



‘Enshrined in the statement, Creativity Opens Spaces, it is our shared belief that through imagination, inventiveness and ingenuity, we can push boundaries and open new opportunities for ourselves, our customers and our communities.’ (Burberry, 2021)

### **Strategic Three-year Mission Statement**

Promoting a **sustainable** Luxury market and target ethical consumers.

Using innovative **technologies** to create **new products** and improve **customer experiences**.

Generating new marketing campaigns to increase **brand exposure** and **brand loyalty** by **launching in-store events and pop-up stores**.



## OBJECTIVES

### Overall: Increase Brand Awareness and Revenue

- "Renaissance" of Burberry's beauty and cafe branch lines (by-products)
- Promote the digital technology used by Burberry in retail

### Pop-up Store Traffic

- Daily traffic of **1000-1500 people**

### Increased Sales of each Product Lines

- The daily average sales of **Burberry Apparel** is in the range of **50,000-70,000RMB/5,500-7,500GBP**
- The daily average sales of **Burberry Beauty** is in the range of **10,000-30,000RMB/ 1,500-3,500GBP**
- The daily average sales of **Thomas's Café** is in the range of **10,000-20,000RMB/ 1,500-2,500GBP**

### Enhance Customer Engagement

- **Interesting spaces** and **diverse activities**

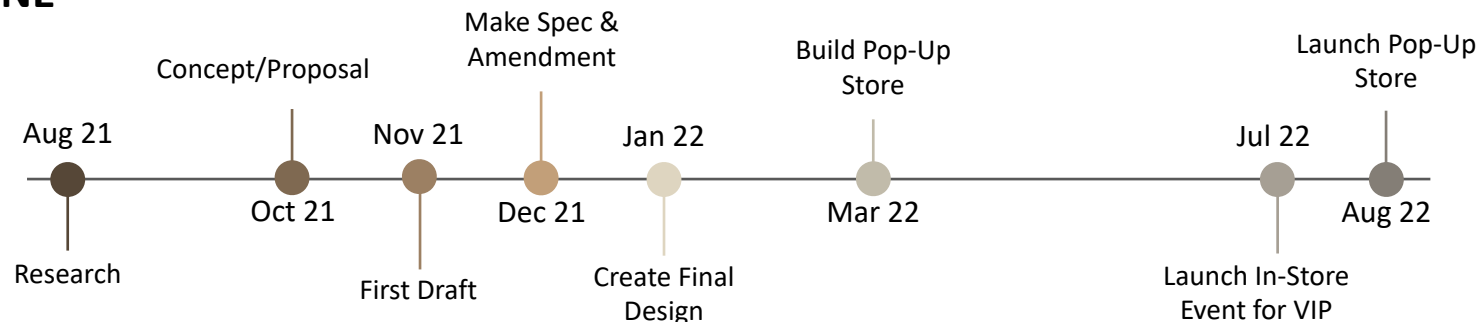
### Improve Customer Experience

- **PHYGITAL**, using digital technology to combine with traditional shopping journeys

### Better Promotion

- Use a **multi-channel** platform to promote the event with **full coverage**

## TIMELINE



## CONCEPTS

- Launch in-store event for VIP
- Launch pop-up store for public
- Combine Burberry Apparel, Beauty and Thomas's Café
  - \* Burberry Apparel - product display and sales
    - Set up DIY embroidery corners
  - \* Burberry Beauty - product display and sales
    - self-service nail print machine
  - \* Thomas's Café - sales and take pictures
    - logo coffee and refreshments
- Virtual shopping journey by using APP or mini program
- Inviting celebrities and KOLs

### Location:

Country – China

City – Shanghai, Beijing, Chengdu, Guangzhou ...

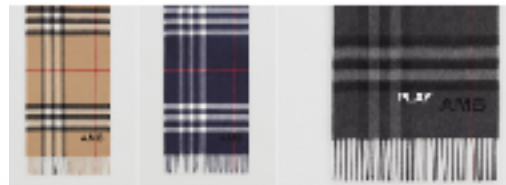
Site – Commercial District

\* In-store event – flagship store

\* Pop-up store – outside the shopping mall



## "Renaissance"



## RENDERINGS OF POP-UP STORE



1. DIY embroidery corners
2. Burberry Beauty
3. LED screen
4. Aisle of displaying products  
- clothing, bags, shoes, acc...
5. Thomas's Café





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**Implement** brand strategic mission

Increase the **exposure** of brand products to  
improve brand **profit**

Steadily improve **customer intimacy**  
**and loyalty**