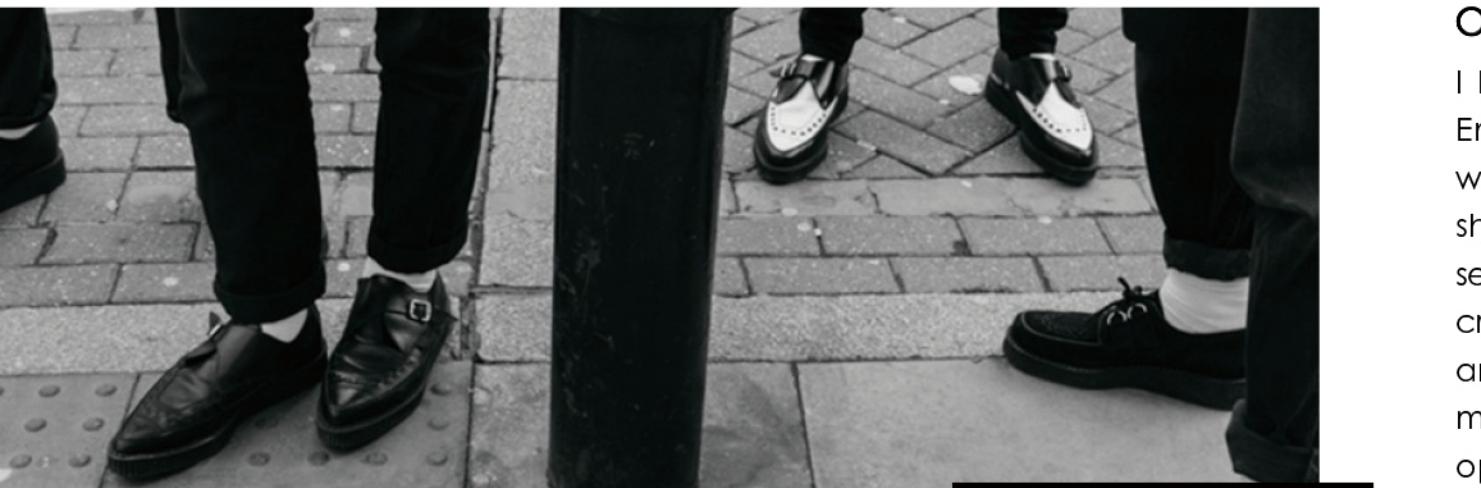


POP UP SHOWROOM IN SHANGHAI



Yingying Chen. Project 01

OUTLINE

I have joined a program with British brand Underground England from June to August 2020. During the program, I was responsible for making a marketing proposal for their showroom. The proposal's purpose is to introduce the brand, sell the products and build connection to the webstore. I have created a plan based on the analysis of potential customers and provided requirements. The proposal contains the location, mockup design, purpose, in-store activities, promotion, and operation of the showroom. The theme that I have for the showroom is immersive music gallery that combines the major identity of the brand: punk music.



Factors to consider

- **Fashion centered area** – to improve popularity
- **Target clients** – Underground music lovers, professional fashion buyers
- **Experience** in holding fashion-related and pop up events

LOCATION

CUSTOMER PROFILE - PROFESSIONAL



- Millennials
- Brand Founder
- Living nearby Yuyuan Road
- Fashion-related degree owner



As Fashion Buyer



Vintage Record Lover



Professional in fashion business

CUSTOMER PROFILE - PRIVATE



- Generation Z
- University Student
- Living in Shanghai
- Amateur Fashion Influencer



Band member



Punk Music + Vinyl Lover



Punk & Gothic Inspired Fashion

THE REASONS OF HAVING 2 CUSTOMER TYPES

- Showroom usually are aiming for getting professional customers attention and selling products to them
- Whereas, one of the purposes of this showroom is to introduce the brand and gain popularity to the new market – China
- Open for the private customers will let more people know about the brand and become potential customers in the future

LOCATION



FIU GALLERY

- Located at: Yuyuan Road, Shanghai
- Space: 142 m²
- Characteristics:
 - Have experience in holding fashion and pop up events
 - Located in one of the famous cultural district in Shanghai
 - Flexible structure in limited space



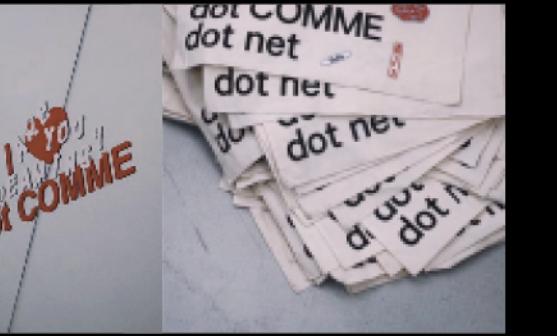
YUYUAN ROAD

- Located: Changning District and Jingan District , Shanghai
- **Over 100 years** history and contains many **western-influenced** historical buildings
- After revamp, it now becomes one of the most popular **art and culture district in Shanghai**
- **Many fashion brands located along the road and held** fashion events here



OBSIDIAN COUGH IN VAIN

Date: 9/28/2019 – 10/13/2019



fiufiu X dot COMME

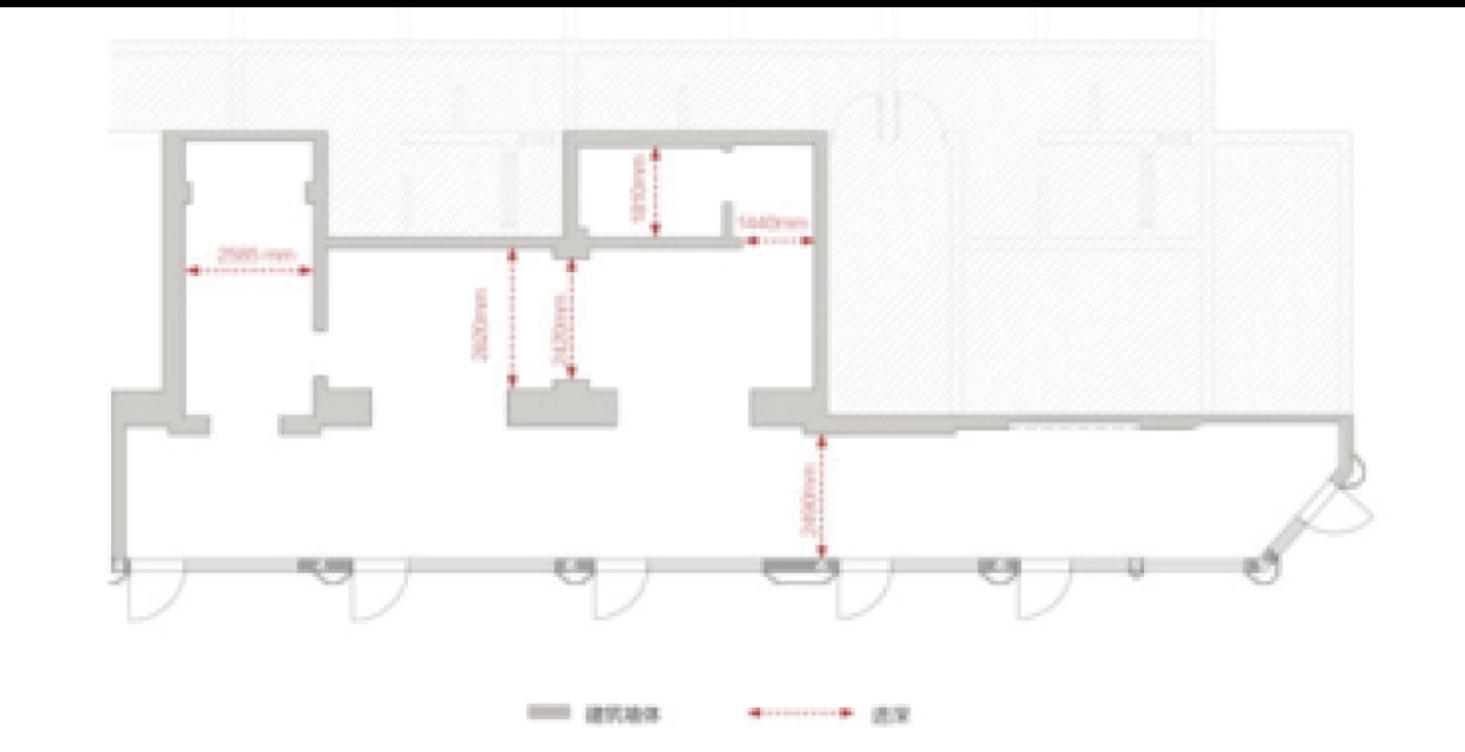
"are you dreaming?"
Date: 10/19/2019 - 10/27/2019



fiufiu X Marie Claire China

THE SHANGHAIER
Date: 12/17/2019 - 03/29/2020

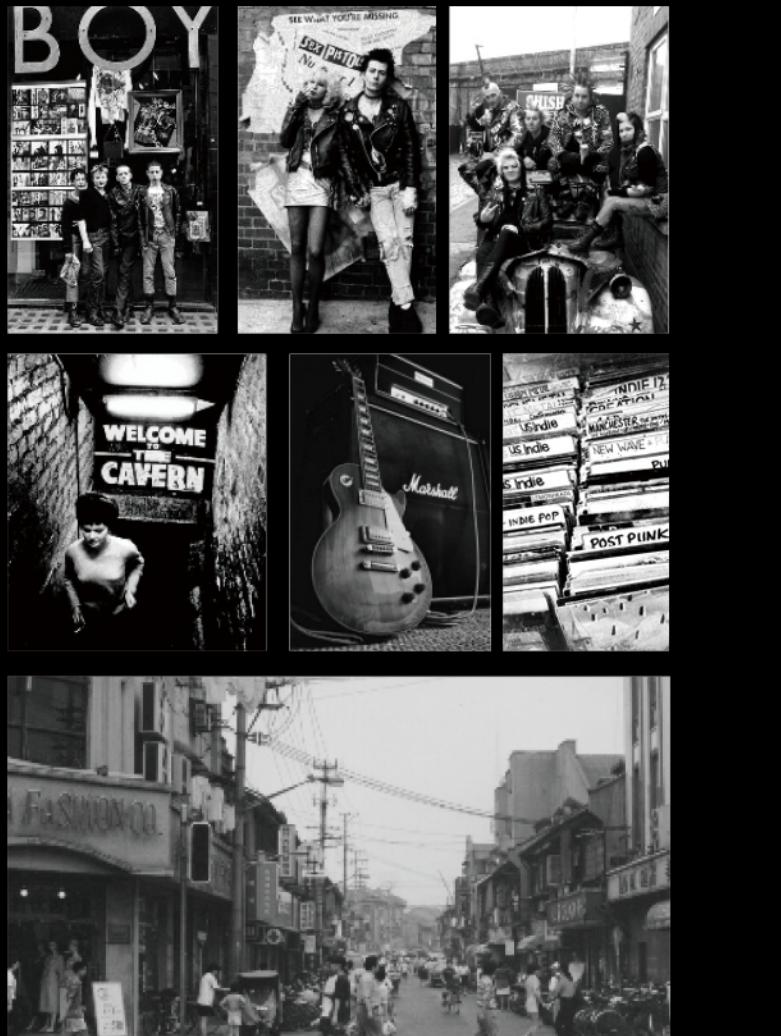
Inside & Outside



Floor Plan

ENVIRONMENT & DESIGN

THEME: Vintage Subculture Music Gallery

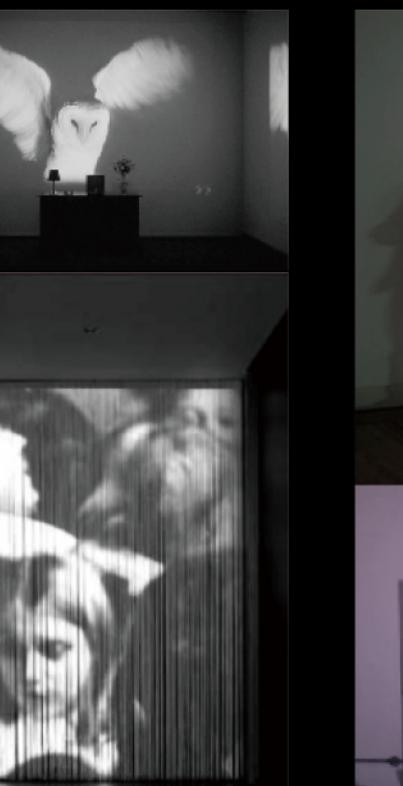


APPLICATION

Using projector illustrations and effects in enhancing demonstration and customer interaction experience

Application of new techniques and the combination with vintage elements can attract target customers' attention

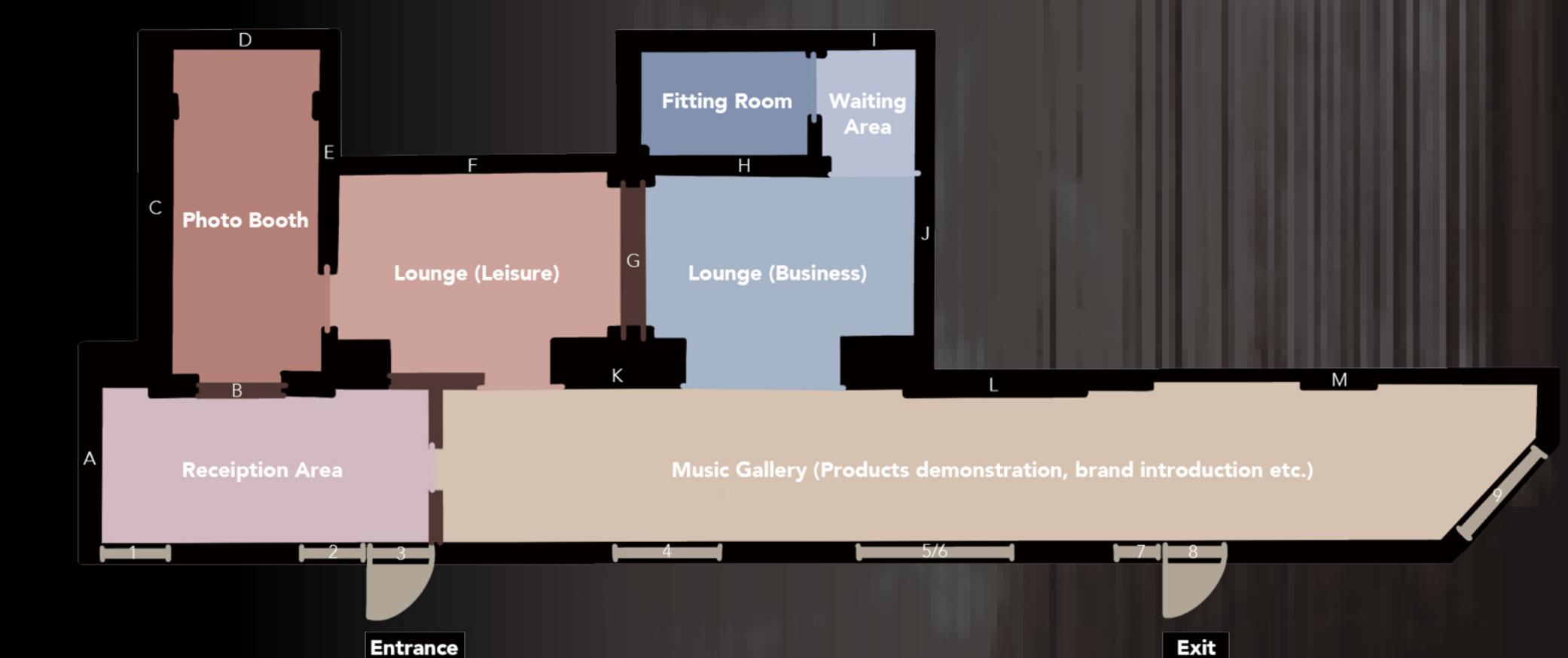
Demonstration



Interaction



SECTIONS



ENVIRONMENT & DESIGN

PHOTOBOOTH

- Combine vinyl record with iconic products (shoes) to deliver brand's music identity
- Using projector illustrations and effects to offer customers immersive experience



Wall C

HALLWAY

- Combining projector illustration and effects into demonstration
- With QR Code link to the product information page in webstore
- Other walls will use similar demonstrations as mockup



Wall K

WINDOW DISPLAY

Other windows will use similar demonstrations as mockup



Window 4

MAIN OBJECTIVES

BRAND INTRODUCTION

AUTHENTIC

Genuine and original in design
Rebellious in spirit, but never aggressive

BRITISH

Began in Manchester, 1981.
Design and produced in Britain. British culture influenced.

SUBCULTURE

Inspired by music and subculture, especially Post Punks, Punks, Goths, New Romantics and Casuals

**Authentic.
British.
Subculture Inspired.**

UNDERGROUND®



SELLING PRODUCTS

The Originals + Collection

1. The Original Wulfrun Creepers

Single Sole

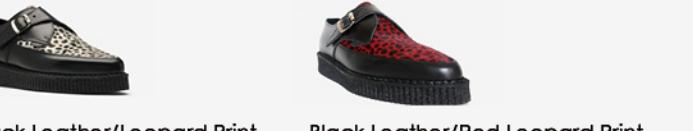


Double Sole



2. The Original Apollo Creepers

Single Sole



3. The Original Steel Cap Boots

Stormer 8 Eyelet



Ranger 14 Eyelet



4. The Original Apparel & Accessories

Post Punk



Black T-shirt



White T-shirt



Black T-shirt (Japanese)



Black Sweatshirt (Japanese)



Black Sweatshirt



Enamel Badge / Metal Pin Badge



Black Hoodie (Japanese)



Black Tote (Japanese)



Royal Stewart Tartan Pleated Skirt



Mono Pleated Mini Skirt – Black And Menzies Tartan



Mono Pleated Mini Skirt Black With Patches



Windsor Wool Beret – With Big Safety Pin



Oversize Safety Pins



Black Leather Belts



Badges

LINK TO WEBSTORE

- Included in promotion in the showroom (Brochure, flyers and stickers etc.)
- Offering QR Code that link to the website for detailed information of products in showroom
 - For professional customers, they can have more background information about the products
 - For private customers, they can know the price of certain product and purchase it directly from the webstore if they want

Example QR Codes



Website Homepage



Apollo Leather Creeper (Black)

IN-STORE ACTIVITIES

PROMOTION & INTERACTION

FOR ALL CUSTOMERS

- **Introduction brochure for all**
 - Simple brand history, identities and attitude
 - Iconic products
 - Celebrities and press photos featured Underground products
 - Musicians support and music sharing
 -
- **Cards (including brand identities , social media platforms and QR Code link to the webstore homepage etc.)**
- **Subculture music vinyl records listening in-store**

FOR PROFESSIONAL CUSTOMERS

- **Special features**
 - unique techniques, custom made, localisation, sustainability etc.
- **Detailed information of products**
 - materials, styles, reliance, improvements etc.
- **Deeper discussion on brand history, subculture and music support**
- Simple customize service (e.g. pin badges with customized packaging)**

FOR PRIVATE CUSTOMERS

- **Unique design photobooth for taking photos**
- **Musician promotion wall with space for customers to leave comments with post-its**
- **Free stickers with key elements of the brand to send out (may be can collaborate with the gallery for future assets)**

PROMOTION & OPERATION

OPERATION

Sales Team

- * Customer type mainly in charge of: fashion buyers (professional)
- * Aware of detailed information of brand and products (including the wholesale price) for retail purpose
- * Placing orders and taking deposits from buyers

Promotion Team

- * Customer type mainly in charge of: media, press (professional) and private
- * Aware of detailed information of the brand basics of products for guiding all customers
- * Taking photos and videos for social media (promotion usage)

Reception Area

- * Reception, waiting, and check-in
- * Offering different materials towards different consumers
- * Recording past travel history and other necessary information for COVID-19 concerns
-

