

# How Luxeire tested a new audience before going to market

*"We are a lean team. Prior to using Heura Lab, we didn't have the time or resources to run so many communication scenarios with our target audiences. We accomplished so much in so little time."*

**MARGOT ADAMS**  
Co-Founder, Luxeire

LUXEIRE

DIRECT-TO-CONSUMER  
LUXURY WOMEN'S APPAREL

## LUXEIRE

### Luxury without the tradeoffs

Luxeire is a direct-to-consumer luxury women's apparel brand creating elevated wardrobe staples for women who are done compromising on comfort, care, or confidence.

Founded by mother-daughter team Gina and Margot Adams, Luxeire combines luxury design with high-performance fabrics to create clothing that is flattering, breathable, machine washable, and designed for the pace of modern life. Its clothing has been worn by public figures including Jeanie Buss, Dana Perino, and Ali Vitali.

## CHALLENGE

### How should a luxury apparel brand introduce itself to a new target audience?

Luxeire was preparing to reach a new audience. The opportunity was significant, but so was the challenge. Different messages, images, tones, and product claims could shape how this audience understood the brand—and whether they wanted to engage with it.

As a lean company, Luxeire did not have the time or resources to test every promising creative direction through traditional research. The team needed a way to explore more possibilities before committing to a campaign.

## THREE CRITICAL QUESTIONS

02 Which images best communicate the Luxeire brand?

03 How can we improve the campaign before it goes live?

## SOLUTION

# Testing more possibilities with a psychologically grounded synthetic audience

Heura Lab built a synthetic audience representing the customers Luxeire wanted to reach. Luxeire could then test different combinations of messaging, imagery, tone, and product claims with the same target audience.

Rather than choosing between a handful of creative options, the team could explore many possible directions, compare how different customer segments responded, and identify patterns in what drove interest and engagement.

## Initial Interview Question and Test Concept

**Test Image (up to 10)**



**Question:** "How well do you feel this brand fits your personal style and lifestyle today?"

**Question Image:**  (Color of Summer...)

**Question Type:** Multiple Choice

**Options:** Very well, Somewhat well, Not too well, Not at all well, Don't know / no opinion

**Source:** Heurafab

**Profile Limit:** 200

**Reasoning model:** Extended with research

**Question Formats:** open ended, multiple choice, yes/no, true/false

**Test concepts at scale.** Images could be evaluated with multiple question formats across a consistent target audience, allowing the team to compare creative directions before go-live.

## Ask Follow-up Questions to Everyone or the Sub-Segments

**Follow-up Question:** "How can we change the image to better fit your personal style and lifestyle today?"

**Limited to negative responding participant sub-segment**

**Verbatim "quotes" from each synthetic participant with psychological context and reasoning.**

**How can we change the image to make it better fit your personal style and lifestyle today?** Completed

answered Somewhat well / Not too well / Not at all well / Not sure / Don't know n=49

**REASONING BY RESPONDENT**

**Vi Pham** I'd make the image feel more practical and warm: casual polished clothing, comfortable shoes, a tidy but lived in urban setting, and softer natural lighting. I'd avoid anything too glamorous or high-maintenance and add details that suggest real family life, like a tote bag or kid-friendly surroundings.

I'm a 39-year-old working mom with young kids, so my style has to look put-together without requiring a lot of time or money. Since my budget is stable but tight, I gravitate toward simple, versatile pieces that work for work, errands, and family time.

**Angela Nguyen** I'd adjust it to be more modest, clean, and family-oriented, with softer colors and less trend-driven styling. A polished casual outfit, natural makeup, and a calm home or neighborhood setting would fit me better.

As a highly religious mom of young kids, I prefer images that feel respectful, approachable, and not overly flashy. I'm also balancing work and family on a tight budget, so practical and modest feels most like my real life.

**Kelly Vargas** I'd make the image feel relaxed but intentional, with comfortable modern basics, warm natural tones, and a homey urban background. I'd like it to show balance—work, parenting, and a little

**Go beyond the score.** Follow-up questions could be directed to everyone or to specific sub-segments, revealing the psychological context and reasoning behind each response.

## FROM TESTING TO DECISION

# Not only what performed best—but why

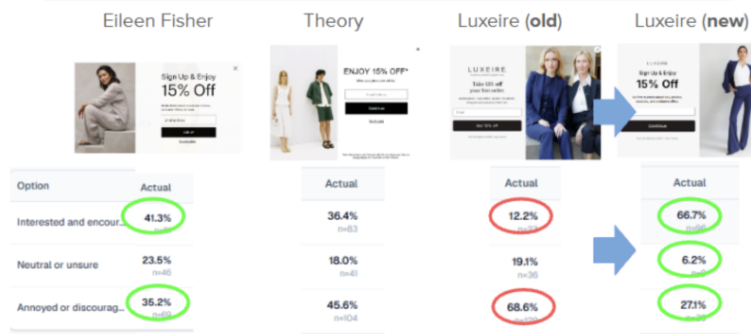
Insights were captured at both the audience and individual level, helping the team identify:

- the strongest overall messaging frameworks
- the images that generated the most positive response
- the tone that best fit audience expectations
- the claims that most clearly communicated Luxeire's value
- important differences across customer segments



## Make Messaging Decisions

### Example: Comparison of Interest vs Annoyance for Assessment of Promo Offers by Luxury Fashion Brands



**One example of the shift:** the new Luxeire promotion generated substantially more interest and encouragement than the earlier version, while sharply reducing neutral and negative responses in the simulated assessment.

## IMPACT

### More ideas tested. Better decisions made. Before go-live.

Heura Lab gave Luxeire the ability to evaluate communication scenarios that would have been difficult for a lean team to test through traditional research.

In a short period of time, the company was able to explore multiple messaging frameworks, images, tones, and claims with its target audience.

The result was a clearer understanding of how to introduce Luxeire to a new audience—and greater confidence in the creative decisions made before launch.

Instead of asking the market to reveal what worked after the campaign went live, Luxeire was able to consider more possibilities, learn from simulated audience responses, and design a better outcome before going to market.

*"We accomplished so much  
in so little time."*

— Margot Adams, Co-Founder, Luxeire

## CONSIDER MORE OPTIONS. DESIGN BETTER OUTCOMES.

**Heura Lab helps organizations model how people may respond to messages, products, policies, and decisions before they shape real-world outcomes.**