

Elevating Luxury Beauty

BUSINESS PLAN PRESENTATION

BY MICHELLE ANTOINETTE
DURANT CO-FOUNDER OF
MA BY ANTOINETTE



MA

by

Antoinette

LUXURY BEAUTY COLLECTION

PREMIUM
QUALITY
BEAUTY

MA

by

Antoinette

EAU DE PARFUM

100ml e 3.4 fl.oz

MA

by

Antoinette

LUMINOUS SKIN
FOUNDATION

30ml e 1.0 fl.oz

MA

by

Antoinette

LUXE LIP
GLOSS

100ml e 3.38 fl.oz

MA

by

Antoinette

SETTING MIST

HYDRATE • PROTECT • GLOW

100ml e 3.38 fl.oz

MA

by

Antoinette

BLUSH PALETTE

SOFT ROSE

EAU DE PARFUM
Golden Essence

LUMINOUS SKIN
FOUNDATION
Natural Beige

LUXE LIP GLOSS
Nude Glow

SETTING MIST
Hydrate • Protect • Glow

BLUSH PALETTE
Soft Rose

ELEGANCE IN EVERY DETAIL

PREMIUM
INGREDIENTS

CRUELTY
FREE

VEGAN
FRIENDLY

RESPONSIBLY
SOURCED

RECYCLABLE
PACKAGING

LUXURY BEAUTY THAT EMPOWERS CONFIDENCE



OUR BRAND STORY & TAGLINE

"Elegance in Every Detail"

MA by Antoinette was born from a deep belief that every woman deserves to feel confident, sophisticated, and beautiful. Our brand embodies elegance, self belief, and timeless beauty celebrating the woman who invests in herself.

We are more than a beauty brand. We are a statement of grace, refinement, and lasting allure.



FOUNDER & BRAND INSPIRATION

MA by Antoniette was created from my passion for beauty elegance and confidence. My vision is to empower woman through luxurious skincare, cosmetics and fragrance that celebrate timeless beauty and healthy skin because true luxury is found in every detail.

PRODUCT PORTFOLIO

01

Premium Makeup Collection
Eyeshadow palettes, lip glosses, lipsticks & face glow
sprays luxury formulations for a flawless finish.

02

Exclusive Signature Fragrance
A sweet floral scent embodying elegance and confidence
the ultimate expression of the MA by Antoinette identity.

03

Luxury Skincare & Haircare
Future expansion into premium skincare and haircare
lines, crafted with organic, skin friendly ingredients.

04

Premium Wigs & Extensions
Curated luxury hair extensions and wigs quality
craftsmanship for the discerning woman.

UNIQUE SELLING PROPOSITION

01 Luxury Formulations

Skincare-focused formulations crafted for women 30-50+, blending premium makeup with long-term skin health benefits for a truly luxurious experience.

02 Ethical & Organic

100% cruelty free and enriched with organic ingredients, our products nurture the skin while delivering flawless, sophisticated results.

03 Elegance & Confidence

Iconic black and gold packaging designed to inspire confidence, elegance, and timeless beauty a statement of refined luxury in every detail.



MARKET RESEARCH INSIGHTS

01

UK Beauty Market Size

Valued at £13.88 billion in 2026, the UK beauty market presents a significant and growing opportunity for luxury brands.

02

Online Retail Dominance

Over 50% of beauty sales are driven by online retail, making e-commerce a critical channel for brand reach and revenue.

03

Women 30–50+ Engagement

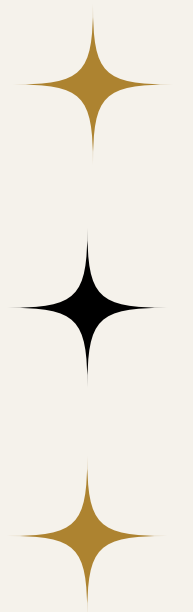
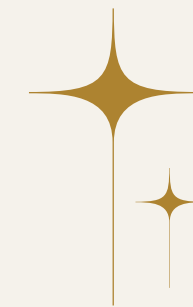
Women aged 30–50+ represent a high-value segment with strong purchasing power and deep brand loyalty in beauty.

04

Healthy Ageing Trend

Rising demand for skincare-infused cosmetics and anti-ageing solutions fuels premium product adoption in this demographic.

MARKETING STRATEGY & CHANNELS



Digital Marketing

Instagram, TikTok & Facebook campaigns targeting women 30-50+, with curated luxury content and paid advertising.

Influencer Marketing

Leveraging founder's daughter with 100,000+ followers for authentic brand reach and high-impact audience engagement.

E-Commerce Platform

Dedicated e-commerce website offering a seamless, premium shopping experience with easy navigation and secure checkout.

Personal Delivery

Personalised door-to-door delivery service reinforcing brand loyalty and an exceptional customer experience.

OUR VISION



01

Eco-Friendly & Recyclable Packaging

Our luxurious black and gold packaging is crafted from recyclable, environmentally responsible materials beautiful design that honours the planet.

02

Ethical Sourcing & Sustainable Manufacturing

Every MA by Antoinette product is made with ethically sourced, cruelty-free ingredients and produced through sustainable manufacturing practices.

03

Skin-Friendly, Long-Term Health Formulations

Organic, skin-loving ingredients chosen for lasting health benefits because 91% of UK consumers value sustainability, and so do we.

FINANCIAL PLAN OVERVIEW



01

Estimated start up costs are approximately £5,000 fully self-funded to maintain complete creative and financial control.

02

Core Investments: product samples, luxury packaging, website development, and initial marketing campaigns.

03

Operational Essentials: initial stock procurement and premium shipping supplies for door-to-door delivery.

04

Self-Funding Strategy: eliminates debt, reduces financial risk, and preserves full ownership of the brand.

COMPETITOR LANDSCAPE & DIFFERENTIATION



- Key Competitors: Charlotte Tilbury · Fenty Beauty · The Body Shop
- MA by Antoinette stands apart through:
- Affordable Luxury: Premium quality at accessible price points
 - Skincare-First: Organic, skin-loving formulations for long-term health
 - Iconic Packaging: Sophisticated black & gold aesthetic
 - Personalized Service: Door-to-door delivery & loyal customer care
 - Authentic Story: A founder-led brand built on passion and purpose

CONCLUSION & PATH FORWARD

MA by Antoinette is poised for long-term success in the luxury beauty market. With a strong market opportunity, premium quality formulations, and sophisticated black and gold branding, the brand is built to endure. Our targeted social media strategy and influencer partnerships will drive growth, while future expansion into skincare, haircare, and premium extensions ensures a compelling path forward.

Thank you – Questions & Contact Welcome.

