

LEXIDESIGN

SPA - BEAUTY - WELLNESS

BRANDING - CONSULTING - MARKETING



BROKEN RULES
FRESH CONCEPTS
UNFORGETTABLE EXPERIENCES

LEXIDESIGN creates thoughtful and innovative spa, beauty, and wellness brands. Providing a fresh perspective, professional guidance, and a proven roadmap, we will launch your new business or take your existing business to the next level.

DAY & MEDICAL SPAS | WELLNESS CENTERS
FITNESS & YOGA STUDIOS | BEAUTY & LIFESTYLE PRODUCTS



START UP BRANDING MARKETING



SPA START UP

An ideal guide for the aspiring spa entrepreneur who needs some professional insight and a practical road map.



Business Planning

- Market feasibility
- Business Plan
- Financial Forecasts

Pioneering Concepts

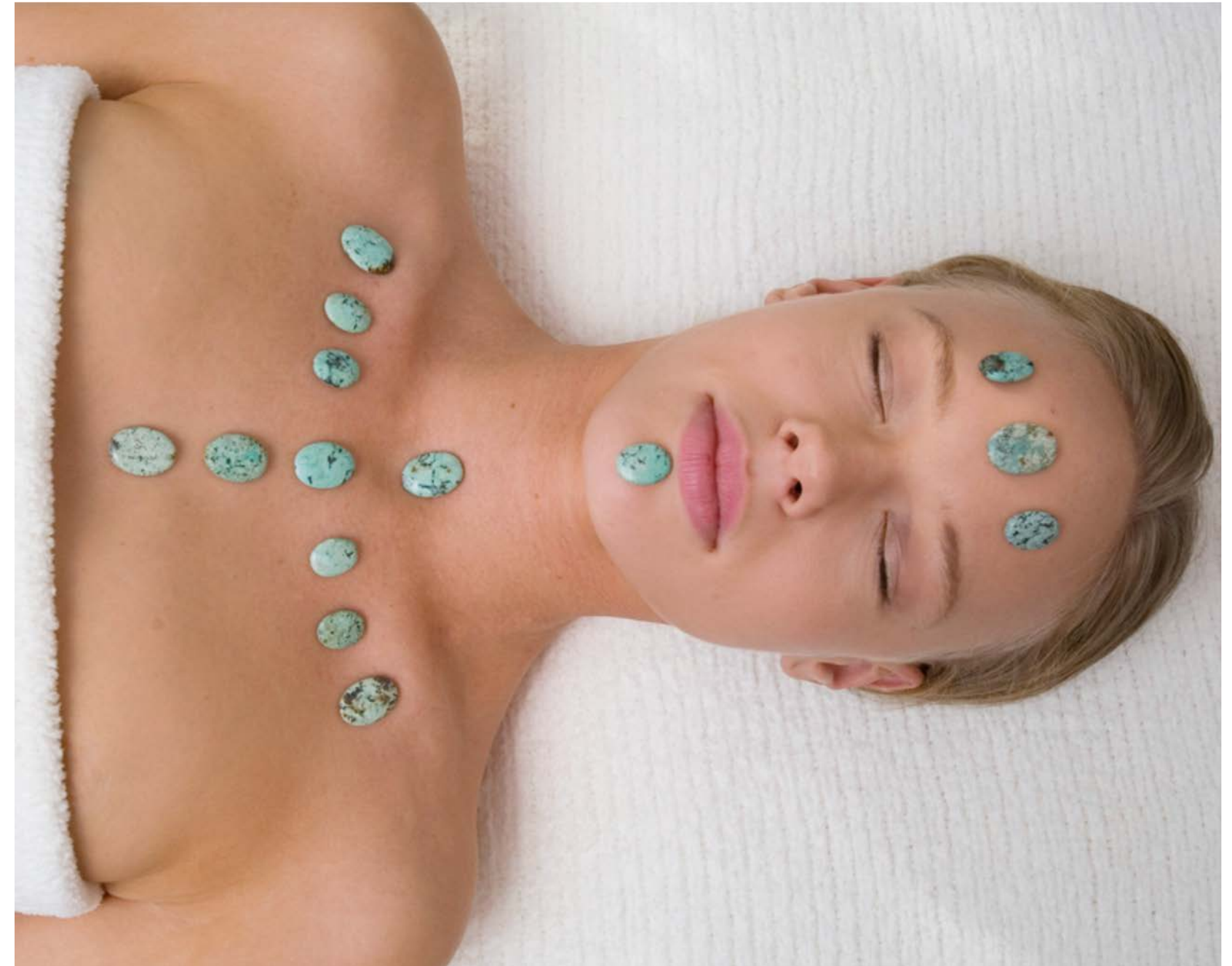
- Identify New Trends
- Develop Service Menu
- Design Distinctive Touches

Operations Infrastructure

- Turnkey Systems
- Manuals
- Training

Retail Planning

- Retail Selection
- Planogram
- Point of Sale



BRANDING

A creative and fresh approach that ensures the message you want to deliver is truly the message your clients are getting.

Brand Identity

- Name + Logo
- Marketing Collaterals
- Signage
- Website

Brand Story

- Define Core Message
- Uncover Your Voice
- Content Creation

Private Label Products

- Product Development
- Content Creation
- Packaging Design

Photo + Video

- Photo Shoot
- Video Shoot



MARKETING

The perfect solution for the entrepreneur who desperately needs a second set of hands (and eyes).



Promotional Campaigns

- Quarterly Promotions
- Sales Types
- Loyalty + Referral

Digital Strategy

- Search Engine Optimization
- Pay Per Click Advertising
- Track Progress

Grass Roots Initiatives

- Strategic Partnerships
- Community Outreach
- Digital Newsletters

Social Media

- Content Development
- Engage + Increase Followers
- Build Brand Awareness





CASE STUDIES



TAKE A PEEK AT SOME OF OUR INNOVATIVE, AUTHENTIC BRANDS FROM FIERCE, ASPIRATIONAL FEMALE ENTREPRENEURS



CASE STUDY :



Truth + Beauty

Bravo Realty Star Cori Goldfarb envisioned a 'beauty playground' and she enlisted LEXIDESIGN to bring that vision to life. We created a concept for today's modern woman that mixes medical aesthetics and beauty necessities. The 5,000 square foot, state-of-the-art medical spa has nine treatment rooms that invite clients to choose from 1-10 beauty solutions plus luxury products from the spa's private label skincare line. LEXIDESIGN also created a full spectrum of branded features: custom wallpaper, skincare products, retail signage, signature logo and more...





CASE STUDY :

beautycult

skin care for the beauty obsessed

Always looking to stay ahead of the trends, LEXIDESIGN rebranded Beauty Cult's medical aesthetics to be youthful, cool and fun. We recognized that beauty services are a social outing, so developed a signature facial bar with a fully immersive, branded experience. LEXIDESIGN also created Beauty Cult's Manifesto to add depth and client-ownership to the brand, as well as an exclusive skincare product line, Instagram wall, and swag galore.





CASE STUDY :



LEXIDESIGN is proud to create the first true Botox Bar in the country. Located between Boulder and Denver, Youthbar exudes sophistication, featuring a bar where clients can get Botox as casually as they get manicures! We created signature menu icons to make Injectables easy, paired with a fully branded space: signature wallpaper, skincare products, and an Instagram wall for that post-Botox glamor shot! In order to share the Youthbar message with a wider audience, LEXIDESIGN also created fast-paced, modern branded videos.





ABOUT ALEXIS

She may jokingly call herself an “oldie,” but Alexis Ufland is definitely a top “goodie” in the industry. Alexis started her career with extensive, international experience. Beginning with Steiner Transocean (the world’s largest spa company) and Carnival Cruise Lines, she served as THE aerobics instructor. There’s a video out there with her and Kathie Lee Gifford working out... Jane Fonda would be so proud. Moving to Singapore, Alexis collaborated with a consulting firm to develop and launch new spa concepts throughout Asia. From there, she revamped a premiere destination spa in Italy before heading to Spain to consult with Marriott International. During that collaboration, Alexis built a premiere spa and fitness center in the Canary Islands. She returned to New York City in 2000, building the first medical spa in the country and helping to shape and mold the medical spa industry. Her clients are diverse: from Deepak Chopra to the Starwood and Marriott Hotel Groups.

For the past 18 years, Alexis has owned and operated **LEXIDESIGN**: a consulting, branding, and marketing firm specializing in spa, beauty, and wellness. Driven by the principle that rules should be broken, concepts should be fresh and innovative, and a customer’s experience should be unforgettable, Alexis’s integrity, professionalism, and humor allow her to guide entrepreneurs around the world in building the company of their dreams.

Alexis is currently based in the West Village of New York City. In addition to **LEXIDESIGN**, she is the owner/operator of SPARTY!, an event planning company specializing in spa and beauty events and parties. Alexis’s unparalleled familiarity with every facet of spa development, operations, marketing, and management makes her a necessary voice across platforms. You can find her writing in numerous magazines and online trade publications, and speaking at conferences and events worldwide.

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