

Andreea Ali Collab

Recap of activation

Collab Overview

Inspiration, products, and goals

BELLA VITA



skin x ANDREEA ALI
collection

Bella Vita Collection *The Good Life*

A collaboration between women - living the good life.

Parisian makeup artist Andreea Ali and skin founder Susan Beischel became friends while sailing on the Mediterranean Sea in Cannes. Chatting about all things adventurous, healthy and fashionable, the idea for a collaboration was born! Andreea's first inspiration for her designs comes from one of her favorite vacations in Positano, memories before the birth of her son. Her first born is lucky to have Amina Muaddi as his godmother!

Inspired by Positano, the colors and styles were quickly sketched into an effortless and perfect travel or at home wardrobe. Healthy Organic Cotton is the foundation for every style.

The healthy life, the adventurous life, *the good life.*

Products



Goals

- Growth across social channels to increase brand awareness
- Build strong relationships & expand our customer base to increase sales/revenue



Highlights

News, Bon Marche Site Placement, Pop Up Shop, A.Ali Youtube Video

News



Great News

Sold out of several products from the collection within one week - leading us to restock

High level of engagement on Social Media, large increase in IG followers

Generated over \$52k in sales in 16 days



Bon Marché Site Placement

Bon Marché posted an article about the collection! They featured our pop up shop while also incorporating some background info about Susan and Andreea Ali

WIN THE GRAND PRIZE OF THE YEAR! MEET GUEST ARTIST AT LE BOUTIQUE

STORE SERVICES THE SHOP THE GAZETTE

The programming of Q&A and Q&F events at Le Boutique
Like it, like it, don't hate it.

Share

SKIN: MEET ANDREEA ALI

From February 27 to February 27, 2023

Andreea Ali made the fabulous artist

Chef with Patricia make-up artist Andreea Ali at the Skop shop, on the first floor of Rue Marché River Gauche

On this occasion, Andreea will answer all your questions about her latest clothing collection created in collaboration with Susan Beuchtel. His inspirations, his first steps in the world of fashion and his process of creating the collection, you will know everything about his career and his fashion project.

Session :

The Skin of the event has passed

ABOUT THIS EVENT

Patricia make-up artist Andreea Ali and Ben founder Susan Beuchtel speak to us yesterday while assisting by the Haute couture.

By discussing adventure, well-being and fashion, the idea of a fashion collaboration was born!

Andreea, an expert make-up artist, drew on her extensive experience as fashion or cosmetic designer, which she has clothing models.

The result is a vibrant and comfortable wardrobe for trend or

Adress de l'événement

Le Bon Marché River Gauche

Afficher la carte →

Practical information

- * Friday, February 27
- * From 5pm to 7pm
- * Meet on the first floor, on the Bon Marche River Gauche Skop group

Get now invited to provide women with a sense of comfort with an emphasis on simplicity and durability.

"We had such hearts and fullness that I wanted to prove a wardrobe of essential that make everyday the woman."

Each piece is thoughtfully designed to provide flexibility and a comfort with light and elegant. Our designs are delicate, like water as pagodas, intricate and simple clothes that highlight the natural form of women.

Bella Vita's limited edition collaboration with Susan Beuchtel and Andreea Ali:

THE CREATIONS

DISCOVER LAGRANDEEPIECRIE.COM AND 24S.C

COME TO THIS STORE

Le bon Marché River Gauche
38, rue de Juvigny 75007 Paris >

Working hours: Monday to Friday from 10 AM to 7 PM
Saturday from 11 AM to 6 PM
Closed on >

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Bon Marché Pop Up Shop



Andreea Ali's Youtube Video

Andreea Ali's Youtube Video

Andreea Ali posted a youtube video a few days after the event and after 59k views, it caused a large 20k spike in sales!



**The chicest and most comfortable
loungewear | ALI ANDREEA**

59K views • 9 days ago

[Andreea Ali's Youtube video](#)



Marketing Channels

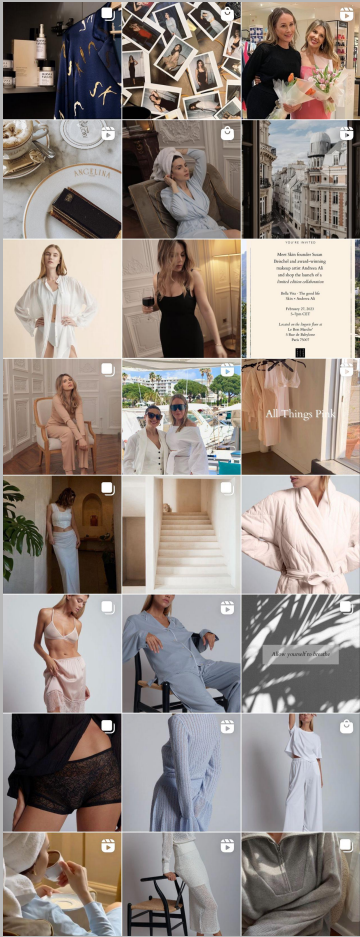
Social

Instagram : Feb.11 - Mar.1


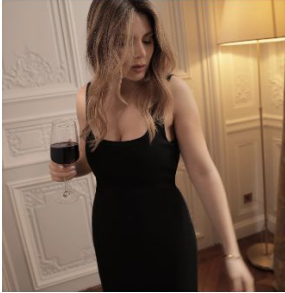
IG Posts	
In feed	6
Stories	77
Reels	5
Total	88

IG Growth/Interactions	
Total Followers	2,486 (+11%)
Profile Views	41,023
Website Clicks	6,527
Impressions	871,846
Reach	21,922

Instagram Feed Layout



Best Performing Posts

	
ENGAGEMENT	ENGAGEMENT
1.7%	1.5%
LIKES	LIKES
383	340
COMMENTS	COMMENTS
7	11
POST CLICKS	POST CLICKS
N/A	N/A

TikTok : Feb.11 - Mar.1

TikTok Videos	
Total	8
TikTok Metrics	
Views	9,806
Likes	102
Comments	44
Shares	54
Follower Growth	32

Links to the rest of the videos

[Skin x Andreea Ali pop up](#)

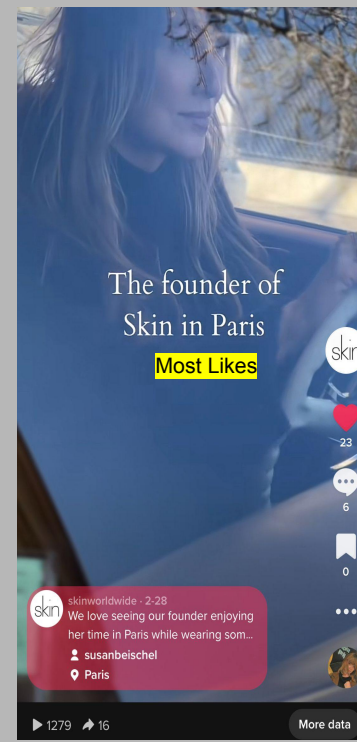
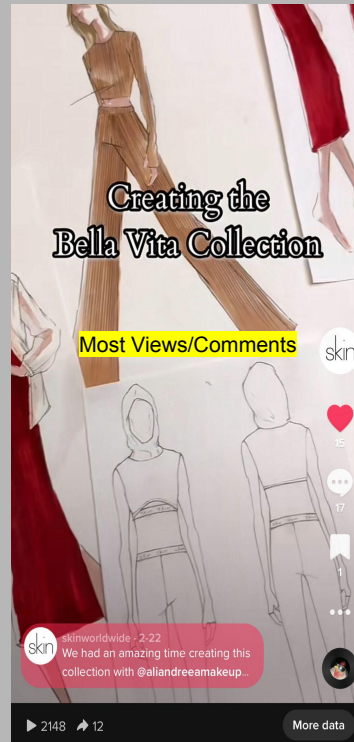
[Andreea Ali revealing the collaboration](#)

[Andreea wearing The Bella Vita Collection](#)

[What are you wearing to watch the super bowl
\(not posted by me\)](#)

[You're invited](#)

Best Performing Posts



Facebook : Feb.11 - Mar.1

Pictures link to posts

Facebook Posts	
Videos	3
Posts	8
Total	11

Facebook Metrics	
Video Views	339
Likes	32
Comments	4

Skin is at Le Bon Marché

Posted by Susan Kay Bettschell

Feb 11 · Paris · 🇫🇷

Something exciting is coming !!

Skin

Posted by Susan Kay Bettschell

Feb 23 · 🇫🇷

We're so excited to announce our new intimate collection in collaboration with Andreea Ali! It's a limited edition and drops February 27. Click the link for more info! ... See more

Skin is at Le Bon Marché Rive Gauche.

Posted by Instagram

Feb 23 · 🇫🇷

You're invited! We're so excited for our luxurious pop-up shop at Le Bon Marché! ... See more

Skin

Posted by Susan Kay Bettschell

Feb 23 · 🇫🇷

So much excitement for the limited edition Bella Vita collection! <https://skinworldwide.com/pages/skin-x-andreea-ali>

Skin

Posted by Susan Kay Bettschell

Feb 23 · 🇫🇷

Would love for you to check out all the amazing event details for our pop-up shop at Le Bon Marché! ... See more

MEETING WITH ANDREEA ALI

From February 27 to February 27, 2023

Skin

Posted by Instagram

Feb 23 · 🇫🇷

Andreea Ali looking beautiful in the Paparazzi Dress from the Bella Vita collection! ... See more

Skin

Posted by Instagram

Feb 23 · 🇫🇷

Who else is excited for the Bella Vita collection???

Skin

Posted by Instagram

Feb 27 · 🇫🇷

Today is the day the Bella Vita collection drops!! Click the link in our bio to shop our limited collection! ...

Skin

Posted by Susan Kay Bettschell

Mar 1 · 🇫🇷

Shop the Bella Vita collection and click the link below! <https://skinworldwide.com/collections/skin-x-andreea-ali>

Skin

Posted by Susan Kay Bettschell

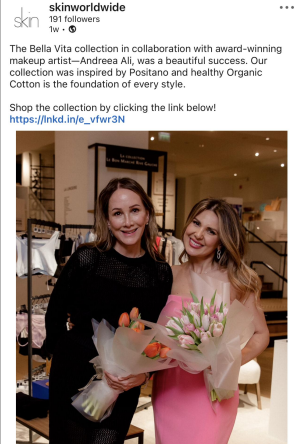
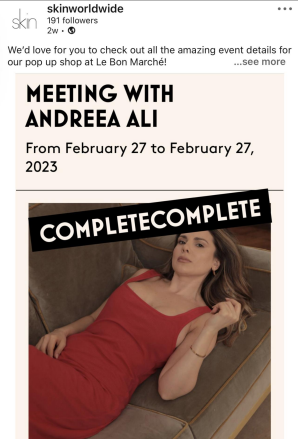
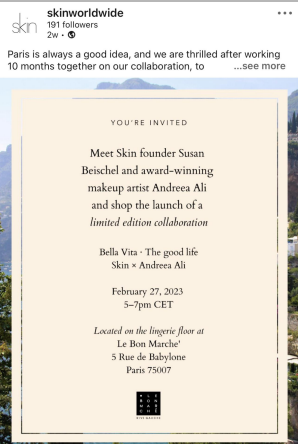
Mar 1 · 🇫🇷

Some behind the scenes Polaroids of Andreea! ... Shop the collection from the link in our bio!

LinkedIn Posts	
Videos	1
Posts	3
Total	4

Linkedin Metrics	
Video Views	20
Likes	2
Comments	0
Total Impressions	301

Pictures link to posts



Social Summary

- Instagram: Our post performed really well with high engagement rates and we gained over 2.4k followers! Static posts, stories, and Reels were very successful.
- TikTok: Our key metrics (video views, likes, comments, shares, profile views) began to skyrocket with prior content and continued to increase with content for this collaboration.
- Facebook: There wasn't a noticeable difference with our engagement rates in comparison to previous content.
- LinkedIn: Similar to Facebook, not much of a difference. LinkedIn is not the platform for videos but we tested it once to expand our presence on the channel. It's important to differentiate social content for each channel and understand what works well for each.



Email

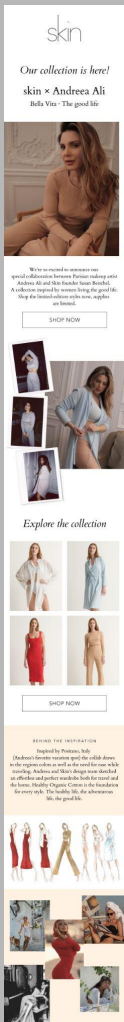
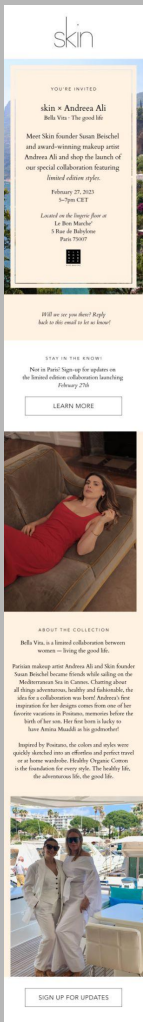
Emails :

We sent out several emails to Launch the collection, talk about our special collaboration, and showcase the pop up shop at Bon Marché.

Email #1 Invite	
Total opens	24,093
Total clicks	278
Total order placements	18
Revenue	\$3,820.36

Email #3 launch	
Total opens	24,457
Total clicks	925
Total order placements	48
Revenue	\$11,637.84

Email #2 Reminder (45 recipients)	
Total opens	3,211
Total clicks	82
Total order placements	1
Revenue	\$105

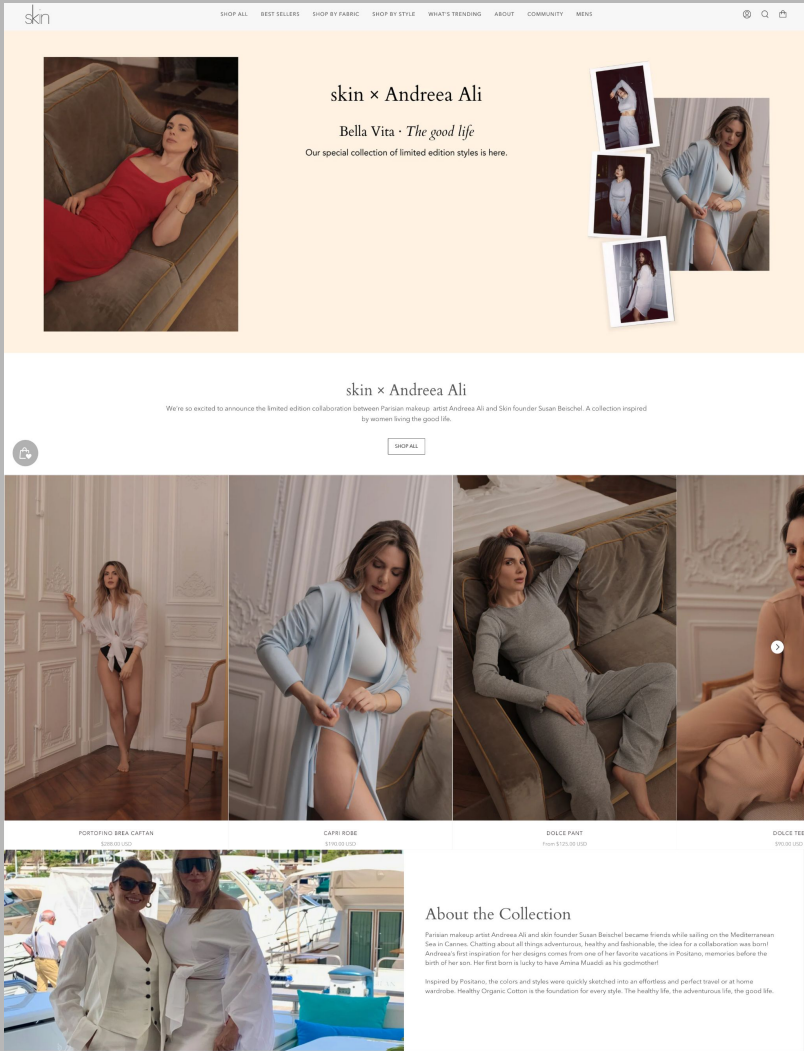


Site

Updated Homepage

Mon. Feb 20

We updated our landing page seven days before the collection launched to get customers excited about the collaboration



Sales Performance

Total Sales Per Product as of 03/13

Product	Units	Sales
Paparazzi (Red)	89	\$16,009
Paparazzi (Black)	49	\$8,797
Dolce Tee (Heather Grey)	18	\$1,288
Dolce Tee (Sand)	22	\$1,739
Dolce Pant (Heather Gray)	25	\$4,742
Dolce Pant (Sand)	22	\$2,394
Portofino Brea Caftan	11	\$3,827
Bellezza Bralette (Black)	19	\$1,330
Bellezza Thong (Black)	21	\$520
Bellezza Bralette (Blue Pearl)	26	\$1,275
Bellezza Thong (blue Pearl)	14	\$238
Capri Robe	61	\$10,593
Crossbody Travel Bag	3	\$179

Total	
Units Sold	380
Sales	\$52,931

Conclusion

Results & Moving Forward

Results

This collaboration had an incredible turnout and we successfully reached our goals:

- Growth across social channels to increase brand awareness
- Build strong relationships & expand our customer base to increase sales/revenue

Moving Forward

Collaborations with influencers such as Andreea Ali increase sales, drive a large amount of traffic to our socials, and promote brand awareness. Influencers gain the trust of their followers and when they partner with a brand, that level of trust is later transferred to said brand. We should consider 2-3 high-level collaborations a year to allow us to expand our customer base and form trust with new customers!

The Bella Vita collection is still running, we restocked items that were sold out and have another delivery set for April 13th.

