AM BEAUTY

"Awaken your senses, sublimate your daily life"

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BRIEF :

The objective of this project was to design a complete e-commerce website that is both high-performing, coherent, and aligned with the brand’s premium universe.
The main challenges were to:

- Design a clear and strategic website architecture
- Develop a smooth and intuitive user experience (UX)
- Create an elegant and harmonious user interface (UI)
- Highlight the products through a consistent artistic direction
- Ensure a reassuring and high-quality shopping experience

Completed during my second year of study, this project allowed me to explore the creation of an e-commerce website in its entirety: strategy, structure, design, and brand consistency.

Charte éditoriale

AM BEAUTY VALUES

Elegance

Quality

Well-being

Accessible luxury

Consistency
& harmony

TONE AND STYLE

Soothing and gentle

Elegant and refined

Modern and premium

Sensory

CONTENT STRATEGY

SOCIAL MEDIA / STORIES

AM Beauty's social media presence relies on a strong and immersive visual strategy that highlights the aesthetic universe of the brand.

PUSH NOTIFICATIONS

Push notifications are designed as elegant and non-intrusive reminders.

They remain consistent with the brand's premium and sensory universe.

BLOG ARTICLES / VIDEOS

The blog and video content anchor the brand in an expert and inspiring dimension, offering advice, rituals, and insights related to beauty and well-being.

WEBSITE

The AM Beauty website is at the heart of the brand experience.

It is not only an e-commerce platform but an immersive space reflecting the brand's premium, sensory, and elegant identity.

CONCEPT AM BEAUTY

AM Beauty is a fictional brand created within an academic context, positioned in the premium segment that combines beauty, well-being, and sensory elegance.
The concept is based on the idea that beauty goes beyond a simple product — it becomes a complete, immersive, and refined experience.
AM Beauty represents accessible, modern, and delicate luxury, where every detail contributes to creating a calming and sophisticated atmosphere.
The brand targets customers seeking quality, aesthetics, and a moment of softness in their often busy daily lives.

HISTORY OF THE BRAND

AM Beauty promises more than just a product:
→ A refined sensory experience
→ Accessible luxury for everyday life
→ An elegant and soothing moment for oneself
The brand is committed to delivering high perceived quality, refined aesthetics, and a seamless digital experience.

BRAND PROMISE

AM Beauty promises much more than just a product:
→ A refined sensory experience
→ Accessible luxury for everyday life
→ An elegant and soothing moment for oneself
The brand is committed to delivering high perceived quality, carefully crafted aesthetics, and a seamless digital experience.

STORYTELLING

AM Beauty tells the story of a moment suspended in time.
In a fast-paced world, the brand invites people to slow down.
Light a candle. Apply skincare. Breathe.
Each product becomes a symbol of gentleness and self-care.
Light, textures, fragrances, and design come together to create a harmonious universe, where beauty becomes an intimate and precious ritual.
AM Beauty brings elegance into everyday life — subtly, naturally, and sustainably.

Targets

CIBLE

Core Target

Women aged 28–35, active, urban, with stable purchasing power, and sensitive to aesthetics and well-being.
They are looking for:

- **High-quality and elegant products**
- **A smooth and premium shopping experience**
- **Beauty rituals that enhance personal well-being**
- **Brands with strong visual identity and coherent storytelling**

They are thoughtful consumers, prioritizing quality and paying close attention to a brand's image and narrative.

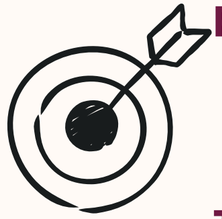
Main Target

Women aged 25–40 interested in:

- **Refined lifestyle**
- **Minimalist design**
- **Wellness rituals**
- **Accessible premium products**

They are active on Instagram, influenced by strong brand visuals, and accustomed to online shopping.

Relay Target



Partners and influencers who share the same premium and aesthetic values:

- **Other brands in the lifestyle, beauty, or wellness sectors**
- **Influencers and content creators in beauty, design, or lifestyle**
- **Event partnerships or collaborative capsule collections**

The goal of this relay audience is to increase brand awareness, create synergies, and reach complementary audiences through collaborations aligned with AM Beauty's identity.

Léa Million

Profil :

Age: 32
Occupation: Beauty & lifestyle influencer / brand collaborator
Location: Lyon (city center)
Professional network: Paris – creative network
Income: Middle income
Target type: Relay target (partners & influencers)

Motivation :

- Create inspiring and high-quality content
- Increase her visibility through premium collaborations
- Share an elegant and sensory universe with her community

Freins :

- Partner with brands that are coherent, aesthetic, and aligned with her image
- Create immersive storytelling and visual content for her publications
- Work with brands that provide clear and high-value communication materials

Besoins :

- Brands that are inconsistent with her universe or lack quality
- Collaborations that are visually or emotionally misaligned
- Lack of visibility or recognition within the partnership

Marketing Strategic

PESTEL

P	Cosmetic products must comply with European cosmetic regulations, and governments encourage organic and local brands, promoting Made in France production.	POLITICAL
E	The organic cosmetics market is growing, and offering affordable gift sets allows brands to reach a wider audience while highlighting quality and ethical values.	ECONOMIC
S	Consumers increasingly prefer environmentally friendly products and wellness routines, creating strong demand for themed gift sets, such as those for Valentine's Day.	SOCIO-CULTURAL
T	Online sales and digital marketing help promote organic and sensory products, while innovation continues in textures, fragrances, and packaging design.	TECHNOLOGICAL
E	There is a strong focus on waste reduction, the use of organic ingredients, and the protection of biodiversity, which aligns with the expectations of eco-conscious consumers.	ENVIRONMENTAL
L	Certifications such as Cosmébio and Ecocert ensure product compliance and reassure customers, while animal testing is prohibited.	LEGAL

SMART Objectives

SMART Objectives – Website

For the AM Beauty e-commerce website, the objectives focus on generating visibility and an optimal user experience.
The goal is to reach 1,500 unique visitors per month within three months of the website launch, while maintaining a conversion rate of 3% during the same period.
Another objective is to reduce the cart abandonment rate to below 25%, in order to secure sales and improve the customer journey.
To strengthen user engagement, the website also aims to achieve an average session duration of at least 3 minutes, allowing visitors to fully explore the brand's premium and sensory universe.
Finally, the site seeks to collect at least 50 positive and reliable customer reviews on its products, helping to reinforce credibility and trust among potential buyers.

SMART Objectives – Social Media

For AM Beauty's social media platforms, the objectives are to increase brand awareness, engagement, and traffic to the e-commerce website.
The goal is to reach 1,200 followers on Instagram and 800 followers on Pinterest within three to four months of launching the accounts.
At the same time, the brand aims to achieve an average engagement rate of 12% on posts, strengthening interaction with the community.
Social media should also generate at least 300 unique monthly visits to the e-commerce website, while contributing to conversions, with a minimum of 10 sales per month directly generated from posts and stories.
These objectives will help the brand strengthen its premium image, engage its community, and effectively support its commercial performance.

KPI

KPI (INSTAGRAM)

BRAND AWARENESS

- Number of followers
- Post reach
- Impressions on posts and stories
- Mentions and shares

BUSINESS

- Engagement rate (likes, comments, shares)
- Clicks on links leading to the e-commerce website
- Sales generated directly from Instagram.

KPI (WEBSITE)

BRAND AWARENESS

- Number of unique visitors per month
- Number of sessions and page views
- Organic traffic and traffic from social media

BUSINESS

- Conversion rate (visit → purchase)
- Average order value
- Number of abandoned carts
- Number of customer reviews and average rating

KPI (PINTEREST)

BRAND AWARENESS

- Number of followers
- Impressions and reach of pins
- Number of pin saves

BUSINESS

- Clicks on pins leading to the e-commerce website
- Traffic generated to the website from Pinterest
- Sales directly attributed to Pinterest traffic

BENCHMARK

ecocentric

Social Media:

Instagram

Digital Presence:

The brand has a strong online visibility, with clear communication focused on zero waste, craftsmanship, and ethical production, which gives it a strong advantage in terms of responsible brand image.

Comme Avant

Ecocentric

Social Media:

Facebook

Instagram

Digital Presence:

The brand's digital presence is consistent with its premium and niche positioning. The content highlights expertise and curated product selection, reinforcing its high-end brand image.

Website:

Ecocentric operates an active e-commerce website.

avril
COSMÉTIQUE BIO

Social Media:

Instagram

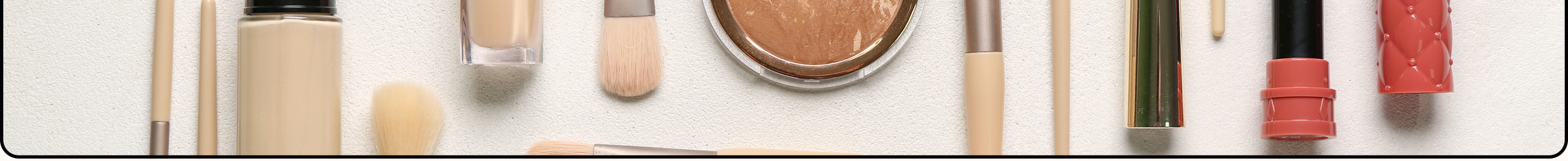
Digital Presence:

The brand has a strong digital presence, with communication focused on product information, education around organic cosmetics, and the promotion of environmental commitments.

Website:

Avril has a dedicated e-commerce website for the brand.

SWOT



S

- Premium and elegant design
- Smooth and functional e-commerce website
- Differentiated positioning (organic & sustainable)
- Flexibility for future development

W

- No brand awareness or established community yet
- Limited product catalog
- Digital communication still needs to be developed

O

- Growing organic e-commerce market
- Ecological and zero-waste trends
- Storytelling and immersive content opportunities
- Collaborations with local influencers

T

- Established and loyal competitors
- Consumer sensitivity to certifications and product credibility
- Rapid evolution of the digital market

SEO

On-site SEO

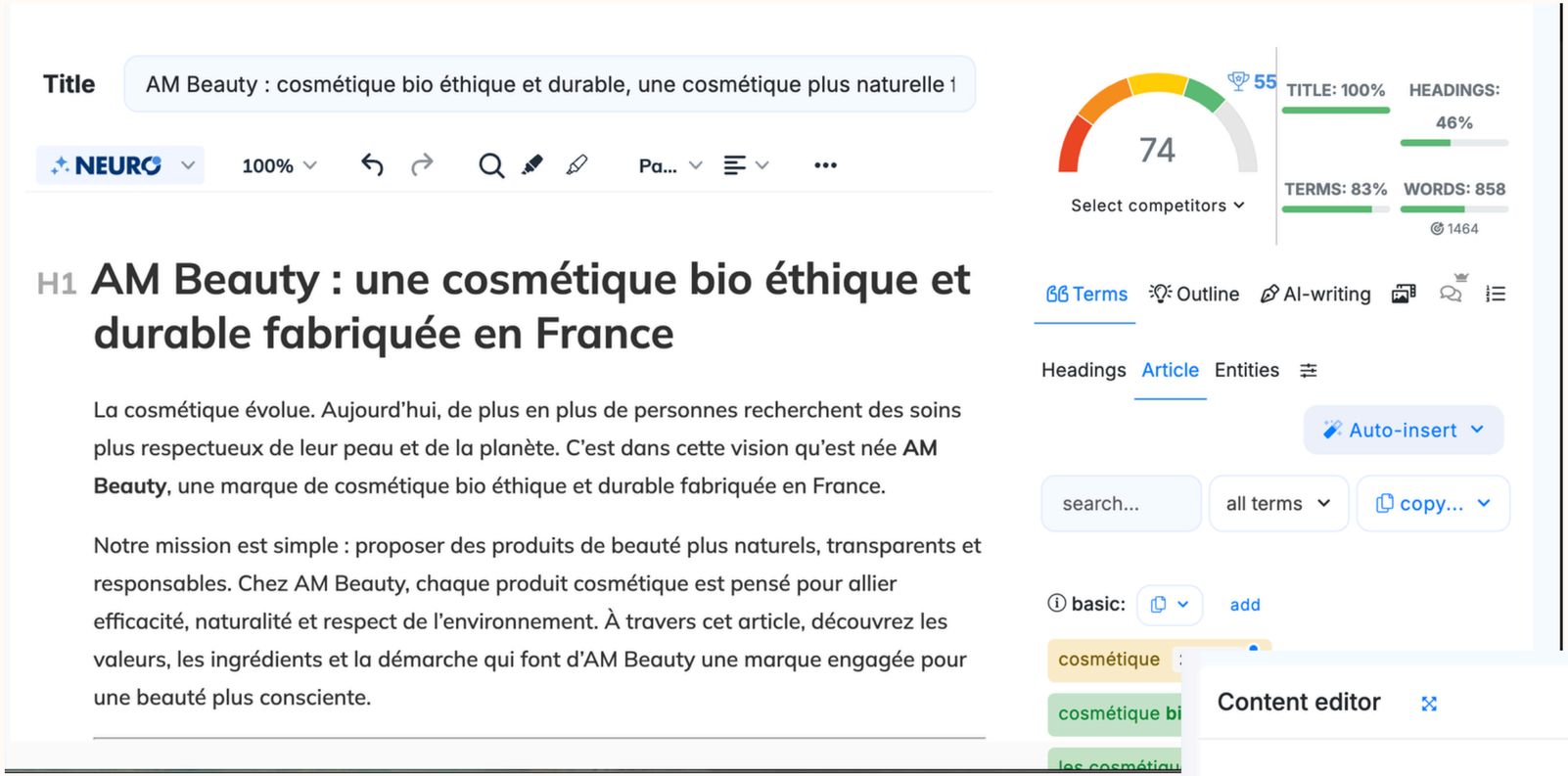
- Website and content optimization
- Internal linking strategy
- Blog content creation

Off-site SEO

- Backlink acquisition strategy (target: 500 backlinks within one year)

Search Visibility

- Positioning on targeted keywords to improve search engine rankings


Title
AM Beauty : cosmétique bio éthique et durable, une cosmétique plus naturelle
NEURO
100%
Pa...
H1 AM Beauty : une cosmétique bio éthique et durable fabriquée en France
La cosmétique évolue. Aujourd'hui, de plus en plus de personnes recherchent des soins plus respectueux de leur peau et de la planète. C'est dans cette vision qu'est née AM Beauty, une marque de cosmétique bio éthique et durable fabriquée en France.
Notre mission est simple : proposer des produits de beauté plus naturels, transparents et responsables. Chez AM Beauty, chaque produit cosmétique est pensé pour allier efficacité, naturalité et respect de l'environnement. À travers cet article, découvrez les valeurs, les ingrédients et la démarche qui font d'AM Beauty une marque engagée pour une beauté plus consciente.
55
74
Select competitors
TITLE: 100%
HEADINGS: 46%
TERMS: 83%
WORDS: 858
1464
Terms
Outline
AI-writing
Headings
Article
Entities
Auto-insert
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cosmétique
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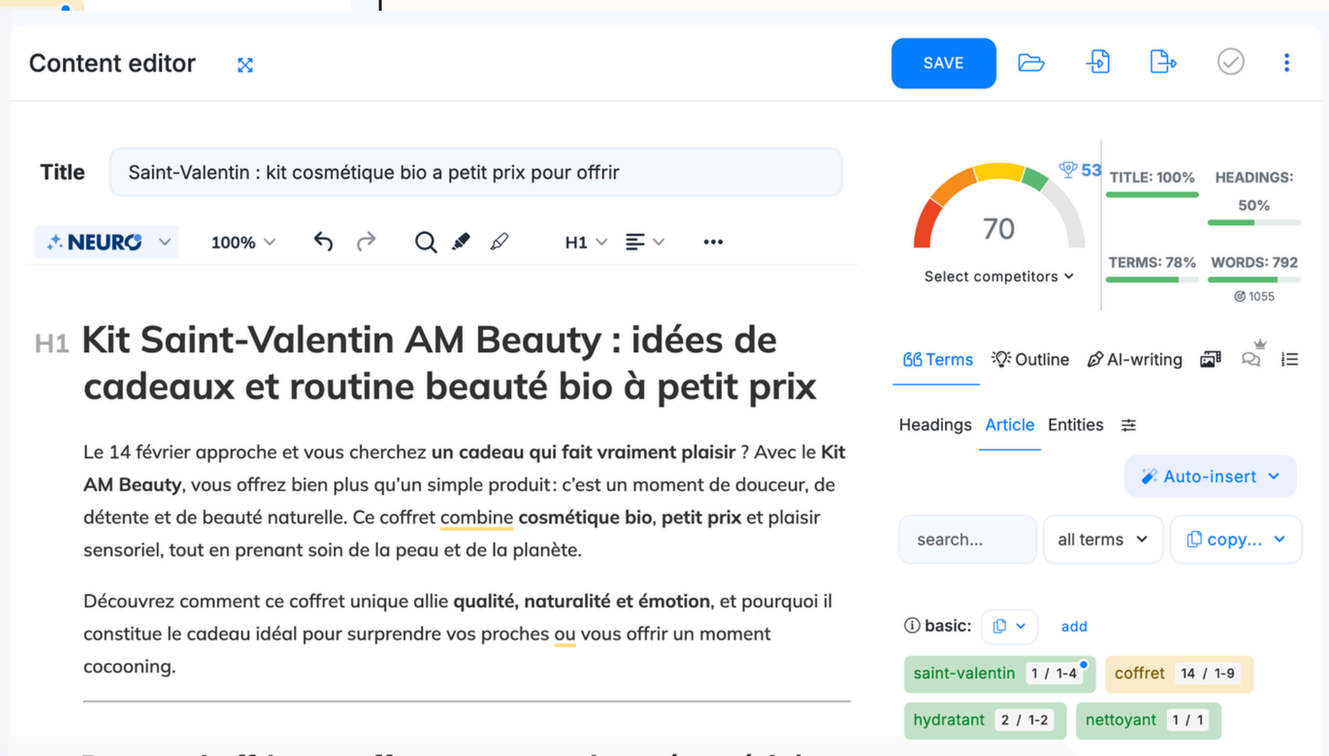
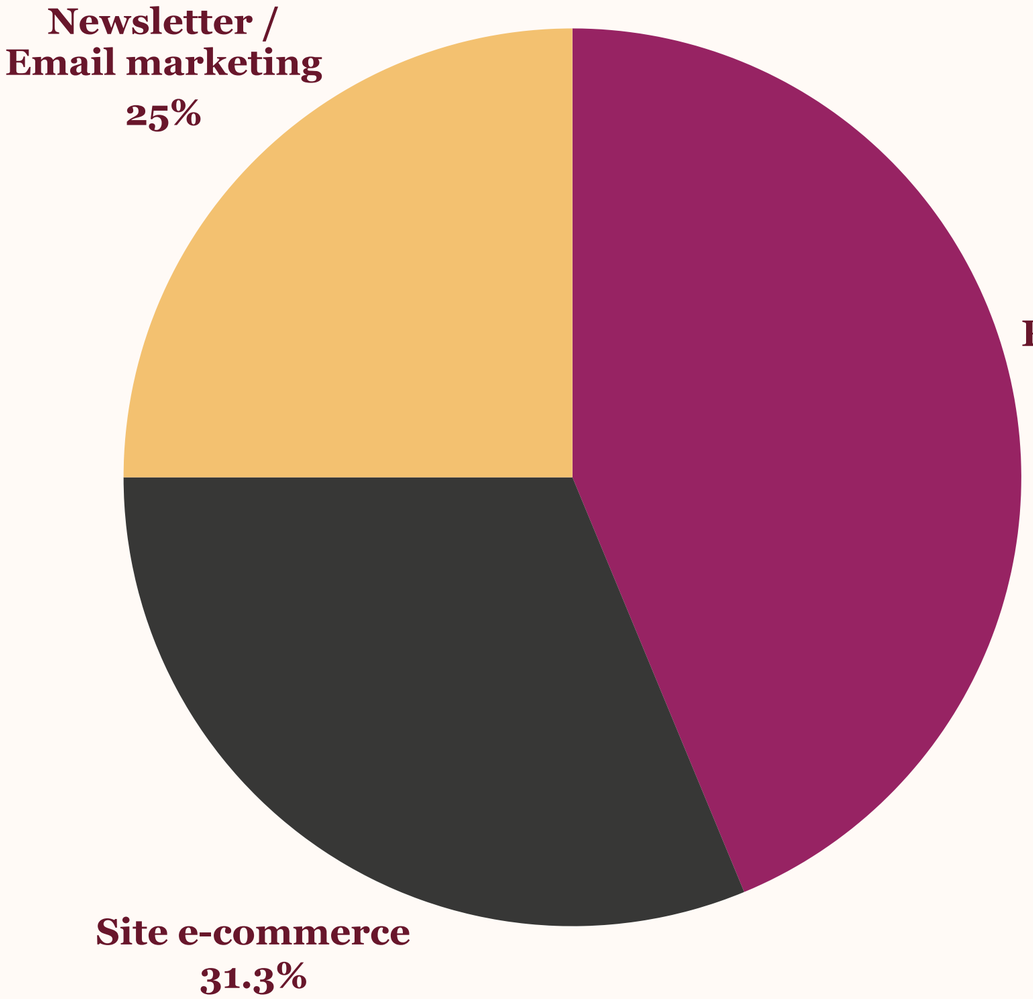

Content editor
SAVE
Title
Saint-Valentin : kit cosmétique bio a petit prix pour offrir
NEURO
100%
H1
H1 Kit Saint-Valentin AM Beauty : idées de cadeaux et routine beauté bio à petit prix
Le 14 février approche et vous cherchez un cadeau qui fait vraiment plaisir ? Avec le Kit AM Beauty, vous offrez bien plus qu'un simple produit : c'est un moment de douceur, de détente et de beauté naturelle. Ce coffret combine cosmétique bio, petit prix et plaisir sensoriel, tout en prenant soin de la peau et de la planète.
Découvrez comment ce coffret unique allie qualité, naturalité et émotion, et pourquoi il constitue le cadeau idéal pour surprendre vos proches ou vous offrir un moment cocooning.
53
70
Select competitors
TITLE: 100%
HEADINGS: 50%
TERMS: 78%
WORDS: 792
1055
Terms
Outline
AI-writing
Headings
Article
Entities
Auto-insert
search...
all terms
copy...
basic:
add
saint-valentin 1 / 1-4
coffret 14 / 1-9
hydratant 2 / 1-2
nettoyant 1 / 1

Budget



Budget Allocation

Social Media (60%)

- Targeted advertising (Instagram / TikTok)
- Content creation and product visuals
- Micro-influencer collaborations

E-commerce Website (30%)

- Website development and maintenance
- Product page optimization for conversions
- Analytics tools to monitor performance

Newsletter / Email Marketing (10%)

- Email campaigns for launches and promotions
- Automation (abandoned cart, post-purchase follow-up)
- Customer and prospect segmentation

inbound & lead gen

01 Création de contenus

- Articles et guides sur la routine beauté bio et coffrets cadeaux
- Tutoriels vidéos, unboxing et Reels Instagram/TikTok
- Storytelling : bio, éthique, made in France, sensoriel

02 Création du process Leads Inbound

- Landing pages et formulaires pour capturer emails
- Lead magnets : e-book, code promo
- Automatisation : panier abandonné, suivi post-achat, newsletter

03 Renforcement SEO

- Optimisation mots-clés : cosmétique bio, coffret Saint-Valentin, idées cadeaux
- Blog SEO-friendly et backlinks avec blogs beauté
- Valorisation du made in France pour le SEO local

04 Stratégie partenaires

- Micro-influenceurs et collaborations Instagram/TikTok
- Partenariats e-commerce et concept stores bio
- Cross-marketing avec marques éthiques (bougies, thés, accessoires bien-être)

Stratégie Communication

canaux de communication

Présence Digitale :

Site internet

marketing

Guide de publication

Posting Frequency

- Posts: 1–2 times per week
- Reels: Minimum 1 per month
- Stories: 3 per week (or more during events)

Content theme

- Benefits of our organic products
- Behind-the-scenes of cosmetic production
- Natural morning routines
- Customer testimonials
- Tips & advice.

MARS 2026

LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
					1	2
3 Teaser de la marque (Reel) Instagram	4	5	6 Compte à rebours site (Story)	7	8	9
10 J-10 site E-commerce (Instagram)	11	12	13 5 conseils (Carrousel) Facebook	14	15	16
17	18 Making off (création Kit) (Instagram)	19	20	21	22 3 étapes skincare (Instagram)	23
24 Lancement site E-commerce (Instagram)	25	26	27	28	29 Story Annonce site (Instagram)	30
31						

Exemple de post

AMBeauty · Follow
Lyon FR

146k likes

AMBeauty ✨ Prenez soin de vos mains avec AM Beauty ✨ Notre crème mains au beurre de karité bio et huile de rose bio hydrate, adoucit et protège votre peau tout en vous offrant un moment sensoriel unique. 🌸🖐️

💛 Transformez votre routine en rituel premium et laissez vos mains rayonner de douceur.

Cliquez pour ressentir la différence AM Beauty ✨

#AMBeauty #CrèmeMains #BeautéSensorielle #RoutineBienÊtre #SoinsPremium #HydratationNaturelle ...
more

View all 16 comments

Add a comment...

6 days ago

DA

Couleurs Primaires

#701943 **Mauve**

#f3f5f9 **Gris Perle**

Couleurs Secondaire

#dcd9d0 **Beige**

#d19792 **Saumon**

#68162b **Marro**

Typographie

Titre : Indira K - 48 px

Sous-titre : Indira K - 42 px

Texte : Georgia - 34 px

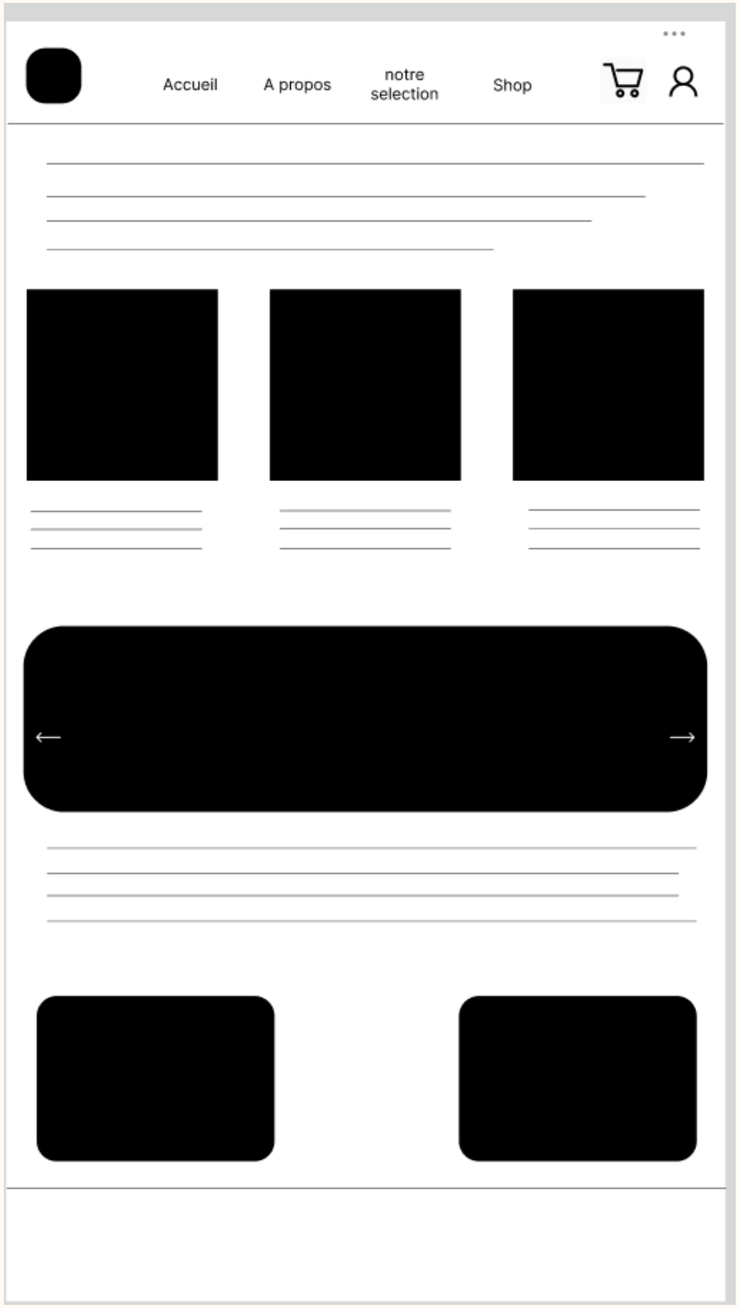
logos

Site internet

Arborescence

Presented with xmind

Maquette


Accueil
A propos
notre selection
Shop

AM CANDLE
Accueil
A propos
notre selection
Shop
BOUGIE ARTISANALE
Am Candle
Bienvenu chez Am Candle
Plongez dans un univers sensoriel où chaque bougie raconte une histoire. Fondée en 2025, AM Candle allie l'art de la bougie, le bien-être inspiré des rituels asiatiques et le luxe accessible. Créez une ambiance apaisante grâce à nos bougies personnalisables, fabriquées à partir d'ingrédients naturels, avec amour et délicatesse.
Parfums uniques
Création sur-mesure
Cires végétales et respectueuses de l'environnement
Offrez(-vous) une expérience unique, douce et lumineuse.
Allumez la flamme de vos émotions.
en savoir plus
BOUGIE ARTISANALE
Am Candle
Notre sélection
Découvrez notre sélection de bougies pensées pour éveiller vos sens et sublimer vos instants de détente. Chaque pièce est le fruit d'un savoir-faire artisanal, mêlant ingrédients naturels, parfums envoûtants et design raffiné.
en savoir plus
BOUGIE ARTISANALE
Am Candle
AM candle
Plongez dans un univers sensoriel où chaque bougie raconte une histoire. Fondée en 2025, AM Candle allie l'art de la bougie, le bien-être inspiré des rituels asiatiques et le luxe accessible. Créez une ambiance apaisante grâce à nos bougies personnalisables, fabriquées à partir d'ingrédients naturels, avec amour et délicatesse.
Contact
Adresse : 10 rue jean julien
amcandle@contact.com
06-20-53-17-58
où nous suivre

Conclusion

The AM Beauty project allowed me to develop a comprehensive strategy for an organic and eco-friendly cosmetics brand, including artistic direction, storytelling, digital communication, and e-commerce website design.
This experience demonstrates my ability to create a cohesive and immersive user experience, while highlighting the brand's sustainable and ethical values, and showcases my skills in design, marketing, and digital strategy.

CONCACT

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