experienced, and valued.



Profita
LashLetter Editor

2026: The Year Lashes Became More Personal



The lash industry in 2026 was shaped less by one dominant aesthetic and more by a growing demand for flexibility. Consumers continued to look for natural and wearable lashes, but the way they achieved those looks became increasingly personal. Instead of relying only on a complete strip lash, more consumers explored clusters, wispy designs, softer colors, and different ways of building definition around the eye.

DIY clusters became particularly important in this shift. They gave consumers greater control over length, placement, density, and overall mapping, while styles such as natural wisps, brown lashes, manga-inspired shapes, and spiky designs expanded the definition of what a wearable lash could look like. The result was a broader understanding of natural beauty: less about achieving one universally accepted look and more about finding a version that suits the individual.

This development points to a larger change that will continue into 2027. Lashes are moving from finished beauty products toward customizable beauty tools. The product is no longer responsible for defining the entire look on its own. Increasingly, the consumer becomes part of the design process.

From Clean to Personal



> *For several years, the clean-girl aesthetic gave beauty a clear visual direction: soft makeup, natural-looking skin, subtle lashes, and effortless enhancement.*

In lashes, this translated into lightweight and understated styles designed to enhance rather than visibly transform the eye. But the definition of natural is becoming less fixed.

Consumers are becoming more comfortable combining subtle products with stronger details, experimenting with shape and texture, and adapting beauty products to their own preferences.

The shift is not from natural to dramatic.
It is from one definition of natural to many interpretations of it.

The 2027 Lash Consumer



Consumers are becoming more familiar with beauty choices and more confident in customizing their routines. But personalization does not mean making beauty more complicated. The strongest opportunities may come from products that provide more control without more friction.

ADAPTABILITY
A lash that works across different occasions, eye shapes, makeup styles, and levels of intensity.
EASE
More control without requiring a more complicated routine.
VALUE
A product capable of creating several results rather than only one finished look.

For brands, this creates a different product-development question:
How can one product give consumers more ways to make it their own?

Four Shifts Defining Lash Design In 2027

The next phase of lash development is not defined by one single aesthetic.

Instead, several shifts are happening at the same time.



1. Natural becomes dimensional

Softness can come through separation, irregularity, subtle spikes, texture, and carefully placed definition.

2. DIY becomes a system

DIY is moving beyond an application method. Flexible products can give consumers more control over placement, density, length, and mapping.

4. Expression moves from volume to texture

Expression can come through spikes, separation, manga-inspired textures, unusual placement and graphic details not only through density.

3. Convenience becomes part of the product

Application is increasingly part of the buying decision. Pre-glued, easy-application and beginner-friendly formats can turn usability into a product differentiator.

"For lash brands, instead of asking how to create one perfect look, product development can focus on creating systems that enable multiple looks; mixed-length trays, multi-style packs, mapping-focused kits, and different application formats can all support this direction."

The New Natural

Natural is not disappearing.
Natural is becoming more dimensional.

The next phase of natural lash design is less about making the lash disappear. A lash can remain:

- *SOFT* without looking invisible.
- *DEFINED* without looking heavy.
- *TEXTURED* without looking dramatic.
- *VISIBLE* without looking obviously false.



For brands, developing another basic natural lash may no longer be enough to create meaningful differentiation.
The opportunity lies in understanding ***what makes natural feel distinct*** through structure, texture, material, color, or application.

Texture Becomes a Design Language

Texture is no longer simply a styling detail. It can determine how individual fibers separate, how the lash catches light, how dense it appears, and how strongly it defines the eye lie:

- WISPY
- WET-LOOK
- SPIKY
- FEATHERED
- LAYERED
- PIECEY

In 2027, texture can become a meaningful point of product differentiation. The question is no longer simply:
"How much volume?"

It becomes:

"What kind of texture creates the desired effect?"



Material Matters More



As lash design becomes more sophisticated, material is becoming increasingly connected to the consumer experience. Fiber type, softness, weight, finish, shape retention, and band flexibility can all influence how a lash looks and performs.

This is especially important because many of the emerging aesthetic directions require specific material characteristics. A soft and lightweight fiber can support an airy, natural appearance, while a more structured fiber may be better suited to defined or spiky designs. A matte or semi-matte finish can contribute to a softer visual effect, while band flexibility can influence both comfort and ease of application.

In other words, the future of lash design will not be determined by style alone. Material will help define what that style can become.

Beyond Black



Brown has already demonstrated its ability to offer a softer interpretation of traditional lash definition. In 2027, the broader opportunity may lie in creating a more nuanced spectrum between black and color.

Soft black, brown-black, warm brown, and selective color accents can give consumers different ways to control the intensity and personality of their look.

For brands, this suggests that color expansion may work best when it is connected to use and personalization rather than novelty alone. Instead of creating color simply because it is visually interesting, brands can consider how each shade changes the perceived softness, definition, mood, or versatility of the lash.

Designing for the DIY

One Lash, More Than One Look



Personalization is changing what consumers expect from beauty products. Instead of one SKU delivering one finished look, flexibility can become part of the value.

A multi-length cluster tray can create a softer everyday look with shorter pieces, or a more lifted and expressive effect through different lengths and placement.

The question is no longer how many lash designs a consumer needs. It is how many looks one well-designed product can create.

77%

of DIY beauty users seek efficacy from at-home beauty products.

Source: Euromonitor International, Voice of the Consumer: Beauty Survey 2025.

WHAT IT SIGNALS

DIY is moving beyond convenience. Consumers are looking for products that give them control while still delivering visible results.

FOR BRANDS

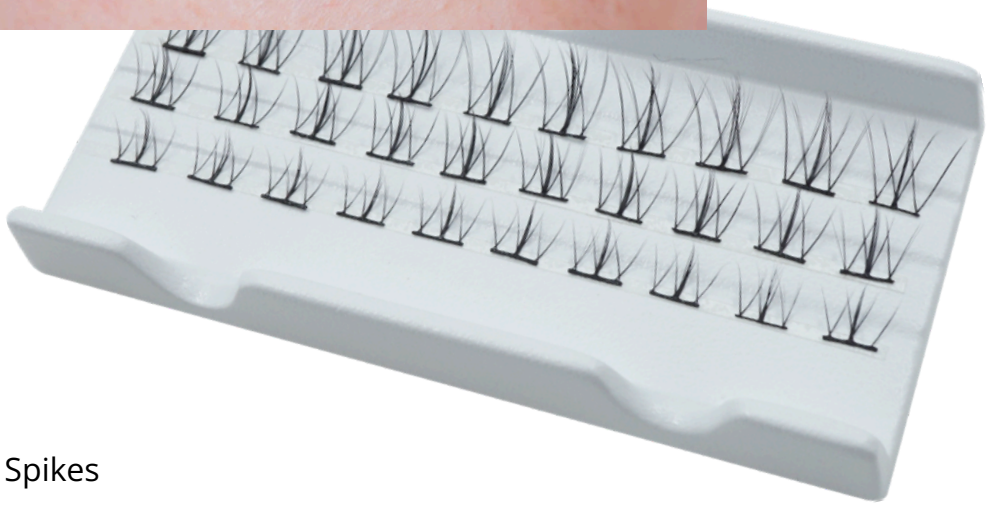
Mixed lengths, multiple styles, and flexible mapping can turn one product into a more versatile beauty tool — creating more possibilities without adding a separate SKU for every look.

DIY Cluster, Reimagined for 2027

DIY clusters evolve in 2027 from an application format into a tool for personalized eye looks. Mixed lengths, flexible placement, and varied textures give consumers more control over the final effect from barely-there definition to more expressive, customized looks.





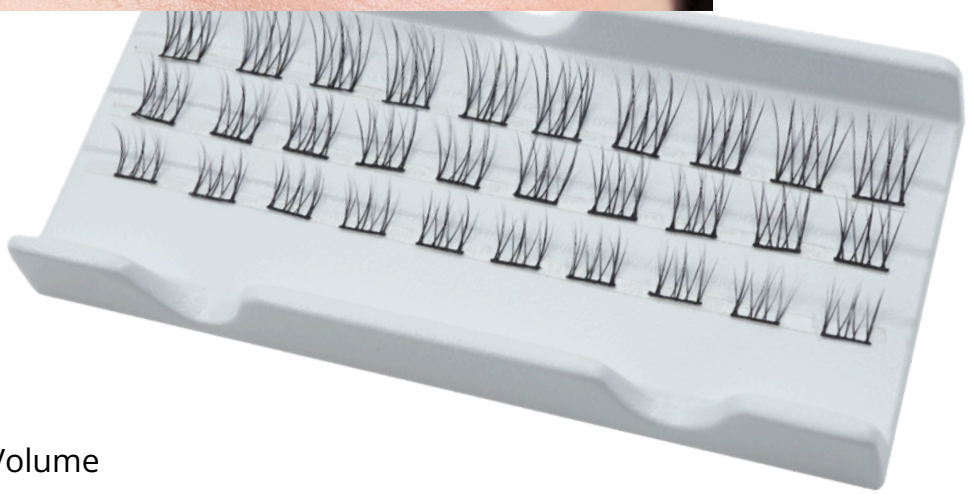


Lift

- Style: Wispy Spikes
- Look Effect: Natural Eye-Opening & Wispy Doll Lift

A directional lash effect that visually stretches the eye while guiding the gaze upward. Length builds gradually toward the outer eye, creating an elongated silhouette with a soft sense of lift. The result feels defined and directional without becoming overly dramatic.



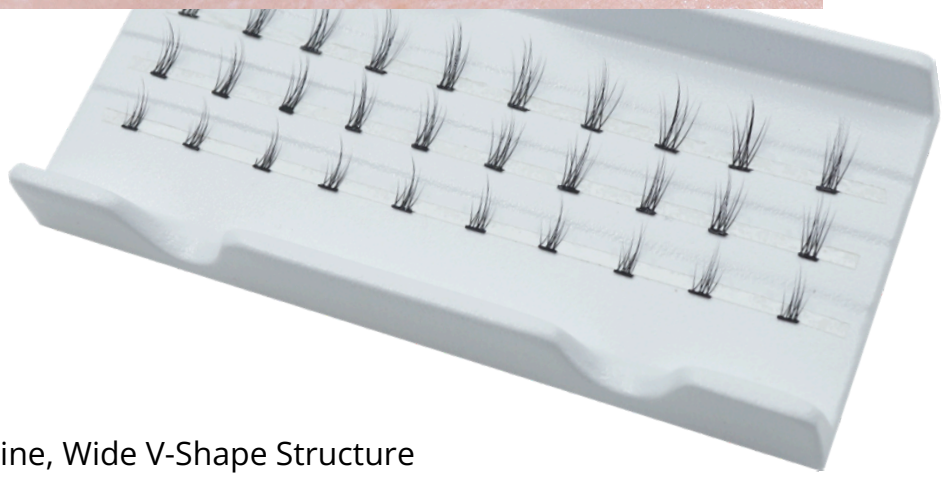


Define

- Style: Defined Volume
- Look Effect: Natural lash line definition, Instant fullness

A more structured approach to everyday lashes, where fullness sits closer to the lash line. The added density creates a clearer frame around the eyes, while controlled length keeps the overall look wearable. The effect is polished, defined and naturally balanced.





Awake

- Style: Ultra-Fine, Wide V-Shape Structure
- Look Effect: Subtle Eye-Opening

A lighter lash effect designed to make the eyes look more open and awake. Soft length, airy separation and a gentle curl create brightness without adding visible heaviness.

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What Lash Beauty Looks Like in 2027

How 2027 defines the look, feel, and expression of lashes.

Mix & Match Lengths

Combining 8mm to 16mm for custom dimension

Custom Density & Volume

Layering Light and dense cluster as desired



Lightweight Band

Invisible band for comfortable, effortless day wear

Hybrid Curl Combination

Mixing C-curl and D-curl for tailor-made lift

Color Outlook

Black or Brown shades

Outer Corner Finish

Doll Eye or Cat Eye as desired

Inner Corner Flutter

Shorter soft cluster for seamless comfort



This is the next direction of lash beauty.

A movement shaped by personalization, versatility, and the freedom to create more than one look. In 2027, lashes are moving beyond the idea of a single finished appearance, becoming more adaptable to different occasions, techniques, identities, and individual preferences.

For brands, this shift creates a new way to think about product value. The opportunity is no longer simply to offer more lash styles, but to design products that give consumers more possibilities within each choice.

With nearly two decades of specialization in lash craftsmanship, Eyelashesworld continues to work alongside global beauty brands to translate emerging consumer needs into thoughtfully designed, future-ready lash collections.

Through innovation, craftsmanship, and a close understanding of how beauty continues to evolve, Eyelashesworld is helping shape the next chapter of lash design — one where individuality becomes the new standard, versatility becomes part of the product experience, and every lash can create more than one possibility.

Sources & Signals

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