

Andreea Ali Collab

Recap of activation

Collab Overview

Inspiration, products, and goals

Products



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. Charting 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*.



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 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

THE GRANDE EPICERIE DE PARIS GIFT GAME: 1 GIFT BOXED TO BE WON. DRAW AMONG SHOP ORDERS FROM 1/24/2023 TO 2/27/2023

STORE SERVICES THE SHOP THE GAZETTE

← The compartments of ON and OFF events at Le Bon Marché Like & Retweet

COMPLETE

SKIN: MEET ANDREEA ALI

From February 27 to February 27, 2023

Andreea Ali: meet the makeup artist

Chat with Parisian makeup artist Andreea Ali at the Skin pop-up at the Bon Marché Rive Gauche.

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

Session :

The date of the event has passed

ABOUT THIS EVENT

Parisian makeup artist Andreea Ali and Skin founder Susan Bechtel round up a friendship while working by the Rive Gauche.

By discussing artistry, well-being and fashion, the idea of a "fashion collection" was born!

Andreea, an expert in facial artistry, drew on her summer inspirations in Provence to create the Italian colors into her clothing creation.

The result is a refined and comfortable wardrobe for travel or

Photo: Andreea Ali

Practical information

Friday February 27
10:00 AM to 11:00 AM
Meet on the first floor, at the Bon Marché Rive Gauche Skin pop-up

Skintake collection: a capsule wardrobe with a travel comfort fit on the go, designed for the modern woman (size S/M)

"My goal with these and full lines that I wanted to create a range of essentials that make everyday life easier."

Each piece is thoughtfully designed to provide flexibility and comfort when traveling. The pieces are designed to be worn day and night, for pajamas, insomnia and any other time that highlights the natural forms of women."

Body Skin is a limited edition in collaboration with Susan Bechtel and Andreea Ali.

THE CREATIONS

DISCOVER LAGRANDEPIERIE.COM AND 245.COM

COME TO THE STORE
Le Bon Marché Rive Gauche
46, Avenue des Champs-Élysées
75008 Paris
Monday to Saturday from 10:00 AM to 10:00 PM
Sunday from 11:00 AM to 7:00 PM

Schedule →
cancel →

DIRECT ACCESS
Trading hours
Delivery service
Delivery address
Help
Customer arrangements
Recruitment

Subscribe to the newsletter:

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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!



[Andreea Ali's Youtube video](#)



Marketing Channels

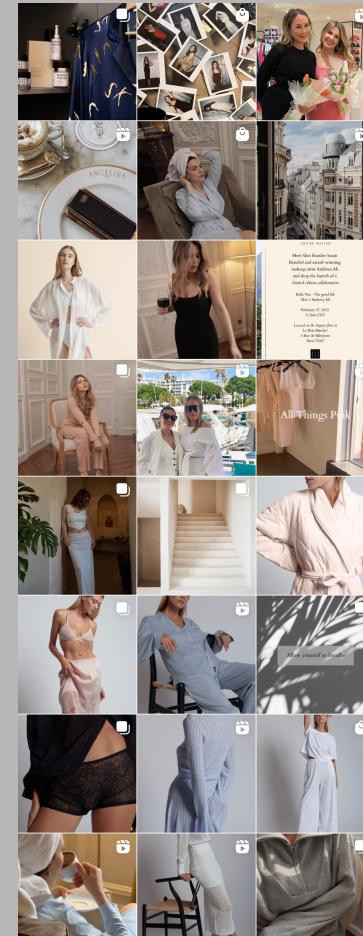
Social

Instagram : Feb.11 - Mar.1

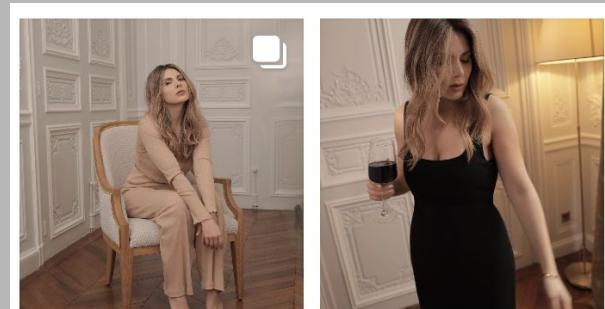
IG Posts	
In feed	6
Stories	77
Reels	5
Total	88

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

1.7%

LIKES

383

COMMENTS

7

POST CLICKS

N/A

ENGAGEMENT

1.5%

LIKES

340

COMMENTS

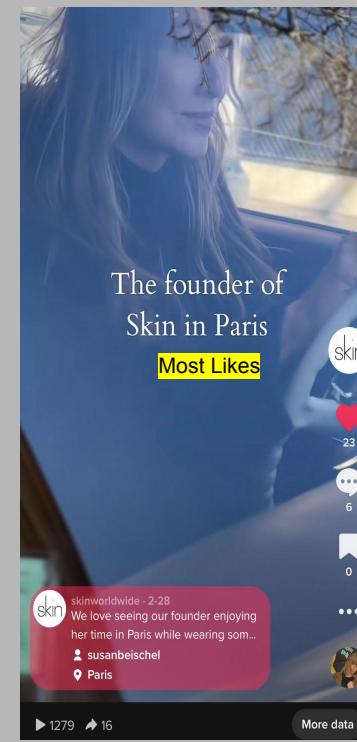
11

POST CLICKS

N/A

Best Performing Posts

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
\(not posted by me\)](#)

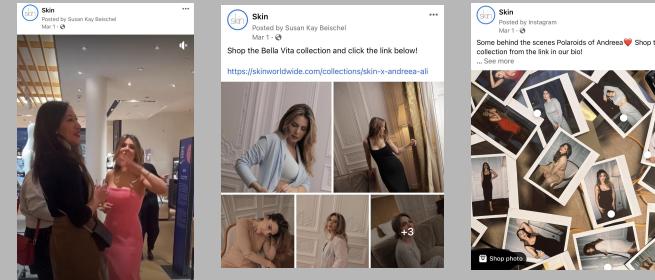
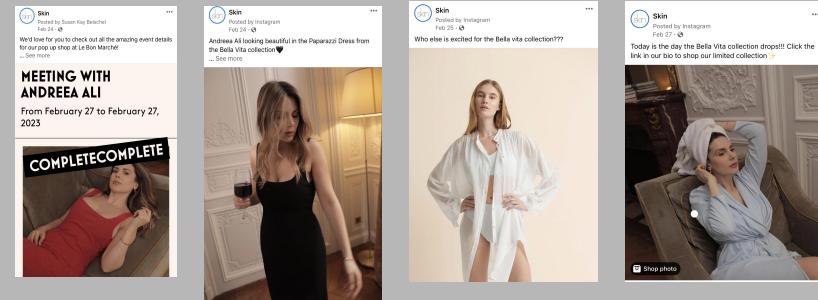
[You're invited](#)

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

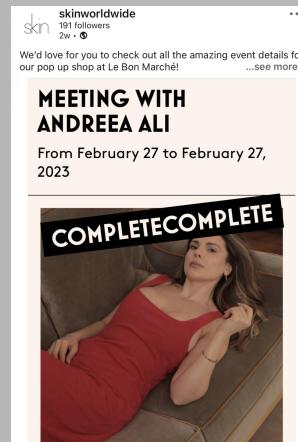
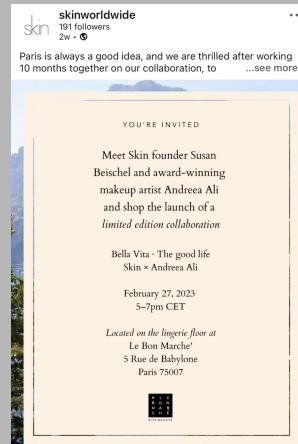


LinkedIn : Feb.11 - Mar.1

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.



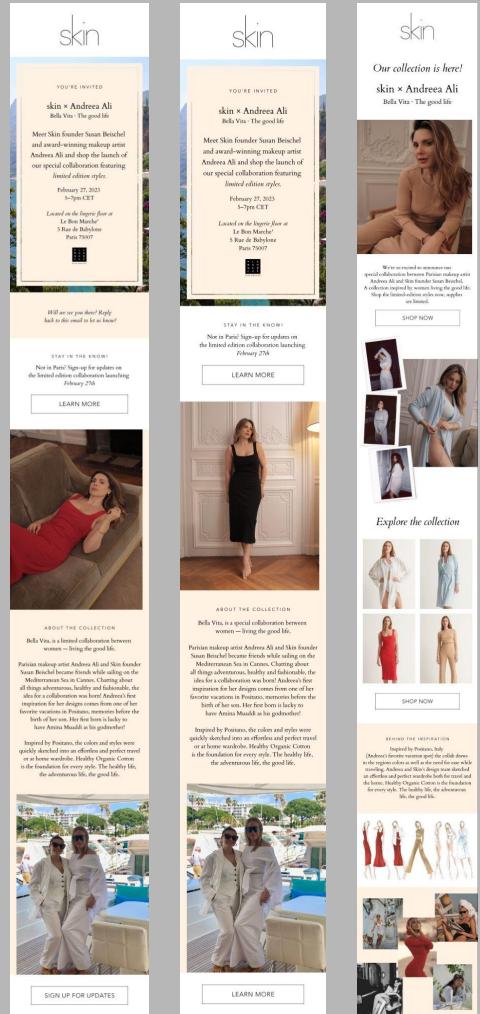
Email

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

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



Site

Updated Homepage

Mon. Feb 20

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

skin

SHOP ALL BEST SELLERS SHOP BY FABRIC SHOP BY STYLE WHAT'S TRENDING ABOUT COMMUNITY MEN'S

skin x Andreea Ali

Bella Vita · *The good life*

Our special collection of limited edition styles is here.



skin x Andreea Ali

We're so excited to announce the limited edition collaboration between Parisian makeup artist Andreea Ali and skin founder Susan Beischel. A collection inspired by women living the good life.

SHOP ALL



PORTOFINO BREA CAPTAN \$195.00 (USD)

CAPRI ROBE \$195.00 (USD)

DOLCE PANT From \$125.00 (USD)

DOLCE TEE \$195.00 (USD)

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DOLCE TEE \$195.00 (USD)

About the Collection

Parisian makeup artist Andreea Ali and skin founder Susan Beischel became friends while sailing on the Mediterranean Sea together. Charming 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 Amira Mafalda 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.



Sales Performance

Total Sales Per Product as of 03/13

Product	Units	Sales	Total	
Paparazzi (Red)	89	\$16,009	Units Sold	380
Paparazzi (Black)	49	\$8,797	Sales	\$52,931
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		

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.

