



# GUCCI

## Pop-up Stores

## Expansion Analysis

A 5WIH Strategic Framework

# AGENDA

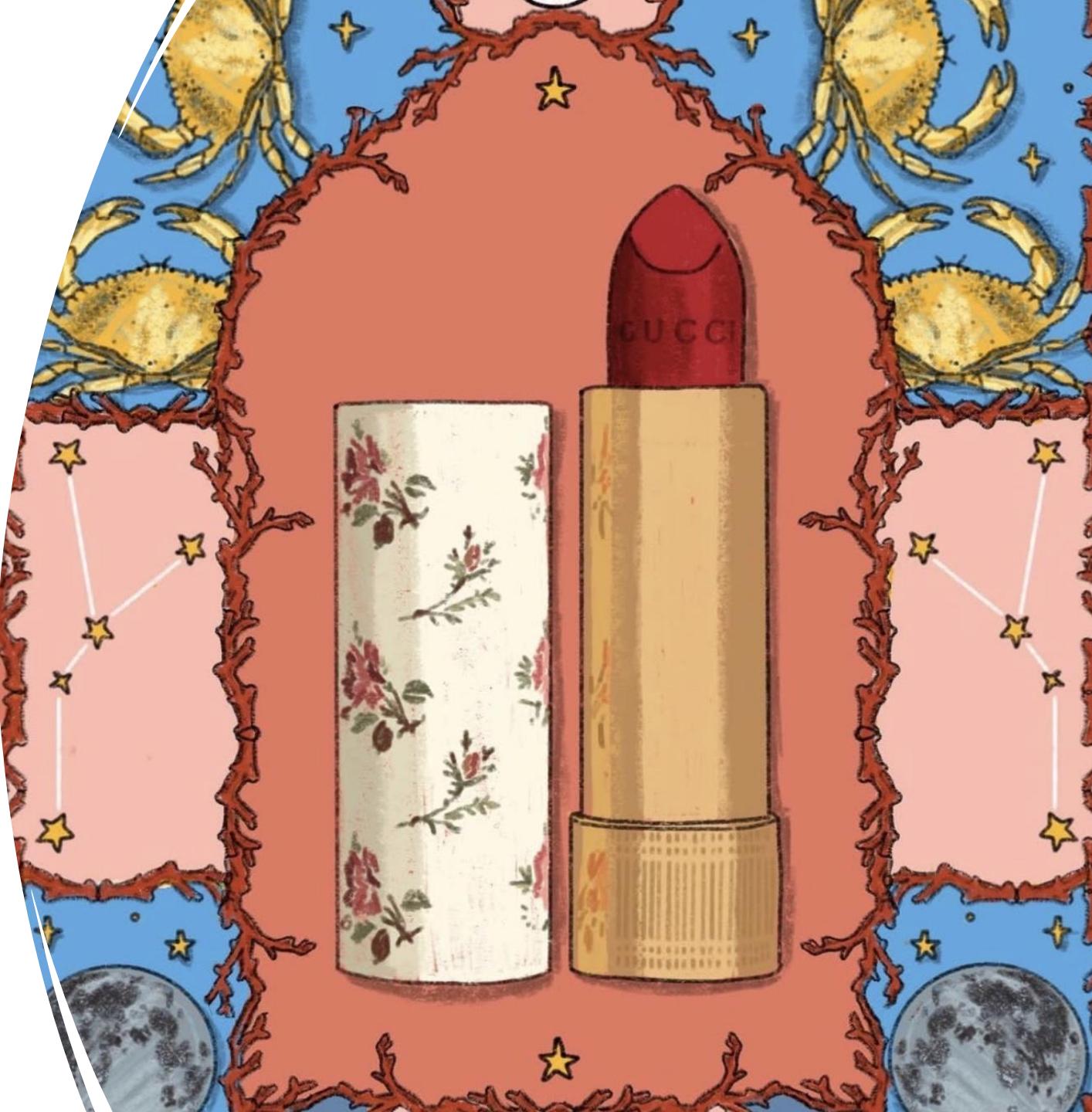
- Why - Gucci expansion rationale
- Where - Regional performance
- When - Seasonality trends
- Who - Competitive landscape
- What - Product strengths
- How - Event strategy recommendations



# WHY?

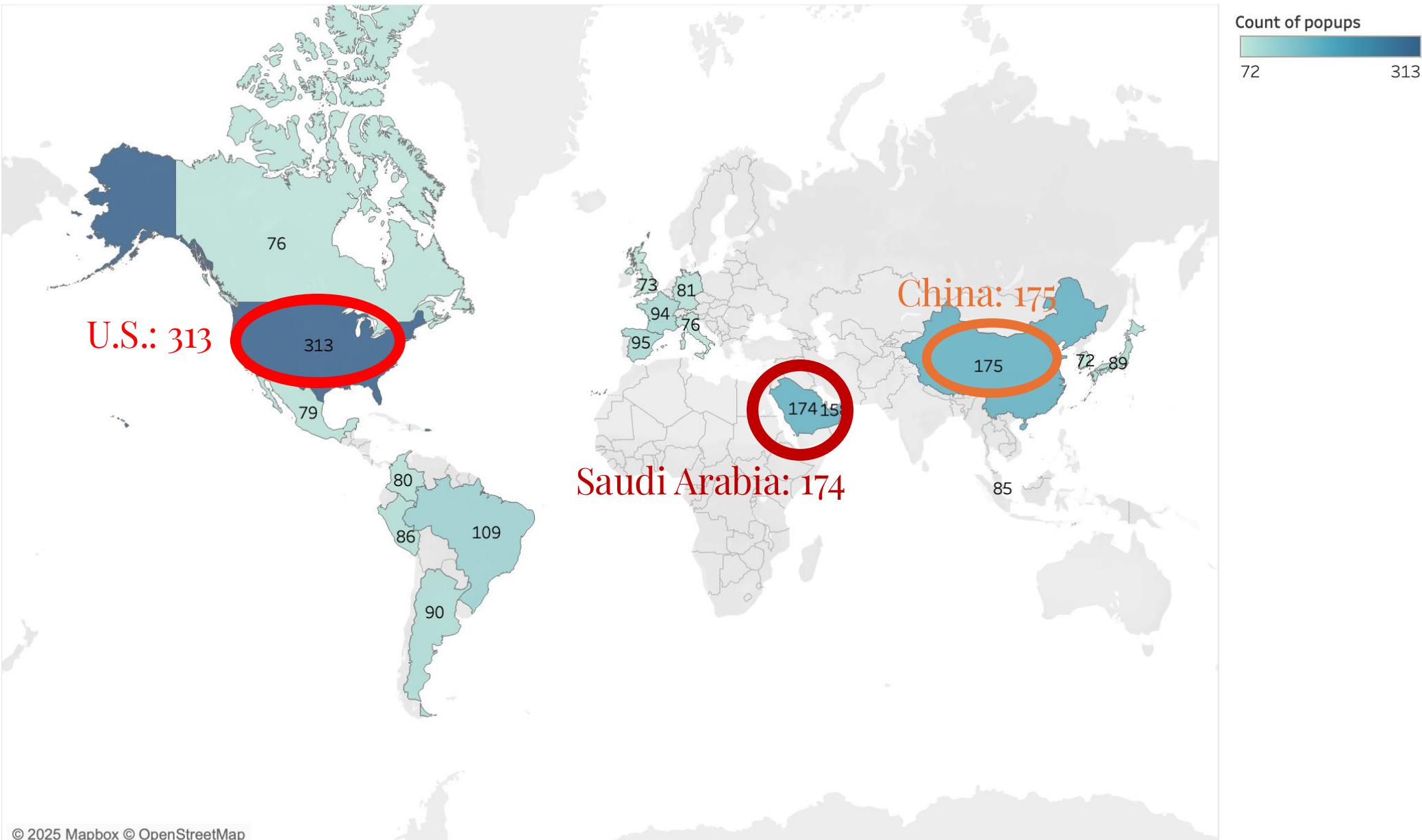
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- Boost Brand Visibility
- Experience Luxury
- Drive Sales and Trial
- Market Testing
- Content and PR Value



# Global Distribution of Luxury Beauty Pop-Up Stores

The U.S., China, and Saudi Arabia lead in pop-up activations, revealing key regional opportunities for Gucci Beauty expansion.



Map based on Longitude (generated) and Latitude (generated). Color shows count of popups. Details are shown for Country. The view is filtered on Country, which keeps 19 members.

# WHY?

# WHERE?

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- Top Performing Regions
- High-Potential Markets
- Regional Insights



# WHERE?

Revenue Concentrated in High-Spending Hubs — U.S., China, and Brazil Lead Global Value  
Total revenue generated by luxury pop-up stores in each country, highlighting high-value regions driving overall brand performance.



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Revenue. Details are shown for Country. The view is filtered on Country, which excludes Null.

# High Market Demand Concentrated in the Canada, Singapore, and France

Average units sold per country, showing overall market size and sales potential across global luxury cosmetics pop-up stores.

# WHERE?



Map based on Longitude (generated) and Latitude (generated). Color shows average of Units Sold. Details are shown for Country. The view is filtered on Country, which excludes Null.

# WHERE?

Emerging Markets in Singapore and Saudi Arabia Show Strong Conversion Efficiency  
Average sell-through rate by country, reflecting consumer responsiveness and marketing efficiency of luxury beauty brands.



Map based on Longitude (generated) and Latitude (generated). Color shows average of Sell Through Pct. Details are shown for Country. The view is filtered on Country, which excludes Null.

# WHEN?

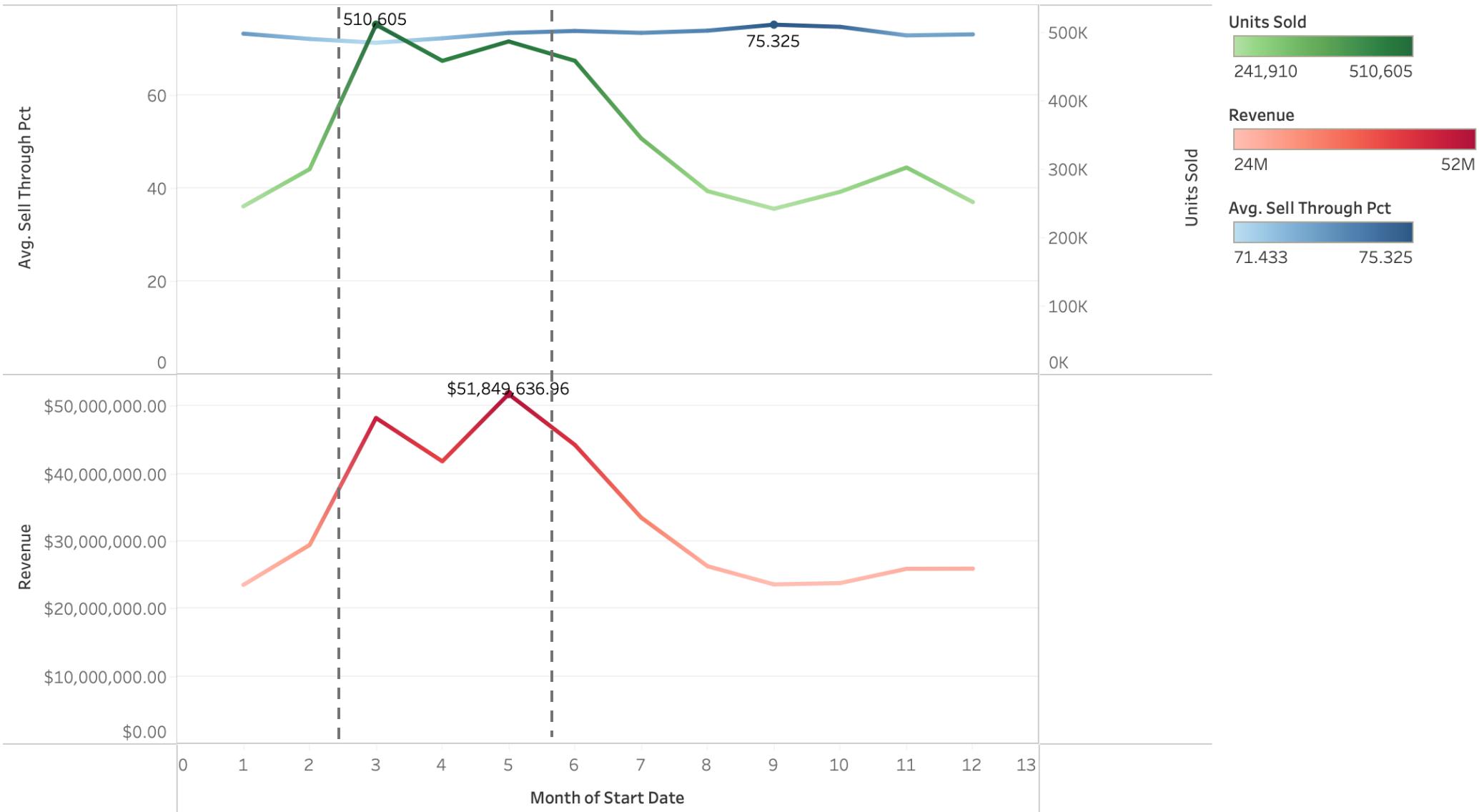
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- Peak Sales Periods
- Seasonal Patterns
- Event Alignment



# Strong Spring Peaks in Sell-Through and Units Sold Reflect Seasonal Demand Surge

Monthly trend of average sell-through rate and total units sold—highlighting Q2 as the strongest sales season, followed by a visible decline in late summer months.



**WHEN?**

The trends of average of Sell Through Pct, sum of Units Sold and sum of Revenue for Start Date Month. For pane Average of Sell Through Pct: Color shows average of Sell Through Pct. For pane Sum of Units Sold: Color shows sum of Units Sold. For pane Sum of Revenue: Color shows sum of Revenue.

# WHO?

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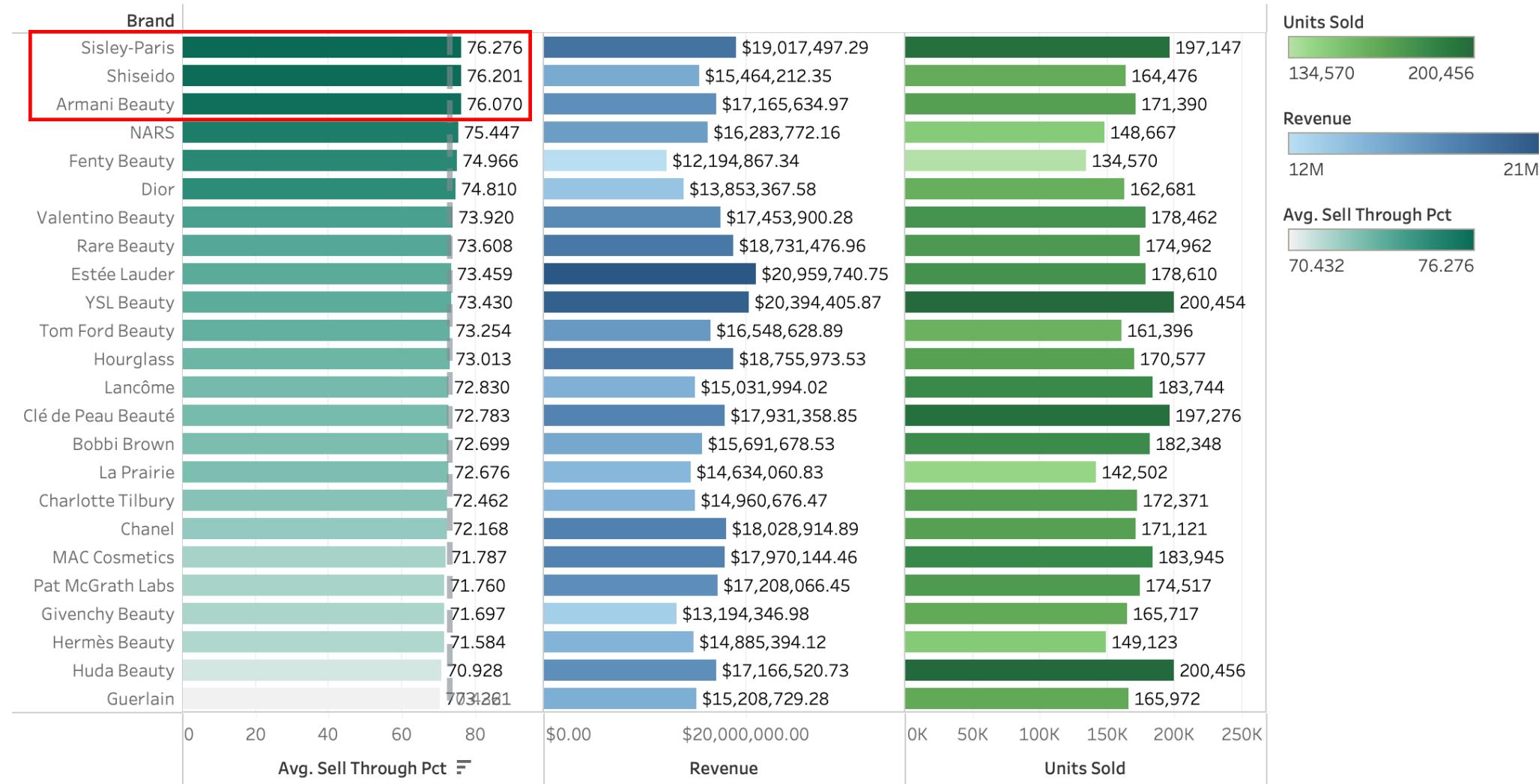
- Top-Performing Models
- Scale vs. Efficiency
- Trend-Driven Success
- Gucci Opportunity
- Strategic Goal



# WHO?

## Leading Luxury Beauty Brands Excel Through High Sell-Through and Revenue Efficiency

Comparison of top-performing brands reveals that Sisley, Armani, and Shiseido achieve both superior sell-through rates and strong revenue efficiency, setting strategic benchmarks for Gucci's beauty expansion.

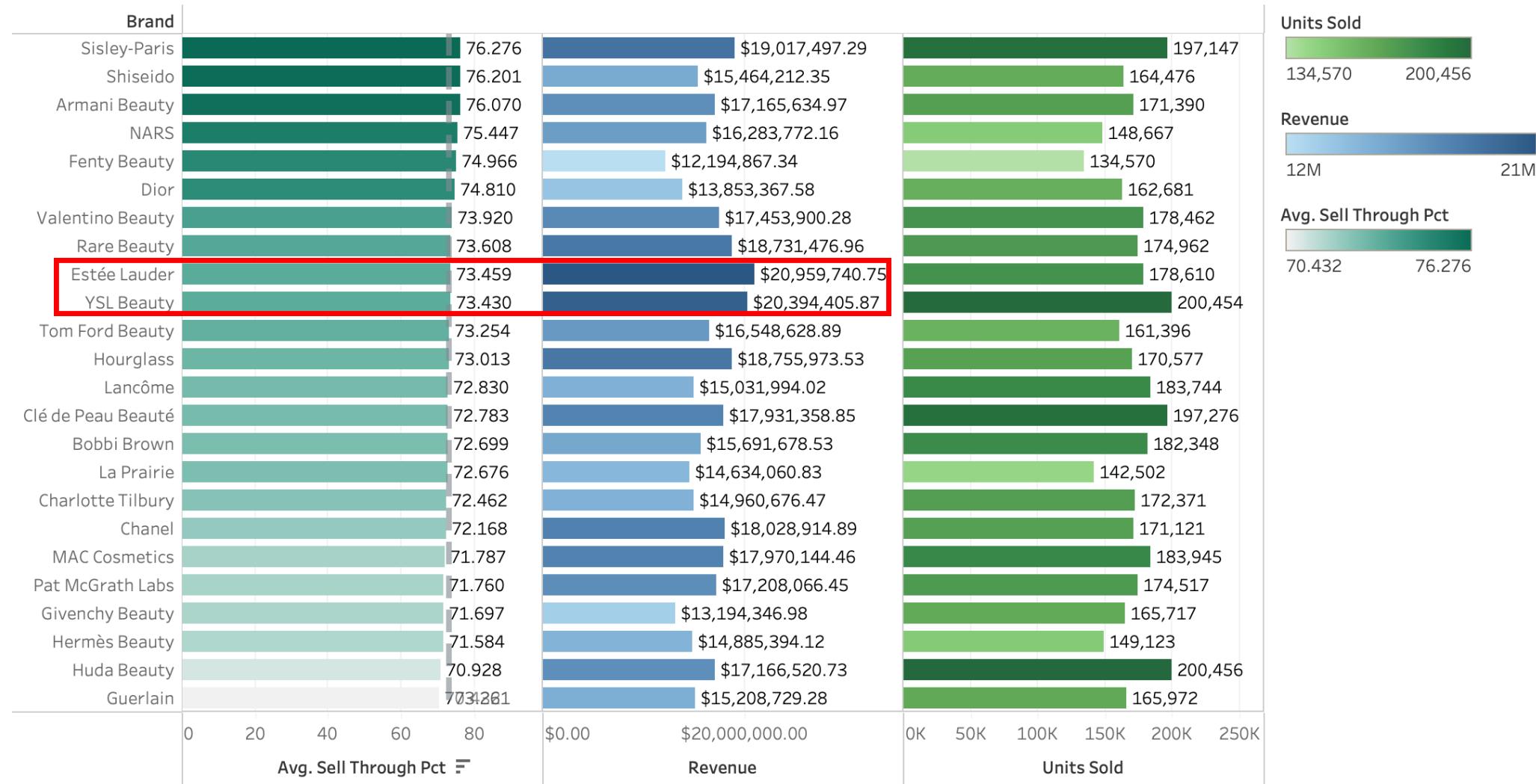


Average of Sell Through Pct, sum of Revenue and sum of Units Sold for each Brand. For pane Average of Sell Through Pct: Color shows average of Sell Through Pct. For pane Sum of Revenue: Color shows sum of Revenue. For pane Sum of Units Sold: Color shows sum of Units Sold.

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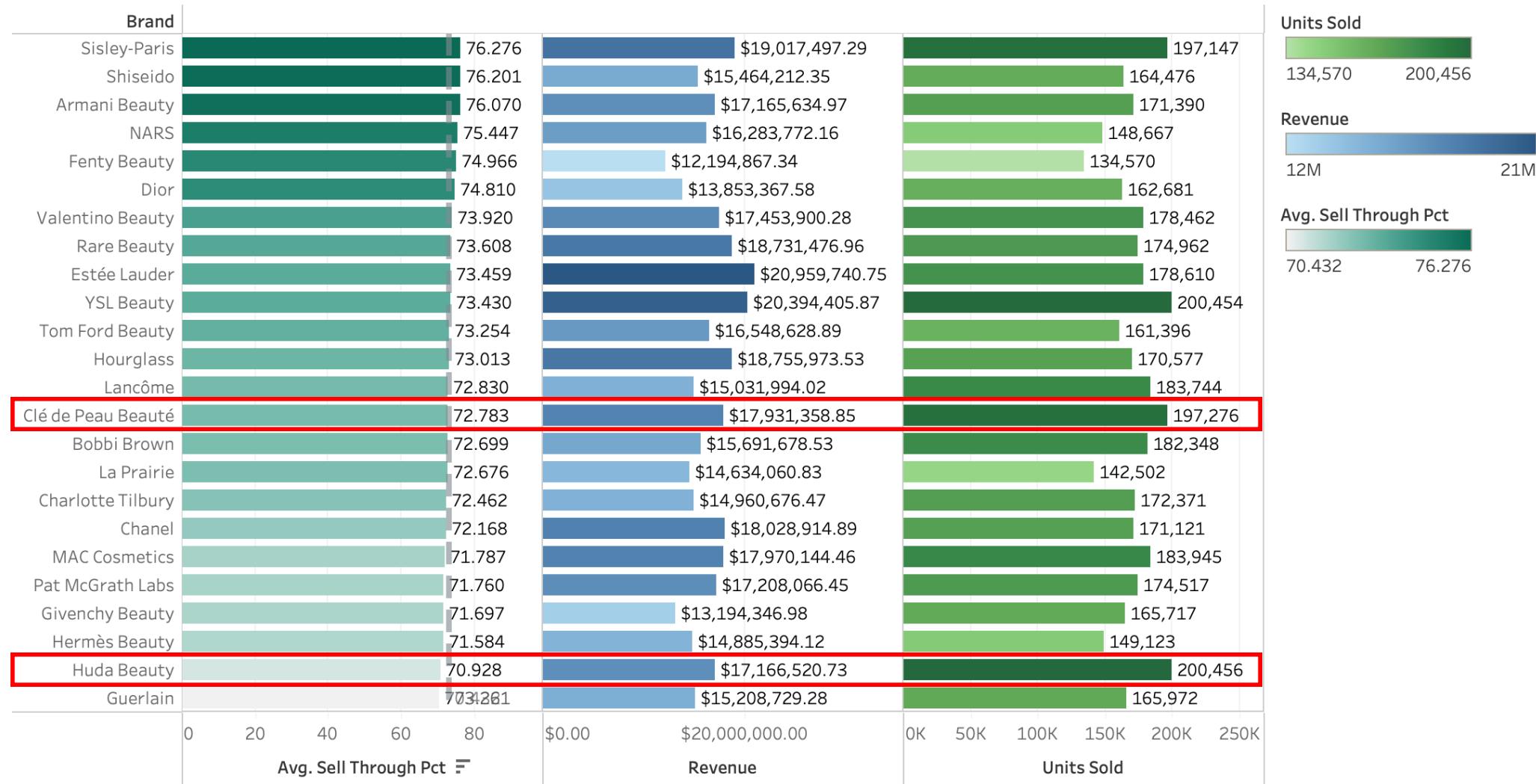


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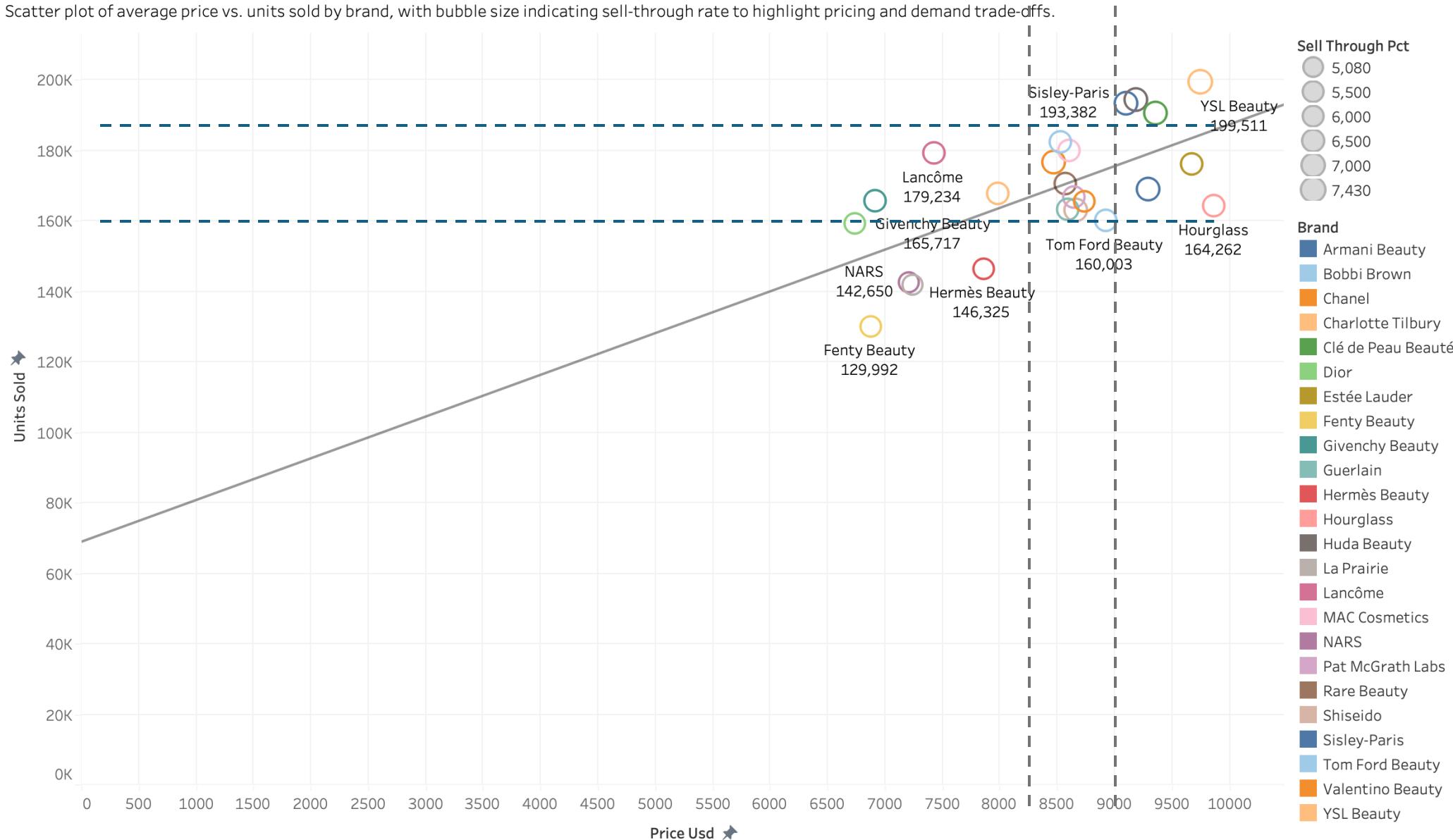


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# WHO?

## Balanced Pricing Drives Higher Sales — Mid-Range Luxury Brands Achieve Optimal Performance

Scatter plot of average price vs. units sold by brand, with bubble size indicating sell-through rate to highlight pricing and demand trade-offs.



Sum of Price Usd vs. sum of Units Sold. Color shows details about Brand. Size shows sum of Sell Through Pct. The marks are labeled by Brand and sum of Units Sold. The data is filtered on City, which keeps 25 members.

# WHAT?

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- Top Categories
- Strategic Role
- Entry and Hero Products
- Underperforming Categories
- Brand Anchors



# Lipstick and Fragrance Drive Sales Volume, While Skincare Sustains Consistent Revenue Performance

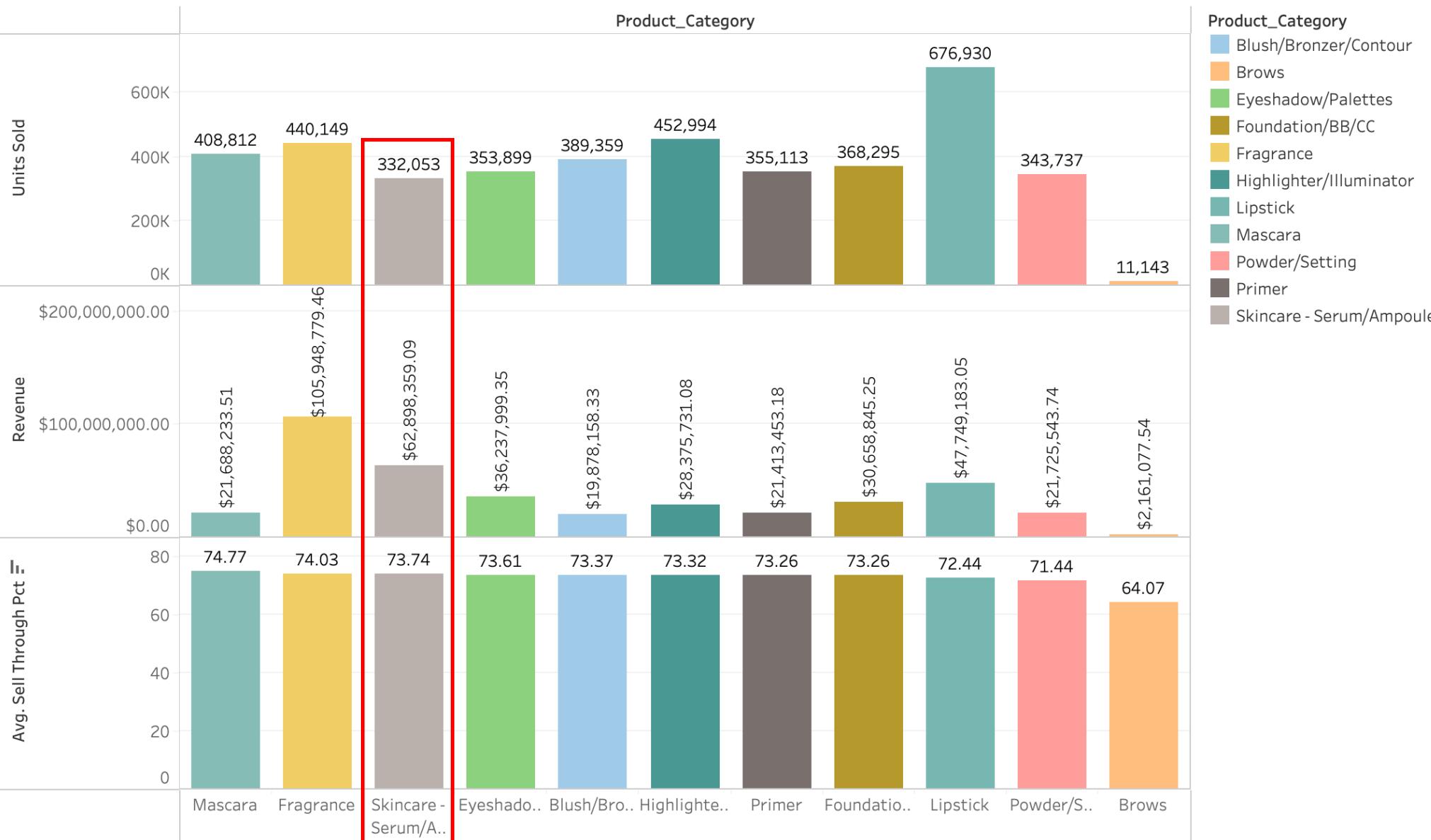
Comparison of units sold, sell-through rate, and revenue across product categories reveals that makeup items boost short-term sales, while skincare ensures long-term conversion stability.



# WHAT?

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# WHAT?

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Sum of Units Sold, sum of Revenue and average of Sell Through Pct for each Product\_Category. Color shows details about Product\_Category.

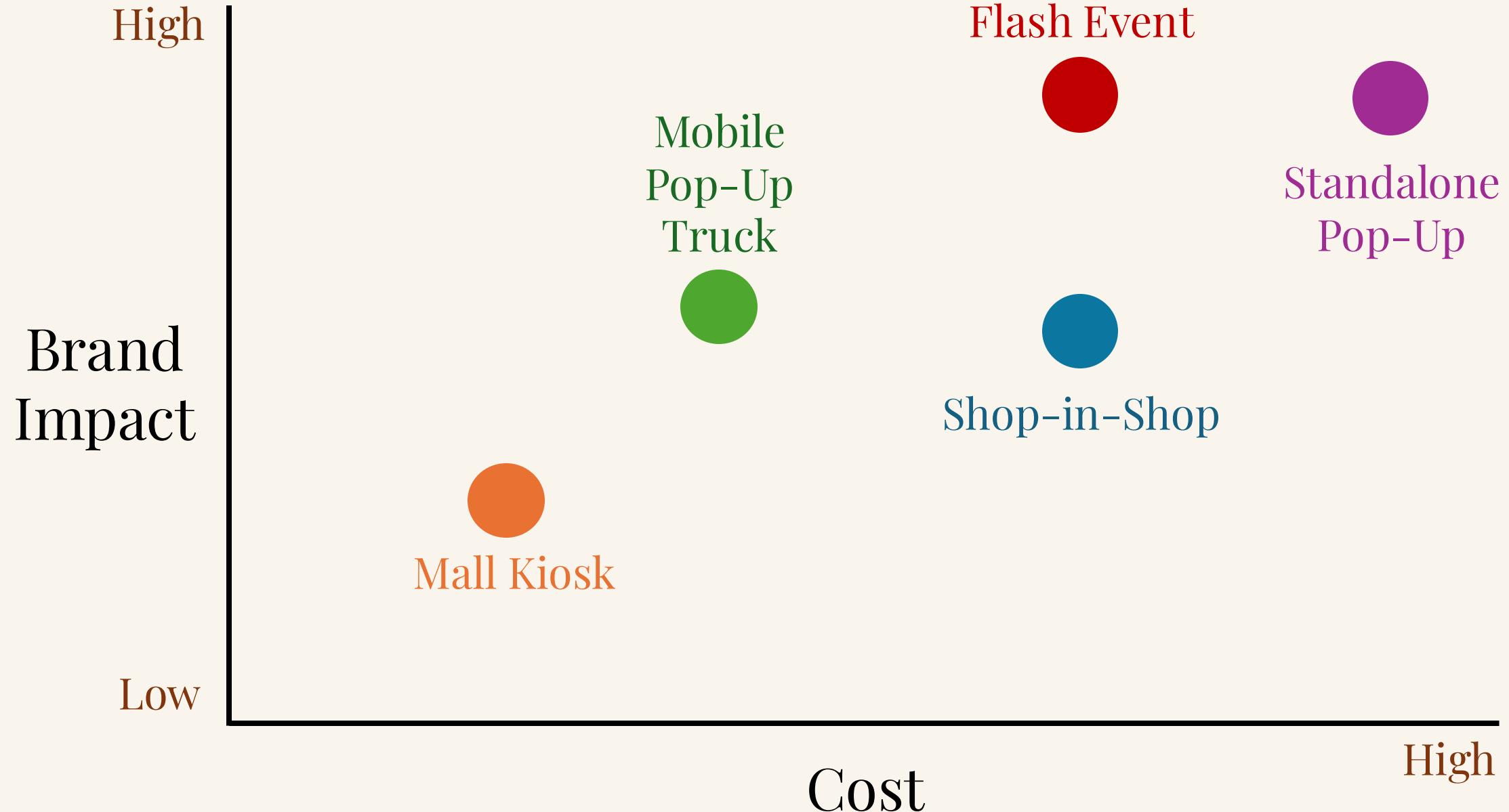
# WHAT?

# HOW?

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- High-Performing Formats
- Performance Comparison
- Data-Driven Insights
- Commercial and Brand Impact

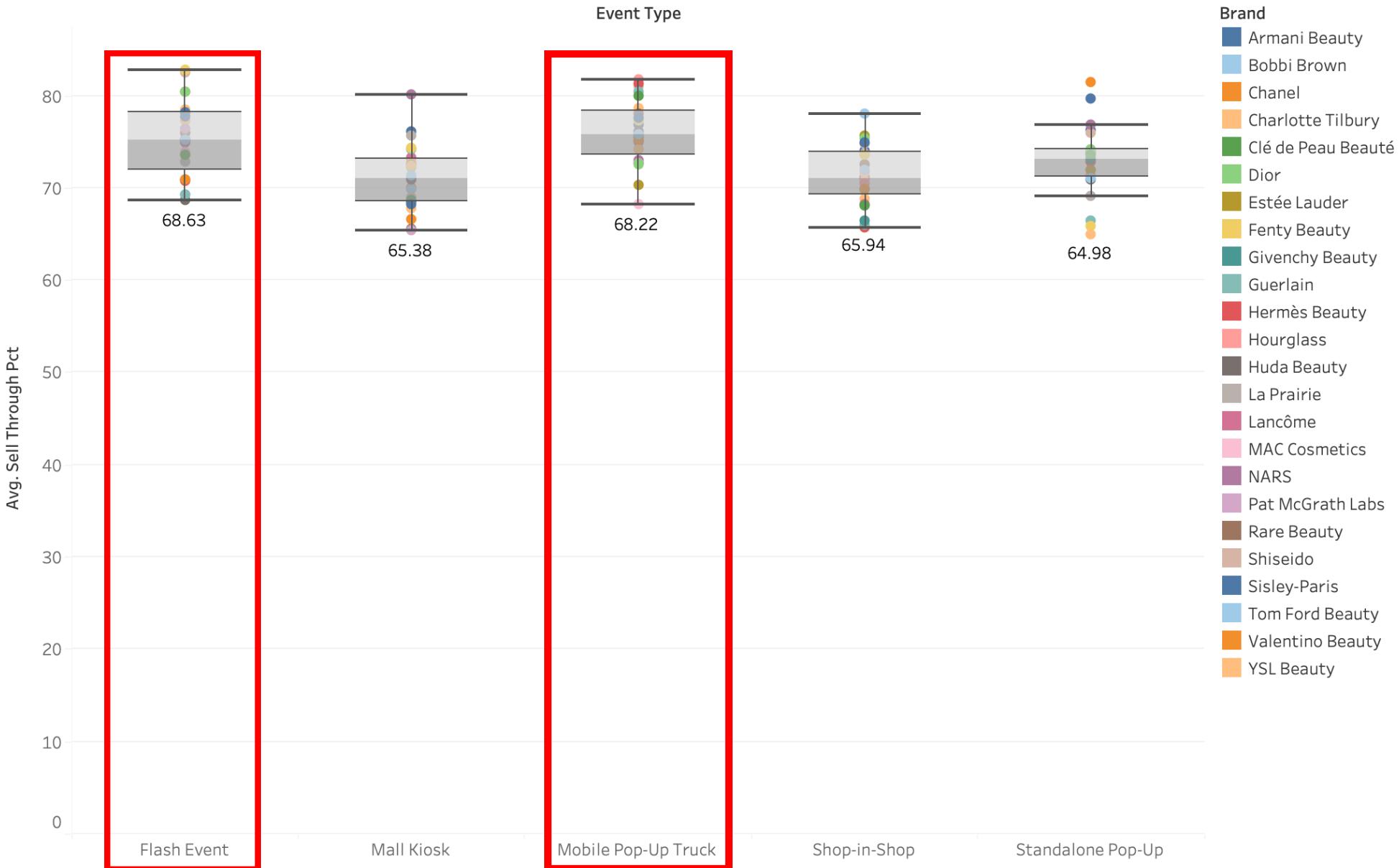




# HOW?

## Flash Events and Mobile Pop-Up Truck Deliver the Highest Sell-Through Rates Across Brands

Boxplot comparison of average sell-through percentages by event type, showing that short-term, high-traffic events like Flash Events and Mobile Pop-Up Truck achieve stronger sales conversion than long-term setups.



Average of Sell Through Pct for each Event Type. Color shows details about Brand. The marks are labeled by average of Sell Through Pct.

# SUMMARY

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- Beauty = Brand Gateway
- North America and Asia
- Spring / Holiday peaks
- Premium Benchmarks
- Lipstick and Fragrance Lead
- Flash and Mobile Pop-Ups





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A 5WIH Strategic Framework

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