



at·el·ier

noun

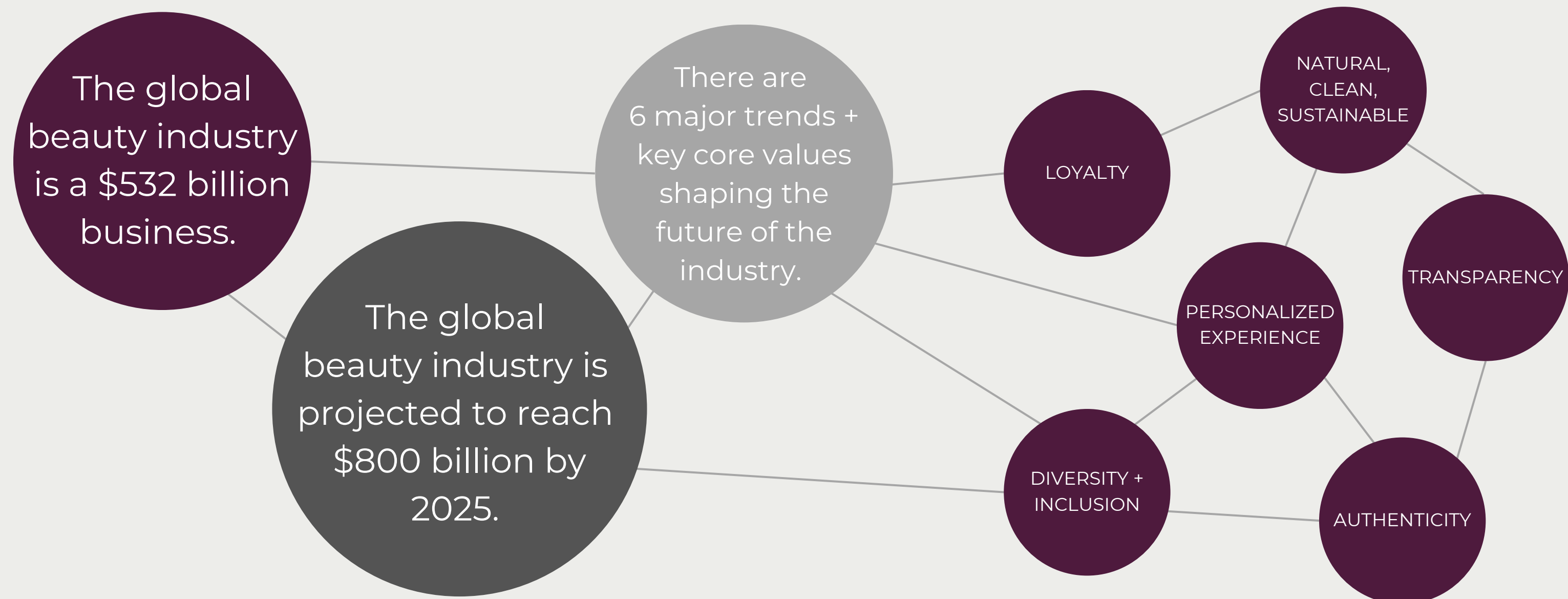
an artist's or designer's studio or workroom

SOURCE: Merriam-Webster

THE STATE OF THE BUSINESS

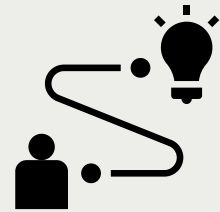
The beauty industry is an extremely competitive and saturated market. Relevant trends and expectations from customers are constantly changing.

At The Beauty Atelier, these factors play an integral role in everything that we do.



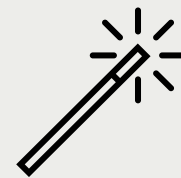
THE BEAUTY ATELIER

The Beauty Atelier is a brand-building agency created to support emerging beauty and wellness brands and help them win market share in this highly competitive industry.



PREPARE TO LAUNCH

Ensure you have all key components ready for launch. From marketing programs to assortment review, put your best foot forward as you look to bring your product to life.



ENHANCE YOUR PITCH

Communicate with buyers in a more meaningful way by leaning on our team to help you make a lasting impression with your brand pitch.

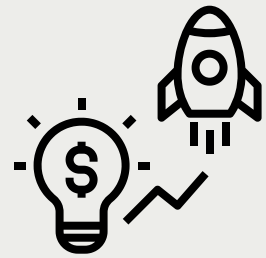


BUILD A HEALTHY REPLENISHMENT BUSINESS

From event activations to training programs, our team has a customized approach to help you build an ongoing replenishment business with retail and spa partners.

SERVICES AT A GLANCE

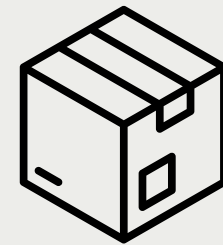
With a wide variety of services, we create bespoke action plans for each of our brand partners and their unique goals.



RETAIL PITCH |
PITCHING A BUYER 101



TRAINING &
EDUCATION



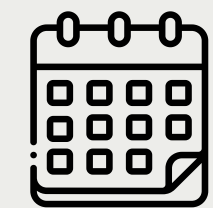
PACKAGING CREATIVE
& COPY



DIRECT TO CONSUMER
WEBSITE REVIEW



BRANDING
REVIEW



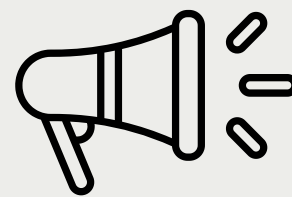
ORGANIC SOCIAL
CADENCE



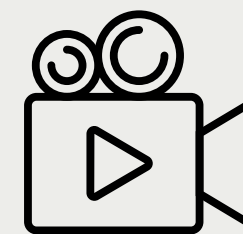
PROMOTIONAL
CADENCE



ASSORTMENT
REVIEW



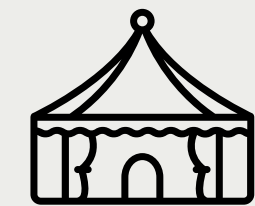
EXPERIENTIAL
MARKETING



BRAND MESSAGING
VIDEO



SAMPLING
STRATEGY



EVENT
SUPPORT

PARTNERSHIP DETAILS

Our brand-building services incorporate proven strategies and industry knowledge acquired over years of experience helping leading and emerging brands succeed in an ever-evolving landscape.

STRATEGIC CONSULTING

With our boots-on-the-ground experience, we can provide industry-proven insights, advice and feedback to best fortify your brand to drive direct to consumer sales and retail distribution. Based on your needs, we will partner with you to devise a personalized plan of action to grow your brand. This can include but is not limited to: brand building, business strategy, packaging, retail selection, marketing, social activation, promotional activation, training, education and event planning.

AGENCY SERVICES

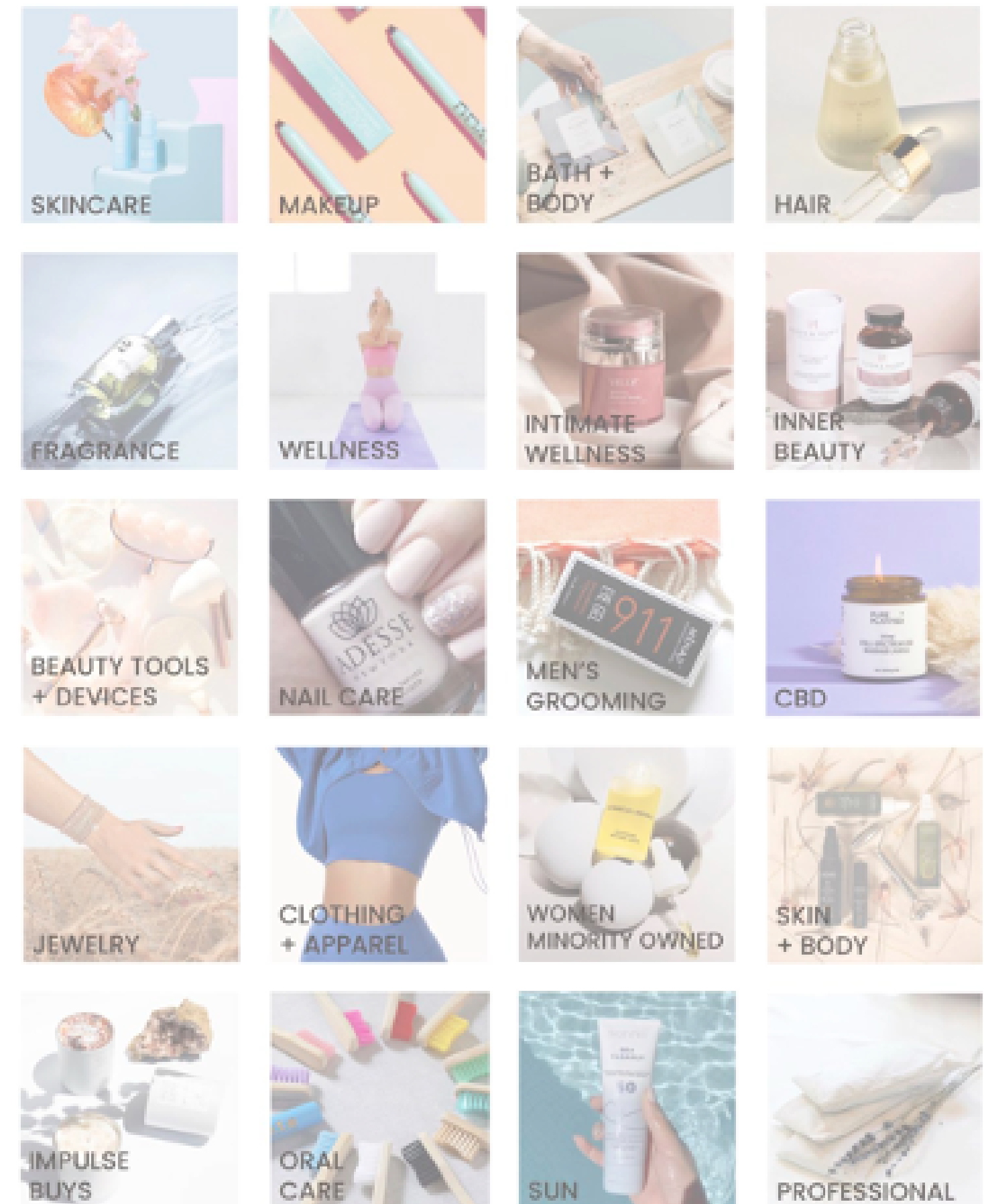
Let us take high-level strategies and bring them to life for you! This can include but is not limited to: developing training + education programs, creating a retail-ready pitch deck, copywriting, packaging design and more. Our service menu provides an overview of how we can support you. Don't see what you are looking for? Just ask! We are constantly expanding our offerings to meet client needs.

BRAND UNCOVER

In addition to brand-building services, The Beauty Atelier has partnered with Revenue of Inspiration to create Brand Uncover.

For brands that are ready to scale and are actively seeking retail / spa distribution, Brand Uncover is a resource to connect synergistic buyers and brands. This one-stop spot for buyers is a way in which they can efficiently discover and gather key information about potential new brands. For our brand partners, there are a plethora of opportunities to showcase your brand and get in front of buyers with ease.

For more information, please contact info@branduncover.com

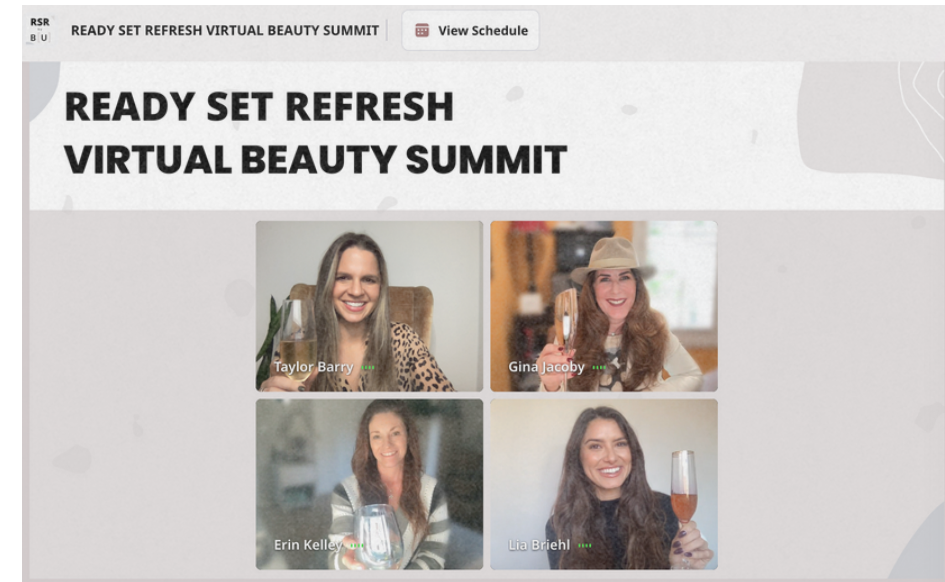


www.branduncover.com

EVENT OPPORTUNITIES

Our team is in attendance at key industry events across the globe including Cosmoprof, Professional Beauty, Foundermade and ISPA.

In an effort to *continue* to connect brands and buyers, we have intimate event opportunities exclusive to our brand partners only.



READY SET REFRESH VIRTUAL BEAUTY SUMMIT

Connect with buyers in a one-on-one virtual setting and pitch your brand in dedicated 25-minute sessions.



BRAND UNCOVER BEAUTY BOXES

Share product with industry-leading buyers who will share feedback on your brand.

MEET OUR FOUNDER

As an expert in client experience and education, **Taylor Barry** is a retail professional with a deep understanding of associate and consumer behavior.

Beginning her beauty career at CHANEL, she was brought to the Hudson's Bay Company to build an intersell staffing model to support prestige and indie beauty brands, as well as oversee all training and events. She has used this unique skill set to innovate in the beauty education space, navigate change management, elevate the customer experience and build a loyal clientele.

In 2020, Taylor began focusing exclusively on fostering the growth of emerging beauty and wellness brands. Today, she has worked with over 100 brands, been featured in *Beauty Independent* and *CEW*, and has been a keynote speaker at events including Professional Beauty London.



WHAT PEOPLE ARE SAYING

EARTH AND WATER

The women on this team are top-notch, the best in their class. The support is above and beyond anything you could ask for, a real powerhouse team. Thank you, I will be forever grateful.

Brook, Founder of Earth & Water



This team did such an incredible job of thoroughly researching what my brand needed. My entire team is grateful for the research they put into creating our new packaging and branding.

Michelle, Founder of Alkaglam

the detox market

Ready Set Refresh by Brand Uncover is a virtual summit I really look forward to. The team sources a variety of incredible, unique brands across numerous categories and I feel fortunate to be in attendance.

L.S., Buyer



FOUR SEASONS

It's always a YES for me to attend a Brand Uncover Vendor Summit. This team always brings together new, high end / quality and unique vendors that are a great fit for our spa and guests.

Z.T., Spa Director

LET'S KEEP
IN TOUCH



TAYLOR BARRY

Founder & Brand Builder



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[@tbatelier__](https://www.instagram.com/tbatelier)