

Are beauty shoppers trading down from prestige brands to dupes, what actually triggers the switch, and which categories are proving resistant?

Trade-down is real but partial and category-specific — and the decisive finding for this client is that the one prestige brand that publicly defended on formulation (Charlotte Tilbury) became the single most-discussed entity in the corpus (36 items, 8.6% SoV, 26.8m engagement), almost entirely as the target rather than the winner of the argument.

lifestyle

2026-06-27 → 2026-07-27

1,648

items retrieved

315

on-topic after screening

137

comments read in full

84,993words of evidence
analysed**13**

sources that qualified

EXECUTIVE SUMMARY

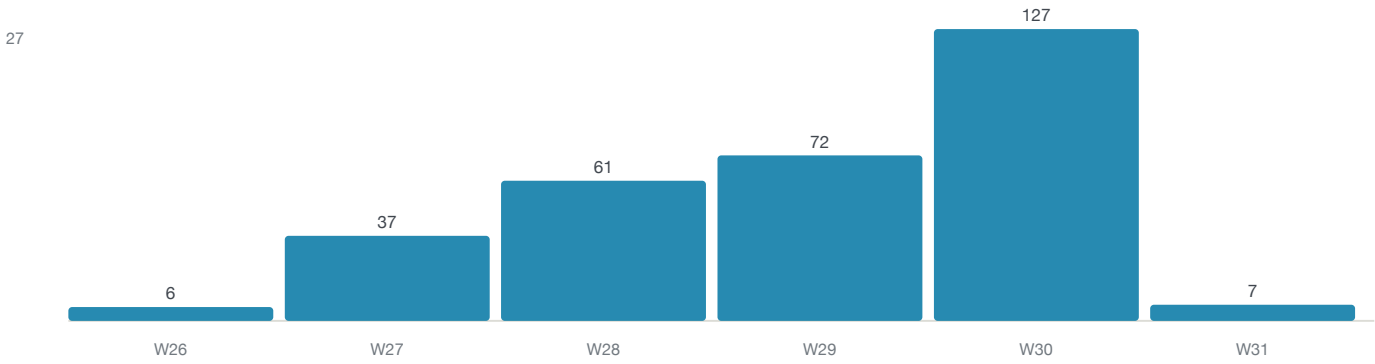
A prestige founder's anti-dupe statement — "when you dupe, you dupe the consumer" — is the dominant organising event in this corpus. It did not settle the argument; it supplied creators with a ready-made premise for side-by-side rebuttal content, some of it reaching 5–6.4m views, and escalated into a "same factory" narrative that attacked the brand's own premium claim [1, 2, 3 4, 5 6, 7, 8 9, 10, 11 12, 13 14, 15](#). Volume rose steadily from 6 items in W26 to a peak of 127 in W30, and Charlotte Tilbury carries 8.6% share of voice with 26.8m engagement — roughly 25x the next Western prestige name, Chanel — which is the arithmetic of a brand that became the story. Stance is net pro-dupe but not overwhelmingly so: 147 pro vs 48 anti and 44 mixed by item count, with anti and mixed together (7.98m + 7.82m engagement) roughly matching pro (15.36m) on weighted engagement — meaning the defence has an audience, just not the one the brand used it on.

The switch triggers are concrete and countable, not vague affordability sentiment: an explicit total-saving number stated on camera (\$527 vs \$161; \$423 vs \$135; \$93 vs \$15) [2, 16, 3](#), per-gram price math [17](#), an ingredient-list first-five comparison [18](#), a viral side-by-side [1, 2, 3 12, 13](#), and — importantly for retail planning — restock failure and discontinuation, which push loyal buyers into the dupe funnel without any price argument at all [19, 20 21, 22 23](#).

Resistance is real in three places. Fragrance holds premium best (prestige fragrance 8% CAGR 2019–25 vs 1% for prestige makeup, per industry data cited on LinkedIn) [24](#), and engaged fragrance buyers keep niche, designer and clone tiers as separate collecting categories rather than substituting [25](#). Premium skincare "holy grail" items generate loyalty content on Xiaohongshu with no dupe framing at all [26, 27, 28](#). And a prestige segment buys for experience, packaging and status, immune to a performance argument in either direction [29](#). Conversely, high-frequency-repurchase colour cosmetics are the most exposed — a single Chanel lip shade (154) is a recurring named píngtì target in China precisely because of repeat-cost pain [30, 31](#).

China is a different economy, not a translation. On Xiaohongshu 平替 is a neutral shopping-method tag applied across beauty, apparel, lamps and car diffusers [32, 33, 34 35, 36, 37 38, 39](#), with explicit yuan price ratios stated openly [40, 41 42, 43](#) and student entry-level sets at ¥80–¥220 framed as the default, not a downgrade [44, 45, 46](#). Crucially, a domestic anti-平替 counter-narrative already exists and is native — "平替才是最大的智商税" — which means a prestige brand in China can borrow existing local scepticism rather than import Western dupe-shaming [47, 48, 49 50, 51 52](#).

VOLUME OVER THE WINDOW



Items per ISO week across the 30-day window. 5 items carried no parseable date and are excluded.

The Charlotte Tilbury case: what happens when a prestige brand defends on formulation in public

HIGH CONFIDENCE

This corpus is, numerically, a Charlotte Tilbury corpus. She appears in 36 distinct items (8.6% share of voice) with 26,781,552 engagement — the highest of any entity by a wide margin, and roughly 25x Chanel's 1,082,804 across 8 items. That volume is not brand advocacy. It is the footprint of a backlash.

The sequence is well evidenced across independent platforms. In a BBC News interview Tilbury said "When you dupe, you dupe the consumer," arguing dupes lack "the quality and formula" and "amazing performance" of the original ^{53, 54, 15 55, 56, 57}. She explicitly rejected a price response — "if I could do them for those prices, I would" ^{4, 5}. Within days, creators adopted the quote as the *opening line* of their own comparison videos: "So obviously, we have to put that to the test" ^{12, 13}, "try, baby, try... it's on" ^{1, 2, 3}. At least five separate creators across TikTok, YouTube, Instagram and X are documented framing full-face dupe content directly around the quote ^{1, 2, 3 12, 13 58 14, 15}.

The escalation is the part that should worry a marketer. Creator Nina Pool used public US bill-of-lading records to argue Charlotte Tilbury's Lip Cheat liner shares a manufacturer (Schwan/Swan) with KIKO Milano's liner, concluding the brand is "tweaking these products just a little bit and then tagging on the extra \$30 or \$40" ^{6, 7, 8 9, 10, 11 14, 15}. One video on that claim carries over 6.4m views and 15,548 comments ^{9, 10, 11}; another reached almost 6m ^{4, 5}. A formulation defence invited a manufacturing audit — and the audit, whatever its merits, became the more shareable artefact.

Secondary damage followed. Pre-existing product complaints (crumbling products, Flawless Filter breakouts, fragrance objections from Mikayla Nogueira) that had been scattered were consolidated into the single narrative once the founder's comments went viral ⁶. And a Reddit thread reframed the brand's whole tier as "mid-range luxury... mildly better or average formulas in gold plastic packaging pretending to be luxury" ^{55, 56, 57}.

Inference (labelled): the causal chain here is well documented, but we cannot show sales impact. What we can show is that the *messaging strategy under evaluation by this client has already been run as a live experiment by a comparable brand, and it amplified rather than contained the conversation* ^{9, 10, 11 58}.

What actually triggers the switch: five mechanisms, each with a countable signature HIGH CONFIDENCE

The evidence supports five distinct triggers rather than one generalised price sensitivity.

1. The stated total-saving number. Creators do not say "cheaper" — they state an arithmetic total on camera. \$527 prestige vs \$161 dupe ("you're saving \$366") ^{2,16,3}; \$423 vs \$135 ^{2,16,3}; a Pillow Talk lip combo at "\$93" vs "under \$15" ^{2,16,3}; \$94 vs \$322 ^{59,60}. The extracted figures layer corroborates the price band that recurs: \$10 (7 items), \$30 (6), \$13 (5), \$12 (5), \$40 (5), \$15 (4), \$60 (4), \$44 (2). The dupe totals sit at roughly 25–35% of the prestige total ^{2,16,3}.

2. Per-unit math. A creator with near a million views computed cost-per-gram — Chanel cream bronzer at ~\$2/g vs No.7 at 52 cents/g — as the explicit justification for trying the swap ¹⁷. This is a more durable argument than headline price because it survives size-differential rebuttals.

3. The ingredient-list comparison. A YouTube explainer instructs viewers to "read the first five ingredients of each. If the first five line up... you are holding two versions of one formula," and sorts the market into "engineering" (patented delivery systems, well-made tools — worth a premium) versus "theater" (celebrity, scent, heavy compact) ¹⁸. On Xiaohongshu the same logic appears as personal-finance advice: ¥590/30ml prestige serum vs ¥89/30ml niacinamide, saving ¥501, with an explicit ingredient rationale ⁶¹.

4. The viral side-by-side. Documented above — the Tilbury quote itself acted as the trigger event ^{1,2,3,12,13}.

5. Restock failure and discontinuation. This trigger is under-appreciated and requires no price argument. Rare Beauty's Lip Soufflé going out of stock across Europe ("even Sephora removed the product card") and the Tinted Moisturizer being discontinued both generated "what's a dupe" threads ^{19,20}; a Fenty Pro Filt'r powder user called it an "all-time favourite" and went hunting after official discontinuation ²³; a discontinued fragrance produced the same behaviour ^{21,22}; even slow shipping from an original brand sent a Xiaohongshu buyer to a ¥278 substitute ^{38,39}. Commenters in these threads report *having already switched and stayed* ^{19,20}.

Inference (labelled): trigger 5 is the only one that converts a loyal, price-insensitive prestige customer into a dupe-funnel participant. It is also the only one entirely within the client's operational control.

Which categories are holding — and why the reasons differ

HIGH CONFIDENCE

Fragrance holds best, but for structural not formulation reasons. Industry data cited on LinkedIn puts prestige fragrance at 8% CAGR 2019–2025 versus prestige skincare at 2% and prestige makeup at 1% (prestige haircare 9%), attributed to fragrance functioning as an "affordable luxury" — a \$100–\$300 indulgence people keep when they defer a handbag ²⁴. Engaged buyers on r/fragrance maintain a *three-tier collection* — niche, designer, and cheapie/clone — as distinct budget categories rather than substituting one for another, with several stating outright loyalty ("No matter what else I try, I'll always come back to them"; a buyer declining a dupe for a \$250 Creed because they can afford the original) ²⁵. There is also a widely repeated craft argument that dupes concentrate budget on top notes and skimp on base notes, corroborated by a Xiaohongshu buyer reporting her píngtì was similar but "faint" ^{62, 63}.

But fragrance is not safe. An entire open clone-house economy operates on TikTok — Velixir, Riffs, Paris Corner, Ostaf, Onfar, Ashm, Al Haramain, Arabiyat Prestige — with 1:1 mapping videos drawing six-figure views and creators claiming the dupe *outperforms* the original on longevity, which is a performance trigger, not a price one ^{64, 65}. In the UK, Zara and M&S are named across Grazia and Who What Wear as mainstream fighter-brand fragrance retailers, with TikTok-sourced comparisons feeding straight into retail press ^{66, 67, 68}. And the premium justification is being eroded from a different angle: r/fragrance commenters argue "niche is a business model not a type of fragrance," naming Le Labo, Creed, Byredo, Parfums de Marly and Xerjoff as corporate-owned despite artisanal branding ⁶⁹.

Premium skincare holy-grails hold in China. SK-II Facial Treatment Essence and Chanel's premium serum line generate loyalty and ingredient-mythology content on Xiaohongshu with *no dupe framing at all* — the SK-II discussion is about authenticity of channel (Japan counter vs Tmall), not whether to buy cheaper ^{26, 27, 28}. Note the asymmetry: the anxiety has migrated from "is there a dupe?" to "is mine real?"

Unique shade ranges hold, formulas do not. Even the Reddit thread that dismissed "undupeable" claims as "marketing nonsense" carved out an exception for genuinely unique shade ranges — Lisa Eldridge and Pat McGrath were named, with olive foundations and true cool/neutral undertones cited as gaps competitors are not filling ²⁹. Fenty's 2017 40-shade launch is the canonical proof that closing a real representation gap wins share without discounting — it forced industry-wide shade expansion within months ⁷⁰.

Most exposed: high-frequency-repurchase colour cosmetics. Chanel shade 154 is a recurring named píngtì target on Xiaohongshu specifically because of repeat-cost pain ("天天涂真

肉疼" — it hurts to wear it every day), with KIKO 103 and Mooekiss Do2 named as matches ^{30,31}. Complexion and wand products are the other soft spot: MCoBeauty's contour wand at \$15 vs Charlotte Tilbury's \$44, and highlighter at \$12 vs \$44 ^{2,1}.

China: 平替 is a shopping method, and it already has its own critics HIGH CONFIDENCE

Xiaohongshu is the single largest community in this corpus (81 items, 31,516 engagement), with Zhihu (31), Douyin (15) and WeChat (8) behind it — Chinese platforms account for the plurality of evidence collected.

平替 is a neutral category tag, not a transgression. It is applied identically to a Chanel-adjacent shampoo, a Mao Geping blush request, a face cream and a carnelian necklace, under the hashtag #大牌平替, in a tone of enthusiastic discovery rather than defensive justification ^{32, 33, 34}. It extends well outside beauty: linen trousers, sun-protection clothing, desk lamps, XPeng car diffuser refills ("85% scent similarity to the original factory"), even design software ^{35, 36, 37, 38, 39}. Price ratios are stated openly and without embarrassment — a ¥29.9 Miniso "Armani perfume 平替" post simply notes the original is ~¥920 on Taobao ^{40, 41}; a Zhihu student on a ¥1,200/month allowance describes getting a 400–500 RMB scent for just over 100 RMB ^{42, 43}.

It is the default entry script for students. Complete beginner makeup sets are advertised at ¥80, ¥100, ¥200 and ¥220 under #人生第一套化妆品 and #学生党 — framed as smart, not as rebellion ^{44, 45, 46}. Any prestige brand recruiting this cohort with anti-dupe language is misreading the register entirely.

The rhetorical mode is personal finance, not brand callout. A WeChat post — "月薪8千的我，靠这7个平替半年省下3万" (on an ¥8,000 salary I saved ¥30,000 in six months) — presents swaps as an ROI table with named prices and ingredient rationales ⁶¹. Compare this to the US mode, where the same behaviour is staged as a confrontation with a named founder ^{1, 2, 3, 59, 60}.

This is the structural difference the brief asked us to isolate, and the evidence supports it.

But a native counter-narrative already exists — and this is the strategic opening. Xiaohongshu carries an explicit anti-平替 genre: "平替才是最大的智商税" (dupes are the biggest IQ-tax), "平替才是钱包刺客" (dupes are the real wallet assassin), "平替真的不省钱啊家人们" (dupes really don't save money), with the buy-less-buy-better argument stated plainly: "买少点，买好点，少即是多" ^{47, 48, 49}. Douyin echoes it: "千万别买大牌平替！...其实都是智商税" ^{50, 51}. A WeChat cautionary post describes a rash from a blogger-endorsed "ingredient-identical" serum ⁵². A WeChat explainer teaches a three-point vetting method — ingredients, specs, reputation — because some 平替 are same-factory and some are packaging lookalikes ^{71, 72}.

Most usefully, Quince is documented on Zhihu as a Western brand deliberately marketing *against* the cheap-平替 frame — using A-grade Mongolian cashmere and mulberry silk to eliminate "平替

羞耻感" (dupe-shame) rather than embracing budget positioning ^{71,72}. Note the tension in our own evidence: Quince is elsewhere the defendant in UGG and Yeti IP suits ^{73,74}. It is playing both sides of the frame in different markets.

Caveat on weight: Xiaohongshu's 81 items carry only 31,516 total engagement versus TikTok's 62 items at 27m views. The Chinese conversation is broad and routine; it is not viral in the way the Western one is. Treat it as a description of normal behaviour, not of a spike.

Who the competitive set actually is: e.l.f. and MCoBeauty are the named challengers HIGH CONFIDENCE

If the client models a fighter tier, these are the brands it will be benchmarked against — and both are already operating at scale.

e.l.f. is the default reference point creators reach for. It appears in the corpus at 3 items / 1,053,428 engagement, but its role is disproportionate to its item count. Independent posts name e.l.f. Camo Liquid Blush as a Rare Beauty dupe ("in my opinion it's better than that"), e.l.f. Muted Mauve as a "\$10 RHODE DUPE," and Camo bronzer/blush as "literally a dupe for rare beauty" at \$8 ^{75,76,58}. Crucially, a single TikTok with 808k views and 68.5k likes presents e.l.f. as executing a *coordinated multi-brand drop* at Target — named alternatives to Tatcha's serum stick, Tower 28 hypochlorous spray (\$13 for 100ml), Makeup by Mario stick bronzer, a Giorgio Armani quad setting powder and Huda Beauty/Summer Fridays lip stains, all in one video ⁷⁷. That is a systematic dupe operation, not opportunism.

MCoBeauty holds the "dupe of record" slot against Charlotte Tilbury. It appears twice in the entity list (MCo Beauty: 4 items / 5,979,119 engagement; MCoBeauty: 4 items / 189,001) — the higher engagement figure is second only to Charlotte Tilbury herself. A YouTube creator states MCoBeauty "copy Charlotte Tilbury like straight from the packaging," pricing wand dupes at \$15 vs \$44 and \$12 vs \$44 ^{2,1}. Multiple UK/US creators ran MCoBeauty side-by-sides in the same week, including against Rhode ^{78,79,80}.

KIKO Milano entered via the manufacturer story rather than by marketing itself (4 items on Xiaohongshu as KIKO, 3 items / 160,231 engagement as KIKO Milano) — its liner at \$7.99 vs Tilbury's \$22 became the comparison the internet ran ^{55,56,57,6,7,8}.

There is a price floor on credibility. When MCoBeauty priced its All Dayer setting spray at ~\$20 — near parity with the original and nearly double its own other sprays — a creator called it a betrayal: "the whole point of a dupe is for it to be cheap... it is cheap to copy, it is expensive to innovate" ⁸¹. **Inference:** a prestige-owned fighter brand priced at a modest discount would likely be read as cynical rather than generous. The observed credible gap is roughly 3–4x ^{2,12,16,3}.

Where dupe buyers come back, and who never leaves MEDIUM CONFIDENCE

Trade-down is not one-way, and three distinct return paths appear in the evidence.

The never-leavers. A widely-upvoted Reddit comment separates motive from performance entirely: "People buy luxury products for ✨ the experience ✨, status symbol reasons, the packaging" — and states this group "will continue to buy that product without the fomo inducing campaign" ²⁹. A second commenter argues the market may bifurcate rather than migrate: "the only people buying both the expensive and dupe brands are influencers. Most people can only afford the \$10 version because it's the dupe or nothing per their budget" ²⁹. **Inference:** if true, much of the dupe audience was never a convertible prestige customer, and defensive messaging aimed at them is spend with no addressable market.

Return via the admitted gap. Creators themselves rarely claim full equivalence. A Chinese-language YouTube comparison lands at "90% of the effect" and "almost 85% similar," explicitly naming what differs — fragrance, texture thickness, packaging — and closing with "drugstore products, honestly, you really need to pick carefully" ⁸². Even the ingredient-list explainer exempts "a truly well-engineered luxury complexion brush or a foundation built on a real, patented, peer-reviewed delivery system" as "worth a premium" ¹⁸. A dupe buyer who spends 60 seconds explaining the missing 10–15% is doing the client's segmentation work.

Return via disappointment and risk. Xiaohongshu carries "贪便宜买了平替" posts tagged "便宜没好货" ^{47, 48, 49}; a WeChat account of a rash from a dupe serum ⁵²; and a distinct counterfeit/reseller anxiety separate from dupes altogether — warnings against resellers selling "fake or second hand" at doubled prices ^{83, 84}, and Xiaohongshu users asking the community to authenticate YSL and Diptyque bought via 海淘 and resale ^{85, 86}. On the Western side, r/SkincareAddiction users actively dismantled a "CeraVe dupes Paula's Choice" framing on formulation grounds — "This is not a dupe. They may seem similar, but they are very different" ⁸⁷.

Sceptic's caveat, stated plainly: per the client brief, all creator comparison content in this report is treated as *opinion*, not testing data. Nothing here establishes that any dupe does or does not perform equivalently. What it establishes is what consumers believe and say.

The counter-backlash is real but small, and legal defence looks unreliable

MEDIUM CONFIDENCE

There is a pro-prestige constituency, and it is under-served. The stance split shows 48 anti-dupe and 44 mixed items against 147 pro — but weighted by engagement the picture is much closer: pro 15.36m versus anti 7.98m plus mixed 7.82m. The dissenting audience is roughly the same order of magnitude as the pro one. A creator tagging Charlotte Tilbury argued "a dupe existing does not suddenly make the original product trash" and that "many of these prestige products were once praised, promoted, and made viral by the same creator community now tearing them down" ^{88, 89}. Another acknowledged "CT was defending her own brand" ^{88, 89}.

Inference: the defence has a natural audience — but it was delivered by the founder as a rebuke to consumers, rather than by advocates as a permission structure for people who still want to buy prestige. Those are very different products.

Litigation is not a deterrent. Quince faced IP and trademark disputes with Yeti and Deckers/UGG; in the Deckers case a jury *invalidated* Deckers' patent on the UGG boot design ^{73, 74}. TikTok discourse read the outcome as validation — "Dupe culture ain't dying anytime soon. Case in point: UGG x Quince" ^{73, 74}. A loss generates favourable press for the dupe side.

Retail-level differentiation does work. Mecca reports ~19% Australian market share against Sephora's ~4%, built on exclusivity (70–80% of its brands available nowhere else locally) and a 4.3m-member loyalty programme that runs "without ever having a sale" — and it names "the explosion of dupe culture" as an explicit strategic threat, not a fringe one ⁹⁰. This is a live proof that margin can be defended by differentiation rather than discount, *contingent on genuine exclusivity*.

And a lower price tier can be reframed entirely. BCG research cited on LinkedIn finds 60% of teens already buy prestige, 70% of parents buy prestige for teens, and prestige-buying teens spend 2.6x more on beauty than mass-only buyers — recasting a cheaper SKU as funnel-building rather than as a concession to dupe pressure ⁹¹. Note this is a single LinkedIn post citing a WWD interview; methodology is not visible.

Timing and where the conversation actually lives HIGH CONFIDENCE

The conversation is event-driven, not a steady drift. Weekly volume runs 6 (W26) → 37 → 61 → 72 → 127 (W30) → 7 (W31), a more-than-20x rise across five weeks peaking in W30 before collapsing. The W31 figure of 7 is almost certainly a truncated collection window rather than a genuine crash, so treat it with caution. The peak coincides with the Charlotte Tilbury backlash cycle documented above [1](#), [2](#), [3](#) [4](#), [5](#) [9](#), [10](#), [11](#) [14](#), [15](#).

Platform-wise, the evidence base is Xiaohongshu-heavy by item count (81) but TikTok-dominant by reach (62 items, 27,075,451 views, 2.82m likes, 103,842 shares). Reddit is small in volume (18 items) but is where the *argument* happens — it is the only source with meaningful comment depth read (137 comments), and it produced the most analytically useful material: the "undupeable is marketing nonsense" thread [29](#), the status-vs-performance segmentation [29](#), the fragrance three-tier structure [25](#), and the restock-trigger threads [19](#), [20](#). Web/press (37 items) amplifies TikTok claims into mainstream coverage, as Grazia and Who What Wear did for Zara fragrance dupes [66](#), [67](#), [68](#) and Marie Claire UK did for the Tilbury story [55](#), [56](#), [57](#).

Practical read: TikTok sets the narrative, Reddit stress-tests it, press launders it into legitimacy, and Xiaohongshu runs a parallel economy that barely references the Western fight at all — the one Xiaohongshu item covering the Tilbury interview is a repost, not a native controversy [53](#), [54](#), [15](#).

A final texture note: dupe hashtags function as a permanent discovery/SEO layer, not just a viral event. Posts with 104–214 views still use #beautyblenderdupe and #dupes as standard tagging [92](#), [93](#), [94](#). The format is a low-barrier content template — meaning it persists between spikes and will re-trigger on any brand statement that offers a premise.

IMPLICATIONS

1 **Do not repeat the Charlotte Tilbury manoeuvre: prohibit founder- or brand-level statements that assert dupes deceive or underperform consumers.** HIGH

This exact language has already been run as a live experiment. "When you dupe, you dupe the consumer" did not defend the premium — it handed creators a premise, produced videos at 5–6.4m views structured explicitly around rebutting it, and escalated into a shared-manufacturer narrative (Schwan/KIKO) that attacked the price premium directly [1, 2, 3 4, 5 6, 7, 8 9, 10, 11 12, 13 14, 15](#). It also consolidated pre-existing scattered quality complaints into one story [6](#). The resulting share of voice — 36 items, 8.6%, 26.8m engagement — is the footprint of being the target. Any variant of "our formula cannot be copied" invites a supply-chain audit the brand cannot win in a 60-second format, and reinforces the "you're overcharging" frame already circulating [59, 60](#). If ignored: the brand becomes the next case study and its own defence becomes the hook.

2 **Defend on the specific 10–15% gap creators already concede — texture refinement, fragrance, wear-time, applicator engineering — and make it verifiable, never on the claim that no similarity exists.** HIGH

Creators self-report dupes at "85–90% similarity" and voluntarily name what differs: fragrance, texture thickness, packaging [82](#). The most technically credible dupe explainer explicitly exempts "a foundation built on a real, patented, peer-reviewed delivery system" and well-engineered tools as legitimately premium, while dismissing celebrity, scent and heavy compacts as "theater" [18](#). Reddit's verdict on "undupeable" marketing is that it is "marketing nonsense" — but the same thread concedes genuinely unique shade ranges (Lisa Eldridge, Pat McGrath; olive foundations, true cool undertones) [29](#). Fenty proved a real product gap wins share without discounting [70](#). So: claim the specific, demonstrable, technical difference; abandon the categorical claim. Channel: long-form YouTube and creator partnerships where a claim can be shown, not a 15-second brand statement. If ignored: the brand pays for a premium it cannot articulate in the vocabulary consumers now use.

3 Fix supply and lifecycle discipline before touching pricing: guarantee restock on hero SKUs, and give any discontinuation or reformulation a 6-month managed off-ramp with a named in-house successor. HIGH

Restock failure and discontinuation are the only triggers that convert genuinely loyal, price-insensitive customers into dupe-hunters — no price argument required. Rare Beauty's Lip Soufflé stockout across Europe ("even Sephora removed the product card") and its Tinted Moisturizer discontinuation both spawned "what's a dupe" threads, with a commenter reporting she had already switched to Milk Hydrogrip and stayed ^{19, 20}. A Fenty Pro Filt'r powder loyalist called it an "all-time favourite" and went hunting only after official discontinuation, with commenters concluding no exact replacement exists ²³. A discontinued fragrance produced identical behaviour ^{21, 22}; in China, mere slow shipping sent a buyer to a ¥278 substitute ^{38, 39}. This is the cheapest, highest-certainty intervention available and it is entirely within operational control. If ignored: the brand funds its competitors' acquisition through its own out-of-stocks.

4 In China, do not import Western anti-dupe language — instead run a 'do your homework' value message that borrows the native 智商税 counter-narrative, and give students an official low-tier entry point rather than a rebuke. HIGH

On Xiaohongshu 平替 is a neutral shopping-method tag used across beauty, apparel, lamps and car diffusers, with prices stated openly (¥29.9 vs ¥920) and no defensiveness ^{32, 33, 34 35, 36, 37 38, 39 40, 41 42, 43}. Western dupe-shaming would read as bizarre and hostile. But a domestic sceptic genre already exists and is native: "平替才是最大的智商税," "平替才是钱包刺客," "买少点, 买好点" ^{47, 48, 49 50, 51}, plus cautionary WeChat accounts ⁵² and an existing three-point vetting method — ingredients, specs, reputation — that consumers are already told to apply ^{71, 72}. Quince is documented on Zhihu deliberately marketing against "平替羞耻感" by refusing material compromise ^{71, 72}. Separately, ¥80–¥220 student starter sets are the default entry script ^{44, 45, 46}, and BCG data suggests early prestige exposure produces 2.6x lifetime beauty spend ⁹¹. Channel: Xiaohongshu comparison-format posts and WeChat long-form, in the personal-finance register the platform already uses ⁶¹. If ignored: the brand is absent from the moment of first purchase and arrives after the habit is set.

5 If launching a lower tier, price it at 3–4x below the hero SKU or not at all, market it as a teen/entry funnel rather than as a dupe response, and keep it off the hero franchise's name. MEDIUM

The credible dupe gap observed in this corpus is roughly 3–4x: MCoBeauty \$15 vs Tilbury \$44 and \$12 vs \$44 ^{2,1}; full-face dupe totals at 25–35% of prestige totals ^{2,16,3}. When MCoBeauty priced a setting spray at ~\$20, near parity with the original, a creator called it out — "the whole point of a dupe is for it to be cheap... it is cheap to copy, it is expensive to innovate" ⁸¹. A modest 20–30% prestige discount would be read as cynical and would validate the "you were always overcharging" frame ^{59,60}. Conversely, BCG data reframes a cheaper SKU as funnel-building — 60% of teens already buy prestige, 70% of parents buy it for them, prestige-buying teens spend 2.6x more overall ⁹¹. Also note the segment argument that much of the dupe audience is budget-locked and was never convertible ²⁹. If ignored: a half-priced tier cannibalises the hero and proves the critics' pricing thesis simultaneously.

6 Treat fragrance and premium skincare as premium-defensible and shift discretionary marketing spend there, while accepting margin pressure on high-frequency-repurchase colour SKUs — and build a per-use value message for those specifically. MEDIUM

Prestige fragrance grew at 8% CAGR 2019–25 versus 1% for prestige makeup ²⁴; fragrance hobbyists keep niche, designer and clone as separate tiers rather than substituting ²⁵; and premium skincare holy-grails (SK-II, Chanel serum) generate loyalty content on Xiaohongshu with no dupe framing at all ^{26,27,28}. By contrast, a single Chanel lip shade (154) is a recurring named píngtì target precisely because of repeat-purchase pain — "天天涂真肉疼" ^{30,31} — and the switch math is now per-unit (\$2/g vs 52c/g) ¹⁷. The right response to repeat-cost pain is a value construction — refills, larger formats, loyalty replenishment — not a formulation argument. Caveat: fragrance is not immune; an open clone-house economy (Velixir, Riffs, Paris Corner et al.) claims performance superiority, and Zara/M&S are legitimised by UK press ^{64,65,66,67,68}, while "niche" as a premium justification is eroding on ownership-transparency grounds ⁶⁹. If ignored: spend is defended where it cannot be won and withheld where it could be.

7 Do not lead with IP litigation, and do not fund creator campaigns that shame dupe buyers; instead resource the existing pro-prestige constituency with permission-to-buy language delivered by third parties. MEDIUM

Litigation reads as validation for the other side: a jury invalidated Deckers' UGG design patent against Quince, and TikTok framed the ruling as proof "dupe culture ain't dying anytime soon" ^{73, 74}. Meanwhile a genuine defender constituency exists — engagement-weighted stance is 15.36m pro against 7.98m anti plus 7.82m mixed, a much closer contest than the 147-vs-48 item count suggests — and it is articulating the right argument unprompted: "a dupe existing does not suddenly make the original product trash" ^{88, 89}, and prestige is bought for "the experience, status symbol reasons, the packaging" ²⁹. The failure mode observed is a *founder* rebuking consumers ^{53, 54, 15}; the workable version is advocates giving people permission to keep buying. Mecca's model — exclusivity, 4.3m-member loyalty, no sales ever — shows the differentiation route works at retail scale while naming dupe culture as a real threat ⁹⁰. Channel: creator partnerships and loyalty-programme comms, not brand-owned statements. If ignored: the brand's most sympathetic audience stays unarmed while its critics are highly organised.

WATCHLIST

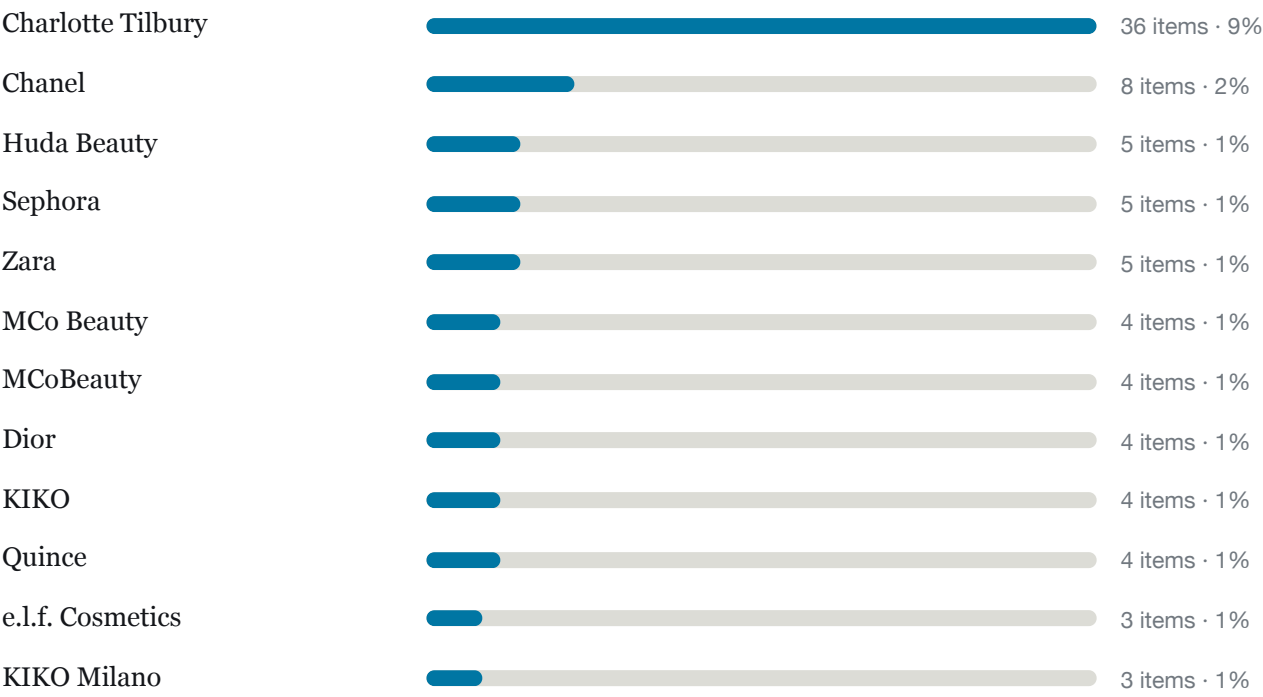
SIGNAL	WHY IT MATTERS	CONFIRMED IF
Whether the Charlotte Tilbury shared-manufacturer narrative generalises to other prestige brands	The bill-of-lading method used against Tilbury's Lip Cheat [F9][F12][F14] is repeatable against any brand with public US import records. If creators industrialise it, every prestige formulation defence becomes pre-emptively vulnerable, and the client's own supply chain becomes a communications liability.	A second and third named prestige brand receive equivalent bill-of-lading exposés from independent creators, each exceeding 1m views, within one cycle.
Prestige brands quietly launching lower-priced tiers without dupe language	BCG-cited data reframes cheaper SKUs as teen funnel-building rather than dupe defence [F58]. If competitors adopt this framing successfully, the client's window to launch a fighter tier without appearing reactive closes.	Two or more prestige houses launch sub-\$20 lines marketed explicitly on entry/teen/first-makeup positioning, with no reference to dupes or value, and creators cover them as launches rather than as capitulation.
Fragrance dupe conversation shifting from price framing to performance framing	Clone houses already claim their dupes "outperform the OG" on longevity [F15], while the craft defence rests on base-note quality [F43]. Fragrance is currently the client's most defensible category (8% CAGR vs 1% for makeup [F57]); if the argument moves to performance, that defence weakens fast.	Clone-house comparison videos majority-lead on longevity/projection claims rather than price ratio, and mainstream UK/US press repeats a performance-superiority claim as Grazia repeated scent-similarity claims [F11].
The anti-平替 '智商税' genre gaining engagement share on Xiaohongshu and Douyin	This native scepticism [F18][F39][F60] is the only credible vehicle for a prestige value message in China, since Western dupe-shaming would misread the platform register [F1][F2]. Its trajectory determines whether that message has an audience.	Anti-píngtì posts begin appearing with engagement comparable to pro-píngtì discovery posts, and the buy-less-buy-better frame is picked up by mid-tier Xiaohongshu KOLs rather than only anonymous short posts.

SIGNAL	WHY IT MATTERS	CONFIRMED IF
MCoBeauty or e.l.f. raising prices toward parity on hero dupes	Creators already policed MCoBeauty for pricing a setting spray near parity — "the whole point of a dupe is for it to be cheap" [F50]. Fighter brands migrating upward would relieve pressure on the 3–4x gap and change the client's pricing calculus [F28][F4].	Two or more flagship dupe SKUs from e.l.f. or MCoBeauty cross roughly half the prestige original's price, and creator content criticises the increase rather than ignoring it.
Stockout-driven dupe threads appearing for the client's own hero SKUs	Restock failure and discontinuation are the only triggers that convert loyal, price-insensitive buyers [F21][F42] [F51], and Reddit threads are the earliest visible symptom — typically appearing before any revenue signal.	A "dupe for [client hero SKU]" thread appears on r/MakeupAddiction, r/Sephora or r/makeupdupes citing availability rather than price, with commenters reporting they have already switched.
IP litigation outcomes being used as pro-dupe marketing content	The Deckers/UGG patent invalidation against Quince was celebrated on TikTok as proof "dupe culture ain't dying" [F47]. If this becomes a repeated pattern, legal defence carries a reputational cost the client should price in before filing.	A further prestige-versus-dupe ruling goes against the original brand and generates creator content framing it as vindication, matching the UGG/Quince reception.

THE NUMBERS

Share of voice

Distinct items mentioning each entity. Counted per item, so one prolific poster cannot dominate.



Where the conversation lives

Platform	Community	Items	Engagement	Comments Read
Xiaohongshu	xiaohongshu.com	81	31,516	0
Zhihu	Zhihu	31	14	0
Douyin	Douyin	15	18,528	0
WeChat	WeChat	8	0	0
LinkedIn	LinkedIn	4	62	0
Web	www.reddit.com	3	0	0
Reddit	MakeupAddiction	2	2,463	17
Reddit	fragrance	2	295	34

PLATFORM	COMMUNITY	ITEMS	ENGAGEMENT	COMMENTS READ
Reddit	makeupdupes	2	46	9
Reddit	PaleMUA	2	10	8
Web	36kr.com	2	0	0
Web	graziadaily.co.uk	2	0	0
Web	www.youtube.com	2	0	0
Web	www.cnblogs.com	2	0	0
Web	www.tiktok.com	2	0	0

Every figure in the corpus

Extracted mechanically from post and comment text. Repetition count is the signal: a number in one post is an anecdote, the same number in fifteen is a claim with a source worth tracing.

FIGURE	ITEMS CITING IT	PLATFORMS	CONTEXT
\$10	7	Instagram, Reddit, TikTok, X, YouTube	ce point, literally five times less, is the Catrice HD Liquid Coverage Foundation. Can you believe that? Just \$10. The Charlotte Tilbury is literally five times and then
\$30	6	Web, YouTube	ilar on the skin, do they not? I do think Charlotte Tilbury's definitely better in this category, but is it a \$30 difference? Battle of the jumbo bronzer. Now, this is a
\$13	5	Reddit, TikTok, YouTube	olution Skin Silk Glow Tint, the dupe for the Charlotte Tilbury Unreal Glow Skin Tint Stick. This retails for \$13 and the Charlotte Tilbury One \$48. I'm gonna use both of
\$12	5	Reddit, TikTok, X, YouTube	the contour wand! This is the Ulta Beauty Collection Pillow Puff Bronzing and Contour Cream. These retail for \$12. Whatever reason, this was on sale for three bucks. Char
\$40	5	Web, Reddit, Xiaohongshu, YouTube	h hundreds of millions of dollars and you're selling foundations for over \$50, lipsticks for \$40, blushes for \$40 plus, why wouldn't they buy that product? Shut your mout

FIGURE	ITEMS CITING IT	PLATFORMS	CONTEXT
\$15	4	Instagram, TikTok, YouTube	is the MCO Beauty Dupe for the flawless filter. This is the flawless glow. This product from MCO retails for \$15 and the Charlotte Tilbury version retails for 50. Also ha
100%	4	Reddit, YouTube	ou need to buy their products in order to achieve a certain type of look, which I completely disagree with. I 100% believe it's all in the technique. I'm going to show yo
\$60	4	Instagram, Reddit, TikTok, YouTube	because we are not spending \$60 on a cream bronzer 😊 what do we think besties ??? #makeup #makeupdupe #beauty #drugstoremakeup This is the
80%	4	Reddit, YouTube	uture? Absolutely. Every cosmetic product can be reverse engineered, and there is also lots of room for those 80% + profit margins to be lowered. It's all about the money
\$300	4	Web, LinkedIn, Reddit, TikTok	d: 1. Fragrance has become an affordable luxury. Consumers may delay purchasing a luxury handbag, but a \$100-\$300 fragrance still offers a sense of indulgence, identity,
\$50	3	Reddit, YouTube	ut the brand on an even larger map and it is really, really beautiful, but if you don't want to shell out the \$50 that this cost, one of my favorite alternatives is the E
90%	3	Web, X, YouTube	h is even more expensive and harder to use So it's not in today's video And I found alternatives that achieve 90% of the effect And I found alternatives that achieve 90%
\$48	3	TikTok, YouTube	upe for the Charlotte Tilbury Unreal Glow Skin Tint Stick. This retails for \$13 and the Charlotte Tilbury One \$48. I'm gonna use both of these because they essentially do
\$20	3	Instagram, X, YouTube	nger on the skin, but they perform pretty similarly. This is a definitely a phenomenal alternative, like \$13, \$20 depending on where you get it from, versus \$50. If you w
\$100	3	Web, LinkedIn, YouTube	r looks good at the end of the day. So, for \$52 I mean, that's not great, right? If you're spending half of a \$100 on a foundation, you want to make sure it at least wear

FIGURE	ITEMS CITING IT	PLATFORMS	CONTEXT
30ml	2	Web, WeChat	light">平替半年省下3万 价差是实测参考，具体看你自己渠道。① 美白精华：5%烟酰胺原液 平替 大牌精华 某大牌精华 590元/30ml，平替5%烟酰胺原液89元/30ml，省501元。判断点：核心提亮成分都是烟酰胺，大牌加了抗老矩阵，如果你只想要提亮，原液足够
\$1.25	2	Instagram, TikTok	Update on the \$1.25 dollar tree “huda dupe”! I’ve read your comments and I wanted to share more about my personal experience with
\$14	2	YouTube	'm going to say alternative because it's definitely not a dupe, but they definitely perform similar jobs. So, \$14 versus \$36. If one of the fullest coverage concealers is
\$44	2	TikTok, YouTube	retail for \$12. Whatever reason, this was on sale for three bucks. Charlotte Tilbury version. It retails for \$44. I'm using shade caramel, by the way. These are actually
\$8	2	TikTok, YouTube	What does it look like? This is literally a dupe of the Laneige Glaze Craze Tinted Lip Serum. I kid you not. \$8 girl. While we're here, they also have these super dewy Li

Stance split

STANCE	ITEMS	SHARE	ENGAGEMENT
pro	147	47%	15,357,542
na	76	24%	197,955
anti	48	15%	7,978,624
mixed	44	14%	7,820,966

WHAT THIS REPORT COULD NOT ESTABLISH

No sales, share or conversion data. This corpus is social and press conversation only. Nothing here demonstrates that any prestige brand lost revenue to dupes, or that any individual switched permanently. Claims about "trade-down" describe *stated and displayed behaviour*, not measured purchasing. The only commercial figures present are third-party and unverified: the LinkedIn CAGR figures ²⁴, the BCG teen-penetration stats cited via a LinkedIn post referencing a WWD interview ⁹¹, Mecca's self-reported share and revenue ⁹⁰, and reported (LVMH-unconfirmed) Fenty softness ⁷⁰. None were independently sourced in this corpus.

The UK is thinly covered and the US/UK boundary is blurred. UK-specific evidence rests mainly on Grazia and Who What Wear fragrance roundups ^{66,67,68}, Marie Claire UK's Tilbury coverage ^{55,56,57}, and a handful of UK creator posts ^{78,79,80}. There is no UK retailer, Boots/Superdrug, or UK-consumer-panel evidence. Much creator content is not geo-attributable at all, so US and UK signals are partly merged in this report. Treat UK-specific conclusions as inferred from a small base.

China evidence is broad but shallow in engagement, and comment-level sentiment is unread. Xiaohongshu contributes 81 items but only 31,516 total engagement, and **zero comments were read on Xiaohongshu, Zhihu, Douyin or WeChat**. Every Chinese finding therefore rests on post text alone — we can see what creators and sellers *say*, not how audiences respond. The one Xiaohongshu item touching the Tilbury controversy is a repost ^{53,54,15}, so we cannot establish whether the Western dupe fight registered in China at all. Comment depth exists only on Reddit (137 comments read across 18 items), which is why Reddit carries disproportionate analytic weight here relative to its volume.

The timeline is truncated and event-skewed. Volume runs 6 → 37 → 61 → 72 → 127 → 7 across W26–W31 with 5 undated items. The W31 collapse to 7 is far more likely a collection cutoff than a real decline, and W30's peak is dominated by one brand controversy. This corpus therefore captures an *event*, not a baseline. We cannot say what dupe conversation volume looks like in a normal week, nor whether the Tilbury spike represents a structural shift or a news cycle.

No safety, efficacy or formulation-equivalence claims are made or supported. Per the brief, all creator comparison content — swatches, side-by-sides, "performs better," "85% similar," bill-of-lading manufacturer claims — is treated strictly as opinion and as marketing behaviour, never as testing data. The Schwan/KIKO shared-manufacturer allegation ^{6,7,8,9,10,11,14,15} is reported as *a claim that went viral and had commercial consequences*; this report takes no position on whether it is accurate, nor on whether shared manufacturing implies formulation

equivalence. Likewise the CeraVe/Paula's Choice dispute ⁸⁷ and the reported adverse reaction on WeChat ⁵² are reported as consumer discourse, not evidence of product performance.

Resellers and the grey market were not established as a distinct economy. The audience brief named resellers, but the evidence yielded only fragments: two counterfeit/reseller warnings ^{83,84} and Xiaohongshu authenticity-verification requests ^{85,86}. We could not size or characterise reseller behaviour, Douyin/Taobao dupe commerce mechanics, or livestream selling — a significant blind spot given that Douyin contributed only 15 items with no comments read.

Platform absences. No meaningful evidence from Pinterest, Amazon reviews, Sephora/Ulta on-site reviews, Tmall or JD — i.e. none of the point-of-purchase surfaces where a switch is actually consummated. Every trigger identified here is observed at the *consideration* stage. LinkedIn (4 items) is too thin to characterise how brand and agency marketers are discussing the trend privately or at scale; the two marketer findings ²⁴⁹¹ are individual posts, not a discourse.

One-post findings flagged. F50 (MCoBeauty setting-spray price backlash), F51 (Fenty powder discontinuation), F52 (ingredient-list explainer), F53 (e.l.f. Target drop), F54 (Fenty case study), F55 (Mecca), F56 (WeChat savings post), F57 and F58 (marketer data) each rest on a single item. They are used where they illustrate a mechanism corroborated elsewhere, but none should be treated as an independently established pattern.

Retrieval angles

Each angle is an independent pass over the last 30 days using different vocabulary. One query finds only what one query's words reach.

ANGLE	EVIDENCE TYPE	QUERY	STATUS
dupe-testimony-triggers	testimony	beauty dupe vs prestige side by side i switched to the dupe because / saved \$40 buying the dupe instead / dupe is basically the same as the original / regret buying the dupe / went	ran
tiktok-dupe-creator-commerce	commerce	TikTok made me buy it dupe haul \$12 dupe for \$68 perfume / e.l.f. dupe for Charlotte Tilbury / elf halo glow dupe Rare Beauty / Dossier fragrance dupe Coco Mademoiselle / drugstore	ran
pingti-xiaohongshu-economy	region	平替 粉底液平替 香水平替 大牌平替清单 学生党平替 好用不贵 性价比高的替代品 小红书博主推荐	ran
dupe-skeptic-backlash	dissent	dupe culture is overrated / stop buying dupes it's not the same / dupes are ruining beauty / cheap knockoff quality control fake dupe scandal / prestige is worth the price because	ran
marketer-fighter-brand-strategy	expertise	prestige beauty brand response to dupe economy fighter brand tier / brand marketer on dupe culture threat to margins / e.l.f. Beauty vs prestige lawsuit dupe marketing strategy / a	ran

Source qualification

A source earns a place in this report by contributing evidence, not by having been queried. Sources below the precision floor are excluded from the findings and from every count above.

SOURCE	RETRIEVED	ON-TOPIC	PRECISION	VERDICT	REASON
Xiaohongshu	326	81	25%	kept	
TikTok	125	62	50%	kept	

SOURCE	RETRIEVED	ON-TOPIC	PRECISION	VERDICT	REASON
Web	58	37	64%	kept	
X	179	32	18%	kept	
Zhihu	349	31	9%	kept	
Reddit	70	18	26%	kept	
Douyin	170	15	9%	kept	
YouTube	41	13	32%	kept	
Instagram	15	8	53%	kept	
WeChat	21	8	38%	kept	
Threads	12	4	33%	kept	
LinkedIn	10	4	40%	kept	
Bluesky	8	2	25%	kept	
Weibo	14	1	7%	dropped	1/14 items on-topic (7%) — below the 25% floor
Hacker News	43	1	2%	dropped	1/43 items on-topic (2%) — below the 25% floor
Digg	88	0	0%	dropped	0/88 items on-topic (0%) — below the 25% floor
4chan	92	0	0%	dropped	0/92 items on-topic (0%) — below the 25% floor
Kwai	7	0	0%	dropped	0/7 items on-topic (0%) — below the 25% floor
Rumble	8	0	0%	dropped	0/8 items on-topic (0%) — below the 25% floor
Telegram	12	0	0%	dropped	0/12 items on-topic (0%) — below the 25% floor

Evidence funnel

STAGE	COUNT
Unique items retrieved	1,648
Passed relevance screening	315
Re-fetched at full depth	28
Comments read in full	137
Words of evidence analysed	84,993
Findings extracted	138
Bot/boilerplate comments filtered	6

Window: 2026-06-27 → 2026-07-27. Generated 2026-07-27T17:39:14+00:00.

EVIDENCE CITED (94 ITEMS)

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
1	TikTok	Well I had to put the full face to the test... what do you think? #makeupdupe #drugstoremakeup #affordablemakeup	2026-07-09	6,343 comments, 897,521 likes, 20,213 shares, 8,768,421 views	summary
2	YouTube	"When You Dupe, You Dupe the Consumer"... here are the BEST Charlotte Tilbury Dupes	2026-07-20	781 comments, 5,091 likes, 97,841 views	full thread
3	Instagram	... so anyways, here are #CharlotteTilbury DUPES that are even better than the originals 🧑🏻 Comment SHOP belo	2026-07-14	2,728 comments, 31,530 likes, 826,107 views	summary
4	TikTok	listen to full episodes anywhere you get podcasts 🧠 #erinparsons #ninapool #charlottetilbury #charlottetilburyd	2026-07-16	1,944 comments, 75,248 likes, 761 shares, 730,550 views	summary
5	X	tem uma maquiadora no tiktok que pegou ranço da charlotte tilbury falar mal de "dupes" que é enganar o consumi	2026-07-10	6 likes, 1 reply	summary
6	YouTube	Is The Charlotte Tilbury Brand Actually Collapsing?	2026-07-12	7 likes, 747 views	full thread

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
7	TikTok	The Charlotte Tilbury vs KIKO Milano drama had me curious... 🤔 So I tested the lip products side-by-side to see	2026-07-14	249 comments, 5,743 likes, 786 shares, 153,444 views	summary
8	X	tem uma diva gringa que acha dupes da charlotte tilbury e ela descobriu que os lápis e batons da kiko milano s	2026-07-09	1 like, 1 reply	summary
9	TikTok	She said TRY so I did... #viralmakeup #makeuphacks #creatorsearchinsights #popularbeautyproducts	2026-07-07	15,548 comments, 893,952 likes, 54,851 shares, 6,407,063 views	summary
10	TikTok	Part 1 @Charlotte Tilbury drama #makeup #charlottetilbury #ninapool #beauty #dupe	2026-07-18	857 comments, 27,216 likes, 211 shares, 265,970 views	summary
11	Web · www.tiktok.com	Charlotte Tilbury Vs Kiko TikTok	2026-07-20	metrics unavailable	summary
12	TikTok	Replying to @hallienewman the dupe vs the real thing ✨ full face of the high end makeup product on one side an	2026-07-08	2,544 comments, 380,432 likes, 5,082 shares, 5,271,472 views	summary
13	TikTok	Replying to @Connie 💞 TOTAL PRICE COMPARISON AT THE END ✨💖 Can you tell a difference🤔💬 This is for makeup lover	2026-07-19	1,132 comments, 148,412 likes, 2,437 shares, 1,034,956 views	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
14	Web · www.themarysue.com	Tennessee Woman Says She Found The Best Charlotte Tilbury Dupes: 'We're Not Being Excluded Any Longer' The M	2026-07-09	metrics unavailable	summary
15	YouTube	Charlotte Tilbury Is Getting EXPOSED, Is Fenty FLOPPING? & Why Luxury Makeup Feels CHEAP Now	2026-07-14	139 comments, 656 likes, 13,832 views	full thread
16	X	Full Face High End vs. Drugstore Dupes: Is the high price tag really worth it? She did a full face split compa	2026-07-26	2,355 likes, 7 quotes, 24 replies, 83 reposts	summary
17	TikTok	because we are not spending \$60 on a cream bronzer 🥰 what do we think besties ??? #makeup #makeupdupe #beau	2026-07-01	983 comments, 93,969 likes, 1,551 shares, 967,817 views	summary
18	YouTube	This \$8 Drugstore Dupe Beats \$56 Luxury Makeup — 9 Dupes Every Woman Over 50 Should Own	2026-07-07	46 comments, 618 likes, 11,831 views	full thread
19	Reddit · MakeupAddiction	Rare Beauty Lip Souffle in Energize dupes?	2026-07-13	1 comment, 3 upvotes	full thread
20	Reddit · Sephora	What's a dupe for Rare Beauty Tinted Moisturizer or what's your favorite tinted moisturizer?	2026-07-02	2 comments, 2 upvotes	full thread · 2 comments
21	Reddit · fragranceclones	any dupe recommendations for the Love Planet and Beauty Lavender and Hyssop perfume?	2026-07-08	1 comment, 4 upvotes	full thread

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
22	TikTok	不愛洗頭都看過來 最近在寶雅亂逛意外挖到這瓶 原本只是因為包裝很好看🥰 而且不用500元也算滿便宜的 結果比我想像中還好用 因為很香 還上網查了一下 原來是「香奈兒香水的平替款」 泡泡很細，洗完頭皮乾淨 髮尾卻很柔順，吹乾	2026-06-27	5 comments, 209 likes, 76 shares, 13,945 views	summary
23	Reddit · PaleMUA	Please help me find a dupe for the fenty beauty powder foundation!!	2026-06-29	4 comments, 3 upvotes	full thread · 5 comments
24	LinkedIn · LinkedIn	Prestige fragrance has delivered an impressive 8% CAGR globally from 2019–2025, significantly outperforming pr	2026-07-12	1 like	summary
25	Reddit · fragrance	3 Niche, 3 Designers, 3 Cheapies/Clone/Dupe (\$60 or less) you'll always have	2026-07-23	31 comments, 5 upvotes	full thread · 16 comments
26	Xiaohongshu · xiaohongshu.com	神仙水真假大求真，有比较会看的姐妹吗？深的人家说从日本专柜买的正品，浅的人家说是天猫官方买的	2026-07-22	4 comments	summary
27	Xiaohongshu · xiaohongshu.com	香奈儿黑金精华 贵妇抗老天花板实锤💡	2026-07-24	1 comment, 3 likes	summary
28	Xiaohongshu · xiaohongshu.com	SKII新品 高浓缩PITERA™到底强在哪	2026-07-21	11 saves, 21 likes, 8 shares	summary
29	Reddit · BeautyGuruChatter	Luxury brands claiming they can't be duped - thoughts?	2026-07-21	203 comments, 268 upvotes	full thread · 22 comments
30	Xiaohongshu · xiaohongshu.com	香奈儿154平替找到了 KIKO103素颜实测	2026-07-25	1 comment, 2 saves, 3 likes	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
31	Xiaohongshu · xiaohongshu.com	香奈儿154平替挖到宝了！裸色永远的神YYDS	2026-07-10	1 save, 3 likes	summary
32	Xiaohongshu · xiaohongshu.com	求平替 毛戈平单色腮红801	2026-07-20	2 comments	summary
33	Xiaohongshu · xiaohongshu.com	拿到我都震惊了！平替现在都做成这样了吗？！	2026-07-11	metrics unavailable	summary
34	Xiaohongshu · xiaohongshu.com	红玉髓单花项链平替对比，专柜版vs水贝版	2026-07-24	metrics unavailable	summary
35	Xiaohongshu · xiaohongshu.com	小鹏原厂香，加浓升级款！三种味道都有～	2026-07-16	1 comment, 3 likes	summary
36	Xiaohongshu · xiaohongshu.com	大路灯平替，坑人又伤眼....	2026-07-20	15 comments, 2 saves, 7 likes, 5 shares	summary
37	TikTok	国内Lovart平替实测！国内设计档本名必备！ #tiktok #mustwatch #trending #fyp #viralvideo	2026-07-17	10 likes, 157 views	summary
38	Xiaohongshu · xiaohongshu.com	jill大姐姐 亚麻条纹裤 平替对比	2026-07-27	14 comments, 10 likes, 2 shares	summary
39	Zhihu · Zhihu	大牌平替防晒衣选购 2026 终极攻略 6 款热门款横评，北归线性能不输千元款	2026-07-06	2 upvotes	summary
40	Xiaohongshu · xiaohongshu.com	挖到了29.9元的阿玛尼香水平替 巨像巨好闻	2026-07-20	1 comment, 1 save, 8 likes	summary
41	Xiaohongshu · xiaohongshu.com	19.9！大牌同厂配方粉底液平替	2026-07-21	2 comments, 1 save, 2 likes	summary
42	Zhihu · Zhihu	真的会有人用一百多块的香水吗？？	2026-07-14	metrics unavailable	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
43	Xiaohongshu · xiaohongshu.com	香水捡漏分享～平替就是香啊！	2026-07-27	1 like	summary
44	Xiaohongshu · xiaohongshu.com	80💰！新手全套彩妆，学生党只买对的不买贵的	2026-07-21	20 comments, 207 saves, 310 likes, 11 shares	summary
45	Xiaohongshu · xiaohongshu.com	贫穷女大教你100搞定一整套化妆品！	2026-07-25	9 comments, 77 saves, 83 likes, 3 shares	summary
46	Xiaohongshu · xiaohongshu.com	200💰搞定新手全套彩妆！平价报恩夸级实用！	2026-07-12	52 comments, 204 saves, 365 likes, 16 shares	summary
47	Xiaohongshu · xiaohongshu.com	平替才是最大的智商税	2026-07-18	5 comments, 2 likes	summary
48	Xiaohongshu · xiaohongshu.com	平替才是钱包刺客	2026-07-27	2 comments	summary
49	Xiaohongshu · xiaohongshu.com	贪便宜买了平替	2026-07-11	metrics unavailable	summary
50	Douyin · Douyin	别再被平替割韭菜了#穿搭 #女装 #智商税 #割韭菜 #高质感	2026-07-10	4 likes, 1 share	summary
51	Douyin · Douyin	千万别买大牌平替！我发现那些所谓的大牌平替，其实都是智商税#护肤 #护肤分享 #平替	2026-07-24	2 likes	summary
52	WeChat · WeChat	那些「大牌平替」，我用了之后才发现智商税交了太多	2026-07-17	metrics unavailable	summary
53	Web · cosmeticsbusiness.com	Charlotte Tilbury on beauty dupes: ‘When you dupe, you dupe the consumer’	2026-07-02	metrics unavailable	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
54	Xiaohongshu · xiaohongshu.com	Charlotte Tibury對平替 (dupe)的回應爭議	2026-07-17	32 comments, 12 saves, 50 likes, 8 shares	summary
55	Web · www.marieclaire.co.uk	People Are Obsessed With Beauty Dupes Being Made in the "Same Factory" As Premium Counterparts—That Myth Doesn	2026-07-17	metrics unavailable	summary
56	TikTok	Weighing in on a very popular discussion happening right now on Charlotte Tilbury and the rise of dupe brands.	2026-07-15	705 comments, 9,449 likes, 314 shares, 111,390 views	summary
57	Web · www.reddit.com	r/BeautyGuruChatter on Reddit: Charlotte Tilbury on why make-up dupes are bad	2026-07-01	metrics unavailable	summary
58	TikTok	Everything is not a dupe of course, but some products are 🤔 #makeupdupes #affordablemakeup #drugstoremakeup #v	2026-07-09	328 comments, 24,385 likes, 1,484 shares, 152,647 views	summary
59	TikTok	\$94 vs \$322 Is dupe culture really duping consumers or are brands duping us with their outrageous prices? Let	2026-07-08	1 comment, 28 likes, 418 views	summary
60	X	why you have to pay more for Charlotte Tilbury than for dupes: my personal economic review:	2026-07-26	metrics unavailable	summary
61	WeChat · WeChat	月薪8千的我，靠这7个平替半年省下3万	2026-07-26	metrics unavailable	summary
62	Web · www.ecofrenchlab.com	What perfume dupes will never be able to copy	2026-07-15	metrics unavailable	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
63	Xiaohongshu · xiaohongshu.com	刷到过n次其实不太相信所谓大牌平替 但是架不住太好奇买了 倒出来延展性基本相似味道相近 但是有淡淡的，就是像抹香香那种	2026-06-27	1 save	summary
64	TikTok	Why spend hundreds when these smell this good? 🤩 ✨ These dupes seriously impressed us—and we honestly don't fee	2026-07-18	350 comments, 19,411 likes, 1,499 shares, 194,818 views	summary
65	TikTok	10 S tier dupe fragrances 🍷🔥 #cologne #smellgood #fragrancetiktok #perfumetiktok #fragrances	2026-07-12	139 comments, 13,867 likes, 422 shares, 190,608 views	summary
66	Web · graziadaily.co.uk	From Le Labo To Dior, Here Are 19 Zara Perfume Dupes That Smell Designer	2026-07-23	metrics unavailable	summary
67	Web · graziadaily.co.uk	These M&S Perfume Dupes Smell Exactly Like Designer Scents	2026-07-24	metrics unavailable	summary
68	Web · www.whowhatwear.com	16 Zara Perfume Dupes That Smell Like Designer Fragrances Who What Wear	2026-07-24	metrics unavailable	summary
69	Reddit · fragrance	Niche fragrances aren't "better" or more special than designer perfumes anymore.	2026-07-19	87 comments, 172 upvotes	full thread · 18 comments
70	YouTube	How Fenty Beauty Became the Most Important Makeup Brand in Black Beauty	2026-06-28	1 comment, 8 likes, 191 views	full thread

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
71	WeChat · WeChat	反向省钱升级版！这届年轻人的「平替」消费哲学	2026-07-26	metrics unavailable	summary
72	Zhihu · Zhihu	消除“平替羞耻感”，美国品牌Quince用平价羊绒衫“反向收割”海外中产	2026-07-01	metrics unavailable	summary
73	Web · en.wikipedia.org	Quince (company) - Wikipedia	2026-07-25	metrics unavailable	summary
74	Web · www.tiktok.com	Quince Slippers Vs Ugg TikTok	2026-07-13	metrics unavailable	summary
75	X	If you are a blush girlie like me & haven't tried elf camo liquid blush (esp berry well) you must try it !!! T	2026-07-11	3 likes, 2 replies	summary
76	X	\$10 RHODE DUPE!!! @e.l.f. Cosmetics Muted Mauve VS @rhode skin Sleepy Girl Ooooooop! Issa Dupe! @yamiyordi #rh	2026-07-11	2 likes, 2 replies	summary
77	TikTok	*not sponsored* Mrs. Bieber is clearly in that lab with @e.l.f. Cosmetics 🧪👩‍🔬 #drugstoredupes #makeupdupes #	2026-07-16	147 comments, 68,580 likes, 6,144 shares, 808,354 views	summary
78	TikTok	@MCoBeauty UK has duped again ?! 🤔 #mcobeauty #dupe #rhode #affordablemakeup #fyp @MCoBeauty	2026-07-22	34 comments, 85 likes, 2 shares, 645 views	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
79	TikTok	Replying to @abruhgaill high end vs dupes REDO (all products linked in my bio 🛍️) @mcobeauty us @Charlotte Til	2026-07-15	155 comments, 28,413 likes, 178 shares, 220,128 views	summary
80	TikTok	Charlotte Tilbury dupes vs Mco beauty #viralmakeup #mcobeauty #dupes	2026-07-08	137 comments, 2,762 likes, 59 shares, 46,004 views	summary
81	Instagram	Well, well, well 🤔 what do y'all think? I'll keep buying from Skindinavia 🧴 #MCoBeauty just told on themselves	2026-07-23	95 comments, 138,088 views	summary
82	YouTube	爆好用的“大牌彩妆”，和它们的“完美平替”，相似度高达90% 📌 LUXURY VS AFFORDABLE	—	metrics unavailable	full thread
83	X	pls dont buy from resellers, they're either fake or second hand & they doubled the price	2026-07-25	2 likes, 2 replies	summary
84	X	This is why you don't buy shoes from SHEIN. The 'Birkenstock dupe' always ends with chemical burns and peeling	2026-07-22	1 reply	summary
85	Xiaohongshu · xiaohongshu.com	ysl自由之水真假	2026-07-25	1 like	summary
86	Xiaohongshu · xiaohongshu.com	有在他家买过的吗	2026-07-20	11 comments, 2 likes, 1 share	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
87	Reddit · SkincareAddiction	[PSA] - CERAVE LAUNCHES PAULA'S CHOICE BHA TONER DUPE	2026-07-10	113 comments, 857 upvotes	full thread · 15 comments
88	TikTok	When did celebrating affordable makeup turn into shaming prestige brands—and the people who still enjoy them?	2026-07-21	13 comments, 43 likes, 491 views	summary
89	TikTok	Whatever your opinion is on dupe culture in the beauty industry... please stop shaming people and being condesce	2026-07-19	52 comments, 192 likes, 2 shares, 2,432 views	summary
90	YouTube	How One Store In Melbourne Became a \$1.2B Beauty Empire (The Strategy Behind Mecca)	2026-07-26	14 views	full thread
91	LinkedIn · LinkedIn	Prestige beauty isn't getting cheaper - it's getting smarter. 💡 I recently spoke with Kathryn Hopkins at WWD a	2026-07-08	2 comments, 27 likes	summary
92	TikTok	Beauty blender dupe on @Amazon #beautyblenderdupe #makeupduperalert #fyp viral #makeuprecomendations	2026-07-07	4 comments, 14 likes, 3 shares, 214 views	summary
93	TikTok	POV: I finally tried the viral Vitamaques dupes... 🤩 ✨ #viraltiktok #dupes #beautyfinds #fyp #CapCut	2026-07-23	1 comment, 10 likes, 111 views	summary

#	SOURCE	ITEM	DATE	ENGAGEMENT	READ AT
94	TikTok	MARIA.B. Luxury Perfume A Dupe of Huda Beauty Easy Bake👉	2026- 07-26	5 likes, 104 views	summary

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