

KAYALI PROPOSAL

DINA AZIZ · MAY 2026

WHICH ONE ARE YOU?

A CAMPAIGN PROPOSAL

WHICH ONE ARE YOU?

Fragrance layering, reframed as identity
For Kayali's Eden Sweet Peach | 35 & Eden
Plush Pear | 23.

PREPARED BY DINA AZIZ · MAY 2026



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EXECUTIVE SUMMARY

THE THESIS, IN ONE PAGE

\$600M

Kayali's valuation following a stake investment from General Atlantic.

WWD, 2026

3×

The engagement multiple Kayali's best "moment" content already achieves over its account average.

Instagram analysis, 2026

5.3%

Average TikTok engagement rate for duet-format content — the format this campaign is built around.

Industry benchmark, 2026

0

Prestige fragrance brands running a two-product launch that teaches scent layering as identity.

Competitive scan, 2026

Kayali doesn't need a campaign to prove it can grow — it is already the #1 premium fragrance brand at Sephora, on a \$600M valuation. **What it needs is a campaign that turns its single biggest structural advantage — being the one prestige brand built around the ritual of layering — into a piece of culture, not just a product launch.** "Which One Are You" does exactly that: it sells two new fragrances, teaches the behaviour that makes Kayali different, and gives Kayali's own content a proven reason to beat its baseline by 2–3×.

01 · WHY NOW

THIS BRAND IS ALREADY WINNING.

\$600M valuation

Following a stake investment from private-equity firm General Atlantic.

#1 at Sephora

The number one premium fragrance brand at Sephora, and among the top five overall.

\$100M in the U.S. in 7–9 months

How fast Kayali crossed \$100M in U.S. sales alone — on an estimated \$150M+ global revenue.

Independent, built to move fast

Founded in 2018 by Mona Kattan, spun out of Huda Beauty; she now runs it full-time with 130+ staff.

Source: WWD, 2026. Figures as reported, not independently audited.



02 · CATEGORY CONTEXT

NOT A ONE-OFF LAUNCH. A PATTERN.

RELEASE	GOURMAND SIGNATURE
Vanilla 28	The fragrance that established Kayali’s gourmand identity
Yum Bourjee Marshmallow 81	Marshmallow, musk, warm sugar
Lovefest Burning Cherry 48	Cherry, praline, warm amber
Eden Sweet Peach 35 NEW	Peach, red apple, vanilla, praline, tonka
Eden Plush Pear 23 NEW	Plush pear, orange blossom, vanilla, praline, tonka

THE WHITESPACE

Gourmand is now Kayali’s house style. And layering is the one ritual no other Western-facing prestige brand builds its story around — it comes straight from Mona Kattan’s Middle Eastern heritage.

“Which One Are You” is the first campaign to make that ritual the entire plot — not a footnote in a product description.

03 · THE INSIGHT

WOMEN ARE NEVER JUST ONE THING.

She is not inconsistent. She is complex — and her fragrance should be too.



VISUAL DIRECTION

COLOR PALETTE

#8C2F54	#E27BA1	#F4C6D4	#F7E7E3	#C09A56	#3A2028
Raspberry Rose	Rose Pink	Soft Pink	Blush	Gold	Ink

Two moods, one brand.
A soft blush side and a deep rose side, echoing Version One and Version Two of the film. Gold keeps it premium; ink grounds it. The whole system reads unmistakably pink — feminine, confident, and layered.



04 · THE CREATIVE CONCEPT

FOREVER ROSE CAFÉ.

Soft pink lighting. Roses everywhere. Mona enters — and something feels off. She is two people.

01

Version One — Intense.

All black. Black coffee. One sweetener, two, three; her drink deepens.

Eden Sweet Peach | 35

02

Version Two — Soft.

All white. Matcha latte. Sweetener added gently; her drink softens.

Eden Plush Pear | 23

03

The Mirroring.

Same face, different energy. Stirring drinks, fixing hair, glancing up in sync. Tension builds.

04

The Twist — Layering.

They don't choose. The dark version softens with Sweet Peach; the soft version deepens with Plush Pear.



Concept render; direction, not final design.

05 · WHY IT WORKS

THIS CAMPAIGN SELLS THREE THINGS.

01

Both products

Sweet Peach and Plush Pear. Equal billing, one campaign — no hero, no afterthought.

02

Layering as behaviour

The twist teaches customers to layer. Only Kayali owns this ritual as a brand story.

03

Identity, not just scent

She is never just one thing. Kayali holds both versions of her at once.

07 · TARGET AUDIENCE

WHO SHE IS.



01

The Gourmand Loyalist

Already buys Kayali for its dessert-like signatures — Vanilla | 28, Marshmallow | 81. Primed to add a second Eden scent and layer.

02

The Layering-Curious

Follows fragrance TikTok and owns three-plus perfumes, but has never been shown how to combine them. This campaign hands her the method.

03

The Duet Native

18–27, lives on TikTok, joins trends by remixing them. The split-screen format is her native language.

06 · PERFORMANCE BENCHMARK

HOW KAYALI'S CONTENT ACTUALLY PERFORMS



Reading it: the account averages 0.33% engagement. Posts built around a full scene or moment — not a bottle shot — run at 2–3× that.

“Which One Are You” is a full concept: a café, two characters, a twist. It’s built in the exact format that already outperforms.

Sources: @kayali & @monakattan public Instagram, 12 Mar–11 Apr 2026; baseline via SocialInsider.io (1.6M followers, 0.33% ER). Engagement = (likes + comments) ÷ followers; treat as directional.

07 · WHY THIS FORMAT WORKS

THE SPLIT-SCREEN DUET ISN'T JUST A CREATIVE CHOICE.

5.3%

Average engagement rate for TikTok duet-format content across brand accounts.

+30-50%

Larger reach for stitched / duetted content vs. a standalone video.

+28%

Faster follower growth for brands duetting or stitching at least twice a week.

3×

Engagement increase reported by beauty brands running trending-challenge duets.

Precedent beyond fragrance: Beyoncé's 2013 Pepsi "Mirrors" ad put her opposite different versions of herself and became one of the most talked-about ads of the year on the idea alone. The difference here — this one sells two products and teaches a behaviour, built in the exact format TikTok's own data says already outperforms.

08 · THE CONCEPT SCALES

BEYOND THE FILM.

TikTok

Split-screen duet format. Users show their own “black coffee vs. matcha” self. The campaign becomes a trend.

Target: 30–50% larger reach than standard content.

Sephora

Two-sided in-store display. Black side, blush side, mirror in the centre. A QR code plays the film.

Target: 1.0%+ engagement lift on owned channels.

Out of Home

Billboard split down the middle. No copy except “Which one are you?” and the Kayali logo.

Target: top-5 market coverage, timed to Sephora.

CRM / Email

“Which version are you today?” A quiz personalises the recommendation and drives layering basket value.

Target: quiz-to-purchase vs. the 0.81% Eden launch.

09 · BRINGING IT INTO THE REAL WORLD

THE FILM BECOMES A PLACE YOU CAN WALK INTO.

A pop-up Layering Bar, built for the campaign.

One counter, two moods: a soft “Matcha Bar Heaven” side and a darker “Dark Horse” side, mirroring Version One and Version Two. A mood menu lets guests pick how they feel — clarity, softness, power or focus — and get layered into a scent to match.

Placed at the Sephora flagship activation and as a standalone pop-up, feeding the same content loop as TikTok and OOH.



Concept render; direction, not final design.

10 · PROJECTED IMPACT

WHAT THIS IS BUILT TO MOVE.

Targets, benchmarked against Kayali's own numbers — not invented from scratch.

Engagement rate

Campaign content vs. the 0.33% account baseline.

Target: 1.0%+ — matching the Coachella post (3× baseline).

Layering attach rate

% of buyers purchasing Sweet Peach and Plush Pear together.

The core commercial thesis of this campaign.

TikTok duet participation

Organic split-screen duets and stitches of the launch film.

Target: reach 30–50% above standard content.

Sephora sell-through

Eden collection sell-through during the activation window.

Measured against Kayali's existing #1 Sephora position.

11 · GLOSSARY

SO WE'RE WORKING FROM THE SAME PAGE.

Engagement rate

(Likes + comments) ÷ followers for a post or account average — the core benchmark used throughout this deck.

Fragrance layering

Wearing more than one fragrance together to build a personal scent — a Middle Eastern tradition and Kayali's core ritual.

Attach rate

The share of purchases in which a second, related product is bought alongside the first — e.g. Sweet Peach with Plush Pear.

Duet / Stitch

TikTok formats that play a user's video alongside or after another creator's; the mechanic this film is built to trigger.

Gourmand fragrance

A family built on dessert-like, edible notes — vanilla, praline, caramel, musk — as opposed to florals or woods.

The intensity number

The number after each name (e.g. "I 35") marks its place on Kayali's own intensity scale — part of what makes the naming distinctive.

12 · ROADMAP

HOW I'D SEQUENCE THIS.

01

Pre-production

Creative sign-off · casting · Forever Rose Café location scout · Layering Bar build brief · media plan across TikTok, Sephora, OOH, CRM.

02

Production

Film shoot (Scenes 1–3 and The Twist) · Layering Bar fabrication · influencer & creator seeding kits prepared.

03

Launch & amplification

Film goes live on TikTok and CRM · Sephora activation and OOH go live · Layering Bar pop-up opens · duet/stitch seeding begins.

04

Read & optimise

Engagement, duet participation and sell-through tracked weekly against the benchmarks · budget shifts to whichever channel overperforms.

**Kayali is not about choosing who you are.
It is about layering who you are.**



K A Y A L I

GET IN TOUCH

DINA AZIZ

EMAIL dina.enquiry@gmail.com

LINKEDIN [linkedin.com/in/dinaaziz](https://www.linkedin.com/in/dinaaziz)

BASED IN **London, UK · Open to Dubai**

