

Estrella: Ella

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Brand name: Estrella (Ella) the cosmetic Beauty industry

The name Estrella is Spanish for the word star. Estrella is a Latino influenced and astrology inspired makeup brand. We are also targeting those individuals who are into astrology and also enjoy inheriting the Hispanic culture. Our products contain packaging inspired by both astrology such as the symbols, signs, tarots as well as including the Mayan calendar and Aztec calendar design etc.

Estrella would be a brand that would preferably be launched in the United States, specifically in big cities in New York, Florida, California, Texas etc. Besides the states there would also be a launch in Mexico where the line is inspired from specifically.

Our ideal target market is mainly directed towards women in the Latino community. Who are either Millennials or Xennials. It can be anybody in general but targeted more directly towards these individuals. The based income for our target audience would have to range from 60k and to 100k or more due to the luxury and pricing.

An example of our ideal customer looks like a 26 year old woman who loves to express herself with art. She is a Mexican American who grew up in a household of immigrants and always heard wonderful stories of her native country and has collected items from companies who inherit the culture, which could be because of packaging and names included in the products.

Estrella pricing is on the pricey side ranging from 65-120 for a product. This is because we believe that sustainability is luxury. The brand cares a lot about what is put on the skin and how sensitive one's skin is. Our ingredients try to include a lot of natural products while still keeping the pigment and richness of the products.

The brand would be placed in cosmetic stores such as sephora as well as having our own pop up shops including exclusive and limited products that get the customers excited to attend. At these pop ups we would also have influencers come in who are the face of brand for that month.

For communication the brand is big on customer interactions which involves social media such as instagram being the main platform. Most makeup brands do not have much of customer interactions so i thought it would be a good idea to have a giveaway every time there is a big launch to the customers on social media and fly them out to our brand events and get to experience and celebrate a big launch with us. Making them feel like an influencer. Creating a great customer experience.

We would also have influencer marketing, we would send out our products to influencers and they would attend our events and post our products on their platforms.

Our competitors include other latino owned brands and latino inspired brands such as araceli beauty, luna magic and tresluce beauty by becky g.