



The HL Boutique

HOLLY LOUISE OSULLIVAN

OUR STORY

THE HL BOUTIQUE

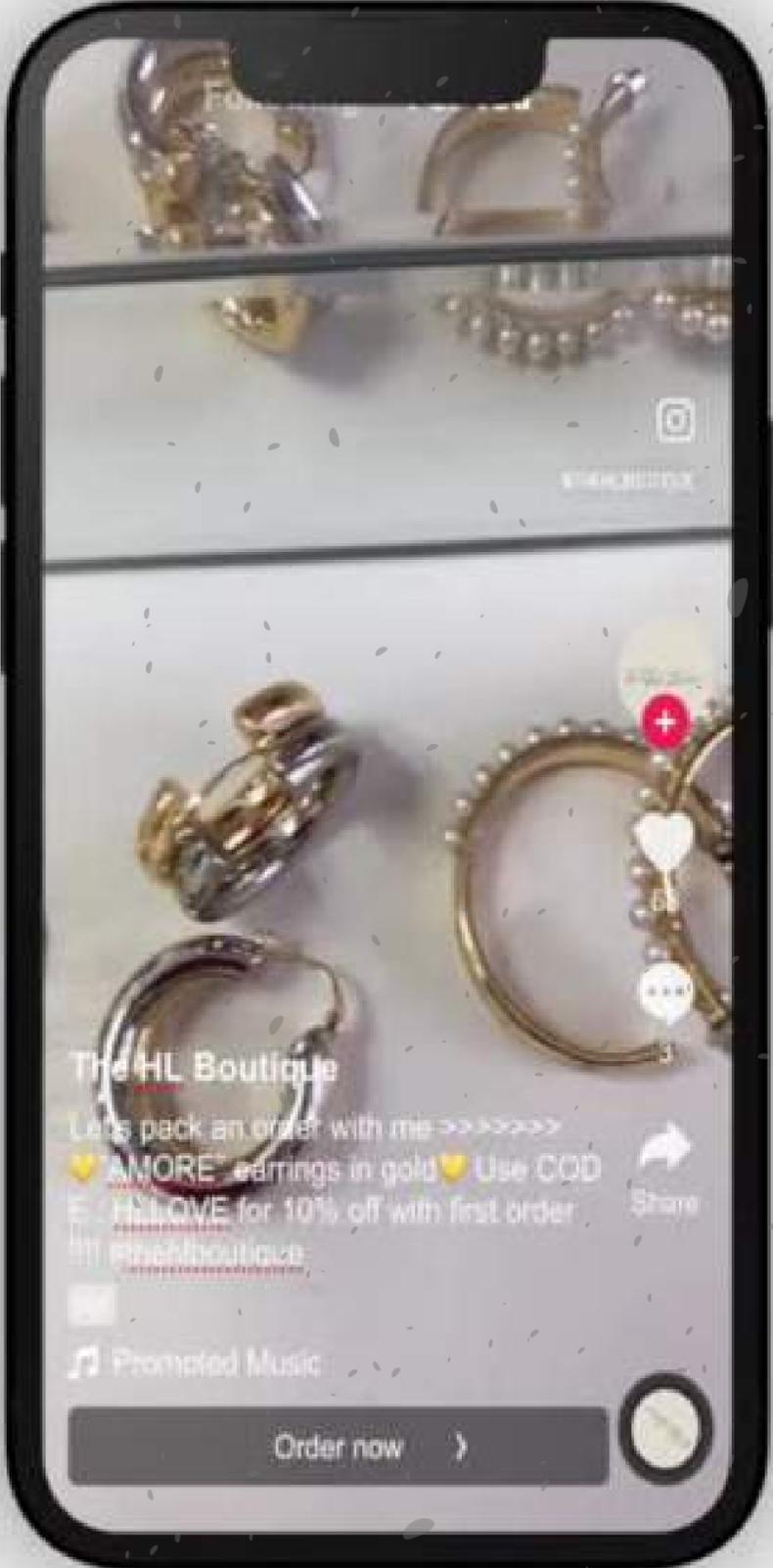
We provide handmade luxury jewellery
at a discounted price our moto is
"You can't put a price on Glamour" ✨

The HL Boutique



The HL Boutique





The HL Boutique

Let's pack an order with me >>>>>>

💛 AMORE earrings in gold 💛 Use COD

Et: HLQVE for 10% off with first order

!!! #thehlboutique

🎵 Promoted Music

Order now >



A GAP IN THE MARKET

Established Luxury Brands are often expensive and finding luxury jewellery at an affordable price is a difficult task we aim to tackle this problem by providing luxury products at an affordable price

OUR SOLUTION

WE PROMOTE VARIOUS OFFERS VIA OUR TIKTOK AND INSTAGRAM AS WELL AS COLLABORATING WITH UNIDAYS TO PROVIDE YOUNG STUDENTS WITH OFFERS ON OUR LUXURIOUS JEWELLERY COLLECTIONS

UNiDAYS

The A/L Boutique



The A/L Boutique

Get Offer

LAUNCHING SOON



Amore Earring



Day & Night Earring



Golden Pearls Earring

The ★ Tone of Voice ★

The HL Boutique appeals to women in GenZ with our use of following Tiktok Trends and having a collab with Unidays which is a platform that offers college-aged students discounts on their favourite brands. However, with our classic look and simple but stunning jewellery we appeal to a wide audience.

- Founder, Holly OSullivan

LAUNCHING SOON



The Look and Feel

The HL Boutique has a classic look and feel with our simplistic colour palette consisting of gold, silver and nude. We provide jewellery that suits a variety of skin tones with pieces that can be worn day and night. We name our pieces to give each item its own individual look and feel to appeal to a wide range of consumers with varying style and taste

- Founder, Holly OSullivan



OUR ACTIVATION IDEA

Our activation idea was to give young creative women and men the chance to design a bespoke piece of jewellery and become part of our team whilst promoting our brand via various social media platforms eg Instagram and Tiktok. This also gave us the opportunity to expand our work force and open up more creative roles in the Advertising Industry for Media students.



OUR PLATFORMS

Our platforms are communication tools that can be used to promote our jewellery. TikTok and Instagram are perfect platforms for this as they appeal to a young audience with 21.5% of TikTok's audience being young college aged women between 18-24 and 13.9% of the same demographic on Instagram.

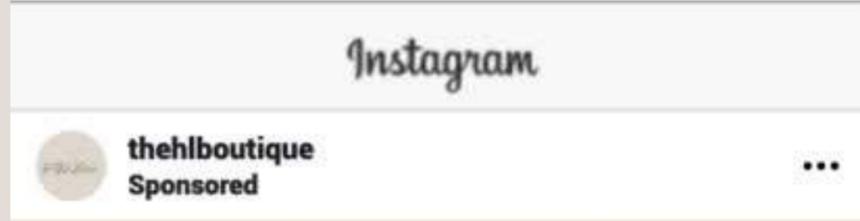


OUR CREATIVE RATIONALE

Our creative aim is to create logos and branding that reflect Luxury Brands' simplicity but add a modern twist that appeals to young women who are our target audience. We achieved this by using a simplistic beige and black font colour palette in our logo. We also offer silver and gold collections to suit a variety of palettes for young women to express their personality through our jewelry piece.



Examples of Social Media Posts



The HL Boutique

Get Offer >

thehlboutiquee ❤️ The HL Boutique is now in collaboration with UNIDAYS sign up now for 15% off both our new collections! ❤️ #thehlboutique

Following For You



@THEHL.BOUTIQUE

68

3

The HL Boutique

Let's pack an order with me >>>>>>>>

💛 "AMORE" earrings in gold 💛 Use CODE : HLLOVE for 10% off with first order

!!!! #thehlboutique

Ad

🎵 Promoted Music

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THANK YOU FOR
LISTENING!

Instagram and TikTok
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Holly Louise O'Sullivan
www.thehlboutique.com