An Exploratory Study of Digital Pop Up Stores within the Fashion Sector

Contents

1. Introduction

- Consumers are demanding *MORE* experience with their retail wants and desires (Sit et al., 2003; Snell, 2006)

- Time based competition increases demand

- Fast fashion=fast stores

- Pop-ups have been embraced by all levels of the fashion pyramid (Trendwatching.com 2012)

1. Rationale

- Suruchi (2011) suggests there a 4 typologies (Guerrilla, Nomad, Outdoor, Online)

- Despite being in maturity stage in most developed markets there is little academic research on the subject

- Brands are increasingly using digital to keep pop ups relevant for stakeholders and get PR

- Evolving in nature

2. Definitions

- "*new experiential marketing format intended to engage consumers... It is a promotional/retail setting designed to offer an exclusive and highly experiential interaction for the consumer* " (Neihm 2007:1)

- "*A marketing environment which is highly experiential, focused on promoting a brand or product line, available for a short time period, and generally in smaller venues that foster more face-to-face dialogue with brand representatives*"(Gordon, 2004)

- " *short-lasting branded stores located in highly representative locations that aim to develop brand awareness and strengthen brand loyalty and value through a recreational happening* (Spena 2012)

2. Background

- Roots in marketplace selling
- Vacant started the trend with one month pop ups in capital cities with exclusive products from young designers in 2004
- Comme des Garçons launched "guerrilla store" in Berlin, crowdsourced a hip yet to be gentrifeid location with old and new product
- Lean promotions (ads and WOM)
- Trendwatching.com (2004)
- CC (2008) encouraged
- Maturity Stage

2. Background

- Research Aim: To explore the form and function of Digital Pop Up Stores within the fashion sector
- Emerged in 2011
- Not just online...
- Need to use offline pop up literature as base

Types of Digital Pop Up:
1. Website
2. Social Media
3. App + VR or AR
4. Hybrid

3. Pop Up: Form

1. Single Brand
2. Time
3. Location
4. Size
5. Design
6. Experience & Interactivity
7. Viral Promotion

SXSW

3. Pop Up: Form

1. **Single Brand?**

- **Traditionally created by only one retailer/brand at a time**

- **Now collaborations allow for a wider audience**

- **High/Low, Retail/Media, Trade Bodies/co-operatives**

- Majority of DPS are single brand

Etsy

ETSY HOLIDAY SHOP

#ETSYHOLIDAYSHOP

JESSICA MARQUEZ

TheONE
CHOCOOLATE
"BABY MILO" "A BATHING APE"

CHOCOOLATE
BABY MILO A BATHING APE

DESIGNERS
COLLECTIVE

4. Pop Up: Form

2. **Time**

- Temporary...creates exclusivity
- Limited life spans and pre-determined timeframes (Suruchi 2011)
- 1nt-1year
- Average is 30-90 days
- Displays and web often count down
- Reflects fast pace of fashion retail
- Digital Pop Ups tend to be shorter

4. Pop Up: Form

2. Location

- Located in high-traffic urban shopping areas, "*the location is part of the packaging and the store itself becomes the product*" (Suruchi 2011)

- Vacant storefront in mixed-use neighbourhoods

- Must be linked to target market, focus is not on mass population normally

- The 'format' of the pop up will influence the location strategy

- For digital this means which platform or type

4. Pop Up: Form

3. Design

- Allow designers and architects to re-think what a store can be (WGSN 2012)
- Importance of a social/third space area for community building
- Importance of exterior esp for outdoor
- Use of multi-media tools
- Use of brand colours to convey values and personality
- Don't require as much 'polish', i.e can look temporary
- Design for Digital must be on brand

4. Size

- Smaller than regular stores

4. Pop Up: Form

5. Experience & Interactivity

- Transforming
- Consumer and producer roles now intermingle, (Fiore, 2007, 2008; Solomon, 2005)
- Co-Creation
- Mass customisation
- Personalisation
- Photo booths,gamification
- Memorable experiences
- Face to Face interaction with the brand and its representatives
- This is the biggest aspect that DPS have to overcome

4. Pop Up: Form

6. Viral Promotion

- A fundamental tool of unconventional marketing communication is the generation and exploitation of word-of-mouth promotion (on and offline)
- Usually little overt methods of paid for (above the line) communication
- Use of social media is vital
- Adds a 'cool' factor
- Element of discovery and novelty
- Logical and easy translation for DPS

4. Pop Up: Function
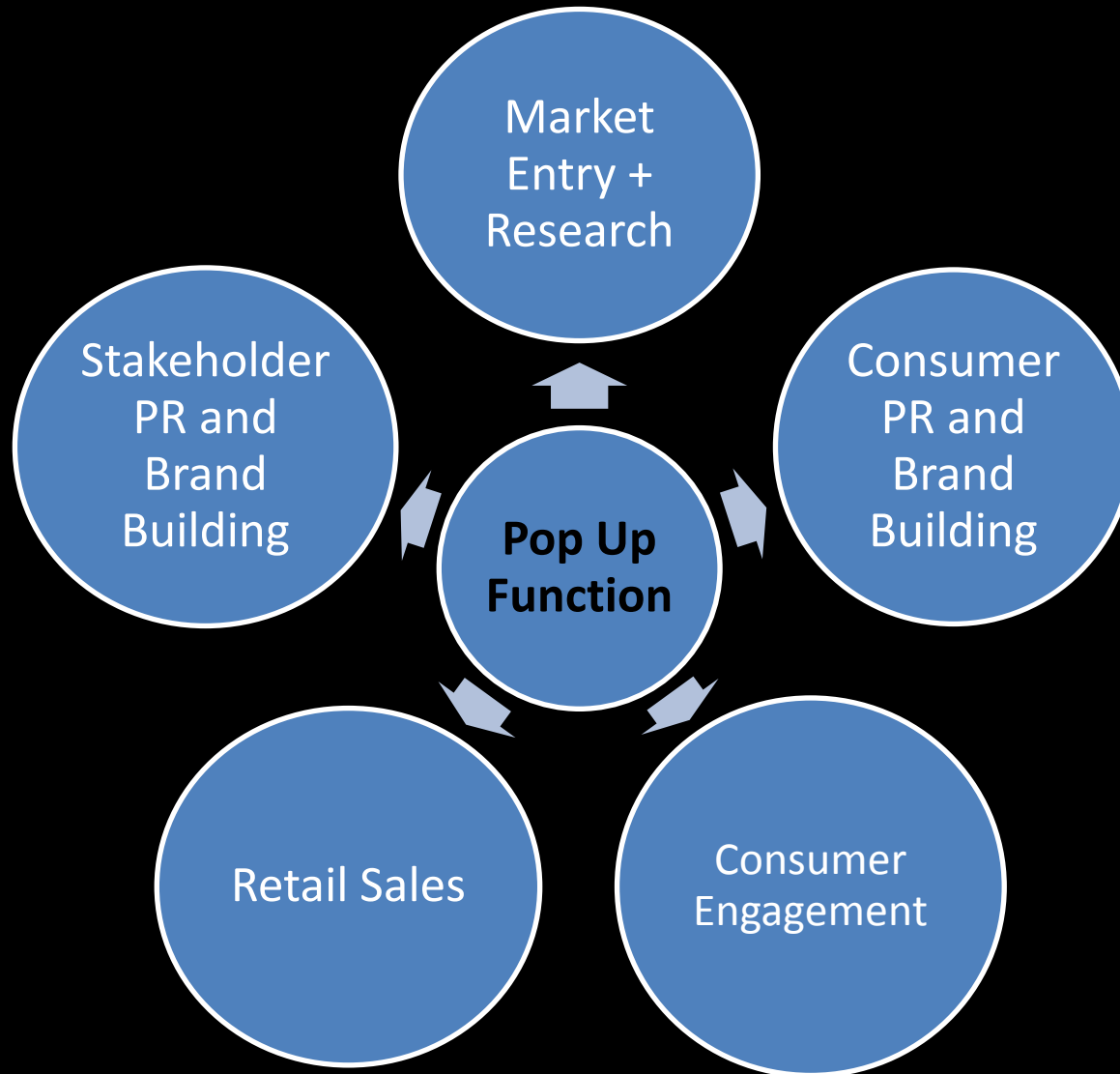
5. Methodology

- Abductive
- Qualitative

Phase 1:
- Content Analysis of 4 Digital Pop Ups
- Observation Grid
- Quota Sampling
- Thematic Analysis

Phase 2:
- Indepth Elite Interview
- Quota and Snowball
- Thematic Analysis

6. Results

1. **Single Brand/Product**
- **Exclusive Product**
- **Limited and Focused Range**

2. **Time**
- **Shorter than offline average 2 weeks**

3. **Location**
- **Partnerships with tech/commerce platforms**
- **Link on home page**
- **Trend Driven**
- **Ability to find important**
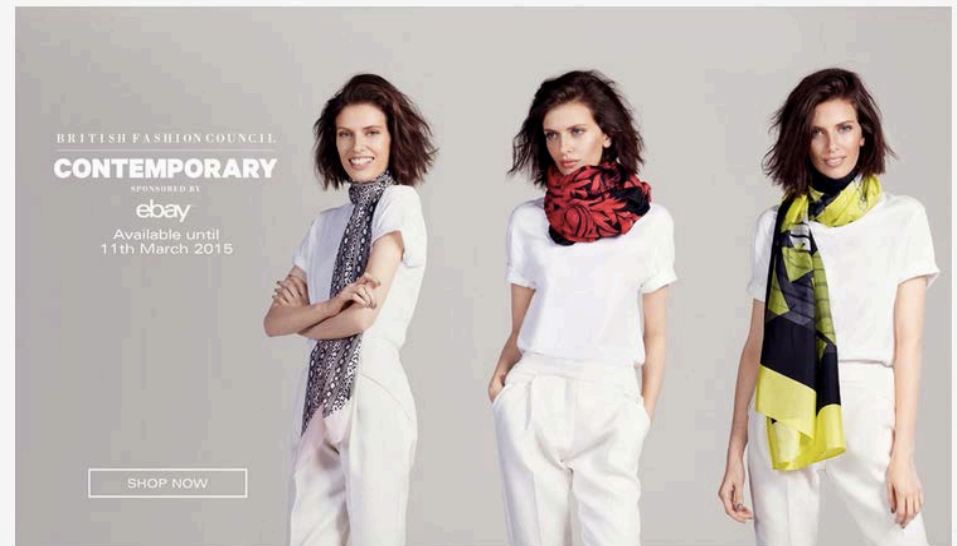
6. Results

4. Size
- Smaller than main e-commerce offer
- Curated range
- Intimate 'feel'

5. Experience
- Stakeholder novelty
- Shareability
- Exclusive content

6. Viral Promotion
- Social media plan, SEO and e-WOM

7. Summary

- An important element of the retail marketing toolkit and are interesting due to their mixed function between communication and selling

- The main benefits of are that they offer an inexpensive, low risk way to extend the life of pop ups

- CSF is to function easily, be found and to have an experiential aspect

- Challenges of DPU are choosing the right platform for the target audience, through the right balance and design of form and function

8. References & Further Reading

- Gladwell, M (2000) 'The Tipping Point'
- Gordon, K. T. (2004), "Give it a Go: A "Hands-on" Approach to Marketing Your Product Could Be Just the Thing to Win Customers," *Entrepreneur Magazine, 32(9), 74-75.*
- Kim et al (2010) "Psychographic characteristics affecting behavioral intentions towards pop-up retail", International Journal of Retail & Distribution Management, Vol. 38 Iss: 2, pp.133 – 154
- Lincoln et al (2009) 'Retailisation: Brand survival in the age of retail power'. Pp153
- Niehm, et al. (2007) "'Pop-up retail' acceptability as an innovative business strategy and enhancer of the consumer shopping experience", Journal of Shopping Center Research, Vol.13 No.2 pp1-30
- Norsig (2012) 'Pop up Retail: mastering the global phenomenon'
- Prahalad, & Ramaswamy, V. (2004a), "Co-creating unique value with customer", Strategy& Leadership, Vol. 32 No. 3, pp. 4-9.
- Spena et al, (2012) "Store experience and co-creation: the case of temporary shop", International Journal of Retail & Distribution Management, Vol. 40 Iss: 1, pp.21 - 40