

Maison Margiela
PARIS

GENTLE MONSTER

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SPOTLIGHT: LUXURY POP-UPS

GENTLE MONSTER X MAISON MARGIELA POP-UP STORE

INTRODUCTION

Smyle is a brand experience agency and has crafted many immersive and bold activations for global luxury brands. Most recently, we delivered a suite of OMEGA brand experiences across Paris and London for the Paris Olympics 2024.

Seeing the visitor joy at Pop-Ups specifically, we're getting in touch to share some of our insights and inspiration.

With the festive season steadily approaching, what better time to kick off a discussion about putting together a luxury Pop-Up. Unveil your new products, build brand loyalty and weave intimate storytelling into one activation that captures the spirit of the season.

We hope that our selection inspires you with the infinite possibilities that a Pop-Up activation has to offer. Please do not hesitate to reach out, as we would love to have a conversation with you.

Amanda Alexander
Client Development Lead



As consumer behaviours shift, luxury Pop-Ups are becoming an increasingly effective way for brands to connect with their customers.



OFF-WHITE SS20 SHOWROOM, 2020

In 2023, millennial's retail purchasing totalled \$1.9trillion.

A study by FirstInsight found that they are the biggest spenders per visit both in-store and online.

Their spending habits are also different from previous generations. As more millennials opt to indulge in their short term goals over long term ones (property ownership, marriage, children),

 **74%**

are saying that they make frequent or occasional impulse purchases.

*Millennials, people aged 28-43

RATIONALE

While millennials are digital natives, they are still making an impulse purchase in-store (49%) as often as they are on their phones (48%).

That being said, a survey by Eventbrite found that

3 OUT OF 4

millennials would rather spend on their experience over a product.



Luxury Pop-Ups allow brands to offer an entertaining glimpse into their world, while simultaneously leveraging the mobile (and fleeting) nature of a Pop-Up to encourage impulse purchases.

This, combined with site-exclusive products, will create incentive for consumers to attend, fulfil their desire for new experiences and create sharable content that they can spread amongst their friends on social media.

TRENDS TO WATCH

1 COLLABORATING WITH RETAIL SPACES



Introduce brand activations within popular retail spaces to tap into the existing customer base whilst simultaneously aligning your brand with consumer values.

2 CREATING LIMINAL WORLDS



Leveraging disruptive technologies, brands have the opportunity to create otherworldly spaces where customer can deepen their understanding of your brand's ethos, values and aesthetic.

3 TAPPING INTO THE EXPERIENCE ECONOMY



Create branded experiences that will imprint lasting memories and deepen your customers relationship with your brand.

4 LEVERAGING HIGH FOOTFALL AREAS



Consider your customers day-to-day lives and add value to their experience by placing brand activations in key locations where they will want to engage with your content.

A photograph of a clothing store's interior. A long metal clothing rack is filled with various garments, including dresses, blouses, and trousers. The items are arranged in a neat line. The store has a clean, minimalist aesthetic with a light-colored floor and walls. The text 'BRAND EXAMPLES: IN-ACTION' is overlaid in large, bold, orange letters across the bottom half of the image.

BRAND EXAMPLES: IN-ACTION

1 COLLABORATING WITH RETAIL SPACES

Collaborating with existing retail spaces can be a win-win for all parties involved. Spaces like Selfridges, Harrods and Isetan already attract a large number of people, from demographics that reflect their individual ethos.

By collaborating, luxury brands can tap into these consumer groups while adding value to their user experience, providing more than just a regular shopping experience.



Prada Caffè @ Harrods



Serving breakfast, lunch, dinner, small bites and aperitifs in the iconic luxury retail store, designed with signature Prada interiors.



The Prada Caffè offers customers an immersive dining experience

where they can interact with a space that was heavily inspired by Prada's most famous stores at Galleria Vittorio Emanuele II in 1913, allowing them an insight into the brand's heritage.

OMEGA @ Selfridges

As the official timekeeper of the Olympics, OMEGA commissioned a series of interactive brand activations across London and Paris to commemorate the start of the games.

The collaboration with Selfridges and OMEGA resulted in the birth of an immersive space mimicking the inside of a swimming pool.

Customers could dive into the space while interacting with educational content that highlighted OMEGA's longstanding history with the Olympics followed by some browsing of the beautiful sports watch displays.



2 CREATING LIMINAL WORLDS



MUGLER POP-UP, SELFRIDGES, 2022

Leveraging emerging technologies and a more robust understanding of how to execute more complex installations, brands can now create unique experiences that momentarily take their customers out of the real world.

Brands can immerse their customers in these phygital spaces, reflecting the brands ethos on every level, and granting consumers an insight into the inner workings of a brand's values.

This technique also offers unique storytelling opportunities for brands to engage with their customers in ways that they had never experienced before.

Gentle Monster X Maison Margiela

Appearing in 7 different cities, this collaboration saw the coming together of Margiela's signature elements such as the black mask, unfinished thread and raw fabric detailing, combined with Gentle Monster's unique aesthetic.

Using animatronic sculptures that moved and interacted with the audience, the collaboration built immersive worlds where customers could experience the joint creations of both brands, combining Gentle Monsters propensity for cutting age design with Margiela's iconic process of deconstruction.



Tiffany & Co 520



Created in the heart of Chengdu and Nanjing, China, Tiffany & Co created these immersive pop-up spaces that transported their customers into an otherworldly phygital experience (an experience that has both digital and physical touchpoints).

Using immersive screens, interactive branded visuals, photo booths and products, the brand allowed their customers to explore this unique space while positioning themselves as the symbol of love and beautiful encounters.

3 TAPPING INTO THE EXPERIENCE ECONOMY



As more millennials enter the echelon of High Net-worth Individuals (HNWI), luxury brands need to consider the needs and desires of this demographic.

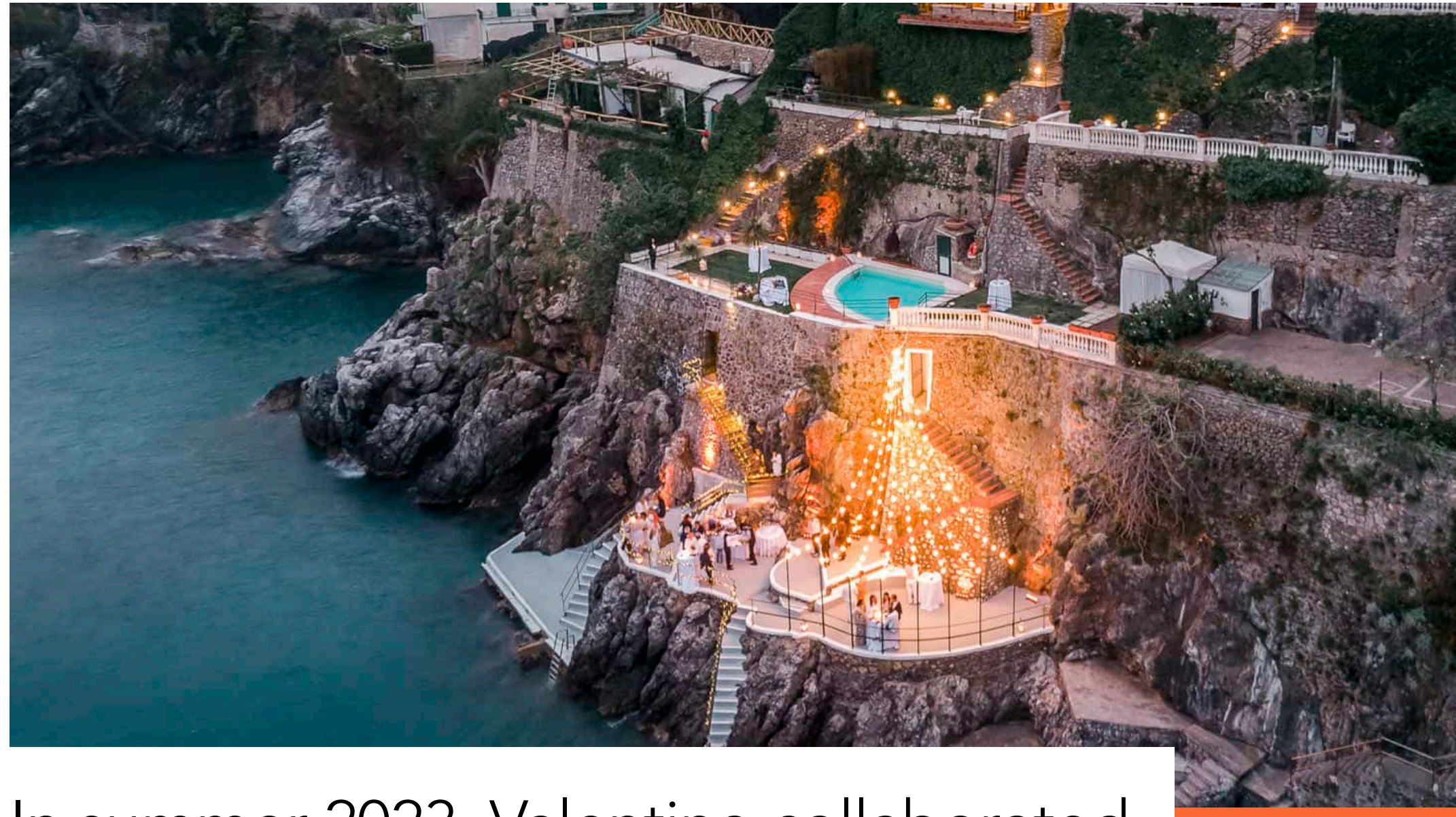
Exhibiting significantly different spending habits than their predecessors,

56%

of millennials state that spending on experiences over material goods is a key factor to their quality of life.

This presents luxury brands with the opportunity to provide their customers with less material value and more notable memories. This method not only appeals to consumer values, but also helps deepen your brand's connection with your target audience.

Valentino X Palazzo Avino



In summer 2023, Valentino collaborated with Palazzo Avino, an iconic hotel housed in a 12th-century-villa to create an experiential summer Pop-Up for their clients.

The Palazzo beach club, was revamped to create an extensive Valentino branded experience for any visitors staying at the resort. Customers were also able to shop at the boutique on site, where their “Escape” 2023 capsule collection was available.

Diptyque X Café Verlet



As part of their new immersive retail space, Maison Diptyque on New Bond Street, London, the luxury fragrance brand has collaborated with Café Verlet, a Parisian purveyor of teas and coffee to create a Pop-Up cafe experience for their customers.



4 LEVERAGE HIGH-FOOTFALL AREAS



87%

of the UK workforce work on-site in some capacity and almost 50% of the population commute for work.

Creating branded experiences in areas of high footfall will increase a brand's visibility and using Pop-Ups will incentivise consumers to engage with the brand before these activations disappear.

FREUDE by BMW – The Garden

Combining art, design and engineering, this Pop-Up by BMW highlights the luxury car brands commitment to continuously pushing the boundaries of automotive experiences.



Located in Omotesando, one of Tokyo's busiest shopping districts, the exhibition not only provides customers with respite from the busy city with a cinema, cafe and Pop-Up shop, they can also witness the unveiling of the fully electric BMW i7 and the new BMW i5 M60 x Drive.

Charlotte Tilbury X Outernet London



An immersive experience where guests can try on new products and compete to secure a spot in a campaign for the brands next makeup launch, simultaneously creating numerous opportunities for user generated content.

6.8M



followers on
Instagram

– and –

1.6M



followers on
TikTok.

Located in Tottenham Court Road, London, Outernet is in the middle of an extremely high foot traffic area. Not only that, its stunning array of ultra-high quality anamorphic screens also serves to captivate the attention of any potential customers.

THANK YOU FOR YOUR TIME

Pop-Ups are an excellent way for luxury brands to combine insightful storytelling with immersive brand experiences. These temporary spaces allow brands to generate buzz - both IRL and on social media.

Now is the time, with the festive season planning upon us, to think about activations that will leave a lasting impression.

Here at Smyle we are in the business of creating one-of-a-kind experiences with all the know-how and behind the scenes preparation that goes into them.

LETS TALK.

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