

LOEWE

NEW YORK STORE WINDOW DISPLAY

The first Loewe standalone shop located in New York had its grand opening on December 10, 2019. Inspired by the brand's new store located in SoHo District, this project covers research of different sides of the brand's core concept – Casa Loewe, field research to explore the actual retail scene of the store, and analysis of the brand's development under Jonathan Anderson. Base on the investigation, I propose a visual merchandising plan for the store that aims to attract more customers into the store and deliver the concept of Casa Loewe better to the costumers.

Content

1. Loewe's Retail Plan in New York
2. Image Research of Casa Loewe
3. Field Research of Loewe Greene Street
4. Visual Merchandising Proposal

1 About LOEWE and Its Retail Plan in New York

BRAND INTRODUCTION

One of the world's major luxury houses established in 1846

Commitment to supporting contemporary culture around the world

Expertise in leather

Tradition

150 stores across the world distribute Loewe

Featuring art in the collection and stores

Craft

TIMELINE

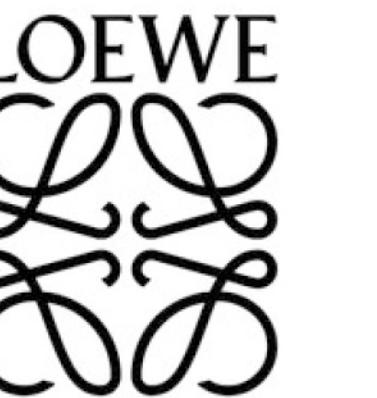
1864



Founded in Spain

1970

Loewe's emblem created (by Vicente Vela)



1988



Loewe Craft Foundation established

2013



Jonathan Anderson became Creative Director of Loewe

2014



First international store opened in Tokyo, Japan

2015



First United States store opened in Miami

2016



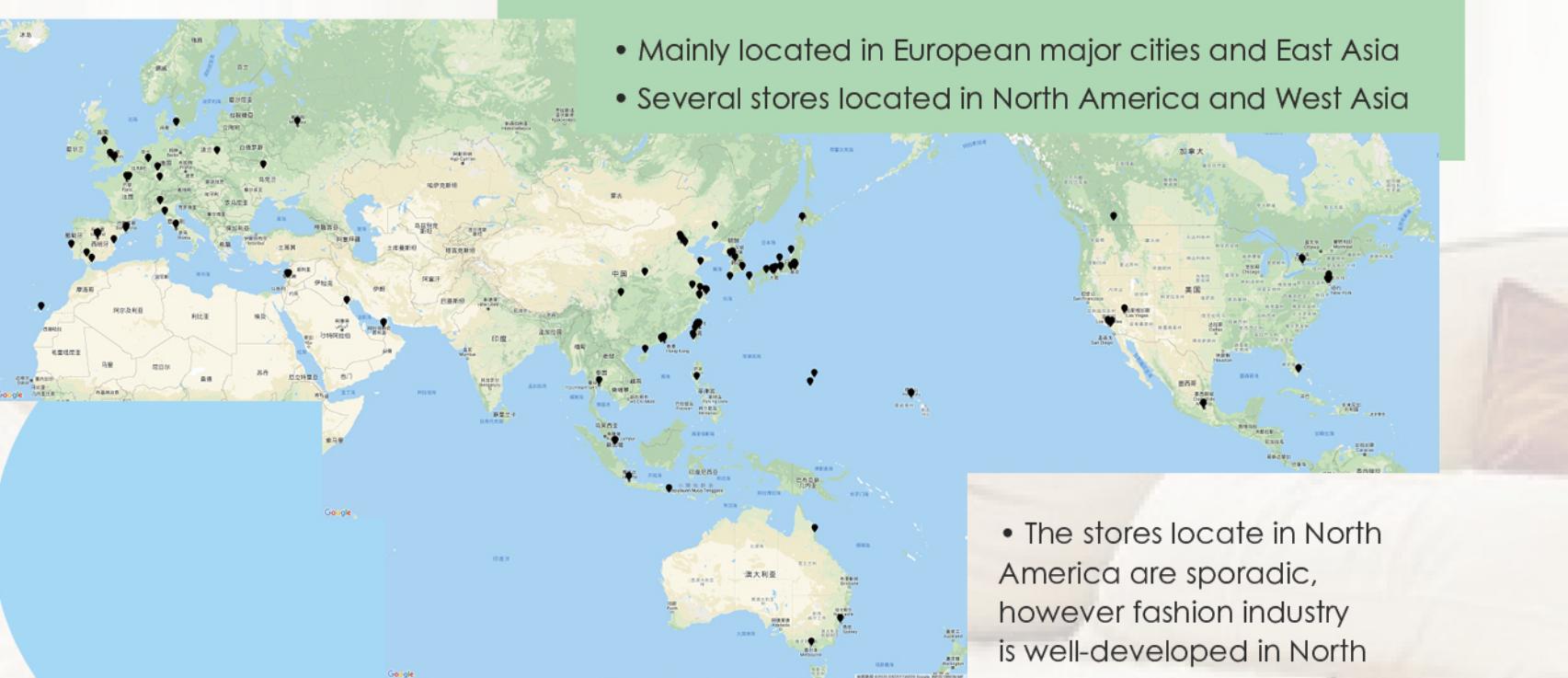
First Casa Loewe store opened in Madrid, Spain

2019



First standalone store in New York

1 About LOEWE and Its Retail Plan in New York

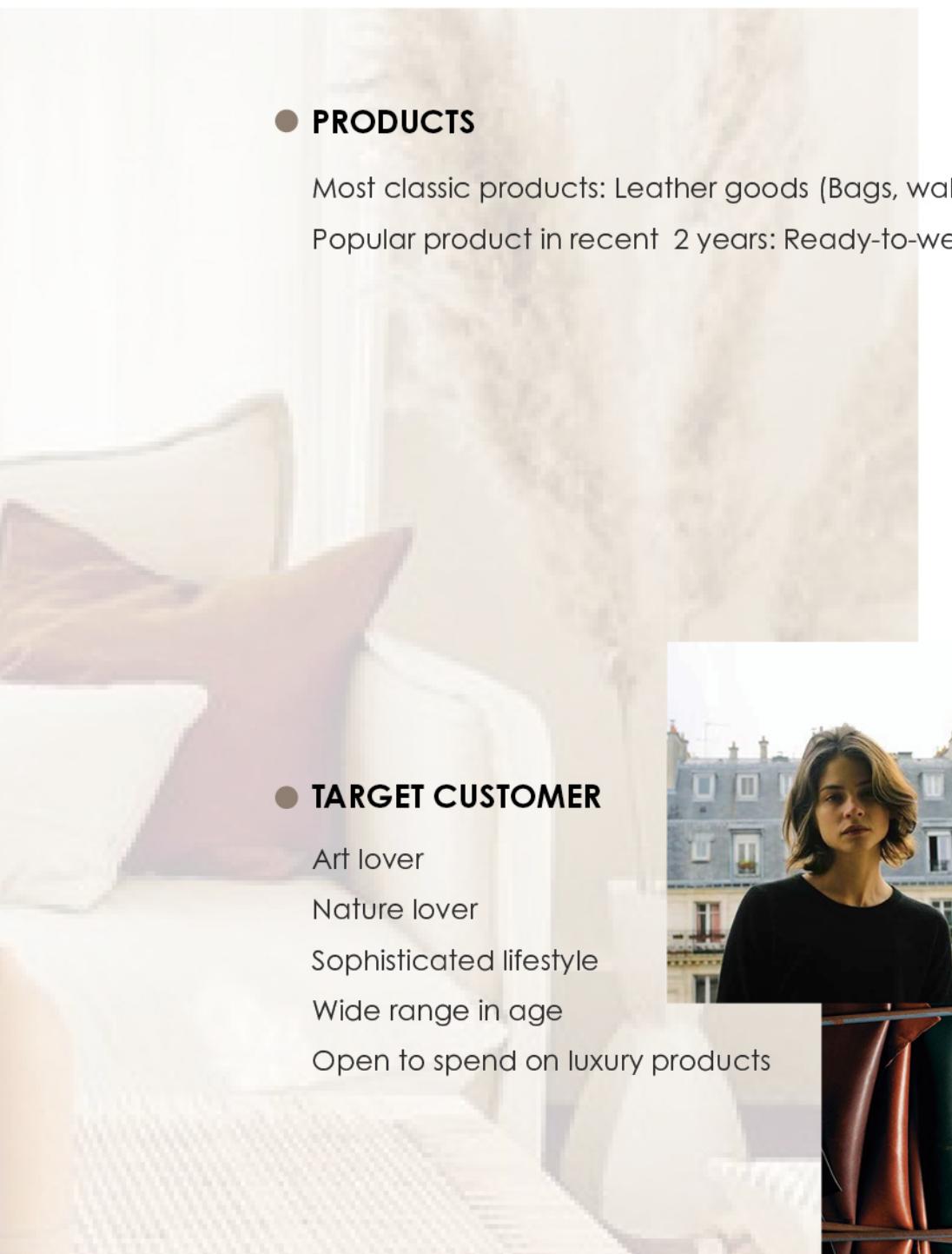


- The stores locate in North America are sporadic, however fashion industry is well-developed in North America.
- There is a lot potential to develop in the area.

● PRODUCTS

Most classic products: Leather goods (Bags, wallets, etc.)

Popular product in recent 2 years: Ready-to-wear



● TARGET CUSTOMER

- Art lover
- Nature lover
- Sophisticated lifestyle
- Wide range in age
- Open to spend on luxury products



Product	Price	
	Women	Men
-	\$320 - \$11,150	\$350 - \$3,750
Bags	\$225 - \$1,100	\$225 - \$890
Small Leather Goods	\$390 - \$12,400	\$70 - \$9,050
Clothing	\$450 - \$1,400	\$450 - \$3,990
Shoes	\$180 - \$1,650	
Animals	\$105 - \$5,450	
Accessories		
Fragrance	\$90 - \$123	

1 About LOEWE and Its Retail Plan in New York

LOEWE + J.W. Anderson



2014

Jonathan Anderson's first
Loewe collection



Loewe Craft Foundation Prize
established



First Casa Loewe store
opened in Madrid, Spain



Casa Loewe international
stores opened



New York first standalone
Loewe store

Accomplishments

Product Design



Material-focused
Nature-related
Combination of art and design
Collision of traditional and pop cultures



Market Plan

Broaden the retail range:
from Europe-focused to worldwide
Specified target customers:
from Generation X to Generation Y & Z
Image building



Retail Strategies

Social media promotions and celebrity effects –
increase in brand exposure
More company-owned standalone stores in major
metropolitans
Development of Casa LOEWE - customer
experience improvement
Development of It Bags

LOEWE Greene Street



Expectation

A place that customers feel like a personal place
An emotional place
More than just purchasing,
Offering exciting and fulfilled retail experience

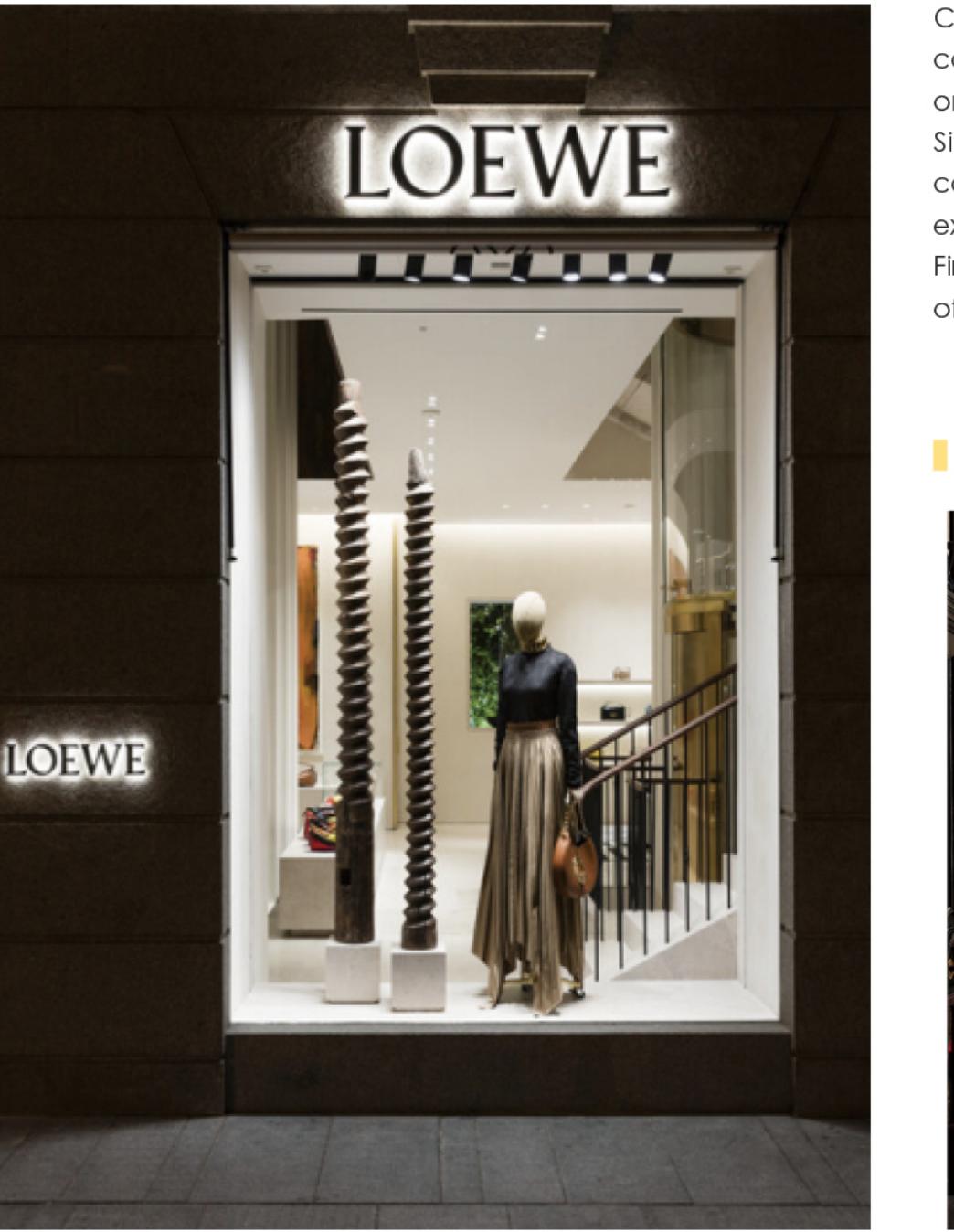
②Image Research of Casa Loewe

● Casa LOEWE

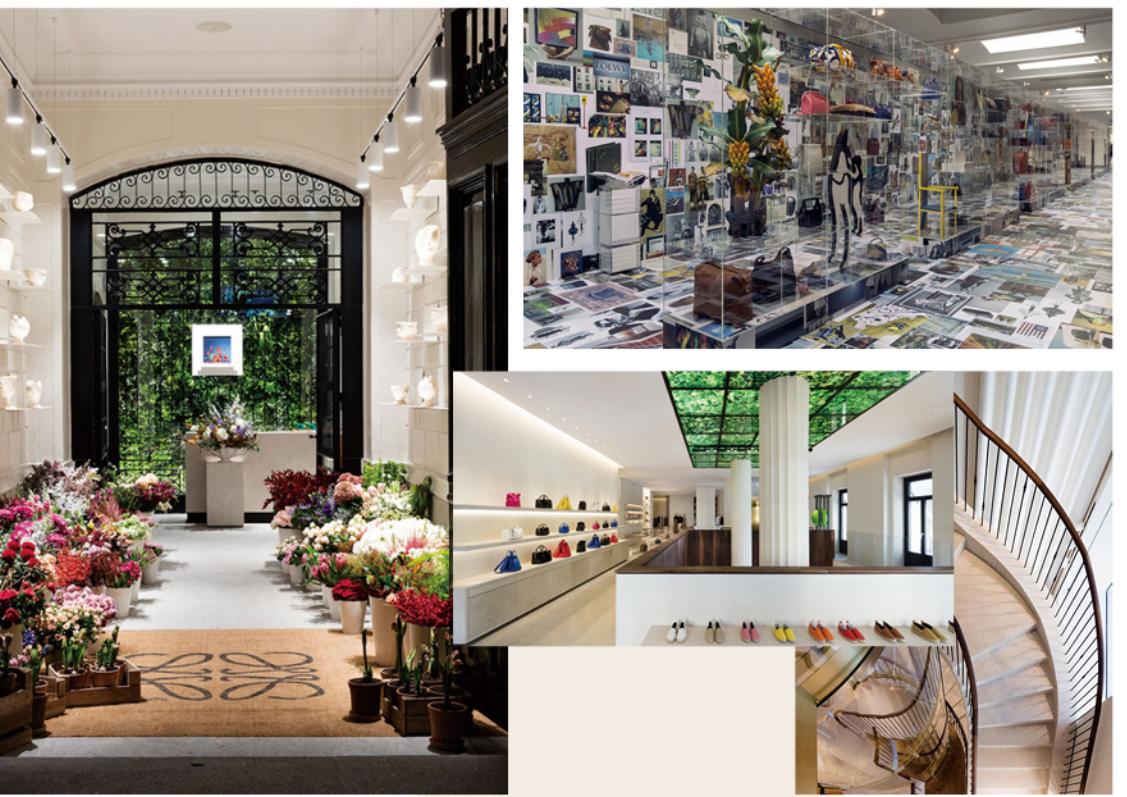
Casa Loewe is the fundamental concept of Loewe stores. It connects the fashion collections of LOEWE and art, crafts, and design together. LOEWE FOUNDATION is also one of the main elements to demonstrate Casa Loewe.

Since Fall Winter 2016, the brand started to set up different themes as different collections from an art collector. Casa Loewe aims to offer various types of shopping experience and feel of exploring a personal and private residence.

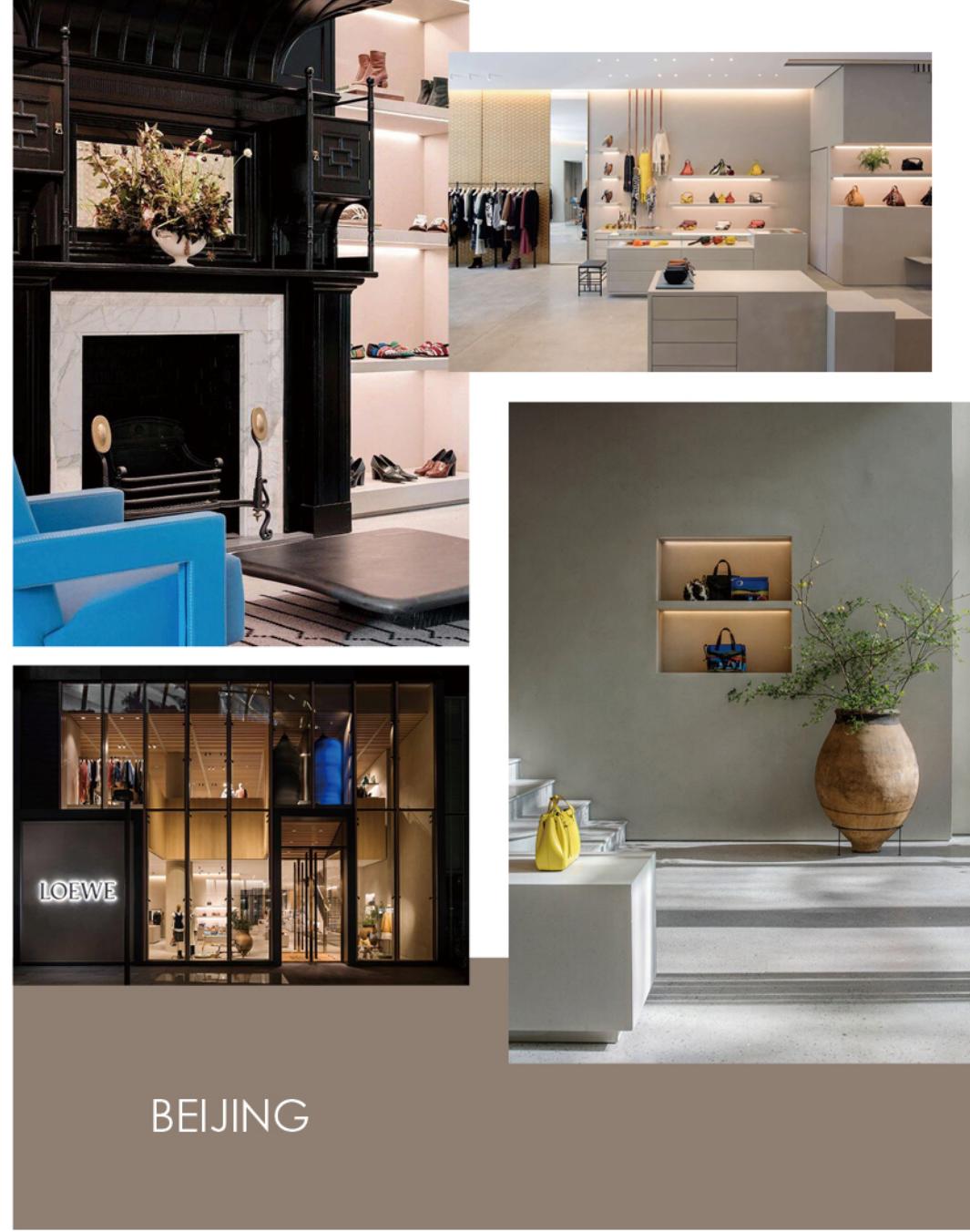
First Casa Loewe store was opened in Madrid, Spain in 2016. Other 3 store were all officially opened in London (2019), Tokyo (2019), and Beijing



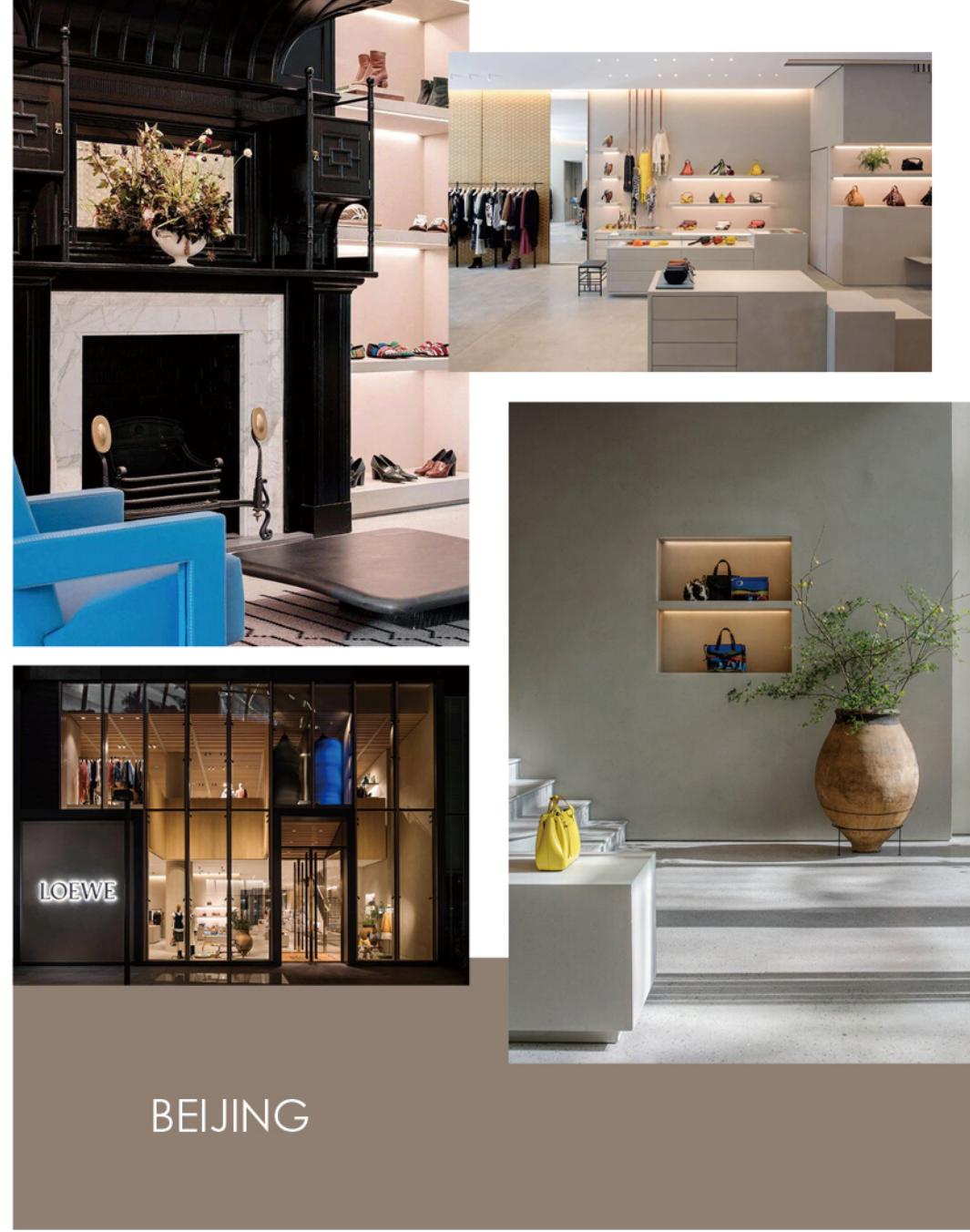
MADRID



LONDON



TOKYO



BEIJING

②Image Research of Casa Loewe

● Loewe Craft Foundation's role in Loewe's retail scene

About Loewe Foundation

- Primary purpose: Support design and craftsmanship
- Main project: Loewe Foundation Craft Prize

The reasons

- Loewe Foundation has formed up a great value of art and craftsmanship, which relates to Loewe's brand concept itself.
- The foundation not only helps develop art and craftsmanship, but also offers great artworks to cooperate in the stores and emphasizes different concepts for selling different seasons of product. It helps the company to build up their concept of Casa Loewe, which is an important concept for brand's retail.

Casa Loewe's role in retail scene

- It is the base concept of Loewe stores
- It assists to create the environment for consumers to shop
- It minimizes the distance between customers and the retailer, which Casa Loewe aims to bring to the customers is that an unexplored private space.

How the two works together?

- Foundation supports the creation of arts and craftsmanship, which are the main components of forming the concept of Casa Loewe. It offers to visualize the concept of Casa Loewe and specify different topic in different places.
- The assistance of building up the base concept of the store - Casa Loewe is also inspiring more art creators to participate in the competition and the brand have more selections in building up new ideas of Casa Loewe.
- In New York Greene store, it also features many artworks come from the Foundation especially the key pieces are by previous LOEWE FOUNDATION Craft Prize finalists Jim Patridge & Liz Walmsley (2019 finalists), radical Japanese ceramicist Takuro Kuwata (2018 special mention finalist) and Joe Hogan (2018 finalist).

<https://www.loewe.com/usa/en/loewe-soho-green>

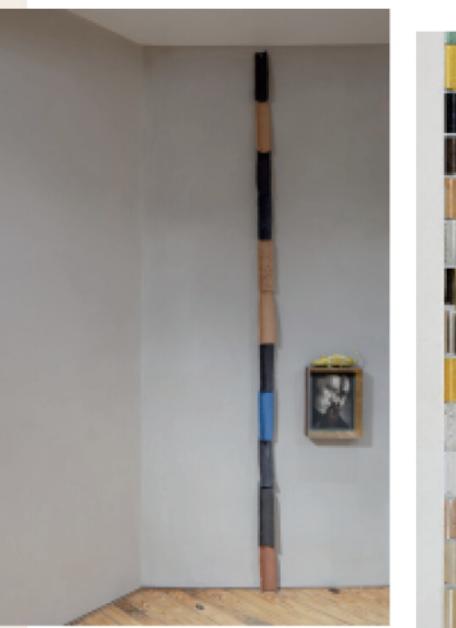
● keywords to describe Loewe's retail scene



Vivid



Original



Comfortable



Natural



Abstract



Artisanal

③ Field Research of Loewe Greene Street

● LOEWE Greene Street

- LOEWE Greene Street is the first standalone store located in New York city.
- It opened on December 10, 2019 in the Lower Manhattan district of SoHo which owns classic architecture style and embraces variety in fashion.
- It restores the former glory of the building by using natural elements. It combines nature, art and craft in one place.



Time Duration	2020.01.02 15:15 – 15:25	2020.01.12 15:40 – 15:45
Observation Area	Mainly 2nd Floor	Mainly 1st Floor
Customer Amounts	2 - 5	4 - 6
Area Distribution	1st Floor: Female Clothing & Accessories	
	2nd Floor: Male Clothing & Accessories	

Advantage:

Open area for customers to rest and enjoy

Different from other high-end brand, staffs do not wear black suits in the stores, instead they wear long shirts and jeans, which brings down the distance between them and consumers.

Interior design is very theme-oriented and smooth combination with art and craft works.

Things can develop:

The area of women's products outweighs men's products, and the gender division is too based on floor planning when two floors are not the same. There are very few male's products on the 1st floor and vice versa, there are no female's products on the 2nd floor.

Although the interior design indoor brings consumers great shopping experience, show window in the store only composed by 2 mannequin models.

Moreover, the brand have very few promotions of the store besides the period of store's grand opening.

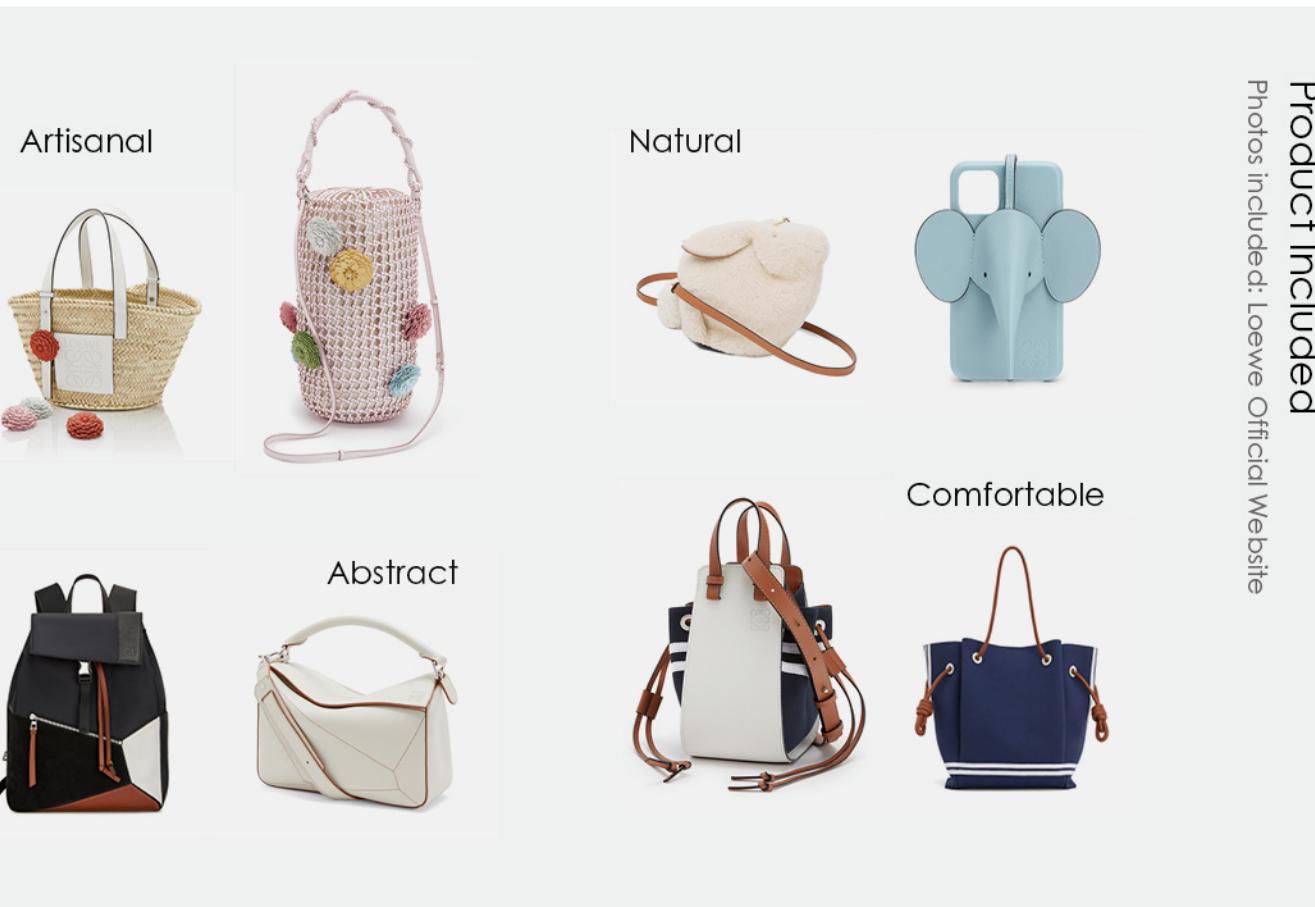
Project aim

The main issue of the store is that outside visual elements are not interesting enough to draw people's attention to go inside to see the actual interior and the messages designer want to deliver. This project aims to develop the outside visual elements of the store.

4 Visual Merchandising Proposal



The idea is inspired by Haim Steinbach's artworks. The window becomes a place for the product to introduce themselves. The book-like shelf is the stage for them to stand out. The products represent the key characteristics of the brand with their unique design.

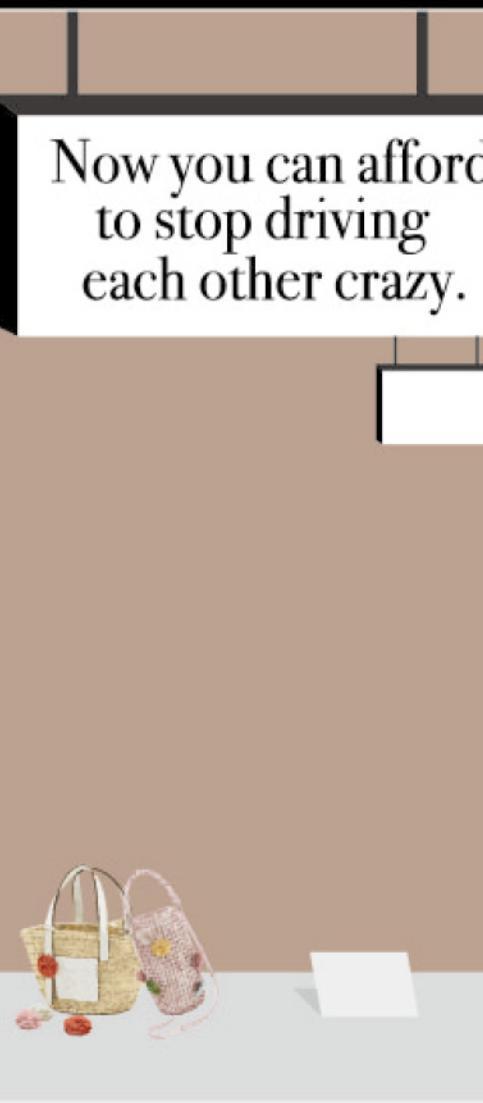
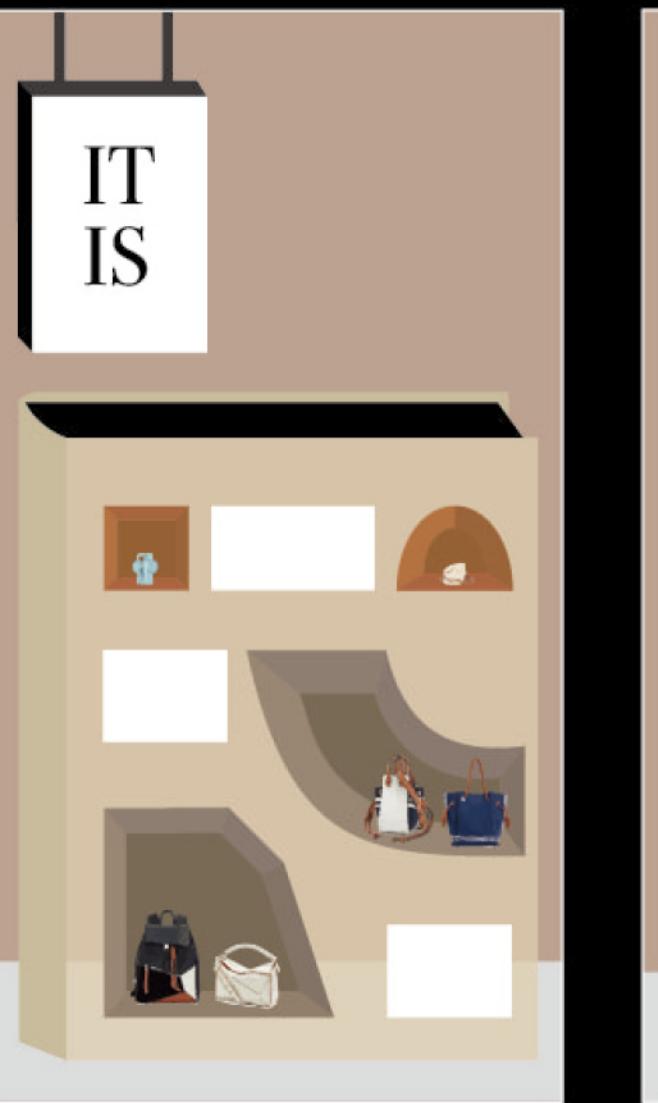


Product Included
Photos included: Loewe Official Website

Window Display Mockup



Photos included: Loewe Official Website



LOEWE
Greene Street

Citations

- 01.<https://www.perfumesloewe.com/gb/en/about-us>
- 02.<https://runway.blogs.nytimes.com/2014/06/05/talking-rebranding-and-logos-with-loewes-jonathan-anderson/>
- 03.<https://www.stone-ideas.com/71195/loewe-foundation-craft-prize/>
- 04.<https://bagaholicboy.com/2013/09/loewe-jonathan-anderson-appointed-creative-director/>
- 05.<https://images.app.goo.gl/JtXPqsbt8Zy3BQL8>
- 06.<https://www.miamidesigndistrict.net/blog/entries/377/loewe-opens-its-first-us-store-in-the-miami-design-district/>
- 07.<https://www.lvmh.com/news-documents/news/casa-loewe-charms-madrid-with-an-innovative-concept/>
- 08.<https://hypebae.com/2019/12/loewe-standalone-store-soho-new-york-opening-art-paintings-sculptures-photographs-jonathon-anderson>
- 09.<https://www.loewe.com/usa/en/storeLocator>
- 10.<https://theundercut.com/really-adorable-french-style-short-haircuts.html>
- 11.https://charlieswanderings.com/blog/the-most-instagrammable-places-in-morocco-d66/?utm_medium=social&utm_source=pinterest&utm_campaign=tailwind_tribes&utm_content=tribes&utm_term=770789748_31814768_310799
- 12.<https://therake.com/stories/craft/an-arm-and-a-clegg-frank-clegg-leatherworks/>
- 13.<https://www.marthastewart.com/1539643/fresh-beige-interiors-design-trend>
- 14.<https://www.lvmh.com/news-documents/news/first-loewe-collection-by-jonathan-anderson/>
- 15.<https://www.lvmh.com/news-documents/news/loewe-launches-craft-prize/>
- 16.https://www.loewe.com/usa/en/casaloewe_about
- 17.https://www.loewe.com/usa/en/casaloewe_Tokyo
- 18.<https://www.loewe.com/usa/en/loewe-soho-green>
- 19.<https://www.vogue.com/fashion-shows/spring-2020-ready-to-wear/loewe/slideshow/collection#32>
- 20.<https://www.vogue.com/fashion-shows/spring-2020-menswear/loewe/slideshow/collection#6>
- 21.<https://www.lightandstudio.com/projects/loewe-project/>
- 22.https://www.loewe.com/usa/en/casaloewe_London
- 23.<https://harpersbazaar.my/fashion/dumbo-loewe-capsule-collection/>
- 24.<https://www.pinterest.com/pin/813040538958820558/>
- 25.<https://www.vogue.com/article/loewe-new-york-store-jonathan-anderson-interview>
- 26.<https://www.lvmh.com/houses/fashion-leather-goods/loewe/>
- 27.<https://www.lvmh.com/news-documents/news/casa-loewe-charms-madrid-with-an-innovative-concept/>
- 28.https://www.loewe.com/usa/en/casaloewe_beijing
- 29.http://craftprize.loewe.com/en/craftprize2020#foundation_2020
- 30.<https://www.miamidesigndistrict.net/blog/entries/377/loewe-opens-its-first-us-store-in-the-miami-design-district/>
- 31.<https://www.artspace.com/aim Steinbach/object>
- 32.<https://www.moma.org/slideshows/526/0>
- 33.<https://www.e-flux.com/announcements/231989/aim Steinbach every single day/>
- 34.<http://dvirgallery.com/artist/aim Steinbach/>
- 35.<https://www.freud-museum.at/en/news/object-of-the-month-jan18.html>
- 36.<https://hammer.ucla.edu/take-it-or-leave-it/art/now-you-can-afford-to-stop-driving-each-other-crazy>
- 37.https://www.loewe.com/usa/en/women/accessories/stud-flower/N691232X02-7130.html?cgid=w_accessories
- 38.https://www.loewe.com/usa/en/women/bags/bucket-mesh-flower-bag/A546W52X01-6434.html?cgid=w_bags#
- 39.https://www.loewe.com/usa/en/variation?pid=C719C80X03&dwvar_C719C80X03_Shared_color=5140&vgid=C719C80X03-5140&from=otherColors
- 40.https://www.loewe.com/usa/en/women/animals/bunny-mini-bag/121.67.T35-2123.html?cgid=animals_collection#LW_Filter5=Bag
- 41.<https://www.loewe.com/usa/en/men/bags/backpacks/puzzle-trainers-backpack/335.80.Z54-1329.html?q=puzzle%20backpack>
- 42.https://www.loewe.com/usa/en/women/bags/puzzle/puzzle-soft-bag/326.77AC41-1950.html?q=puzz&_=1&sz=15&start=0&isroll=1
- 43.https://www.loewe.com/usa/en/women/seaside-spirit/hammock-drawstring-sailor-mini-bag/314.60.V07-5643.html?cgid=seaside_spirit
- 44.https://www.loewe.com/usa/en/women/seaside-spirit/flamenco-knot-tote-sailor/321.60.T30-5643.html?cgid=seaside_spirit