



ALLEYOOP

is the Women Powered Brand
Simplifying the Way We Approach Beauty

BY BRITTANY MAHER

Keeping up with today's beauty world can be daunting. It's a challenge trying to navigate an already oversaturated market when there's constantly new products, new techniques and new steps to add to our beauty routines.

While growing her career and simultaneously growing wary of feeling this pressure to keep up with the beauty industry, Leila Kashani, founder and CEO of Alleyoop, sought out a way to simplify beauty — by creating her own products. “We’re busier than ever before, but the amount of work that it takes to keep up with our beauty is taking up more time,” Kashani said. “So, I really wanted to develop a brand that kept up with us.”

It began when Kashani noticed on social media that women's beauty routines were becoming longer and longer. “It became the seven-step morning routines to 14-step beauty routines, and I was just like, wait a minute... I need to stop getting sucked into this world,” Kashani said. “I need to

focus on my life and my future.”

Kashani wanted to know if women were experiencing the same pressures. So, she created a Slack channel where women sounded off on their gripes with the beauty world and talked about what they, as consumers, actually wanted from their products. “I invited a group of women to help me kind of think about it in a way that involved more people and kind of made sure that everything we were creating was something that people would actually use,” Kashani said.

It turns out, she wasn't the only one who felt overwhelmed by the vast beauty world. With this in mind, Kashani hyper-focused on her problem-solving skills and got to work. “I wished someone could just make this much more simple for me,” Kashani said, “And so I was like, ‘I can make it much more simple for me.’”

Created with the busy modern woman in mind and with a mission to simplify our ever-growing beauty routines, Alleyoop was born. Kashani and her team designed travel



sized, vegan beauty products as multitasking tools — think along the lines of a swiss army knife but for makeup and body care. “Every industry has figured out a way to get us our time back, except for the beauty and body care industry,” Kashani said. “And so, I really wanted to create a brand that kept up with us, that was encouraging us to get outside and away from our beauty counters and focus on the things that matter.”

As a self-proclaimed workaholic and mother of a 1-year-old child, Kashani’s products are made with the lifestyle of the busy woman in mind. Her products aren’t just beauty shortcuts; they aim to ease the daily hiccups of women’s busy lives. “I have a one-year-old, so I’m thinking about saving my time,” Kashani said.

Before she was a mom and CEO, Kashani was a busy twenty-something hustling to build her career, working, volunteering, dating, maintaining a personal life and going to events. She says her products would have come in handy during that always-on-the-go time of her life. The original idea for the need of Alleyoop-like products came to her during that time in her life. “I really could have used all of our products back then,” Kashani said. “It would have allowed me to have more flexibility in my schedule to not have to stop in my apartment before I wanted to go out at night. I could have just gone straight from work to an event and felt fine about it.”

Leaning into what women want and need from beauty products has been important in the creation of her brand. She still consults with a community of women to help develop products for Alleyoop. “We found through the research of asking these women, [many women] buy anywhere between 10 to 15 different colors of lipsticks and lip products [and end up] really only gravitating to one to three of those colors throughout the year,” Kashani said. “So, we’re buying way more than what we need. And so, having this community of women is really teaching me the

behaviors of where else we are salting as a society and what else we are being pressured to do that we shouldn’t be doing, or where we’re spending where we shouldn’t be — it has been so eye opening to me.”

Kashani says that by developing products that people are actually using, based on input from women and research on what women use the most, it adds value to them. “That really taught me the importance of understanding how your market is going to use what you’re creating, versus you working in a silo to create it on your own,” Kashani said. “It comes from the place of solving a problem versus selling a product.”

