



# WESTMAN ATELIER

NORTH AMERICA MARKETING EXPANSION



XI JIANG | LXMT 749 | WINTER 2026

SAVANNAH COLLEGE OF ART AND DESIGN



# PROJECT OVERVIEW

**NORTH AMERICA MARKETING EXPANSION**

# BRAND OVERVIEW

Westman Atelier is a **luxury clean beauty brand** founded in **2018** by **renowned celebrity makeup artist Gucci Westman**.

The brand is positioned at the intersection of **high-performance makeup and skincare**, offering products formulated with clean, skin-nourishing ingredients while delivering professional-level results.

Westman Atelier emphasizes a “skin-first” philosophy, focusing on enhancing natural beauty rather than masking it. Its product portfolio includes **foundation sticks, blush, contour, highlighter, and lip products**.

Targeting affluent, ingredient-conscious consumers, particularly **Millennials and Gen Z**.





**The main purpose**

To expand Westman Atelier's North American market and position Westman Atelier as a leading luxury clean beauty brand in North America.



# LITERATURE REVIEW FINDINGS



The beauty market in North America is growing increasingly

2

Correct brand cooperation and advertising marketing remain very important

4

1

Luxury beauty now focuses on experience

3

Trust requires consistent messaging across digital and physical channels.



# PRIMARY RESEARCH FINDINGS

**1** Beauty market, led by Gen Z and Millennials using digital platforms

**2** Luxury beauty now focuses more honesty, and transparency, not just price and status

**3** Consumers want clear ingredient information and proof

**4** Social media, influencers, and retail must work together to build strong brand trust





# **SOLUTIONS & STRATEGIES**

**NORTH AMERICA MARKETING EXPANSION**

- Social media education
- Expert influencer partnerships
- A flagship store and pop-up experiences
- A digital app for transparency and engagement

**Goal:**

Convert digital awareness into verified trust and long-term brand growth.





# MARKETING COMMUNICATION

## STRATEGY 1

# RANELLA HIRSCH



## The Authority:

Board-certified dermatologist (MD, FAAD) with strong expertise in skincare ingredients and product efficacy

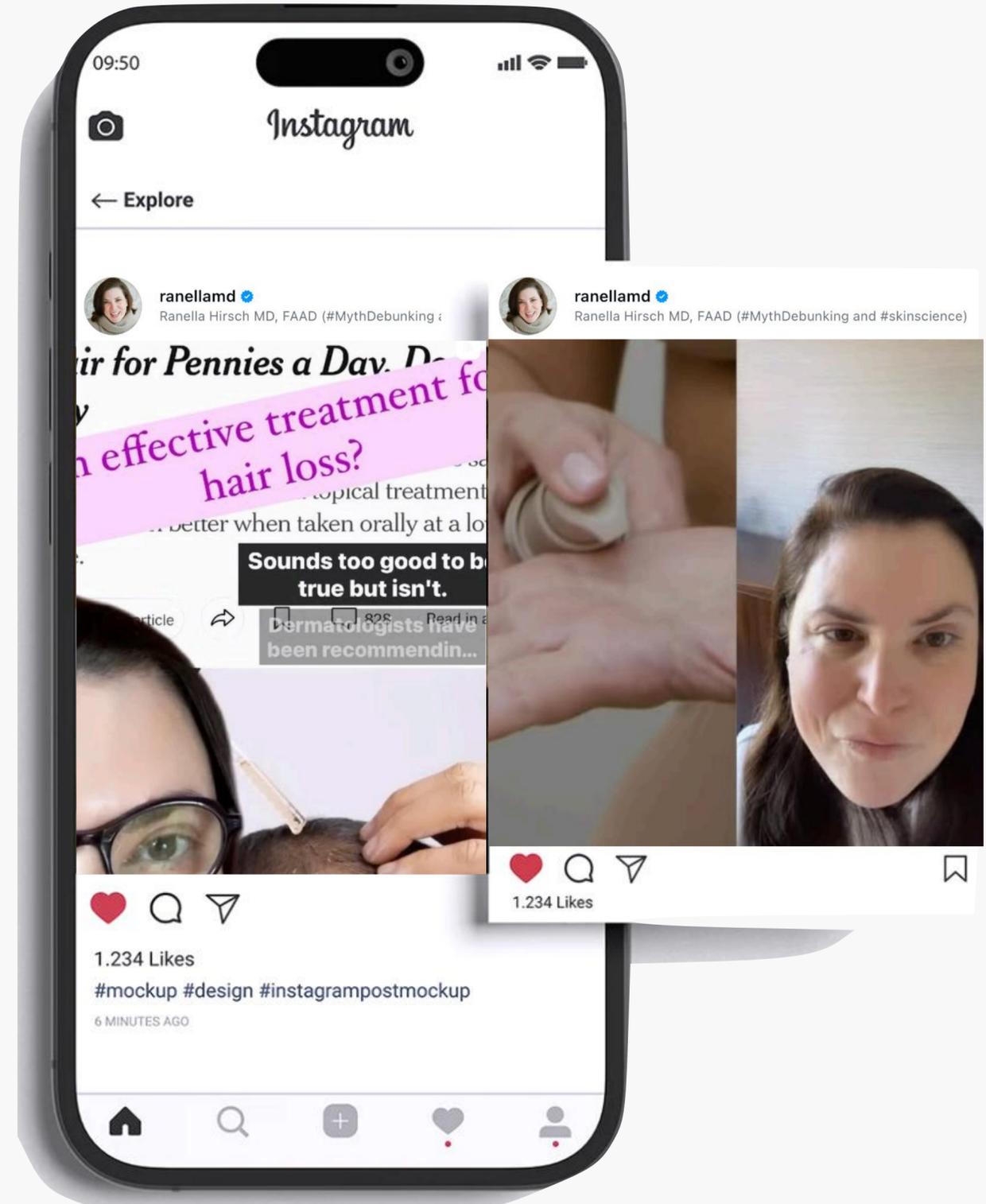
Recognized medical expert often featured in media discussing skincare safety and formulation transparency

Provides scientific validation through product reviews and ingredient analysis on social media

Strengthens brand credibility by confirming product safety, performance, and clean formulation standards

Helps address consumer concerns about efficacy and texture, reinforcing trust in Westman Atelier

**ranellamd**    
Ranella Hirsch MD, FAAD (#MythDebunking and #skinscience)  
258 posts 125K followers 968 following  
 Board Cert Derm  
 Co-Founder, @atollaskinlab, an Allure Beauty Breakthrough  
 Past-Pres,  Soc Cosm Derm&Aesth Surg  
 Media Expert/Myth Debunker



# GUCCI WESTMAN



**The Professional:**

Gucci Westman serves as a key expert authority, combining professional credibility with digital influence.

World-renowned makeup artist with extensive editorial and celebrity experience

Uses Instagram and TikTok to educate consumers through tutorials and product demonstrations

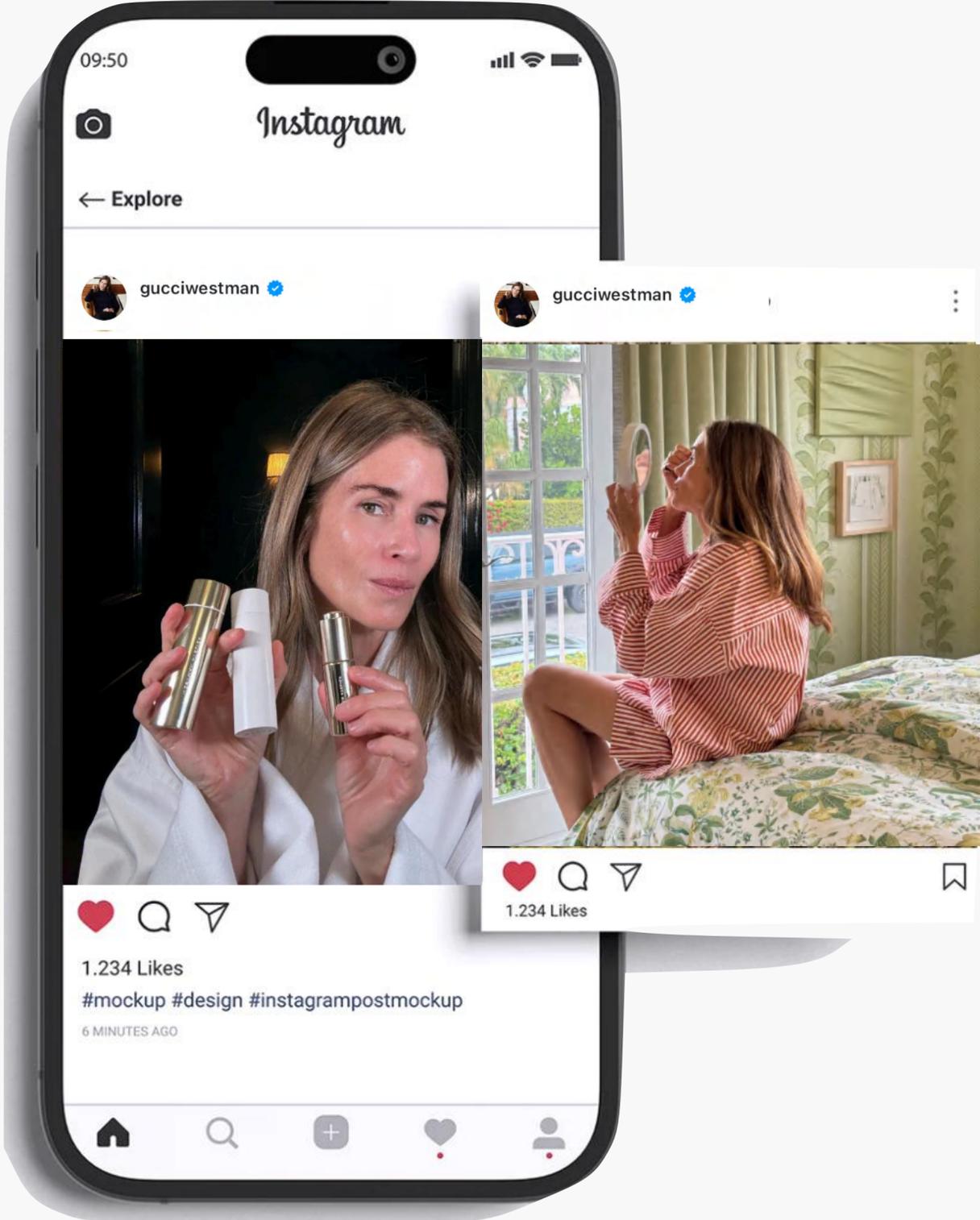
Connects luxury fashion expertise with everyday consumer beauty routines

Demonstrates product performance in high-pressure environments such as fashion shows and red carpets

Reinforces brand credibility through professional validation and formulation transparency

Strengthens consumer trust by proving that clean beauty can deliver true luxury-level performance.

**gucciwestman**  :  
Gucci Westman  
5,198 posts 393K followers 2,889 following  
Makeup Artist, Founder of [@westmanatelier](#)  
Represented by [@thewallgroup](#)



# THE USERS

## Goal:

Provide social proof and increase relatability through authentic user experiences.

## Strategy:

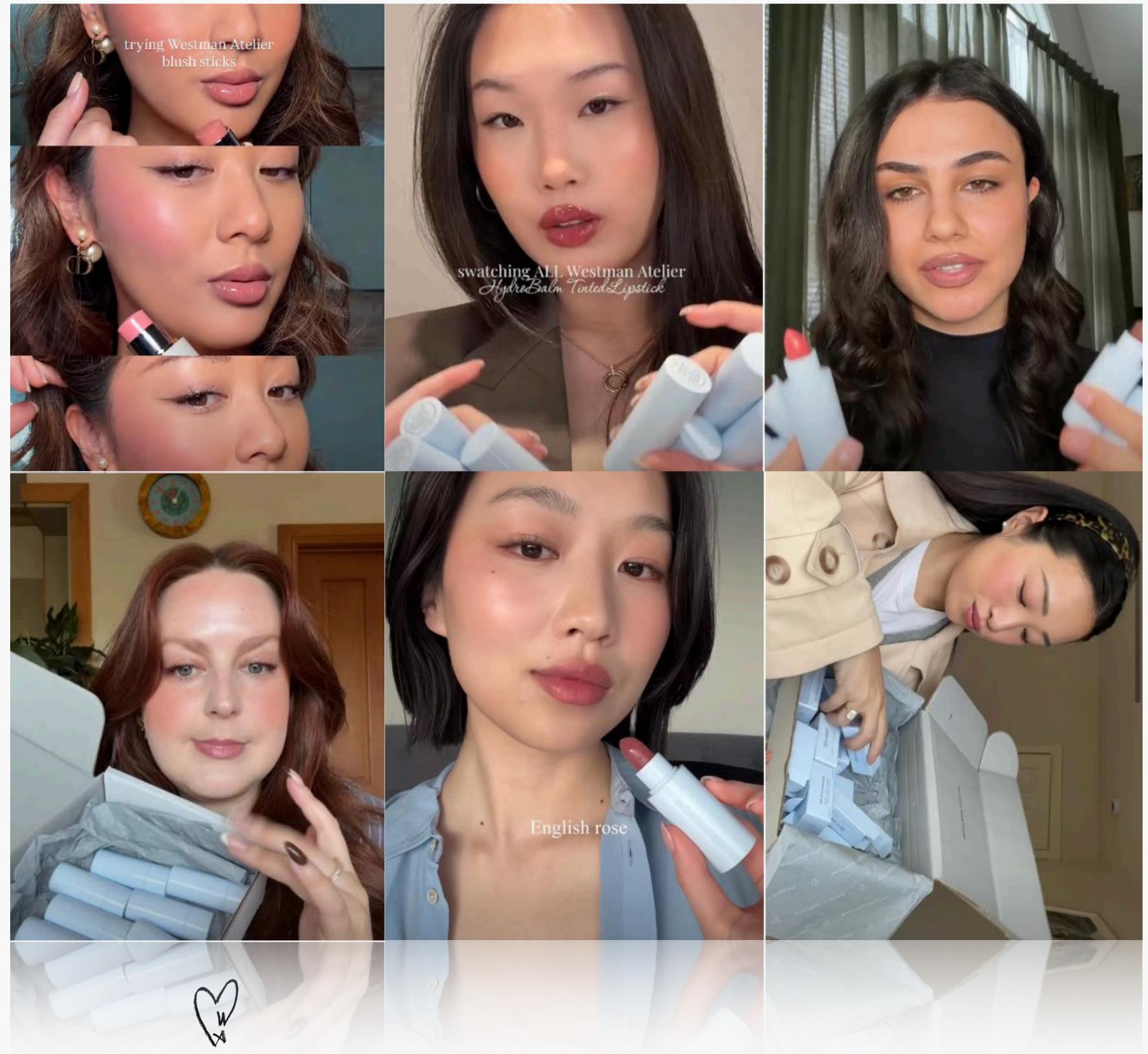
Encourage real consumers to share honest product reviews on TikTok and Instagram.

## Execution:

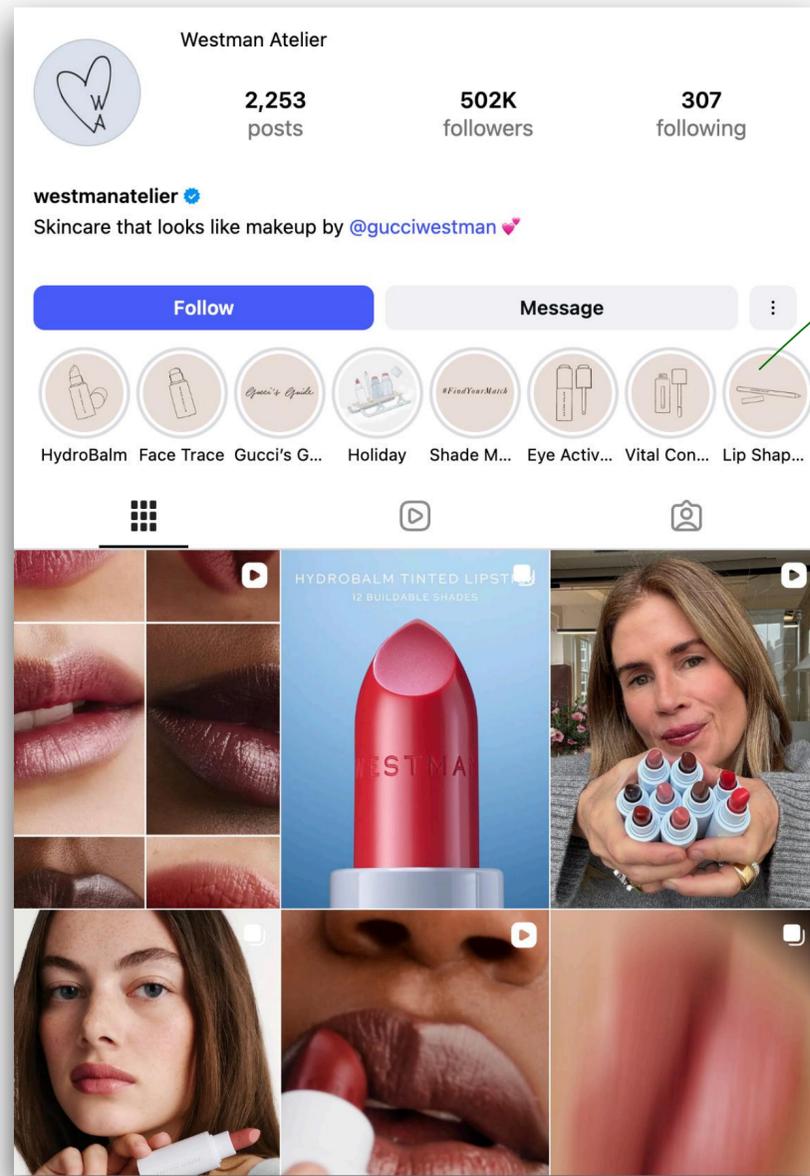
- Focus on everyday users who reflect the Gen Z target audience
- Promote unfiltered, real-life product experiences
- Highlight daily routines and personal results in home environments
- Amplify user-generated content across brand-owned platforms

## Strategic Impact:

Authentic peer content increases trust and credibility, as Gen Z consumers are more influenced by real user experiences than traditional advertising.



# Behind-the-Scenes



## Behind-the-Scenes:

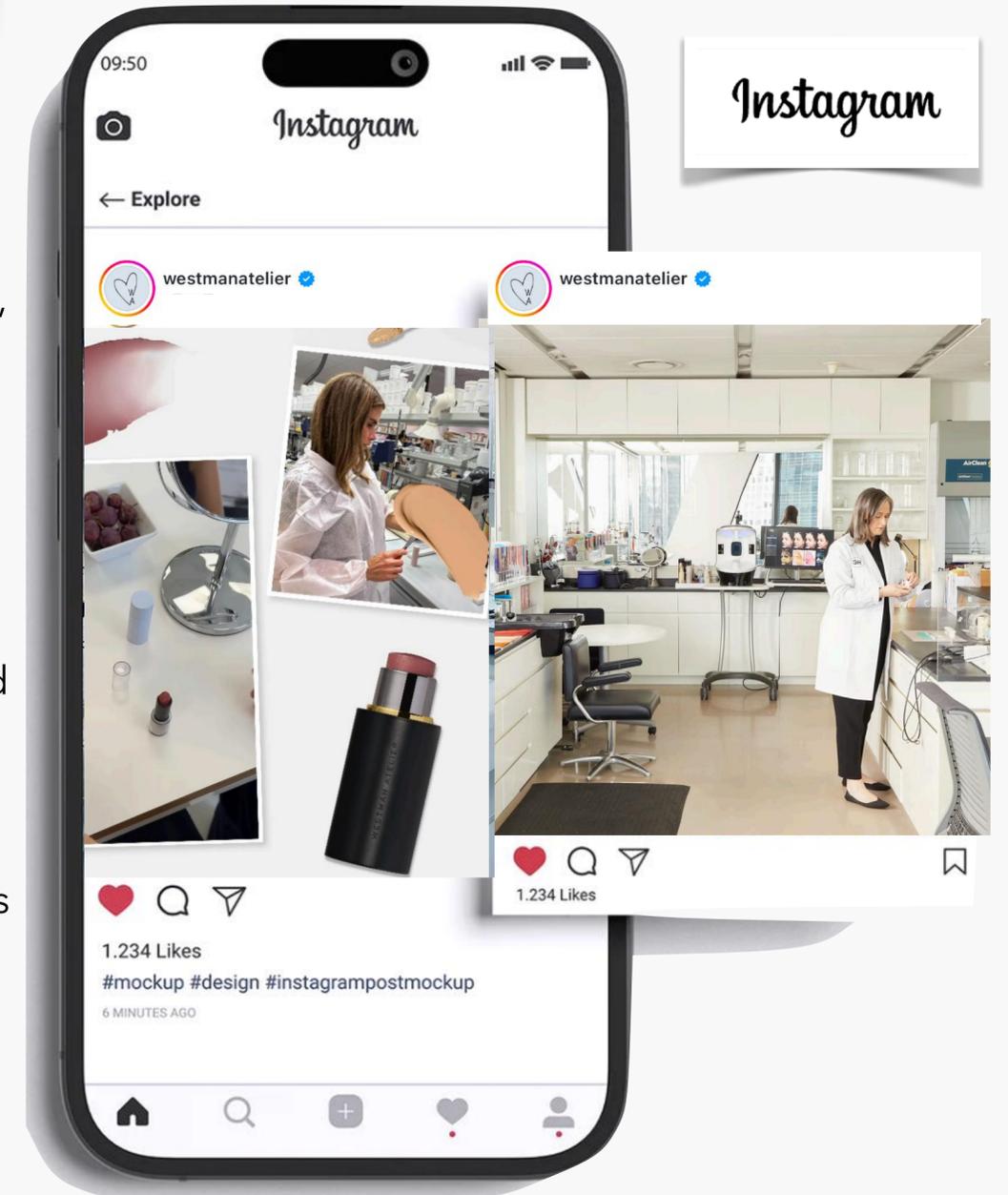
**Platform Role:** Instagram is ideal for brand-focused content that reflects the brand's identity, values, and visual storytelling

**The Method:** Post behind-the-scenes content showing ingredient sourcing (farms), product development, and laboratory testing processes

**Content Format:** Short documentaries, reels, and visual storytelling highlighting formulation and production transparency

**The Effect:** Provides visual proof that strengthens credibility and reduces greenwashing concerns

**Strategic Impact:** Helps consumers understand the full product journey, increasing trust and emotional engagement with the luxury brand



# The Science of Clean



## Video Education and Product Science:

**Platform Role:** TikTok is ideal for short, engaging educational videos that explain product science in an accessible way

**The Method:** Create a video series called "The Science of Clean" to break down product ingredients and formulation differences

**Content Format:** Compare clean luxury products with traditional products to explain ingredient safety, performance, and benefits

**The Effect:** Increases brand awareness and understanding, helping consumers learn about product efficacy and clean formulation

**Strategic Impact:** Builds trust and credibility, especially among consumers who discover brands through social media



A collection of Westman Atelier makeup products is displayed against a white background. The items include a large brush with a grey handle and light-colored bristles, a tube of product with a silver cap and the brand name 'WESTMAN ATELIER' printed on it, a smaller tube with a gold cap, a tube with a silver cap and a gold band, a tube with a silver cap and the brand name 'WESTMAN ATELIER' printed on it, a tube with a grey cap, a tube with a silver cap and a gold band, and a tube with a silver cap and a gold band. The products are arranged in a scattered, overlapping manner.

# NEW PRODUCT LINE

STRATEGY 2



## Expand into Daily Ritual (Hair & Body Care)

- Transform Westman Atelier into a complete lifestyle and wellness brand
- Support in-store SPA and Hair Salon services with dedicated professional products
- Extend the brand experience beyond makeup into everyday self-care routines
- Strengthen long-term consumer relationships through daily ritual integration



**BODY WASH**  
**400ml**  
**\$130**



**BODY LOTION**  
**350ml**  
**\$145**



**BODY OIL**  
**150**  
**\$220**



**SHAMPOO**  
**300**  
**\$130**



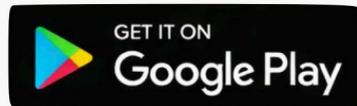
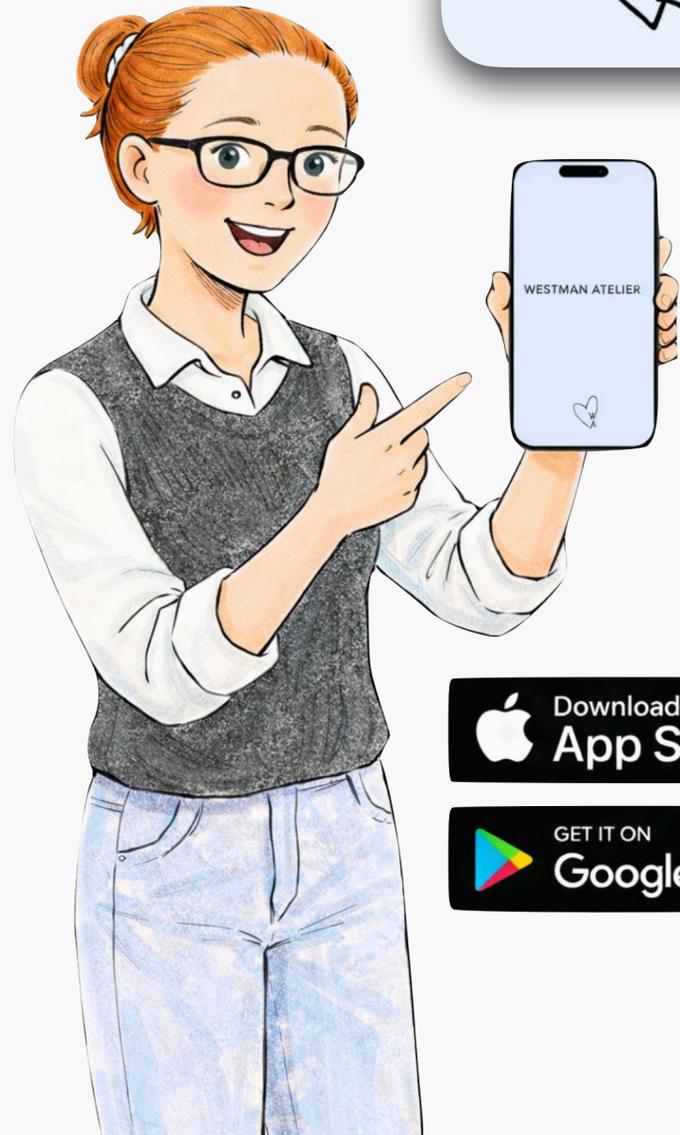
**CONDITIONER**  
**250ml**  
**\$145**

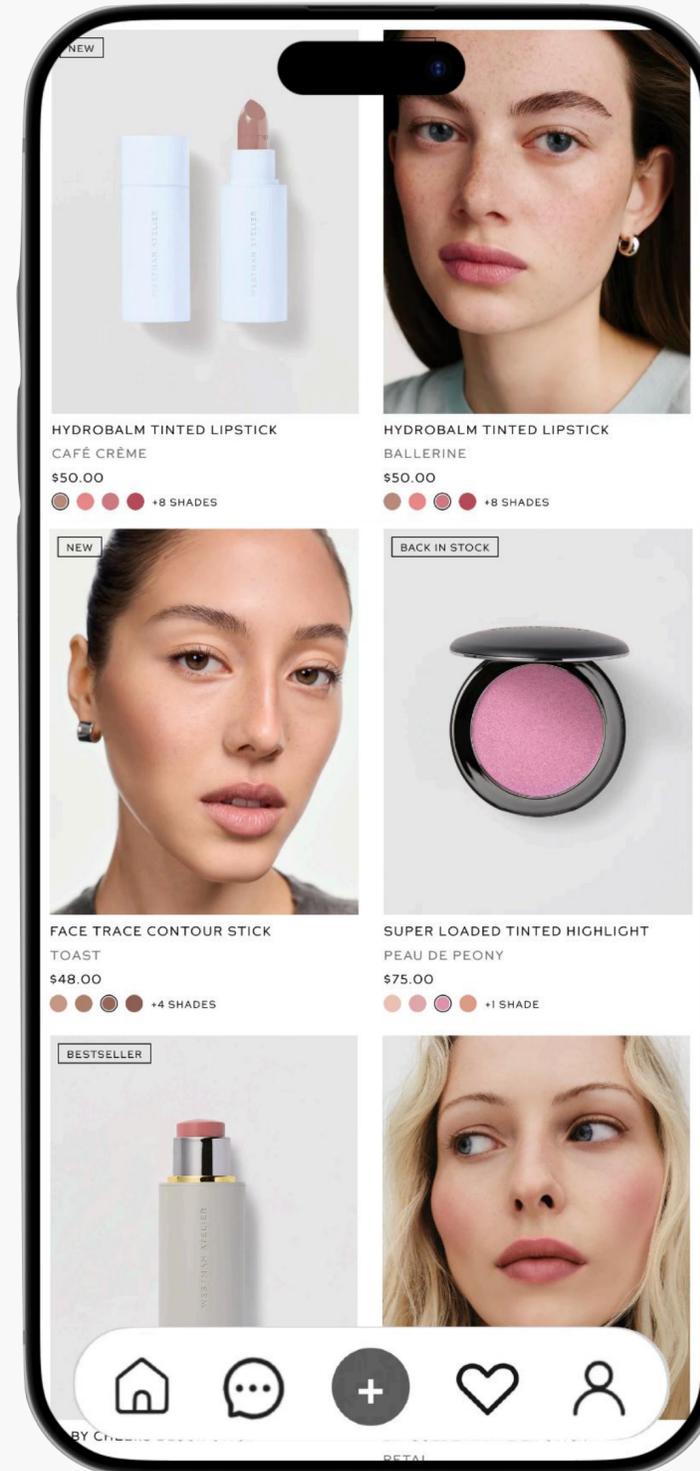
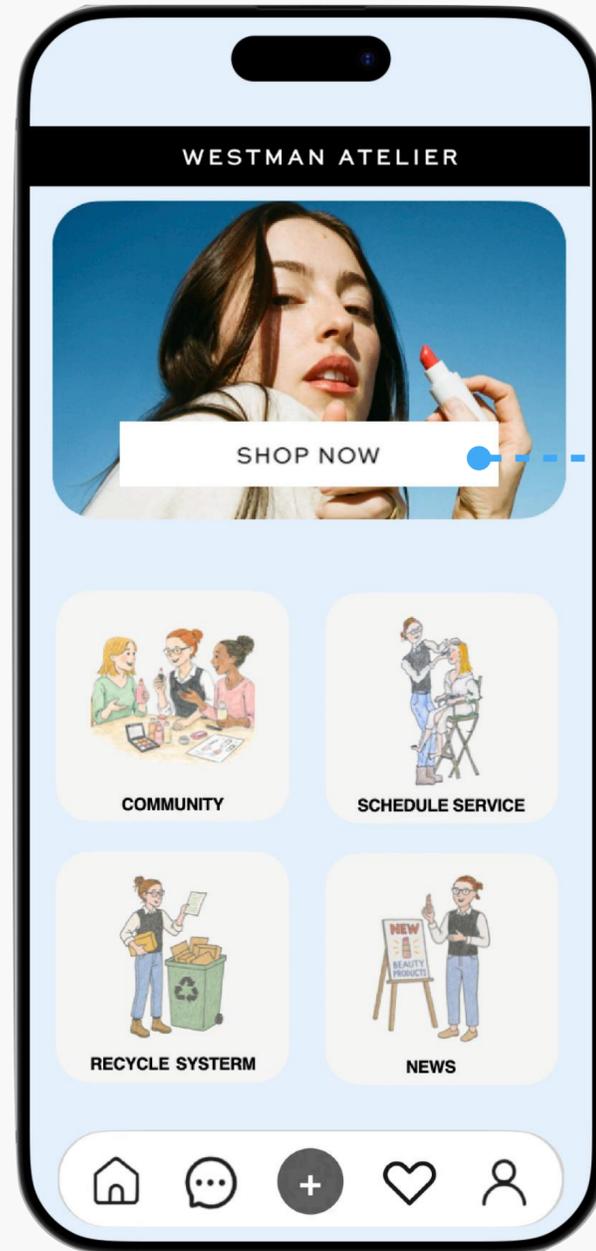




# DIGITAL & APP

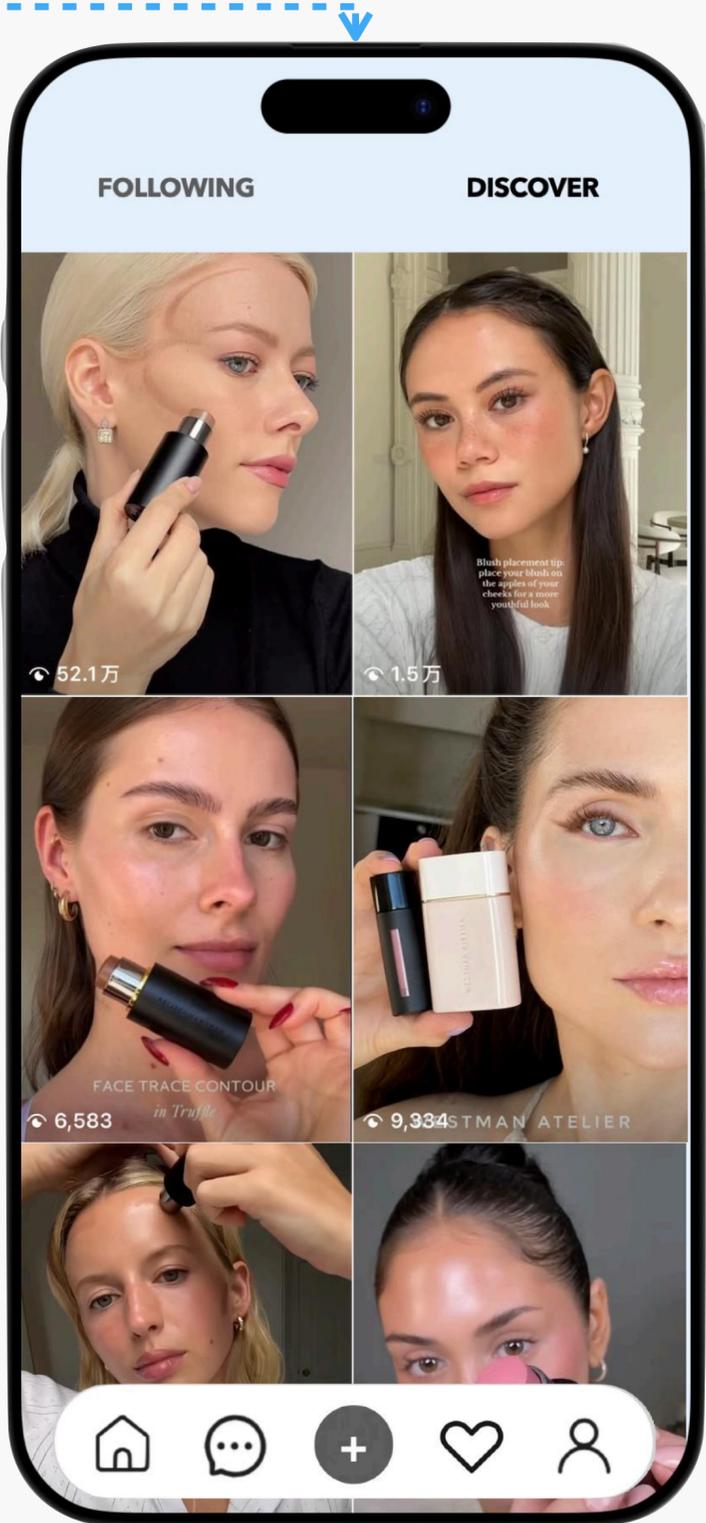
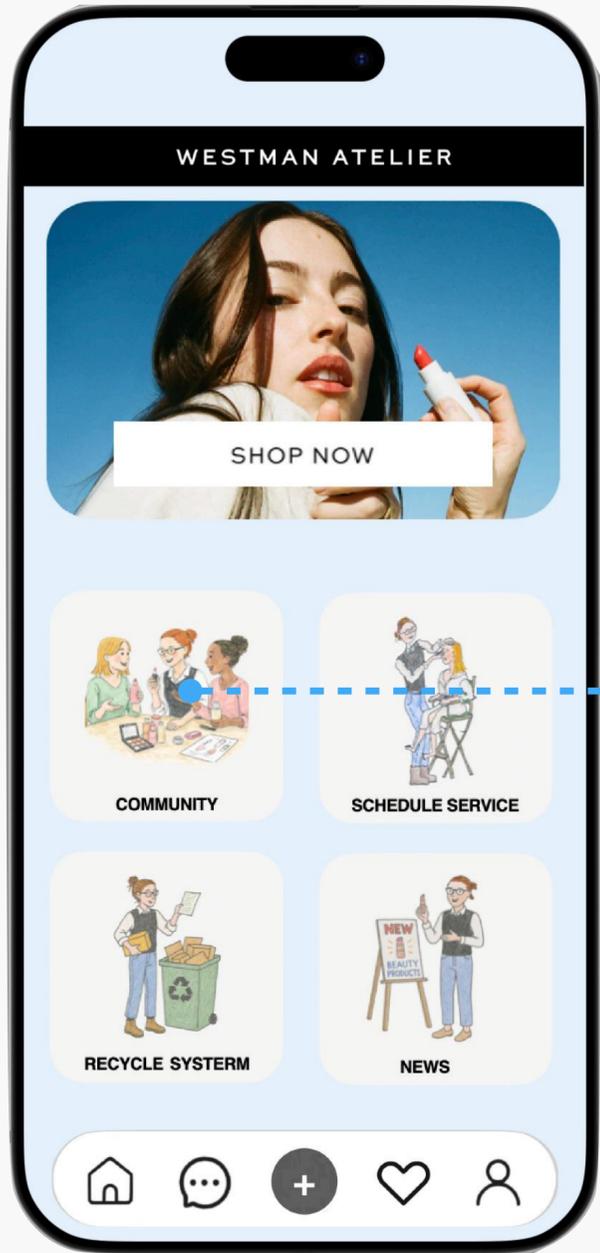
STRATEGY 3





This is the section where users can browse all products, shop directly, or add items to their wishlist

# WESTMAN ATELIER



We built an **in-app community** where users can share **product reviews, experiences, and recommendations.**

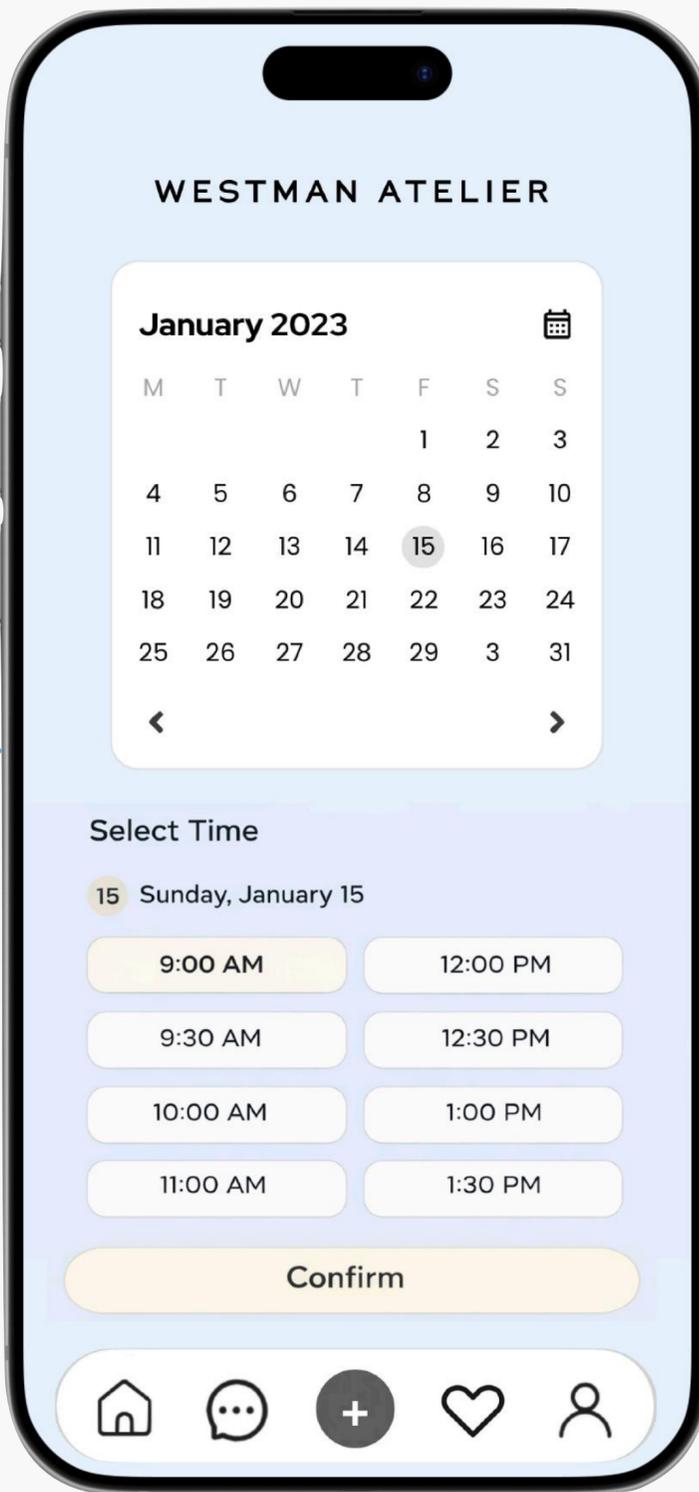
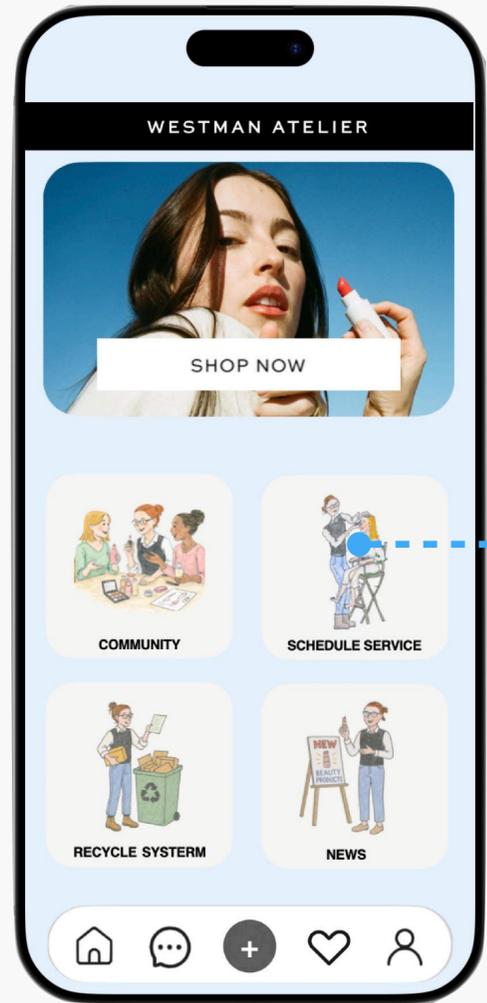
Members can follow, like, and save posts they enjoy, creating a personalized feed.

The founder, influencers, and beauty experts are also invited to join, combining real user voices with professional insights.



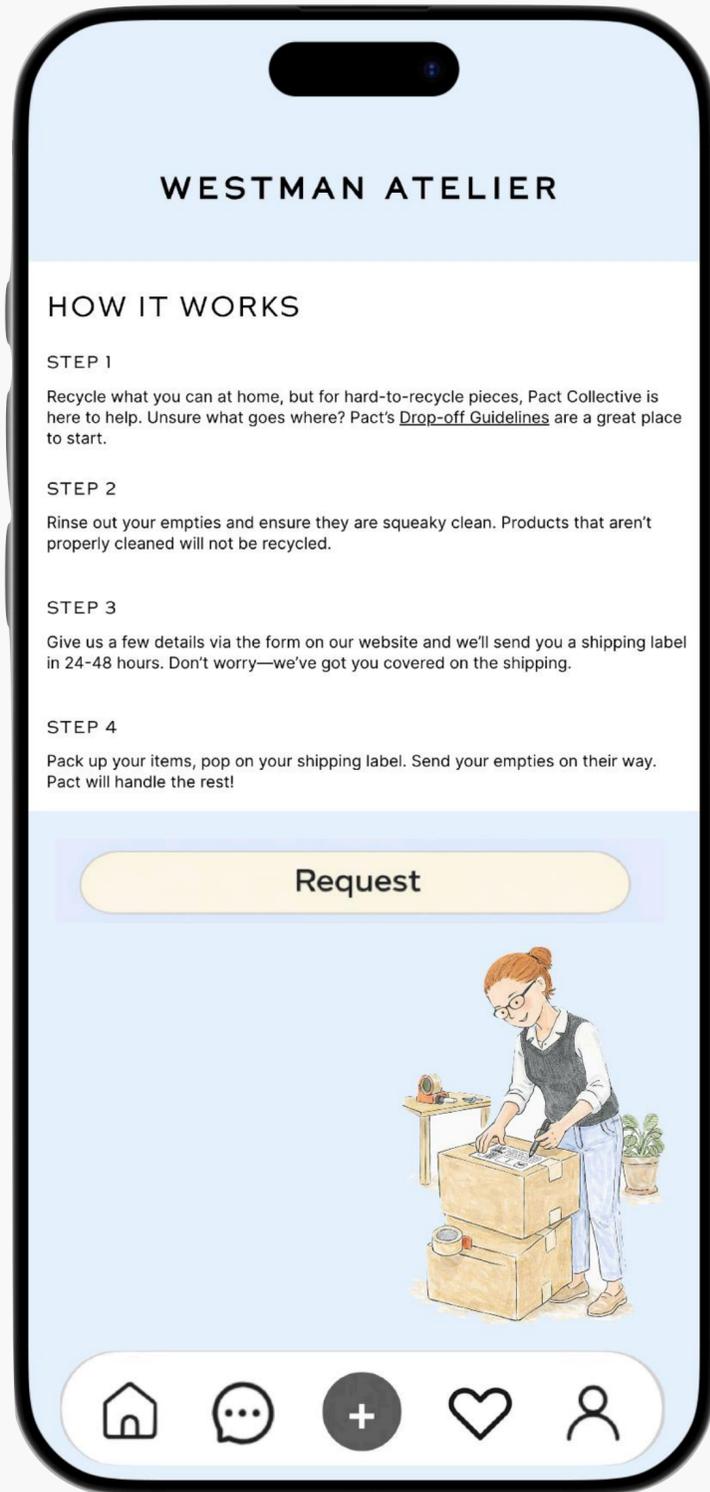
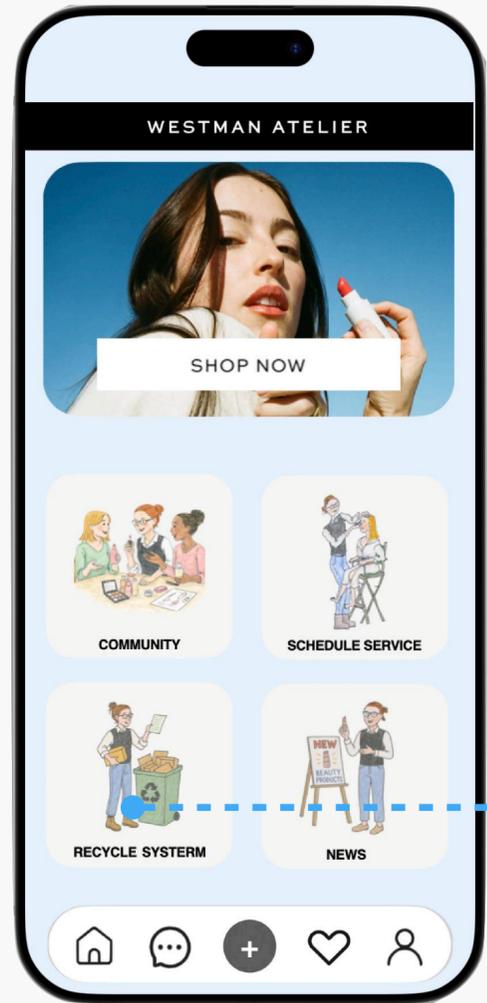
# COMMUNITY

# WESTMAN ATELIER



Users can easily book makeup, spa, and beauty services through the app

# SCHEDULE

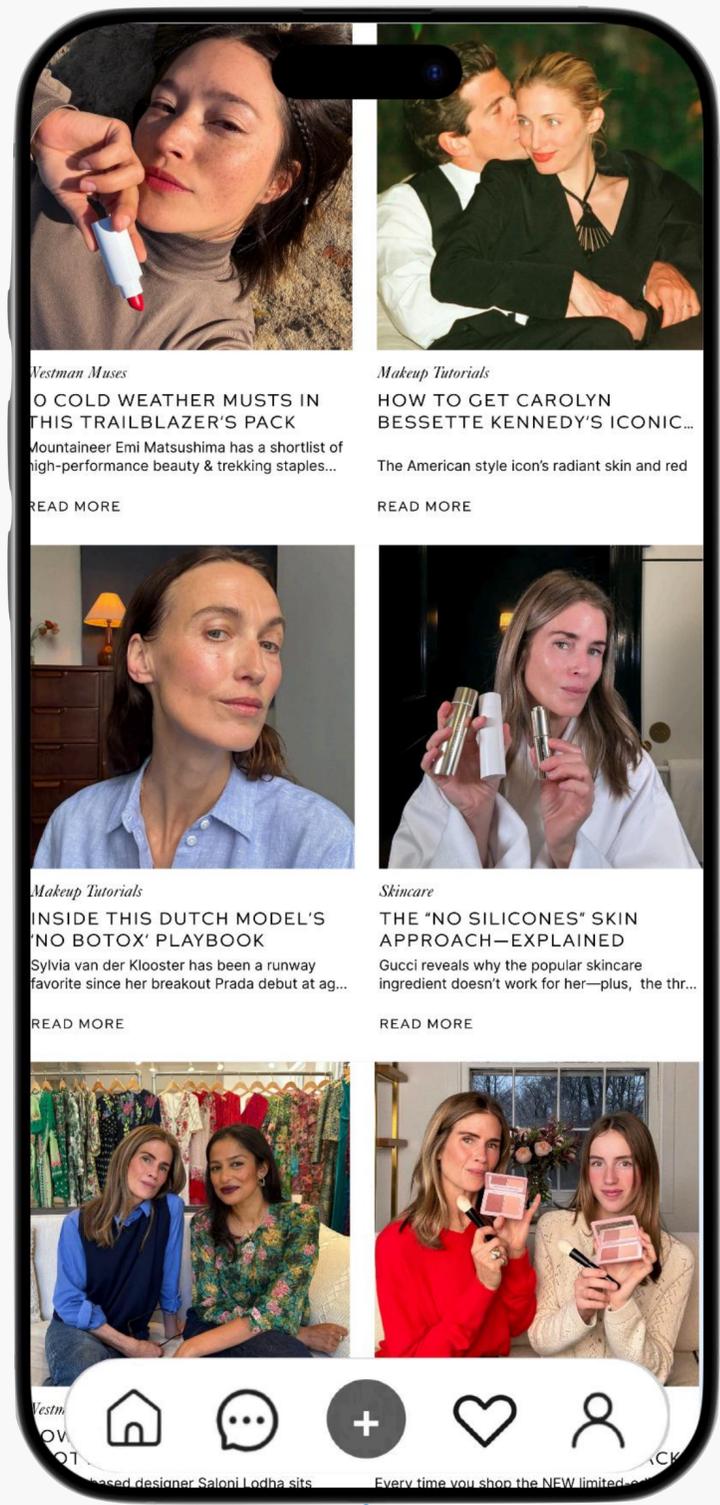
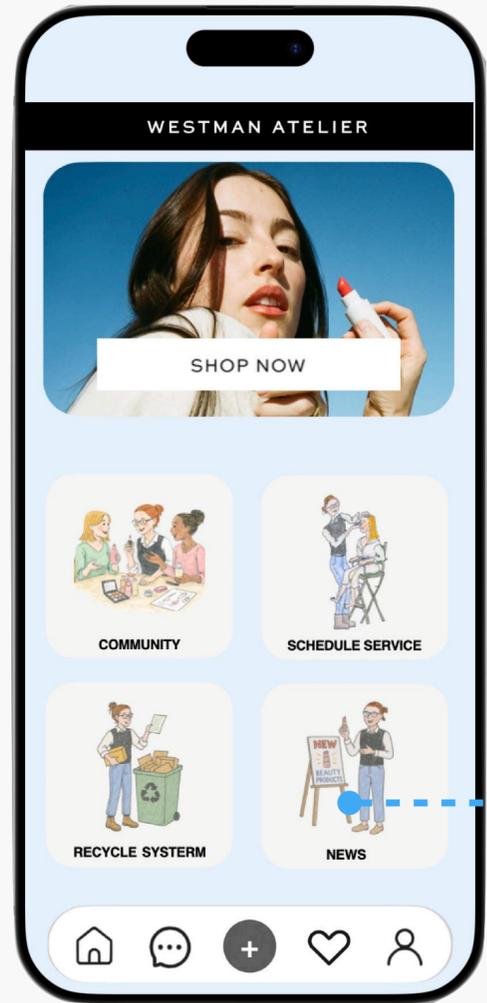


Users can access recycle system steps and request directly in the app

- **Step 1**  
Follow the link below to complete checkout and you'll receive a shipping label and instructions via email
- **Step 2**  
Place 5-10 clean, Pact approved hard-to-recycle beauty packages from any brand in a box (no larger than 6"x6"x3") or envelope (no larger than 8"x12")
- **Step 3**  
Drop your package in the mailbox and we'll properly process/recycle your empties



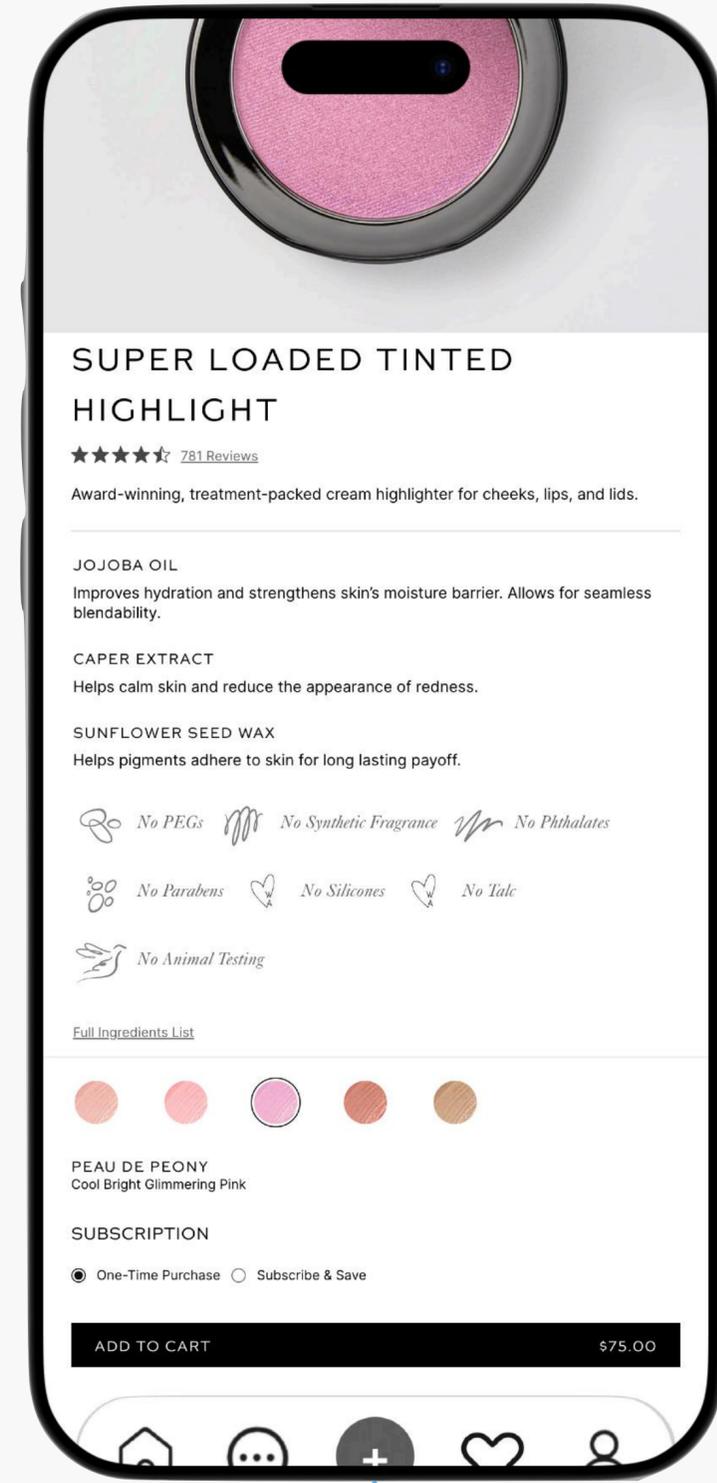
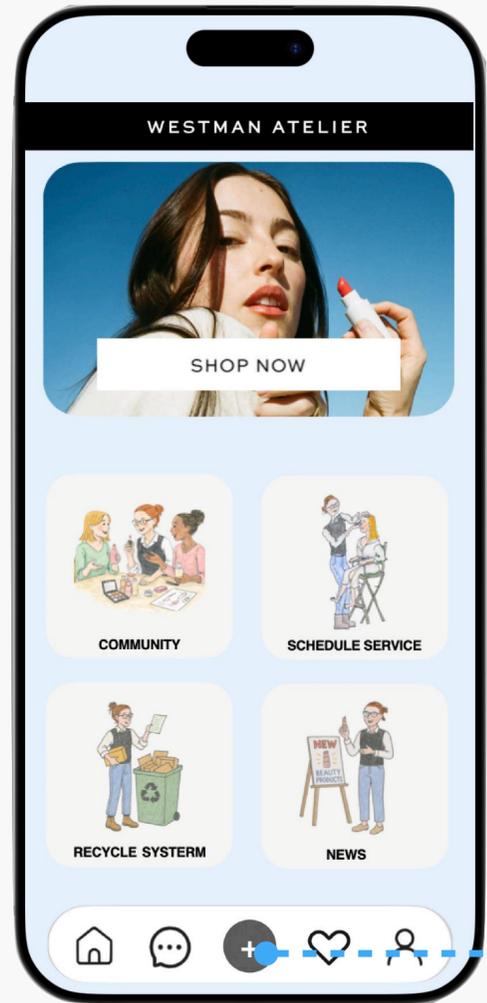
# WESTMAN ATELIER



Users can **explore all new content** – campaigns, events, and founder posts – and receive updates in real time



# NEWS



Users can scan products to view ingredient, sourcing, and origin details first. Safety and transparency are prioritized before purchasing or shade selection



# OFFLINE EXPERIENCE

STRATEGY 4



We plan to open a **flagship store** and **Pop-up** in Los Angeles



# FLAGSHIP STORE



We plan to open a **Pop-ups** in Miami and New York City

# POP UP



# FLAGSHIP STORE & POPUP 1

**Location Choice:**  
8451 Melrose Ave, Los Angeles

Strong alignment with target audience (60.8% Gen Z, 39.2% Millennials)

Trend-driven destination popular among clean beauty consumers

Located near brands like Glossier and Byredo, ensuring high visibility and foot traffic

Lower operational costs compared to Rodeo Drive while maintaining premium positioning

Open-air, lifestyle-oriented environment supports the brand's clean and natural image





OUTDOOR OVERVIEW



WESTMAN ATELIER





WESTMAN ATELIER

The main hall provides makeup stations with a layout that reflects the brand's clean and elegant style. It also includes a washing area to support product testing and customer comfort.



# INDOOR OVERVIEW





The VIP Lounge is a private space where the founder, experts, and influencers can meet selected members by appointment. It also serves as a comfortable area for members to relax during their visit. This space creates a more exclusive and personal brand experience.



VIP LOUNGE



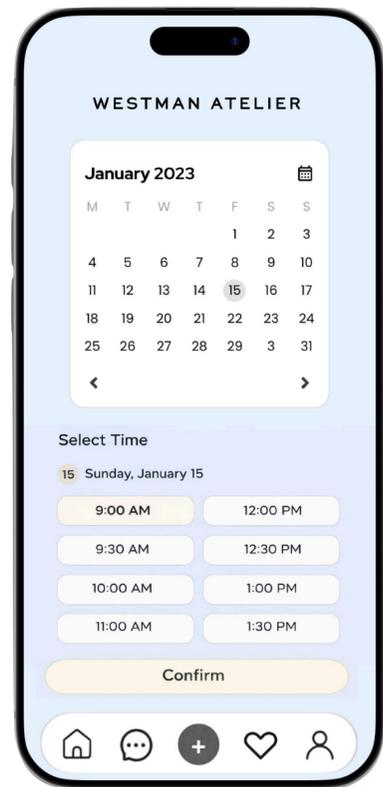


WESTMAN ATELIER

WESTMAN ATELIER  
WESTMAN ATELIER



The beauty salon offers appointment-based makeup and beauty services. The space ensures privacy and comfort, creating a calm and personalized experience. Most products used during the service are from the brand's newly launched body care line, allowing clients to experience the products directly.



BEAUTY SALON





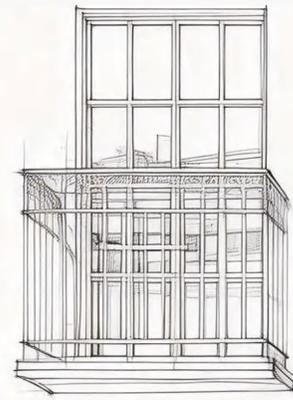




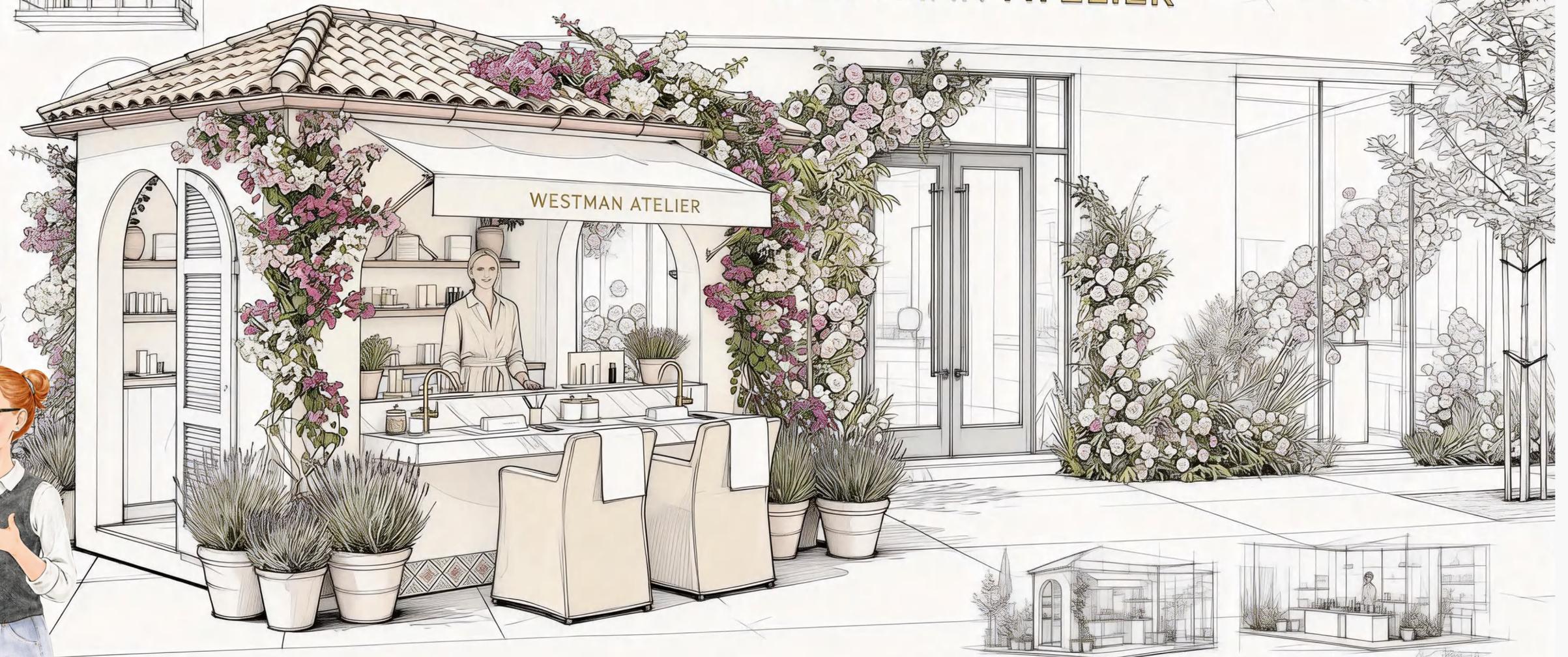


# POP UP 1

Located at the flagship entrance, the pop-up offers a limited 5-10 minute express hand SPA experience. This activation introduces the new product line and attracts visitors, encouraging them to explore the store and book full beauty services inside.



WESTMAN ATELIER



FLAGSHIP STORE POP UP

WESTMAN ATELIER

WESTMAN ATELIER



# POP UP 2



**Location:**  
**Bal Harbour Shops, Miami**

This location targets an elite, high-net-worth demographic.

Miami's humid climate serves as a real place test to prove the durability and efficacy of the products.

By offering travel sets here, the brand can capture data from a global audience of luxury travelers, helping to map out international demand.

The district's style and aesthetics align strongly with the brand's luxury and clean identity, featuring modern architecture, open spaces, and a refined, minimalist environment that reflects the brand's visual and experiential values



This pop-up will collaborate with a dessert shop to offer daily limited-edition ice cream inspired by the brand's signature color palette, creating a unique and immersive brand experience.



MIAMI



WESTMAN ATELIER  
CLEAN LUXURY

WESTMAN ATELIER

WESTMAN ATELIER



# POP UP 3



**Location:**  
SoHo, New York City

SoHo offers access to highly educated early adopters.

This location is ideal for testing new formulations and building brand authority among trendsetters who prioritize ingredient transparency.



Scan, check in, and download our app to receive complimentary samples



Download on the App Store

GET IT ON Google Play



NEW YORK CITY



WESTMAN ATELIER

WESTMAN ATELIER

ONE WAY



# THANK YOU

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## References

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<https://www.westman-atelier.com/blogs/guccis-guide/gucci-westman-baby-cheeks-blush-duo-fluff-puff-charity-the-kids-mental-health-organization>

APP Design:

Figma

<https://www.figma.com/design/R99YrGf1EL5yGuYxMOKe8s/Untitled?node-id=2-2&m=dev&t=kt6i8BbfAZfK5N3o-1>

Products& Flagship Store& Pop-up Design:

Collaborate with Yijun Fu

