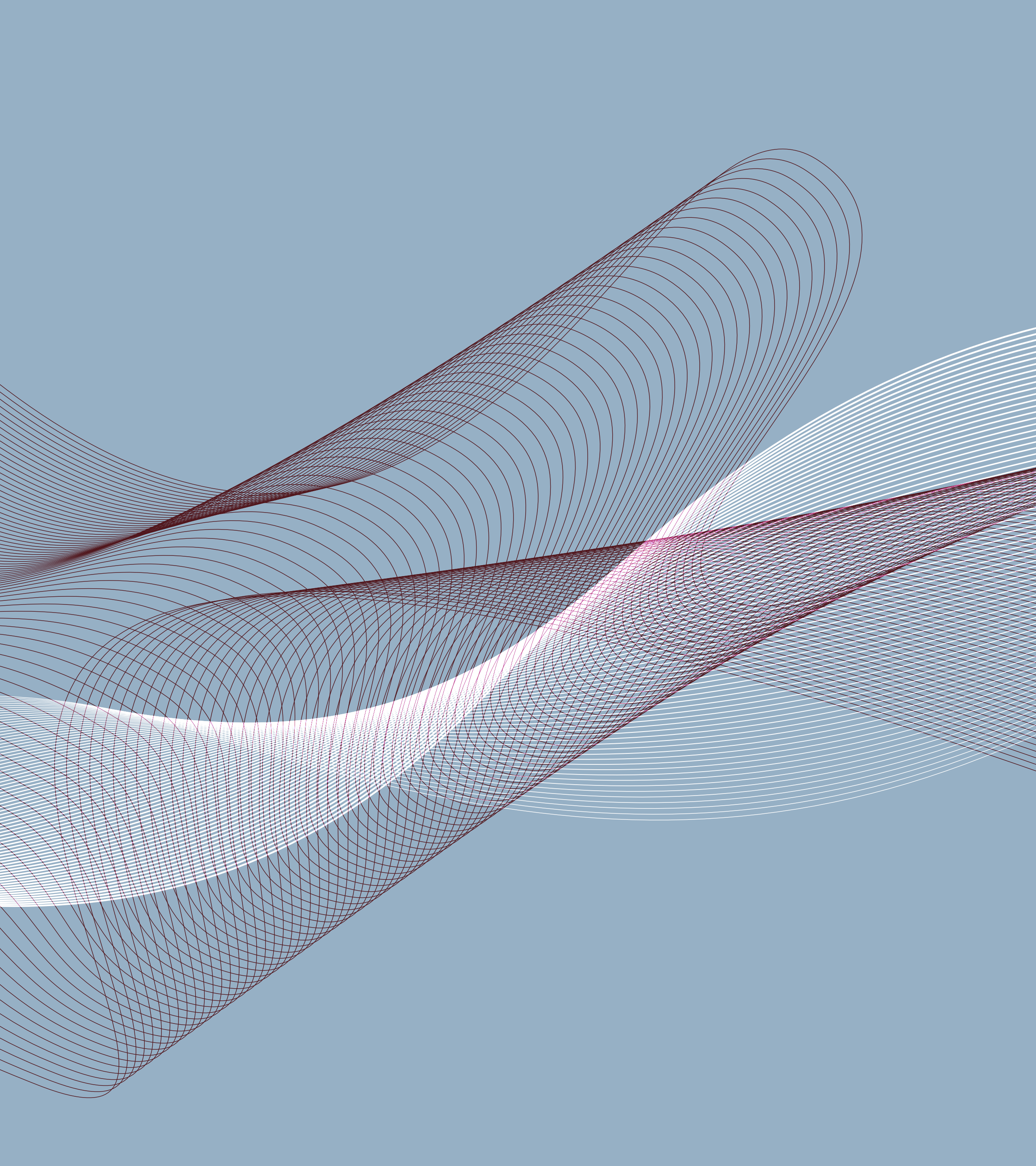




**BOUTIQUE BRAND
AGENCY**



WHERE BRANDS
BUILD INFLUENCE



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WHO WE ARE

At Brand Atelier, we believe the most powerful brands are built on insight — understanding people, what they value, what inspires them, and what makes them feel seen.

Because real impact isn't driven by visibility alone. It's built on relevance and influence — telling the right story, to the right audience, in a way that genuinely resonates.

This philosophy defines Brand Atelier as a boutique agency specializing in luxury PR, VIP activations, and influencer-led campaigns for premium brands. It's where creativity, expertise, and cultural insight come together to craft tailored solutions that elevate presence and shape perception.

With a strong focus on precision, creativity, and execution, we help brands express themselves with intention, build meaningful connections, and create lasting impact — while setting a higher standard of excellence in the industry.





OUR MISSION

To create impactful marketing, luxury PR, and meaningful partnerships that strengthen brand presence and drive measurable growth.

OUR VISION

To become the trusted partner for brands seeking lasting relevance, stronger market presence, and sustainable growth across Saudi Arabia and the GCC.

THE BRAND ATELIER MINDSET

b Creativity

A constant pursuit of fresh thinking, bold ideas, and work designed to make an impact.

b Trust

Strong partnerships that are built through transparency, reliability, and shared success.

b Excellence

A commitment to delivering work marked by precision, quality, and distinction.

b Flexibility

An agile approach that allows us to respond quickly and effectively to evolving client needs.

b Competence

Expertise applied with purpose — earning our clients trust through professionalism, performance, and consistency.

b Cultural Awareness

We stay closely attuned to cultural shifts, audience behavior, and emerging trends to ensure every brand we work with remains relevant, timely, and aligned with its audience.

b Influence with Purpose

We believe influence should be intentional — built on authenticity, credibility, and meaningful connection rather than short-term visibility.





BASHAYER ALJANAD

FOUNDER & MANAGING PARTNER, BRAND ATELIER

Bashayer AlJanad brings a distinctive blend of analytical precision and creative thinking, shaped by her engineering background and refined through years of leading marketing, PR, and influencer strategies across Saudi Arabia and the GCC.

Her approach combines structure with creativity, bringing together strategic thinking and a deep understanding of what captures attention, builds trust, and drives engagement. She has led high-profile campaigns and collaborations with global brands and executive stakeholders, specializing in influencer partnerships, strategic collaborations, and campaigns that deliver measurable growth.

At Brand Atelier, she has built a boutique brand agency rooted in this philosophy, helping premium brands strengthen their presence through luxury PR, brand partnerships, influencer collaborations, and impactful brand experiences across the region.

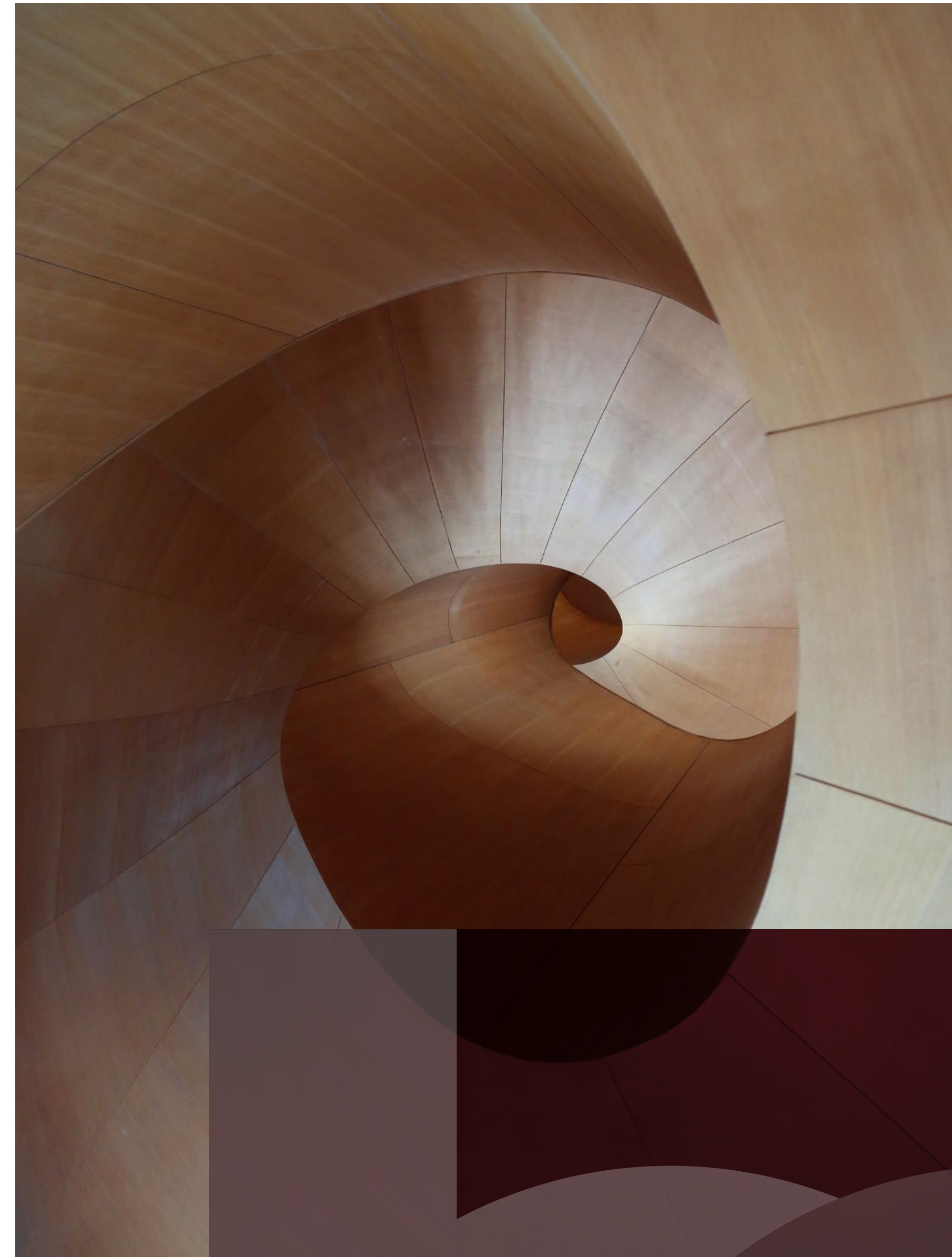
STRATEGIC GROWTH MODEL

Our approach is built on the belief that strong marketing is never just creative or strategic — it's the balance of both, working with clear intent.

Every idea, campaign, and activation is developed with a focus on originality, relevance, and measurable impact. The goal is not only to differentiate brands, but to position them in a way that creates genuine connection with the right audience.

Collaboration sits at the center of how we work. Through a transparent and engaged creative process, we partner closely with clients to shape solutions guided by key principles: continuous innovation, distinct brand positioning, challenging convention, creating memorable experiences, and telling stories that resonate.

Grounded in a culture that values precision, creativity, and forward thinking, this approach allows us to deliver work that is both well-founded and creatively compelling.



RESULTS THAT MATTER

Creating impact requires more than creativity, it demands expert execution at every stage. To drive meaningful growth, we apply a results-focused approach built around: four core pillars:

Market Insights

Leveraging research and audience insights to identify opportunities and guide informed marketing decisions.

Creative Campaigns

Developing distinctive campaigns and creative concepts that capture attention, strengthen brand visibility, and inspire engagement.

Brand Experiences

Designing memorable brand experiences that foster meaningful connections, build loyalty, and leave a lasting impression

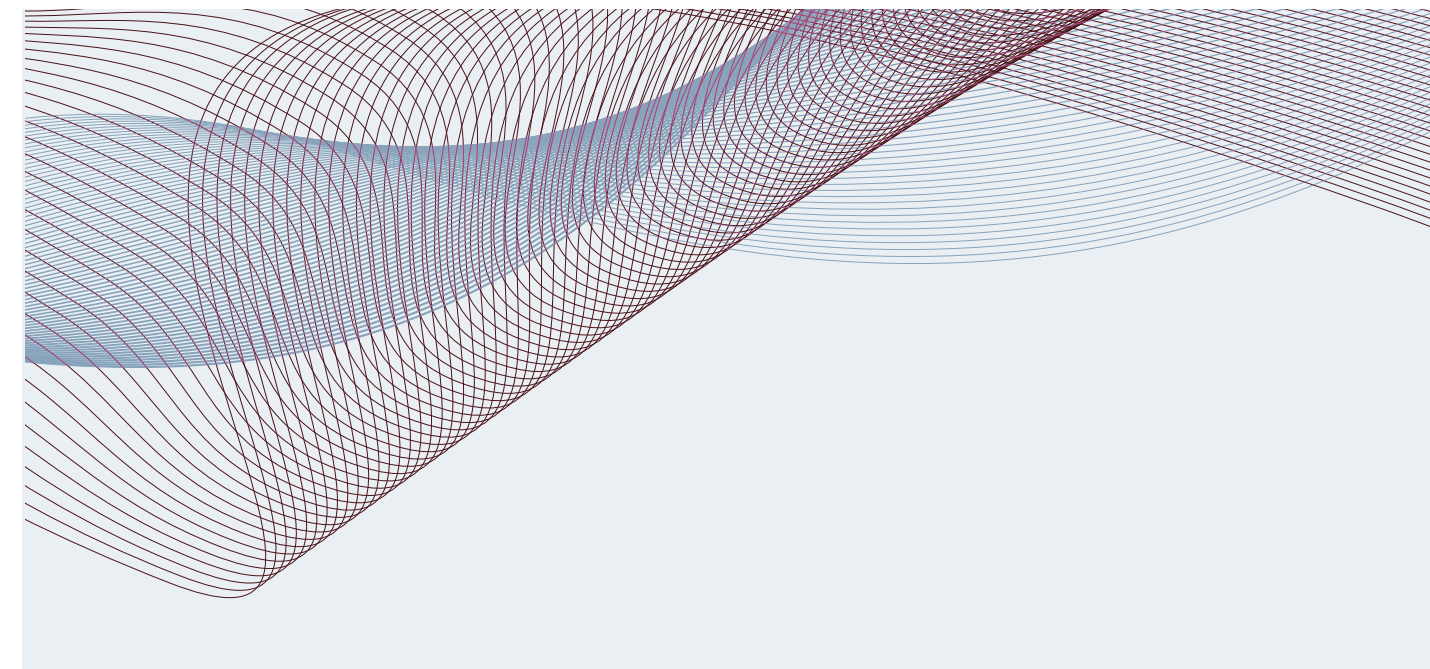
Performance & Optimization

Monitoring, refining, and optimizing performance to maximize measurable results.



RESULTS THAT MATTER

Through effective execution and performance-led marketing, we delivered measurable growth across key areas over the past year.



Annual Growth Rate

120%

Delivered an outstanding year-over-year growth increase through sustained performance.

Number of Campaigns

2500

Executed 2500 successful campaigns, reflecting significant growth in scale, reach, and impact.

Clients served

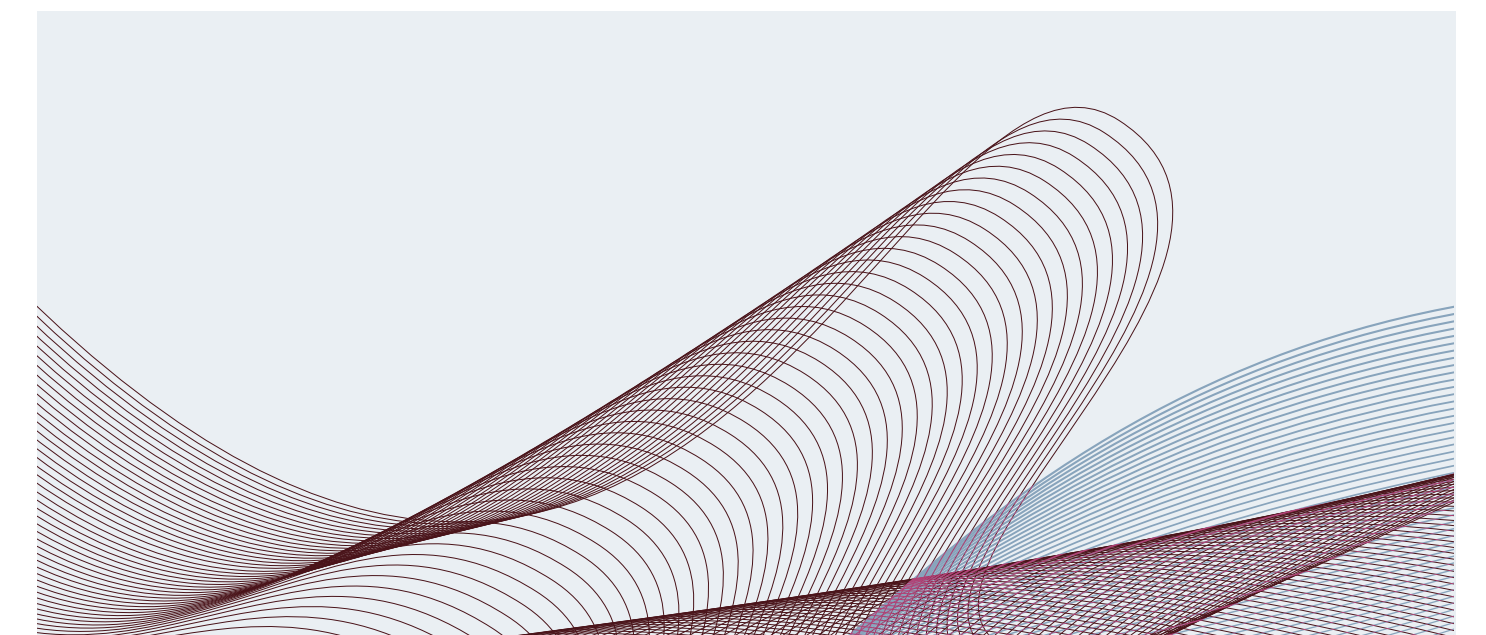
150+

Clients and organizations trusted across luxury, hospitality, lifestyle, and entertainment.

Ads Campaigns

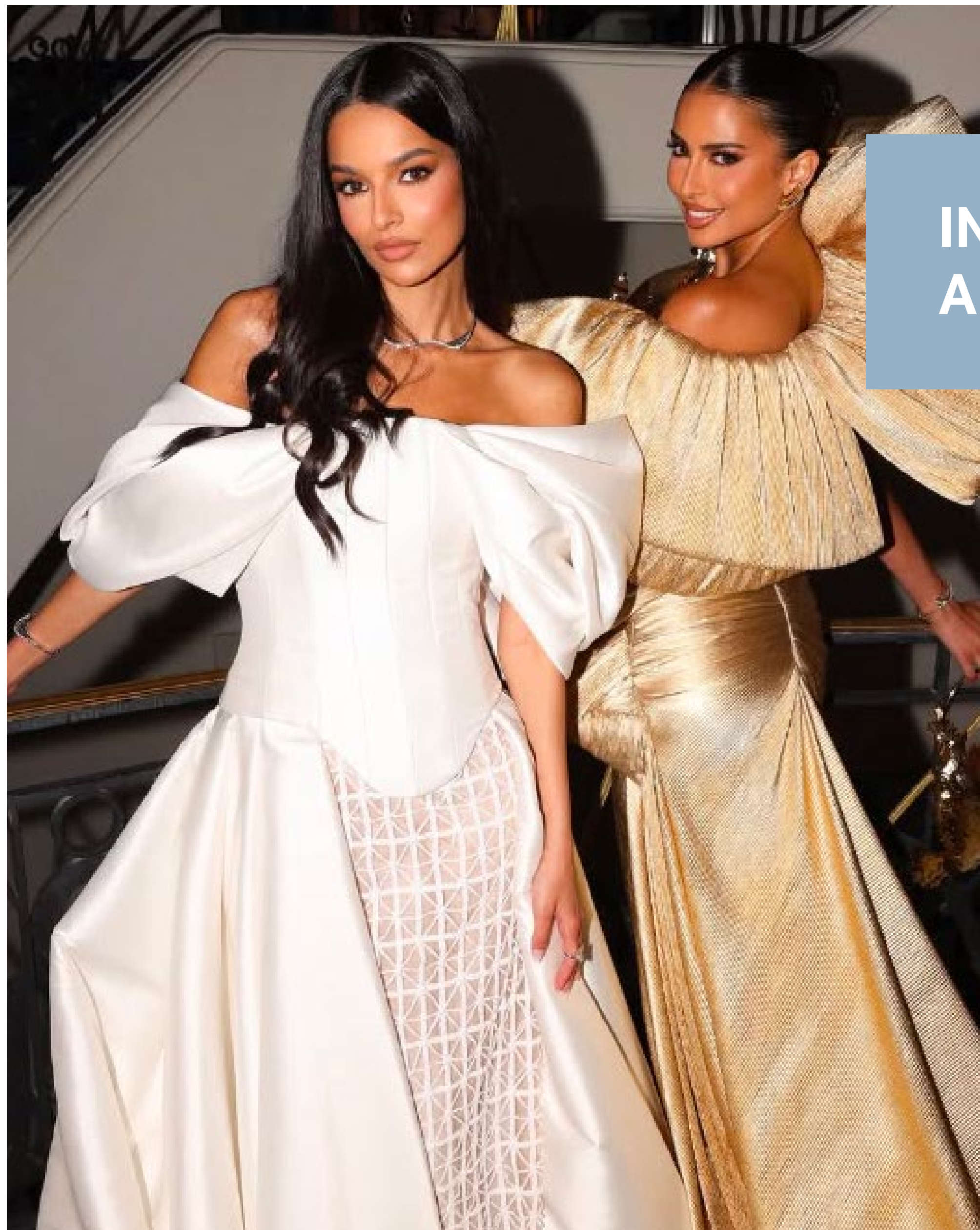
1500

Brand ads delivered in one year, averaging 1500 ads per influencer across campaigns.



|
**WHAT WE
DELIVER**





INFLUENCER & AMBASSADOR MANAGEMENT

b We manage end-to-end relationships with carefully selected influencers and brand ambassadors, ensuring every collaboration aligns with brand positioning, audience relevance, and campaign objectives. From talent sourcing and negotiation to coordination, performance tracking, and long-term relationship management, we create authentic partnerships that strengthen credibility, expand reach, and build lasting brand value.

Creator Relationship Management

Contract Negotiation

Performance Tracking



Brand Partnerships & Campaigns

b We develop and execute integrated influencer campaigns, sponsorships, and brand partnerships that maximize visibility, engagement, and measurable business impact. We deliver tailored solutions that connect brands with the right audiences and create meaningful, long-term value.

Brand Collaborations

Campaign Strategy & Planning

Sponsorships

PR & Media Exposure

 We elevate brand presence through targeted PR strategies and carefully curated media placements. By leveraging strong industry relationships and storytelling, we position brands in front of the right platforms, audiences, and opportunities.

PR Strategy

Press Coverage

Media Relations

Event Management

 We design and manage elevated events, brand activations, and immersive experiences that reflect your brand and engage the right audience. From concept to execution, we oversee every detail to deliver memorable events.

Brand Experiences

Product Launches

Private Gathering



Digital Presence & Performance

 We manage and strengthen brands' digital presence across social media and websites. Through ongoing management, content creation, performance monitoring, and continuous website review, we ensure every touchpoint supports a consistent brand presence and meaningful growth.

Social Media Management

Website Performance Audit

Content Creation

|
PORTFOLIO

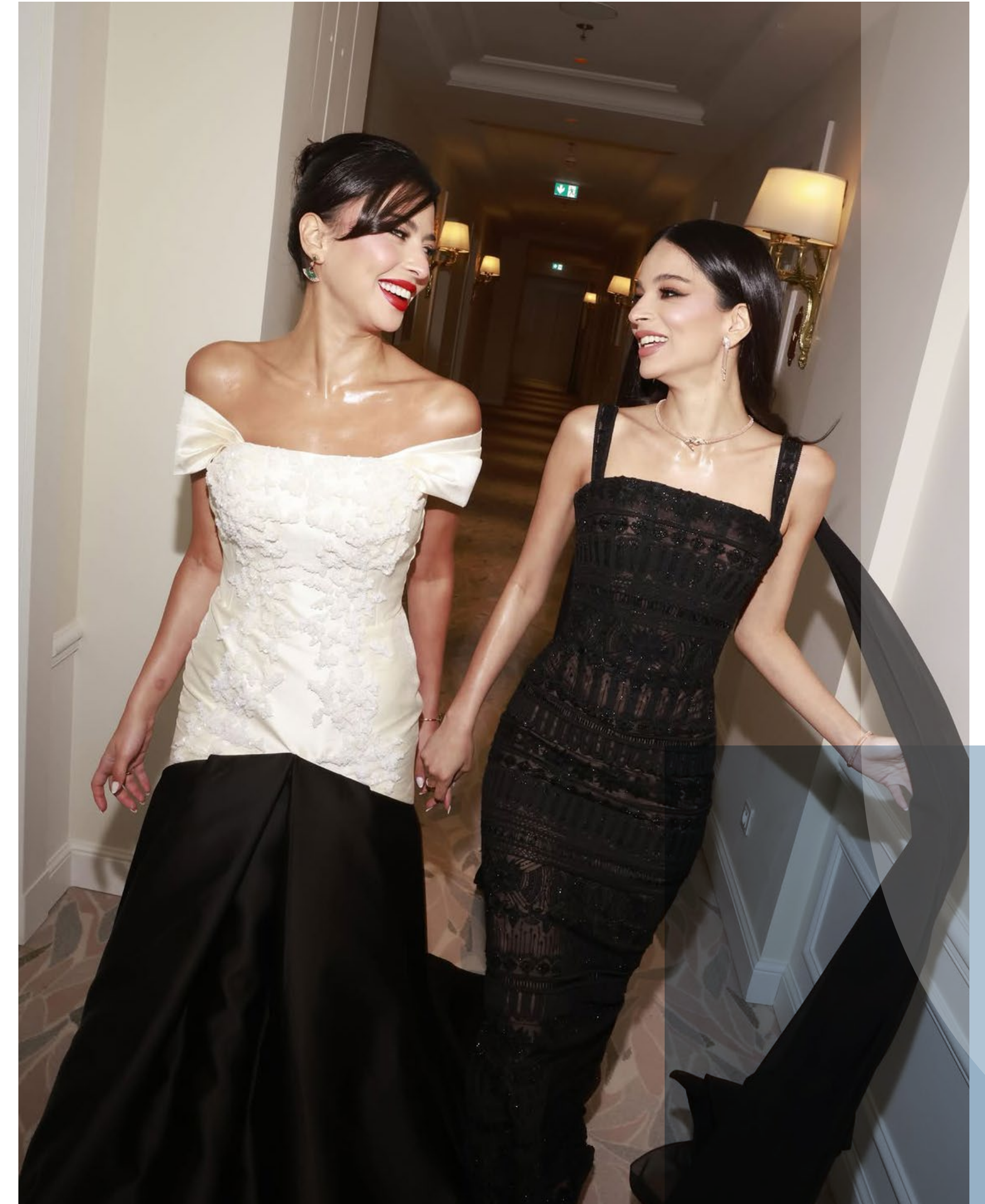
BVLGARI

INFLUENCER MARKETING

- Brand Atelier partnered with BVLGARI to identify and engage Saudi personalities whose values and image reflected the heritage of one of the world's leading luxury maisons.
- From talent selection to partnership management, we connected the brand with creators who elevated its presence while preserving the exclusivity and elegance that define BVLGARI.

Industry Fashion, Beauty & Style

Services Influencer Management | Brand Ambassador Management | Luxury Brand Positioning



LAMA AL AKEEL

GLOBAL BRAND COLLABORATIONS



- Brand Atelier managed collaborations between renowned Saudi fashion influencer Lama Al Akeel and some of the world's leading luxury brands. We also supported her presence at the Cannes Film Festival across multiple editions, overseeing brand partnerships and exclusive experiences.
- We established Lama Al Akeel's long-term partnerships with leading luxury brands, managing campaigns including **Divas' Dream, Beyond Rome, and exclusive styling experiences.**
- We also managed collaborations with Rolls-Royce, coordinating press trips, factory visits, and global vehicle launches, alongside partnerships **with Tiffany & Co., Chaumet, Prada, Marli New York, Miu Miu,** and other leading luxury fashion and jewelry houses.

Industry

Luxury Fashion & Lifestyle

Services

Luxury Brand Partnerships
Campaign Management | Brand Experiences



RIYADH SEASON PARTNERSHIP ACTIVATION

- Brand Atelier developed partnerships that aligned the goals of Riyadh Season with those of sponsors, partners, and participating entities, creating value beyond traditional sponsorship models.
- From negotiations and influencer collaborations to campaign support, we helped deliver successful activations across one of Saudi Arabia's largest cultural and entertainment events.

Industry

Lifestyle & Experience

Services

Strategic Partnerships | Sponsorship
Management | Campaign Support

RED SEA LUXURY DESTINATION EXPERIENCES



Brand Atelier partnered with Red Sea to showcase its luxury hospitality destinations through influencer experiences, premium partnerships, and destination campaigns.

- The Red Sea EDITION × Alo Yoga**
A luxury wellness collaboration bringing together Alo Yoga and Saudi creators to showcase the resort through curated lifestyle experiences.
- Desert Rock × Saudi Tourism Authority**
The Caviar Club experience, created with the Saudi Tourism Authority, celebrated Saudi and French culture through immersive experiences and creator-led storytelling featuring Lama Al Akeel, Tala Al Akeel, and Az Bin Fahad.
- Shebara Resort**
An exclusive hosted stay highlighting the resort’s iconic architecture, family-friendly luxury, and exceptional guest experience through authentic lifestyle content.

Industry	Luxury Hospitality & Tourism
Services	Destination Marketing Luxury Experiences Brand Partnerships

TALENT NETWORK

Brand Atelier manages strategic influencer partnerships, ambassador programs, luxury campaigns, press experiences, and brand activations with leading Saudi creators. We also represent a curated network of talent, supporting their PR, media presence, brand collaborations, and long-term growth opportunities.



EXCLUSIVE CREATORS

Brand Atelier proudly represents an exclusive portfolio of Saudi Arabia's leading creators, including Lama Al Akeel, Tala Al Akeel, Dimas Diaries, Nouf Al Moneef, and Sara Buainain, supporting their PR, media presence, and long-term brand partnerships.



**LAMA
AL AKEEL**

Fashion - Beauty - Lifestyle



**NOUF
AL MONEEF**

Art - Culture - Luxury Lifestyle



**DIMAS
DIARIES**

Fashion - Beauty - Lifestyle



**TALA
AL AKEEL**

Fashion - Travel - Lifestyle



**SARA
ALBUAINAIN**

Fashion - Beauty - Jewelry



**NOHA
ALNAMLAH**

Lifestyle, Fashion, Travel



**MARYAM
M SALMAN**

Luxury Travel, Fashion, beauty



+450 CURATED VOICES ACROSS THE GCC.

Our talent network is strategically divided into four key categories

Fashion, Beauty & Style

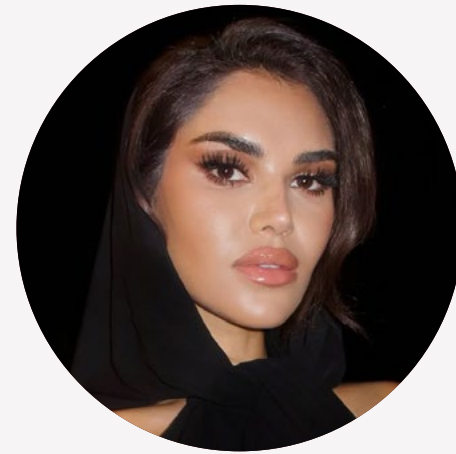
Lifestyle & Experience

Public Figures & Media Presence

Fashion, Beauty, & Style



Fouz Al Fahad



Nojoud Al Rumaihi



Yara Alnamlah



Malika Kabli



Yasmeeen Dakheel



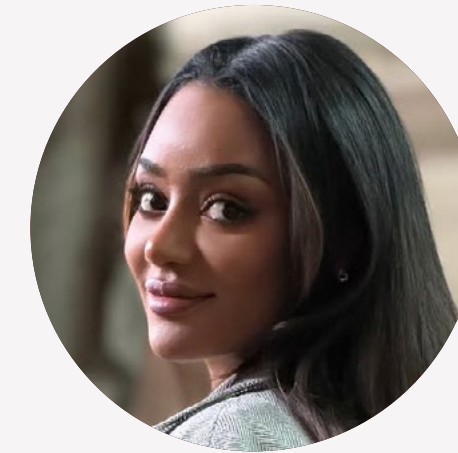
Alya Khaleel



Ameerah Alotaibi



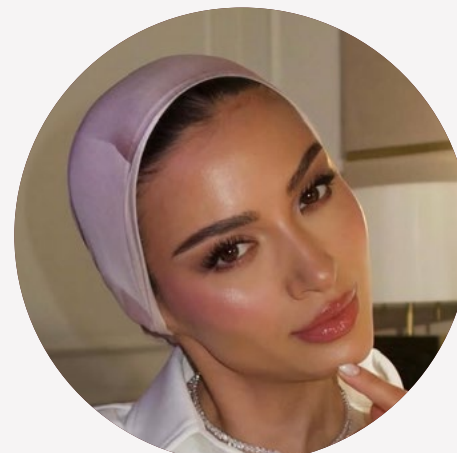
Deema Al Asadi



Mjay



Rawan Alamro



Rola



Rose Al Bander



Sausan Al Kadi

Lifestyle & Experience



Ahmad Aljar



Alrahaf



Ghaida Saleh



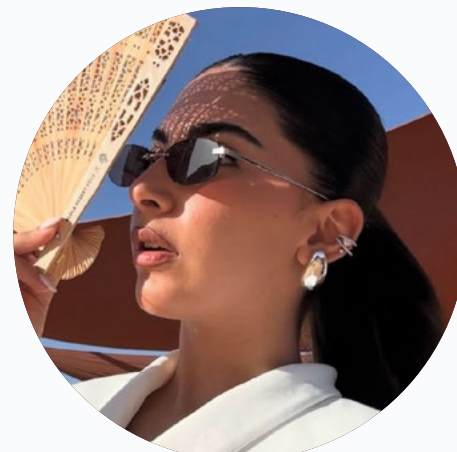
Joud Alnamlah



Shaden



Noura Al Amiri



Shouq Mohammad

Public Figures & Media Presence



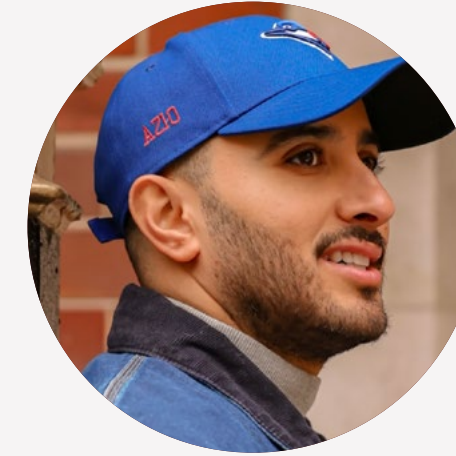
**Abdul Rahman
Al Sadhan**



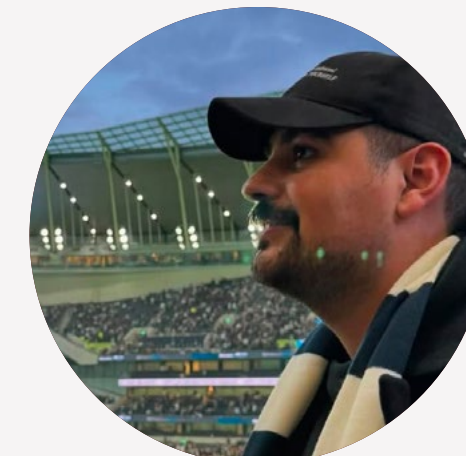
**Abdulrahman
Al Shahri**



Ahmad Al Salem



Az Bin Fahad



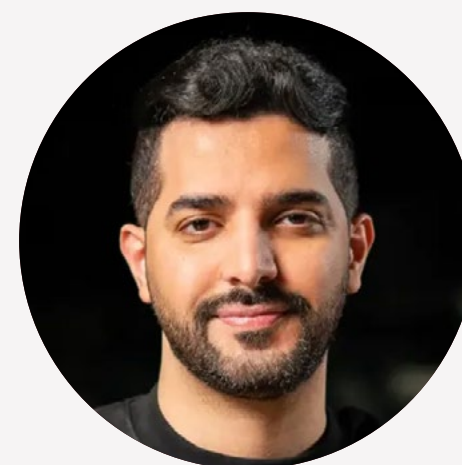
Bassam



Ibrahim Basha



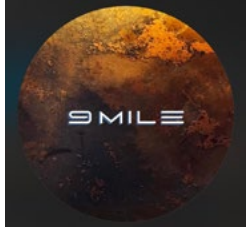
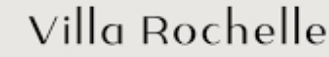
Faisal Ghazawi

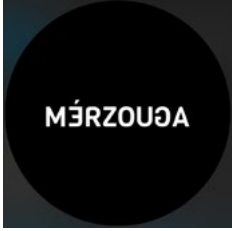
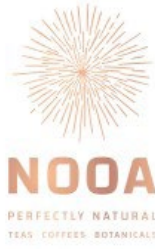


Sultan al Mousa

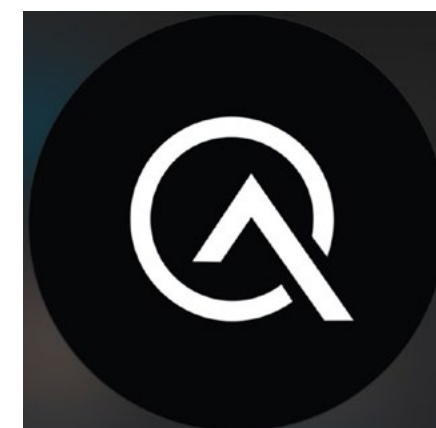
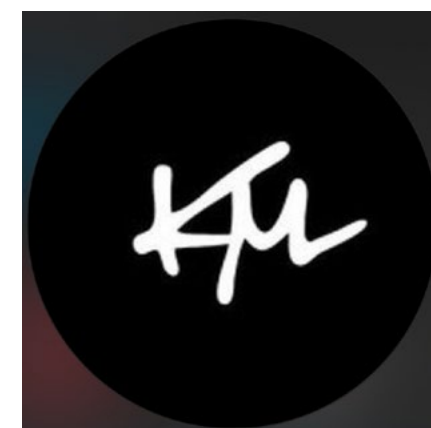
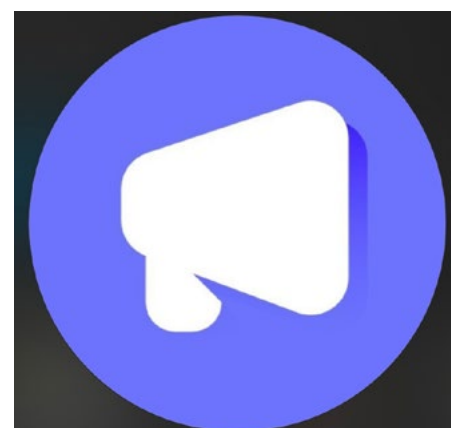
CLIENTS

 وزارة الثقافة Ministry of Culture	 وزارة الرياضة Ministry of Sport	 الهيئة العامة للترفيه General Entertainment Authority	 المركز الوطني للفعاليات National Events Center	 RIYADH SEASON Big Time!	 متحف عسيرة	 Events in JEDDAH طول السنة	 Saudia	 مصرف الراجحي alrajhi bank	 anb	 NHC
 STC Bank	 stc tv	 stc pay	 QATAR AIRWAYS القطرية	 BAZAAR	 ليالينا	 HERMÈS PARIS	 PDPAOLA	 BURBERRY	 BATLAH	 NESPRESSO
 JAEGER-LECOULTRE	 Khaleejion® KITCHEN	 1886 EIGHTEEN EIGHTY SIX	 Capiz	 6 PLACE VENDÔME REPOSSI PARIS	 MANKO JEDDAH	 TED BAKER LONDON	 TOUS	 VOGACLOSET	 Wynn AL MARJAN ISLAND	 OUNASS
 JON & VINNYS ITALIAN	 AIGNER	 alo	 HIA	 BLACKLANE	 Aleena	 aimie	 LA CALIE®	 D'ORO PERFUMES	 iHerb®	 فلورد FLOWARD

GROWTH PARTNERS





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