

SÖTBELLA x Onbeat Entertainment: Crafting Luxury Through Influencer Campaigns

This case study delves into a successful collaboration between SÖTBELLA, a luxury fashion label, and Onbeat Entertainment, showcasing how strategic influencer styling and content integration elevated brand perception and engagement within the luxury evening wear market.

SÖTBELLA

Introducing SÖTBELLA: Effortless Glamour for Premium Occasions

SÖTBELLA specialises in exquisite evening gowns, sophisticated cocktail dresses, and timeless pieces designed for women who embody effortless glamour. Their commitment to quality and contemporary style is evident in every creation.

- **Premium Fabric Finishes:** Ensuring luxurious feel and drape.
- **Modern Silhouettes:** Contemporary designs that flatter and captivate.
- **Elegant & Glamorous Appeal:** Crafting looks that exude sophistication.



📄 SÖTBELLA's mission is to be the premier choice for discerning women seeking high-end evening wear for special events.

Strategic Campaign Objectives

The primary goal was to significantly increase brand awareness among a premium female audience (18-35) by strategically integrating SÖTBELLA's collection into luxury lifestyle narratives.

Showcasing Outfits in Luxury Settings

Integrating SÖTBELLA pieces into opulent environments to enhance brand prestige.

Aspirational Looks via Stylish Influencers

Leveraging fashion-forward creators to cultivate desirable and trend-setting aesthetics.

Driving Social Media Consideration

Encouraging audience engagement and desire for SÖTBELLA outfits for upcoming special events.



Curated Influencer Strategy by Onbeat Entertainment

Onbeat Entertainment meticulously selected premium fashion influencers whose personal aesthetics perfectly aligned with SÖTBELLA's brand ethos, ensuring authentic and impactful content.

Luxury Lifestyle Creators	50K–300K	High perceived value, aspirational content
Party & Event Influencers	20K–150K	Authentic showcase of real-event usage
Travel & Resort Fashion Creators	30K–200K	Highlighting versatile styling options

Dynamic Content Formats Planned:

- Stylised Photoshoot Reels
- "Pick My Outfit" Styling Videos
- Event Night Looks
- Luxury Resort / Hotel Fashion Content
- UGC Try-On + Outfit Details

Visual Highlights: Captivating Content in Action

The campaign delivered a rich array of engaging content, strategically placing SÖTBELLA's designs in compelling visual narratives that resonated with the target audience.

Luxury Night Look at Palace Hotel

A high-end black gown showcased against a regal backdrop, significantly amplifying its aspirational value.

LBD Collection Showcase

Creators promoted the concept of "LBD to the rescue" for all party and event needs, highlighting SÖTBELLA's iconic black dresses.

Event & Award Night Glam

Real-world visibility at live events, with creators donning intricate crystal and lace gowns, boosting brand credibility.

"Pick My Outfit" Try-Ons at Hotels

Premium fit and versatile styling options demonstrated for various occasions: weddings, cocktail nights, and holidays.

Tangible Results & Brand Value Delivered

The campaign yielded impressive results, showcasing Onbeat Entertainment's ability to translate creative strategy into measurable success for SÖTBELLA.

1.3M+

Influencer Views

Achieving significant organic reach and visibility across platforms.

8.7%

Average Engagement

High interaction rates indicating strong audience resonance with the content.

3.4K+

Saves on Outfits

Demonstrating clear purchase intent and audience desire for SÖTBELLA products.

Brand Perception:

Successfully positioned SÖTBELLA as the quintessential luxury fashion brand for high-end occasions, reinforcing its premium market standing.

Direct Queries:

Numerous inquiries for specific outfits for birthdays and weddings, indicating direct consumer interest.



Why SÖTBELLA x Onbeat Entertainment Succeeded & Next Steps

Key Success Factors:



Perfect Audience Match

Targeting young, premium-spending females.



High-End Productions

Superior content quality and real-event styling.



Consistent Luxury Theme

A unified "Luxury + Relatable" narrative.



Authentic Creator Appeal

Genuine endorsements, not forced branding.

Next Phase Recommendations:

- **Influencer Styling for Weddings + Cocktail Brand Campaign:** Expanding into specific event categories.
- **Micro-Influencer Try-On Series for Conversions:** Focusing on direct sales pathways.
- **Instagram Spotlight Ads on Best-Performing Videos:** Amplifying successful content for broader reach.

📄 Onbeat Entertainment are specialists in scaling premium fashion brands through authentic creators and high-end content. Let's connect to elevate your brand!

Let's Connect & Grow Together

