

somi beauty



BE

FR

BOLD

ORIGINAL

EMPOWERED

FIERCE

DARING

FIRE

CREATIVE

COURAGEOUS

'THAT GIRL'

RISKY

SLAY

that's **somi**

**AGES:
16 - 24**



- Experimental
- Creative
- Bold

**CAN
FOLLOW
TRENDS**

GEN-Z

**PROMOTING
INCLUSIVITY &
DIVERSITY**

**BIG ON
SOCIAL
MEDIA**

ARTISTIC
MAKE-UP

**SUSTAINABLE
AND ETHICAL**

*Target
group*

Target audience

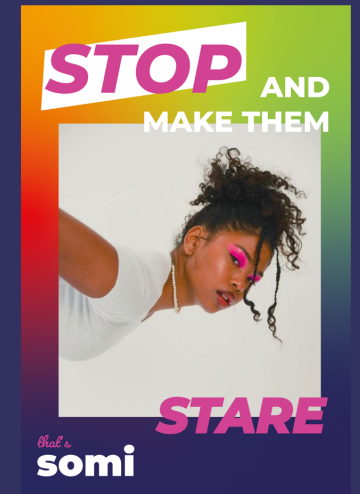
somi

DIVERSITY
EMPOWERMENT
FRIENDLY
CREATIVE
SUSTAINABLE



Values
somi

POSTERS



Touch
points

SOCIAL MEDIA

Touch points



somi
@somibeauty

PHOTO BOOTH



ABROAD
SEPHORA
NETHERLANDS

ICI PARIS XL
DOUGLAS



2024 Calendar – 3 Months

January 2024						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2024						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March 2024						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



Friday 05/01/24
TOUCH sneek peek on Insta



Monday 08/01/24
TOUCH launch outdoor campaign



Monday 29/01/24 – Friday 02/02
TOUCH Collabs influencers on social media



05/02/24
Tell Start TikTok campaign. Invite to make people share. And announce pop up



14/02/24
Tell / sell pop up event



28/02/24
Extra pop up



04/03/24
Launch review for product to purchasers through website

**BE BOLD
OR GO HOME**