

boohoo

CURRENT STRATEGIC VISION

Leading the e-commerce market in the fashion industry on a global scale by delivering fashion-forward garments in a matter of weeks to customers worldwide.

NEW STRATEGY IMPLEMENTATIONS

Launch the first digital/traditional magazine where novel projects and ideas will be showcased:

1. Boohooable premiere: more sustainable than ever.
2. Boohoo x Little Mix eco-friendly S/S 21 collection.
3. IOS and Adroid shopping app improvements with the help of new technologies.
4. Long waited opening of a physical store in London, which would offer the ultimate omnichannel experience to customers.
5. Become leaders in the traditional brick and mortar fast-fashion in the next 5 years.

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boo hoo

NOVEL STRATEGY
"BOOHOOABLE"

NEW CONCEPTS:

- ECO-FRIENDLY CLOTHING RANGE
- CHARITY DONATION

IN STORE EXPERIENCE



CONTENTS



boohoo

1. **Boohooable** = Boohoo x Sustainable
it is a new campaign which would position
Boohoo as a top tier environmental and
social responsible fashion organisation

2. **Collaboration**

After sister brand Pretty Little Thing had a successful
collaboration, it is time for Boohoo to shine bright.

The brand will be represented by the most famous English
girl group Little Mix. The collection will only have limited edition
pieces designed by the three singers and it features S/S 21 trends
while maintaining the powerful and bold style of the girls.



Little Mix

The band desires to promote how
important is to protect our planet,
hence it will be a starting point for
Boohoo to create its first collection
made out of recycled materials in
highly equipped factories and fair
working salaries.

reduce bulk
manufacturing

better materials

review the supply
chain

no textile waste



futuristic
innovation

geometrical
motifs

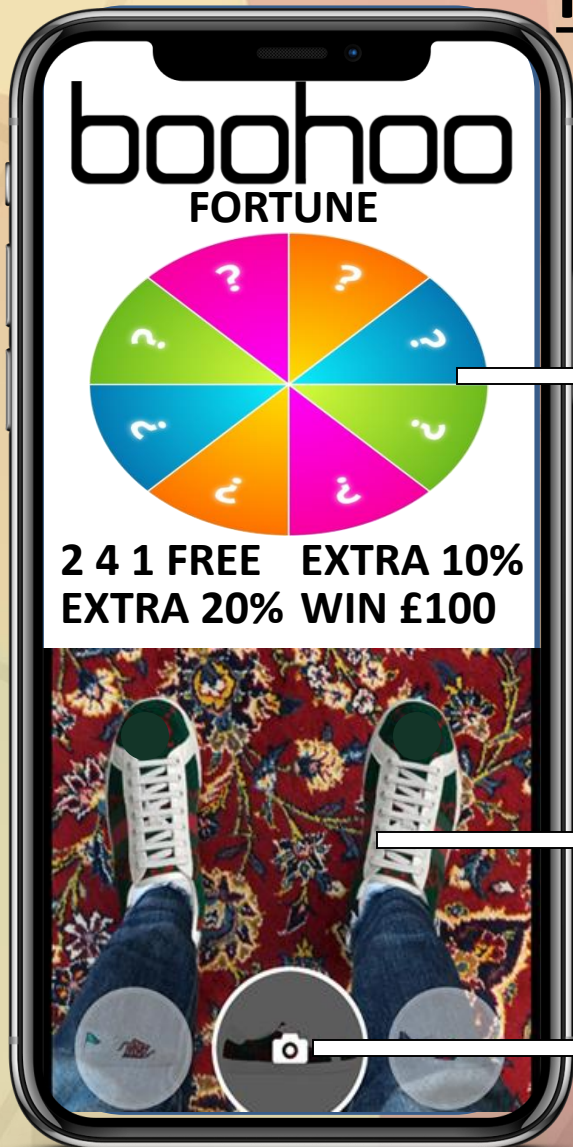
PREVIEW OF PIECES FROM
THE CLOTHING RANGE

classic
animal print



NEW FEATURES

for the existing app
available on IOS and
Android



SPINNING WHEEL

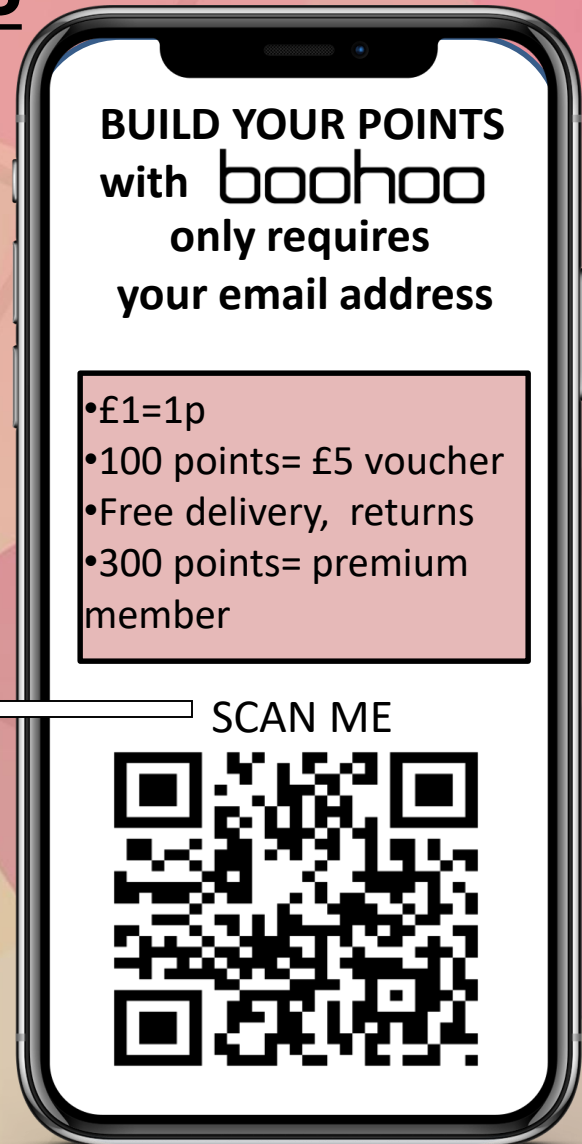
daily chance to win
offers in the app

DIGITAL LOYALTY SCHEME

GARMENT
DISPLAY
(try before buy)

LENSES

display the garments
virtually through AI
technology via camera



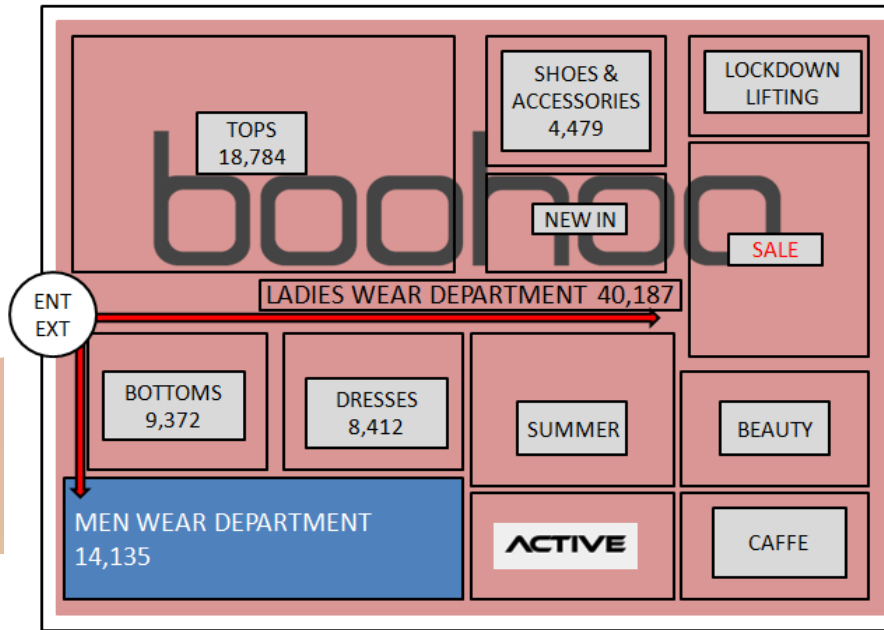
BUILD YOUR POINTS
with boohoo
only requires
your email address

- £1=1p
- 100 points= £5 voucher
- Free delivery, returns
- 300 points= premium member

SCAN ME



For company new world to be seen more than this



Stock (edited.com, 2021)

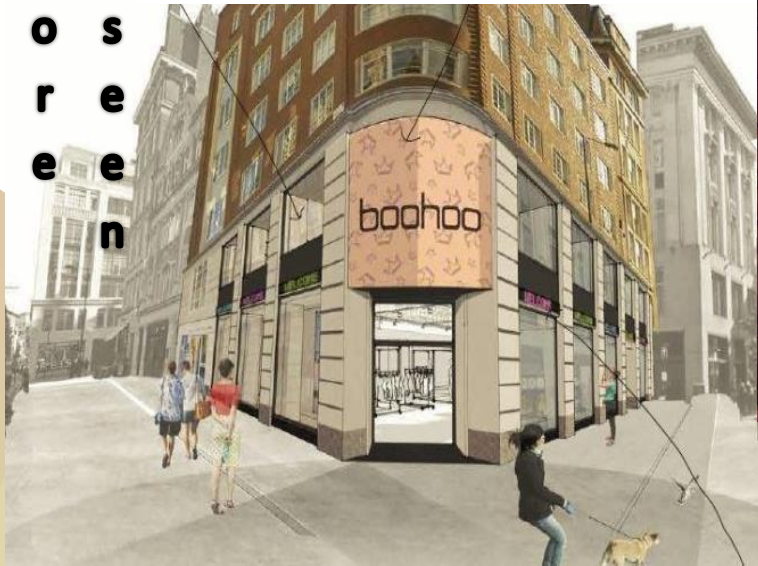
A1 75,000 square meters size

IN-STORE LAYOUT

The new store will be divided by departments, however ladies would occupy the most of the store surface.

The launch of the store will provide a free £100 voucher for the first 100 customers. There will also be an event where important celebrities will attend in concordance with COVID-19 rules.

POSSIBLE EXTERIOR DESIGN



WINDOW DISPLAY INSPIRATION