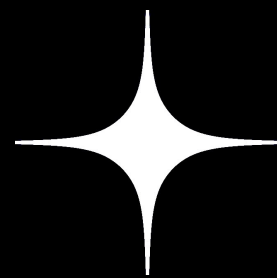


**BLOOM**



# Industry Identification

Bloom clients seek the latest in wellness experiences. Luxury wellness skincare line and programs aligned with ancient yoga principles. Immersions in the beautiful NY Oasis Flagship. Memorable experiences to recharge and inspire.



## **Daniela Peckova Watanabe**

### **DIRECTOR & UX DESIGNER**

Background in Luxury Business

Development bringing forth

industry experience. Always

looking for ways to improve the

consumer experience and constantly

researching the latest innovations in wellness.

## **Country of Launch**

**USA**



# Target Market & Pricing

## For the Full In-Person Programs

**\$10k**

Through the Facebook ads platform Audience Insights, the [burningman.org](https://burningman.org) census, and our Shopify Analytics Reports, we segmented our market as:

High-earning individuals and trendsetters

Earn 100k + a year

College Educated

25 to 45 years old

Living in major capitals

## For the Skin Care Line

**\$100 to \$500**

**Everyone can have a taste of the Bloom Experience**



# Existing Target Market comparative

## La Mer

La Mer is a luxury skincare brand that primarily targets affluent consumers who are willing to spend a significant amount of money on high-end beauty products. La Mer's target market is typically individuals who prioritize skincare as a part of their self-care routine and are willing to invest in high-quality products that offer visible results.

La Mer's products are known for their high price point, so their target market tends to be individuals who can afford to spend a premium on skincare. The brand's marketing efforts also focus on creating a sense of exclusivity and luxury around its products, which can appeal to consumers who are drawn to prestige brands.

## Aman

Aman's target market is often made up of repeat guests who have developed a loyalty to the brand due to the exceptional service and experiences they have had in the past.

Aman targets affluent travelers who are looking for a luxurious and exclusive experience.

Aman's target market consists of high-net-worth individuals who are willing to pay a premium for exceptional service, amenities, and experiences.



# FLAGSHIP INTERIOR

Organic shapes with futuristic interiors. Nude tones set the chic mood.  
Minimal and organic.



*Figure 1. Showroom Interior example. <https://www.internimagazine.com/interior/physical-and->*





Figure 2 and 3 Showroom Interior example. <https://www.internimagazine.com/interior/>

# Communication Strategy

PR agency will be responsible for publishing in major magazines such as Vogue and Traveller's Conde Nast.

Weekly Newsletters will be responsible for keeping in touch with the community.

Facebook( IG) ads, Pinterest, and Tik Tok ads run by the ad agency.

Virtual Reality and photo and video content that represented the brand clean, organic, and premium image are created monthly.



# Competition Analysis

## Luxury Skin Care Line Competitor La Mer

La Mer's target market is typically made up of affluent individuals who prioritize skincare and are willing to invest in high-quality, luxurious products.

### Top Luxury Spas in NY

1. **The Spa at Mandarin Oriental:** Located in the Mandarin Oriental Hotel in Columbus Circle, the spa offers a variety of luxurious treatments, including massages, facials, and body treatments. The spa has a serene atmosphere and stunning views of Central Park.
2. **Guerlain Spa at The Plaza:** Located in the iconic Plaza Hotel, the Guerlain Spa offers a range of luxurious treatments, including facials, massages, and body treatments. The spa also features a private VIP suite with a fireplace, steam shower, and relaxation area.
3. **The Peninsula Spa:** Located in The Peninsula Hotel, the spa offers a range of luxurious treatments, including massages, facials, and body treatments. The spa features an indoor pool, a eucalyptus steam room, and a relaxation lounge.
4. **The Spa at Four Seasons Hotel New York Downtown:** Located in the Four Seasons Hotel in Downtown Manhattan, the spa offers a range of luxurious





treatments, including massages, facials, and body treatments. The spa also features a couple's suite with a private steam room and a soaking tub.

5. The Ritz-Carlton Spa: Located in The Ritz-Carlton Hotel in Central Park South, the spa offers a range of luxurious treatments, including massages, facials, and body treatments. The spa features a relaxation lounge with a fireplace and an indoor lap pool.

Overall, these spas offer a luxurious and relaxing experience for those seeking the ultimate spa experience in New York City.

None of this incorporates yoga beliefs and alternative treatments in their menu.



# Future of the Brand

**C**ustomization: Personalization is becoming increasingly important to consumers, and the luxury skincare industry may respond by offering more personalized products and treatments that cater to individual needs and preferences (Chen, 2021)

Technological innovation: The use of technology in skin care is likely to continue to advance, with the potential for AI-powered diagnostics and treatment recommendations, as well as the use of 3D printing to create personalized products (Liu & Jiang, 2021).

Sustainability: With growing concerns about the environment, the luxury skincare industry may move towards more sustainable and eco-friendly products and packaging materials.

Wellness focus: The trend towards holistic wellness is likely to continue, with luxury skincare brands offering products that not only improve the appearance of the skin but also provide health benefits and support overall wellness.

Inclusivity: The luxury skincare industry may move towards greater inclusivity, offering products that cater to a wider



range of skin types, tones, and concerns, and marketing to a more diverse customer base (Ratzlaff & Sundberg, 2021).

**Bloom's** goal is to merge Yoga into a skincare practice that emphasizes holistic wellness and self-care, and there are several ways in which its beliefs and principles can be incorporated into a skincare routine. (Dittmar, 2020). Here are some possible ways to integrate yoga beliefs into self-care skincare:

1. **Mindfulness:** Yoga emphasizes being present in the moment and paying attention to the body, and this can be applied to skincare by practicing mindfulness while cleansing, applying products, or massaging the face. By being present and mindful during these activities, one can create a more intentional and relaxing skincare ritual (Chiu, 2020).
2. **Natural ingredients:** Yoga promotes the use of natural, non-toxic products, and this can be applied to skincare by seeking out products that are made with natural and organic ingredients. This may include ingredients like botanical oils, plant extracts, and herbal remedies that are gentle on the skin and free of harsh chemicals.
3. **Breathwork:** Yoga places a strong emphasis on breathwork and deep breathing techniques, which can be incorporated into skincare by taking deep breaths while applying products or massaging the face. Deep breathing can help



reduce stress and promote relaxation, which can have positive effects on the skin.

4. **Self-massage:** Yoga often involves self-massage techniques, such as using foam rollers or massage balls to release tension in the body. These techniques can be applied to the face by using a gua sha or facial massage tool to massage the face and promote lymphatic drainage and circulation.
5. **Ayurveda:** Ayurveda is an ancient Indian practice that is often associated with yoga, and it emphasizes the importance of balancing the body's doshas, or energies. Ayurvedic principles can be applied to skincare by choosing products and ingredients that are suited to one's individual dosha type, and by using skincare rituals that promote balance and harmony (Bialaszek & Ostrowska, 2018).

Overall, incorporating yoga beliefs into self-care skincare can help create a more holistic and intentional approach to skincare, with a focus on natural ingredients, mindfulness, breathwork, self-massage, and Ayurvedic principles.



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## Appendix

*Figure 1. Showroom Interior example. . (n.d.). Interni Magazine.*  
Retrieved February 23, 2023, from <https://www.internimagazine.com/interior/physical-and-sensory-shops/>.



*Figure 2 and 3 Showroom Interior example. . (n.d.). Retrieved February 23, 2023,, from <https://www.internimagazine.com/interior/physical-and-sensory-shops/>.*

