



FROM SHOES TO BEAUTY

# Values



- Craftsmanship
- Architecture in footwear
- Comfort
- Mixing business wear and a casual lifestyle
- Made in Italy
- Timeless but fresh and modern



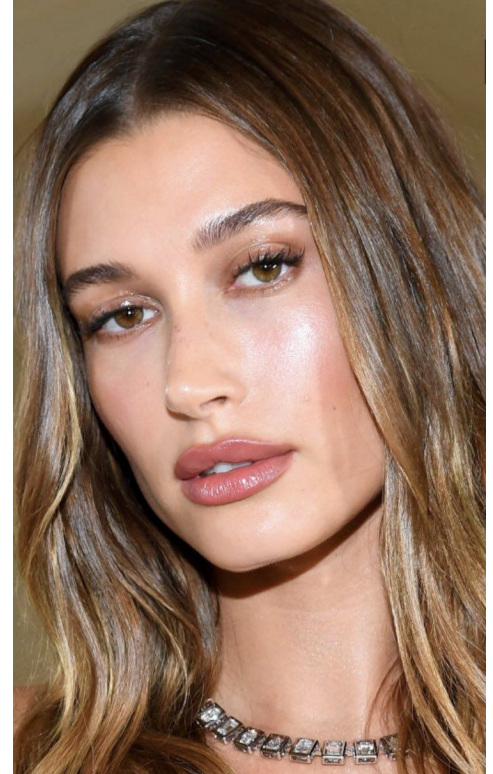
“Unlike clothes, they (shoes) look like a sculpture even when they are not worn. I love working with proportions and creating a product that looks beautiful, flatters the silhouette of a woman and feels comfortable. It’s all about the balance between these characteristics” -Amina Muaddi



# Customer Profile

“I appeal to *intelligent, feminine, fun, refined, curious, open-minded, cool people who like fashion but do not take it too seriously*. Citizens of the world who are *enthusiastic* about the discovery in every environment. *Sophisticated individuals* who want to look *unique* and *appreciate excellence in quality*. I see *ladies of all ages* rocking my shoes and that brings me a lot of joy, I don't like definitions by age or gender so I am happy that so many categories of people embrace my product. I want to offer diversity so I am working on developing bigger sizes in the future.”

- Millennials
- Top 20% income
- \$150-\$250 annual income
- Status conscious
- Experience, style, quality, and luxury





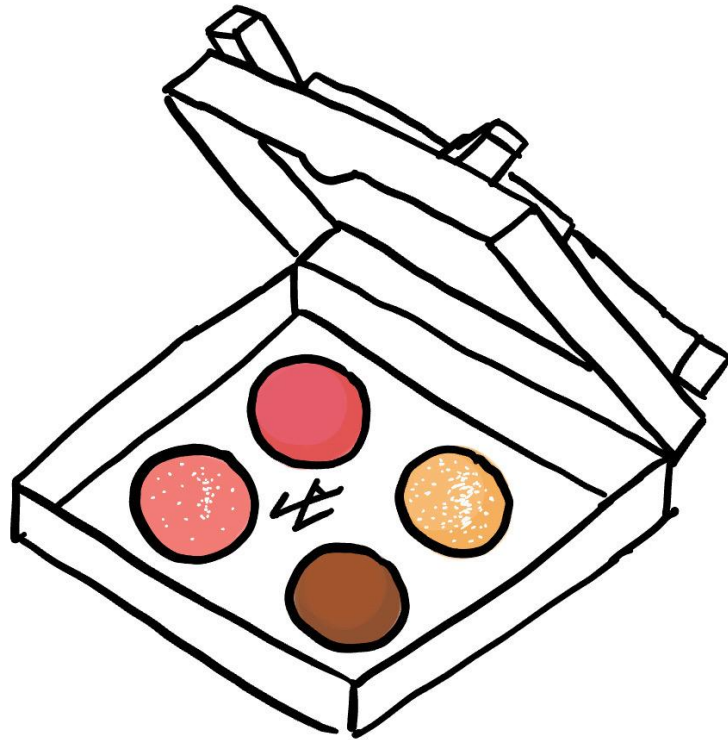
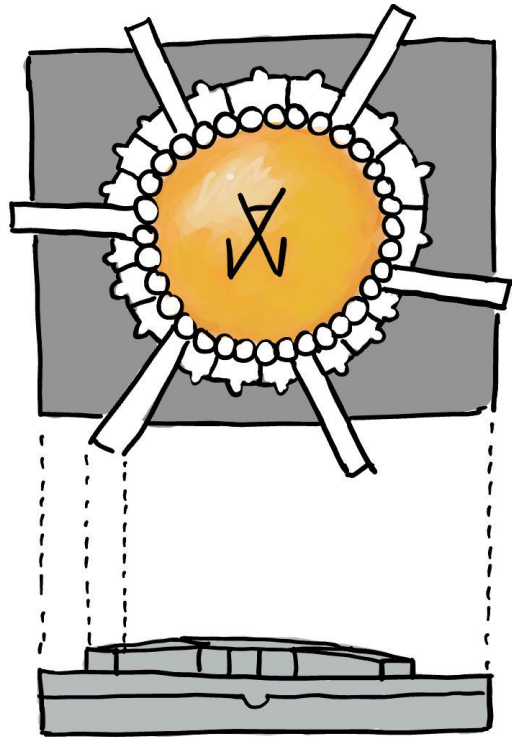
# The Sunkissed Glow Palette

- **Palette which includes**
  - Two blushes: one is sparkly, the other is matte
  - One bronzer
  - One highlighter
- **Palette in the shape of the iconic Amina Muaddi Sun (inspiring it's sunkissed tones)**
- **The palette will stay true to its original artisan roots and be produced in Italy, and like the shoes will be designed in Paris, keeping the international heart intact.**
- **Importance to feel Comfortable in your makeup**



←Amina Muaddi Sun

# Product Design





# Marketing Approach

**Product:** Palette of blush, bronzer, and highlight

**Place:** New York, Paris, Milan

**Promotion:** Limited to the three cities each receiving 500.

**Price:** € 80

The product will be introduced to the market in only specific boutiques Amina Muaddi has and not be available to all stockists. The release will be limited to stockists based in Paris, Milan and New York. Each city will have a total of 500 palettes distributed. The market price will be 80 Euros.



**Thank You!**