

2/3 Day Workshop. Luxury Brand Merchandising and Customer Experience.



“...this new luxury consumer will be 25 years younger than the traditional Western luxury customer. So we made the decision, very early on, that we were going to target a millennial consumer.”

Angela Ahrendts Burberry Chief Executive.

The luxury marketplace is changing dramatically luxury brands having to change the way they target new younger, connected audiences both on-line and off-line.

What are the new experiences these new generations want to have? How can luxury brands make their brand communications relevant? How can their sales forces adapt to this new type of service culture. We have seen a surprising amount of new retail concepts, both in store and in pop-up ephemeral formats. We have seen the progression of on-line sales versus off-line. We have seen the development of new product ranges and new services for the varying types of customers demanding luxury products. Storytelling is playing a big part in on-line and off-line experience. So, where is the future of luxury merchandising and brand experience heading?

Workshop Format:

Course content.

What is retail merchandising? (Visual, sensorial, ephemeral, experiential). Different types of merchandising.

Store layout and format and merchandising placement basics.

Shopping experience – the ‘customer journey’, through to purchase.

Brand experience (storytelling) and communicating brand values.

Retail merchandising within the overall communications strategy.

Promotional merchandising, product launch, new seasons, special events, pop up shops.

The future of merchandising.

Using a series of creative tools, you will develop your own merchandising and brand experience concept based on a particular theme of your choice.

Learning objectives

To understand how retail merchandising communicates the values and personality of a brand and creates a unique brand experience.

To use new tools and exercises in order to develop marketing strategies for luxury goods and services.

To understand the different types of merchandising displays and how they work together to create a cohesive brand communication in-store.

To understand how visual merchandising enhances the store environment, the consumer's shopping experience and ultimately encourages customer purchase.

To understand how branded merchandising can create unique storytelling experiences which form part of an overall communications strategy.

To create your own retail visual merchandising strategy

To understand the notion of timing, events, product launches, pop-up shops, ephemeral retailing.

Course delivery methods

Visual presentations, video, case studies, creative exercises, groupwork (possible visits)

This course can be run over 2 or 3 days. If you are a complete beginner in brand merchandising and experience you can take the extra introductory day. If you are already working in this field and want to develop new ideas, new ways of thinking around this subject, you can opt for the 2 day workshop.

