

Pop Up Retail

New marketing examples

- Online activities
 - Search engine marketing
 - Social media like facebook
 - Promotion by guest appearance in reality shows.
 - Sponsoring events like clean and clear miss fresh-face contest.
 - Virtual trust
 - Targeted marketing
 - Guerilla marketing, guerilla stores
- Scenario: “Buyer’s market” scenario



Traditional marketing examples

- Offline activities
 - Word of mouth
 - Hand painted posters
 - Personal contacts
 - Print media-newspapers
 - print ads
 - banners
 - Flyers
 - Digital marketing
 - Public Relations
- Approach : to promote and sell products or services
- Scenario: “seller’s market”



Old school marketing v/s new school

Step 1

Pop up
unannounced

Quickly draw in
crowds

Step 2

Step 3

Disappear or
morph into
something else

Salient features

- Temporary Location
- Focused Merchandise
- The store's location usually lasts days or months, rarely a year.
- The merchandise is focused around a theme, designer, particular line, or product offering.

What makes pop up format different from conventional one?

Traditional retailing

- Priority is selling merchandise.
- Less flexible in terms of store location.
- Same visual language for a longer period of time.

Pop up format

- Priority is selling experience.
- More flexible as one can use any medium to carry out a temporary retail right from rented garage to huge truck containers to buses etc.
- The visual language is out of the box and keeps changing frequently to break monotony.



Location factors

- Since pop up retails are for very short duration (3 months to 3 days) so location plays a very important role in this frame.
- innovative locations and spaces, like mobile units and empty garages are usually used

Case Studies

Dior Homme Pop-up store, New York

The Dior Homme pop-up store is located at 133 Greene Street and will serve as the sole Dior Homme Boutique in New York while the New York flagship is being retrofitted.



The pop-up store features a signature mix of merchandise across all categories presently available under the Dior Homme label – ready-to-wear, footwear, eyewear, leather goods, watches, jewelry and fragrance.



Location: New York
Inspiration
Late 60's Levi's
catalogues from the
Levi's San Francisco
Archive.
Collection: Spring Summer 2012

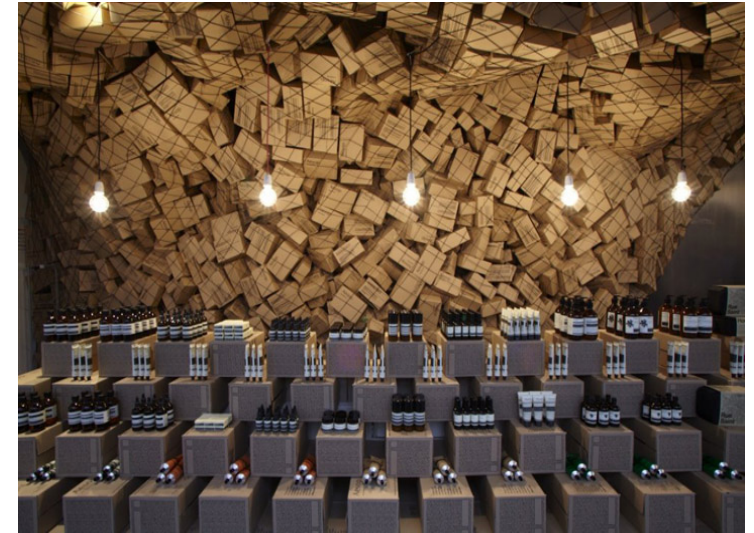
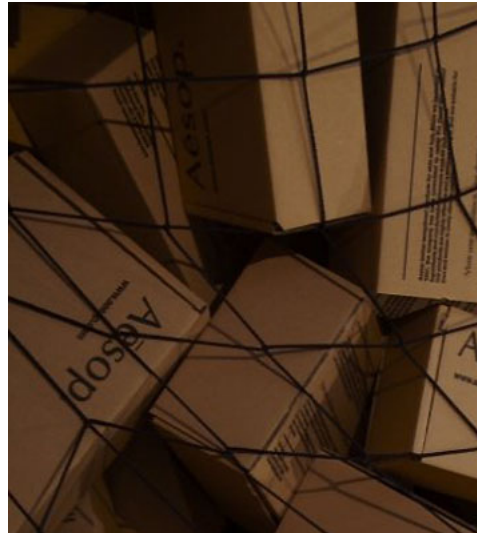


Levi's Made & Crafted
Pop-up shop



Store location: pop-up store at
Paris based department store
Merci

- Inspiration: inspired to create
an organic, flowing space to
mark Aesop's arrival at Merci



Material culture and execution

4500 cardboard shipper
boxes that Aesop uses to ship their product
worldwide were trapped in a net to form a
continuous
wall and ceiling feature.

Sustainability aspect

The project is inherently resourceful and
sustainable in that the boxes will be reused
after the deinstalland shipped out to
customers through Aesop's mail order
system.



March Studio's 8th
project for Australian
cosmetic brand
Aesop

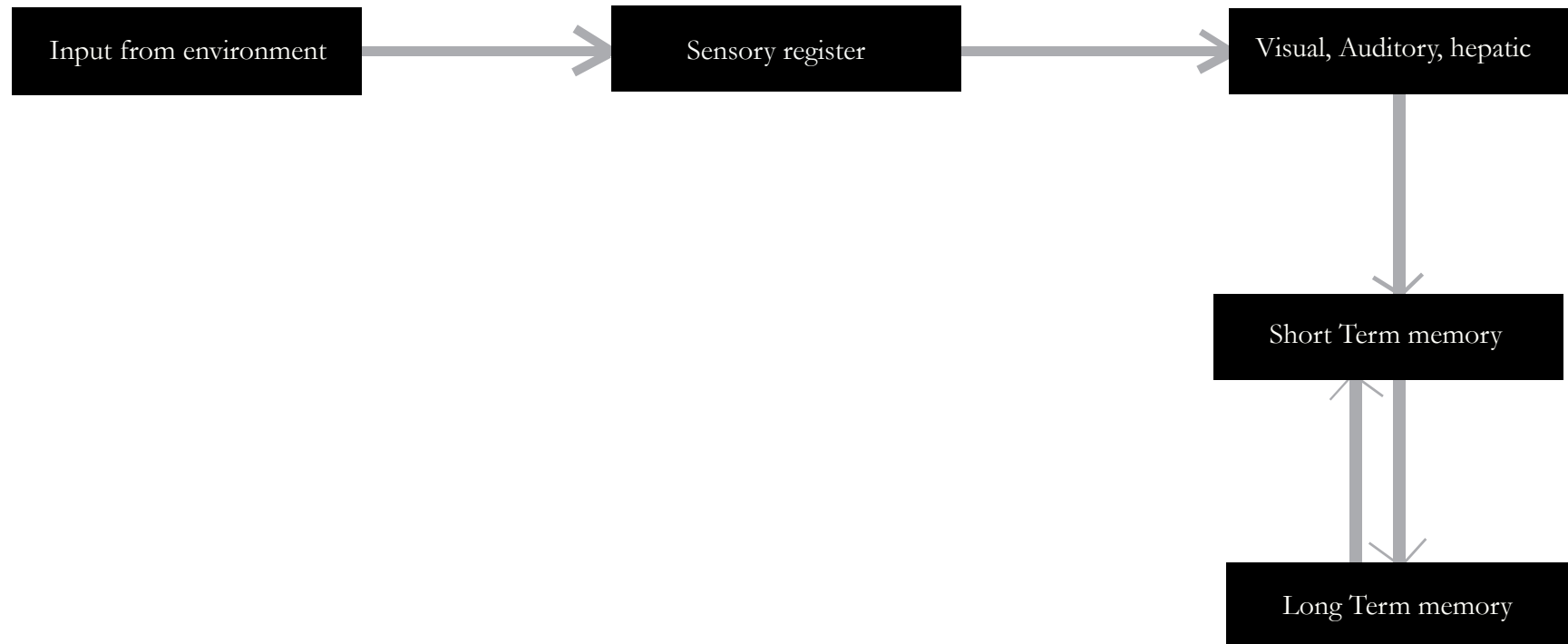
H&M Beach Pop-up Store

Location: Netherlands



Merchandise
Beach essentials
for men, women
and kids,
such as shorts,
summer dresses,
espadrilles, and all in
shades of blue, the
colour of water

Structure and function of Human memory



Fact factory

Retrieval from short term memory is faster than retrieval from long term memory.

The capacity of short term memory is much more limited.

Items presented at the beginning and at the end of the list are recalled earlier and more often times than items in the middle of the list.

Relevance of Human memory in visual communication

Working memory is a unitary system where inputs from the different sensory memories is integrated with the information from long term memory to be briefly held in conscious awareness and manipulated. It has very limited storage capacity. Input of new information is only possible if old information is moved out.

Here comes the play of brands where they fight and compete to be create their own place in customer's memory.

When feminine scents like vanilla were introduced, sales of women's clothing increased.

80% of information reaches our brains via our eyes and here comes the role of color psychology.

Various retail tricks based on human behavior most popular items are stocked at the back of the stores resulting in impulse buying.



Color psychology



Youngsters respond best to bright primary colors. The bold colors are the colors of most toys, clothes and children books.

Luxurious brands favor softer colors that appear sophisticated.

We are instinctively more comfortable when colors remind us of something familiar.

In a retail environment, color can be crucial element to enticing the customer inside and then enticing them to open their wallets.

S_trength

1. Retail freshness, element of surprise.
2. Pop-up formats have allowed retailers to test markets for new products at a lower risk.
3. entertainment, experience, exclusivity
4. usually cost effective.

W_eaknesses

1. By the time a satisfied viewer/customer of a guerilla store gives feedback to others and asks them to check out, its gone because of its short duration.
2. People may not be well equipped to buy things unexpectedly.
3. Cant display a wide spectrum of merchandise.

O_pportunities

1. Online pure-plays dying to get a bit of offline visibility
2. Pop-up retailing is especially suited to fashion forward retailers, where the lifecycle of a product is very short.
3. Can reach remote places as well.

T_hreats

1. Experimenting with brand image may misfire as well resulting in people unable to connect with the brand.
2. Though competition offered by conventional retailers cause of their adaptation to new techniques to lure customers like concept stores etc.

Future prospects of this research

- To understand various factors influencing pop up retail format with change in demographics and psychographics.
- To study relationship between human behavior and pop up retail
- Scope of Pop up retail in Indian scenario.

Thank You

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