

Organic Cosmetics Brand, Luxury by Sofia, will Boost Social Commerce Capabilities in 2022



New York City, New York Feb 11, 2022 ([IssueWire.com](https://www.issuewire.com)) - As part of its strategic acceleration in the social commerce market, *Luxury by Sofia* announced an ambitious 2022 plan to sell its luxurious all-natural organic and vegan skincare products and makeup line on social media stores. By developing new sales options through trailblazing social shopping features on major social channels, the brand aims to grow its customer base and streamline lead acquisition while multiplying social selling.

Luxury by Sofia is on a mission to empower prospects and loyal customers, helping them discover and purchase the products they love – more quickly – and share their enthusiasm with others. The [beloved "organic, bold" cosmetics brand](#) is thus reaching a new milestone in an already remarkable success story while providing new opportunities for all types of consumers through creative marketing paired up with sophisticated technology that makes shopping more accessible than ever before.

"At Luxury by Sofia, we need to rely more on relevant, personalized interactions with our audience and present our products in the right place at the right time," declared Sofia, social media influencer, entrepreneur, and CEO of Luxury by Sofia. "We want to be more iterative, scaling our relationships faster, with more agility, to ensure we build lasting trust through more personal connections with our clients."

"We are present everywhere from [Instagram](#) to [Facebook](#) or [TikTok](#) using a single handle, @luxurybysofia," continued Sofia. "I want to build more robust relationships with our clients by answering their questions promptly and giving them resources directly when they need them most. I'm leveraging social media more thoroughly because we can more effectively reach out at critical moments throughout the customer journey and find new prospects who might be interested in what we're selling without all the steps of the traditional lead qualification."

This pragmatic strategy should help Luxury by Sofia accelerate its growth in a global social commerce market expected to reach nearly \$3.4 trillion by 2028. Luxury by Sofia also plans to introduce additional digital tools to help the brand expand its reach across diverse digital platforms in the coming year. This will allow to share and sell Luxury by Sofia products through personally curated storefronts providing consumers with improved shopping experiences.

"I believe that Luxury by Sofia's social commerce breakthrough will help broaden, simplify, and supercharge our offer for thousands of loyal customers," stated Sofia. "The Luxury by Sofia team has been an innovator in social commerce since the company's inception, and we all share a vision of empowering people to be passionate advocates for their favorite brands. We anticipate that this move will help fuel our growth as one of North America's leaders in luxury cosmetics retail, aspiring towards being known globally."

Every Luxury by Sofia product is made with top-quality plant-based ingredients that are always non-toxic, phthalate-free, paraben-free, cruelty-free, lead-free, talc-free, gluten-free, halal, and crafted in the USA. They are not tested on animals and don't contain GMO ingredients or artificial fragrances. Depending on the product, their formulas include vitamins C and E, jojoba oil, green tea, avocado butter, aloe gel, rosehip seed oil, Japanese honeysuckle, and many more organic and vegan ingredients. The Luxury by Sofia collection of all-natural organic cosmetics products features – but is not

limited to – some best-selling products.

- The Luxury by Sofia *Organic & Vegan Bio Glow Foundation* is a face cream specially designed for sensitive skin, leaving the skin glowing and radiant while covering imperfections.
- The Luxury by Sofia *Organic All Natural Face Primer* is a face cream brightening and priming the skin for all-day makeup wear while having lasting anti-aging and health benefits.
- The Luxury by Sofia *Organic Age-Defying Peptide Face & Neck Skin Firming Crème* is an anti-aging face cream full of vitamin C and hyaluronic acid, with moisturizing and soothing properties for radiant, revitalized skin.
- The Luxury by Sofia *Organic Firming Eye Cream with Matrixyl 3000* is a natural eye cream containing a wrinkle-fighting ingredient improving collagen synthesis by 350% for decisive anti-aging action.

The Luxury by Sofia's all-natural organic makeup line also proposes praised-by-consumers products.

- The Luxury by Sofia *All-Natural Satin Luxe Lipstick* is a lipstick made with all-natural ingredients and provides a timeless semi-matte to look and feel glamorous.
- The Luxury by Sofia *Organic Eyelash Mascara* is an amazing mascara giving a natural-looking boost of lashes without clumping or flaking while polishing the look.

"The past two years have been transformative. The way consumers engage with brands and interact with each other has evolved, and it's even more crucial than ever that we stay on top of trends. For a business like ours to succeed in this digital era, we need an all-encompassing strategy where our marketing mix meets new customer demands head-on. Social media platforms offer short bursts of content at just about any time. E-commerce apps allow people who don't live near large stores to access products from anywhere within seconds – which is particularly important as more customers shop online rather than walk into brick-and-mortar locations," insisted Sofia.

With world-class products, a community of very loyal customers, a bullet-proof content marketing strategy, and a growing suite of digital marketing tools, Luxury by Sofia is well-positioned to take advantage of the rapid growth in social commerce. "At Luxury by Sofia, we look forward to monitoring the first results of our strategy to drive further our social commerce business and tap into a global reach as we continue to scale," concluded Sofia.

Luxury by Sofia will continue to operate its own e-commerce platform on luxurybysofia.com and be present on [Amazon](https://www.amazon.com). Today, Luxury by Sofia is iconic in the e-commerce marketplace with a vast offer in skin-forward products. Sofia knows that, like her, consumers are more skin-aware than before. Therefore, she focuses on promoting an ingredient-conscious-only line of organic skincare and all-natural makeup. Her products are just that, and she can't wait to get her unique formulations in the hands – and on the faces – of more fans everywhere.

About Luxury by Sofia

Luxury by Sofia was created after social media influencer, entrepreneur, and CEO, Sofia, became pregnant with her first child. No longer willing to settle for beauty products and lifestyle that could shake the foundation of her life and health, she learned everything about parabens, carcinogens, lead, talc, and other unwelcome additives and toxins in the leading makeup brands—convinced that all women – regardless of age or skin tone – should have all-natural, organic beauty products to make them feel their best – without sacrificing on health, or style.

Luxury by Sofia brings the luxury of freedom to women's natural beauty. By indulging in the most luxurious, pleasurable, and high-performing organic beauty products, women can live their life the way they want. Every Luxury by Sofia product is made with top-quality plant-based ingredients that are always non-toxic, phthalate-free, paraben-free, cruelty-free, lead-free, talc-free, halal, and crafted here in the USA. That's what Luxury by Sofia stands for, and that's what Sofia still stands by, personally testing, approving, and wearing each of her brand's products.

With Luxury by Sofia, women can embrace their natural beauty and live life on their own terms. To learn more, visit luxurybysofia.com or follow @luxurybysofia on social media.



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