BRAND & EXPERIENCE CASE STUDY

The Gentle Barre Project

More room to move.

Building a boutique brand world, from first class to first year

Emilia Grillasca, Founder & Artistic Director · Miami, FL · January 2026 – January 2027



YEAR ONE AT A GLANCE

From launch to a growing, partner-backed program

2

Partner locations—Adrenaline Dance Company and Lemon City Collective—with 3 classes every Saturday

60%

Inquiry-to-enrollment conversion rate

[15+]

Students served across Year One

[__]

Active monthly members by year-end

[+__%]

Instagram follower growth since launch

1

Magazine feature reaching our exact audience



ABOUT ME

Emilia Grillasca

I understand why people act—and I design the experiences that move them.

Marketing · Google Digital Marketing & E-Commerce Certificate. Built Gentle Barre's brand, website, social and partnerships from zero.

Behavior · Degree in Psychology and about eight years as a Registered Behavior Technician.

Creative · Filmmaker and creative director of short films and editorial visual stories.

Dance · Classically trained; studied with American Ballet Theatre; award-winning dancer and choreographer.

POSITIONING, REFINED

What we learned changed how we speak

AT LAUNCH

Adaptive ballet for neurodivergent children

"Every child deserves the joy of dance."



YEAR ONE

An adaptive dance program rooted in classical ballet and creative movement

"More room to move."

Dance, broadly

Widened from ballet alone to welcome more kinds of movers.

Artistry first

An arts program, not therapy—led by dance, not diagnosis.

For every child

Gender-neutral language and a unisex identity.

THE BRAND WORLD

A boutique French studio, softened for children

Cormorant Garamond
with Lora for body copy

Quiet luxury
Cocoa and cream lead; blush, lavender and sage add whimsy.

Real moments, art-directed
Candid connection, classical details, one consistent edit.

One system everywhere
Instagram, website, print and merch.








EXPERIENCE DESIGN

The family experience, arrival to curtain call

01

Discover

Instagram, referrals, partner studios, a magazine feature

02

Consider

A website and class finder that answer every question before it's asked

03

Arrive

A personal welcome, small classes and a calm, sensory-aware room

04

Belong

Family group chats, weekly check-ins and individualized support

05

Return

Monthly membership, the recital, merch and community

Every touchpoint answers one question for the family: can we trust this place with our child?

COLLABORATIONS & PRESS

Growth through the right company

STUDIO PARTNER

Adrenaline Dance Company

Hosts two Saturday classes each week since launch.

COMMUNITY PARTNER

Lemon City Collective

A pediatric-focused setting, opening November 2026.

EARNED MEDIA

AQUA Miami

A feature reaching the exact families we serve · November 2026

40%

Partnership close rate (5 conversations, 2 partners)

Families register and pay through each partner, so new locations open without a lease—a model built to scale.

FOUNDATIONS

Built to run like an established studio



Team

Teaching artists, with classroom support led by an M.S. in Applied Behavior Analysis. About one adult for every two to three dancers.

Training

A three-level certification in development: Apprentice, Associate and Principal Teaching Artist.

Access

Step Up For Students scholarships accepted at approved partner locations.

Systems

Monthly memberships, weekly attendance polls, family group chats and a ZIP-code class finder.

RESULTS & IMPACT

Trust, turned into enrollment

60%
Inquiry-to-enrollment conversion

[15+]
Students enrolled

[9]
Returning students

[45+]
Classes delivered

[__] active monthly members by December · [25+] qualified parent inquiries · First recital within six months of launch



"My daughter found a place where she feels safe to move and be herself. This recital was the proudest moment of our year."

— Parent of a Gentle Barre dancer

TEST & LEARN

What didn't work—and what I changed

Uneven enrollment

Challenge · Classes filled some months and dipped in others.

Diagnosis · [What you found: timing, seasonality, trial follow-up…]

Change · [What you changed]

Result · [Before → after]

Paid social A/B test

Hypothesis · An ad that names a parent's worry will earn cheaper clicks than one that describes the class.

Test · Meta ads, [$__] split evenly · same image, audience and dates · only the headline changes

Result · Cost per click [$__ vs. $__] · click-through rate [__% vs. __%]

Learning · [What you'll do next]



More room to move.

Emilia Grillasca

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Watch the brand film: [link]