



GRADIENT

BEAUTY STRATEGY FILES

2025

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"Experience is the difference between a *product on a shelf* and a *brand in someone's life*."

Beauty consumers don't just want products—they want experiences. **80% are willing to pay** more for a personalized interaction, and engagement-driven activations **increase purchase intent by up to 70%**. The brands that stand out don't just sell—they invite consumers into a world of touch, scent, and transformation.

This presentation will show you why experience is the new currency in beauty—and how to create moments that leave a lasting impression.



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KERASTASE

La Vie En Gloss

An immersive launch experience created to introduce Kérastase's new Gloss Absolu line. Designed as a Parisian-inspired brand world, the event brought together VIP guests, creators, and consumers through interactive product moments, live performances, and layered content touchpoints.





“LA VIE EN GLOSS”

THE ASK

To bring to life the launch of Kerastase’s new Gloss Absolu line through an immersive event and content experience.

THE NEED

To generate buzz, awareness, and product trial for Gloss Absolu while reinforcing Kérastase as a leader in beauty innovation.

THE CHALLENGE

To design a seamless experience that felt aspirational in person while also delivering equal impact through digital amplification.

THE SOLUTION

Gradient created a Parisian-inspired activation with VIP launch moments, interactive consumer touchpoints, and rapid content production featuring celebrity spokespeople. Same-day video releases allowed audiences online to share in the world unveiled onsite, bridging physical and digital engagement.



IMMERSIVE PROJECTION INTEGRATION



SAMPLE DISTRIBUTION



VIP COCKTAIL PARTY



CONTENT & SOCIAL INTEGRATION



PRODUCT DISPLAYS



COLLAGE & POLAROID WALL

THE RESULTS

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5K+

SAMPLES
DISTRIBUTED

\$15M

AD VALUE
EQUIVALENCY

1.2B

IN SOCIAL &
MEDIA REACH

WHY IT WORKED

We translated Kérastase's vision of "La Vie en Gloss" into an experience that seamlessly blended luxury, innovation, and cultural influence. By collapsing the gap between IRL and digital, we created a moment that felt both exclusive and widely shareable; driving desire and brand resonance across audiences.

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RARE BEAUTY

Parfum Launch

An immersive launch event celebrating *Rare Beauty's* debut fragrance. Designed as a multi-sensory journey inspired by the Rare Memories campaign, the experience translated scent, emotion, and personal storytelling into a cinematic physical environment. Guests moved through a series of tactile and visual moment, bringing Rare Beauty's ethos of authenticity and self-expression to life in a shared, IRL setting.





**“REAL LIFE
IS RARE”**

THE ASK

Launch Rare Beauty’s debut fragrance with a high-impact event that captures the emotional power of scent and aligns with Selena Gomez’s deeply personal brand story.

THE NEED

Create buzz around Rare Beauty’s first fragrance with an experience that felt cinematic, emotional, and built for social.

THE CHALLENGE

Design a multi-sensory experience that captured the campaign’s nostalgic tone while translating deeply personal storytelling into a collective, high-impact brand moment.

THE SOLUTION

We created an immersive journey through scent, memory, and emotion—an IRL interpretation of the Rare Memories campaign. From a glowing tunnel to a fragrance chandelier and wheatpaste photo wall, each space transformed visuals into a tangible guest experience that amplified Rare’s message of self-love and authenticity.



INTERACTIVE SCENT TUNNEL



CUSTOMIZATION STATION



GLAMBOT LOUNGE



PRODUCT TRIAL



UGC WALL



"RARE FREQUENCIES" SET

THE RESULTS

GRADIENT



+1.6B

POTENTIAL
REACH

\$83M+

AD VALUE
EQUIVALENCY

+143%

WEB SEARCH
INCREASE

WHY IT WORKED

We built a world where every detail was a memory waiting to happen. From the scent-inspired cocktails to the wheat paste wall that turned guests into campaign art, Rare Memories brought Selena's story, and Rare Beauty's ethos, to life in real time.

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L'OREAL PROFESSIONNEL

AirlightPro Launch

Kiehl's "Kiehl's Krawl" transformed New York City into a dynamic, interactive skincare journey. This six-event series engaged over 80 international guests, showcasing the brand's heritage, commitment to sustainability, and product efficacy through immersive experiences.





THE ASK

Launch the AirLight Pro as a breakthrough beauty tool merging innovation and luxury.

THE NEED

Elevate awareness through experience, positioning the product as a must-have for modern professionals.

THE CHALLENGE

Balance L’Oréal’s legacy with a futuristic, tech-forward aesthetic that engaged both pros and consumers.

THE SOLUTION

An immersive, two-part launch experience that invited guests to “unlock the future.” The event blended sleek, high-tech design with sensory storytelling: interactive education, live demos, and personalized styling powered by the AirLight Pro. Futuristic F&B, social-ready moments, and influencer amplification elevated the product reveal into a cultural launch moment.



HIGH-TECH AMBIENCE



PRODUCT UNVEILING



IMMERSIVE “TRY ONS”



SCALABLE & ADAPTABLE ACTIVATION



MEASURABLE IMPACT



SEAMLESS BRAND INTEGRATION



THEMED F&B



SOCIAL READY MOMENTS



INTERACTIVE PRODUCT EDUCATION



FUTURISTIC PRODUCT REVEAL



ENGAGING GIFTING STRATEGY



PERSONALIZED EXPERIENCE

THE RESULTS

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AirLight Pro

8.6M

ESTIMATED SOCIAL
REACH

2.1M

ESTIMATED
IMPRESSIONS

51K

ENGAGEMENTS

WHY IT WORKED

By fusing innovation with artistry, the AirLight Pro launch transformed product education into a sensory journey. Every touchpoint reflected the tool's dual promise of performance and technology, creating deep emotional engagement and driving desire through hands-on experience and digital amplification.



WHY EARLY ADOPTION MATTERS

Experiential marketing isn't a trend—it's the future of brand engagement. The beauty industry thrives on emotion, sensory experiences, and authenticity. Brands that invest early in immersive marketing strategies don't just capture attention; they create deep, lasting connections that drive loyalty and sales.



KEY STRATEGIES FOR EARLY INVOLVEMENT

Invest in Multisensory Experiences – Consumers aren't just buying products; they're buying into a feeling. Think Maison Margiela's Parisian café pop-up—where fragrance sampling became a full sensory journey, resulting in a 400% sales uplift at Sephora.

Leverage Pop-Up Tours & Immersive Activations – Prada's multi-city "inside-the-bottle" experience proved that engaging Gen Z with interactive storytelling and influencer participation leads to massive visibility—377M+ impressions.

Create Interactive, Shareable Moments – Kiehl's "Kiehl's Krawl" turned NYC into a dynamic skincare journey, pulling in 760M+ impressions and solidifying its sustainability mission through engagement-driven events.

Merge Digital & Physical for Seamless Brand Experiences – QR codes, AR try-ons, and AI-driven consultations blur the lines between in-store and digital. A data-driven approach ensures you're capturing insights while enhancing customer interaction.



THE BEAUTY OF BEING FIRST

Brands that wait to embrace experiential marketing will be left behind. Those that innovate early build stronger brand affinity, drive higher conversion rates, and turn customers into brand evangelists. The key? Act now, experiment boldly, and create moments worth remembering.

WHO WE ARE

Gradient Experience is where innovation meets precision—a fusion of cutting-edge strategy, bold creativity, and data-driven impact. With over 15 years in the industry, our team is a dynamic blend of visionaries, strategists, and storytellers who push boundaries and challenge conventions. We don’t just create; we measure, refine, and elevate, ensuring every idea delivers real results. At Gradient, the future isn’t something we wait for—it’s something we build.



PAULINE OUDIN

CEO



ANTHONY COPPERS

FOUNDER AND
HEAD OF INNOVATION



COLIN MCKENZIE

CHIEF CLIENT
OFFICER



JEREMY RUMELD

CHIEF OPERATING
OFFICER



KYRA TAURMAN

EXECUTIVE CREATIVE
DIRECTOR



MARTIN ROGARD

CHIEF PRODUCT OFFICER

WHAT WE DO

Gradient turns ideas into experiences and strategy into impact. We blend creativity, technology, and insight to build meaningful connections between brands and audiences. From immersive storytelling to cutting-edge innovation, our work is designed to engage, amplify, and deliver measurable results—pushing boundaries and redefining what’s possible.



EXPERIENTIAL MARKETING

CRAFTING IMMERSIVE ACTIVATIONS
THAT LEAVE LASTING IMPRESSIONS



AMPLIFICATION AND CONTENT

EXTENDING YOUR REACH THROUGH
SOCIAL, DIGITAL, AND EARNED MEDIA



CONSULTING AND STRATEGY

ALIGNING BRAND OBJECTIVES WITH
HIGH IMPACT EXPERIENTIAL SOLUTIONS



INNOVATION AND TECHNOLOGY

LEVERAGING AI, VR, AND DATA TO CRAFT
IMMERSIVE, MEASURABLE EXPERIENCES

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