



The Exordian



MOUNTAINS TO MAINSTREET

When Sports Became
Fashion's New Frontier

THE RISE OF CORNER STORES

When Temporary Spaces
Create Permanent Impact

BURBERRY'S EPIC COMEBACK

Blending culture,
heritage & tech



SUMMARY*

How niche mountain-brands are taking over main-street fashion

The intersection of performance wear and haute couture has reached a fascinating tipping point in 2025, marking a transformation that goes far beyond mere trend-spotting. This shift represents a fundamental reorganization of how we perceive athletic wear, with technical outdoor brands becoming the new arbiters of urban style.



Corner Stores: a strategic blend of culture, community and hype

The retail landscape of 2025 has witnessed a remarkable transformation in how brands approach temporary spaces. What began as a simple solution to vacant storefronts has evolved into sophisticated cultural hubs that merge retail, experience, and community engagement. This isn't just about selling products anymore – it's about creating memorable moments that resonate long after the store closes.



Burberry's epic comeback

Burberry was born as a London first brand, engrained in the local culture. It quickly rose to international fame and began positioning itself with the high-flying luxury brands like Valentino, Moschino, Prada, Gucci. Yet in doing so, the brand lost its original creed. With new leadership, the brand is making a powerful comeback through a truly unique strategy.



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Dilution or evolution?

Mountains to mainstreet

The Arc'teryx Phenomenon

At the forefront of this transformation stands Arc'teryx, a brand that has undergone a remarkable evolution. From its humble beginnings as a climbing gear manufacturer in Vancouver, it has emerged as what Chinese consumers now call one of the "Three Treasures of the Middle Class" - a testament to its cultural impact beyond traditional outdoor spaces. The numbers tell a compelling story: Arc'teryx notched up more than £630m (\$800m) in sales last year, with a successful IPO raising £1.08bn (\$1.37bn) in early 2025 - the largest US listing by a sports-fashion crossover brand

Similarly, Salomon's journey from ski equipment manufacturer to street style essential mirrors this larger cultural shift. The brand's sneakers, once exclusively found on mountain trails, have become ubiquitous in urban environments, spotted on everyone from fashion week attendees to creative professionals in major cities.



CULTURAL IMPLICATIONS

Performance vs. Perception

Technical features are now marketing points for fashion-conscious consumers who may never use them

The emergence of "Corpcore" as a legitimate fashion category in 2024-2025

Democratisation or Dilution?

How accessibility through fashion has introduced new audiences to outdoor activities

The impact on core outdoor communities and their relationship with these brands since price points and exclusivity have created new barriers in traditional outdoor markets

Looking Forward

The future of this fusion seems increasingly cemented, with both Arc'teryx and Salomon's parent company, Amer Sports, reporting strong growth and ambitious expansion plans. The real question isn't whether sports brands will continue to influence fashion, but how they'll balance their technical heritage with their new cultural capital.



op-up Maddness

The New Pop-Up Paradigm

RUN STOP CORNER SHOP

CLOTHING

OFF LICENCE

NEWSAGENT

FLYLAB

THE TRADITIONAL POP-UP MODEL HAS BEEN COMPLETELY REIMAGINED.

HOKA's innovative "Run Stop Corner" exemplifies this evolution, transforming the concept from a mere point of sale into a community gathering space. This approach represents a broader shift in retail strategy

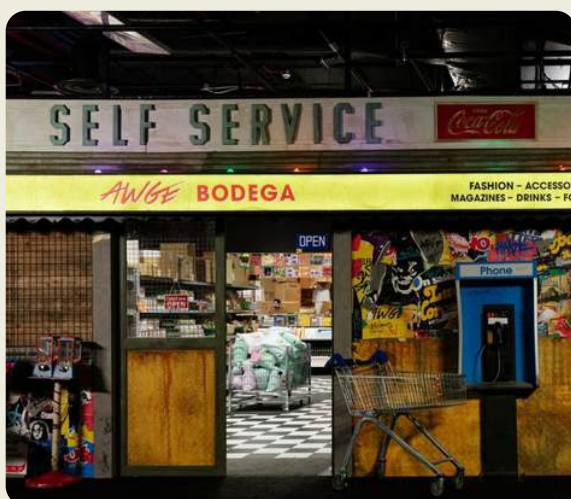


Cultural Integration

Location selection based on demographic and psychographic data

Integration with local art scenes and community events

Custom-designed experiences that reflect neighbourhood character



Technological Innovation

Digital integration allowing for seamless online-offline experiences

Real-time inventory management systems

Interactive elements that create shareable moments



Community Building

Running clubs and fitness communities centred around temporary spaces

Educational workshops and expert sessions

Social media integration driving physical attendance

EXPERIENCE ROI

Average dwell time in experiential pop-ups: 23 minutes (compared to 7 minutes in traditional retail)

Loyalty program sign-ups 3x higher than traditional stores

Community engagement leading to 40% higher customer LTV

Customer acquisition costs reduced by 30%

Social media mention increase 300% during pop-up periods

Brand recognition increase of 45% in target demographics



BURBERRY



The Epic Return

Focusing on foundations

In early 2025, Burberry has masterfully demonstrated how a 169-year-old luxury brand can remain relevant while honouring its heritage. This transformation represents more than just a marketing strategy – it's a blueprint for heritage brands navigating the digital age.

Burberry has skilfully played across 4 main content formats (linked content):

A Return To London-Culture

Connecting with every-day London locals, Burberry re-established its affinity with the public and its ties to the city.

AI Revival

Rather than replacing human productions with AI, Burberry used it to animate vintage, iconic images, brining back a sense of nostalgia.

Puns & Knights

Luxury doesn't always have to be serious and stiff. So whether it was sending a person dressed in full knight armour during London Fashion Week or dressing up a dog, Burberry strengthened connections with humour.

This has been of incredible success, shown by:

- 40% increase in Gen Z engagement
- Digital campaign engagement rates up by 65%
- Social media mention sentiment improved by 35%



This transformation isn't just about staying relevant – it's about setting new standards for how heritage brands can evolve while maintaining their core identity. Burberry's approach demonstrates that tradition and innovation aren't mutually exclusive but can instead create something greater than the sum of their parts.

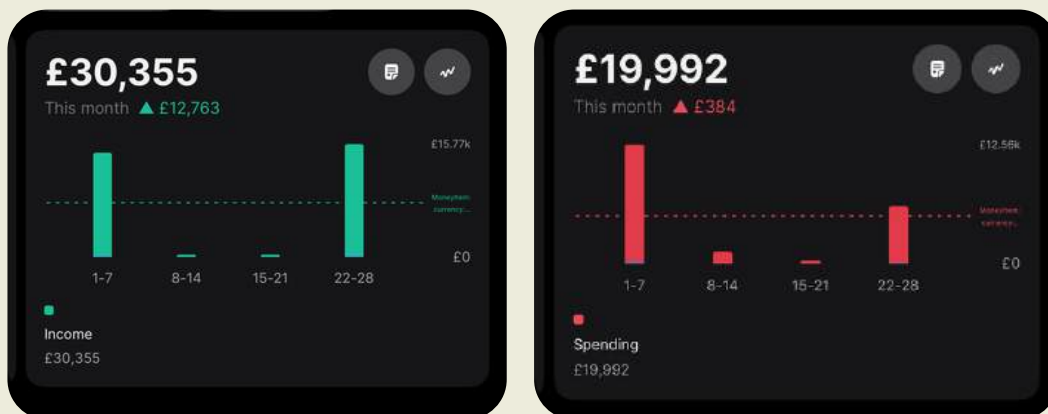


It's time for some:

EXORDI UPDATES

February was a fun month with lots of really exciting progress across a variety of sectors. We'll expand in the next pages but we secured new clients, finished the UI/UX designs for the next platform updates and got into Techstars' prestigious San Francisco accelerator program :)

Cash flow



It's important to remove £16k (\$20k) from our cashflow since that was the first part of the investment received from Techstars. One of our clients is late on about £11k which, if it had been paid on time, would have put us into a positive operating.

CLIENTS

This month we delivered campaigns for:

- Skyscanner across 10 locations
- Smirnoff in NYC
- Bayer Aspirin in Arizona

Smirnoff came through a new agency client which Carlo acquired through networking called Born Social. Satisfied with the shoot in NYC, they have recently enquired about a bigger production for another alcohol brand across Boston and Sydney for a total of £10,000. Moreover, this agency is part of a group with another 3 agencies, giving us great opportunity to scale across.

Then, we received another brief from Whalar, the agency we've already worked with a lot. It's still being worked through but, should it go ahead, it will be an exciting global and year long campaign.

ADDITIONALLY, we have received the signed contract and are commencing the year long campaign with Onefinestay (luxury version of AirBnB). We'll kick off with a production in LA and can't wait to show you the content produced.

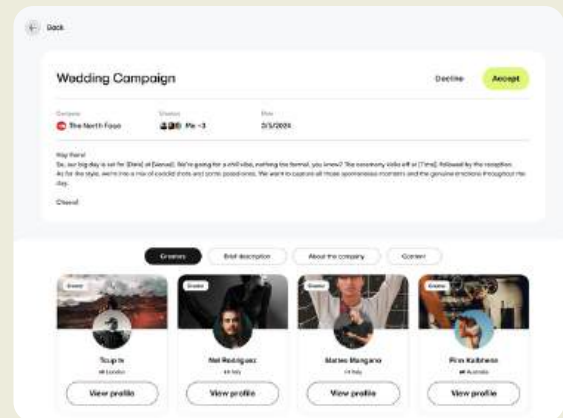


PLATFORM

We're incredibly excited about these updates. We have finally finished the UI/UX designs and have begun development which should finish in June. These updates will allow us to have a fully autonomous platform along with an initial Subscription paywall. Until now, clients could only send a brief to creators and that was it, creating a weird, broken flow. Moreover, it assumed that creators were both free and accepted the job which isn't always the case. Therefore, we are now adding:

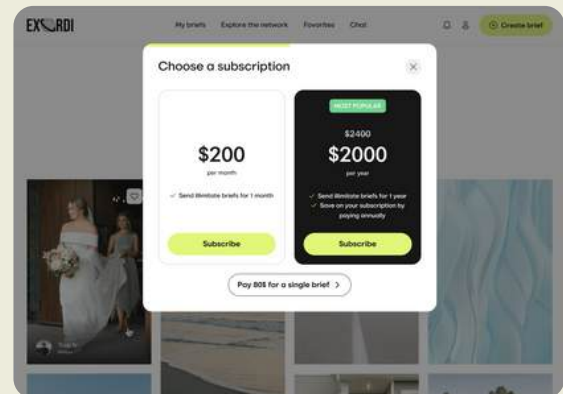
Request For Participation

Clients can send the brief to the creators they want. The creators mark their interest. The client then picks among the available creators. Thus guaranteeing availability and commitment to work on the job.



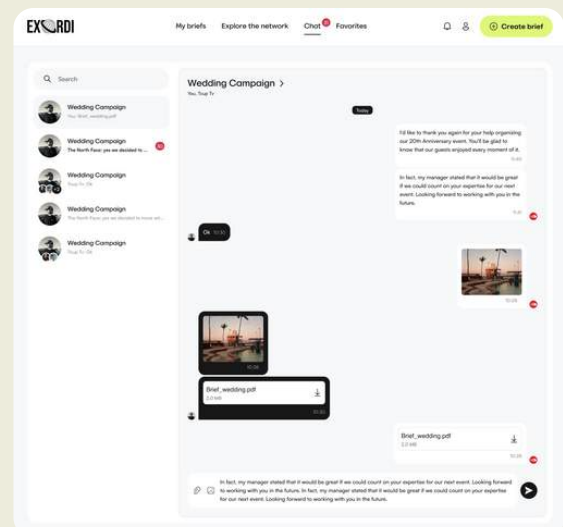
SaaS Paywall

We'll start off with a single subscription price which is discounted if clients pick a yearly package. However, we will still provide the option to 'pay as you go' for smaller clients who run less than 3 briefs a month. Right now, we handle about 5 briefs per client a month



Chats for each brief

We found ourselves simply relaying information between clients and creators once a brief was active. This was a great time waster without added benefit. As a result, we're implementing a chat for each brief, allowing clients and creators to communicate directly.



Techstars

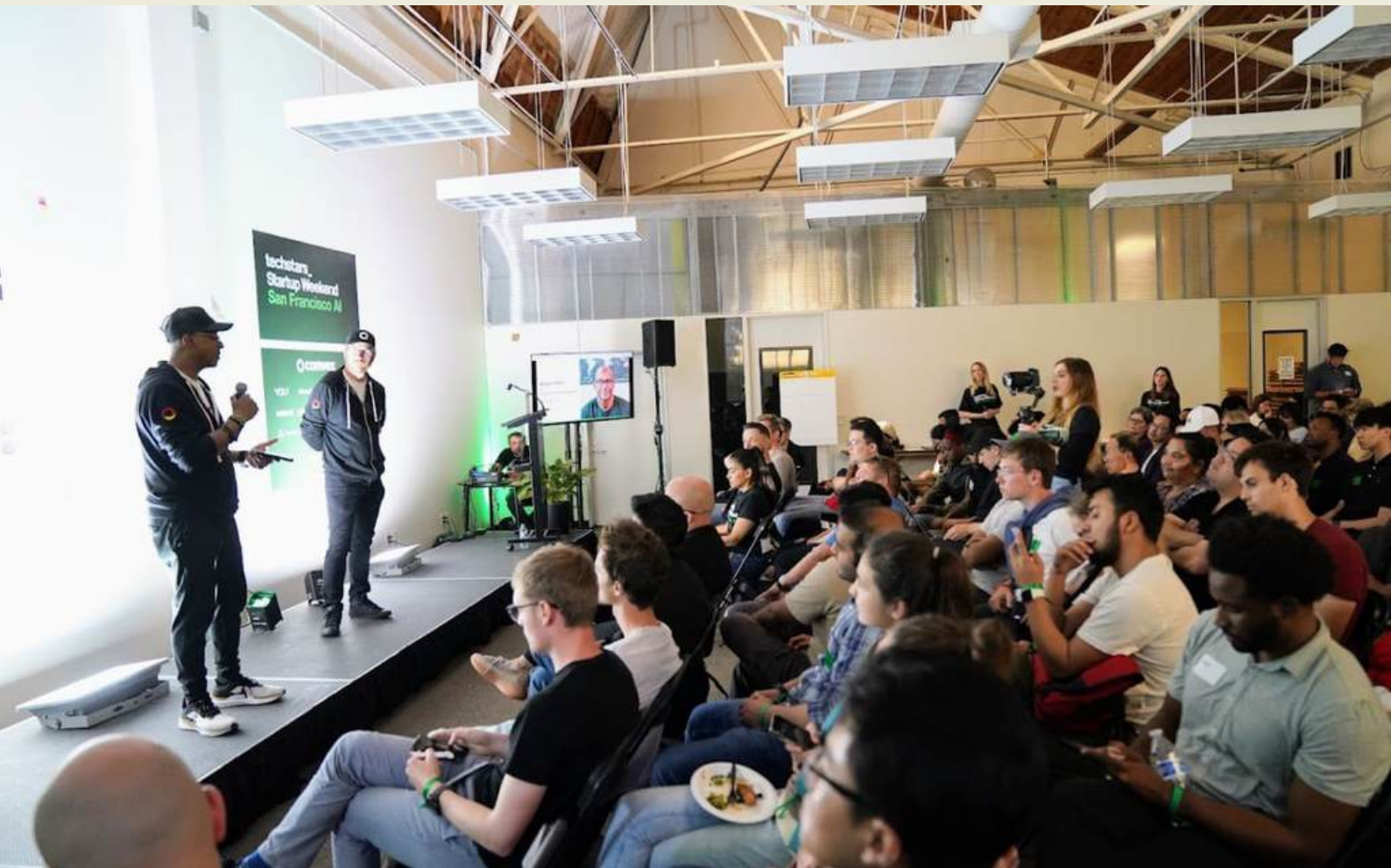
Techstars is a global accelerator program which also invests \$120,000 in each start-up they select. While they host global programs, the San Francisco one is their most prestigious one with an acceptance rate of less than 2%. So, we're incredibly happy to have been selected.

While the program kicks off on the 10th of March, we've already begun with a pre-program schedule which includes a number of calls and 'homework' which is designed to get us to really dive into our companies, customers and problem we're solving to then scale incredibly fast throughout the program.

At the end of the program in June, there's the so called 'Demo Day' where each start-up presents their business to an audience of investors, with the goal of raising a round (if that's the desired choice). Our goal is to arrive at this demo day with:

- A fully automated platform
- Our existing clients on-boarded to it
- At least 5 other clients signed up to the platform
- A clear roadmap to develop our Agentic Creative Director

This will have shown that in only three months, Exordi has gone from a mostly manual company to a fully automated platform which is set to revolutionise content advertising.



Thank you



Photo by Nelb Rodrigues

The Exordian is about promoting the upmost talent and providing unhinged thoughts around the current creative landscape. Feel free to send us yours.

INFO@EXORDI.IO