

Individual Research Workbook



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TABLE OF CONTENTS

INTRODUCTION	PAGE - 35
LOCATION AND VENUE	PAGE - 36
ARCHITECTURAL CONCEPT	PAGE - 37
ARTIST COLLABORATIONS	PAGE - 38-42
CAPSULE COLLECTION	PAGE - 43
FURNITURE COLLABORATION	PAGE - 44
THE BIRKIN BAG EXHIBITION	PAGE - 45
VIRTUAL TRY-ON EXPERIENCE	PAGE - 46
AUCTION EVENT	PAGE - 47
CHARITY CONTRIBUTION	PAGE - 48
LAUNCH PARTY	PAGE - 49
SMART GOALS	PAGE - 50
CONCLUSION	PAGE - 51
BIBLIOGRAPHY	PAGE - 52
LIST OF ILLUSTRATIONS	PAGE - 53-56

INTRODUCTION

*Welcome to the Hermes pop-up experience!
A unique and immersive retail concept designed to infuse luxury, heritage and art in one space.*

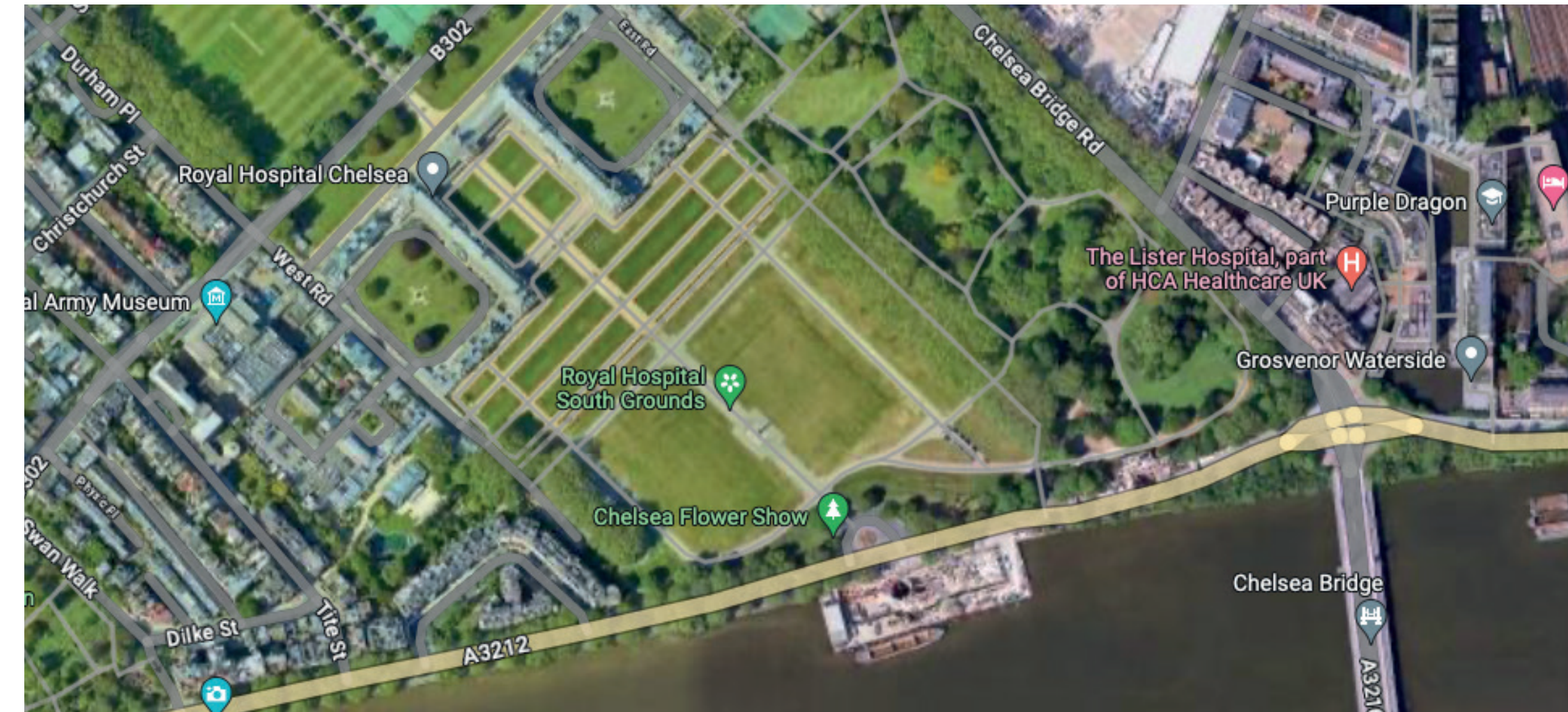


LOCATION AND VENUE

The pop-up event will be located in the heart of London.

The store will be installed on the South Grounds of the prestigious Royal Hospital Chelsea.

A historic venue founded by King Charles II in 1692 to provide care and home for injured and retired British army veterans.



ARCHITECTURAL CONCEPT

Even from aerial view the distinctive and monumental “H” shaped pop-up store will be a clear reflection of the French luxury house’s brand identity.



ARTIST COLLABORATIONS

BANKSY



TAKASHI MURAKAMI

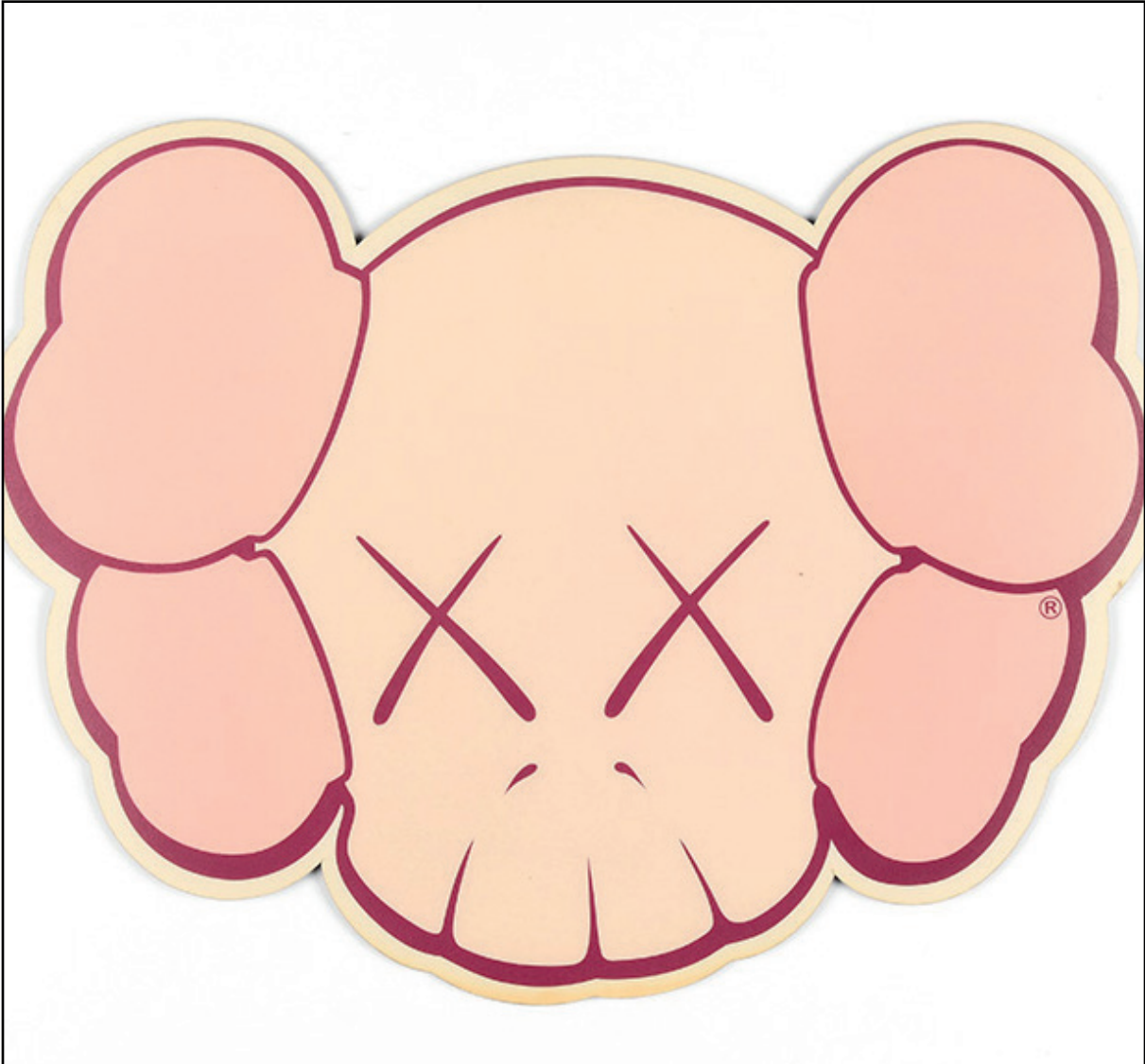
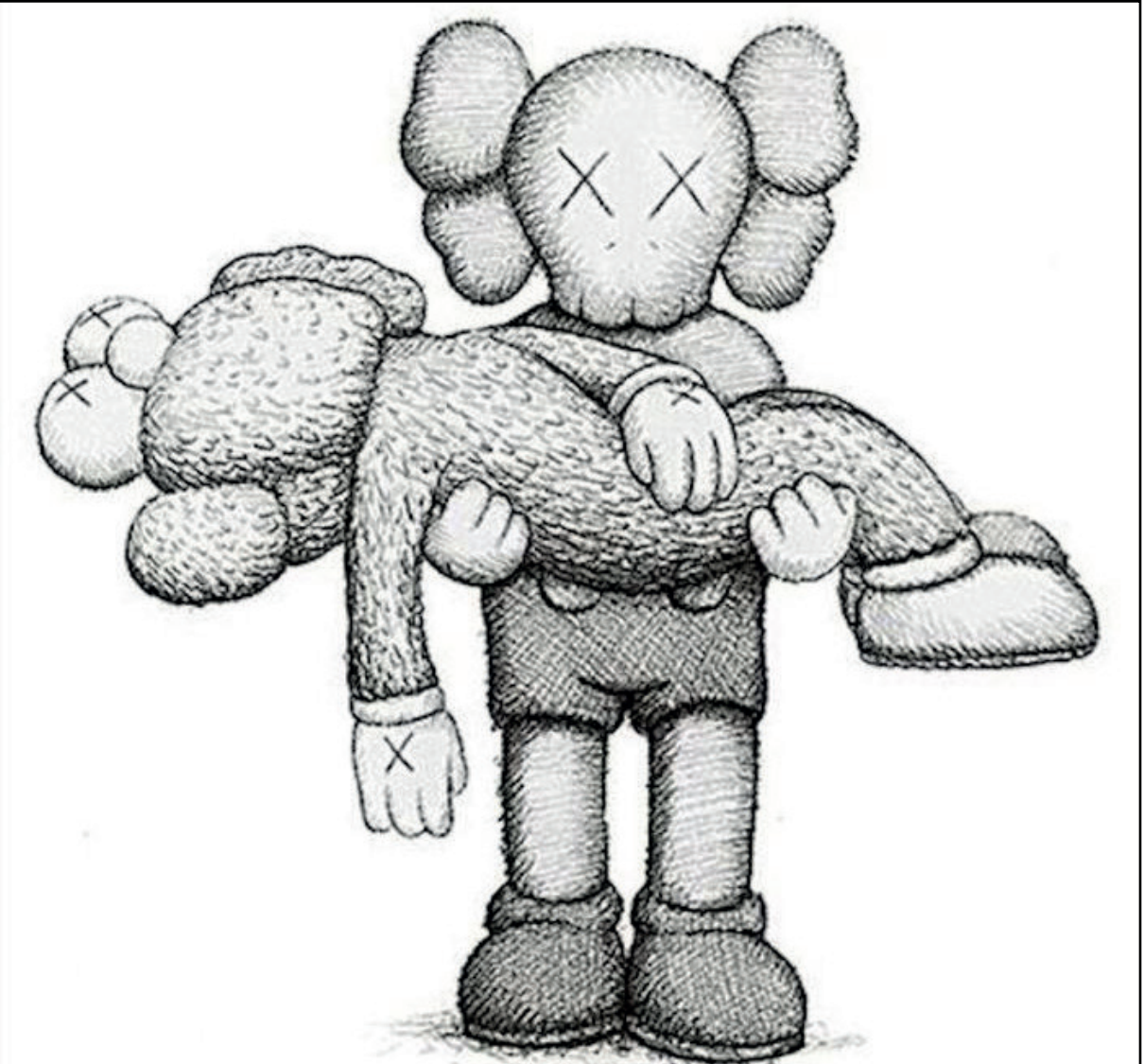


ARTIST COLLABORATIONS

GEORGE CONDO



KAWS

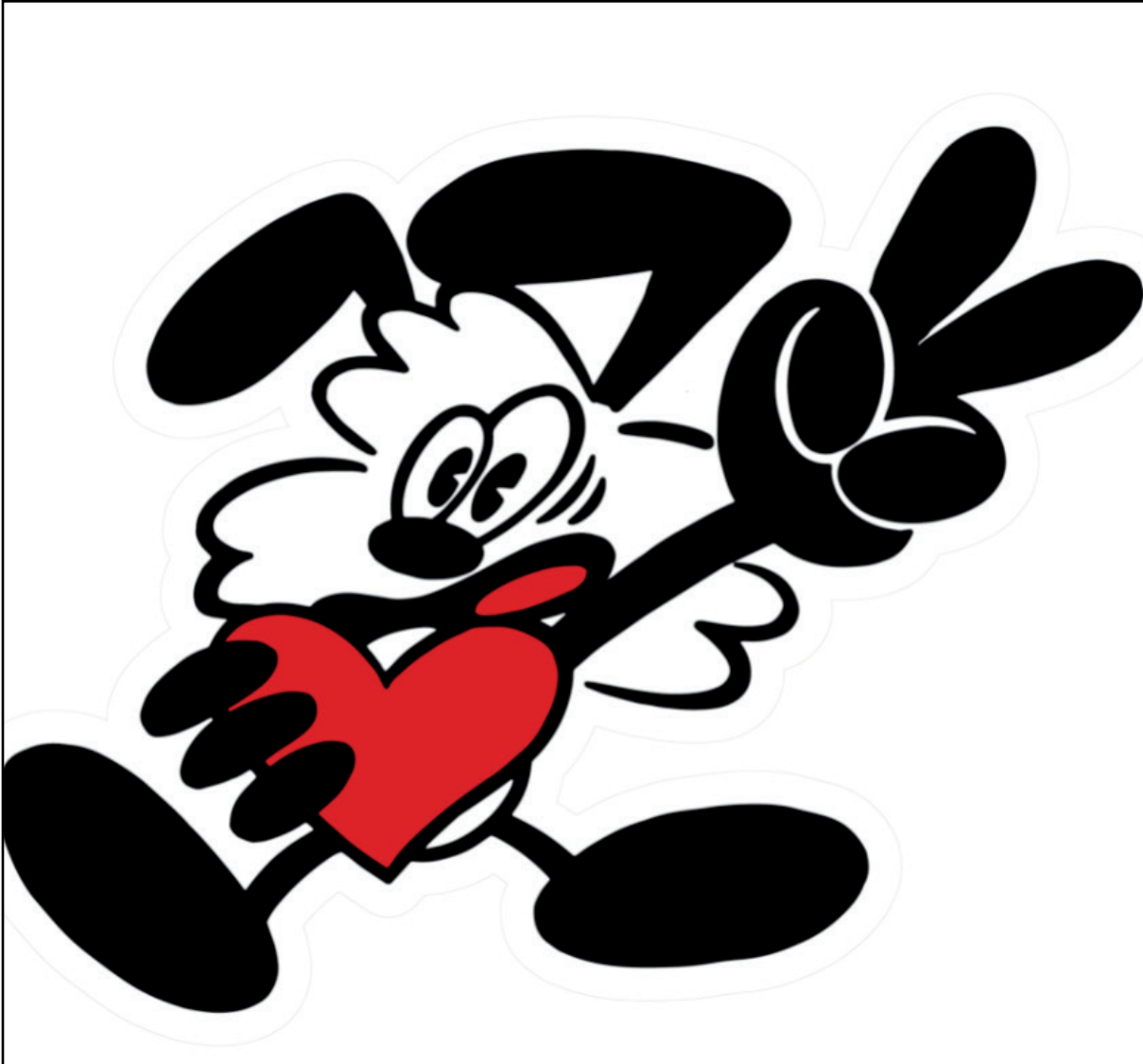


ARTIST COLLABORATIONS

DAMIEN HIRST



VERDY



ARTIST COLLABORATIONS

KENNY SCHARF



HAJIME SORAYAMA

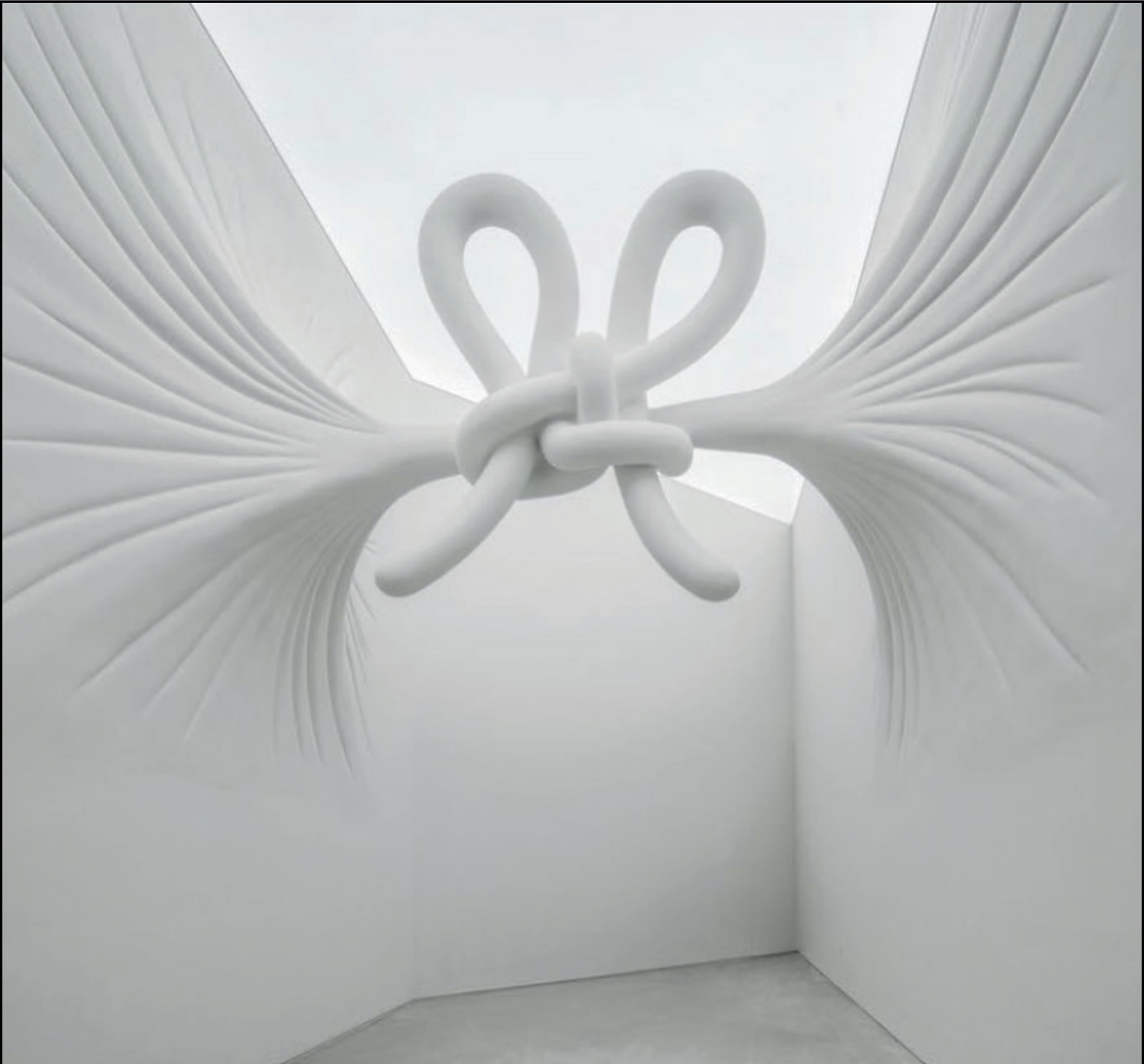


ARTIST COLLABORATIONS

DANIEL ARSHAM



CHITO



CAPSULE COLLECTION

Hermes will collaborate with ten world-renowned artists who will each design a selection of scarves, ties and shirts.

The limited-edition collection will be priced at a slightly higher range than Hermes' usual products, and it will be available for consumers to purchase directly from the pop-up store.

£539



£539



£299



£299



£3499



£3499



£3499



£2199



FURNITURE COLLABORATION

Paulin, Paulin, Paulin

French family-owned business like Hermes.

Founded by the late Pierre Paulin's son called Benjamin, who teamed up with his mother and wife to continue his father's legacy.

The brand has been extremely successful and gained world-wide notoriety over the internet and social media, catering to the likes of superstars.

Hermes will join forces with Paulin, Paulin, Paulin to collaborate on three of their famous furniture silhouettes.

The cross-over furniture pieces will be made-to-order, but will be available for viewing and pre-order at the pop-up event.

TAPIS-SIEGE - £149,000



ALPHA SOFA - £119,000



DUNE ENSEMBLE - £399,000



THE BIRKIN BAG EXHIBITION

Hermes' most iconic and sought-after product is the Birkin bag.

All ten artists will have the chance to create a one-off Birkin bag, customising or reinterpreting it in their own unique styles.

The ten Birkins will then be exhibited at the Hermes pop-up in London, displayed like artworks in a fine-art gallery.

The Birkin exhibition will create an engaging environment that appeals to a wide range of visitors, from luxury shoppers to art lovers.

KENNY SCHARF



DAMIEN HIRST



VIRTUAL TRY-ON EXPERIENCE

ZERO10 AR mirror screens will be installed as part of the Hermes pop-up experience.

Visitors can interact with the screen and enjoy trying on the Birkin bags created by the ten artists.

The experience will drive customer engagement both in real life and through social media.

This technology will increase foot traffic, and visitors can feel like they are part of the action while connecting with Hermes.



AUCTION EVENT

After the experiential retail pop-up, Hermes will sell all the ten artist-crossover bags featured in the Birkin exhibition.

Sotheby's London, the oldest and world-renowned firm of art auctioneers will host the auction event.

Each of these Birkin bags is a truly exceptional piece of art reflecting exclusivity, prestige and luxury.

Only VIP clients, high profile celebrities and collectors will be able to attend the event by invitation or previous registration.

The starting bid for each Birkin will be £150,000, and the bags will go to the highest bidders.



CHARITY CONTRIBUTION

After the auction event, Hermes will donate 5% of its profits from each Birkin sales to The Fondation d'entreprise Hermès.

The brand's own charity foundation has a rich history of supporting artists, environmental and social issues globally.

Hermes will further enhance its positive Corporate Social Responsibility image among its existing and new consumers by looking out for our Planet and giving back to society.



LAUNCH PARTY

Hermes will host an exclusive dinner party to launch and promote its upcoming pop-up experience in London.

The invitation-only event will include celebrity guests, VIP clients, art collectors, influencers, journalists and all the collaborating artists.

Guests will be encouraged to post photos and videos on social media throughout the event.

Date : 03.08.2024.

Location : Royal Hospital Chelsea

Schedule :

17:30 - 18:00

Upon arrival guests will be greeted with a glass of champagne to freely mingle around and explore the venue.

18:00 - 18:45

Following that, a brand representative will guide guests through an exclusive tour to explain and highlight all the important components of the pop-up.

18:45 - 20:30

Guests will be seated at their assigned tables and enjoy dinner.

20:30 - 21:30

After dinner, artists will give speeches about their work and insights of their collaboration with Hermes.

21:30 - 24:00

To conclude the evening, there will be live music and drinks. Guests will be found meeting the artists and mingling with each other, as well as trying the AR screens and shopping the capsule collection.



SMART GOALS



ATTAINABLE :

By combining new marketing tools with its prestigious luxury image, Hermes aims to boost sales and brand engagement with new target customers while maintaining the loyalty of its existing clientele.

- Partnership with artists
- Partnership with Paulin, Paulin, Paulin
- Celebrity and influencer endorsement
- Innovative AR technology
- Omni-channel marketing strategies

SPECIFIC :

Hermes will host an experiential retail pop-up event in Chelsea, London for a month. Including numerous strategic components which will boost sales, generate hype and attract new customers to the brand.

- Ten unique artist-designed Birkin bags
- A limited edition artist-designed capsule collection
- An exclusive collaboration of furniture pieces with Paulin, Paulin, Paulin
- An interactive AR try-on experience
- A highly exclusive and prestigious auction event at Sotheby's
- Donation to a selected charity from sales of the auction event

RELEVANT :

The objectives of the pop-up and auction event are aligning with Hermes' brand identity, values and vision that will further enhance its market position.

- Impeccable craftsmanship
- Luxury heritage
- Exclusive experiences
- Technological innovation
- Artistic collaborations
- Commitment to social responsibility
- Market expansion

MEASURABLE :

The French luxury house is expected to gain important benefits from this pop-up. Which will be measured by numbers and data through different target aspects.

- Minimum of £500,000 in revenue from the capsule collection
- Minimum of £1,000,000 in revenue from the furniture collection
- Minimum of £1,500,000 in revenue from the auction event
- Minimum of 15% increase in social media mentions and followers
- Minimum of 30% increase in art and fashion related press coverage

TIME-BOUND :

*The pop-up store will be open for one month, from **03.08.2024.** to **31.08.2024.** Starting with the launch party and finishing with the auction event. Results will be monitored during and evaluated after the event.*

- Sales figures
- Social media growth
- Press and media attention
- Customer engagement and feedback
- Total amount raised for charity

CONCLUSION

Hermès will not only benefit from this pop-up financially, but also in multiple other ways which will further enhance brand loyalty and consumer engagement towards the brand from new, younger, tech-savvy and artistic consumer segments, while maintaining its existing clientele.



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