

# WESTMAN ATELIER

NORTH AMERICA MARKETING EXPANSION

PROJECT PROPOSAL



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A close-up, high-resolution photograph of two women's faces. The woman on the left has light brown hair and green eyes, looking slightly to the right. The woman on the right has dark hair and dark eyes, looking towards the camera. Both have soft, natural-looking makeup. The text 'TABLE OF CONTENTS' is centered over the image in a white, bold, sans-serif font.

**TABLE  
OF  
CONTENTS**

# TABLE OF CONTENT

## Introduction

- Abstract

## Literature Review

- The Luxury Beauty Industry Structure and Market
  - 1.1 Luxury Industry
  - 1.2 Luxury Beauty Industry
- Market Segmentation of the Luxury Beauty Industry
  - 2.1 Main Segments of The Luxury Beauty Market
  - 2.2 types of Beauty Brands
  - 2.3 Brand Communication and Consumer Relationships
  - 2.4 Changes in Luxury Beauty Branding
- Clean Beauty and Sustainability in Luxury Beauty
  - 3.1 Clean Beauty Definitions
  - 3.2 Sustainability, Wellness, and Ingredients
  - 3.3 Sustainability and Consumer Expectation
  - 3.4 Authenticity and Credibility Challenges in Luxury Clean Beauty Communication
- North America as the Research Context for Luxury Clean Beauty
  - 4.1 North American Luxury Beauty Market
  - 4.2 Consumer Attitudes in North America
  - 4.3 Millennials and Gen Z in the Market
  - 4.4 Digital and Influencer Communication in North America
  - 4.5 Why is North America
- Competitive Brand and Industry Case
  - 5.1 Overview of Competition in the Luxury Clean Beauty
  - 5.2 Digital Clean Beauty Brands
    - Merit Beauty as an Industry Case
    - RMS Beauty as an Industry Case
  - 5.3 Traditional Luxury Beauty Brands
    - Chanel Beauty, Dior Beauty as Industry Cases
  - 5.4 Brands Between Clean Beauty and Traditional Luxury
    - Fenty Beauty and Ilia Beauty as Industry Cases
- How Luxury Beauty Builds Brand Value
  - 6.1 Brand Equity in Luxury Branding
  - 6.2 Symbolic and Emotional Value in Luxury Beauty
  - 6.3 Shifts in Brand Value Creation in Luxury Beauty
- Consumer Behavior in Luxury Clean Beauty
  - 7.1 Clean Beauty Consumption Factors
  - 7.2 Trust and Ingredient Transparency in Purchase Decisions
  - 7.3 Sustainability as a Consumption Factor
  - 7.4 Millennials and Gen Z as Core Consumer Groups
- Sustainability and Trust in Brand Communication
  - 8.1 Sustainability in Luxury Branding
  - 8.2 Authenticity and Credibility in Sustainability
  - 8.3 Consumer Skepticism and Greenwashing
  - 8.4 Transparency and Consistency in Building Trust



- Influencer Communication in the Beauty Industry
  - 9.1 Influencer Marketing in Beauty Branding
  - 9.2 Influencer Credibility and Authenticity
  - 9.3 Trust Transfer and Parasocial Interaction
  - 9.4 Celebrity and Influencer Communication
  - 9.5 Influencers as Brand Content Creators
  - 9.6 Influencer Expertise and Authority
- Integrated Marketing Communication (IMC) in Luxury Beauty
  - 10.1 IMC in the Luxury Beauty Industry
  - 10.2 Cross-Channel Consistency
  - 10.3 Brand-Owned Media and Influencer Content
  - 10.4 Digital Platforms in Luxury Beauty Marketing
- Westman Atelier as a Luxury Clean Beauty Case
  - 11.1 Westman Atelier in the Luxury Clean Beauty
  - 11.2 Founder Credibility (Gucci Westman) as a Trust Mechanism
  - 11.3 Luxury Aesthetics and Clean Beauty Values
  - 11.4 Compared with Merit Beauty, RMS Beauty, Chanel Beauty, Dior Beauty, Fenty Beauty, and Ilia Beauty
  - 11.5 Westman Atelier is an Case of Integrated and Influencer-Driven Communication
- Summary and Research Gap
  - 12.1 Unclear Definitions of Luxury
  - 12.2 Sustainability and Clean Beauty
  - 12.3 Trust, Fairness, and Policy Issues
  - 12.4 Media, Founders, and Celebrities

#### Primary Research

- Interviews
- Surveys
- Key Findings

#### Strategies and Solutions

- Strategies
- Solutions

#### Appendix

#### References





# INTRODUCTION

## ABSTRACT

This project is for Westman Atelier, a luxury cleanse beauty brand founded by renowned makeup artist Gucci Westman.(Westman Atelier, n.d.). This project proposes a strategic marketing expansion plan for Westman Atelier in the North American market through integrated advertising, influencer collaborations, and experiential marketing. While the brand has gained visibility through Sephora and online channels, its marketing communication remains limited in scope. This study identifies opportunities to strengthen brand awareness and emotional engagement through cohesive digital and experiential marketing strategies.

This study investigated the growing demand of North American luxury consumers for clean beauty and experiential retail, especially millennials and Generation Z, who prioritize sustainability and sensory brand interaction (Mintel, 2025; The Green Beauty Community, 2025; Li, 2024; Ferreira, 2025; Grand View Research, n.d.). Through secondary research, including industry reports, market analysis and case studies of competitors (such as Chanel beauty salons and Dior beauty shops), this project identified the key opportunities for Westman Atelier to stand out through an exclusive retail format. The main research will include consumer surveys and interviews to assess views on clean beauty in the context of luxury goods and to evaluate preferences for flagship stores and temporary retail experiences.

The proposed expansion plan aims to position Westman Atelier as a leader in sustainable luxury beauty by combining a tall design, transparent storytelling and innovative customer experience. The deliverables will include consumer personas, integrated marketing strategies, influencer partnership plans, and pop-up event concepts designed to enhance consumer experience and reinforce brand storytelling. Ultimately, this project demonstrated how Westman Atelier strengthened its brand equity, increased its market share, and established a stronger cultural footprint in the highly competitive North American beauty market.



A close-up portrait of a young woman with fair skin, freckles, and blue eyes. She is looking slightly to the left of the camera. She has dark hair and is wearing a small, round, metallic hoop earring. The text "LITERATURE REVIEW" is overlaid in white, bold, sans-serif font across the middle of her face.

**LITERATURE REVIEW**

# 1

## THE LUXURY BEAUTY INDUSTRY STRUCTURE& MARKET

1.1 Luxury Industry

1.2 Luxury Beauty Industry

## 1.1 Luxury Industry

Historically, luxury products were primarily defined by their cultural significance and the social status they provided to the owner. However, over the past two decades, the sector has undergone a profound transformation. Donze (2020) highlights that the globalization of luxury has shifted the field from an exclusive niche into a mainstream global industry, moving it beyond the sole preserve of traditional "insiders."

In contemporary scholarship, luxury is increasingly analyzed as a distinct and independent industry rather than just a collection of expensive items. According to the EBSCO research report by Rebecca (2024), the demand for luxury is significantly driven by income levels, as consumption typically increases proportionally with rising wealth. This perspective suggests that luxury goods are not merely status symbols; they are integral components of global trade and economic dynamics.

Donze (2020) further asserts that luxury should be viewed as a strategic tool for market positioning. According to this view, luxury is defined not by specific manufacturing techniques, but by a brand's location within the high-end market. This aligns with the observation that luxury is characterized by premium pricing and deliberate scarcity (Rebecca, 2024). Consequently, the modern luxury landscape is governed less by tradition and more by evolving consumer behavior. For example, individuals across various income brackets now purchase luxury items as essential mechanisms for self-reward, achievement milestones, or as a way to enhance self-esteem and social standing (Rebecca, 2024).

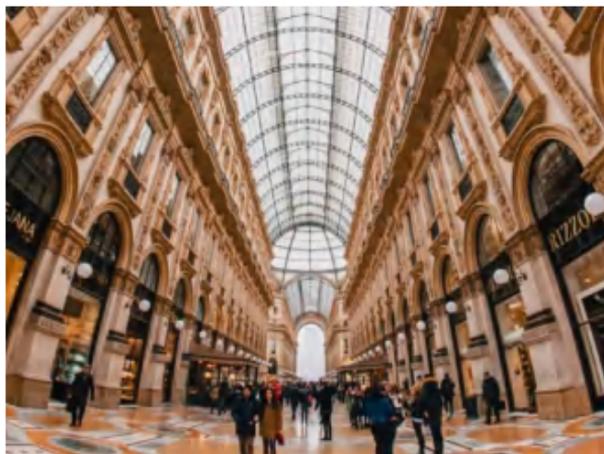


Fig. 1. Galleria Vittorio Emanuele II, Milan  
<https://www.hausvonden.com/lifestyle/Changes-in-the-luxury-industry-are-giving-rise/>





Fig. 2. Luxury cosmetics products reflecting the fast-growing global beauty industry.  
<https://www.imagesretailme.com/the-future-of-beauty-how-tech-is-changing-the-billion-dollar-cosmetics-industry/>

## 1.2 Luxury Beauty Industry

The beauty industry has evolved into a significant global economic sector. Donze (2020) argues that luxury should be understood as a rapidly expanding global industry driven by economic scale and market dynamics, rather than just a symbolic or cultural phenomenon. This commercialization is evident even in everyday salon practices, which have moved away from purely aesthetic activities to follow a clear commercial logic (Black, 2004).

Market data highlights the industry's substantial impact. Statista (2024) reports that skincare, makeup, perfume, and personal care remain high-growth categories worldwide. Notably, the sector remains resilient despite global economic fluctuations. McKinsey & Company (2024) attributes this stability to "premiumization"—where consumers choose more expensive options—and increased shopper participation. These trends demonstrate that the beauty industry is a vital part of the global consumer goods market.

Luxury beauty products are generally defined as items that exist beyond basic "real needs" (Heine, 2012). Lu (2021) characterizes these products as "expensive pleasures" rather than essential goods. From this perspective, the value of luxury beauty is no longer determined solely by the product's functional impact or the store's location. Instead, luxury is defined by the complete consumer experience (Lu, 2021).

Furthermore, recent literature suggests that the meaning of luxury is undergoing a fundamental transformation. Danziger (2019) notes that modern luxury consumers value honesty, transparency, and social responsibility over traditional rarity or prestige. Consequently, current luxury beauty brands differentiate themselves through innovation, authenticity, and a clear commitment to social causes (Lu, 2021).



# **2** MARKET SEGMENTATION OF THE LUXURY BEAUTY INDUSTRY

- 2.1 Main Segments of The Luxury Beauty Market
  - 2.2 types of Beauty Brands
- 2.3 Brand Communication and Consumer Relationships
- 2.4 Changes in Luxury Beauty Branding



Fig. 3 Global beauty brands that want to keep up with the changes in China and get ahead of the competition should consider these strategies. <https://jingdaily.com/post/beauty-luxury-consumers>

## 2.1 Main Segments of The Luxury Beauty Market

The luxury beauty market is not a homogeneous sector. Donze (2020) explains that luxury products are not uniform; instead, they are designed in various forms depending on their purpose, approach, and management style. Building on the work of Alleres (1991), Donze utilizes a tripartite model to classify luxury into three distinct levels: inaccessible luxury at the highest level, intermediary luxury in the middle, and accessible luxury as the point of entry (Donze, 2020). Each stage targets a different audience influences pricing strategies, and defines how a brand positions itself. This framework is essential for understanding the positioning of various players within the broader luxury beauty industry.

Industry research confirms that beauty consumption is not a "one-size-fits-all" activity. Chhatwal (2025) identifies distinct consumer groups, each with unique priorities, motivations, and levels of involvement. This differentiation is significant, as it determines how brands develop their market strategies (Chhatwal, 2025). Consequently, consumer segmentation is not merely an option but a fundamental mode of operation for luxury beauty brands.

## 2.2 Types of Beauty Brands

Traditional luxury beauty brands are often extensions of established fashion houses, characterized by their strong heritage, craftsmanship, and reputation. Positioned within the higher price segments, these brands prioritize strategic product positioning, high-end retail environments, and controlled communication strategies. According to Donze's (2020) framework these players occupy the categories of intermediary and inaccessible luxury, where maintaining exclusivity is the most critical factor for their brand value.

Although the beauty market began expanding early on, it did not consolidate into a fully commercialized global industry until the 1920s and 1930s (Black, 2004). During this era, iconic brands such as Chanel and Dior established their dominance in the market. Their competitive advantage stems not only from high-quality product formulas but also from their historical prestige and symbolic status. Unlike mass-market brands, traditional luxury players utilize exclusive methods of consumer engagement, offering a sense of status that goes far beyond functional performance.

Unlike traditional luxury players, digital-first clean beauty brands are redefining the modern luxury market. Their success is rooted in a seamless omnichannel strategy, where physical retail, direct-to-consumer (DTC) platforms, and e-commerce function as complementary channels (Mintel, 2025).

A key differentiator for these brands is their commitment to radical transparency. Most notably, these companies openly disclose their ingredients rather than concealing them (Cohn, 2024). Ethical considerations are also central to their operations, with a strong emphasis on responsible sourcing, manufacturing, and environmental protection. This shift is supported by research from Rocca et al. (2022), which identifies an increasing consumer consciousness regarding ecological and ethical impacts. This "silent shift" in purchasing behavior shows that consumers are moving away from traditional cosmetics in favor of products that align with their personal values. Consequently, clean beauty is now intrinsically linked to sustainability, health, and trust (Mintel, 2025).



In the luxury beauty sector, brand-customer relationships are established through consistent and meaningful daily engagement. Heinrich (2025) asserts that brands must prioritize authenticity, transparency, and a strategic approach to relationship-building to create these connections. Research from the Keller Center for Research (2022) further suggests that when brands demonstrate their values in a trustworthy manner, they foster long-term commitment. This transparency and honesty are essential strategic elements; brands must move beyond superficial updates to create genuine relationships where customers feel empowered to express opinions or even challenge the brand (Heinrich, 2025). Consistent communication and predictable brand actions are the primary drivers that encourage repeat purchases and long-term loyalty (Keller Center for Research, 2022).

Social media platforms significantly influence how consumers interact with luxury beauty businesses. Santos (2021) explains that these digital "spaces" allow users to communicate directly with the company and with each other, fostering deeper emotional bonds. By joining these brand communities, consumers develop a stronger psychological connection to the brand identity (Santos, 2021).

Evolving consumer desires have forced brands to adopt more agile and responsive communication methods. Instead of delivering forced, one-way messages, successful brands now listen to their customers, allowing consumer feedback to inform their communication strategies (Soysal & Holm, 2022). Consequently, the luxury beauty industry increasingly relies on digital and social media channels to reach younger generations, who spend the majority of their time online and prioritize interactive brand experiences (Heinrich, 2025; Santos, 2021).

## 2.4 Changes in Luxury Beauty Branding

The transformation of luxury beauty branding is most evident in the increasing emphasis on emotional satisfaction, brand credibility, and perceived value (McKinsey & Company, 2024). Modern luxury brands are moving away from simply promoting product formulas; instead, they focus on establishing meaningful relationships and fostering consumer trust. Recent market data indicates a shift in consumer behavior: buyers are becoming more selective, preferring fewer high-quality items over a wide variety of mediocre products. As a result, the demand for premium, high-performance goods has increased (McKinsey & Company, 2024). In this evolving landscape, authenticity, environmental awareness, and emotional engagement have become the primary tools for brands to achieve differentiation in a crowded market.

Tradition is no longer the only factor influencing the luxury beauty sector. Today, innovation in ingredient formulations, ethical sourcing from new suppliers, and consumer-centric decision-making are equally essential (Ma Earth Botanicals, 2025). This strategic shift is fundamentally changing the priorities of luxury labels. It redefines what is considered "valuable" and reshapes how brands engage with their customers, who ultimately place their trust and loyalty in the brand identity.

## 2.3 Brand Communication & Consumer Relationships



# **3** **CLEAN BEAUTY & SUSTAINABILITY IN LUXURY BEAUTY**

3.1 Clean Beauty Definitions

3.2 Sustainability, Wellness, and Ingredients

3.3 Sustainability and Consumer Expectation

3.4 Authenticity and Credibility Challenges in Luxury Clean Beauty Communication

### 3.1 Clean Beauty Definitions

There is currently no academic or industrial consensus regarding the precise definition of "clean beauty." Shim et al. (2024) observe that the concept remains "fuzzy," as it lacks a unified set of standardized criteria or a definitive list of essential features. This ambiguity often results in inconsistent messaging for consumers and prevents industry professionals from establishing universal regulatory standards. Furthermore, the perception of what is considered "natural" in the beauty industry is often a social construct. Black (2004) argues that "natural" beauty is socially regulated and shaped by broad cultural expectations. From this perspective, even a "natural" aesthetic is highly governed by social norms, suggesting that ideals of femininity are culturally constructed rather than inherently given (Black, 2004).



Fig. 4. Clean Beauty  
<https://logon.citysuper.com.hk/blogs/happenings-2020/clean-beauty/>

### 3.2 Sustainability, Wellness, and Ingredients

Clean beauty is now frequently associated with sustainable and ethical decision-making. Research by Shim et al. (2024) indicates that sustainability is a primary consideration for consumers when discussing the clean beauty concept. Consequently, environmental and ethical factors have become decisive elements in modern purchasing behavior (Shim et al., 2024). This trend is driven by a growing consumer demand for transparency; individuals want to understand the origins and safety of the products they use. As a result, controversial or "toxic" ingredients are being phased out, and radical transparency has become an industry standard. Today, the perceived purity and safety of a product are determined directly by its ingredient list (Shim et al., 2024).

Furthermore, Mintel (2025) notes that in the United States, clean beauty has evolved beyond just using natural materials. Instead of relying on "natural" labels, brands now focus on demonstrating that their products are developed based on scientific evidence and rigorous testing. This shift shows that consumers increasingly prioritize results-driven formulas backed by science over superficial advertising.

### 3.3 Sustainability and Consumer Expectation

Significant changes are evident in consumer purchasing behavior within the luxury beauty market. Sustainable or "green" options, which were once considered unique selling points, have transitioned into a mandatory requirement for modern brands. Research by Rocca et al. (2022) provides clear evidence of the rise in eco-conscious purchasing across both the skincare and makeup sectors.

Furthermore, Sahota (2014) observes that while the selection process is increasingly influenced by ethical and environmental values, it remains deeply rooted in personal motivations. These personal motives continue to be the primary drivers of decision-making when individuals purchase beauty products. Therefore, for luxury clean beauty brands, the challenge lies in effectively integrating ethical values with the personal desires of the consumer.



Fig. 5. National Clean Beauty  
<https://nationaltoday.com/national-clean-beauty-day/>



### 3.4 Authenticity and Credibility Challenges in Luxury Clean Beauty Communication

The rise of clean and green beauty has led consumers to scrutinize the genuine intentions behind brand claims. Because many environmental efforts are not easily visible, these claims are often difficult for consumers to independently verify. Delmas and Burbano (2011) define "greenwashing" as the act of misleading consumers regarding a firm's environmental practices or the environmental benefits of its products. They argue that greenwashing is especially prevalent in weak regulatory environments and under conditions of information asymmetry, where firms possess more knowledge than consumers. This confusion is further intensified by a lack of strictly enforced industry standards. Consequently, frequent instances of greenwashing undermine consumer confidence in sustainable products and conscious market niches.

Furthermore, consumer purchasing patterns often reveal a limited understanding of what sustainability truly entails. In the beauty sector, many shoppers remain unclear about the specific meaning of the term "green," which makes it difficult for them to identify genuine eco-friendly options. Research by Rocca et al. (2022) indicates that while broad environmental promises can initially increase trust, skepticism often spreads more rapidly than belief. Data from Mintel (2025) suggests that consumers are no longer satisfied with vague marketing terms such as "clean" or "natural." Instead, they demand detailed information regarding ingredient safety and the specific reasons behind product formulations. This shift highlights a growing need for brands to provide verifiable evidence to maintain credibility in a skeptical market.



# **4** NORTH AMERICA AS THE RESEARCH CONTEXT FOR LUXURY CLEAN BEAUTY

- 4.1 North American Luxury Beauty Market
- 4.2 Consumer Attitudes in North America
- 4.3 Millennials and Gen Z in the Market
- 4.4 Digital and Influencer Communication in North America
- 4.5 Why is North America

## 4.1 North American Luxury Beauty Market

North America is a primary driver of global beauty trends, supported by significant purchasing power and a highly developed retail and logistics infrastructure. Reports from Statista, TechSci Research, and Fortune Business Insights confirm the region's dominant position in the global luxury market (Statista, 2024; TechSci Research, 2024; Fortune Business Insights, n.d.). Luxury beauty products—ranging from high-end creams to complete skincare systems—continue to attract a diverse consumer base across both urban and rural areas.

In 2022, the beauty segment in the United States and Canada was valued at approximately \$39.3 billion (Research & Markets n.d.). Market analysis indicates that consumers, particularly those in urban centers, are increasingly willing to invest in premium, higher-priced products when they observe visible improvements in skin health (Research & Markets, n.d.). This stable and mature market environment provides an ideal context for investigating the strategic shift toward environmentally friendly luxury beauty products.

## 4.2 Consumer Attitudes in North America

Consumer perceptions of clean beauty are a significant factor in the evolution of the U.S. and Canadian cosmetics markets. Research indicates that natural-based routines have become a primary consideration in personal care decisions across North America. Key consumer concerns now encompass product safety, environmentally friendly manufacturing processes, and equitable labor practices (Research & Markets, n.d.).

This market growth is largely driven by an increasing awareness of the potential risks associated with certain synthetic ingredients in daily personal care items. As consumers become more informed about ingredient toxicity, they increasingly seek alternatives that exclude synthetic or "lab-created" substances (Grand View Research, n.d.). This heightened consciousness has led individuals to scrutinize production methods, environmental impacts, and the ethical treatment of workers. Consequently, the shift toward clean beauty reflects a broader, unspoken transition in consumer values, where purchasing decisions are increasingly guided by a brand's commitment to safety and social responsibility.

## 4.3 Millennials and Gen Z in the Market

In North America, younger demographics—specifically Millennials and Generation Z—are the primary drivers of the growing interest in luxury clean beauty. For these consumers, brand selection is increasingly dependent on transparency, shared values, ecological sustainability, and social equity (Rand, 2025). This shift toward openness, wellness, and safety is redefining consumer preferences and reshaping how beauty businesses are perceived in the marketplace (Mintel, 2025).

Statistical analysis further reveals that younger American consumers exhibit a strong preference for online shopping, especially when digital platforms align with and facilitate an environmentally friendly ideology (Kim-Vick & Yu, 2023). Consequently, the integration of e-commerce with sustainable brand narratives has become a critical strategy for capturing the loyalty of the younger market in the U.S. and Canada.



## 4.4 Digital and Influencer Communication in North America

Digital platforms are increasingly dictating the distribution and consumption of beauty products across North America. McKinsey & Company (2025) projects that e-commerce will account for approximately 30% of the total beauty market share by 2030. In the current U.S. market, digital tools allow consumers to discover and purchase products more efficiently. Because beauty is closely linked to daily quality of life, consumers are using these online platforms to gain a deeper understanding of product compositions and ingredient safety (Li, 2025).

This digital shift indicates that purchasing decisions are increasingly driven by accessible and transparent information. Younger demographics, particularly Millennials and Generation Z, are the primary drivers of this trend, as they rely heavily on digital channels for product research and brand engagement (Mintel, 2025). Consequently, the integration of educational content with e-commerce has become a vital strategy for luxury brands looking to build trust with informed consumers.

## 4.5 Why is North America

In summary, North America serves as an ideal context for research on luxury clean beauty due to its market maturity and global influence. The regional market has demonstrated stable growth driven by strong consumer expenditure and high demand for products that align with environmental values. Simultaneously, advancements in digital technology have played a critical role in fostering consumer loyalty and engagement (Statista, 2024; McKinsey & Company, 2024).

As a global trendsetter, North America is often the birthplace of new cosmetic trends, which are rapidly disseminated through retail innovation and digital platforms. These trends frequently transcend local boundaries to influence global markets. Consequently, investigating the luxury clean beauty sector in North America provides valuable insights into how sustainability has become a primary determinant in the purchasing process. Furthermore, it reveals how these products are reshaping consumer perceptions of value and worth within the modern luxury market (McKinsey & Company, 2024).



Fig. 7 Squeaky Clean Liquid Lip Balm  
<https://www.westman-atelier.com/products/squeaky-clean-liquid-lip-balm-pipsqueak?>



# 5

## COMPETITIVE BRAND AND INDUSTRY CASE

- 5.1 Overview of Competition in the Luxury Clean Beauty
  - 5.2 Digital Clean Beauty Brands
    - Merit Beauty as an Industry Case
    - RMS Beauty as an Industry Case
  - 5.3 Traditional Luxury Beauty Brands
    - Chanel Beauty, Dior Beauty as Industry Cases
- 5.4 Brands Between Clean Beauty and Traditional Luxury
  - Fenty Beauty and Ilia Beauty as Industry Cases



Fig. 8. Westman Atelier Instagram

## 5.1 Overview of Competition in the Luxury Clean Beauty

The luxury clean beauty sector is currently defined by intense competition, where emerging digital-native brands and established heritage houses frequently converge. Clean beauty has become a dominant force within the broader beauty market, with its growth consistently outpacing other categories (Weaver et al., 2025).

A striking feature of this market is the accelerated pace of innovation and product differentiation. New concepts are introduced almost continuously, placing immense pressure on brands to optimize their performance. Modern consumers have elevated their expectations; they demand superior ingredient quality, high-performance product efficacy, and long-lasting brand integrity (Weaver et al., 2025). Consequently, brands must balance rapid innovation with the need to build and maintain durable consumer trust.



## 5.2 Digital Clean Beauty Brands

The luxury beauty landscape is undergoing a significant transformation driven by the rise of digital-native clean beauty brands. Research indicates that a new generation of independent, online-born brands is gaining market share through curated product assortments, web-based outreach, and direct-to-consumer (DTC) models (Business of Fashion, 2025). Unlike legacy brands, these newcomers do not rely on centuries of history or massive global retail coverage. Instead, they build momentum through a distinct brand identity, consistent visual language, and minimalist yet impactful storytelling.

Currently, online clean beauty companies foster authentic consumer relationships by prioritizing narrative-driven engagement and maintaining transparency across digital platforms (Business of Fashion, 2024). Furthermore, an increasing number of boutique clean beauty brands are entering the luxury segment with ambitious goals. Rather than utilizing aggressive mass advertising, these brands focus on subtle branding and a limited selection of high-quality products (Business of Fashion, 2025). This shift illustrates how emerging clean beauty brands are successfully competing with established luxury houses. They achieve this not through exorbitant marketing expenditures or traditional prestige symbols, but by redefining their digital presence and consumer interactions.



Fig. 9.Merit  
<https://www.meritbeauty.com/>

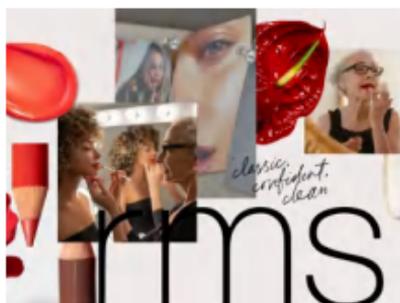


Fig. 10.RMS  
<https://www.rmsbeauty.com/>

### Merit Beauty as an Industry Case

Merit Beauty serves as a representative case for the minimalist clean beauty segment. The brand is defined by a curated product assortment and a minimalist visual identity that avoids unnecessary embellishment. Its product strategy emphasizes efficiency and ease of use, catering specifically to consumers who prioritize a streamlined beauty routine. This consistent branding creates a refined and stable image across all consumer touchpoints (Merit Beauty, n.d.). Merit appeals primarily to individuals seeking "quiet luxury" in their daily lives—those who value high-quality, low-effort experiences. Positioned as a step forward in clean beauty, Merit aligns itself with luxury self-care rather than purely functional mass-market goods (Wirecutter, n.d.).

### RMS Beauty as an Industry Case

RMS Beauty is widely recognized within the industry for its emphasis on ingredient integrity and transparency. According to reviews from The Good Trade (2025), the brand distinguishes itself by providing detailed rationales for its ingredient selections. Rather than focusing solely on visual results, RMS Beauty educates its consumers on the relationship between ingredients and skin health. This educational approach differentiates the brand from competitors focused on fleeting trends, as it integrates knowledge directly into the consumer experience. For RMS Beauty customers, understanding the product's composition is as essential as the product's performance itself (RMS Beauty, n.d.).



### 5.3 Traditional Luxury Beauty Brands

Heritage luxury beauty brands continue to maintain a dominant position in the saturated market by evolving their narratives around sustainability and clean beauty. Reports suggest that as the market becomes increasingly crowded, differentiation is achieved by leveraging a profound brand DNA, identity, and craftsmanship while maintaining relevance for modern consumers (Luxury Society, 2024). Rather than abandoning their traditional foundations, these established players strategically incorporate sustainable messaging into their existing luxury value propositions.

#### Chanel Beauty, Dior Beauty as Industry Cases

Chanel Beauty represents the traditional luxury paradigm, seamlessly integrating the brand's iconic aesthetic into its skincare and cosmetics lines. Industry experts note that the brand focuses on "quiet elegance" and minimalist visuals, building a cohesive identity across its color cosmetics, fragrances, and skincare categories (Adrienne, 2020). Instead of pursuing fleeting trends, Chanel emphasizes enduring value through exceptional craftsmanship and rigorous control over its global brand image. The brand's approach to clean beauty is subtle, framing it as an extension of their long-standing commitment to quality and luxury self-care.

that the brand prioritizes polished aesthetics, innovative formulations, and evocative imagery in its advertising to create a strong emotional connection with consumers (Kalam, 2024). Through high-definition visuals, premium pricing, and aspirational storytelling, Dior maintains its authority in the luxury space. While embracing modern beauty standards and sustainability, Dior continues to redefine luxury through imagination and exclusivity, ensuring its brand narrative remains both aspirational and socially responsible.



Fig. 11. Dior Beauty  
[https://www.dior.com/en\\_us/beauty](https://www.dior.com/en_us/beauty)



Fig. 10 Chanel Beauty  
<https://www.chanel.com/us/makeup/>



## 5.4 Brands Between Clean Beauty and Traditional Luxury

The boundaries between clean beauty and traditional luxury are no longer as clearly defined as they were in the past. Today, brands combine ideals of purity with glamorous appeal across mainstream platforms rather than existing in separate worlds (WWD, 2023). Meanwhile, the definition of clean beauty is evolving, moving away from strict technical terms and toward shifting consumer opinions. As *The Business of Fashion* (2025) notes, the concept of "clean" is no longer a fixed definition; instead, it varies based on how an individual brand chooses to apply it. A closer examination of industry trends reveals a significant shift: brands that successfully blend purity, luxury quality, and broad accessibility are no longer isolated cases—they are now setting the standards for market demand (Global Cosmetic Industry, 2025). This overlap has created a new category in contemporary beauty that exists between traditional heritage luxury and newer, clean-focused brands.

### Fenty Beauty and Ilia Beauty as Industry Cases

Fenty Beauty is frequently cited in industry literature as proof that high-end luxury can successfully coexist with ethical standards. Industry analysis suggests a fundamental shift in the market where inclusivity and diverse shade ranges are no longer optional, but essential (Fetto, 2020; AFP/Relaxnews, 2017). Rather than focusing solely on strict ingredient rules, Fenty Beauty integrates ethical integrity with bold, premium packaging. Its success is driven by its massive visibility and widespread retail presence. Case reviews show that the brand successfully combines transparent communication with luxury offerings while maintaining a connection with a global audience (Raju, 2025).



Fig. 12 Fenty Beauty  
<https://fentybeauty.com/pages/fenty-beauty>

Ilia Beauty stands out for its successful transition from a niche market focus into the luxury beauty sector. Following its Series B funding round, the brand has focused on achieving broader market reach while maintaining its commitment to safe ingredients (Kovack, 2022). Recently, observers have noted a shift in the brand's strategy: while it maintains its core values of simplicity, it has adopted luxury standards through refined packaging and selective retail partnerships (Scott, 2025). This strategic placement distinguishes Ilia Beauty not only from digital-native startups but also from traditional heritage brands, carving out a unique space in the "middle ground" of the luxury market.



Fig. 12. Ilia Beauty  
<https://iliabeauty.com/collections/best-sellers>



# 6

## HOW LUXURY BEAUTY BRAND BUILDS BRAND VALUES

6.1 Brand Equity in Luxury Branding

6.2 Symbolic and Emotional Value in Luxury Beauty

6.3 Shifts in Brand Value Creation in Luxury Beauty

## 6.1 Brand Equity in Luxury Branding

Strong brands transcend mere familiarity by establishing deep emotional resonance with their consumers. According to Harvard Business School Online (n.d.), the pillars of trust, authenticity, and emotional engagement are what truly drive long-term loyalty. These relationships go beyond transactional interactions; they create a lasting bond that continues to influence consumer decision-making over time, leading to consistent repeat purchases. In the context of luxury, a brand's value is not rooted in the simple utility of the product but in these intangible emotional connections, which distinguish true luxury from standard premium goods.

As Donzé (2020) argues, luxury cannot be defined solely by a specific commodity, service, or manufacturing process. Instead, its essence is determined by its strategic position within the market. This creates a fundamental distinction in how consumers perceive value: while high-quality premium products are typically judged through a rational comparison of functional performance and price, luxury goods rely almost entirely on symbolic value and emotional appeal. In this sense, the luxury consumer is not just buying a product, but a narrative and a status that transcends its physical performance.

## 6.2 Symbolic and Emotional Value in Luxury Beauty

Luxury consumption is fundamentally "symbolic rather than purely functional," as its value is derived from deeper cultural meanings and signs rather than price or utility alone (Dion & Arnould, 2017). Dion and Arnould (2017) further emphasize that brand meaning is not inherent; instead, it is carefully constructed over time through repeated and consistent interactions with the consumer. In this context, luxury is "experienced and performed rather than simply displayed." The emotional connection and the consumer's sense of identity are shaped by the narratives and stories the brand consistently communicates.

Similarly, Black (2004) argues that beauty rituals are much more than mere functional activities. They are deeply embedded in broader social, cultural, and economic relations. For the luxury consumer, beauty practices are closely tied to personal identity and emotion, serving as a form of symbolic expression. This perspective suggests that the value of a luxury beauty product lies in its ability to reflect the consumer's social standing and internal values, rather than just its physical performance.

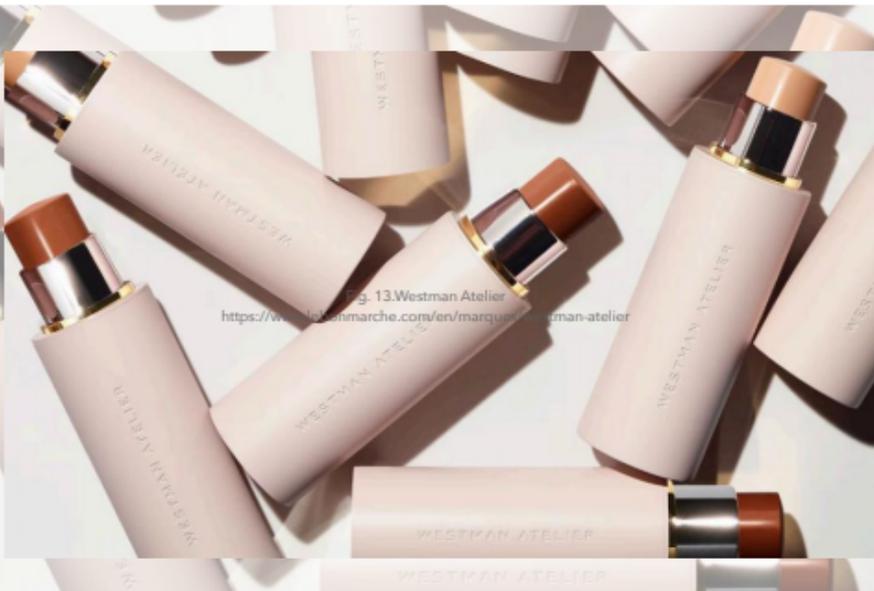




Fig. 14. Westman Atelier  
<https://www.lebonmarche.com/en/marques/westman-atelier>

### 6.3 Shifts in Brand Value Creation in Luxury Beauty

Recently, industry experts have discussed the changing value of luxury cosmetics. As prices decrease, businesses are relying more on emotional stories, professional expertise, and clear narratives to maintain their leading positions (Business of Fashion, 2024). The heritage of craftsmanship and traditional practices serves as evidence of a brand's authentic roots, which helps drive emotional connections and luxury status (Ma Earth Botanicals, 2025).

The ideas shared by company leaders also influence how consumers perceive brands. This is especially true for luxury beauty products, where performance and quality of life are very important (WWD, 2023; WWD, 2025). Furthermore, working with famous faces helps develop these brand stories, often featuring people who are seen as calm, strong, and sophisticated (WWD, 2026).



# **7** CONSUMER BEHAVIOR IN LUXURY CLEAN BEAUTY

7.1 Clean Beauty Consumption Factors

7.2 Trust and Ingredient Transparency in Purchase Decisions

7.3 Sustainability as a Consumption Factor

7.4 Millennials and Gen Z as Core Consumer Groups



Fig. 15. Westman Atelier  
<https://victoriarogjobeauty.com/collections/westman-atelier>

Consumer behavior refers to the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences (Solomon, 2020, as cited in Ohvo, 2023). In the luxury clean cosmetics market, purchasing decisions are not only based on functional needs but also on deep emotional connections and a sense of identity with others. Black (2004) suggests that beauty consumption is often less about achieving a specific physical result and more about identity, self-presentation, and social meaning.

Today, consumers are no longer just looking for products; they seek personal relationships with the brands they support that continue long after a single purchase (Gupta et al., 2022, as cited in Ohvo, 2023). In the luxury clean cosmetics sector, emotional resonance is a significant factor. It explains why people respond positively to natural brand communication, personalized customer service, and brands that prioritize emotional engagement.

## 7.1 Clean Beauty Consumption Factors

The level of trust consumers have in information significantly influences their choice of clean beauty products. Rocca et al. (2022) state that decisions regarding cosmetics are becoming more eco-friendly and socially equitable as consumers care more about the planet and social justice. However, consumers often "struggle to interpret sustainability claims," as inconsistent labeling and a lack of clarity lead to confusion and skepticism (Mintel, 2025).

Furthermore, individuals rely on sustainability facts when they are presented in a transparent and truthful way. Kolling et al. (2022) argue that sustainability in the cosmetics industry must be integrated holistically into operations and product development rather than being treated as a surface-level effort. When sustainability is not consistently practiced, the gap between a brand's claims and its actual actions can weaken consumer trust and reduce purchase intentions.

In the luxury clean beauty market, ingredient transparency is more than just a form of disclosure; it is a primary source of trust. Because consumers are paying closer attention to what is inside their products, disclosing all ingredients helps a brand gain credibility. Simultaneously, this exchange of information builds a stronger relationship between the consumer and the brand. When there are no hidden details behind the label, the brand's overall credibility increases.

## 7.2 Trust and Ingredient Transparency in Purchase Decisions



### 7.3 Sustainability as a Consumption Factor

Different generations show distinct preferences within the luxury clean beauty market. Older consumers tend to value high-quality in-store service, brand heritage, and personalized retail experiences when making purchase decisions (Ohvo, 2023).

Conversely, Gen Z consumers rely heavily on social media platforms like Instagram to discover and research products. They are comfortable switching between various options but eventually focus on a select few brands that align with their values (Ohvo, 2023).

For Millennials and Gen Z, the interest in natural ingredients is closely linked to their shopping habits. This involvement goes beyond just buying a product; it includes an active and conscious participation in the brand's narrative (Shim et al., 2024). In the digital age, beauty perceptions are heavily influenced by online communities, where young people can instantly share and exchange ideas (Liu, 2025). As a result, these consumers expect transparency and authenticity from brands. Credible sustainability practices have become essential, as they directly influence consumer trust and final purchase decisions (Mintel, 2025b).

Sahota (2014) observes that ethical and environmental concerns are playing a growing role in cosmetic purchasing decisions as consumers become more aware of sustainability issues. While beauty routines—whether makeup or skincare—are often private and personal, the choices consumers make now reflect a deeper concern for nature and the balance of modern society. Spending has become a more intentional act rather than an automatic one; people now take a moment to consider factors such as longevity, ease of use, results, and overall value (McKinsey & Company, 2024).

Today, luxury clean beauty consumers view sustainable and honest practices as indicators of quality and competence in the high-end market, rather than obstacles (Mintel, 2025a). Because of this shift in mindset, ingredient transparency and safety confidence do more than just influence perceptions of product performance; they also significantly drive brand loyalty.

### 7.4 Millennials and Gen Z as Core Consumer Groups



Fig. 16. Westman Atelier  
<https://victoriaroggiobeauty.com/collections/westman-atelier>

# 8

## THE LUXURY BEAUTY INDUSTRY STRUCTURE& MARKET

8.1 Sustainability in Luxury Branding

8.2 Authenticity and Credibility in Sustainability

8.3 Consumer Skepticism and Greenwashing

8.4 Transparency and Consistency in Building Trust



Fig. 16. ECO LUXURY  
<https://www.pradeepglobal.com/eco-luxury-how-responsible-brands-are-redefining-modern-beauty/>

## 8.1 Sustainability in Luxury Branding

Today, sustainability is increasingly expected by consumers rather than being a unique way to stand out. Responsible practices are now seen as a baseline requirement for beauty brands (Mintel, 2025a). In the past, eco-friendly or ethical messages were a primary way to differentiate a brand. However, today's audience, especially in the luxury segment, views these messages as standard expectations rather than a surprise. Success now depends on whether a brand's promises actually match its results, pricing, and overall company values (Business of Fashion, 2024).

In the luxury clean beauty market, high prices can sometimes reveal "greenwashing" or fake promises. Sustainability claims lose their value when there is no clear benefit or explanation for the higher cost. By 2024, reports from Business of Fashion showed that consumers were becoming more skeptical. To truly stand out, brands must actually live their environmental values instead of just talking about them. Trust is built when a brand's actions are consistent across its product design, supply chains, packaging choices, and retail displays (Li, 2025).

As green marketing becomes common in the American clean beauty market, consistency between online communication and the in-store experience is critical for building trust (Mintel, 2025a). Trust also relies on knowledgeable staff who can show that product claims are real and not just marketing (Li, 2025). In this context, sharing environmental values is no longer just about a brand's image; it has become a silent, expected part of the customer's daily interaction with the brand.



## 8.2 Authenticity and Credibility in Sustainability

Kolling et al. (2022) emphasize that sustainability must be embedded holistically within company operations rather than treated superficially. When sustainability practices are not fully implemented, gaps between corporate claims and actual actions can weaken consumer trust, especially regarding environmental promises. While making promises is a good start, showing real commitment is more important. If consumers feel that a brand's efforts are forced or done only for profit, they will quickly lose faith in the brand.

Kolling et al. (2022) further argue that sustainability must be integrated into both product development and daily business operations. Without real implementation, environmental initiatives risk being seen as symbolic rather than meaningful. According to Mintel (2025), being truthful means matching brand claims with reality. This includes practices such as using transparent ingredients, working with ethical suppliers, and maintaining consistent product quality. In the luxury cosmetics industry, words must be in harmony with actions. Instead of making empty claims about being eco-friendly, brands need to show consistent and tangible improvements in their practices.

Industry feedback suggests that brand heritage and traditions become even more impactful when they are directly connected to modern creative work. Skepticism toward "green" values is more likely to disappear when a brand's historical narratives are clearly visible in its contemporary design practices (Ma Earth Botanicals, 2025). When a brand successfully combines its past identity with modern sustainability, it creates a much stronger sense of credibility for the consumer.



Fig. 17.Sustainable

<https://www.phantm.com/blog/step-by-step-sustainable-packagi>





### 8.3 Consumer Skepticism and Greenwashing

Scholars have warned that over-promoting sustainability can sometimes backfire. Constant or exaggerated sustainability messages may increase consumer skepticism, especially when these claims lack clarity or verification (Mintel, 2025b). Sahota (2014) highlights that excessive sustainability marketing can lead to accusations of "greenwashing." This emphasizes the need for brands to focus on transparent and credible practices rather than just superficial communication.

When brands misrepresent their environmental role, they lose consumer trust, and brand attitudes begin to change (Kolling et al., 2022). In the clean beauty market, eco-friendly promises require clear evidence to be believable. Consumers, especially in the luxury sector, expect direct and honest communication. In this high-end market, any lack of effort or clarity is often viewed as laziness or a lack of professional care (Mintel, 2025b).

Sahota (2014) also notes that there is still significant confusion regarding sustainability terminology. Many consumers do not fully understand the environmental or social meanings behind labels such as "natural" or "green." Without clear definitions, these claims can easily become misleading, making it harder for consumers to make informed choices. To maintain credibility, luxury brands must ensure that their language is both simple and accurately defined.

### 8.4 Transparency and Consistency in Building Trust

Research consistently shows that clear and transparent communication is the best way to reduce consumer skepticism toward sustainability claims (Mintel, 2025). As more brands claim to be part of the clean beauty movement, consumers are scrutinizing ingredients more carefully than ever before. According to Mintel (2025), a brand's honesty is strengthened when it explains what each component is, where the materials come from, and why certain decisions were made. This approach is more effective than simply labeling a product based on the absence of certain ingredients.

In-store elements and the quality of service also play a major role in building purchase confidence (Li, 2025). Sustainability messages must be well-supported throughout the retail environment; for example, employees should clearly understand the brand's purpose, and in-store signage should deliver a consistent message (Li, 2025). Trust increases when consumers shop for expensive or natural beauty products and find that the physical experience matches the brand's promises. These real-life experiences are often more impactful than marketing words alone.

Sustainability efforts feel more authentic to consumers when a brand's actions match its words. This includes everything from the information on the outer packaging to the details provided about the source of the ingredients (Mintel, 2025b). Combined, these findings suggest that transparency and consistent performance across all channels are the most important ways for luxury cosmetic brands to maintain honesty in their sustainability narratives. When a brand is open about its practices and performs consistently, it successfully builds a lasting bond of trust with its customers.

Fig. 18. How Clean Beauty Can Drive Sustainability in the Beauty Industry  
<https://sgkinc.com/en/insights/single-insight/how-clean-beauty-can-drive-sustainability-in-the-beauty-industry/>



# 9

## **INFLUENCER COMMUNICATION IN THE LUXURY BEAUTY**

- 9.1 Influencer Marketing in Beauty Branding
- 9.2 Influencer Credibility and Authenticity
- 9.3 Trust Transfer and Parasocial Interaction
- 9.4 Celebrity and Influencer Communication
- 9.5 Influencers as Brand Content Creators
- 9.6 Influencer Expertise and Authority



Fig. 19. Meet Fluff & Puff, the Blush Duo That Gives Back!

<https://www.westman-atelier.com/blogs/guccis-guide/gucci-westman-beauty-checks-blush-duo-fluff-puff-checks-towards-mental-health-organization>

## 9.1 Influencer Marketing in Beauty Branding

Social and digital channels have become the primary drivers of product discovery, as the beauty market continues to shift toward online growth (McKinsey & Company, 2025). Today, luxury beauty brands no longer rely on traditional, aggressive advertising; instead, they focus on creating authentic narratives through real voices and shared experiences (Mallick & M., 2024). This shift represents a move away from formal press releases toward a more personal approach, similar to a recommendation shared among friends. Rather than relying on perfectly polished advertisements, brands are focusing on "lived moments" and authentic content.

The success of beauty brands today depends on visual storytelling and social proof—where consumers see influencers genuinely using and enjoying the products. The lasting impact of these campaigns is not just about the product's technical claims, but the emotional connection and the feeling of living vicariously through a trusted person. Furthermore, social media and direct-to-consumer (DTC) channels allow brands to engage with their audience directly, significantly reducing the reliance on traditional intermediaries (McKinsey, 2025).

Platforms like Instagram and TikTok have become essential in shaping not only a brand's image but also its cultural meaning. What was once a casual social media presence has transformed into a strategic focus on emotional intimacy and authenticity. As a result, influencer collaborations have evolved from simple, casual agreements into highly structured and professionally managed campaigns. These partnerships are now often overseen by dedicated agencies, reflecting their critical importance within the cosmetics industry (Influencer Marketing Hub, 2026).



## 9.2 Influencer Credibility and Authenticity

Beauty influencers play a critical role in building brand trust and credibility that goes beyond simple visual presentation (Santos, 2021). They act as a bridge between heritage brands and the younger generation, such as Gen Z, by making the connection feel genuine rather than forced. This believability is not created overnight; instead, it is built through small, consistent interactions over time. In the eyes of the consumer, an influencer's recommendation often feels like authentic evidence rather than a traditional advertisement. When their message aligns perfectly with their personal style and values, consumers pay much closer attention, as this consistency is highly valued in the luxury market.

Currently, consumers expect a high level of authenticity and transparent communication from both luxury brands and online creators (Mintel, 2025). Brand growth occurs when influencers share their real lives alongside product recommendations, combining honesty with a personal touch. This approach makes their content feel less like a sales pitch and more like a shared experience that has been cultivated over time. By focusing on these authentic connections, brands can move away from "hard selling" and instead build long-term trust with their digital audience.

## 9.3 Trust Transfer and Parasocial Interaction

The mechanism of influencer messaging is effective because it relies on the transfer of trust between individuals and the personalities they follow online. Liu (2025) explains that the frequent presence of an influencer on social platforms helps develop a strong sense of a personal relationship with their followers. Even though these connections are one-sided, these emotional ties are very meaningful to the audience. Because of this bond, influencers have a natural ability to transfer the trust they have built to the brands they represent.

This transfer of trust is especially powerful among Gen Z online shoppers, whose digital behaviors—such as clicking, scrolling, and reacting—help spread a brand's message (Liu, 2025). Furthermore, as sustainability claims often become filled with complex jargon, influencers act as trusted voices that help simplify these details. They translate complicated information into relatable stories that consumers can easily understand, evaluate, and share with others (Mintel, 2025).



Fig. 20. How a Fashion Influencer Creates Content: Creating a Fresh

## 9.4 Celebrity and Influencer Communication

Although influencers now dominate much of the modern beauty discourse, celebrities continue to influence culture in a more indirect way. Media coverage often portrays celebrities as aspirational figures, which encourages consumers to identify with them and imitate their style (WWD, 2026). Their long-standing public presence helps build credibility because fans are already very familiar with them, making their association with a brand feel significant.

However, studies show that influencer communication is quite different from traditional celebrity endorsements. Influencer content tends to be more intimate, interactive, and narrative-driven, allowing followers to feel a personal connection. Instead of just representing an abstract "dream" or an idealized lifestyle, influencers share real-time updates and personal stories. While traditional celebrities are often seen as distant figures, influencers provide a sense of relatability. This shift is highly significant because young consumers today prioritize authenticity and direct engagement in their relationships with a brand (Ohwo, 2023).

## 9.5 Influencers as Brand Content Creators

Recent research indicates that traditional celebrity advertising is becoming less effective, particularly among younger consumers (Canadian Marketing Association, 2025). One of the most interesting trends is the collaboration between brands and influencers to create shared content where the brand message feels genuinely authentic. These posts go beyond simply demonstrating how to use products; they turn makeup into a natural extension of everyday life. A quick glance at the screen is enough for viewers to sense the intention behind each camera angle and movement.

Instead of direct instructions, viewers are given subtle cues on how to highlight their features. This pairing of people and products suggests a sense of effortless style that does not try too hard to attract attention. Visual choices, such as quiet moments or blurred frames, help create a more intimate and artistic feeling (Bentley University, 2025). Consequently, beauty brands are moving toward long-term partnerships based on shared values and mutual understanding (Mintel, 2025). This style of content is so life-like that it does not appear planned at all; instead, it looks like a collection of real, spontaneous moments.

## 9.6 Influencer Expertise and Authority

Being relatable is not the only factor that makes beauty influencers trustworthy; their expertise is even more important. Research shows that consumers pay close attention when influencers discuss technical topics like skincare or natural ingredients (Wang & Kim, 2024). Viewers are particularly interested when an influencer breaks down specific ingredients or demonstrates how a skincare routine works. This level of clarity helps consumers decide whether or not to trust a product. For many buyers, understanding the science behind a product leads to believing in its effectiveness.

Experts in the industry agree that educational authority has become a key part of successful influencer campaigns. Because beauty fans want clear answers about what is in a product and how well it works, online creators simplify complex information into easy-to-understand narratives (Mintel, 2025). This trend has increased the influence of professional voices, such as makeup artists and chemists, whose professional experience acts as credible evidence for the audience (Vogue, 2021). Although high-level luxury expertise can sometimes seem exclusive, sharing these skills openly actually builds deeper trust, especially for beauty products that focus on health and wellness (LinkedIn, 2024).





Fig. 21 How Olympia Gayot Does New Uniform Dressing: <https://www.westman-atelier.com/blogs/guccis-guide/halle-berry-menopause-respin-joylux-intimacy-gel-clean-makeup-beauty-secrets>

# 10

## THE LUXURY BEAUTY INDUSTRY STRUCTURE & MARKET

- 10.1 IMC in the Luxury Beauty Industry
- 10.2 Cross-Channel Consistency
- 10.3 Brand-Owned Media and Influencer Content
- 10.4 Digital Platforms in Luxury Beauty Marketing

## 10.1 IMC in the Luxury Beauty Industry

As Black (2004) argues, the development of the beauty industry reflects broader political, social, economic, and cultural processes. Because beauty consumption is deeply connected to identity, meaning, and social relationships, marketing communication is essential in shaping brand value, loyalty, and trust among luxury consumers. From this perspective, beauty products are not just functional items; they are key tools in the process of identity formation.

However, some scholars believe that the traditional 4P framework is no longer as effective in modern business. They argue that the boundaries between different marketing elements have started to blur, particularly where advertising and pricing strategies overlap (van Waterschoot & van den Bulte, 1992). It is often difficult to distinguish between incentive programs, push campaigns, and personal sales discussions, making it hard for brands to analyze performance through these categories alone. Therefore, better methods of categorizing these activities are needed to help companies evaluate their work more accurately.

Due to these limitations, Integrated Marketing Communication (IMC) has emerged as a superior approach. Rather than focusing on individual components, IMC emphasizes the strategic connections between them. In the luxury beauty sector, this integration is especially important because consumers expect a consistent brand experience across all touchpoints, including advertising, digital platforms, and in-store environments (Mintel, 2025).



Fig. 22 4P framework.  
<https://www.preplounge.com/en/case-interview-basics/4p>

## 10.2 Cross-Channel Consistency

Today, social media platforms are central to the interactions between consumers and brands, providing an opportunity for honest dialogue that demands transparency and accountability (Sahota, 2014). Maintaining a consistent brand voice across all digital platforms is essential, as it helps the audience clearly understand the brand's identity and values (Mallick & M., 2024). Any significant inconsistency in this messaging can lead to skepticism, particularly among luxury consumers who value cultural relevance and brand meaning. Therefore, ensuring that messages are aligned across different media channels acts as an anchor that helps maintain trust, brand exposure, and emotional appeal.



### 10.3 Brand-Owned Media and Influencer Content

Beauty marketing has transitioned from traditional mass advertising toward more informal, digital forms of engagement. Brands are now increasingly able to communicate directly with their audience, bypassing traditional intermediaries such as retailers and media gatekeepers (Tungate, 2011). At the same time, digital platforms allow for closer and more transparent interactions between brands and consumers, which strengthens both engagement and brand accountability (Sahota, 2014).

Influencer content plays a vital role in this process by transforming corporate messages into relatable fan experiences. These creators act as essential links between the brand and the public, especially on digital platforms where they share content directly with their followers (Tungate, 2011). In recent years, the increasing collaboration between luxury businesses and professional influencer agencies shows that sponsored content is now viewed as a primary marketing strategy rather than a secondary one (Influencer Marketing Hub, 2026).

Furthermore, brands must ensure that the content influencers share is perfectly aligned with their own values to maintain a clear public image. In physical locations, such as luxury department stores, it is important to synchronize the brand's in-store voice with its digital posts and company-owned media. This consistency builds credibility and reinforces brand recall during the critical moments when consumers are making a purchase decision (Li, 2025).



Fig. 23 4P Media Types  
<https://awware.co/blog/what-is-earned-media/>

### 10.4 Digital Platforms in Luxury Beauty Marketing

Digital platforms guide how beauty brands communicate and how consumers respond, shifting the source of messaging and the way brand value is created (Mallick & M., 2024). These online platforms allow brands to speak directly to consumers, promoting transparency and dialogue that go beyond traditional advertising channels (Sahota, 2014). When beauty companies communicate clearly across their various apps and digital channels, it increases consumer trust, which is especially important for high-priced luxury products (Mallick & M., 2024).

Furthermore, digital spaces do not operate independently; research indicates they are now closely connected to physical brick-and-mortar stores. In the U.S., beauty consumers connect better with brands that combine online discussions and company-hosted videos with physical store access, as this combination feels more familiar and reliable (Li, 2025). This suggests that website tools and digital features should be used as part of a broader, integrated marketing strategy rather than being treated as isolated advertising spaces.



Fig. 24 4P Digital Platforms.  
<https://knowledge.wharton.upenn.edu/article/how-digital-platforms-like-spotify-turn-rivals-into-allies/>



# 11

## WESTMAN ATELIER AS A LUXURY BEAUTY CASE

- 11.1 Positioning of Westman Atelier in the Luxury Clean Beauty
- 11.2 Founder Credibility (Gucci Westman) as a Trust Mechanism
- 11.3 Luxury Aesthetics and Clean Beauty Values
- 11.4 Compared with Merit Beauty, RMS Beauty, Chanel Beauty, Dior Beauty, Fenty Beauty, and Ilia Beauty
- 11.5 Westman Atelier is an Case of Integrated and Influencer-Driven Communication



Fig. 25 The Pillow Lip Tint Behind Daniela Garcia's Look.  
<https://www.westman-atelier.com/blogs/quick-guides/daniela-garcia-mix-and-match-lip-liner-lipstick-lip-gloss-beauty-products>

## 11.1 Positioning of Westman Atelier in the Luxury Clean Beauty

Market trends show that luxury clean beauty brands now occupy the space between traditional luxury and health-conscious decision-making, where aesthetic appeal is just as important as the ingredients (Mintel, 2025). Westman Atelier creates interest by focusing on the importance of beauty rituals, ensuring that products are both safe and effective in delivering results. Because of this combination, many consumers are drawn to high-quality treatments that do not rely on harsh chemicals. This trend reflects a broader change in the high-end market; ethical standards and aesthetic beauty are no longer seen as opposites. In fact, choosing clean products has increasingly become a symbol of status.

Moving beyond rigid definitions or stereotypes of clean beauty, Westman Atelier operates with a refined approach developed over time. Today, experts do not see "clean beauty" as a single concept; instead, different brands build their identities around looks, results, and various styles of storytelling (Cohn, 2024). In this context, Westman Atelier distinguishes itself by offering luxury beauty through intentionality, simplicity, and a clear set of brand values.

## 11.2 Founder Credibility (Gucci Westman) as a Trust Mechanism

Founder credibility is often established early in a brand's development. Rather than relying on flashy promotion, true credibility is built through a consistent demonstration of expertise over time. Trust cannot be created overnight; it is the result of continuous contact and a deep emotional connection with the audience. Research suggests that a founder's reputation often precedes the perceived reliability of their products, and this professional background is particularly important when consumers feel uncertain about a purchase decision (Molinillo et al., 2022). As noted by the Forbes Business Council (2023), what a company does is more important than what it says. When a brand's actions align with its promises, consumer faith increases. Without tangible evidence of these promises, trust quickly fades. Ultimately, long-term performance and authentic behavior shape public opinion more effectively than any marketing slogan.

In smaller businesses, trust is manifested through the way founders manage their leadership and operations. According to Hung (2026), leaders gain consumer confidence by setting clear goals and remaining transparent and accountable. Reliability is established when a leader appears thoughtful and mission-driven rather than solely focused on profit. This is especially true in the clean beauty sector, where consumers carefully scrutinize ethical and wellness claims. Studies show that the visible presence of a founder significantly impacts how a brand is perceived, not only by consumers but also by investors (Stefanidis et al., 2025). Providing the public with a look into the brand's leadership serves as a shortcut to establishing reliability and trust.

Industry reports frequently cite Gucci Westman's professional history as a primary reason for the trust placed in Westman Atelier. As Manso (2026) notes, her years of experience working with celebrities and high-end fashion prepared the brand for its success. Her background with luxury brands, magazine covers, and high-profile clients has established her as an undisputed expert in the field. This professional lifespan provides a form of "pre-verified" evidence for buyers even before they examine the product ingredients. Westman's vision for the brand is clear: she describes Westman Atelier as the intersection of nature and luxury, moving beyond the old division between natural ingredients and high-performance outcomes (Burchfield, 2025). This clarity suggests that the brand was built on a well-planned strategy rather than just following a trend. Furthermore, her practical experience, rather than just idealistic views, reinforces her credibility (MECCA Memo, n.d.). This perceived competence directly increases consumer confidence in the brand's luxury clean beauty claims.



Fig. 26 Official website  
<https://www.westman-atelier.com/blogs/guccis-guide>



### 11.3 Luxury Aesthetics and Clean Beauty Values

In the modern beauty sector, there is a growing focus on integrating sustainability into design and materials rather than relying on loud environmental claims. As noted by the Pradeep Global Foundation (2025), luxury cosmetics are incorporating green ideologies through more efficient science, minimalist packaging, and increased product longevity. In this approach, the design itself reflects sustainable values without needing to "scream" them. However, research indicates that it remains challenging to perfectly align luxury aesthetics with the practical requirements of sustainable manufacturing (Pradeep Global Foundation, 2025). Luxury brands often struggle to find a balance between their high-end visual identity and the transparency required by clean beauty standards.

Today, the perception of luxury in skincare is shifting toward a more realistic aesthetic (Kennedy, 2023). Instead of pursuing an image of artificial perfection, the new luxury focuses on reality and imperfection—accepting unique natural features as a mark of sophistication. This sense of simplicity is closely tied to clean beauty ideals, where a natural appearance is valued more than a radical physical transformation. When the skin is treated gently rather than being forced to change through harsh formulas, it maintains its own "truth" and health (Talon, 2026).

### 11.4 Why Westman Atelier

Westman Atelier distinguishes itself as a privately owned company with high levels of creative control. Research suggests that the perceived credibility and competence of a brand significantly influence consumer attention and final purchase decisions (Erdem & Swait, 2004). In the luxury clean beauty sector, a subtle, non-aggressive approach is often more effective than loud, traditional marketing (Fayaz, n.d.).

Within this diverse market, Westman Atelier stands out for its ability to combine expert craftsmanship with a sense of effortless luxury and minimalist skincare philosophy. The brand follows a trust-based luxury model where professional expertise, an authentic founder's voice, and consistent product performance are prioritized over aggressive promotion (Erdem & Swait, 2004; Fayaz, n.d.).



Fig. 27 Official website  
<https://www.westman-atelier.com/blogs/guccis-guide>



Fig. 28 Official website  
<https://www.westman-atelier.com/blogs/guccis-guide>





Fig. 29 Official website  
<https://www.westman-atelier.com/blogs/guccis-guide>

## 11.5 Westman Atelier is an Illustrative Case of Integrated and Influencer-Driven Communication

Westman Atelier represents more than just aesthetic appeal in the clean beauty space; it serves as a model for integrating storytelling with social media in a way that can be applied across the industry. Rather than relying on aggressive promotion, the brand combines multiple communication channels—such as owned media and narrative-driven content—to deliver a consistent brand message. According to Purwati and Ariyani (2025), this type of coordinated communication across platforms enhances consumer trust and creates a more meaningful and engaging experience for the audience.

One of the most notable aspects of Westman Atelier is its communication style, which reflects current research on influencer behavior. In the modern market, trust is increasingly built on professional expertise and authenticity rather than just the number of followers. For younger consumers, especially those focused on sustainability, a brand's online presence is essential for developing trust. In this digital environment, complex information regarding ingredients and sustainability is simplified into memorable and easy-to-understand narratives (Liu, 2025; Mintel, 2025). Instead of following the traditional celebrity-led endorsement model, Westman Atelier relies on the authority of its founder, whose knowledge is rooted in real-world professional practice.

Ultimately, a brand's value is shaped not only by the product itself but also by the credibility of the person behind it. Brand trust research has shown that a founder's perceived skill and reliability significantly influence whether consumers engage with or avoid a brand (Erdem & Swait, 2004). Experts in the luxury sector believe that successful brands are moving away from "flashy fantasy" and are instead being guided by authentic narratives and visible leadership (Danziger, 2025). Within this framework, Westman Atelier demonstrates how integrated communication tactics and founder-led trust play a crucial role in creating sustained value in the luxury clean beauty market.



# 12 **SUMMARY & RESEARCH GAP**

- 12.1 Unclear Definitions of Luxury
- 12.2 Sustainability and Clean Beauty
- 12.3 Trust, Fairness, and Policy Issues
- 12.4 Media, Founders, and Celebrities



Fig. 30 Official website

<https://www.westman-atelier.com/blogs/guccis-guide>

## 12.1 Unclear Definitions of Luxury

The definition of luxury remains a subject of debate among researchers. Donzé (2020) argues that the term "luxury" lacks a standardized meaning when applied to products or services. This conceptual ambiguity makes it difficult to define the exact boundaries of the luxury sector. Historically, luxury has never had a fixed form; its role and value have continuously evolved over the centuries. Nevertheless, Kapferer and Bastien (2009) state that luxury management follows its own specific set of rules that often differ from general marketing strategies. These rules prioritize brand heritage, symbolism, and exclusive messaging over quick responses to market demand. Because of these unique characteristics, it remains challenging to fit modern luxury segments into traditional marketing templates.



## 12.2 Sustainability and Clean Beauty

Although sustainability has become a central issue in the cosmetics industry, there is still a lack of definitive and comprehensive guidance for the sector. Rocca et al. (2022) emphasize the absence of integrated sustainability models, noting that current methods are often isolated and insufficient for creating systematic change. While previous research shows that scholars are paying more attention to the “green shift,” empirical studies on the relationship between brand messaging and consumer confidence remain very limited. According to Kolling et al. (2022), discussions about sustainability are still primarily driven by companies and experts rather than by consumers themselves. As a result, the marketing messages that individuals encounter daily often fail to capture the deeper, underlying concepts of the green beauty movement.

## 12.3 Trust, Fairness, and Policy Issues

Recent research explores the intersection of clean beauty with broader societal and wellness issues. Because beauty routines affect individuals differently, experts suggest that government regulations are essential in creating a safer and more equitable market. These rules are considered one of the most effective ways to standardize product safety (McDonald et al., 2022). Furthermore, it is increasingly important to investigate whether the shift toward safer products actually helps reduce wellness disparities among different social groups (McDonald et al., 2022). Modern perspectives now look beyond the functional use of products; the perception of natural care is determined by trust and transparency, not only in product labels but also in the larger systems that govern society.

Industry analysis provides valuable insights into consumer demand, product ingredients, retail operations, and market growth within the luxury beauty sector. However, most of these reports focus primarily on corporate indicators and financial data. This leaves a gap in the understanding of specific branding tactics, trust-based communication systems, and cross-channel alignment (Kitzmilller, 2025; Li, 2025).



Fig. 31 Official website

<https://www.westman-atelier.com/blogs/guocai-guiba>





## 12.4 Media, Founders, and Celebrities

Fashion and beauty media provide valuable insights into how founders conceptualize their brands, the evolving role of celebrities, and the visual construction of luxury beauty. Reports on high-profile figures indicate that the personal stories of leaders provide brand narratives with significant credibility. However, these reports seldom examine how such stories function within larger marketing systems or complex influencer networks (Manso, 2026). Similarly, while celebrity-related media emphasizes the impact of public figures on beauty trends, it often overlooks the underlying forces that drive this influence within the luxury brand sector (Rodriguez & Teti, 2026). Consequently, there is a gap between how news reports portray these figures and how academic research understands the way messages actually generate consumer confidence.

Current sustainability literature, such as the work by Kolling et al. (2022), focuses primarily on operational and product development challenges. In contrast, issues related to communication, consumer trust, and brand perception are frequently treated as isolated topics within marketing research. Furthermore, industry reports from organizations like Mintel (2025) and McKinsey & Company (2024) often focus on descriptive data rather than generating new strategic frameworks. While media narratives highlight the power of stars and influential figures, they rarely apply structured marketing theories to explain this phenomenon (Rodriguez & Teti, 2026). Collectively, these existing works reveal a significant research gap: there is a lack of integrated study on how combined messaging and personal narration create trust, authenticity, and long-term value in the luxury clean beauty industry.

A close-up portrait of a young woman with light skin, freckles, and light-colored eyes. She has a neutral expression and is looking slightly to the left. The text "PRIMARY RESEARCH" is overlaid in the center of her face.

**PRIMARY RESEARCH**

## RESEARCH OVERVIEW

Based on my investigation and understanding of the literature review in the first part, to gain a deeper understanding of how consumers perceive and evaluate luxury clean beauty brands in the current consumption environment, I conducted research for about two weeks and obtained the following results. My research activities involved surveys and interviews.

Regarding the results of this research, I collected 97 valid online samples and four professionals in the beauty industry. The four professionals include one current university professor, two brand beauty consultants, and one Sephora store manager.

## RESEARCH QUESTIONS

1. What consumer behavior factors influence trust, emotional engagement, and brand loyalty toward luxury clean beauty brands among Millennials and Gen Z?
2. How do influencer credibility, authenticity, and digital storytelling shape consumer perceptions of sustainability and brand trust in luxury beauty?
3. How do integrated marketing campaigns contribute to emotional engagement and long-term brand loyalty in the luxury beauty sector?
4. How can luxury clean beauty brands differentiate themselves through integrated marketing communication in a competitive North American market?

## CORE GOALS

1. The purchasing behavior of luxury cleaning and beauty consumers and their age characteristics
2. The formation mechanism of trust and brand authenticity
3. The Influence of digital media and opinion leaders
4. Key factors that may enhance or weaken brand credibility.



# 1

## INTERVIEWS

### Method 1

#### Profile

Age: 22-45

Location: North America

Behavioral: Some people who are engaged with luxury beauty brands and have regular exposure to influencer content and digital marketing campaigns

#### Research Timing

Interview period: Jan. 21- Feb. 1, 2026

Interview format: In-person, Zoom,

Interview duration: 15-25 minutes

Number of participants: 5 individuals

# GRACE KIM

## Interview method

Zoom Interview

## Personal Information

Professor Grace Kim has many years of professional experience in the beauty and cosmetics industry, with a background in brand management and marketing strategy. She currently serves as a professor at Savannah College of Art and Design (SCAD), teaching Fashion Management and Luxury Brand Management. Her industry experience informs her teaching, particularly in areas related to luxury branding, consumer trust, and beauty market dynamics.

## Interview findings

The interview reveals that luxury beauty is shifting toward inclusivity and clean skin aesthetics, where consumer trust is earned through tangible product quality and sensory comfort rather than just high price points. Professor Kim emphasizes that influencer storytelling and experiential pop-ups are the most effective drivers of emotional connection, while sustainability and clean ingredients have become baseline industry standards, leaving brands to compete on the strength of their eco-friendly packaging and strategic market communication.

# 1

# ANGELA

## Interview method

In-Person Interview

## Personal Information

Angela is a beauty industry professional with over 10 years of experience, currently serving as Counter Manager for Shiseido at Macy's, with strong expertise in luxury and clean beauty brands. She has extensive knowledge of product education, skincare consultation, sales performance management, and client relationship development. Her experience includes leading counter operations, training beauty advisors, executing brand-driven promotional strategies, and delivering personalized customer experiences aligned with luxury retail standards.

## Interview findings

The interview highlights a distinct generational divide between luxury consumers and the clean beauty demographic, noting that while luxury clients prioritize advanced technology, skincare efficacy, and personalized one-on-one service, clean beauty functions largely as a digital buzzword primarily targeting Gen Z via platforms like TikTok. Angela emphasizes that modern consumers are highly self-educated through online content, often entering stores with the sole intent of purchasing viral products quickly rather than seeking traditional consultation. Ultimately, maintaining brand confidence in this fast-paced environment depends on transparency and ethical consistency, as any controversy regarding discrimination or a lack of honesty can lead to an immediate loss of customer trust.

# 2



# 3

## TERAH

### Interview method

In- Person Interview

### Personal Information

Terah is currently the store manager at the Sephora location in Lenox. She possesses extensive industry experience and strong professional knowledge in beauty retail management, customer service strategy, and team leadership, with a deep understanding of consumer behavior and in-store operations.

### Interview findings

According to the Sephora manager, consumer behavior is heavily dictated by brand reputation and digital validation, with TikTok serving as the primary driver for "viral" product discovery. While customers often enter the store seeking specific brands they have seen online, Terah emphasizes that transparency through certifications and third-party ingredient-checking apps is what ultimately solidifies their confidence in clean labels. Furthermore, the physical retail environment remains a critical touchpoint where digital hype meets sensory reality; customers rely on the in-store experience to test textures and scents, proving that even a viral product must pass a personal, tactile evaluation before a purchase is finalized.

## MARI

### Interview method

In- Person Interview

### Personal Information

Mari is a beauty sales professional representing Origins, a clean beauty skincare brand known for its nature-inspired formulations and sustainability values. She brings frontline retail expertise in communicating clean beauty principles through personalized consultations, product knowledge, and customer-focused sales experiences.

### Interview findings

According to Mari, the modern clean beauty consumer is primarily driven by ingredient transparency and proven results, seeking credible information before making a purchase. Mari highlights that brand confidence is built through proactive education and clear communication about what is inside the bottle. While social media and influencer reviews serve as the initial hook that brings customers into the store with specific viral requests, long-term trust is fragile; it is easily undermined by negative online feedback or poor interpersonal customer service. Ultimately, for a brand like Origins, the bridge between a digital recommendation and a physical sale is a consistent, transparent narrative that validates the customer's self-conducted research.

# 4



## BANNI XU

### Interview method

Zoom Interview

### Personal Information

She is a beauty content creator with over 100,000 followers and a passionate makeup enthusiast who has lived in the United States for more than 20 years. She shares makeup and beauty content on social media, focusing on honest reviews, tutorials, and personal experiences, and has built a strong, trust-based connection with her audience.

### Interview findings

From this interview with Banni Xu, I learned that transparency, authenticity, and consistency are very important factors in building trust for luxury clean beauty brands. As both a consumer and a beauty content creator, she emphasized that people today want to clearly understand product ingredients and brand values before making a purchase. The interview also shows that influencers and real user experiences play an important role in shaping brand credibility. When brands provide honest information and create meaningful experiences both online and offline, consumers are more likely to trust the brand and develop a stronger emotional connection with it.



Fig. 35 Official website  
<https://www.westman-atelier.com/blogs/guccis-guide>



# 2

## SURVEYS Method 2

**Consumer Perceptions of Luxury Clean Beauty Brands**

**Profile:**

Age: 18-45

Generation: Mainly Millennials and Gen Z

Geographic Location: North America

**Behavioral:** Individuals who have purchased or considered purchasing luxury clean beauty products

**Research Timing**

Survey launch date: Jan. 21, 2026

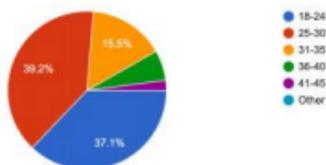
Survey close date: Feb. 5, 2026

Estimated completion time: 5-10 minutes

**Channels:** It is mainly posted on social media platforms and school websites in the form of Google Surveys, supplemented by inviting designated groups of people to participate

### 1. What is your age range?

97 responses

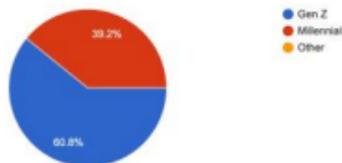


## 1. Demographics

The chart presents the age distribution of 97 survey respondents. The largest group falls within the 25-30 age range, accounting for 39.2% of responses, followed closely by those aged 18-24 at 37.1%. Participants aged 31-35 represent 15.5% of the sample. The 36-40 and 41-45 age groups make up only a small proportion of respondents, while "Other" is nearly negligible. Overall, the data indicates that the survey sample is heavily concentrated among young adults between 18 and 30 years old.

### 2. Which generation do you identify with?

97 responses



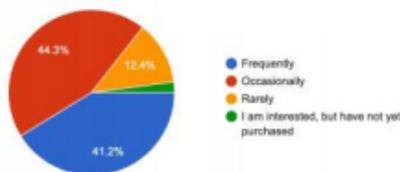
The chart shows the generational identity of 97 respondents. The majority identify as Gen Z, representing 60.8% of the sample. Millennials account for 39.2%, while no respondents selected "Other." Overall, the data indicates that the survey population is predominantly Gen Z, with Millennials forming a significant secondary group. This suggests the sample is largely composed of younger consumers.



## 2. Purchase and Cognition

### 3. How often do you purchase luxury/ clean beauty products?

97 responses

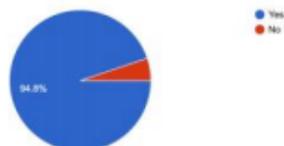


The chart illustrates how often the 97 respondents purchase luxury or clean beauty products. The largest group, 44.3%, reported purchasing occasionally, followed closely by 41.2% who purchase frequently. A smaller portion, 12.4%, indicated that they rarely purchase these products, while only a very small percentage stated that they are interested but have not yet made a purchase. Overall, the data suggests that most respondents are active consumers of luxury or clean beauty products, with a strong majority buying either frequently or occasionally.

The chart shows whether respondents have purchased any luxury or clean beauty products in the past 12 months. Out of 97 responses, an overwhelming majority, 94.8%, answered Yes, while only a small minority indicated No. This result demonstrates that nearly all participants have recent purchasing experience within the luxury or clean beauty category, suggesting a highly engaged and relevant consumer sample.

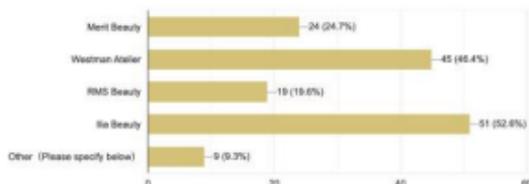
### 4. Have you purchased any luxury or clean beauty products in the past 12 months?

97 responses



### 5. Which of the following luxury clean beauty brands are you familiar with? (Select all that apply)

97 responses



The chart illustrates respondents' familiarity with selected luxury clean beauty brands (multiple selections allowed). Among 97 responses, Ila Beauty is the most recognized brand, with 51 respondents (52.6%) indicating familiarity. This is followed by Westman Atelier, selected by 45 respondents (46.4%). Merit Beauty is recognized by 24 respondents (24.7%), while RMS Beauty is familiar to 19 respondents (19.6%). A smaller portion, 9 respondents (9.3%), selected "Other." Overall, Ila Beauty and Westman Atelier demonstrate the highest brand awareness within this sample, suggesting stronger market visibility compared to the other listed brands.



### 3. General Perceptions Rating

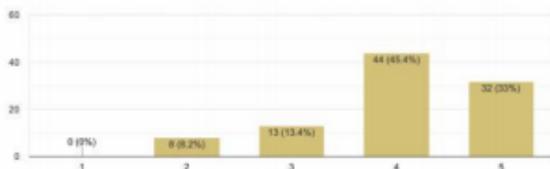
This section uses a five-point Likert scale to measure respondents' level of agreement with each statement. Participants were asked to indicate how strongly they agree or disagree based on their overall experience with luxury clean beauty brands. The scale ranges from 1 to 5, where 1 represents "strongly disagree" and 5 represents "strongly agree." Higher scores therefore indicate a stronger level of agreement with the statement.

## Authenticity & Transparency

The chart shows responses to the statement about whether luxury clean beauty brands communicate sustainability authentically. Most respondents selected 4 (45.4%) or 5 (33%), indicating high agreement. Only a small number chose 2 (8.2%) or 3 (13.4%), and none selected 1. Overall, the majority perceive sustainability communication as authentic rather than promotional.

6. Luxury clean beauty brands communicate sustainability in a way that feels authentic rather than promotional.

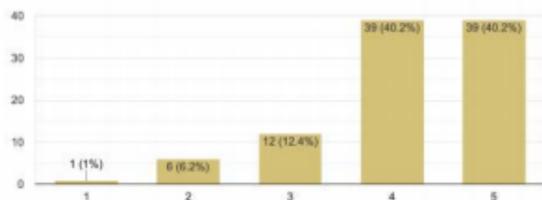
97 responses



The chart shows responses to the statement about whether luxury clean beauty brands communicate sustainability authentically. Most respondents selected 4 (45.4%) or 5 (33%), indicating high agreement. Only a small number chose 2 (8.2%) or 3 (13.4%), and none selected 1. Overall, the majority perceive sustainability communication as authentic rather than promotional.

11. I trust luxury clean beauty brands to be transparent about their ingredients and sourcing.

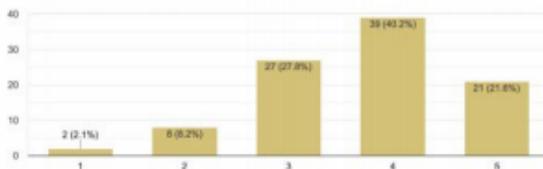
97 responses



## Influencer & Mediated Trust

### 7. Influencer collaborations increase my trust in luxury clean beauty brands' sustainability and clean beauty claims.

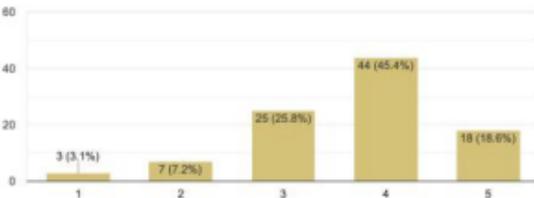
97 responses



The chart shows responses to the statement about influencer collaborations increasing trust in sustainability and clean beauty claims. Most respondents selected 4 (40.2%) or 5 (21.6%). Youdaoplaceholder0 agree. a notable portion chose 3 (27.8%) while only a small number selected 1 (2.1%) or 2 (8.2%). Overall the results suggest that influencer collaborations generally have a positive impact on consumer trust, though some respondents remain neutral.

### 13. I trust sustainability messages more when they are communicated by influencers with professional or industry expertise.

97 responses



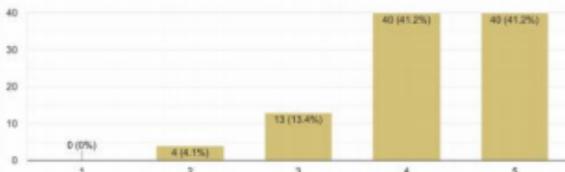
The results show that most respondents tend to agree that sustainability messages are more trustworthy when communicated by influencers with professional or industry expertise. Specifically, 45.4% selected 4 and 18.6% selected 5, indicating that a majority lean toward agreement. Meanwhile, 25.8% chose 3, suggesting a moderate or neutral position. Only a small proportion selected 1 (3.1%) or 2 (7.2%). Overall, the findings suggest that professional expertise plays a meaningful role in shaping trust perceptions in sustainability communication.

## Communication Consistency

The chart shows responses to the statement about marketing communication consistency across channels. Most respondents selected 4 (41.2%) or 5 (41.2%), indicating strong agreement. A smaller group chose 3 (13.4%), and very few selected 2 (4.1%), while none selected 1. Overall, the results suggest that respondents largely perceive luxury clean beauty brands' communication as consistent across different platforms.

### 8. Marketing communication from luxury clean beauty brands feels consistent across social media, influencer content, brand websites, and retail environments.

97 responses

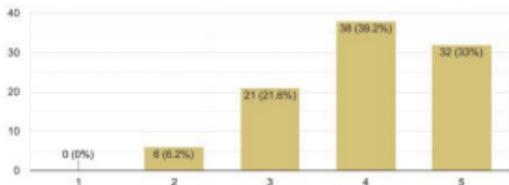


## Emotional Brand Connection

The results indicate that many respondents feel an emotional connection to luxury clean beauty brands beyond product performance. Specifically, 39.2% selected 4 and 33% selected 5, suggesting that a majority express agreement. Additionally, 21.6% chose 3, reflecting a moderate position. Only 6.2% selected 2, and none selected 1. Overall, the findings suggest that emotional connection plays a noticeable role in how consumers perceive luxury clean beauty brands.

9. I feel an emotional connection to luxury clean beauty brands beyond product performance alone.

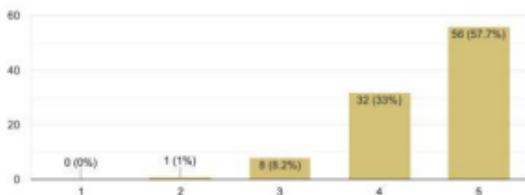
97 responses



## Sustainability

10. Sustainability and ingredient transparency influence my long-term loyalty to luxury clean beauty brands.

97 responses

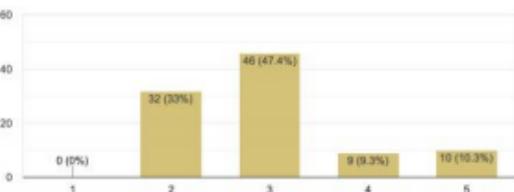


The findings show that respondents generally report an emotional connection to luxury clean beauty brands beyond product performance. Specifically, 39.2% selected 4 and 33% selected 5, indicating that a majority lean toward agreement. Meanwhile, 21.6% chose 3, reflecting a neutral or moderate position. Only 6.2% selected 2, and no respondents selected 1. Overall, the results suggest that emotional engagement is present for many consumers in the luxury clean beauty segment.

## Consumer Attitude

12. I am skeptical of luxury clean beauty brands' sustainability claims unless they are supported by clear evidence.

97 responses



The results show a moderate level of skepticism toward sustainability claims. Most respondents selected 3 (47.4%), indicating a neutral position, while 33% chose 2. A smaller proportion selected 4 (9.3%) or 5 (10.3%), and none selected 1. Overall, respondents tend to hold a balanced rather than strongly skeptical view.





Fig. 36 Official website

<https://www.westman-atelier.com/blogs/guccis-guide>

### 3. Open-Ended Questions

(The specific answers are in the appendix)

The open-ended responses indicate that consumers prioritize transparency, expertise, and consistency over aggressive influencer marketing. Many respondents emphasized the importance of clear ingredient lists, detailed explanations of ingredient benefits and safety, sourcing transparency, certifications, and visible sustainability reports. Behind-the-scenes production content, factory or sourcing videos, and annual impact updates were frequently mentioned as ways to reinforce credibility. In addition, respondents expressed stronger trust in professional endorsements—such as dermatologists, makeup artists, and skincare specialists—rather than lifestyle influencers or celebrity campaigns. Founder storytelling, sharing product development processes, and live Q&A sessions were also viewed as effective strategies. Several participants highlighted the need for consistent messaging across all digital channels, honest claims (including product limitations), real customer testimonials, and reduced over-edited or overly promotional influencer content. Overall, the findings suggest that maintaining trust during digital expansion requires evidence-based communication, expert involvement, educational content, and authentic, integrated brand messaging.

**What makes a luxury clean beauty brand feel truly authentic to you?**

The responses suggest that authenticity in luxury clean beauty is primarily associated with transparency, safety, and consistency rather than heavy marketing. Many participants emphasized clear ingredient lists, sourcing transparency, safety testing, and measurable sustainability actions such as refill programs or recyclable packaging. Founder credibility and professional expertise were frequently mentioned as important signals of trust, along with honest communication that explains both product benefits and limitations. Respondents also expressed skepticism toward excessive influencer marketing and overly polished advertisements, preferring real reviews, educational content, and relatable everyday usage. Consistency across website, social media, retail environments, and packaging was seen as reinforcing reliability. Overall, authenticity is perceived as a combination of clean and safe formulations, proven performance, responsible production practices, and factual, evidence-based communication that aligns with long-term brand values rather than short-term trends.

**What specific actions or communication strategies help luxury clean beauty brands maintain consumer trust while expanding influencer or digital marketing?**



# 3

## **KEY FINDINGS** From Method 1& 2

1. Overview
2. Results Regarding Sustainability, Transparency, and Trust
3. The Influence of Digital Media and Leaders
4. Offline Experience
5. How to Ensure Authenticity
6. Research Inspiration
7. Conclusion

## 1.OVERVIEW

The survey results show that luxury cleaning and beauty consumption is mainly led and driven by young people and those in the early and middle stages of their careers. From the results of the survey, we can see that the respondents' ages are concentrated between 18 and 35 years old, among which Gen Z accounts for 60.8% and millennials accounts for 39.2%. This result indicates that the concept of clean beauty is highly recognized by the younger generation.

In terms of purchase frequency, consumers' purchasing degree is very high. The results show that over 94% of the participants have purchased products of this category in the past 12 months. Among them, consumers who frequently purchase and those who occasionally purchase account for about 85% respectively). This indicates that cleaning and beauty products are not niche categories and have become part of daily consumption habits.

Secondly, the brand awareness data shows that Iliia Beauty and Westman Atelier are the two brands with the highest popularity. Almost half of the respondents know or have a good understanding of these two brands. Therefore, this type of emerging cleaning brand still has a relatively strong online narrative ability, and it also reflects that this category of brands attracts the attention of young consumers.



## 2. Results Regarding Sustainability, Transparency, and Trust

Among multiple survey questions, sustainability and transparency are consistently regarded as the most crucial factors in building consumers' trust and long-term loyalty.

The vast majority of respondents agreed that:

- The most fundamental factor for sustainable communication is authenticity and credibility, rather than marketing or packaging
- The ingredients and transparency of a product will directly affect brand loyalty
- Brands should clearly state the sources of raw materials and specific recipe lists to demonstrate their sustainability and transparency

The results show that more than half of the respondents strongly agree that ingredient transparency and sustainable practices will directly affect their long-term purchasing decisions. At the same time, most consumers say that they will build trust only when brands provide clear and factual information rather than vague marketing language.

However, we can also observe that consumers have shown obvious vigilance towards greenwashing. Many respondents said that if a product or brand lacks verifiable evidence to show the sustainability of its ingredient sources, they would not easily believe the brand's promises. This indicates that contemporary consumers are still very rational and maintain a rational and critical attitude towards environmental protection narratives.

This direction can be further confirmed by the open-ended answers to the last two questions. Words like "honesty", "simplicity", "transparency", "evidence", and "professionalism" keep recurring. Consumers place more emphasis on the ingredient list of products, raw material traceability instructions, recyclable packaging, refill systems, and quantifiable actions, rather than merely non-emotional, visual narratives or influencer social media promotions and advertisements.

 No PEGs    No Phthalates    No Parabens

 No Silicones    No Talc    No Animal Testing



### 3. The Influence of Digital Media and Leaders

In this regard, the results of this study reveal a relatively complex and contradictory outcome. In terms of social media, although many respondents admitted that collaborating with opinion leaders could enhance brand awareness and, to some extent, increase trust, they also remained cautious in their choices. Respondents classified by age, the younger generation, such as GenZ and the younger millennials, are more likely to believe in online marketing and are willing to trust the products promoted by Internet celebrities. However, the vast majority of people believe that excessive promotion by Internet celebrities is often regarded as paid marketing, which instead weakens the brand's recognition and sense of authenticity.

In one-on-one interviews, further evidence was provided. Front-line retail personnel pointed out that the significant trends in social media, such as TikTok, can drive foot traffic in stores, and consumers often directly inquire about some popular products on social media. However, due to the particularity of the beauty product category, consumers still hope to conduct offline trials before purchasing. Therefore, this phenomenon can reflect that consumers pay attention to both online and offline consumption channels simultaneously: product discovery can be completed online, but the purchase of some items still relies on offline experiences.

### 4. Offline Experience

All the interviewed beauty industry practitioners or professionals mentioned that consumers of luxury and pure makeup attach great importance to personalized services and sensory experiences offline. Compared with others, consumers who are willing to purchase high-end beauty products do not take price as the primary consideration. Instead, they pay more attention to the true efficacy of the products, whether they are in line with their lifestyles, and the one-on-one professional services provided during their regular purchases.

Consumers usually hope to visit physical stores to experience the texture, smell, packaging and skin feel of the products in person. If the experience of a product does not match expectations or the online promotion, even if it is a popular product online, one will give up purchasing it. This indicates that experiential retail still holds an irreplaceable significance in the luxury cleaning and beauty sector. The offline experience and interaction in physical flagship stores cannot fully replace digital and online marketing in establishing credibility and emotional connections with brands.



## 5. How to Ensure Authenticity

In the question of how brands can ensure authenticity, the respondents gave highly consistent answers and evaluations.

These key answers can mainly be summarized as follows

- Brand owners need to maintain a simple and honest communication approach in online marketing, store operations, and actual product development
- The product, its packaging, and raw material composition are safe and transparent
- Brand founders need to have a very professional background and credibility
- Brand information and product information remain consistent across all channels
- Brand ambassadors and Internet celebrities need to have professional knowledge reserves and capabilities
- The brand maintains consistency and authenticity in various marketing methods rather than exaggerated promotion
- Brands can quantify their sustainable actions and demonstrate results

Many respondents in the luxury cleaning and beauty sector have more explicitly stated that they trust "brands that communicate with professionals rather than those that merely express themselves in the style of Internet celebrities", and tend to "care about the actual effectiveness of the product rather than trends or trends". These research results indicate that the authenticity of pure makeup products stems more from the brand's operational integrity and professional capabilities than from its brand positioning's luxurious image.

## 6. The Interviewer Presents Factors that Reduce Trust

After this survey and interview, the respondents simultaneously pointed out multiple risk factors that could reduce brand trust:

- The brand promotion does not match the actual information
- The brand exaggerates and makes false claims
- Insufficient disclosure of products, raw materials, packaging, and ingredients
- The brand has received too many negative reviews
- There is controversy over the brand's ethics or inclusiveness
- Excessive brand marketing, including influencer marketing and product placement, etc

These are all the reasons that have been heard from the respondents many times, which can lower their trust in a certain brand and reduce the degree of purchase. Among them, retail practitioners specifically mentioned that any issue that causes disputes or discrimination against brand products may quickly damage the brand's reputation and purchasing power. At the same time, consumers are highly dependent on online reviews. If negative word-of-mouth spreads, it will quickly and directly affect the purchasing decisions of other potential consumers.

Therefore, these results can suggest that the trust of pure makeup brands is extremely fragile. Once the brand's behavior does not match its promises, trust will be rapidly lost.



## 7. Research Inspiration

The results of this study provide multiple strategic suggestions and inspirations for luxury cleaning and beauty brands.

First of all, it is necessary to ensure that the brand and products strictly conform to the definition of clean beauty. For instance, brands need to enhance transparency, including ingredient lists, explanations of raw material sources, and quantifiable sustainable data presentation.

Then, for brand partners, marketers need to focus on quality rather than quantity. Brands can seek out individuals who are themselves professionals or occupations, such as dermatologists, professional makeup artists, and experts in the beauty industry. These partners are more convincing than simply seeking celebrity endorsements.

Not only do brands need online marketing and visual strategies, but they also need to formulate the right offline experience strategies. For instance, pop-up stores and flagship stores can be held, as the research results of the visitors show that offline experiences can better establish an emotional connection between consumers and the brand.

Also, the brand should ensure that the information and visual language across all online and offline channels are consistent; otherwise, it still cannot reflect the authenticity of the brand.

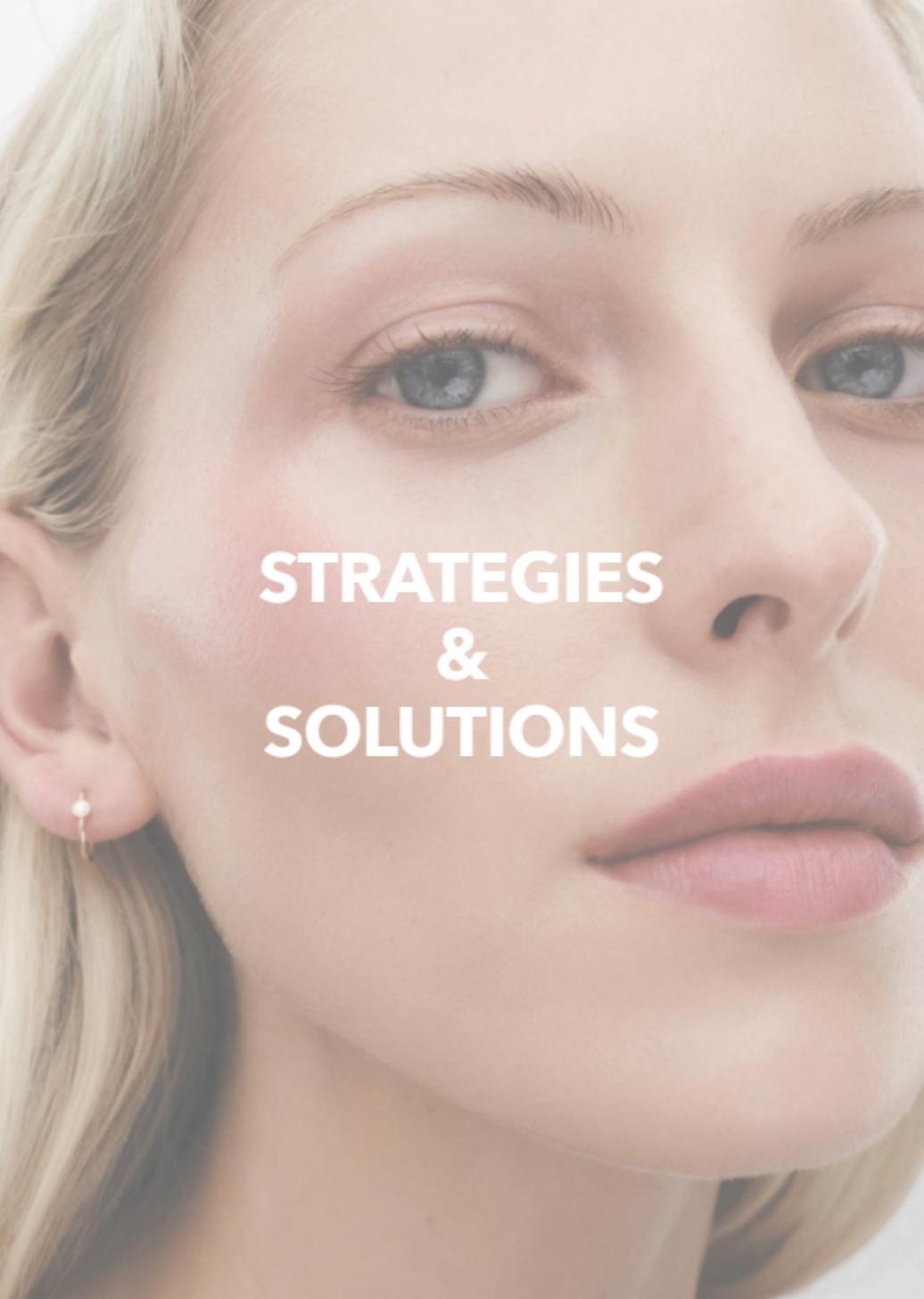
## 8. Conclusion

Overall, the results of this survey indicate that the contemporary consumer group of luxury cleaning and beauty products possesses a rational purchasing mentality and is driven by the correct brand value of information. They expect the brand to have both high-performance products and social responsibility. The trust between a brand and consumers is built on evidence, education, and consistency, rather than short-term marketing trends.

Although digital platforms, social media, or influencer marketing can promote and discover products, authenticity is ultimately established through transparent practices and real experiences. Brands that can combine scientific credibility, ethical responsibility, and experiential retail are more likely to achieve long-term consumer loyalty. These insights provide important references for the formulation of future brand strategies and the design of experiential retail



Fig. 38 Instagram

A close-up, high-angle portrait of a woman's face, focusing on her eyes, nose, and lips. She has light-colored eyes and is looking slightly upwards and to the right. Her skin is fair and appears to have a natural glow. She is wearing a small, simple gold hoop earring with a tiny pearl. The background is a soft, out-of-focus light color.

**STRATEGIES  
&  
SOLUTIONS**

# 1

## STRATEGIES

### **1: Core Strategic Positioning**

1.1 Redefining Luxury

1.2 Targeting the Young Consumers

1.3 Strategy 1: Brands Need to Ensure Extremely High Transparency

1.4 Strategy 2: Shifting from Influencers to Expert Authority

1.5 Strategy 3: Maintain Consistency Across All Channels

1.6 Strategy 4: Tech-Enabled Community and Education

1.7 Conclusion

### **2. Target Customer Personas**

### **3.Competitive Benchmarking**

# 1: Core Strategic Positioning

## 1.1 Redefining Luxury

In the modern market, the definition of luxury beauty is changing. In the past, luxury was only about high prices and being "expensive." But now, especially for the North American market, luxury is more about a brand's values and its honesty. Consumers do not just buy a product because it has a famous logo; they buy it because they agree with what the brand stands for.

According to research, the "Clean Beauty" movement is no longer a small trend. About 94% of consumers have bought clean beauty products in the last year. This means brands must change their strategy. Instead of just focusing on looking rich, they should focus on being honest. The core strategy should be to combine the high-quality feel of a luxury brand with the safe and healthy image of a clean brand.

Clean Beauty Market

Size, by Region, 2018 - 2030

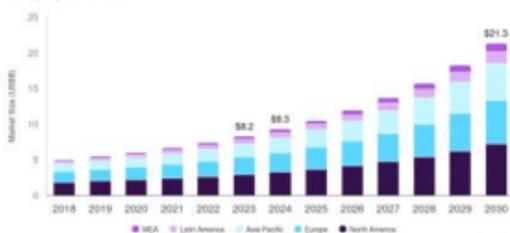


Fig. 39

<https://www.grandviewresearch.com/industry-analysis/smart-kitchen-appliance-market>

## 1.2 Targeting the Young Consumers

The primary research shows that Gen Z (60.8%) and Millennials (39.2%) are the most important customers for luxury clean beauty. However, these young people are very smart and rational. They do not easily believe every advertisement they see.

- Anti-Greenwashing: These customers are very worried about greenwashing. Like when a brand claims to be eco-friendly but actually is not. They want to see real evidence.
- Searching for proof: My research indicates that young consumers often check ingredients themselves. They use apps to see if a product is truly safe. Therefore, the brand strategy should not be based on emotional stories alone, but on scientific facts.



### 1.3 Strategy 1:

## Brands Need to Ensure Extremely High Transparency

Transparency is the most important way to build trust. If a brand hides its ingredients, customers will feel suspicious. Based on the survey results, more than 50% of people said that ingredient transparency and sustainability are the main reasons they stay loyal to a brand.

- **Ingredient Traceability:** Brands should tell customers exactly where their ingredients come from. For example, using QR codes on packaging so customers can scan to view the product's history.
- **Quantifiable Actions:** Instead of saying we are sustainable, the brand should use numbers. For example, "We reduced 30% of plastic use" or "Our packaging is 100% recyclable." This kind of clear information makes the brand look more professional and reliable.

One of the most interesting findings from the primary research is that consumers are starting to trust professional experts more than Influencers. While TikTok and Instagram are great for making a product go viral, they are not always enough to build long-term trust.

- **The Power of Professionals:** Customers trust dermatologists (like skin doctors), professional makeup artists, and scientists. The strategy should be to work with these professionals to explain the science behind the products.
- **Founder's Story:** If a founder has a professional background (like a makeup artist or a chemist), the brand should highlight this. This makes the brand feel like a "skin-science expert" rather than just a marketing company.

While digital marketing is powerful, my research shows that the physical experience is what completes the luxury journey.

- **Bridging the Gap Between Online and Offline:** My survey shows that 79.4% of respondents use social media for brand awareness. However, my interview with Terah revealed that many customers come to the store specifically because of TikTok trends. The strategy must ensure that the "clean and luxury" feeling people see online matches what they feel in the store.
- **The Importance of Sensory Experience:** According to the interview, customers prioritize the texture, scent, and skin feel of a product. Even if a product is viral online, a consumer will not buy it if they do not like the physical experience. Therefore, the brand must invest in "Sensorial Marketing," such as high-quality testers and professional in-store consultations, to turn online likes into real sales.

### 1.5 Strategy 3:

## Maintain Consistency Across All Channels

Modern luxury clean beauty is not just about selling a product; it is about providing a solution through education.

- **Using Technology to Build Loyalty:** My research found that 57.7% of respondents stay loyal to a brand because of its transparency and sustainable practices. To maintain this loyalty, brands should use technology like brand-owned Apps or QR codes on packaging. As Terah observed, customers already use ingredient-checking apps in-store. If a brand provides its own professional digital tool to explain ingredients and Refill (sustainability) progress, it can control the narrative and build deeper trust.
- **Focusing on Long-term Engagement:** Since 58.8% of my survey participants purchase products every 1 to 3 months the brand should focus on "Community Education" rather than just "Sales Hype." By providing skincare workshops or digital classes led by experts, the brand moves from being a seller to becoming a trusted partner in the consumer's daily life.

### 1.4 Strategy 2:

## Shifting from Influencers to Expert Authority

### 1.6 Strategy 4:

## Tech-Enabled Community and Education



## 2: Target Customer Personas

### Lily Park

Age: 24

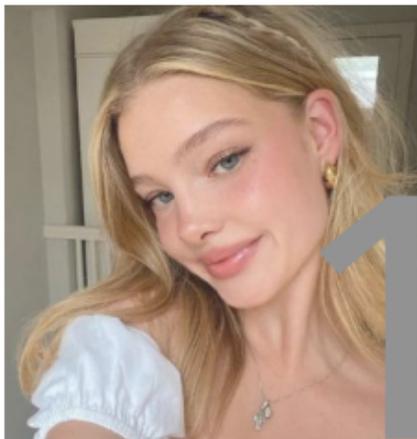
Occupation: Graduate student in Fashion Marketing

Location: NYC

Income: \$40K/year (part-time + parental support)

Relevance: Lily is part of Gen Z's growing clean beauty movement. She is adventurous, curious, and loves trying new products that align with her values of sustainability and transparency. She prefers minimal makeup that enhances her natural look rather than covering it. She follows influencers who talk about ingredient safety and brand ethics.

She spends most of her beauty budget online, discovering brands through TikTok and Instagram. Pop-up experiences appeal to her because they feel interactive, aesthetic, and "shareable." Lily views Westman Atelier as aspirational – a brand she wants to grow into as her income increases, attracted by its "luxury with integrity" image.



### Maya Patel

Age: 34

Occupation: Senior Marketing Manager at a tech firm

Location: San Francisco

Income: \$120K/year

Relevance: Maya represents the modern professional who juggles work, wellness, and self-care. She wants high-performing beauty products that save time but still deliver luxury and quality. She appreciates Westman Atelier's sleek packaging, multipurpose formulas, and clean ethos.

She shops both online and offline – enjoys visiting Sephora but prefers smaller, curated pop-ups or flagship stores for personalized consultations. Maya is loyal to brands that combine ethical luxury with professional polish. She follows brands like Merit, RMS, and Westman Atelier for their understated yet empowering aesthetics.





#### **Diane Laurent**

Age: 52

Occupation: Art gallery curator

Income: \$180K/year

Relevance: Diane embodies sophistication and confidence. She has refined taste, values craftsmanship, and seeks beauty products that align with her philosophy of "less but better." She has shifted from heavy luxury branding to subtle, conscious luxury – prioritizing ingredient quality, skin health, and responsible sourcing.

She prefers in-person shopping experiences with attentive service and sensory design – elegant interiors, calm lighting, and educational storytelling. For Diane, Westman Atelier's minimalist elegance, clean formulations, and artisanal touch align perfectly with her vision of mature luxury. She represents the demographic that values both prestige and purpose.

# 3



### 3: Competitive Benchmarking

To better position Westman Atelier within the clean luxury beauty landscape, this analysis examines five representative brands—Merit Beauty, RMS Beauty, Chanel Beauty, Dior Beauty, and Fenty Beauty—that exemplify effective marketing communication, influencer engagement, and digital storytelling in the contemporary beauty market. These case studies illustrate how leading brands integrate authenticity, creativity, and technology to build lasting relationships with modern consumers.



Figure 42  
Merit Beauty minimalist product collection showcasing clean, modern packaging design.

From *About Merit Beauty*, by Merit Beauty, n.d. (<https://www.meritbeauty.com/pages/about>) Copyright n.d. by Merit Beauty.

# 2

Founded by Rose-Marie Swift, RMS Beauty differentiates itself through an education-driven marketing approach emphasizing transparency and ingredient integrity. The brand collaborates with skincare experts and wellness influencers to share tutorials and behind-the-scenes production stories. Rather than focusing on celebrity endorsements, RMS promotes authenticity and self-care, using its founder's credibility to build trust. This strategy reinforces RMS's image as an ethical, informative, and approachable clean luxury brand.

(The Green Beauty Community, 2025; Mintel, 2025)



Figure 43  
RMS Beauty promotional image featuring model holding the brand's signature "Living Luminizer."

From *About Us*, by RMS Beauty, n.d., (<https://www.rmsbeauty.com/pages/about-us>) Copyright n.d. by RMS Beauty.





Figure 44  
Chanel Beauty holiday makeup collection featuring embossed blush compacts and limited-edition packaging. From Chanel Makeup Official Website, [www.chanel.com/us/makeup/](http://www.chanel.com/us/makeup/). Accessed 5 Nov. 2025.

Dior Beauty masterfully merges seasonal experiential activations with integrated influencer campaigns. Projects like Miss Dior Avenue in Los Angeles use cross-platform storytelling—combining film, fragrance, and art—to create a multi-sensory narrative. Dior collaborates with beauty creators and Hollywood ambassadors to expand its digital footprint, linking luxury craftsmanship with contemporary cultural expression. This strategy not only increases engagement but also drives digital virality through aspirational and emotional content. (Chikhoun, 2024; WWD, 2024)



Figure 46  
Fenty Beauty product collection featuring foundation, lip gloss, highlighters, and contour sticks. From "A Comprehensive Guide to Fenty Beauty," Elle Canada, [www.ellecanada.com/beauty/makeup-and-nails/a-comprehensive-guide-to-fenty-beauty](http://www.ellecanada.com/beauty/makeup-and-nails/a-comprehensive-guide-to-fenty-beauty). Accessed 5 Nov. 2025.

Chanel Beauty continues to set the standard for high-production storytelling and experiential marketing. Through visually cinematic campaigns, digital try-on tools, and collaborations with top fashion influencers, Chanel seamlessly blends luxury heritage with digital innovation. The "Chanel Beauty House" campaign, featuring immersive online and offline experiences, exemplifies how the brand maintains its desirability among younger audiences through emotionally charged storytelling and influencer co-creation. (Andreas, 2022; Weil, 2024)



Figure 45  
Dior Beauty makeup collection featuring lip gloss, lipstick, nail polish, and eyeshadow palette for new seasonal launches. From "Dior Beauty New Launches for 2021," Her World, [www.herworld.com/style/beauty/makeup/dior-beauty-new-launches-for-2021/](http://www.herworld.com/style/beauty/makeup/dior-beauty-new-launches-for-2021/). Accessed 5 Nov. 2025.

Founded by Rihanna, Fenty Beauty has revolutionized beauty marketing through its inclusive and social-first communication strategy. The brand engages audiences through TikTok challenges, Instagram Reels, and influencer-driven tutorials, celebrating diversity and authenticity. Fenty's "Beauty for All" initiative and frequent limited-edition collaborations generate constant excitement while reinforcing its mission of empowerment. The brand's success shows how cultural relevance and community interaction can transform marketing into a movement. (Burney, 2024; Mintel, 2025)



# 2

## SOLUTIONS

### **1. New Product Line**

- 1.1 Main Purpose
- 1.2 The Product Line Details
- 1.3 The Flagship Experience
- 1.4 Digital APP Connection
- 1.5 IMC& Pop-up Promotion

### **2. Digital and App Strategy**

- 2.1 Main Purpose
- 4.2 Method

### **3. Offline Experience Strategy**

- 3.1 Main Purpose
- 3.2 Expansion Location Map
- 3.3 Flagship Store& Pop-up
- 3.4 Connect with APP
- 3.5 Bridging the Digital Gap
- 3.6 Different Service Model

### **4. Integrated Marketing Communication (IMC) and Advertising Strategy**

- 4.1 Establish the right influencer and expert marketing strategies
- 4.2 Social Media Storytelling
- 4.3 Avoid Greenwashing

### **5. Sustainability Building**

- 5.1 Transformation
- 5.2 Transparent Supply Chain
- 5.3 Long-Term Loyalty Program

### **6. Timeline and KPIs**

- 6.1 Timeline
- 6.2 KPIs

# 1 NEW PRODUCT LINE

The Beauty Salon provides appointment-based makeup and beauty services in a calm and private setting. The space is designed to ensure comfort and relaxation, allowing clients to enjoy a personalized beauty experience away from the main retail area. Soft lighting, neutral colors, and comfortable seating create a warm and welcoming environment that reflects the brand's clean and elegant aesthetic.

During these services, most of the products used are from the brand's newly launched body care line, allowing clients to experience the textures, scents, and performance of the products directly. This hands-on experience helps strengthen the connection between the service and the product line while encouraging product discovery in a natural and engaging way. The Beauty Salon therefore functions not only as a service space, but also as an important touchpoint for introducing the brand's expanded lifestyle offerings.



## 1.1 Main Purpose

To transform Westman Atelier into a complete lifestyle brand, we must expand into the Daily Ritual category (Hair and Body Care). This is not just about selling more bottles; it is about providing the essential products for our in-store SPA and Hair Salon services. By doing this, we turn the brand into a partner in the consumer's total wellness journey, covering everything from morning skincare to professional salon treatments.



### Body Wash

**The Goal:** A soap-free, non-drying wash that protects the skin barrier.

**Details:** Using natural surfactants (derived from coconut) instead of harsh sulfates. It will feature a light, natural scent to match the "Sensory Experience" strategy.

**Sustainability:** Offered in large glass bottles with a high-end Refill System to reduce plastic waste.

### Body Lotion

**The Goal:** A fast-absorbing lotion that leaves a luxury silk feel on the skin.

**Details:** Contains high-end skincare ingredients like Hyaluronic Acid and Squalane. It provides the Skin-First results consumers expect from Westman Atelier.

**Digital Connection:** Users can track their skin hydration levels in the App's Skin Diary after using the lotion.



## Body Lotion

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Digital Connection: Users can track their skin hydration levels in the App's Skin Diary after using the lotion.



## Shampoo & Conditioner

The Goal: Professional-grade hair care that is 100% silicone-free and paraben-free.

Details: The shampoo focuses on scalp health, while the conditioner uses plant-based oils to add a "natural glow" to hair, similar to the brand's makeup effect.

Marketing Point: This targets the Expert Authority by positioning the brand as an expert in both skin and hair health.

## Body Oil

The Goal: A fast-absorbing oil that leaves a luxury silk feel on the skin.

Details: Contains high-end skincare ingredients like Hyaluronic Acid and Squalane. It provides the Skin-First results consumers expect from Westman Atelier.

Digital Connection: Users can track their skin hydration levels in the App's Skin Diary after using the lotion.



### 1.3 The Flagship Experience

To support the "Lifestyle Brand" goal, the L.A. flagship store will not just be a shop, but a Wellness Center.

- Try Before You Buy: We will use these products in our SPA and Hair Salon. This lets customers experience and smell the products professionally before they buy.
- The Service Loop: After a treatment, the staff will save the products they used into the customer's App profile. This makes it easy for the customer to buy the same items for home use.

### 1.4 Digital APP Connection

The brand App will act as the "control center" for this new product line

- Easy Booking: Users can book SPA or Salon appointments directly on the App.
- Hair & Body Diary: The Skin Diary will now have a section for hair and body. Users can take photos to see how their hair gets shinier or their skin gets smoother.
- Refill Alerts: Since people use shampoo and body wash quickly, the App will send a message when it is time to visit the Refill Hub in the store.

### 1.5 IMC& Pop-up Promotion

Free Samples at Pop-ups: At our pop-ups, we will give out travel sets (mini shampoo and wash). To get them, users just need to scan a QR code and join our App. This helps us collect customer data.

- Expert Advice: We will work with doctors and hair stylists to make videos. This shows why our products are high-quality and worth the luxury price.
- Visual Texture: On TikTok and Instagram, our ads will show the texture—like the thick cream or the silky oil—to make people want to feel the product in person.



# 2 DIGITAL APP STRATEGY

## 2.1 Main Purpose

The primary research indicates that luxury clean beauty consumers are highly digital but also highly skeptical. While social media is good for awareness, a dedicated brand App is necessary to build an official platform. Currently, official websites have several limitations when it comes to the shopping experience. Websites are often slow and are only for buying. A App is faster and builds a real community.

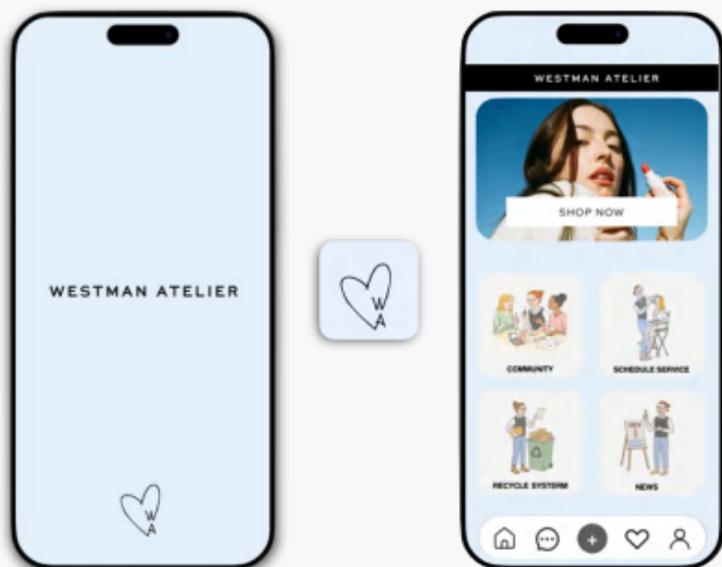
Beyond just a shopping tool, the App is designed to be a comprehensive social platform for beauty, skincare, and lifestyle. It acts as a digital bridge between the brand and the customer, and between the consumers themselves. In this community, users can share their favorite products, post reviews, and exchange skincare tips.

The founder will randomly reply to user questions and share personal lifestyle advice. This direct interaction removes the distance between a big luxury brand and the individual consumer. When the founder, who is also a professional expert, joins the conversation, it builds deep emotional engagement and proves that the brand is truly listening to its community. This transforms the App from a simple store into a vibrant ecosystem where trust and loyalty are built every day.

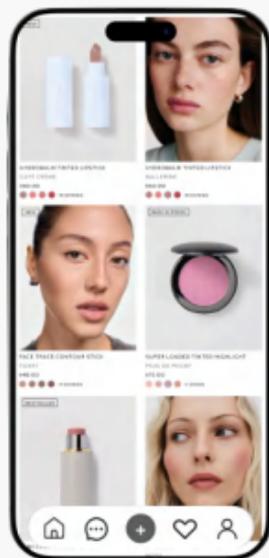


## 2.2 Method

# HOME PAGE

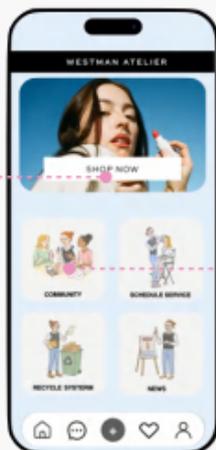


The Home Page is the main entry of the app where users can quickly explore the brand and its services. From this page, users can access key features such as community content, service booking, the recycling system, and brand updates. The design keeps a clean and simple layout that reflects the brand's aesthetic while making navigation easy and intuitive.



The Shop Page allows users to browse all products and shop directly through the app. Users can explore product details, view images, and add items to their wishlist for future purchase. This page provides a smooth and convenient shopping experience, helping users discover products and make quick purchasing decisions.

## SHOP PAGE

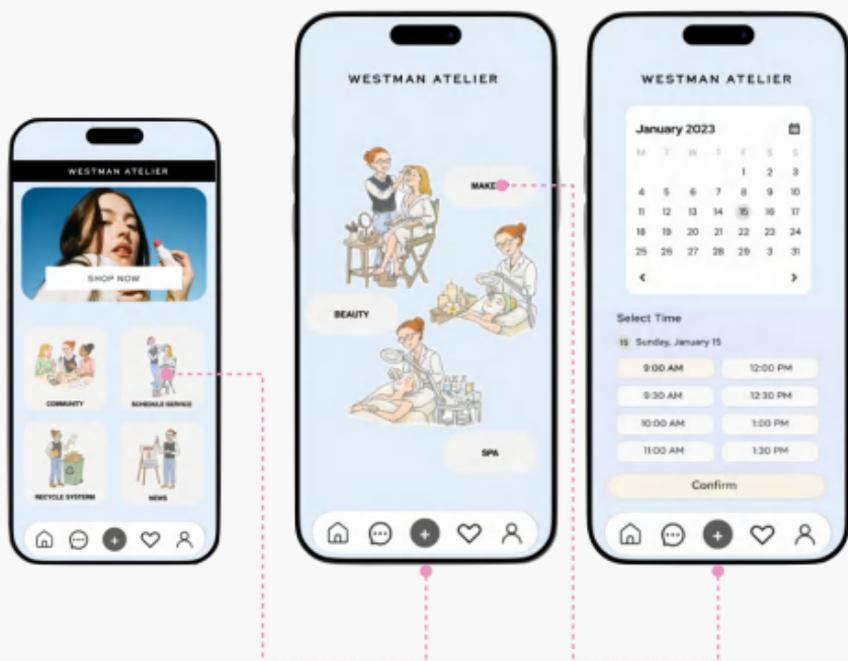


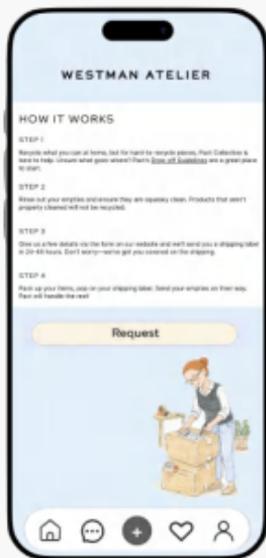
## COMMUNITY

The Community Page is designed as an in-app space where users can share product reviews, experiences, and recommendations. Members can follow, like, and save posts they enjoy, creating a personalized content feed. The founder, influencers, and beauty experts are also invited to join the community, combining real user voices with professional insights and building stronger trust around the brand.

## SCHEDULE SYSTEM

Users can easily book makeup, spa, and beauty services through the app. From the home page, they can enter the service type and choose the type of service they want, such as makeup, beauty treatments, or spa experiences. After selecting the service, users can view the available dates and time slots and schedule their appointment directly in the app. This feature makes the booking process simple and convenient while connecting the digital platform with the in-store service experience.

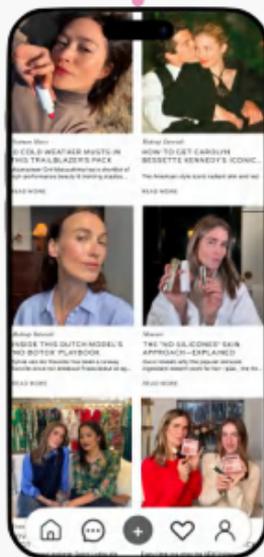
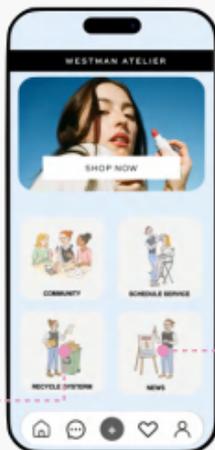




The app also includes a recycle system that encourages responsible product disposal. Users can access the recycling section directly from the home page to learn how the system works and request a recycling service.

Through the app, users can view the recycling steps and submit a request easily. After preparing their empty product containers, users can pack them and send them through the provided process. This feature supports the brand's commitment to sustainability while making recycling simple and convenient for customers.

## RECYCLE SYSTEM



## NEWS

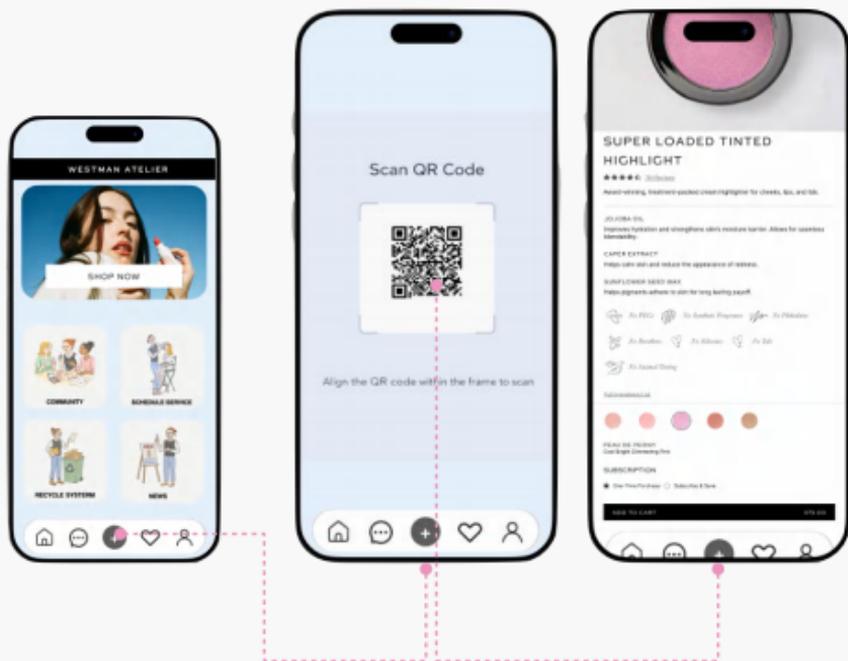
The News Page allows users to explore the latest brand content directly in the app. Here, users can browse campaigns, upcoming events, product launches, and posts from the founder. The page presents information in a visual and easy-to-read format, helping users stay connected with the brand.

Through this section, users can receive updates in real time and discover new beauty ideas, tutorials, and brand stories. This feature keeps the community informed while strengthening the relationship between the brand and its audience.

## SCANNER

The Scanner feature allows users to scan product QR codes directly through the app. After scanning, users can view detailed product information, including ingredients, sourcing, and origin. This helps customers understand the product before making a purchase decision.

By presenting ingredient transparency and sourcing details first, the app prioritizes safety and trust. Users can review the product information before selecting shades or purchasing, reinforcing the brand's commitment to clean beauty and transparency.



# 3 OFFLINE EXPERIENCE STRATEGY

## 3.1 Main Purpose

Currently, the brand primarily interacts with customers through third-party retailers like Sephora. While this provides good market coverage, my primary research suggests that a dedicated physical space is now necessary. In the survey, 47.4% of respondents expressed skepticism about greenwashing in the clean beauty industry. In a multi-brand environment like Sephora, it is difficult for a brand to fully control its messaging and stand out from competitors. A standalone flagship store allows the brand to build a complete and consistent image. This physical space serves as a platform where the brand can provide the "physical proof" that consumers need to overcome their doubts about product safety and sustainability.



### 3.2 Expansion Location Map



# FLAGSHIP STORE

## Location Choice(8451 Melrose Ave, Los Angeles):

The choice of 8451 Melrose Ave in West Hollywood is based on its alignment with the brand's target demographic. My research identified that 60.8% of the core audience are Gen Z and 39.2% are Millennials. Melrose Avenue is a trend-driven location that attracts these specific groups who value authenticity and minimalism.

- This area is home to brands like Glossier and Byredo, creating a high-traffic zone for beauty enthusiasts.
- Compared to high-rent districts like Rodeo Drive, Melrose offers strong visibility with lower operational costs. The open-air, café-culture atmosphere of this street matches the brand's "clean and natural" lifestyle, making it the ideal place for customers to verify the brand's image in a relaxed, social environment.

This visualization presents the conceptual design and final render of the Westman Atelier flagship storefront. The upper image illustrates the initial architectural sketch, highlighting the overall composition, spatial balance, and decorative floral installations that frame the entrance and display windows. The design emphasizes a soft, clean aesthetic through neutral tones, simple lines, and natural elements that align with the brand's identity of luxury clean beauty.

The lower image shows the refined visual rendering of the storefront, translating the sketch into a more realistic representation. The warm beige facade, minimal signage and large glass windows create an open and inviting atmosphere. Floral arrangements and greenery are incorporated around the entrance and windows to reinforce the brand's natural and elegant image, while also creating a visually engaging street presence that attracts pedestrians and communicates the brand's focus on beauty, nature, and refined simplicity.







## INDOOR OVERVIEW

The Main Hall functions as the central experience area of the store, where customers can freely explore and interact with the products. Large makeup stations are positioned in the middle of the space, allowing visitors to test products in an open and comfortable environment. The stations are designed with soft curves and are surrounded by floral installations, creating a welcoming atmosphere that reflects the brand's natural and feminine aesthetic.

Along the walls, warm wood shelving and soft lighting highlight the product displays while maintaining a clean and minimal visual language. A dedicated makeup counter with illuminated mirrors provides a professional space for beauty consultations and personalized makeup services. The overall design combines natural materials, neutral colors, and soft lighting to create a calm and luxurious environment that aligns with Westman Atelier's clean beauty philosophy.

The main hall is designed as an open and welcoming space that reflects the brand's clean, elegant, and minimal aesthetic. Several makeup stations are arranged throughout the area, allowing visitors to explore and test products in a comfortable and well-organized environment. The layout emphasizes simplicity, soft lighting, and natural materials to create a calm luxury atmosphere that aligns with the identity of Westman Atelier.

In addition, a dedicated washing area is integrated into the space to support product testing and hygiene. This allows customers to easily cleanse their skin before or after trying products, ensuring a more convenient and comfortable experience. Together, these elements encourage interaction with the products while reinforcing the brand's focus on skin health, transparency, and thoughtful beauty rituals.





## VIP LOUNGE

The VIP Lounge is designed as a private and intimate space within the store. It provides an exclusive environment where the founder, industry experts, and invited influencers can meet with selected members through scheduled appointments. This setting allows for deeper conversations, personalized consultations, and special beauty experiences that go beyond the traditional retail interaction.

The lounge also functions as a relaxing area for members during their visit. Soft seating, warm lighting, and carefully curated decorative elements create a calm and comfortable atmosphere. The neutral color palette and elegant furniture reflect the brand's clean and refined aesthetic. By offering a more private and personalized environment, the VIP Lounge strengthens the emotional connection between the brand and its community while enhancing the overall in-store luxury experience.





## BEAUTY SALON

The Beauty Salon provides appointment-based makeup and beauty services in a calm and private setting. The space is designed to ensure comfort and relaxation, allowing clients to enjoy a personalized beauty experience away from the main retail area. Soft lighting, neutral colors, and comfortable seating create a warm and welcoming environment that reflects the brand's clean and elegant aesthetic.

During these services, most of the products used are from the brand's newly launched body care line, allowing clients to experience the textures, scents, and performance of the products directly. This hands-on experience helps strengthen the connection between the service and the product line while encouraging product discovery in a natural and engaging way. The Beauty Salon therefore functions not only as a service space, but also as an important touchpoint for introducing the brand's expanded lifestyle offerings.

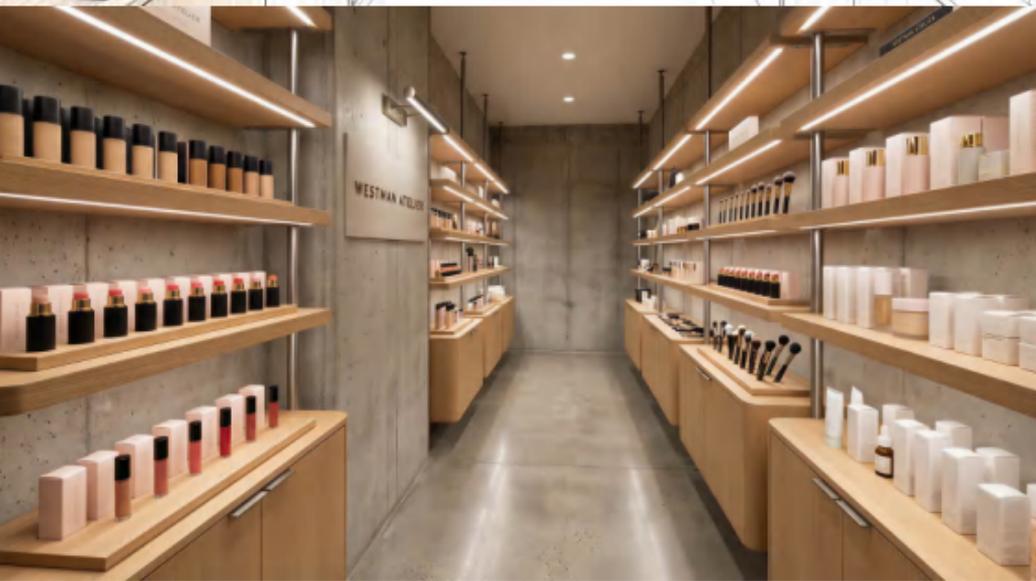




**REST ROOM  
&  
STORAGE ROOM**







#### **Professional Offline Services:**

To differentiate itself from Sephora, the flagship store will offer exclusive, high-end services that strengthen the brand's Professional branding.

- **Makeup Design:** Customers can book one-on-one sessions with artists trained in the Gucci Westman style.
- **Skincare Salons:** The store will host private salons to educate consumers on ingredients and skin health. These services provide the human touch and expert authority that 45.4% of my survey respondents said they value. By offering professional experiences that cannot be found online, the brand creates a deep emotional connection with the 58.8% of loyal users who shop frequently.

#### **Refill and Recycle Hub:**

To fight the 47.4% skepticism regarding greenwashing the flagship store must go beyond selling products and start providing proof of action. This method will combine all online and offline sales channels.

- The store will include a dedicated "Refill Hub" where customers can bring back their empty luxury packaging to be refilled or professionally recycled.
- My survey showed that consumers want more than just clean ingredients; they want to see sustainable practices. By seeing the refill process in person, the customer receives physical proof that the brand is truly committed to the environment. This builds a deeper level of trust and integrity that cannot be fully communicated through a digital screen or a third-party retailer.



# POP UP 1

## LA

Located at the entrance of the flagship store, the pop-up installation offers a limited 5-10 minute express hand SPA experience for visitors. This small activation space is designed to attract attention and invite passersby to engage with the brand in a quick and approachable way. The floral decoration and open design create a welcoming atmosphere that reflects the brand's natural and elegant aesthetic.

During the express service, visitors can experience products from the newly launched body care line, allowing them to discover the textures, scents, and benefits of the products in a direct and sensory way. This activation serves as an introduction to the brand's expanded product range while encouraging visitors to enter the store and book full beauty treatments or makeup services inside the flagship space.





## POP UP 2 MIAMI

This pop-up experience will collaborate with a nearby dessert shop to create a special daily limited-edition ice cream inspired by the brand's signature color palette. The flavors and presentation will reflect the soft neutral tones and natural aesthetic associated with Westman Atelier, creating a playful yet elegant extension of the brand identity.

This collaboration introduces a sensory experience that goes beyond traditional retail. Visitors can enjoy a refreshing treat while engaging with the brand environment, making the pop-up more memorable and shareable. The concept also aligns with the warm climate of Miami, offering a light and enjoyable experience that attracts visitors and encourages social interaction.

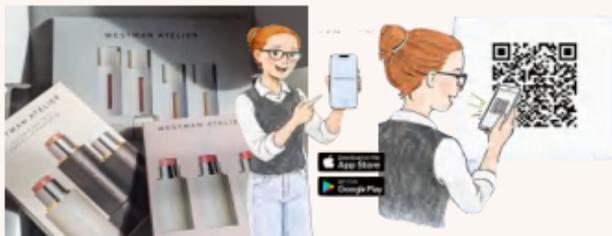
By combining beauty, lifestyle, and food culture, this activation helps create a unique and immersive brand experience, strengthening the emotional connection between the brand and its audience while increasing visibility for the pop-up space.





## POP UP 3 NEW YORK CITY

Visitors are invited to scan the QR code to check in and download the brand's app. As a welcome gesture, guests will receive complimentary samples, encouraging them to explore the products and engage further with the brand. This activation helps connect the physical pop-up experience with the brand's digital platform while building a direct relationship with new customers.





### 3.4 Connect with APP

To ensure the offline and online experiences are fully connected, all professional services at the flagship store, such as the Bespoke Makeup Design and Skincare Salons must be booked through the official brand App.

This system ensures that 45.4% of consumers who trust experts have a seamless path from discovering an expert on social media to meeting them in person. When a user books an appointment, their "Skin Diary" data is shared with the consultant in advance.

This makes the service more personalized and professional. It proves that the brand is not just using the App for sales, but as a tool to improve the customer's actual experience. This high level of organization reinforces the brand's image of Integrity and Professionalism.

### 3.5 Bridging the Digital Gap

#### 4.5 Bridging the Digital Gap

Based on the interview with Terah, the physical feel and scent of a product are the final factors in a purchase decision. To support this, the flagship store will include a Sensory Verification Station.

At this station, customers can test the skin-feel and natural scent of products. After testing, they can scan a QR code at the station to "Save their Favorites" directly into their App's wishlist.

This directly addresses the skepticism of the 47.4% of consumers who worry that clean products may not perform as well as traditional luxury brands. By allowing them to verify the texture in person and save the result digitally, the brand creates a complete "Trust Loop" between the physical product and the digital platform.

### 3.6 Different Service Model

Our research shows two types of shoppers: luxury clients who want personal attention, and Gen Z who want a fast, do-it-yourself experience. The store will offer both. For the fast buyer, we will have digital kiosks and quick checkout. For those who want the full luxury experience, we will have private lounges for deep-dive consultations. This shows the brand respects the customer's time, whether they are in a hurry or want to learn.



Fig. 47 Official website  
<https://www.westman-atelier.com/blogs/guccis-guida>

# 4 INTEGRATED MARKETING COMMUNICATION(IMC) & ADVERTISING STRATEGY

## 4.1 Establish the right influencer and expert marketing strategies

In the luxury beauty industry, traditional advertising is no longer enough. My primary research shows that while 79.4% of respondents discover brands through social media, they are very careful about whom they believe. To build deep trust and drive sales, the brand must use a "Layered Matrix" of influencers. This means working with different types of people to play different roles in the marketing journey.



The Authority (Doctors and Scientists):

The most important category is the authoritarianism. My survey revealed that 45.4% of participants trust sustainability and clean beauty information more if it comes from a professional or industry expert.

The Goal:

To solve the trust problem and fight skepticism.

The Action:

The brand should partner with dermatologists (skin doctors) and cosmetic chemists. These experts should create "educational content" that explains why certain ingredients are safe or harmful. For example, instead of just saying a product is "clean," a chemist can explain the molecular structure of the ingredients. This directly addresses the 47.4% of consumers who are worried about "greenwashing." When a doctor backs a brand, the "luxury" status is supported by "science," making the brand feel more reliable.

Representative: *Ranella Hirsch (MD FAAD)*

Dr. Ranella Hirsch is a top skin doctor (dermatologist) who is officially certified in her field. She is an expert in skincare ingredients and knows how to tell if a product actually works based on science. Because of her experience, she is often featured in the news to talk about product safety and whether a brand is being honest about its formulas.

She provide scientific validation through in-depth product reviews and formulation transparency reports on social media. Together, their collaboration addresses consumer concerns regarding efficacy and texture by proving that Westman Atelier products are not only safe and clean but also meet the rigorous standards of both medical experts and industry professionals.



RANELLA HIRSCH



#### The Professionals (Makeup Artists):

The second category focuses on the performance of the product. Many consumers worry that "clean" beauty products do not work as well as traditional luxury brands.

#### The Goal:

To prove the product's efficacy and luxury feel.

#### The Action:

Following the Westman Atelier model, the brand should work with professional makeup artists who work on fashion shows or with celebrities. These artists can show "how-to" tutorials. For example, they can demonstrate how a clean foundation stays on the skin for 12 hours. This addresses the feedback from my interview with Terah (Sephora Manager), who noted that customers care deeply about texture and how the product looks on the skin.

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#### Representative: Gucci Westman(Founder)

Gucci Westman is not just a world-renowned makeup artist; she is a powerful digital authority in the beauty world. She actively uses social media to bridge the gap between high-fashion luxury and everyday beauty. On platforms like Instagram and TikTok, she acts as a professional educator, sharing detailed tutorials and deep dives into ingredient science.

Her influence extends from the red carpet and backstage at fashion shows—where she creates looks for top celebrities—to global media interviews where she advocates for formulation transparency. By showing her products in high-pressure, professional environments, she proves that Westman Atelier delivers the "luxury performance" that modern consumers demand.



**GUCCI WESTMAN**



**The Community (users):**

The final tier is made of real, everyday users. My research found that 20.6% of respondents buy beauty products every month. These are the super-users.

**The Goal:**

To provide Social Proof and reliability.

**The Action:**

The brand should encourage these frequent buyers to post their honest reviews on TikTok and Instagram. These are not famous celebrities, but people who look like the target Gen Z audience. Their no-filter videos help the brand feel authentic. Since Gen Z values authenticity, seeing a real person use a product in their bathroom is often more convincing than a high-budget commercial.



## THE USERS



## 4.2 Social Media Storytelling

Social media is the most important channel for Generation Z (60.8%) and Millennials (39.2%). However, the way we tell stories must change. We must shift from brands merely posting beautiful pictures to content that truly reflects the brand's scientific nature.

While scientific facts build trust, the brand must still look high-end. In addition to "The Science of Clean" videos, we will post beautiful "Skin-First" photos. These will focus on how the products feel—the healthy glow, the smooth texture, and a simple, luxury lifestyle. This ensures that while we convince the consumer's brain with data, we also make them want the brand's elite lifestyle. This connects real results with emotional desire.





TikTok (Focus On Video Education and Teaching):

Create a series called "The Science of Clean." In these short videos, the brand can deconstruct a product. For example, when shooting promotional videos, they need to pay more attention to providing a comprehensive explanation of the product rather than merely showcasing its appearance.

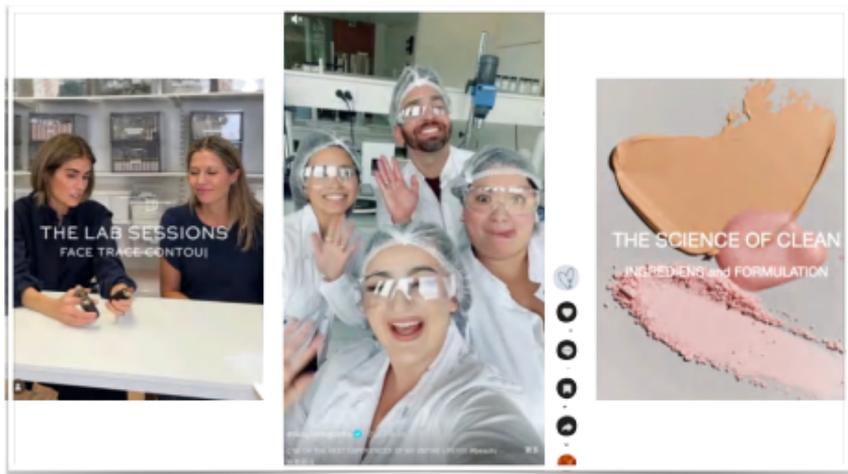


The Method:

Create a series called "The Science of Clean." In these short videos, the brand can "deconstruct" a product. For example, they can show a video of a traditional lipstick next to their clean luxury lipstick and explain the difference in ingredients.

The Effect:

By using trending sounds but adding educational value, the brand can go viral while still maintaining a professional image. This helps the 79.4% of consumers who use social media for awareness to actually learn something useful about the brand.



## THE SCIENCE of CLEAN



### 4.3 Avoid Greenwashing

One of the biggest challenges I identified in my literature review and preliminary research is greenwashing 47.4% of the respondents are skeptical about brand promotion. To solve this problem, brand advertisements must stop using vague words and start using specific data to reflect the authenticity of the brand.

Many brands use words like eco-friendly, natural, or green. These words have no legal definition and often make consumers feel that the brand is lying. According to my research, consumers are becoming rational. They want evidence. They won't trust brands just because of some keywords, they say. Instead, they need real actions or visible data content to believe in brands or products.

The brand should implement a new rule for all advertisements: each advertisement must be accompanied by a number or a certificate. For instance, we could change our packaging from eco-friendly to a bottle made of 85% recycled glass, reducing our carbon footprint by 12% this year. Or we could use clean raw materials to change our formula to 100% free of parabens and sulfates, as verified by [third-party laboratory name]. These specific terms and certifications will make consumers more convinced that the brand is truly trustworthy in this regard.



Fig. 48 Official website  
<https://www.westman-atelier.com/blogs/guccis-guide>

# 5 SUSTAINABILITY BUILDING





Fig. 49 Official website  
<https://www.westman-atelier.com/pages/sustainability-approach>

## 5.1 Transformation

**Educational Community:** The brand will establish a "Clean Science Community" hosted on the official App and in the L.A. flagship store. Instead of just promoting new colors or products, the community will focus on skin health education.

**Expert Lectures:** The brand will host regular webinars and in-store workshops led by dermatologists and chemists. These sessions will teach consumers how to read ingredient labels and understand the science of skin. This directly addresses the rational skepticism of Gen Z and Millennials, turning the brand into a trusted authority rather than just another marketing-driven company.

**The Honesty First Rule:** To keep the trust of our customers, the brand will follow an Honesty First rule. If there is a change in ingredients or a problem with a product, the brand will use the App to tell customers immediately.

## 5.2 Transparent Supply Chain

**Quantifiable Evidence:** The brand will publish an "Annual Sustainability and Integrity Report." Unlike traditional marketing materials, this report will provide specific data on raw material sourcing, carbon emissions, and water usage.

**Visual Sourcing Maps:** In the App and the flagship store's "Sensory Lab," customers can access an interactive map showing where ingredients like cold-pressed seed oils or natural minerals are sourced. By showing the journey of the product, the brand provides the physical and digital proof that skeptical consumers are looking for. This transparency creates a high level of brand integrity that justifies the luxury price point.

## 5.3 Long-Term Loyalty Program

**The "Refill & Reward" System:** Integrated with the Refill Hub in the flagship store and the Sustainability Tracker in the App, users earn points every time they choose a refill over a new bottle. These points can be used for exclusive Masterclasses with professional artists or for any new products.

**Community Engagement Points:** Users also earn rewards for contributing to the community, such as sharing their "Skin Diary" results or participating in expert Q&A sessions.

**Impact:** This loyalty program turns sustainability into a social and rewarding experience. For the 20.6% of users who shop every month, this creates a deep emotional bond. They are not just buying makeup; they are participating in a movement for a cleaner, more professional beauty industry.



# 6 TIMELINE & KPIs





#### Phase 1:

##### Short-term Goals (Months 1-6)

The first six months will focus on rebuilding the brand's credibility and establishing the digital infrastructure that supports transparency and consumer engagement. This phase aims to address the increasing consumer demand for ingredient transparency and trustworthy information in the luxury clean beauty industry.



## 6.1 Timeline

### Months 1-3: App Development and Digital Transparency

During the first three months, the brand will focus on the development and launch of the official Westman Atelier App. Two key features will be prioritized: the Ingredient Scanner and the Skin Diary.

The Ingredient Scanner allows users to scan product QR codes and immediately access detailed information about ingredients, sourcing, and product origins. This feature directly responds to the 57.7% of consumers who prioritize transparency and ingredient safety when purchasing clean beauty products. By making ingredient information easily accessible, the brand can strengthen consumer trust and reduce skepticism around clean beauty claims.

At the same time, the Skin Diary feature allows users to track their skincare progress and product usage over time. Users can record skin conditions, routines, and results while receiving personalized recommendations. This creates a more interactive relationship between the brand and consumers while encouraging long-term engagement with the brand ecosystem.

### Months 4-6: Flagship Store Launch in Los Angeles

During months four to six, the brand will open its first flagship store at 8451 Melrose Ave in West Hollywood, Los Angeles. This location was chosen due to its strong alignment with the brand's target audience of Gen Z and Millennial consumers who value authenticity, minimalism, and clean beauty.

The flagship store will serve as a physical trust-building space where consumers can experience the products, attend expert-led beauty salons, and verify the brand's transparency claims in person. During this period, the brand will invite professional experts, dermatologists, and makeup artists to host the first series of in-store salons and educational events.

These events will allow consumers to interact directly with professionals and the founder, strengthening the brand's credibility while transforming the store into a community-driven experience center rather than just a retail space.



Once the Los Angeles flagship store becomes stable and begins generating customer insights, the brand will move into the data-driven expansion stage. This phase focuses on collecting real consumer data and testing demand in other key cities before opening additional permanent stores.

Phase 2:

Mid-term Goals (Months 7-12)



### Months 7-12: Pop-up Expansion and Data Collection

During months seven to twelve, the brand will launch a series of temporary pop-up events in key cities, beginning with New York and potentially expanding to other markets with strong beauty consumption.

These pop-ups will integrate the QR Code Mechanism introduced earlier in the strategy. Visitors will be encouraged to scan QR codes to check in, download the brand App, and receive product samples or participate in exclusive experiences. Through this process, the brand can collect valuable data such as consumer geographic distribution, product preferences, and engagement patterns.

This stage is critical because it allows the brand to identify the most promising markets for the next permanent flagship store. Instead of relying on assumptions, expansion decisions will be based on actual consumer demand and behavioral data collected from both the App and the pop-up events.

By the end of the first year, the brand will have built a strong omnichannel ecosystem connecting digital engagement, physical retail experiences, and community interaction.



Fig. 50. 51 Official website  
<https://www.westman-atelier.com/pages/sustainability-approach>

## 6.2 KPIs

To evaluate the effectiveness of the strategy, several key performance indicators (KPIs) will be monitored. These metrics focus on consumer trust, digital engagement, omnichannel performance, and sustainability impact.

### Trust Growth Rate

Consumer trust is one of the most critical success indicators for a luxury clean beauty brand. To measure trust growth, the brand will conduct follow-up consumer surveys every six months among active App users and flagship store visitors.

These surveys will track the level of skepticism toward clean beauty claims and ingredient transparency. A successful strategy should demonstrate a significant reduction in consumer skepticism, especially among users who regularly interact with the App and participate in in-store experiences. This metric directly reflects whether the brand's transparency and expert-driven communication strategy is effective.

### App Retention and Engagement Depth

The success of the App will not be measured only by the number of downloads. Instead, the brand will focus on long-term user engagement.

Two key indicators will be monitored:

#### Retention Rate:

This measures how many users continue using the App after 30 days. A high retention rate indicates that the App provides real value and remains useful to users over time.

#### Engagement Depth:

This evaluates how actively users interact with the App ecosystem. Key behaviors include posting in the Community Lounge, sharing product reviews, interacting with expert content, and updating their Skin Diary regularly.

High engagement depth suggests that the App is successfully building a community-based brand environment rather than functioning only as a shopping platform.

### Omnichannel Conversion Rate

Another important KPI is the Omnichannel Conversion Rate, which measures how effectively digital marketing translates into physical store engagement.

Specifically, the brand will track how many consumers move from online exposure (such as TikTok advertisements or social media campaigns) to offline interactions, including scanning QR codes at pop-up events or visiting the flagship store.

A high conversion rate in this metric indicates that the brand's Online-to-Offline Loop strategy is functioning successfully. It demonstrates that digital storytelling and influencer marketing are effectively motivating consumers to verify the brand experience in real life.

### Sustainability Impact

Finally, the brand will measure the effectiveness of its sustainability initiatives through the Refill System and recycling program.

Two key metrics will be tracked:

1. The total volume of recycled packaging collected through the recycling system
2. The number of Refill product purchases made by customers

These indicators provide quantifiable evidence of the brand's commitment to environmental responsibility. Over time, the brand aims to increase the proportion of refill purchases, reducing packaging waste while encouraging consumers to participate in a more sustainable beauty consumption model.

# APPENDIX



## Appendix A Survey

### 13. What makes a luxury clean beauty brand feel truly authentic to you? (64 responses)

Simple and honest messaging feels authentic

1. Clean beauty feels authentic when the ingredients are simple and safe. I check labels because my skin is sensitive, so transparency is very important to me
2. A brand that shows responsibility across its entire supply chain feels more genuine
3. trust brands that communicate like professionals, not like influencers
4. Simple ingredient lists and honest communication
5. I value brands that prioritize skin health and safety over trends or new launches
6. A brand feels authentic when influencers actually show how they use the products in daily life instead of just posing for ads
7. Honest ingredients and real reviews
8. Founder credibility is important
9. A brand feels authentic when it clearly explains where its ingredients come from and why they are safe. I trust brands that show their sourcing process and share real information instead of just marketing words like clean or natural
10. Luxury clean beauty should feel safe, high-performing, and responsibly produced
11. If a brand claims sustainability, I expect to see measurable actions such as refill programs or recyclable packaging.
12. Founder credibility
13. Authentic brands should clearly define what clean means
14. A brand feels authentic when it feels close to my lifestyle. If I see people my age actually using it every day and talking honestly about it, it feels more real. I don't trust overly polished ads
15. Clean ingredients and cruelty-free values make me feel emotionally connected to a brand
16. transparency about both strengths and limitations
17. I trust brands that explain both benefits and limitations, not just positives.
18. Affordable clean claims
19. Founder credibility and professional expertise make me trust the brand more
20. Using real evidence (not just claims) that their products are formulated with real ingredients that don't harm the planet or animals. Cocokind is one brand I would use as a positive example, even though it's not considered a luxury brand because they are very transparent about the materials and processes that go into making their products..
21. A brand feels authentic when it consistently performs well and maintains high standards across packaging, formulation, and customer service. Sustainability claims should be backed by measurable actions, not just slogans
22. When a brand has a strong founder story and professional background, I feel more confident in its credibility
23. I trust brands that feel relatable and not overly luxury marketing heavy
24. A luxury clean beauty brand feels authentic to me when it is transparent about its ingredients, truly sustainable in its practices, and consistent between what it promises and what it delivers.
25. I feel emotionally connected when a brand aligns with my lifestyle and values, like 27. sustainability and minimalism
26. I value practicality and safety. If I'm using something on my skin daily, I want to be confident that it has been properly tested
27. Sustainable packaging
28. I like brands that feel inclusive and speak to my generation
29. I trust brands that balance luxury design with responsible practices
30. I don't know 🤔
31. the brand looks premium but still communicates honestly and transparently
32. I am cautious about influencer partnerships because many feel paid and inauthentic
33. Too many influencer ads reduce my trust
34. Clean luxury with proven performance
35. Consistency across website, store, and social media builds trust. When everything looks aligned, the brand feels professional and reliable.
36. Consistency across social media, store, and website makes the brand feel more reliable.
37. Sometimes clean beauty feels like a marketing trend. I need more proof before trusting
38. Brand consistency

39. Proprietary core ingredients/technologies with proven efficacy 2. Superior tactile experience and meticulous quality control, where details define refinement 3. Understated sophistication in aesthetics with functional yet stylish packaging 4. Professional services aligned with premium positioning for a consistent experiential standard
40. Feedback from real users, whether online or in real life
41. Luxury and clean feeling
42. I need clear proof that the ingredients are safe and ethically sourced
43. honest storytelling
44. eco friendly
45. I trust brands that have demonstrated consistent quality over many years rather than newer brands that rely heavily on marketing trends. Heritage and credibility matter to me
46. quality and clean
47. Feels safe for skin.
48. When a brand feels both luxurious and responsible, it feels modern and authentic
49. A luxury clean beauty brand feels authentic when it focuses more on product performance and ingredient safety than trendy marketing. I want to see clear explanations about why each ingredient is included and how it benefits the skin.
50. For me, authenticity means a brand communicates in a factual and responsible way. I don't trust emotional or trendy marketing.
51. I prefer brands that provide clear ingredient explanations, safety testing, and clinical validation. When information feels educational rather than promotional, it feels more genuine.
52. How it feels on my skin and the results it delivers over time
53. Community vibe
54. I like a brand talks about sustainability, I expect to see eco-packaging, refill systems, and responsible sourcing. not just green colors on the website
55. I like brands that educate me and help me understand what I'm buying
56. The transparent communication across all channels, unsponsored reviews
57. If the product quality is high and the ingredients are safe, I'm willing to pay more.
58. Minimal marketing feels real.
59. skin health rather than trends
60. Authenticity comes from consistency when a brand's clean values are reflected not only in its ingredients, but also in its sourcing, packaging, pricing, and long-term commitment to transparency rather than trends.
61. Sustainable packaging is important
62. Ingredients source and eco-friendly packaging
63. Simple formulas

**14. What specific actions or communication strategies help luxury clean beauty brands maintain consumer trust while expanding influencer or digital marketing?**

1. Use product descriptions and realistic instead of overly edited ads
2. Clear ingredient lists and explanations on the website. Also short educational videos about what each ingredient does
3. Explain sourcing locations and ethical labor practices
4. posts explaining each ingredient's benefit and safety
5. Focus on fewer but higher-quality products and explain their long-term benefits
6. influencers + ingredient education videos
7. Founder storytelling, professional background sharing, and live Q&A sessions online
8. Provide detailed ingredient education, show behind-the-scenes production videos, and collaborate with professional makeup artists or dermatologists rather than only lifestyle influencers.
9. Professional makeup artists demonstrating products
10. Behind the-scenes content
11. Explain standards and certifications clearly
12. More TikTok or Instagram "real life" videos and student ambassadors instead of celebrities
13. Share sustainability stories and show how packaging is recycled.
14. Honest reviews and customer testimonials, not just perfect influencer photos
15. student discount
16. Share founder interviews and product development stories

17. Just consistent messaging all-around. If your focus is sustainability then brands should partner with influencers and campaigns where that is the primary focus.
  18. Provide supply-chain transparency and show where materials are sourced. Publish annual sustainability reports and explain improvements year by year
  19. Share the founder's expertise, product development process
  20. use the products daily instead of celebrities
  21. By being transparent about ingredients and sustainability, working with trustworthy influencers who genuinely fit the brand, and communicating honestly and consistently across all digital platforms.
  22. Create community events, popups, and workshops where customers can learn and try products offline
  23. Less lifestyle marketing and more product knowledge
  24. Brand transparency posts
  25. Collaborate with diverse influencers
  26. Calling customer to get feedback.
  27. Behind-the-scenes factory or sourcing content
  28. Work with fewer but more credible professionals, like makeup artists or skincare specialists
  29. More peer reviews instead
  30. Integrated communication strategy with consistent visuals, tone, and message across all channels.
  31. Keep the same messaging and design across all channels
  32. Clear ingredient education and certifications would help
  33. Integrated communication
  34. I believe there should be genuine usage records and experiences to enable consumers to directly perceive the effectiveness and feel of the product, thereby achieving targeted sales goals.
  35. Avoid the sudden, concentrated appearance of influencer marketing campaigns at the same time, as this makes it feel inauthentic. Instead, prioritize creative and original marketing strategies or product concepts.
  36. social media, good inflencer
  37. Provide sourcing transparency, certifications, and detailed impact data rather than lifestyle storytelling
  38. famillier Influencers
  39. Focus on expert endorsements, professional makeup artists, and real customer testimonials. I don't rely on influencers
  40. founder storytelling
  41. Sustainability reports and impact metrics
  42. Provide clinical testing results, dermatologist endorsements, and detailed ingredient breakdowns rather than relying heavily on influencer promotions.
  43. Show ingredient origins on packaging
  44. Share scientific research, dermatologist recommendations, and long-term testing results. Reduce influencer hype and focus more on professional expertise
  45. Transparent communication and real proven results proven results rather than over promising
  46. pop ups
  47. Transparent reports, sustainability updates, and expert-led social media content would help maintain my trust
  48. Ingredient guides
  49. Offer in-store experiences and tutorials that show real usage results instead of over-edited influencer ads.
  50. Less ads.
  51. Collaborate with skincare professionals
  52. Clear ingredient education, honest claims (including limitations), long-term partnerships with credible creators, and a focus on storytelling over sales-driven messaging help preserve trust as digital presence grows.
  53. Refill stations and recycling rewards.
  54. Maybe videos or proofs of production and organic ingredient source or professionals interview or dermatologist recommendation
- Ingredient lists

## Appendix B Interview

### Interview 1 (Professor Grace Kim)

Professor of SCAD

Xi:

So, the first one is, from your perspective, how have customer expectations of Beauty brand changed in recent years?

Professor Grace:

I think they're more going to more of, class skin beauty, and also inclusive beauty, including every color.

I think an example will be Fenty Beauty, including, different types of a foundation color.

So I think we're go... and then also.

Xi:

Especially in Asian culture, they're going towards more of, like, a clean skin, look.

Professor Grace:

Inclusive and clean beauty.

Xi:

Okay, so next one, based on your beauty experience and your teach in luxury and fashion education, how do you personally define trust in your luxury beauty brand day?

Professor Grace:

How do I define, trust? Well, for me, it's, it's basically... with skincare products, I trust a brand, that

If I put the product on my face, it feels good.

Mine is very simple, by the quality of the product. Every skin types are different, so...

You can't use everything.

But, they are a product to me that I feel comfortable using, and...

They're the ones that actually have my trust.

I used to like an expensive product, but it has nothing to do...

I do a combination of expensive and medium, and also something affordable, so it's based on the quality of the product.

Xi:

Yeah, that's true.

So, for your experience, how do storytelling, brand communication, digital platforms, and influencers affect your... to, believe some luxury beauty, clean beauty brands?

Like, based on your bill, customers for some.

Professor Grace:

You're asking how influencer effect?

Xi:

Yeah, if you see some videos... Yes, I think, yes.

Professor Grace:

I think the most of the beauty brand does a monthly influencer program.

Where a portion of their budget goes into influencer marketing.

So, and then, I think you did a project before at Trend Forecasting.

them an instruction page with the list of things that they need to storytell on their social media. So,

it does influence... that's the biggest, marketing strategy, is an influencer strategy.

If it wasn't working, brand will be not incorporating, influencer strategy.

I think you should look at some of the, beauty ambassador and who their influencer is, maybe, for your project.

Xi:

So, what kind of brand experience or campaign tend to create the most emotional connections with customers?

So, maybe you'll see something.

Professor Grace:

Like a pop-up?

Yeah, I think the pop-up experience, probably create the experiential marketing, for consumer, and then also, celebrity caring, the products and using that, and then mentioning that as one of their favorite products, those kind of things, I think creates Purchasing behavior, which in turn is connected with the emotional connection with the consumer.

Xi:  
Yeah.  
So, the last one,  
In your opinion, what are the most common reasons luxury beauty brands lose customer trust, especially when it comes to sustainability or clean?

Professor Grace:

I think, it has to... I don't think any...

I work in the industry, so I know no brand is going to release something that is harmful to customers.

Most of the products are tested, and before even going into the testing, they know it's not gonna harm customer.

A lot of brands, they focus on packaging for sustainability.

Clean, they don't use paraben and... I think it was phosphate. So those are already, common in the industry.

I think it really has to do with who's putting more money on the marketing.

Xi:

Okay, thank you so much.

That's all. Okay.

## **Interview 2 (Angela)**

Beauty consultant of Lexnox (SHISEIDO)

Xi

Yeah, I'm sorry. This is one question.

From your experience, what do customers really care about most when they are looking at luxury or clean beauty products?

Angela:

Okay, let's start with the first answer about luxury products.

One key factor is technology and skincare benefits, especially for luxury clients.

They don't care much about the price. Instead, they care about how the product works and how it fits into their lifestyle.

Luxury clients also expect personalized service, such as one-on-one attention.

Some clients like things to be fast, while others are more patient. So you really have to understand the client, read their body language, and customize the experience for each luxury customer.

For clean beauty, I feel like the term "clean beauty" is more of a recent digital buzzword that mainly targets the younger generation, like Gen Z. There are a lot of clean products promoted on TikTok and social media.

Clean beauty is requested more by teenagers and people in their early twenties, while luxury clients are still usually more mature customers.

Xi

Do customers ever mention things they see on social media from influencers when they come here?

Angela:

They don't usually show us the influencer or the app directly, but they specifically ask for viral products. We know something is viral because many customers ask for the exact same item at the same time.

Xi

Do you notice any gap between what customers expect from online content and what they experience in store?

Angela:

Customers are very self-educated because of online content.

They often already know what they want. They don't even want to have a conversation.

They just want to hurry up and buy the product before it sells out.

Xi

In your experience, what trends make customers lose confidence in a beauty brand?

Angela:

Usually, it happens when there is some kind of controversy, especially related to inclusivity or ethics, or when the brand does not provide consistent or honest information about the product. In many cases, issues like discrimination or lack of transparency can cause customers to stop trusting the brand.

Xi

Thank you so much.

Angela:

You're welcome. Thank you for having me.

### Interview 3 (Mari)

Clean Beauty consultant of Lexnox (ORIGINS)

Xi

Okay, let me see.

So the first question is: From your experience, what do customers really care about most when they are looking at luxury or clean beauty products?

Mari:

They are usually looking for results and ingredients. They want credible information.

For clean beauty, ingredients are very important. That's what they focus on today.

Xi

When customers talk about clean or luxury products, what really helps them feel more confident about a brand?

Mari:

Confidence usually comes from transparency.

Brands that clearly show their ingredients and explain what the product does make customers feel more secure.

Education and clear communication help a lot.

Xi:

Do customers ever mention things they see on social media or from influencers when they come here?

Yes. I've had some customers come in because they saw influencers talking about certain products.

They heard good reviews or recommendations online, so they come to the store asking specifically for those items.

Social media definitely influences what they look for and buy.

Xi:

In your experience, what makes customers lose confidence in a beauty brand?

Mari:

It often comes down to customer service and reviews.

Many customers check online reviews before they decide to come in or buy.

If they see negative feedback or bad service experiences, they may lose trust in the brand.

Xi:

Thank you so much.

Mari:

Thank you.

### Interview 4 (Terah)

Sephora manager of Lexnox

Xi:

Okay, what's your role here?

Terah:

I'm the manager.

Xi:

First question: From your experience, what do customers usually care about most when they are looking at luxury or clean beauty products?

Terah:

A lot of it depends on brand names and reputation.

Customers often look for recommendations or brands they already know and trust.

Many people come in asking for specific brands or products they've heard about before.

Sometimes they are also looking for solutions for certain skin concerns or categories, like skincare.

Xi:

When customers talk about clean or luxury products, what really helps them feel more confident about a brand?

Terah:

If the product has a clear "clean" label or certification, that helps.

Customers also rely on apps or ingredient-checking tools to see what's inside the product.

When brands are transparent about ingredients and explain what they do, customers feel more comfortable and confident.

Xi:

Do customers ever mention social media or influencers while shopping here?

Terah:

Yes, definitely.

I hear a lot about TikTok trends. TikTok really drives what people come in looking for.

Customers often ask for products that they saw trending or going viral. Social media has a big influence on their choices.

Xi:

How does the in-store customer experience affect them?

Terah:

Sometimes customers want to try the product in person.

They want to feel the texture, smell it, and see how it works on their skin.

If they don't like the feel or scent, they may not buy it, even if it's popular online. So the in-store experience still matters a lot.

Sometimes they even recommend products to others right away, either online or in the moment.

Xi:

Thank you, may I have your name, please?

Terah:

Yes, I'm Terah.

#### **Interview 5 (Banni Xu)**

Sephora manager of Lexnox

Xi:

Hi Banni, thank you for joining the interview today. Could you briefly introduce yourself?

Banni Xu:

Hi Xi. My name is Banni Xu. I am a beauty content creator and makeup lover. I have lived in the United States for over 20 years. I share makeup reviews, tutorials, and my personal beauty experiences online.

Xi:

Which generation do you identify with? Do you think your generation's values affect how you see beauty brands?

Banni Xu:

I belong to the millennial generation. I think people in my generation care a lot about honesty and transparency. We like to research brands before buying products.

Xi:

How would you describe your relationship with luxury clean beauty brands?

Banni Xu:

As a consumer, I like luxury clean beauty products because they focus on safer ingredients. As a content creator, I also try to share honest opinions with my audience.

Xi: What makes you trust a luxury clean beauty brand?

Banni Xu:

I usually look at ingredient transparency first. If the brand clearly explains its ingredients and values, it makes me feel more confident about the product.

Xi:

How do beauty influencers affect your view of a brand?

Banni Xu:

Influencers can strongly influence how people see a brand. When influencers share real experiences, it feels more trustworthy. But if the content looks too commercial, people may doubt it.

Xi:

Can you remember a brand experience that made you feel connected to a beauty brand?

Banni Xu:

Yes. I once visited a beauty pop-up event where I could try products and talk with beauty experts. That experience made the brand feel more personal.

Xi:

How important is consistency between a brand's social media and in-store experience?

Banni Xu:

I think consistency is very important. When the online message and the store experience match, the brand feels more reliable.

Xi:

What would make you lose trust in a luxury clean beauty brand?

Banni Xu:

If the brand's "clean beauty" claims are not true, I would lose trust. Also, if influencer promotions feel fake or exaggerated, it can damage the brand's credibility.

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