

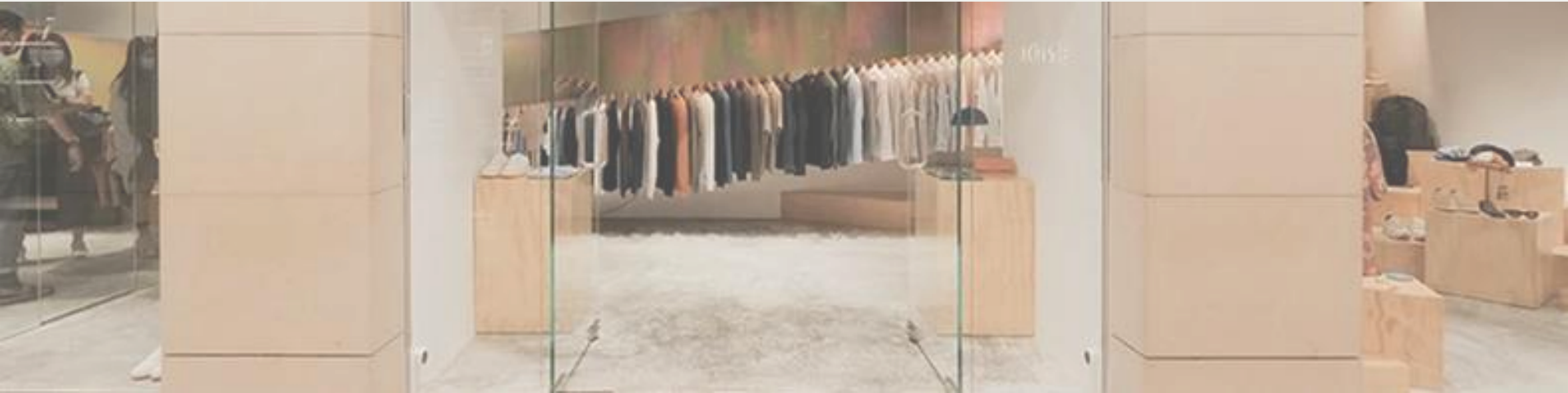
Popup solutions

Innovators in retail solutions

August 2020

TRIBE22 × kapok
Retail Consultancy & Solutions

Popup



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Tribe22 and kapok have combined their retail competences and experiences to create the perfect framework for overseas brands that are looking to test and launch into the Hong Kong/ Greater China retail market.

Below an introduction to Tribe22 and kapok's competences and services to be provided and tailor made to any brand/commercial structure situation.


Tribe22 Popup

Innovators in retail solutions



The Process

Tribe22 is here to lend our experience in curating popup experiences that blow customers away and create long lasting benefits for the stakeholders involved.



Tribe22 will take charge to identify and negotiate the best locations for pop up in relation to the brands image and offering.

What we do?

Popup Themes:

- Identify relevant brands new to HK/China market
- Create diverse theme offers to choose from.
- Define price points.
- Help set up right VM and customer experience.

Popup scenery

- Identify the pop up location
- Set up the lay out/ architecture of the popup.
- Curate the environment.
- Set up visual merchandising.



What we do?

- Brands **consumer journey** and **experience**;
- Maximise **exposure** and **reach** of potential customers.

We help coordinate brands **communication** relevant for the local market. We work closely to achieve maximum **social media visibility**.

Together with our partner, kapok, our services can include either partial or total management of the operating processes of the popup.



Our Experience

Examples in Popup excellence



TRIBE22
Retail Consultancy & Solutions

Young British Designers @ Landmark



The successful Popup store at luxury shopping mall Landmark (2017) features clothing, footwear, bags and jewelry from new British design talents including Lily Kamper, Jam Love, Helen Steele and Rogue Matilda, for consumers' discovery and inspiration.



IT'S THE UK'S BEST
NEW TALENT



The Garnered @ Landmark



Pop ups are of great interest for renewed retail presence today. Even more excitement when the curated pop up search for rare gems from all over the planet. The Garnered, founded by Anne Garner, is an online shop that celebrates craftsmanship of all kinds, produced by skilled designers and artisans. A real eye for emerging talents in home decoration, ceramics, homewares, jewellery and accessories and more.



Codelab @ Landmark (HK) & WFCental (Beijing)

Codelab is a design retail format that captures the latest technology with QR code easy buying process and online model to transform the customer shopping journey in a shopping mall, allowing a young, tech savvy audience to experience upcoming fashion brands and lifestyle products, changing the rules of traditional retail to create more surprise, more discovery, more fun!



M&O Design Pavilion @ WF Central



The “M&O Design Pavilion @ WF CENTRAL” not only features a pop up event space, showcasing over 30 renowned or niche designer brands with their iconic products that customers are able to purchase in an O2O format.



M&O Design Pavilion @ WF Central



Maison&Objet (M&O) is the international authority for home decor, interior design, architecture and lifestyle culture and trends. The ambition in creating a unique partnership with HKLand is to offer an unparalleled lifestyle shopping experience for Chinese consumers.





PopSquare.io

Introducing PopSquare

PopSquare, the first AI enabled mobile boutique-cart. PopSquare is a revolutionary Online-to-Offline (O2O) boutique-cart that enables brands to promote and sell products in the offline world with a cost-effective solution while understanding customers' behaviours and preferences more deeply through the AI software embedded into the cart.



kapok

Partnering for Popup Operation



kapok

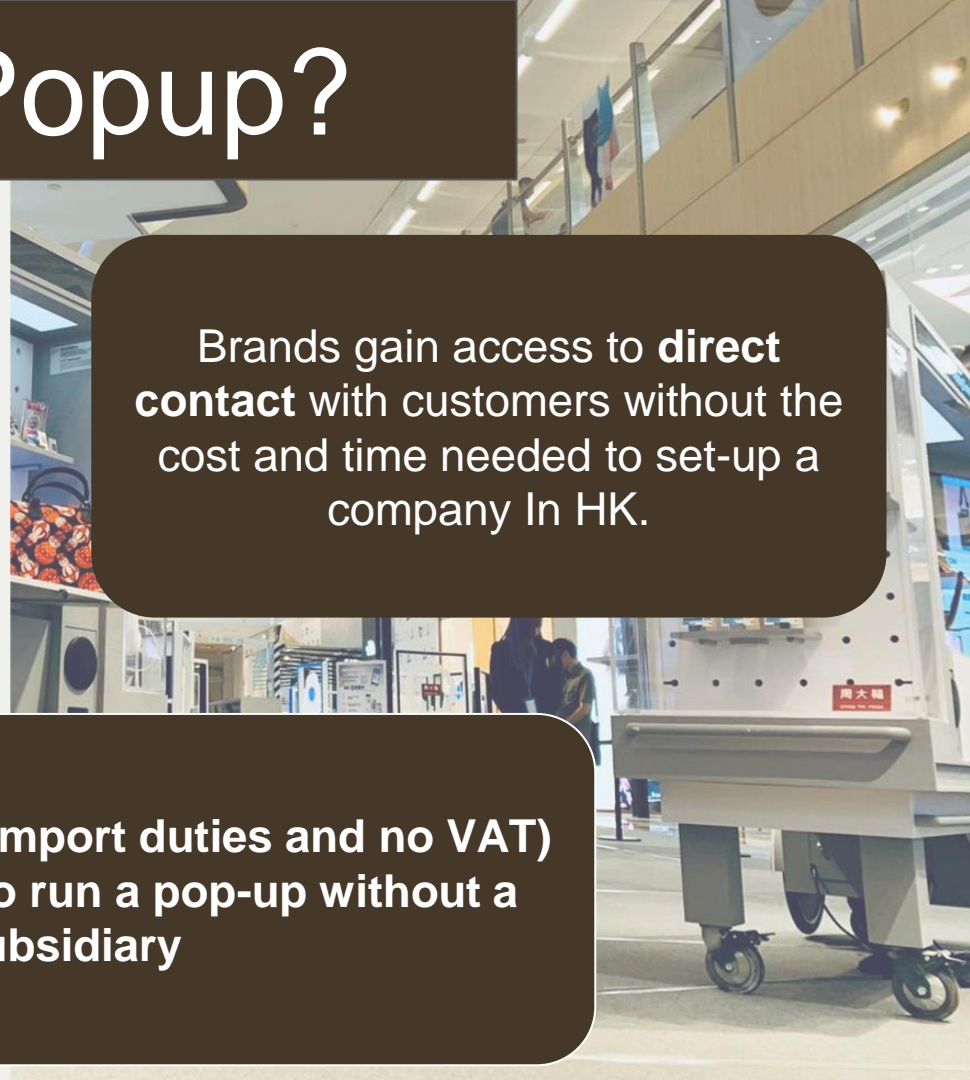
Why Popup?

Working with a pop-up model is the best way to **test the local audience** while **minimising the fixed costs**. It allows brands to raise awareness and also make sure their offerings **resonate with Hong Kong customers**.



Brands gain access to **direct contact** with customers without the cost and time needed to set-up a company In HK.

The import process (no import duties and no VAT) makes it quite simple to run a pop-up without a local subsidiary



kapok

kapok is the expert in the implementation of Popup experiences in HK.

Brands may consider some key modules in terms of what they would like to handle themselves or handover operation to kapok.

>-> **Staffing**

--> We are working with a pool of well-trained retail executives, store managers, and part-time sales staff.

>-> **P.O.S system** and collecting payment

>-> **Inventory management** and replenishment

--> Including local warehousing and importing

kapok

- **Local marketing** : social media, influencer marketing and local PR
 - With brand guidelines and in collaboration with HQ marketing team, as well as translation services
- **Localised e-commerce.**
 - We can design and launch a local e-commerce platform and/or fulfill local orders from company main website

Brands may consider some key modules in terms of what they would like to handle in house or hand over operation to kapok.

- **Store buildup and visual merchandising**
 - we can also link with local contractors and oversee construction
- **Location scouting**
 - We can find the most appropriate location and link with landlords
- **Staff training**
 - With guideline and training guide provided by the brand



Before taking on new brands the new 100% project, Tribe 22 and kapok would conduct a **pre-study** to ensure that the timing is right for launching such a pop-up

We recommend a **minimum 3 to 6 month** Popup.
Duration can be explored **up to 1 or 2 years.**

For certain cases we can also work with shorter time frame to leverage a local event for ex.

Especially when the brand is new to market, we need time to establish it locally and to drive traffic to physical pop-up and/or localise webshop





Pre-project Risks to consider:

We need to be confident that the **supply chain is stable** and can **accomodate reorders** in case the pop-up is successful.

Ensure the brand will **commit enough resources** (time, marketing budget...) to make sure the pop-up is a success.

We need to **manage expectations**: we can secure the best locations and our team has developed our own kapok brand as well as very successful fashion/lifestyle brands but **patience and effort** is needed in the initial phases of the pop-up.

Our Experience

Examples in Popup excellence



kapok

Loveramics @ kapok



Every month, kapok has different events and pop-ups take place across our stores in hong kong, and August is no exception.

Loveramics is an internationally recognised ceramics brand, synonymous with quality and craftsmanship.



maison kitsuné

Maison Kitsuné was created in Paris in 2002 by Gildas Loaëc, a former manager of the French electronic music duo Daft Punk, and Masaya Kuroki, a budding architect. In Japan, Loaëc and Kuroki developed the idea for Maison Kitsuné – a one-of-a-kind brand that fuses their love for French and Japanese styles, and two stylistically intertwined interests, music and fashion.





女生

l'officine universelle buly



L'Officine Universelle Buly is a French beauty brand with a mission of curating an Authentic Natural Beauty Sanctuary for the 21st century. Founded in 1803, l'Officine Universelle Buly has been revived by the entrepreneurial couple – Ms. Victoire de Taillac and Mr. Ramdane Touhami with the first shop opened on 6 rue Bonaparte, Paris in 2014. After a thorough reimagining, this legendary French beauty apothecary rises again to embark on a beauty voyage around the world. New York Times writes BULY 1803 is “arguably the most chic beauty emporium in the world”. Yes we are, we bring upon an “Emporium of Beauty Secrets from all around the world”.



o.n.s landmark

O.N.S is a New York City based, direct-to-consumer menswear company with an overarching objective to empower you to go places, offering comfortable and versatile garments that layer into your everyday life. Built with the intention to showcase high standards in specialty manufacturing, O.N.S in-house product development team hand selects each silhouette, fabric and hardware with the utmost integrity and attention to detail.

In 2019, O.N.S opened its first multi-brand gentlemen's store in Wan Chai Sun Street, offering a range of brands, including bag, accessories and more, feature at this cool, multi- story fashion boutique.

