



**Fashion Entrepreneur
Research:**

**Negin Mirsalehi
&
Gisou**

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Table of contents

Entrepreneur: Negin Mirsalehi	3-4
PEST Analysis: The Netherlands.....	5-7
Company: Gisou.....	8-21
Competitive success.....	10-11
Social success.....	12-13
Financial success.....	14-21
Conclusion	22
References	23



Entrepreneur: Negin Mirsalehi





WHO IS NEGIN?

- 30 year old Dutch **blogger, influencer** and **entrepreneur**.
- **Bachelor's degree** in business administration and a **master** in marketing (Saltzman, 2018).
- Started as a **blogger**, became an **influencer** and now **manages her own hair care brand: Gisou**.
- Negin has over **5.4 million Instagram followers** and **314'000 subscribers on YouTube**.
- In 2018, Forbes' European **30 under 30** list (Saltzman, 2018).
- She comes from a **family of bee keepers**, for six generations (Gisou, 2019).
- Co-founded Gisou in 2015 (Mirror Mirror, 2017).

<https://www.youtube.com/watch?v=4lrWsfHNcX8>



PEST Analysis: The Netherlands (where Negin lives and started Gisou)

Political

- The Netherlands is a **Monarchical Government**. King is: **Willem-Alexander** and Prime Minister (takes political decisions) is: **Mark Rutte** (Xpat, no date).
- **Danger** comes from **the radical political parties**, that are growing and against the EU. Ej: the **PVV** (Party for Freedom) and the **FvD** (Forum for Democracy) (David et al, 2019).

Economical

- The country is an **export-oriented economy**. With the **new trade policies** (as for the U.S) and events such as the **Brexit** becomes a serious **threat**.
- Economic forecasts say that the economy will be **growing slowly** for the next few years because the **external environment is unfavourable to exports** (David et al, 2019).
- One of the **top dozen trading countries** in the world (export, 2018).

Social

- The Netherlands counts around **17 million inhabitants** and its capital, Amsterdam is the most **multicultural city** in the world.
- Up to 40% of Dutch say they have **no religion** and the rest are mainly **Protestants**.
- Dutch buy luxury for **quality, travelling and real estate** (Breukel, 2018).
- They have a **good buying power** (Satander, 2019).

Technological

- Everyone in the country can have access to internet and to social media.
- It has **an advanced infrastructure** concerning **transportation of goods** but also **electronic data** (export, 2018).
- The Dutch do well in **technological and creative outputs** (Holland, 2018).

GEM 2017: Netherlands

table 15 Motivation for the decision to be entrepreneurially active (TEA), the Netherlands, 2008-2017, percentage of adult population (18-64 years of age)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
opportunity-driven motivation	4.3	5.0	6.1	7.0	8.6	8.1	7.6	5.9	8.5	8.3
necessity-driven motivation	0.5	0.7	0.6	0.7	0.9	0.7	1.5	1.1	2.3	0.7
other motivation	0.4	1.4	0.5	0.5	0.8	0.5	0.4	0.2	0.2	0.9
total (TEA)	5.2	7.2	7.2	8.2	10.3	9.3	9.5	7.2	11.0	9.9

Source: GEM APS 2017.

How is entrepreneurship viewed in the Netherlands. →

- It seems to be **extremely well viewed** and often talked about in the media.
- **A good career choice.**
- Women also see entrepreneurship as **an excellent career choice.**

← Table concerning the **Total early-age entrepreneurial activity (TEA)**.

- Most Dutch start a business out of opportunity-driven reasons.

table 6 Entrepreneurial attitudes in the Netherlands, 2008-2017, percentage of adult population (18-64 years of age) that agrees with the statement

item	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<u>entrepreneurship as desirable career choice:</u> "In the Netherlands, most people consider starting a new business a desirable career choice"	85	84	85	83	79	80	79	79	78	81
<u>entrepreneurship is given high status:</u> "In the Netherlands, those successful at starting a new business have a high level of status and respect"	69	67	69	67	65	66	68	65	60	67
<u>media attention for entrepreneurship:</u> "In the Netherlands, you will often see stories in the public media about successful businesses"	61	64	61	62	58	55	56	58	57	63

Source: GEM APS 2017.



Company: Gisou

Family Mirsalehi and Maurits Stibb

- Negin comes from **a family of bee keepers** (for six generations), the Gisou honey comes from the **Mirsalehi garden**, where her father and his team takes care of the bees and honey (Gisou, 2019). <https://www.youtube.com/watch?v=sS9VYjHaZJc>
- Negin started Gisou with the help of Maurits, her boyfriend. He is now in charge of the **day-to-day activities** of the company while Negin takes care of the **creative side** (Quezada, 2017).



Competitive success

- Gisou offers various products:

- ✓ Hair oil
- ✓ Hair perfume
- ✓ Conditioner
- ✓ Mask
- ✓ Styling products
- ✓ Hair comb
- ✓ Shampoo
- ✓ Heat protectant

- Key ingredient is **honey**.
- The prices range between **30 and 100 euros** per product.
- The main issue concerning ingredients in the products is: **the fragrance chemicals**.
- **Honey** is among the **few natural ingredients** found in Gisou products.
- **Cruelty-free** brand.
- **Sustainable** packaging



Honey Infused Hair Oil Luxe Travel Size
50ml

Moisturize & Condition

€39,00

Gisou Honey Infused Hair Oil has various applications. Use daily as a pre-styler and finisher, add a few drops to your hair mask, or leave in as an overnight treatment. Honey is the key ingredient and a natural blend of minerals, vitamins, amino acids and antioxidants. It is also known as nature's humectant, due to its moisture-retaining properties. Resulting in deeply conditioned, stronger hair.

This Luxe Travel Size version comes in a 50ml bottle, perfect to carry everywhere.

Key Ingredients: Mirsalehi Honey. Free from Sulfates. Produced in a cruelty-free manner.



Honey Infused Hair Wash 340ml
Purifying & Cleansing

€32,00

Gisou Honey Infused Hair Wash is a nourishing shampoo enriched with honey from the Mirsalehi bee garden, formulated to effectively yet gently cleanse hair and create a generous lather to relieve the scalp from buildup. The key ingredient is honey, which contains a blend of minerals, vitamins, amino acids and antioxidants. As a natural humectant, honey maintains the hair's natural moisture balance, resulting in healthy, soft and refreshed hair with a silky shine. Suitable for all hair types and safely formulated for colored and chemically treated hair. Use regularly with Gisou Honey Infused Conditioner for best results.

Key Ingredients: Mirsalehi Honey. Free from Sulfates & Silicones. Produced in a cruelty-free manner.

High presence of natural ingredients



Social success

- Company is based in **Almere**, the Netherlands.
- **30 people** working at the headquarters.
- **CEO** since April 2019: Melbert Visscher (LinkedIn, 2019).
- Gisou often posts on **LinkedIn job and internship offers**.
- Possibility to **move up** within the company.

Ex: Julia from intern to personal assistant of Negin!

gison

Creative Design Stage

Gisou by Negin Mirsalehi • Almere Stad, NL
Posted 1 week ago • Be among the first 25 applicants

Save **Apply**

Creative Design Stage

Ben jij gepassioneerd over fashion en beauty en houd je ervan om je creatieve ideeën te visualiseren d.m.v. design? Heb je hoge affiniteit met social media en zit jij hier het liefst 24/7 op? @Negin_Mirsalehi en @gisou zijn op zoek naar een zeer gemotiveerde en proactieve Creative Design stagiair (m/v), startdatum: begin september 2019
Waar?
Met meer dan 5 miljoen volgers is Negin Mirsalehi een van de grootste online influencers wereldwijd. Ze inspireert haar volgers dagelijks met unieke en creatieve content waarin zij haar passie voor fashion, beauty en lifestyle deelt via Instagram en YouTube. In november 2015 heeft Negin haar eigen haarverzorgingslijn gelanceerd genaamd Gisou, een luxueuze haarverzorgingslijn rijk aan natuurlijke ingrediënten afkomstig uit de Mirsalehi bientoen. Gisou wordt momenteel wereldwijd verkocht via

Seniority Level
Entry level

Industry
Cosmetics

Employment Type
Full-time

Job Functions
Marketing, Sales

Julia Nieuwmans · 3rd
Personal Assistant of Negin Mirsalehi
Zwolle, Overijssel Province, Netherlands · 353 connections · Contact info

Pending More...

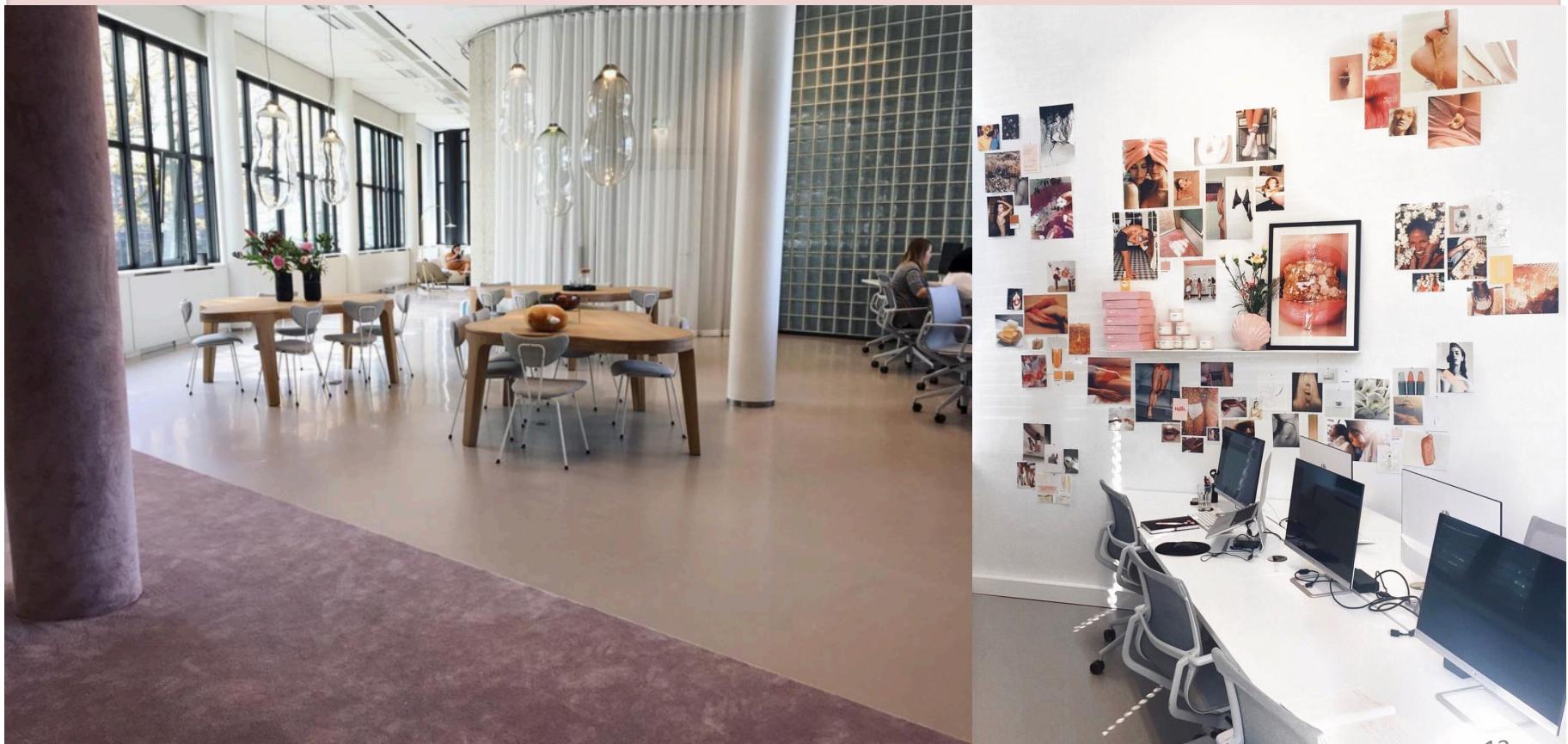
Negin Mirsalehi
Saxion Hogeschool Enschede

Experience

	Personal Assistant Negin Mirsalehi Nov 2018 – Present · 9 mos Amsterdam, Provincie Noord-Holland, Nederland
	Sales Advisor DiCapolavori Jan 2014 – Nov 2018 · 4 yrs 11 mos Zwolle
	Gisou by Negin Mirsalehi 9 mos
	Product Developer Aug 2018 – Sep 2018 · 2 mos Almere-Stad en omgeving, Nederland
	Stagiaire Product Developer Jan 2018 – Aug 2018 · 8 mos Almere

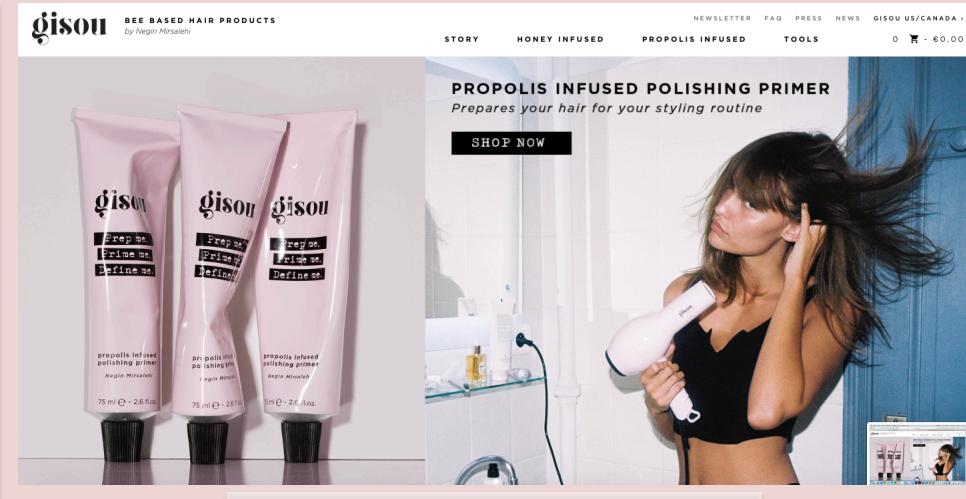
- The overall **office atmosphere seems really positive and inspiring.**
- Negin often takes part of her team with her for **the pop-up launches** that Gisou does.

<https://www.youtube.com/watch?v=qy6GYdw2TYI> 18:00-20:00

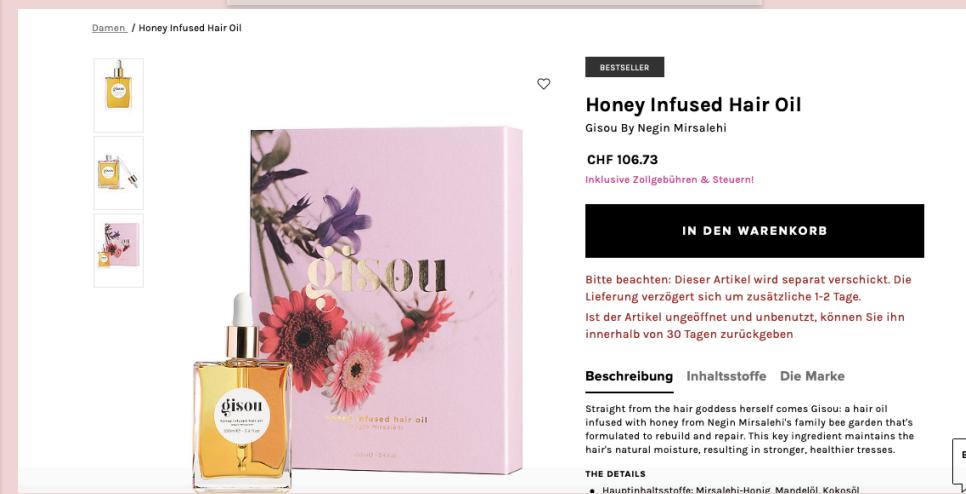


Financial success

- Gisou was **self-funded by Negin and Maurits**.
- It **does not have** investors yet (Mirror Mirror, 2017).
- Gisou only sells on **their own website on Revolve.com** (carry nearly all the products).
- They only have their products on Revolve, **that works with Negin**, as an influencer.
- **Negin stated that 90% of products are sold ONLINE.** (Mirror Mirror, 2017)
- The only store space Gisou has is in Milan and Florence.



Official Gisou website and Revolve e-commerce



- The strategy of the brand in terms of revenues is to **sell less but higher priced products**.
- The headquarter of Gisou is in **Almere**, not far from Amsterdam (LinkedIn, 2019)

Benefit: not expensive to have headquarters outside from big cities.

- The Mirsalehi honey is located in gardens outside from Amsterdam (Negin Mirsalehi YouTube, 2019).
- In 2017, the brand reported \$3 million in sales (Mirror Mirror, 2017).



HONEY INFUSED CONDITIONER

A nourishing and weightless conditioner formulated to gently detangle and condition the hair, leaving it hydrated, manageable and strong.

[SHOP](#)



HONEY INFUSED HAIR WASH

A nourishing shampoo formulated to effectively yet gently cleanse hair and relieve the scalp from buildup.

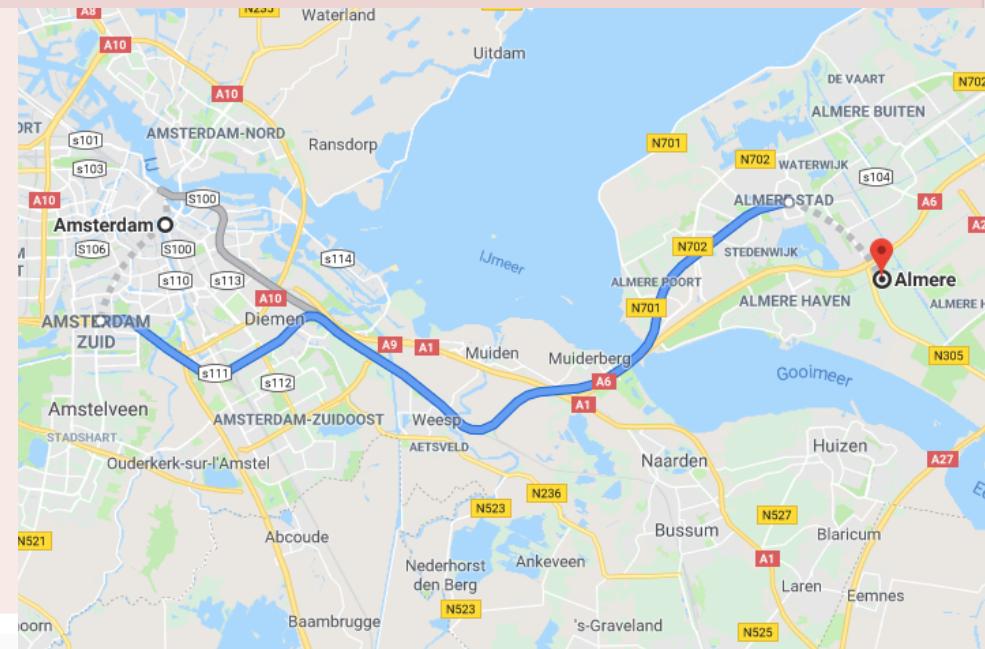
[SHOP](#)



HONEY INFUSED HAIR MASK

Intensive nourishing mask formulated to hydrate and replenish the hair while improving its elasticity, shine and manageability.

[SHOP](#)

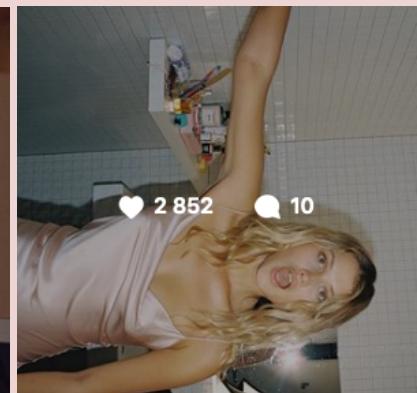
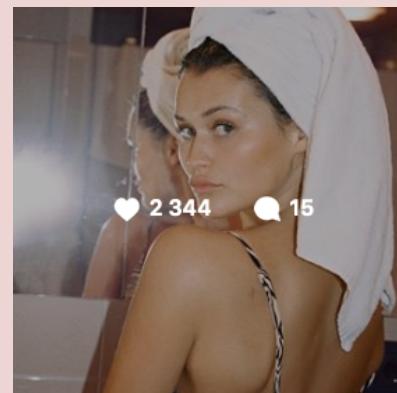
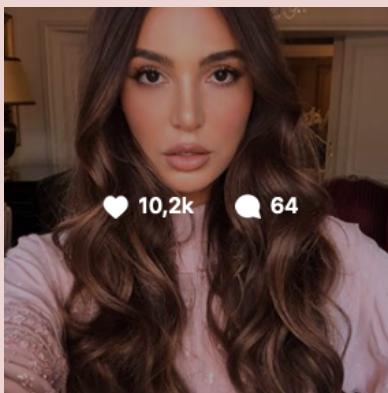
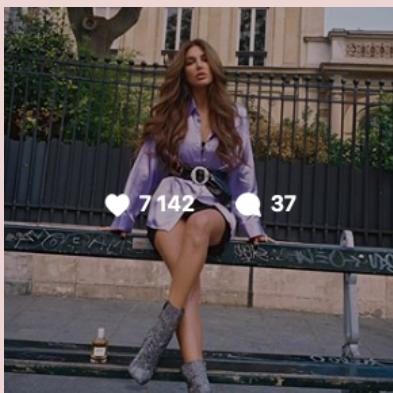
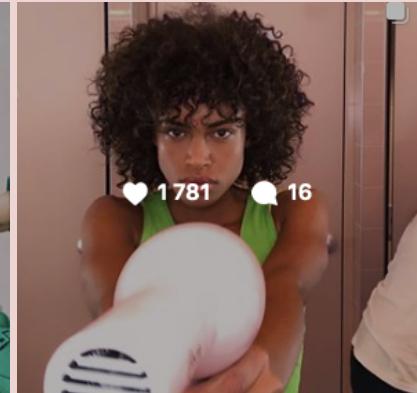
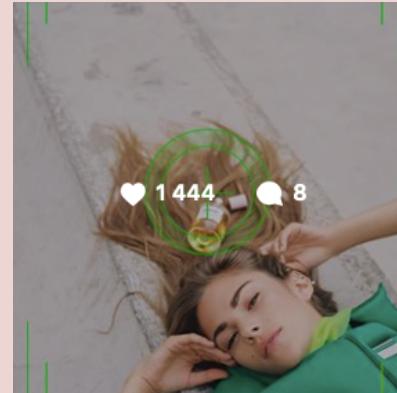
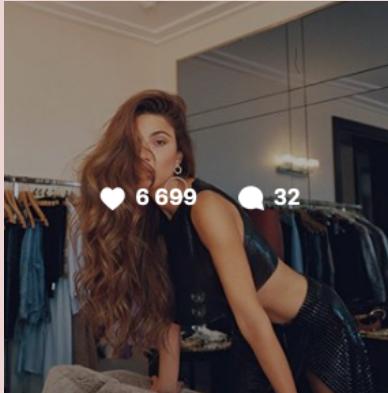
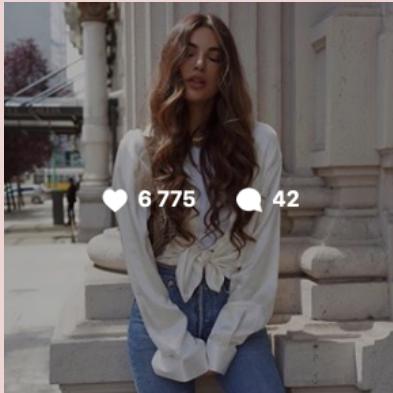




Advertising

- One **key point** concerning the company is the use of Negin herself as **the face of Gisou**, thanks to her being a **public figure**.
- **Less costs on actual models.**
- Some models are used too, the same ones each time.
- Her **hair and bee keeping experience** are the two factors that make people want to see her as the face of the company. (Mirror Mirror, 2017)
- Gisou is **only promoted through social media**.
- Especially **Instagram**.
- Campaigns are shot during Negin's **business / influencer trips**. So they are paid by a **brand**.

- As we see below, the posts with Negin promoting the Gisou products are **much more effective** and bring more engagement than the ones with regular models.
- **This shows the big impact of Negin on Gisou.**
- More than an entrepreneur, Negin **represents the brand**.



Stores

Luisa Via Roma Florence Physical Store

- In 2016, Gisou's retail launch was celebrated in Florence, at **the Luisa Via Roma store**.
- The products are sold there and Negin describes this as a **collaboration** between both brands (Negin Mirsalehi, 2016).



Tearose Boutique Milano Physical Store



- In 2017, Gisou started selling their products at **the Tearose boutique in Milan** (Tearose, 2017).
- This store is really in line with Gisou. It is about nature and high quality products.



Gisou x Angelina Pâtisserie Paris Pop-up & Collaboration



- In 2018, **Gisou collaborated with Angelina**, a Parisian bakery.
- They created a **Mirsaheli honey based pastry**.
- A few **Gisou products** were also sold.
- A **meet-up** was organized with Negin herself on the first day of the pop-up (Negin Mirsalehi, 2018).



Galleries Lafayette Paris Pop-up Store for Launch of New Product

- In 2019, a **pop-up store for the launch of the polishing primer** was created.
- At **Galleries Lafayette, Paris**.
- **Q&A session with Negin** on the first day of the pop-up was organized.



Conclusion

- Gisou is successful thanks to various aspects:
 - ✓ Negin Mirsalehi, as an influencer
 - ✓ Honey, as a key ingredient.
 - ✓ The costs for the brand are not high (e-commerce, win-win situations, Negin as model....)
 - ✓ Benefits from a country that favors exports and start-ups.
 - ✓ Targets Millennials well, through social media, specific campaigns and e-commerce.
 - ✓ Positive atmosphere for employees.
- Could have another office somewhere in America.
- Could have another retail space somewhere in Europe.



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