

Product Brief: #56 Cheirosa Glittering Go-Go Girl: A Sweat-Proof Hair and Body Glitter Perfume Mist

Sol De Janeiro is an American fragrance and haircare brand founded in 2015. Our brand is inspired by Brazilian Summer Culture, and we specialize in selling body mists, lotions, hair products and deodorants. The brand has skyrocketed in popularity in recent years, which owner Heela Yang [attributes to the virality of our perfume on TikTok](#). To put this into perspective, during the 2023/24 fiscal year, in the six months ending on September 30th, [Sol de Janeiro experienced a 174% sales increase, to \\$454 million](#). Yang also says that the reason our brand's fragrance mists are so popular is due to the fact that a majority of our brand awareness is attributed to organic [posting by TikTok influencers](#), as well as the fact that consumers are looking for a product that is capable of doubling as a sophisticated fragrance, as well as one that can be used as a post-gym freshener. Currently, we sell [six different fragrances in our hair and body mist category](#), as well as a "[glow-motions body oil](#)" that features Brazilian-style glitter. The glow-motions body oil is a [best-seller on Sephora](#).

Our product will be a brand new one that is sweat-proof. It will be a new formulation that combines in one product the two concepts behind the current hair and body mist, as well as the glow-motions body oil. Our product, **#56 Cheirosa Glittering Go-Go Girl: A Sweat-Proof Hair and Body Glitter Perfume Mist**, will have a brand new scent (in the Vanilla scent family), a brand new [fragrance number](#) (56, in reference to our athlete partner's height which is [5'6](#)), color of bottle (Purple glitter with gold writing, which pays homage to our athlete partner) and will feature the Brazilian-style glitter in the product. Currently, Sol De Janeiro does not sell any sweat-proof fragrance mist products, and none of the fragrance mists contain body glitter as well. Importantly, the glitter in our product will be easily washed off, despite being sweat-proof, which aligns with the fact that [our products are natural and formulated without parabens or sulfates](#). Our main messaging behind this new product is that it is versatile enough to be used at any time, but it can specifically be used in an athletic setting (as it is sweat-proof). It can also add a sense of brilliance and excitement to working out/sporting events. The product draws particular inspiration from the sport of gymnastics, which typically intertwines a sense of "glitter and glamor" with a strong sense of athleticism. Significantly, Brazil was South America's first ever gymnastics team to [win a medal at the 2023 Gymnastics World Championships](#).

[Analysis of Sol De Janeiro's Instagram](#) shows that the largest audience segment is [Gen-Z](#) females. The largest portion of gymnasts in America are [females](#) aged [16-20](#) during their peak performance years. Accordingly, our target audience for this product is Gen Z females located in America who have a particular interest in trendy fragrance products, an interest in sweat-proof products, in using TikTok, in fitness (including, but not limited to gymnastics), in having a busy social life and in using "clean" products that mesh with, and compliment, their lifestyle.

Campaign Tagline: Glitter from the Gym to the Gala!

Social Media Post:



livvydunne
Sponsored





Shop Now 



89 views

livvydunne I'll be glittering from gymnastics to the gala with the NEW SCENT from Sol De Janeiro: #56 Cheirosa Glittering Go-Go Girl 💜 Sweat-proof and featuring the same Brazilian-style glitter from the famous Glow-motions Body Oil, get this vanilla scent today, and you too can fly! ✨ #soldejaneiro #soldejaneiropartner #newperfume #ad

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Athlete Partnership: Olivia “Livvy” Dunne, LSU Tigers Gymnast

Our athlete partner to help us launch this new product is Olivia, “Livvy” Dunne, a LSU Tigers Gymnast, and social media influencer. Dunne began her social media career on TikTok, and is currently the highest followed NCAA Athlete on social media with more than [7 million followers](#) on TikTok. On [Instagram](#), almost [60 percent](#) of her followers are female, which is the gender we are targeting. Olivia is also 21, which puts her in a similar age bracket as our target audience. The reason behind Dunne being the athlete partner is because she has a strong following on TikTok, which is the platform Sol De Janeiro attributes a majority of our following to. Furthermore, our new product is inspired by the sport of gymnastics, as well as a sense of synergy between an active lifestyle, and the desire to feel fresh and put together at all times.

Dunne is an accredited gymnast who regularly attends [Hollywood events](#). The packaging of our new product is purple and gold with shimmer detailing, which is inspired by [LSU’s uniforms](#). It is also important to note that the vanilla fragrance of our new product is one that Dunne has [stated is her favorite](#). Through coloring, scent formulation, scent number (56) and design, our product aligns with her personal brand. Dunne has also done TikTok and Instagram sponsorships with similar, but not identical, brands [such as L’Oreal Paris](#), indicating that her audience has interests in the beauty industry.

Dunne’s deliverables will be an Instagram post (see above), as well as a “Get Ready With Me for a Gymnastics Competition” Instagram Shorts/ TikTok similar to these videos: [Video 1](#), [Video 2](#), [Video 3](#), in which Dunne will spray herself using the product and highlighting the benefits/product features.