



**XI JIANG | LXMT 740 | FALL 2025**

**Prof. SARAH COLLINS**

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# BRAND OVERVIEW

## WESTMAN ATELIER

Founded in 2018 by Gucci Westman, Westman Atelier merges high-performance luxury makeup with sustainability and skin health.

Distributed mainly through Sephora and e-commerce, the brand remains niche but highly influential.

Expansion into physical retail aims to elevate its luxury positioning and deepen emotional connections.





# FOUNDER OVERVIEW

## GUCCI WESTMAN

Celebrity makeup artist and lifelong wellness advocate.

Her artistry defines the “second-skin” makeup aesthetic.

Her credibility and creative vision bring authenticity and authority to the brand, bridging artistry and ethical beauty.



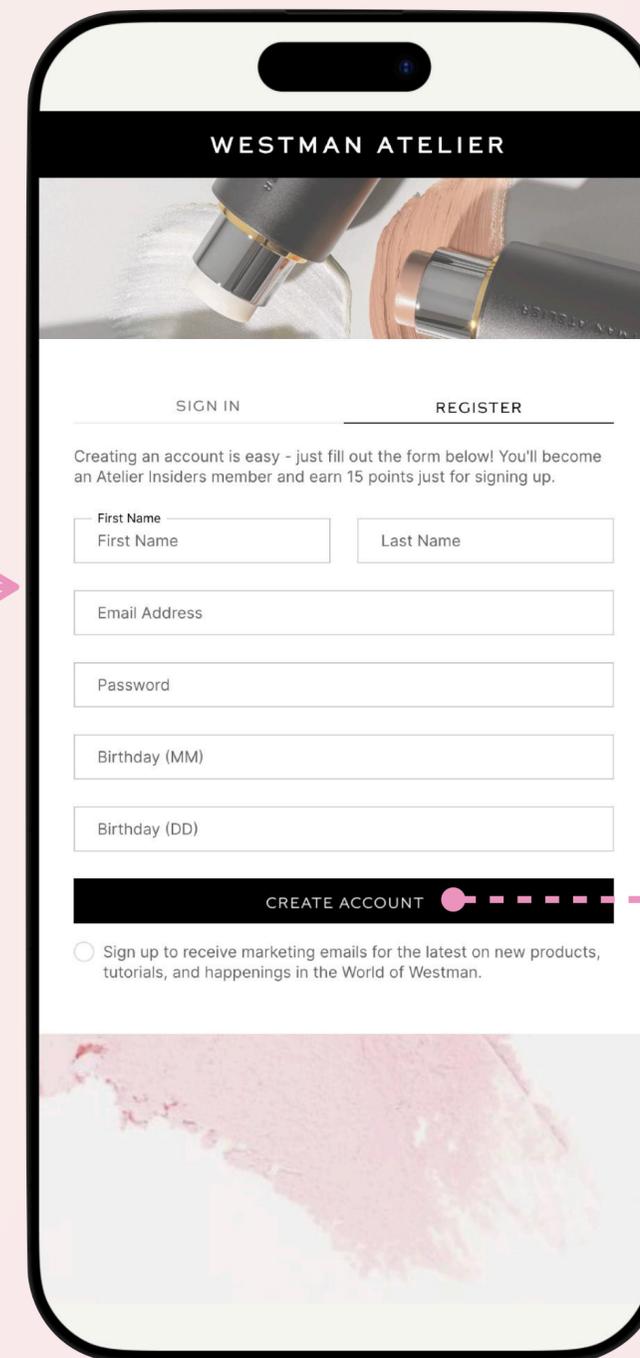
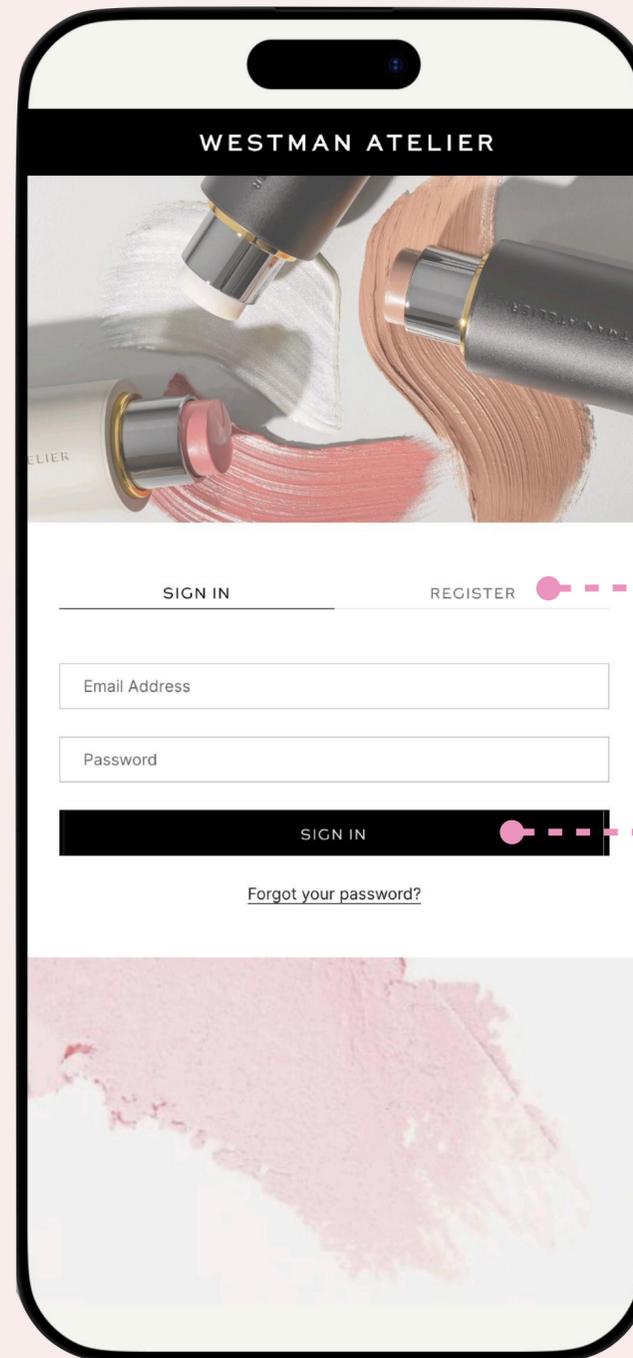
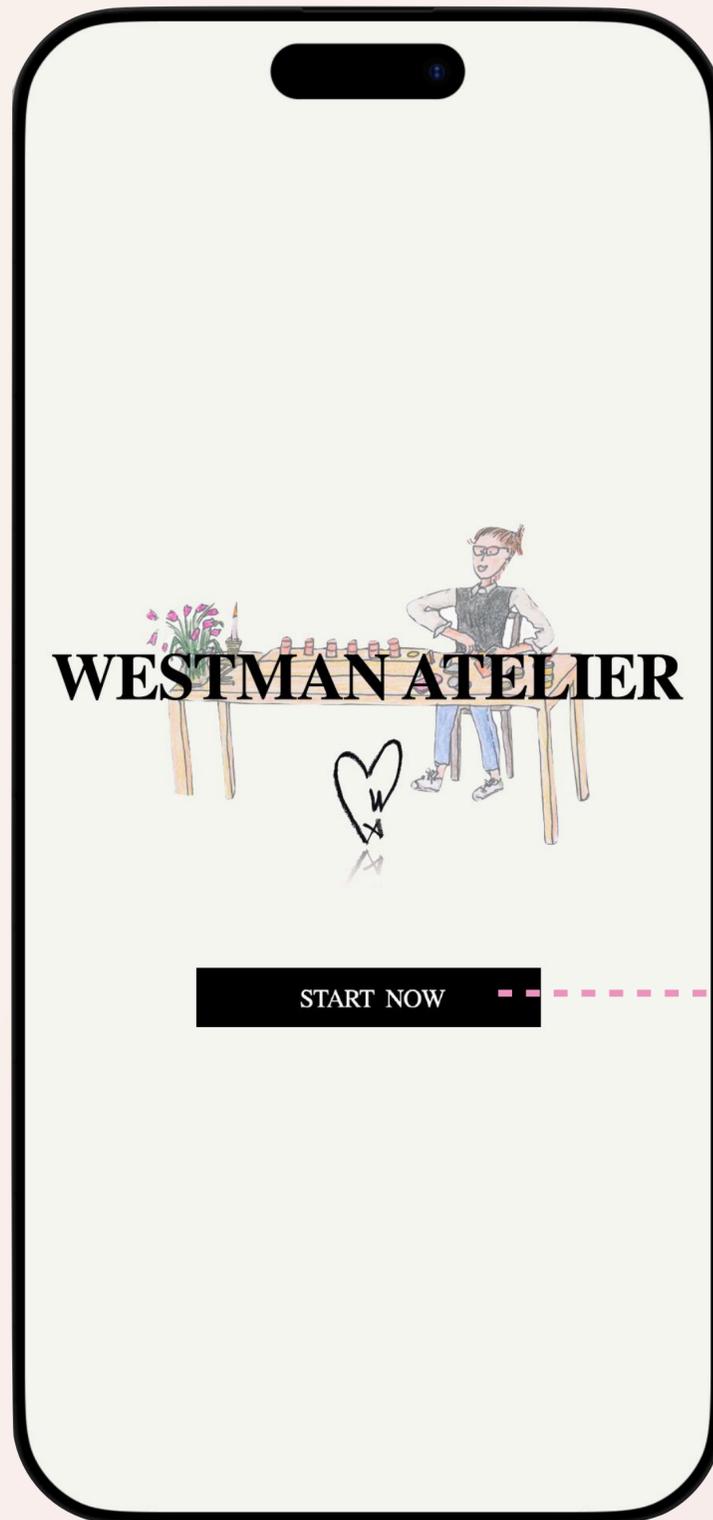


**WESTMAN ATELIER**

### Westman Atelier App

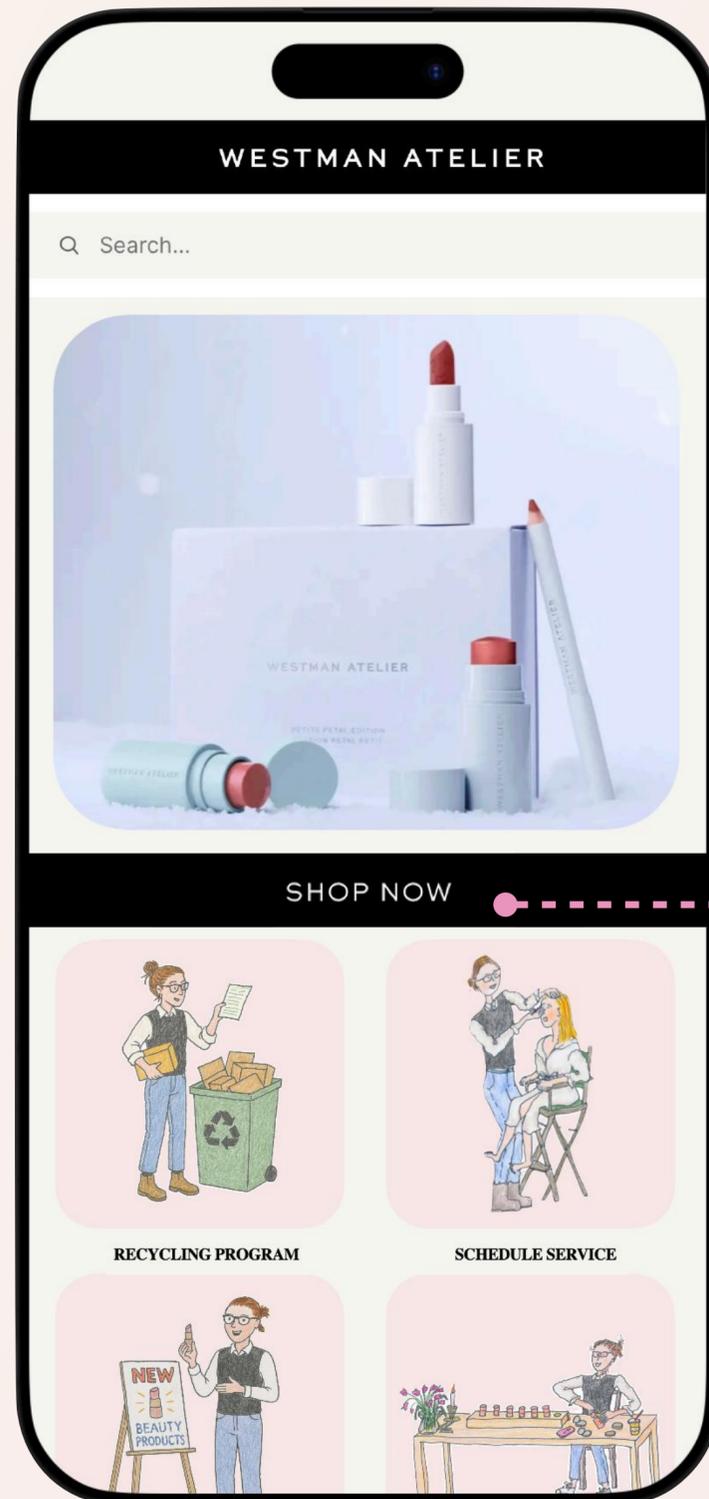
**A seamless bridge between beauty, artistry, and technology. From product discovery to personalized skincare, the app embodies Westman Atelier’s clean luxury philosophy—inviting users to explore, learn, and glow. Elegant, intuitive, and human-centered.**

# START & LOG IN PAGE

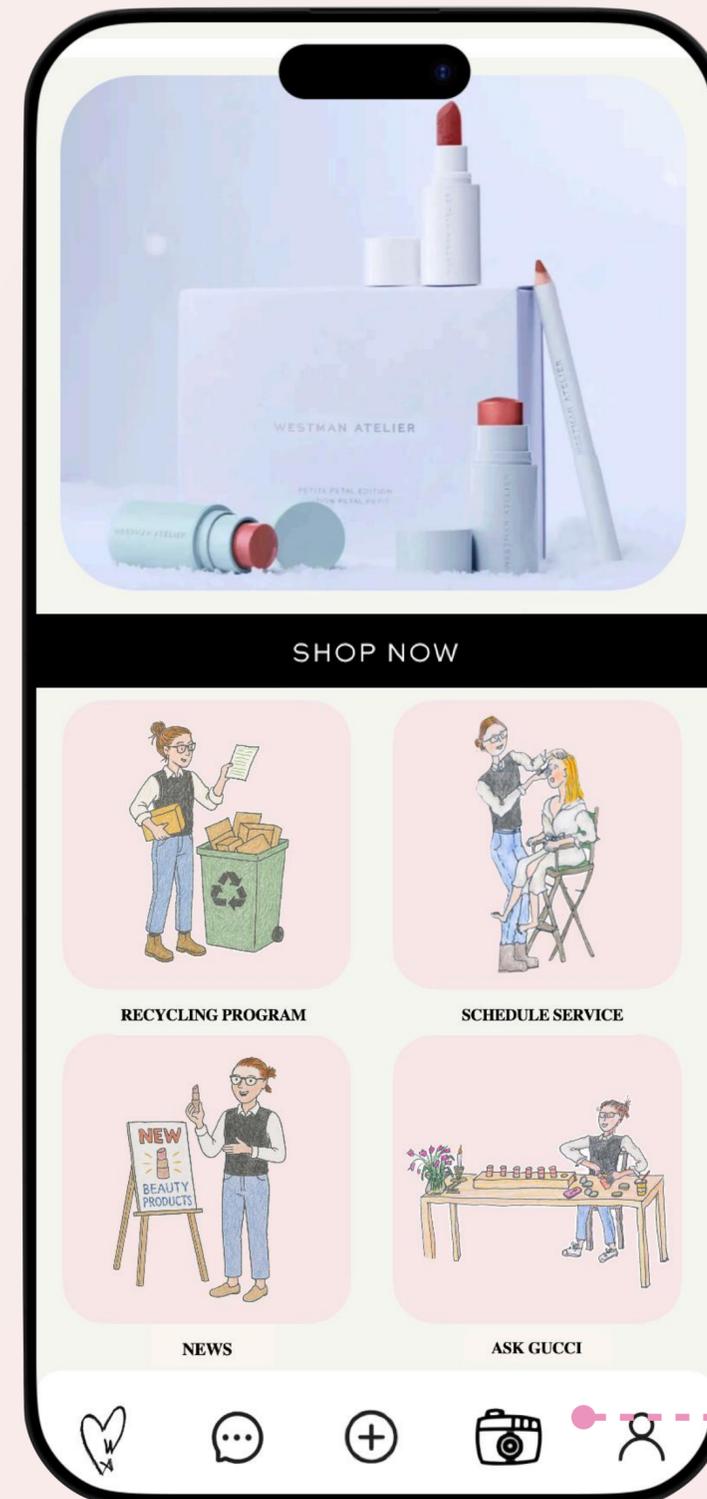


HOME PAGE

# HOME PAGE



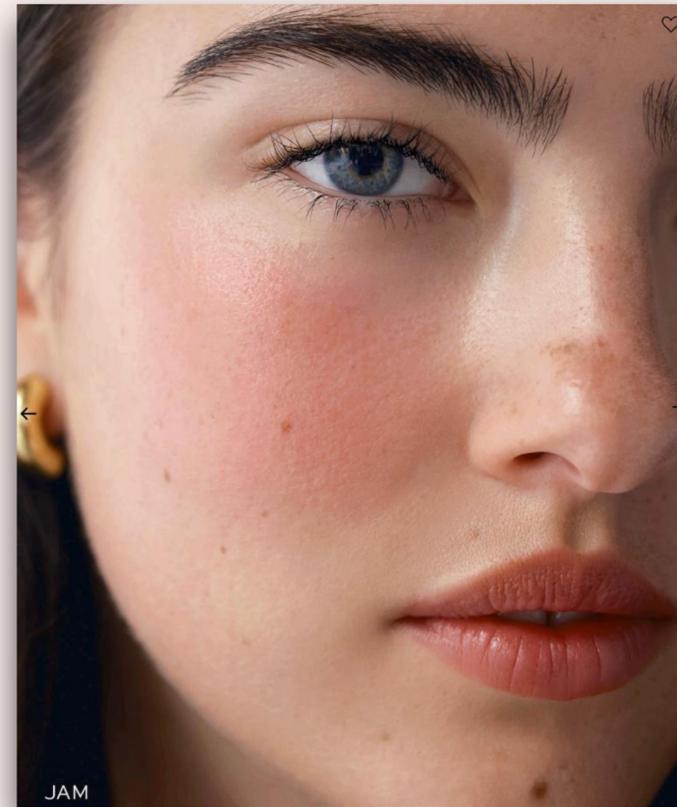
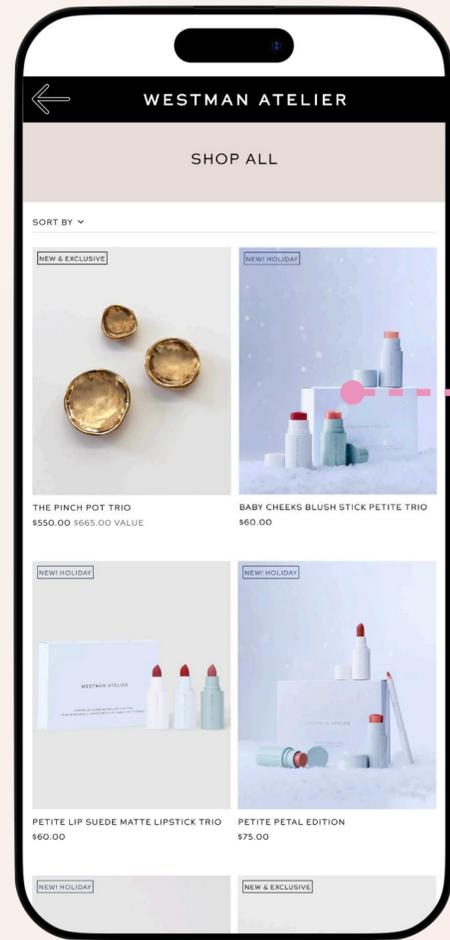
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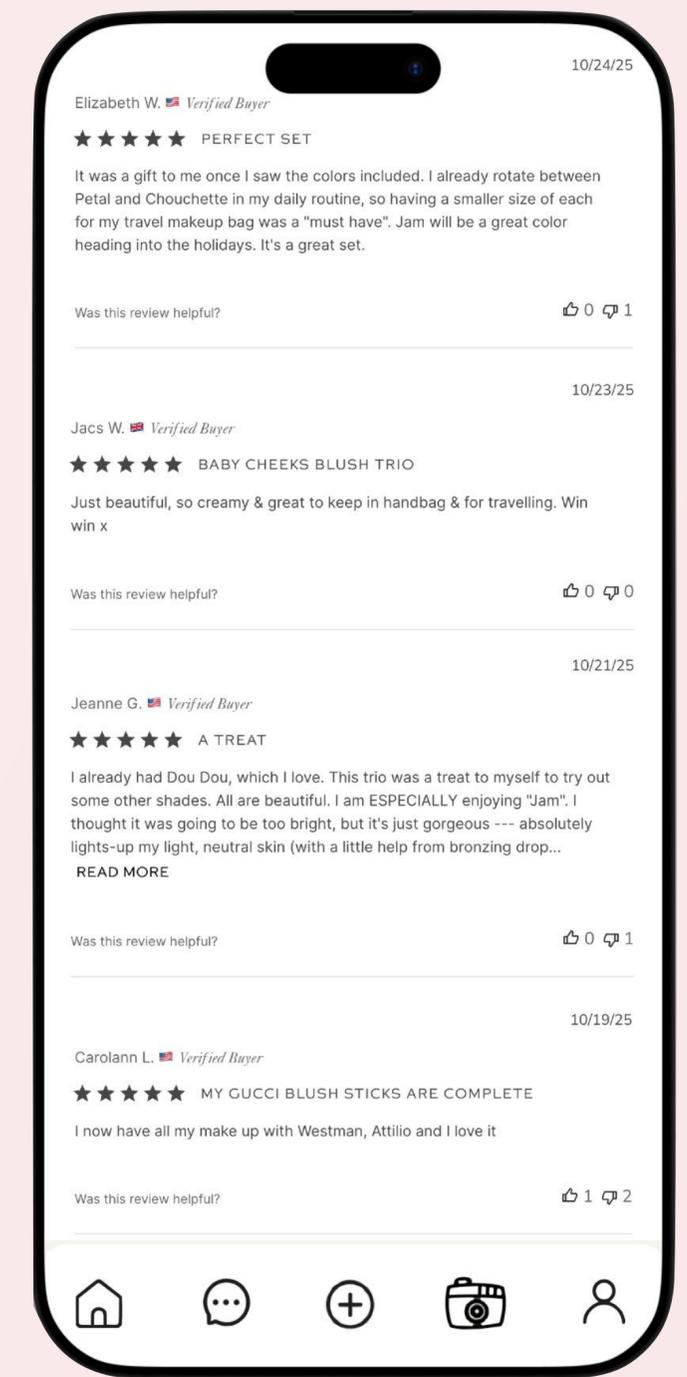
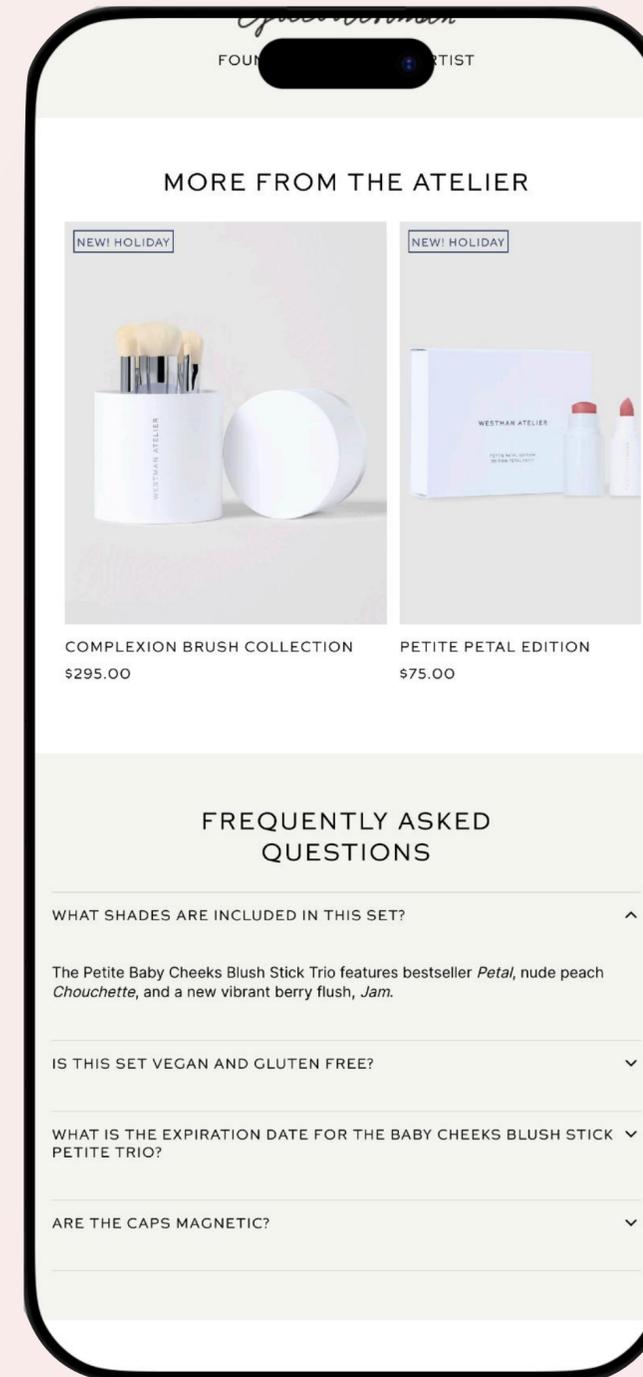
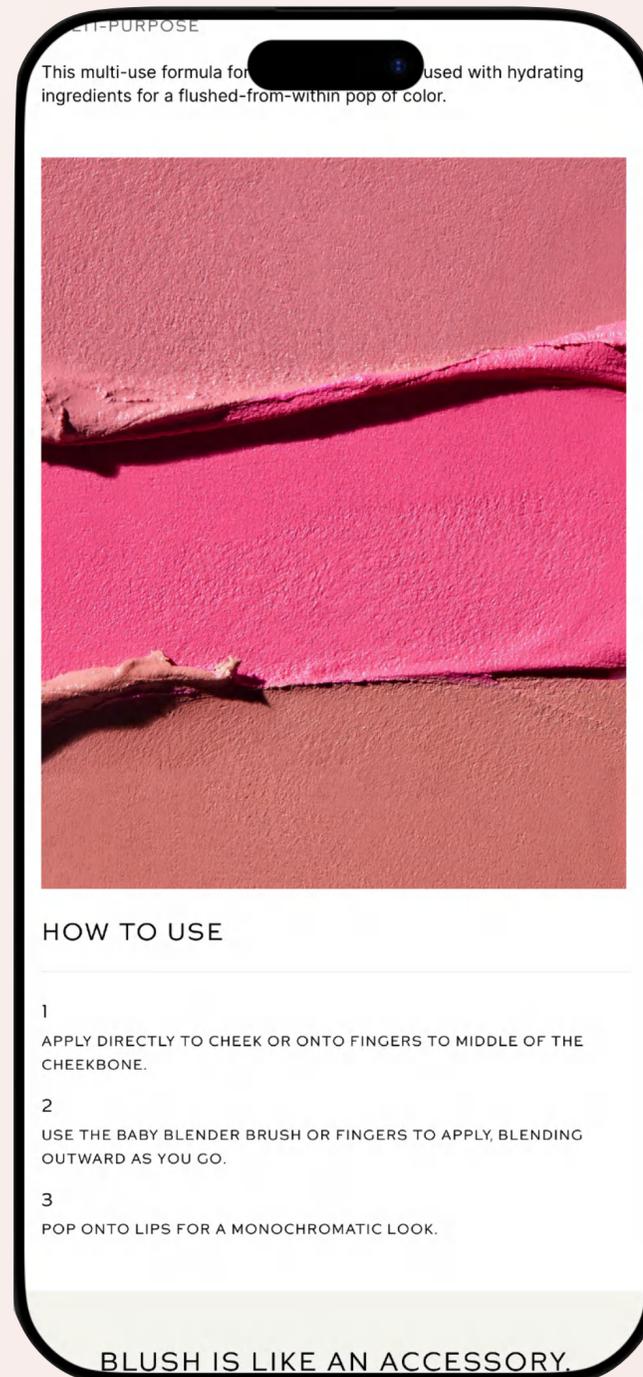
TAB BAR ICONS



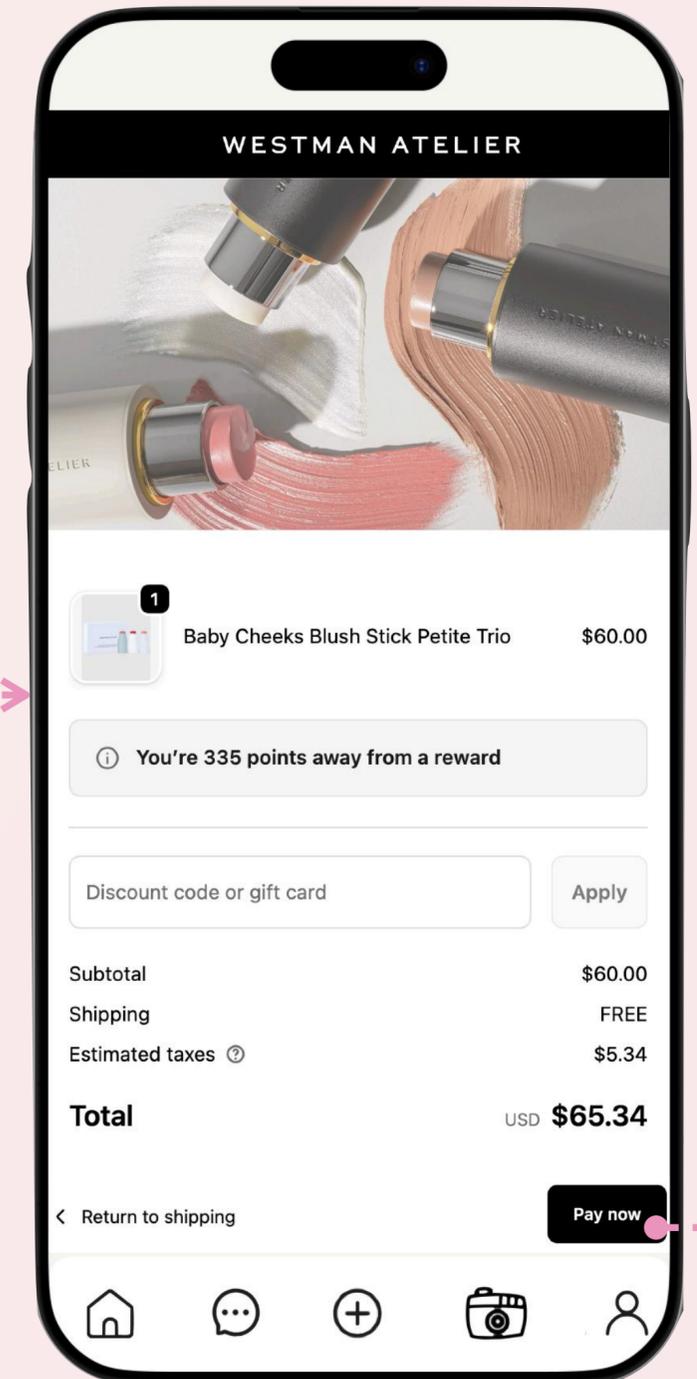
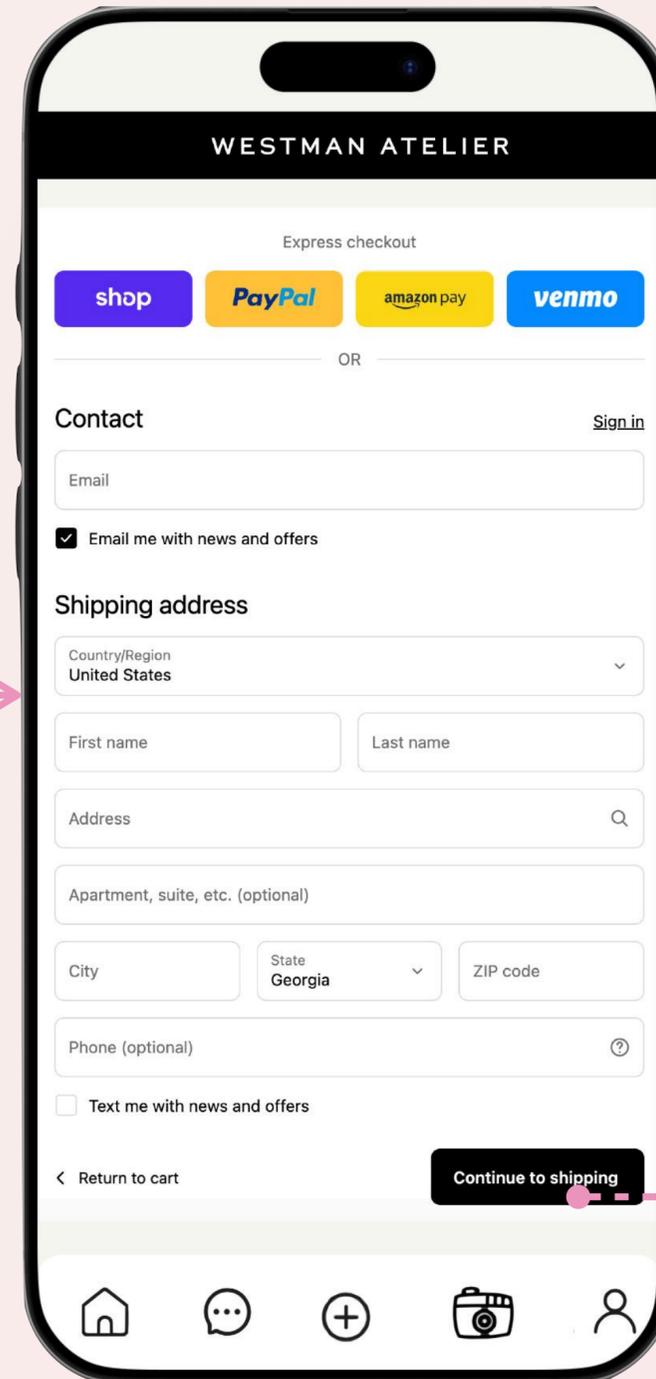
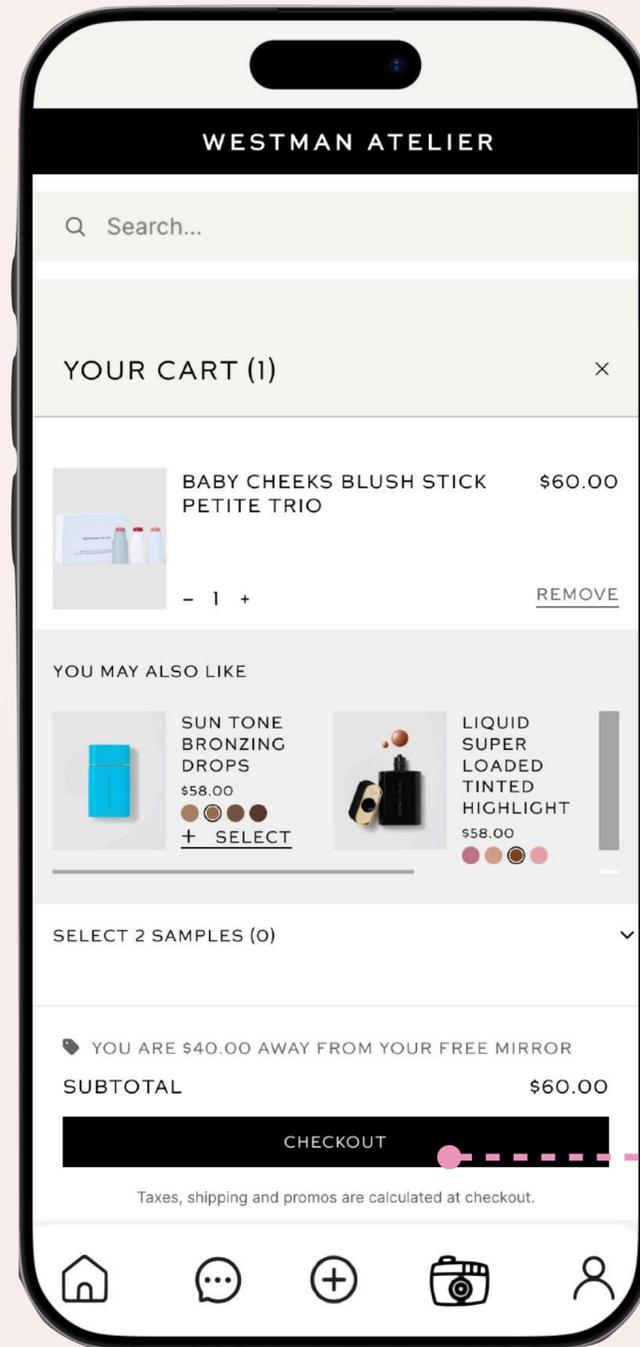
# PRODUCT PAGE



# PRODUCT DETAIL PAGE

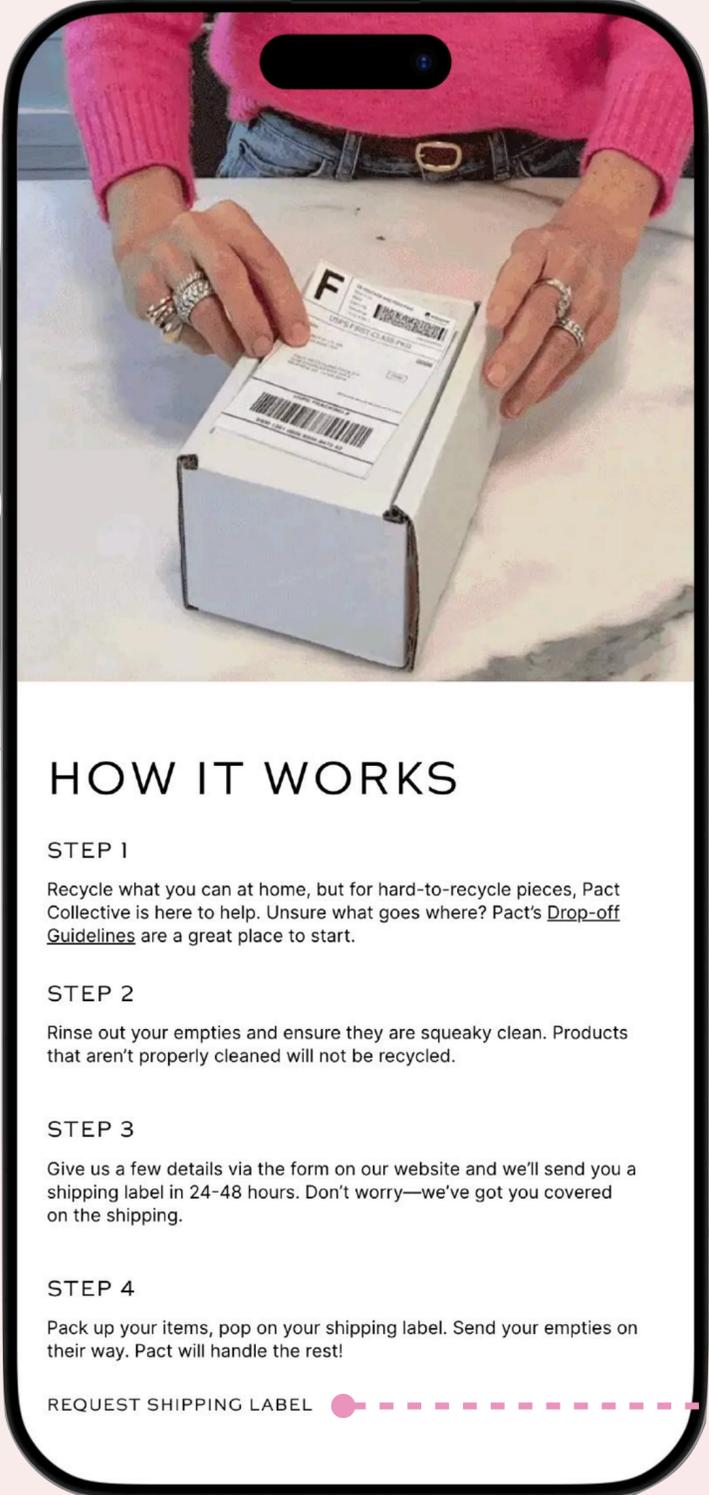
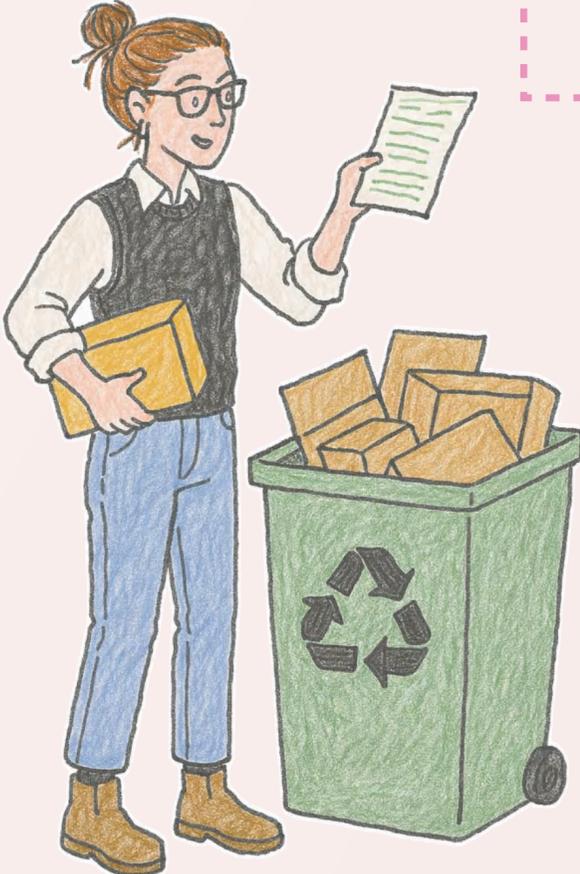
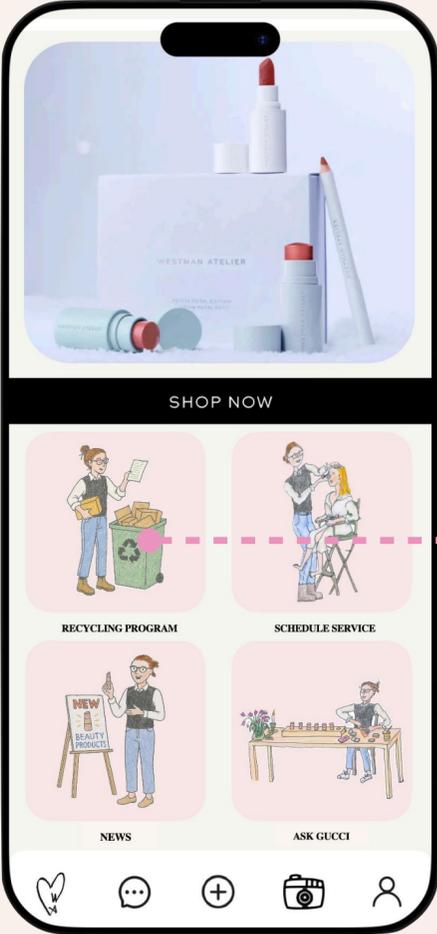


# CHECK OUT



# PAYMENT

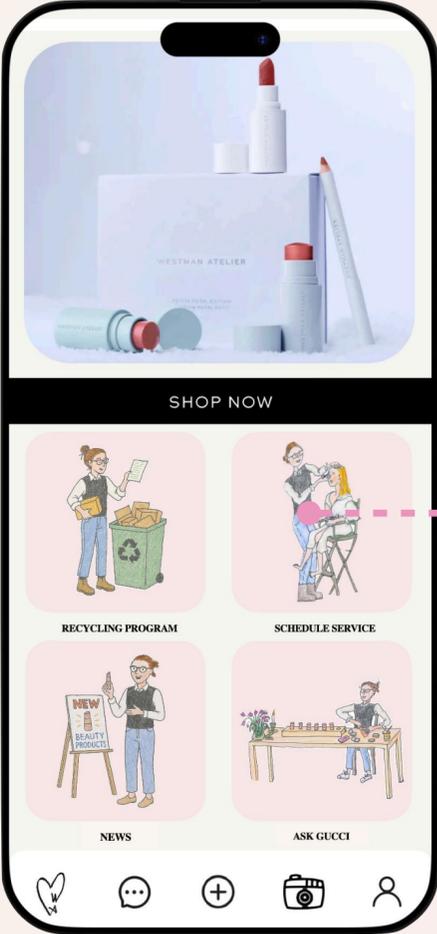
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## Recycling Program

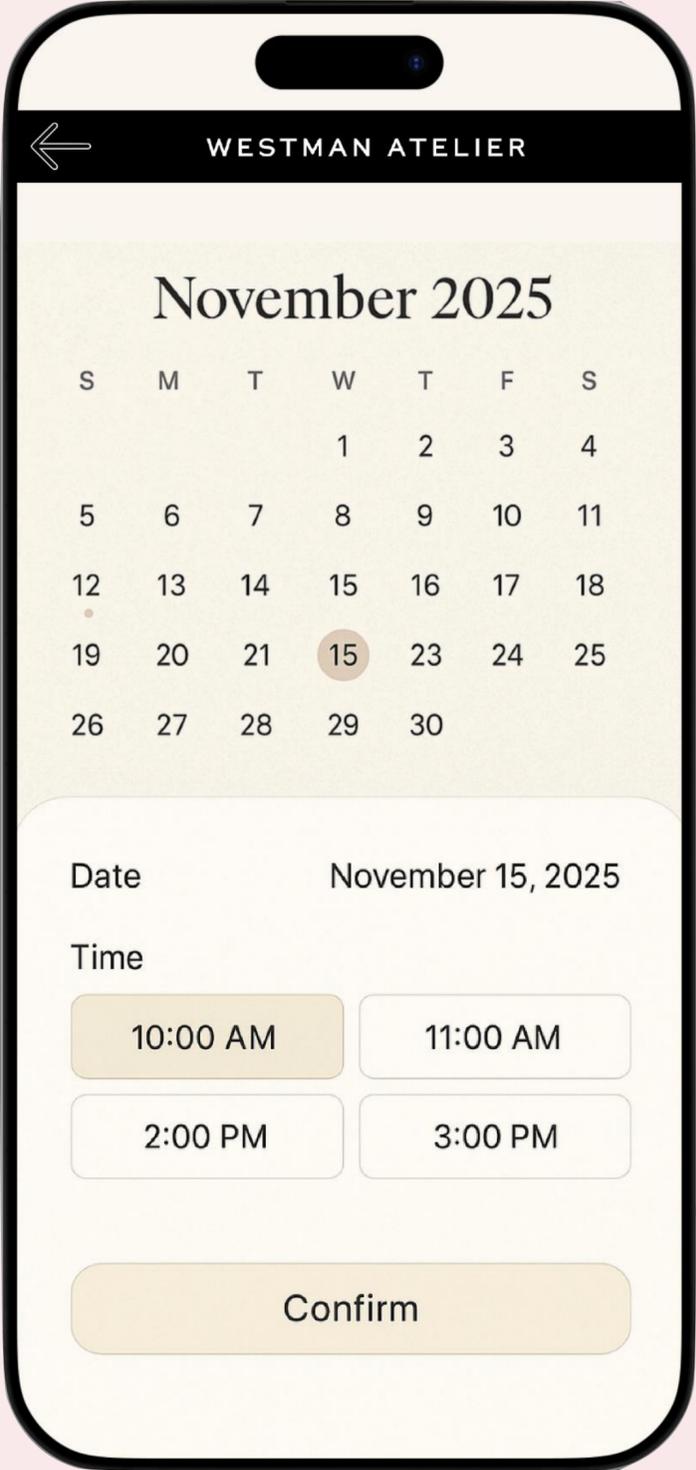
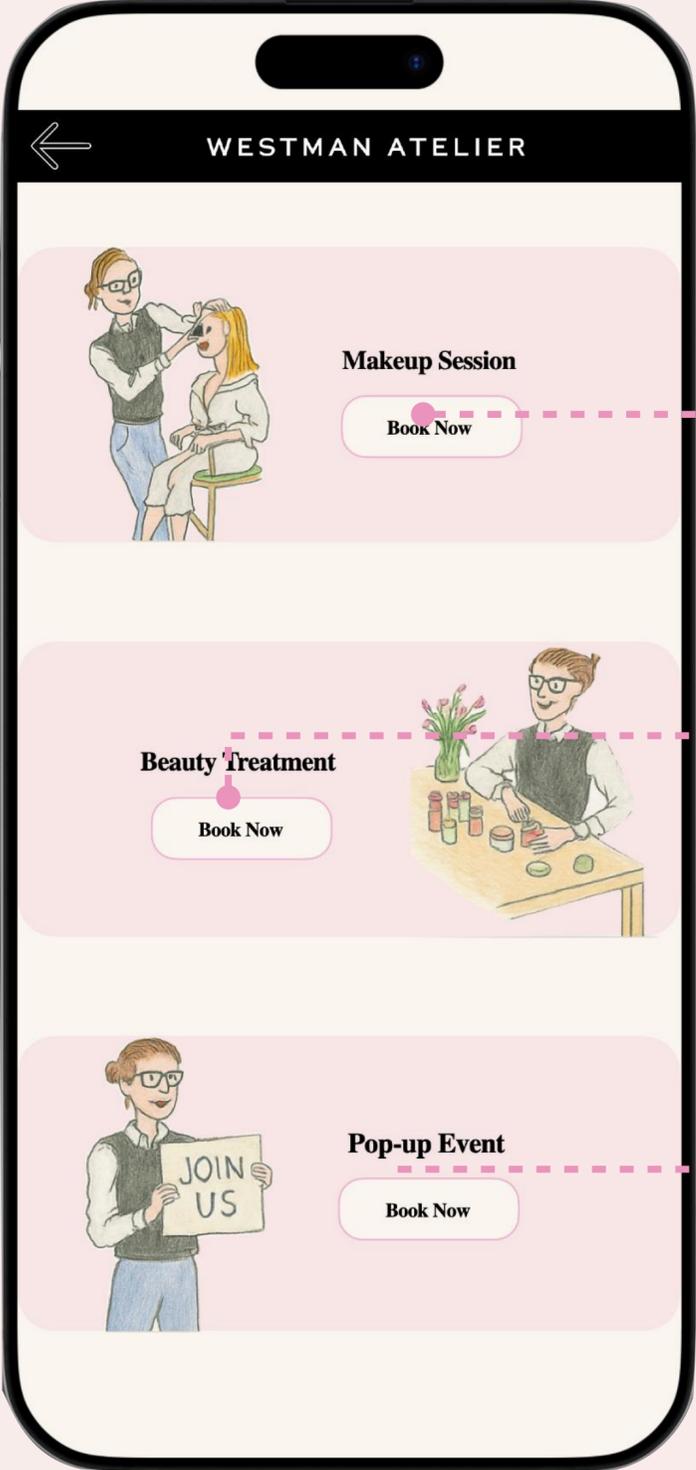
Join our sustainable beauty initiative. The Recycling Program allows users to return empty Westman Atelier products through a guided, step-by-step process — from cleaning to shipping. It's a seamless, eco-conscious experience that turns responsibility into part of everyday beauty.

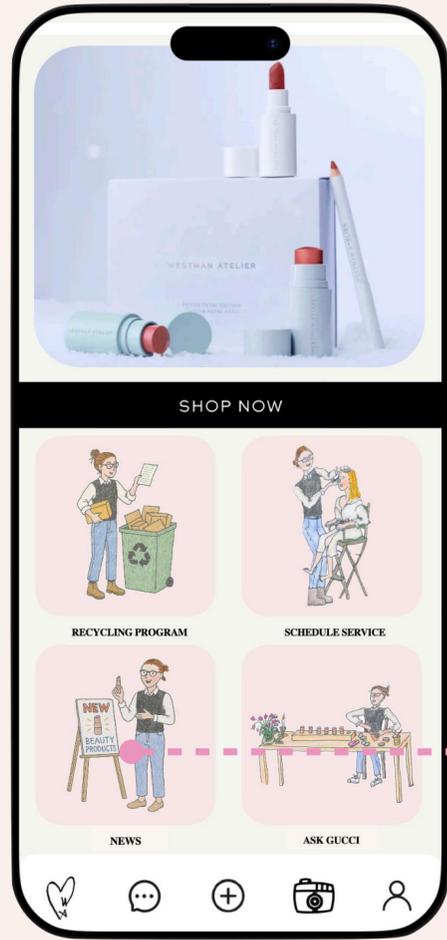
# SCHEDULE SERVICE



## Schedule Service

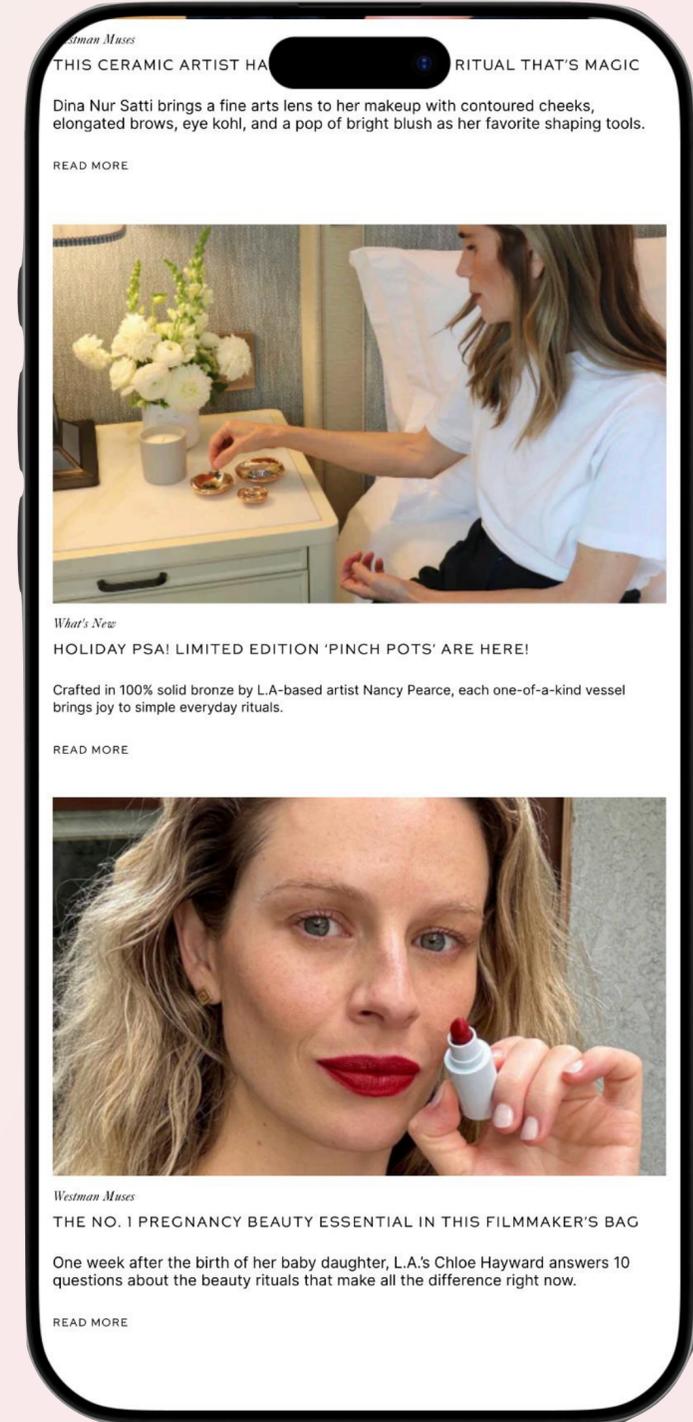
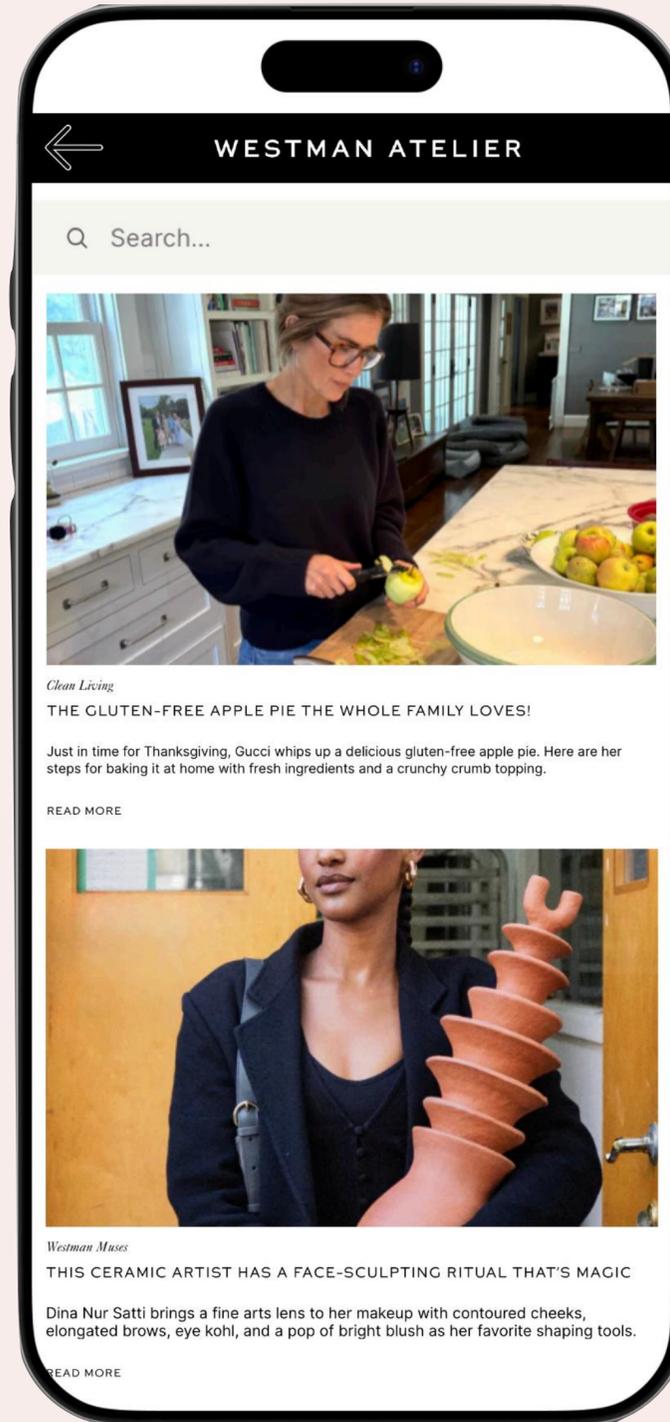
Book your personalized beauty experience with ease. From makeup sessions to skin treatments and pop-up events, users can explore services, pick a date, and confirm appointments in seconds — all within the Westman Atelier app. Elegant, intuitive, and true to the brand’s clean luxury aesthetic.



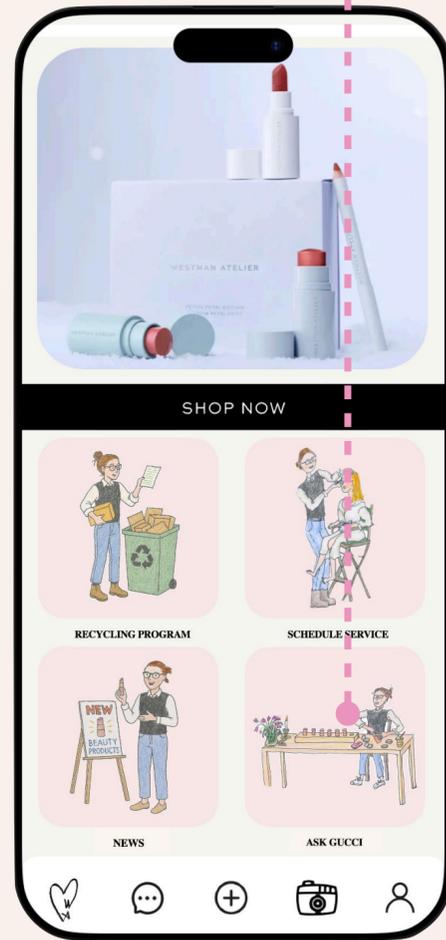


News

Stay inspired and informed with the latest from Westman Atelier. The News section curates brand stories, product launches, beauty rituals, and behind-the-scenes insights, connecting users with the artistry and lifestyle behind clean beauty. A calm, editorial layout mirrors the brand's modern elegance and authenticity.

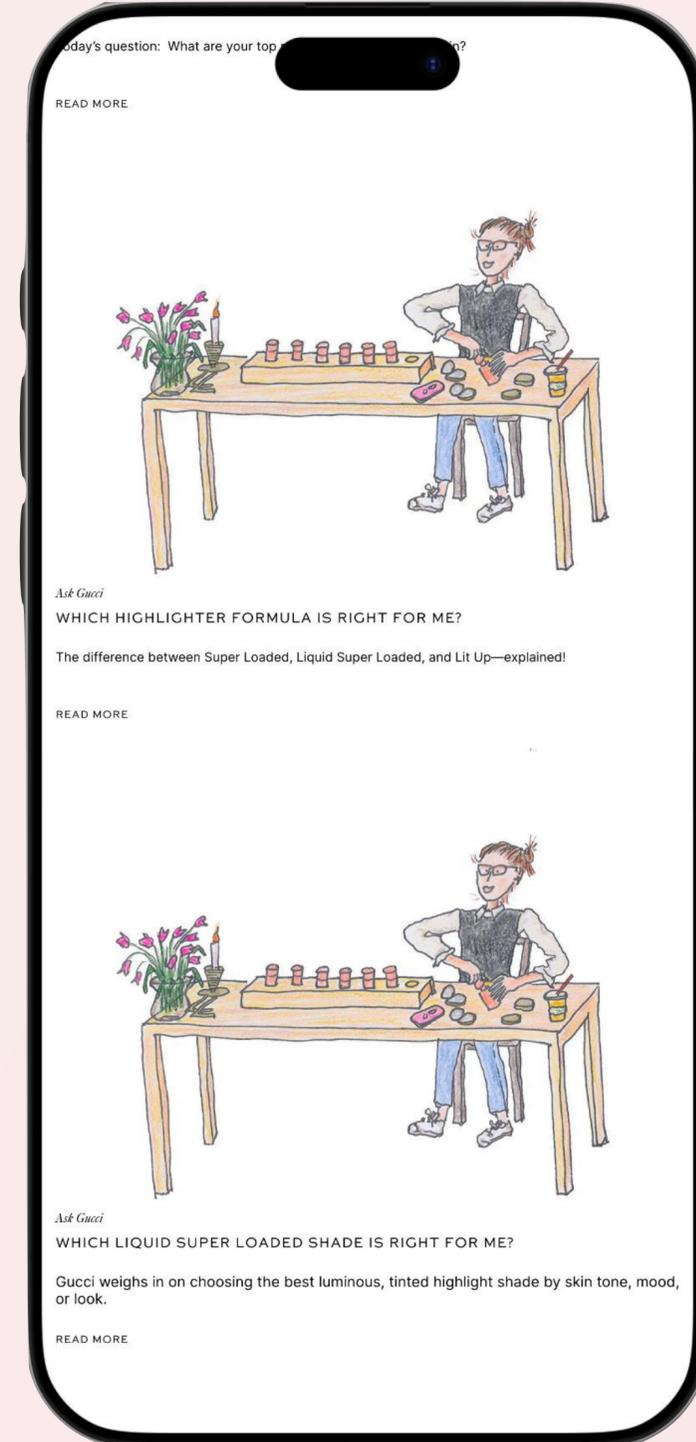
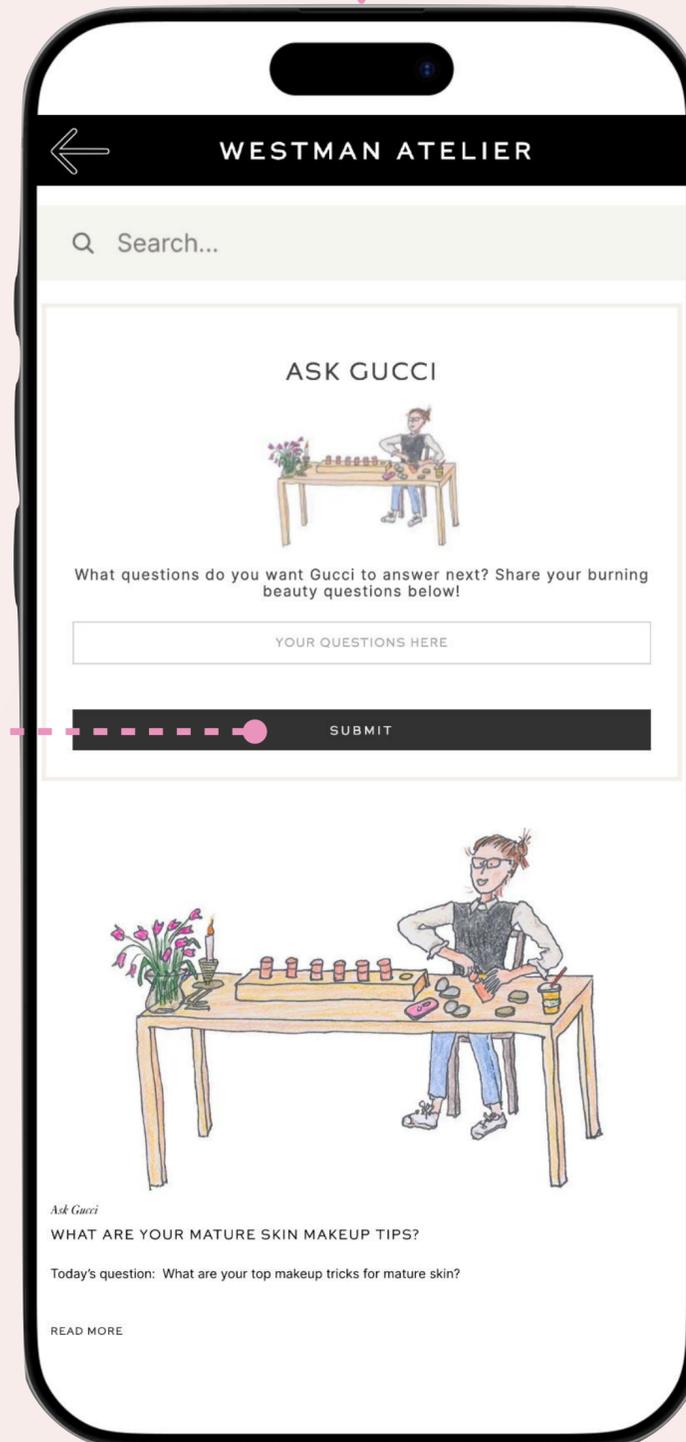


# ASK GUCCI

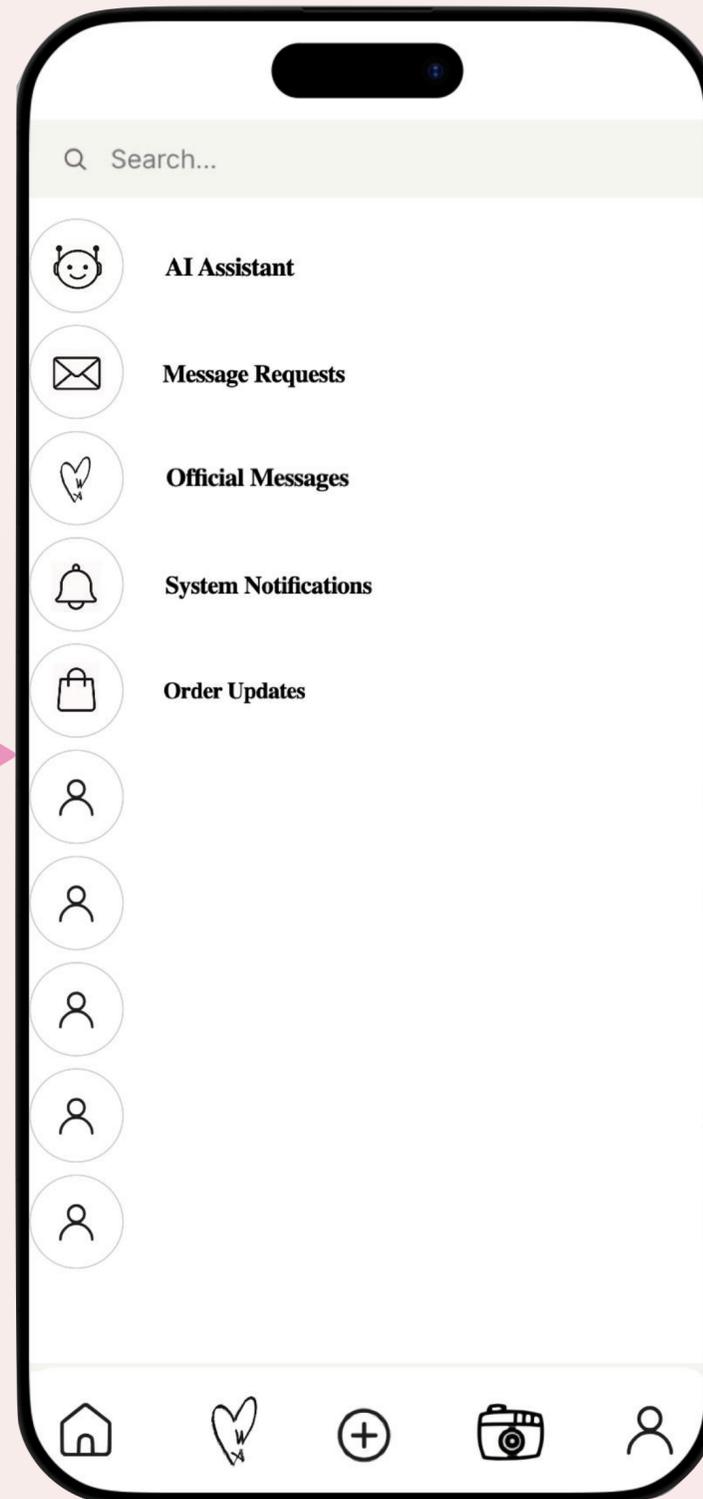
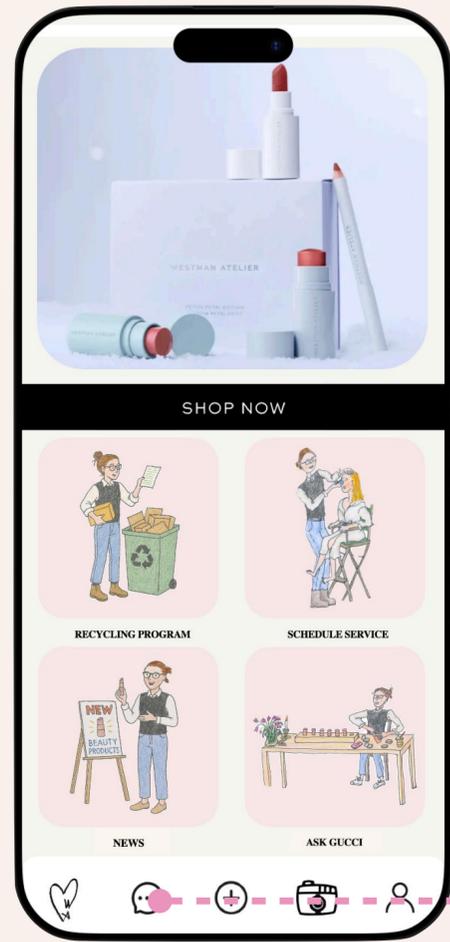


## Ask Gucci

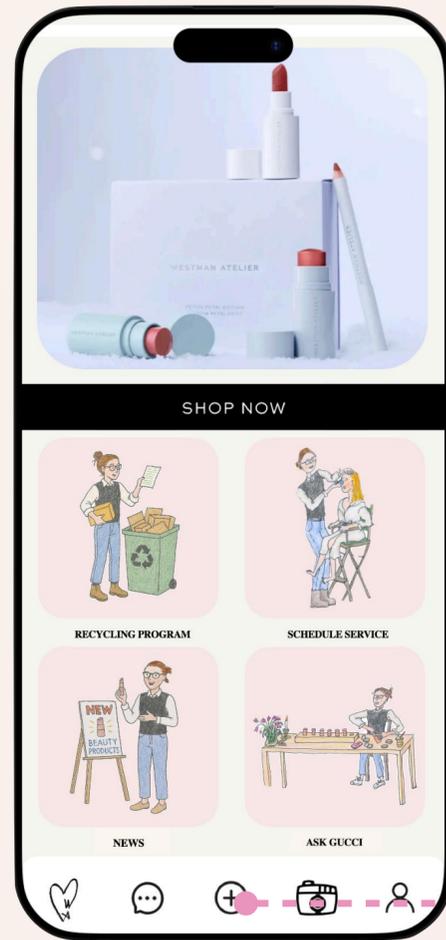
Connect directly with Gucci Westman for expert beauty advice. Users can submit their own questions and explore answers on topics like makeup techniques, product formulas, and skin care tips. This feature bridges the brand and its community, offering a truly personal, authentic, and educational experience.



# MESSAGE PAGE

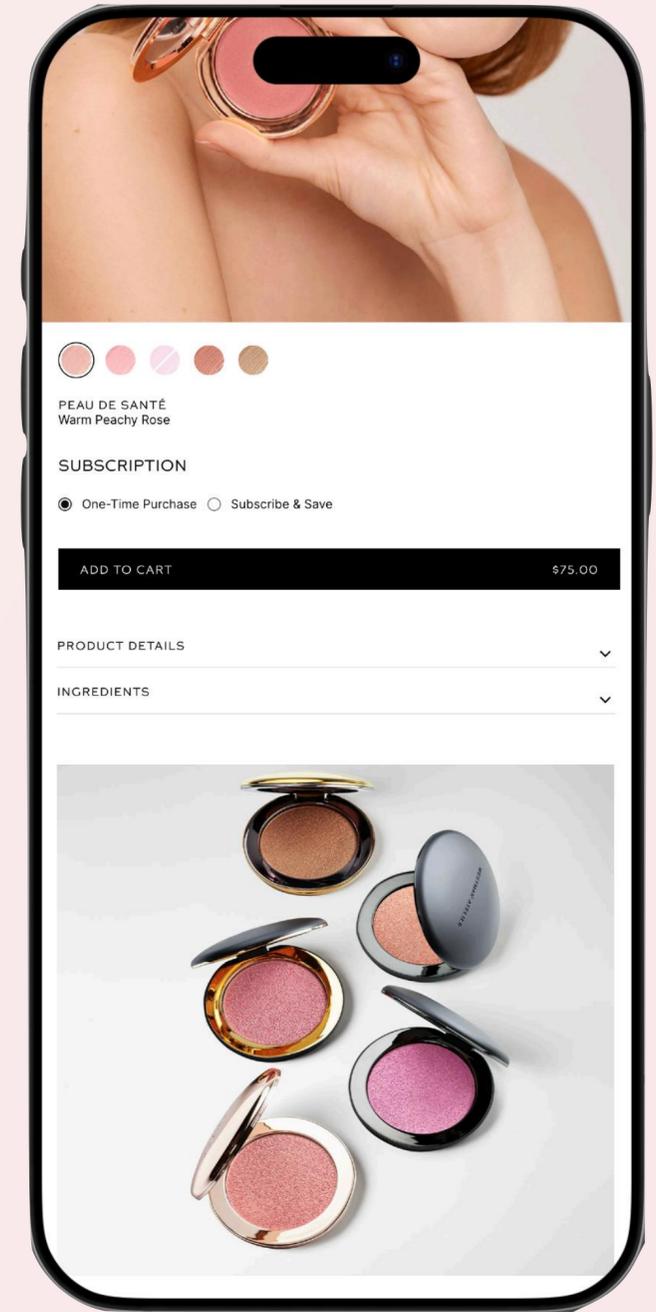


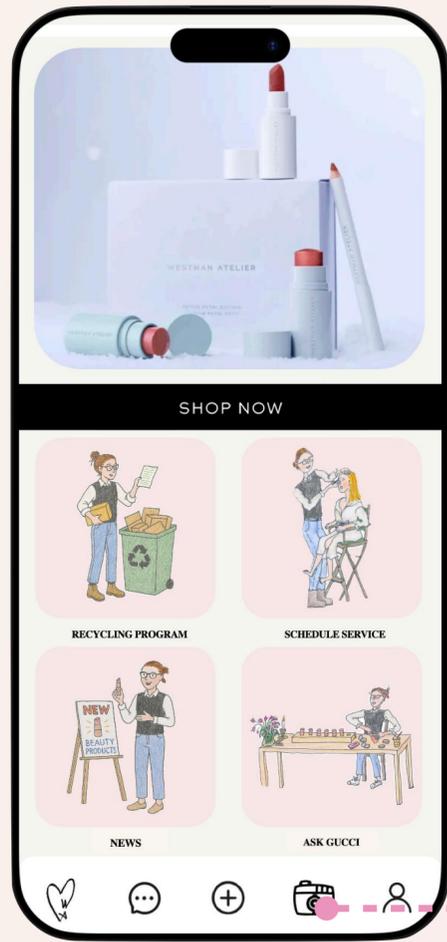
# SCAN PAGE



## Scan Page

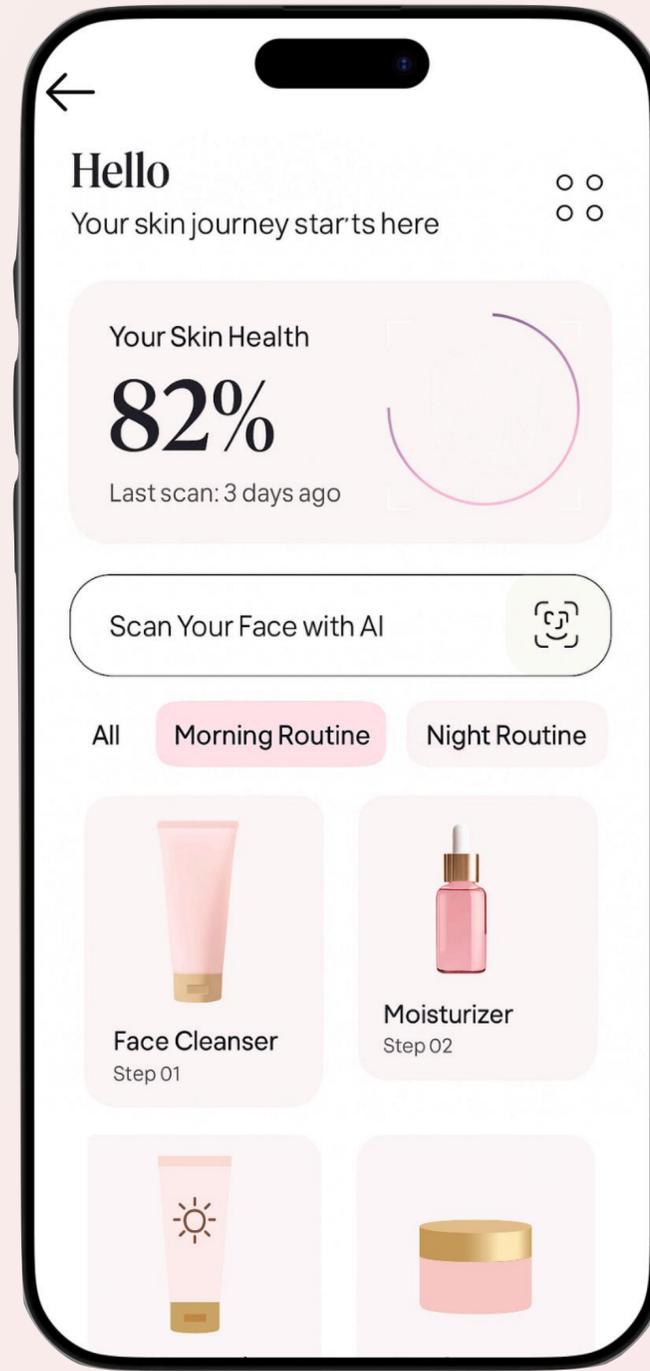
Experience instant beauty discovery. By scanning any Westman Atelier product, users can instantly access shade details, product ingredients, tutorials, and purchase options — all in one touch. This feature merges technology with clean luxury, creating a seamless bridge between physical and digital beauty experiences.



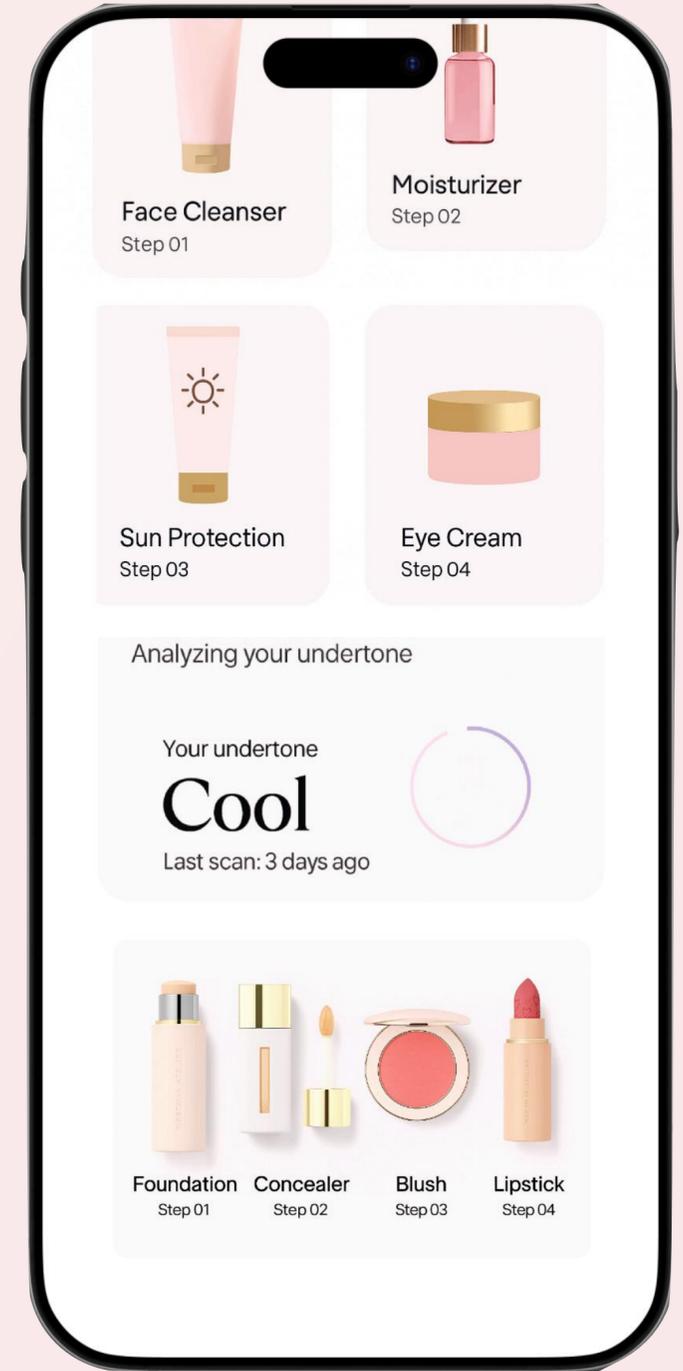


### Camera Page

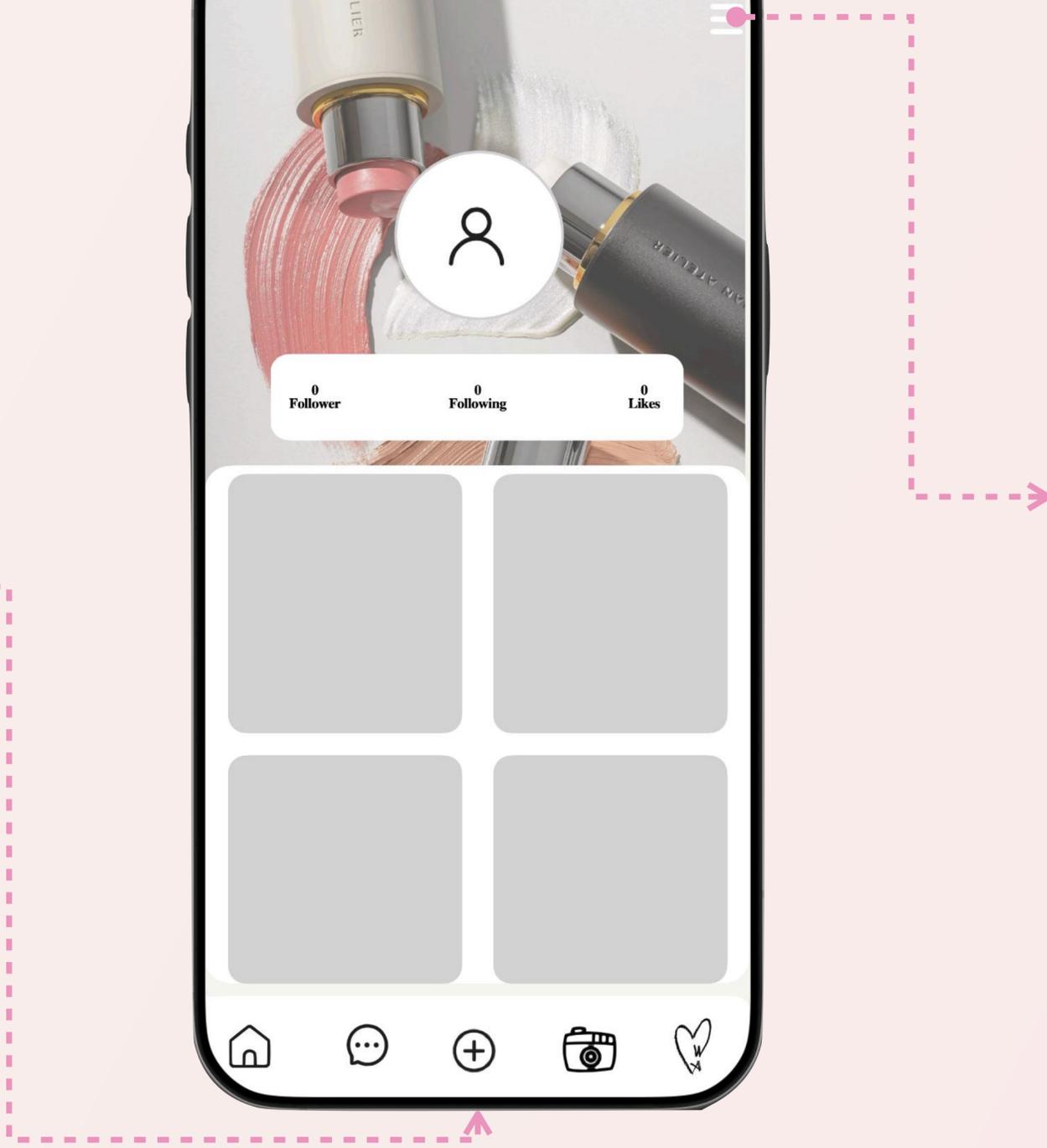
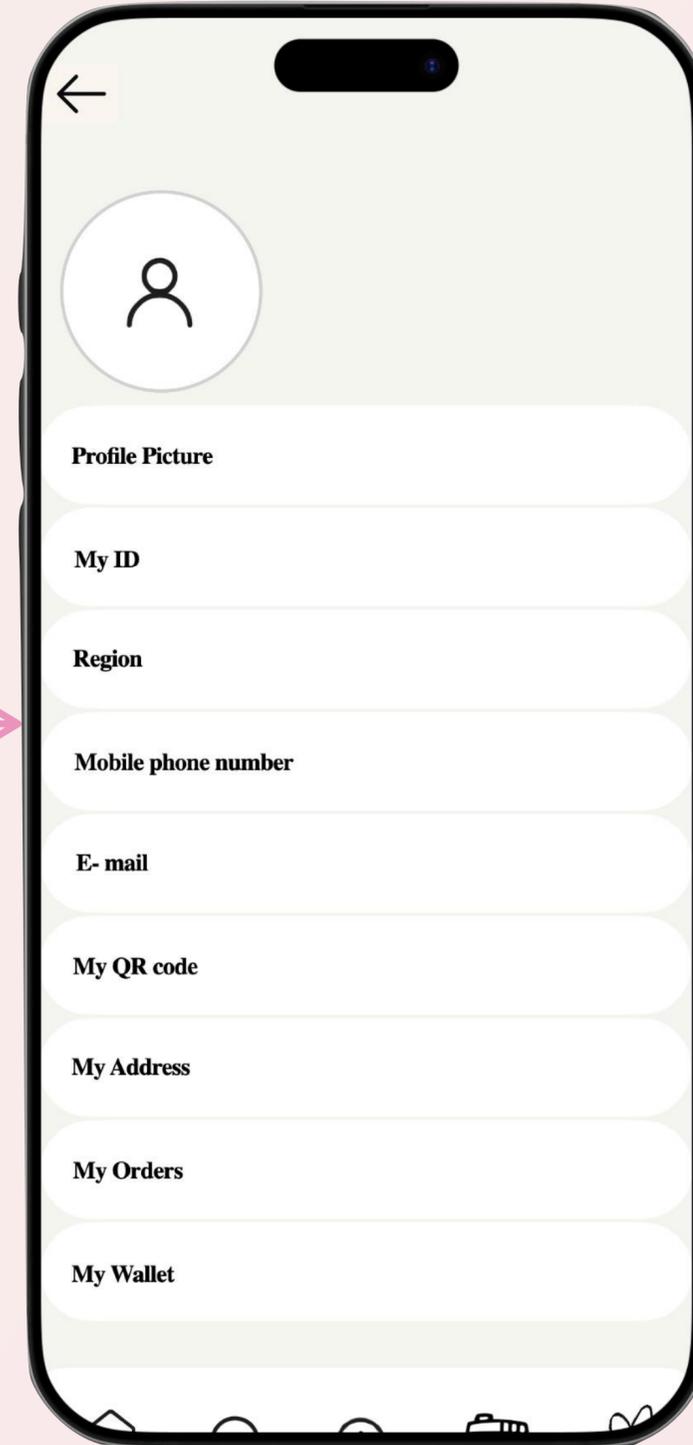
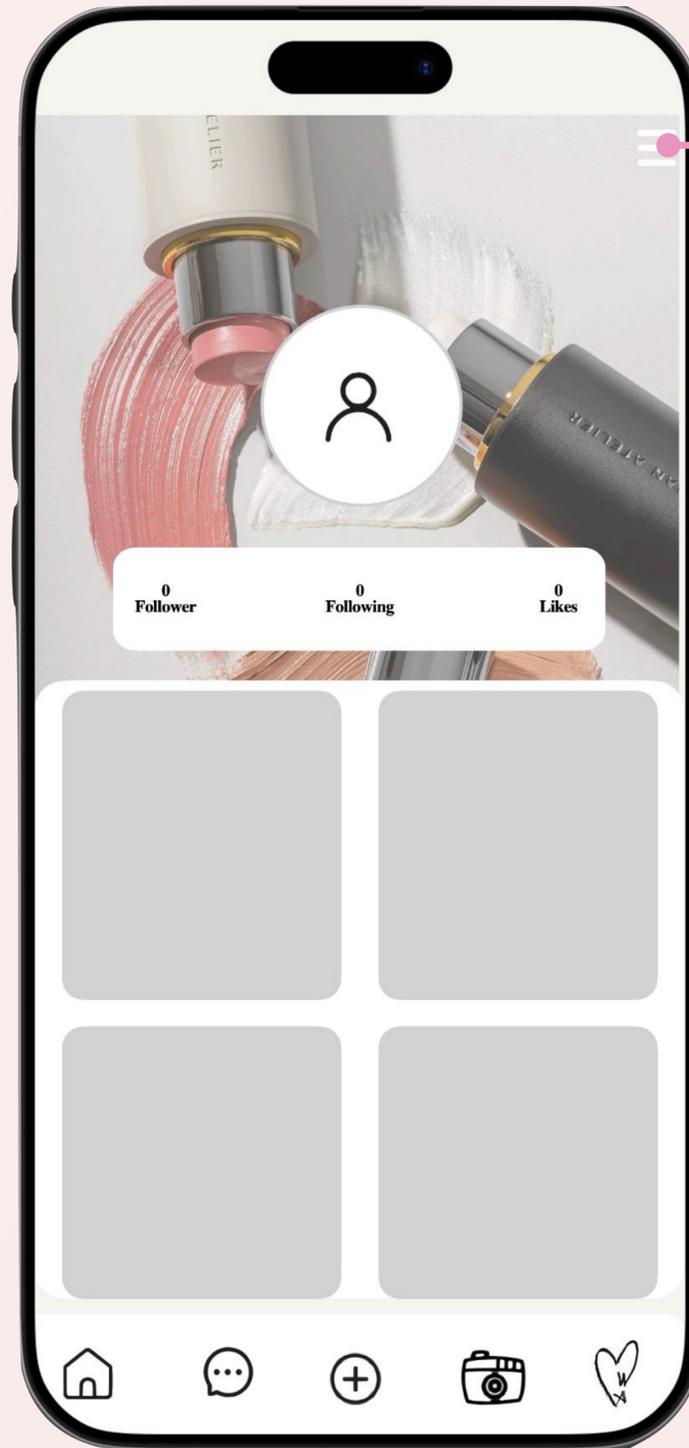
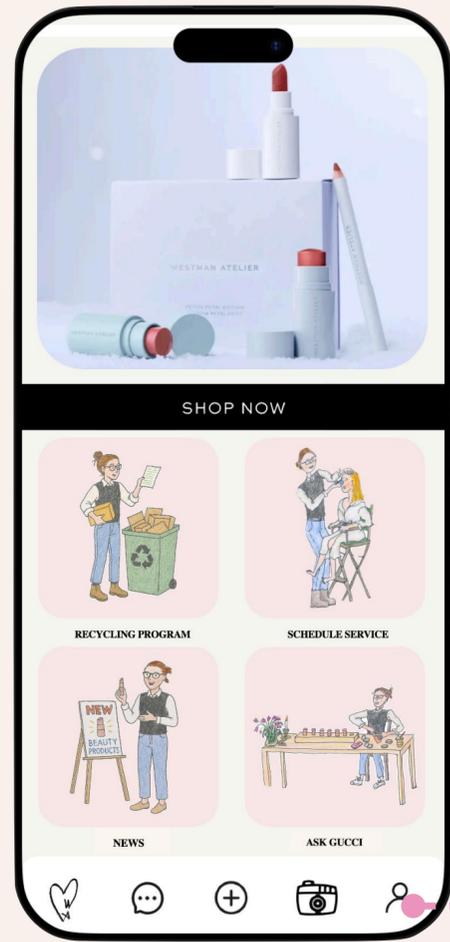
Discover your skin's unique story. Using AI facial scanning, users can analyze their skin health, undertone, and daily care routine in seconds. The system then recommends personalized skincare and makeup products — blending science, beauty, and Westman Atelier's clean luxury philosophy.



### CAMERO PAGE



# PERSONAL INFORMATION



### **MODE LINK**

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### **PROTOTYPE LINK**

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