



stella & dot



TO GIVE EVERY WOMEN THE
MEANS TO STYLE HER OWN LIFE

....JESSICA HERRIN

FOUNDER AND CEO

JESSICA DILULLO HERRIN

... Empowering thousands of women to go into business on their own terms.

... A social selling boutique-style jewelry company based in San Francisco.

... America's Richest Self-Made Women in 2016



WHAT YOU ACQUIRE

1. REACH YOUR TARGET OF HIGH COST
2. IMPLEMENT THE **BRAND IMAGE**
3. DEVELOP A STRONG COMMUNITY
4. SUCCESSFUL PROCESS OF BEING INTERNATIONAL

CHALLENGES AND OPPORTUNITIES

- Unknown in France
- Prices of product
- Product placement
- Easy to connect
- Diversity of product
- Wide range of prices



STRATEGY

1. AWARENESS

BRAND ENDORSEMENT

SOCIAL MEDIA

CORPORATE SOCIAL RESPONSIBILITIES

TRADITIONAL MEDIA

2. SELLING

ONLINE

SOCIAL SHOWS

KEY SUCCESS



- 1. Trading Process (Direct)***
- 2. Many Americans Muses***
- 3. Miscellany of Styles***

SUMMARY

- Stella & Dot is a social retail platform that gives women the tools to run their own businesses from anywhere, anytime.
- We specialize in clean beauty, elevated fashion, and one of a kind jewelry designed for every woman
- Too many women struggle with balancing family life and a successful career,

THANK YOU

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