

# BOLD & SOPHISTICATED

SIGNATURE. FEARLESS. TRENDSETTING.

# INTRODUCTORY POP-UP

by IUMI KIM

# FLUEVOG

## STORE IDENTITY

***Unique Soles For Unique Souls***

### CHARACTERISTICS:

- independent
- thinking outside the shoebox
- gender-bending

EDGY - BOLD - FUNKY - LUXURY



# FLUEVOG

1

## BRAND

“Finding your own voice, your own sensibility which is very different from just following trends”

## OPPORTUNITY

### THE SHOE IS THE MAIN CHARACTER

- all eyes on the designs and intricate details

- **colour-based zones** accompanied by certain feelings (*textures, sound, materiality*)
- creating a **narrative flow**

IT IS ALL ABOUT...



# FLUEVOG

2

BRAND

“If you follow what's inside of you and what gives you energy, it works. I still like looking at shoes because they still give me a thrill.” - JOHN FLUEVOG

OPPORTUNITY

**EXAGGERATION** - SCREAMING PERSONALITY  
OF EVERY DESIGN  
Creating a sense of overwhelm



# FLUEVOG

3

BRAND

“Special buckles and moulds are mad.”

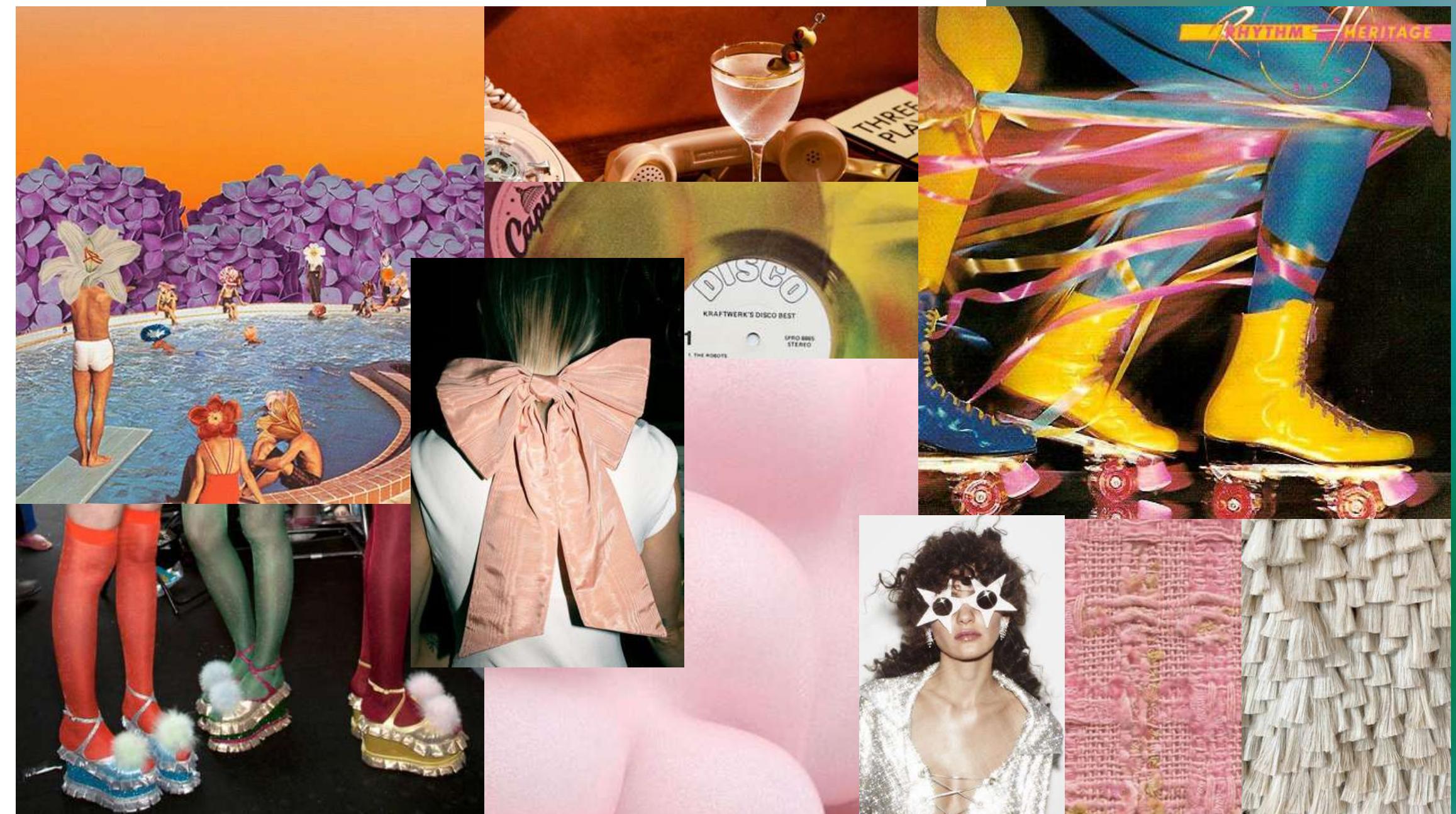
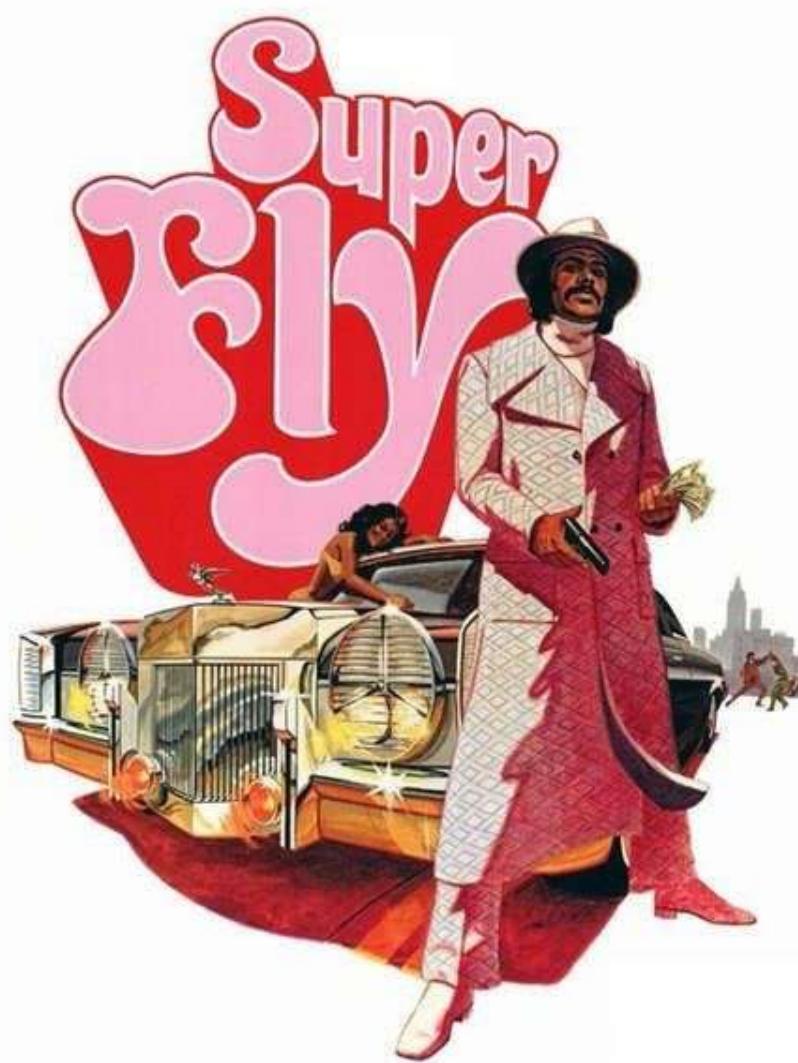
OPPORTUNITY - ***SETTING A TREND***

**CUSTOMIZABLE BUCKLES / SHOE CHARMS**

- allows to bring **personal identity** into the product
- attracts **younger generation**
- **creating a trend**



# FLUEVOG. SPRING/SUMMER. DREAMY + FUNK



# FLUEVOG

## DURATION

1 - 2 months

A longer-term shop allows to connect with customers and build loyal relationships



## LOCATION

London, UK

\*Selfridges - where luxury brands show up and show off

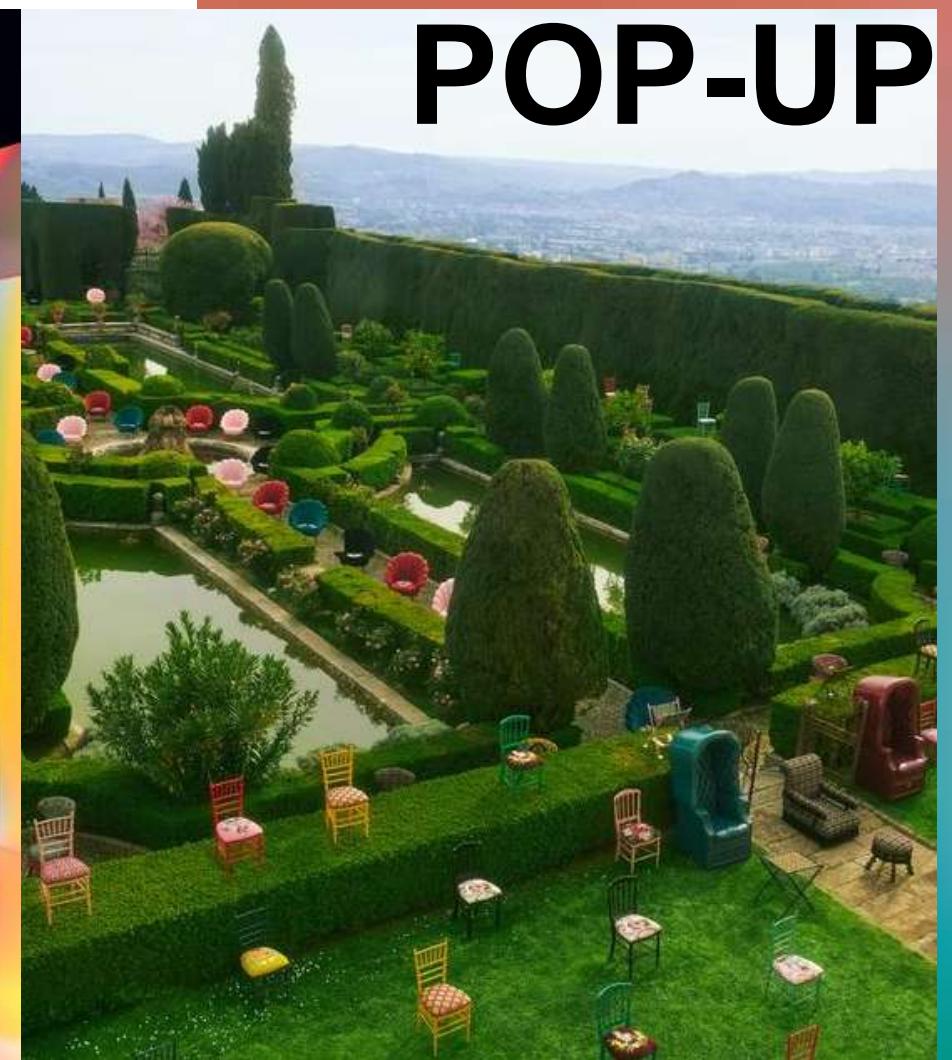


# POP-UP

# FLUEVOG

## OPPORTUNITIES

- bringing in **Vancouver** locale by recreating **natural landscapes**: use of greenery and flowers
- inflatables - mobile setup, transportable, multiuse friendly
- **wall bold signature messages** - captivates strangers and welcomes visitors



POP-UP

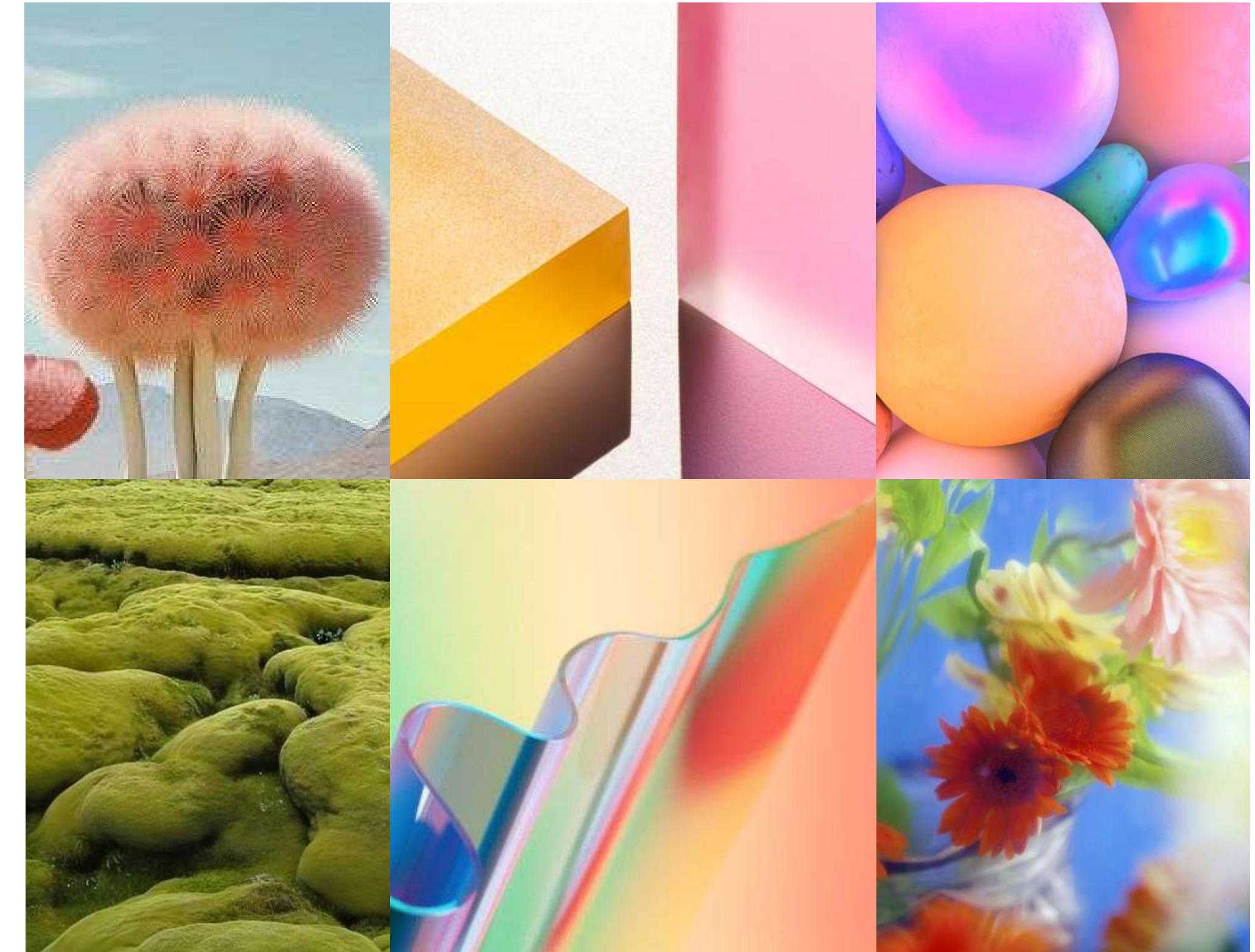
# TRENDS. SPRING 2024

## FEATURES:

glass morphism  
gradients  
mixed typography  
floral vintage  
metal liquids

## BASE:

80s excess  
soft [digital] nostalgia



# KEY VISUAL ELEMENTS

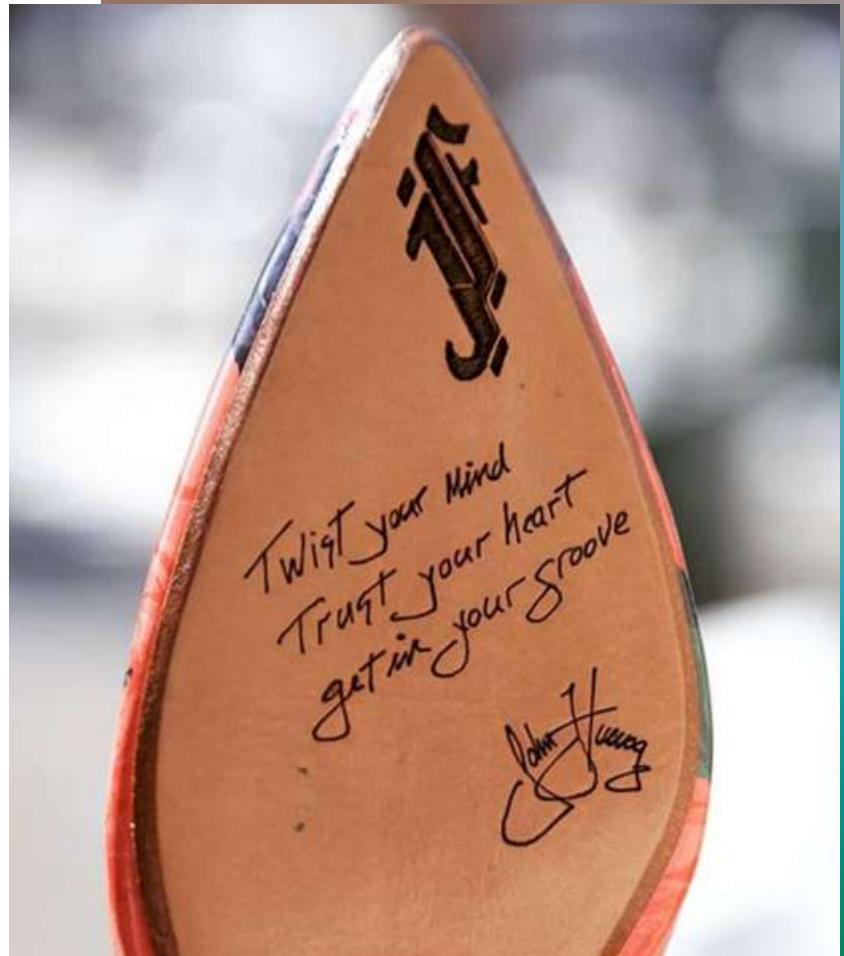
TO INTRODUCE FIVE NEW SHOE FAMILIES  
(LASTING IMPRESSIONS, PROFESSIONALS, BEACHES,  
STARLIGHT, AND VOGGETTES)

Core elements:

**BOLD COLOUR PALETTE**  
**PLAY OF TEXTURES**  
**ONE-OF-A-KIND SILHOUETTES**  
**FLUEVOG FLOWER PATTERNS**

Details:

**WHIMSICAL BUCKLES**  
**SOLE FLUEVOG MESSAGES**



# 1/ SKETCH

- INFLATABLE DISPLAY - monumental, voluminous centrepiece
- METAL FINISH PLINTHS WITH SOLID COLOUR ACCENT
- MESSAGES WALL DISPLAY



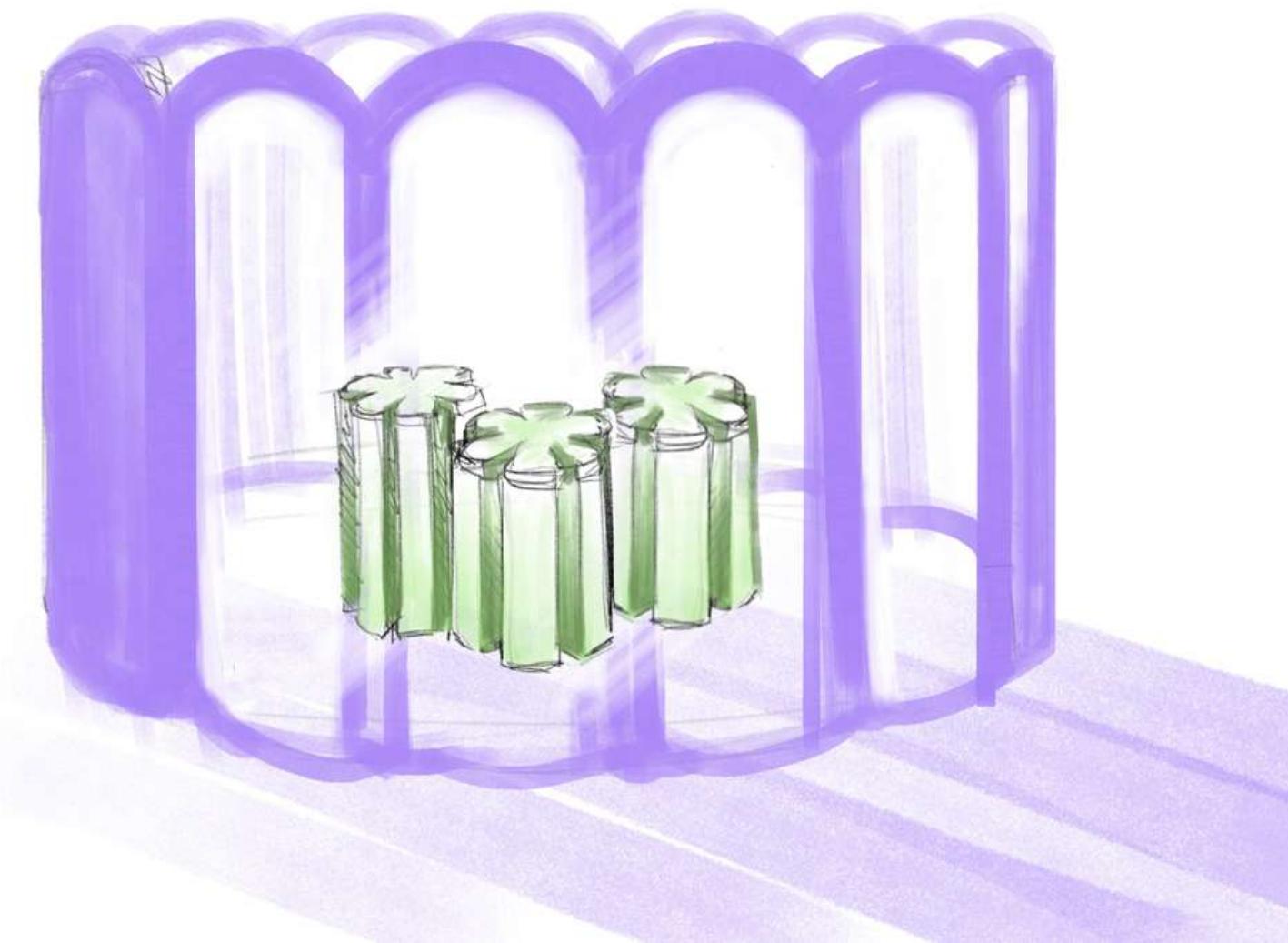
John Fluevog



## 2/ SKETCH



- FLOWER ARC - welcoming setup, brand's bold signature statement shape of the space
- FROSTED GRADIENT GLASS PLINTHS - play with light and reflection, reflected messages distortion
- MESSAGES ON ARC FRAMES



# CASE STUDIES

1

Jacquemus Pop-up Shop, London 2022



a **multi-sensory experience** that unfolded in and around London's Selfridges. Intermingling spatial design and interactive scenography with sound and smell unfolded in the series of three locations

2

Polaroid Pop-up Shop in NYC 2019



a first Polaroid popup in NYC, winter 2019 to promote its Polaroid Lab product with **educational and inspirational workshops**.

3

Glossier Pop-up Shop, Seattle 2019



in collaboration with landscape designer Lily Kwong, the team drew **inspiration from the area's natural topography**.

4

Dolce & Gabbana Pop-Up Shop, the Hamptons, New York 2021



a colourful **travelling pop-up truck** is touring through the Hamptons—sometimes even the most high-end brands like to keep their popup concepts simple and to-the-point.

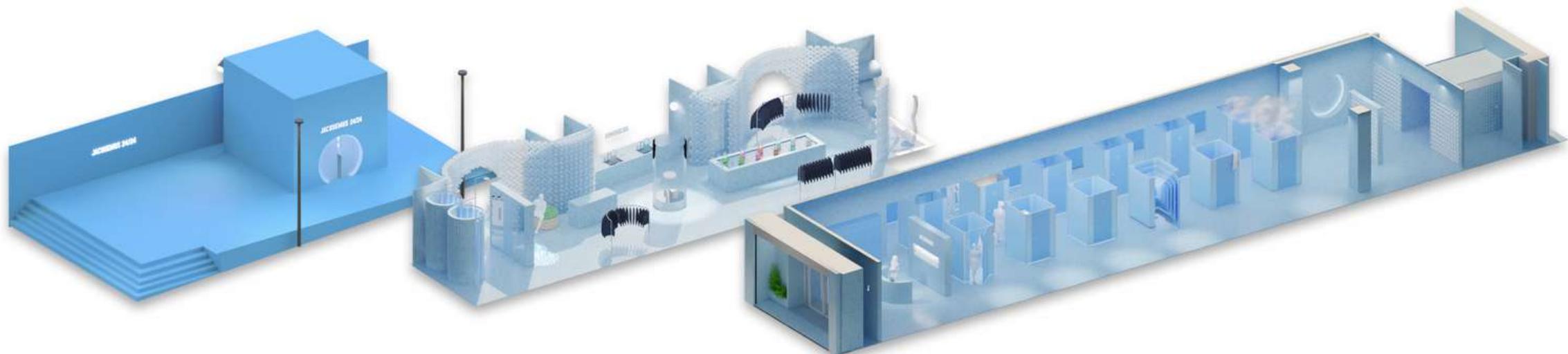


# 1. Jacquemus, LONDON 2022

An avant-garde whimsical luxury-bag vending machine and a transformative changing room inspired by a swimming pool. the Corner Shop reimagines the bathroom through a surreal lens where **daily objects grow larger than life**.

## Features:

- **Digital interaction** activated by the visitors
- **Enlarged surreal objects**
- Incorporation of **aromas** in each space
- Rooms animated by a **soundscape and lighting** gestures
- Range of **object-based installations**



## 2. Polaroid in NYC 2019

Consumers were encouraged to create a Polaroid photo from their favourite place or memory of NYC. **Guests participated**, added their photo pieces to the store's public art installation, and immersed themselves in photo installations with photos taken by Chris Burkard containing hidden **AR content**. Each week, guests had the opportunity to participate in **photography-focused workshops and talks** led by Polaroid photographers.

### Features:

- immersive **storytelling through photographs**
- educational and inspirational **workshops**
- **Guests become a part of the space** by displaying their memories on the walls
- hidden **AR content** embedded in exhibited pictures
- **bold storefront**



### 3. Glossier, Seattle 2019

a temporary retail space that features **dreamy interiors inspired by the city's natural landscape**. A collaborative **effort** between Studio Lily Kwong and Glossier's in-house creative team, the pop-up is designed with **industrial elements, juxtaposed with meadow-like hills and locally sourced flowers**.

Features:

- **locally sourced natural elements**
- limited-edition **exclusive merch** (reusable tote bags, “plantable” postcards)
- **creatives collaboration**
- **donation service** (topic-based)



# 4. Dolce & Gabbana, New York

## 2021

The Sicilian Cart is designed to tell **stories** through the use of **images, bold colours and historical symbols** to completely immerse consumers into the history of the Italian island.

Features:

- **mobile / transportable**
- **signature prints and patterns**
- **location-inspired touches**
- **warm, inviting atmosphere**
- **attention to detail, craftsmanship**  
(quality over quantity)

