

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

IT IS ALL ABOUT...

IDENTITY

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**



FLUEVOG

IDENTITY

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

IDENTITY

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



POP-UP

LOCATION

London, UK

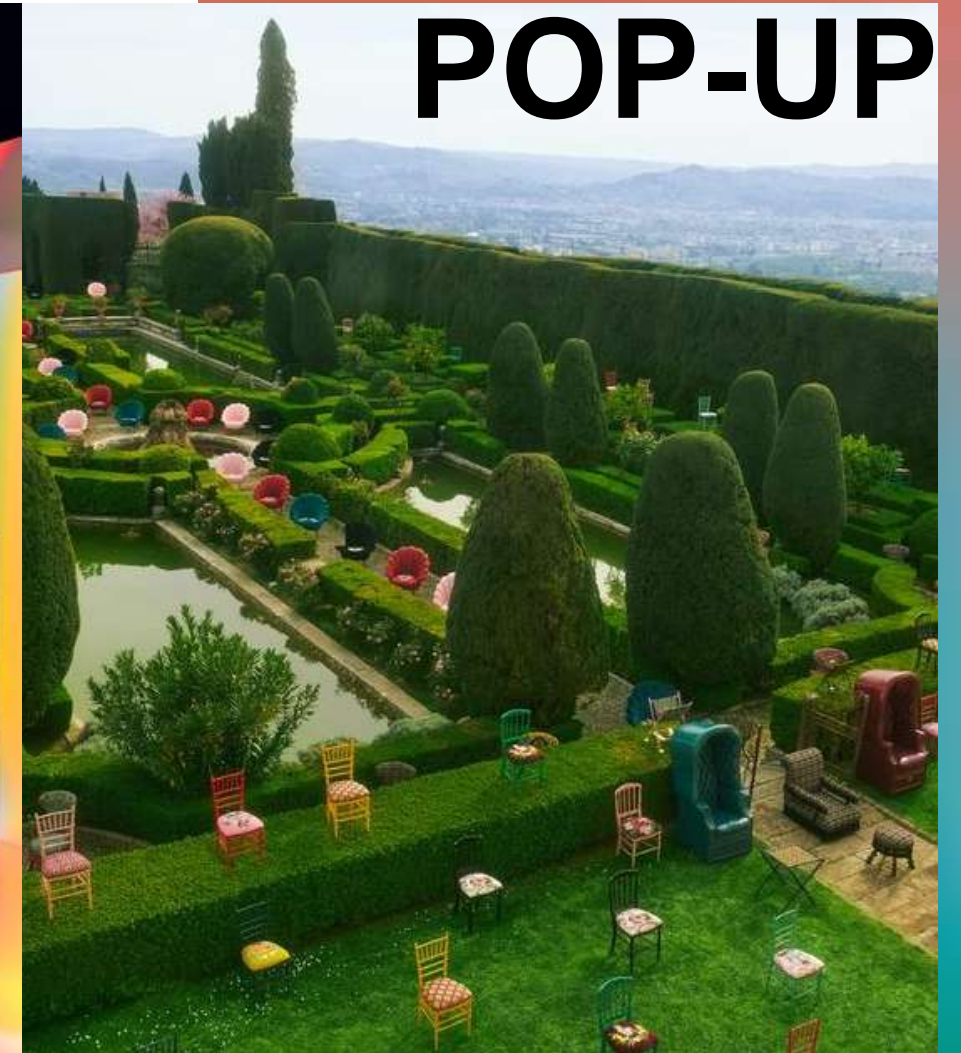
*Selfridges - where luxury brands show up and show off



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



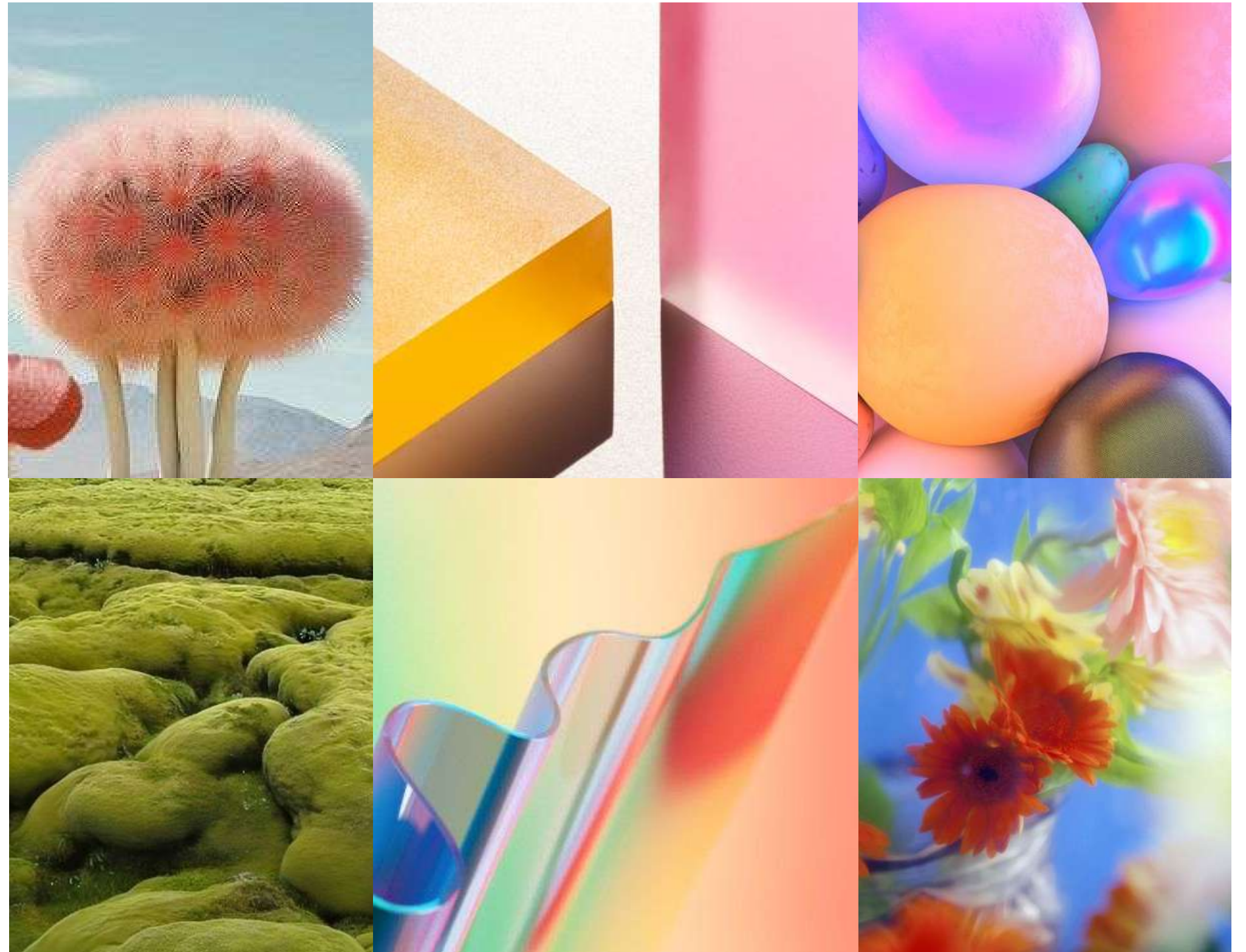
TRENDS. SPRING 2024

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

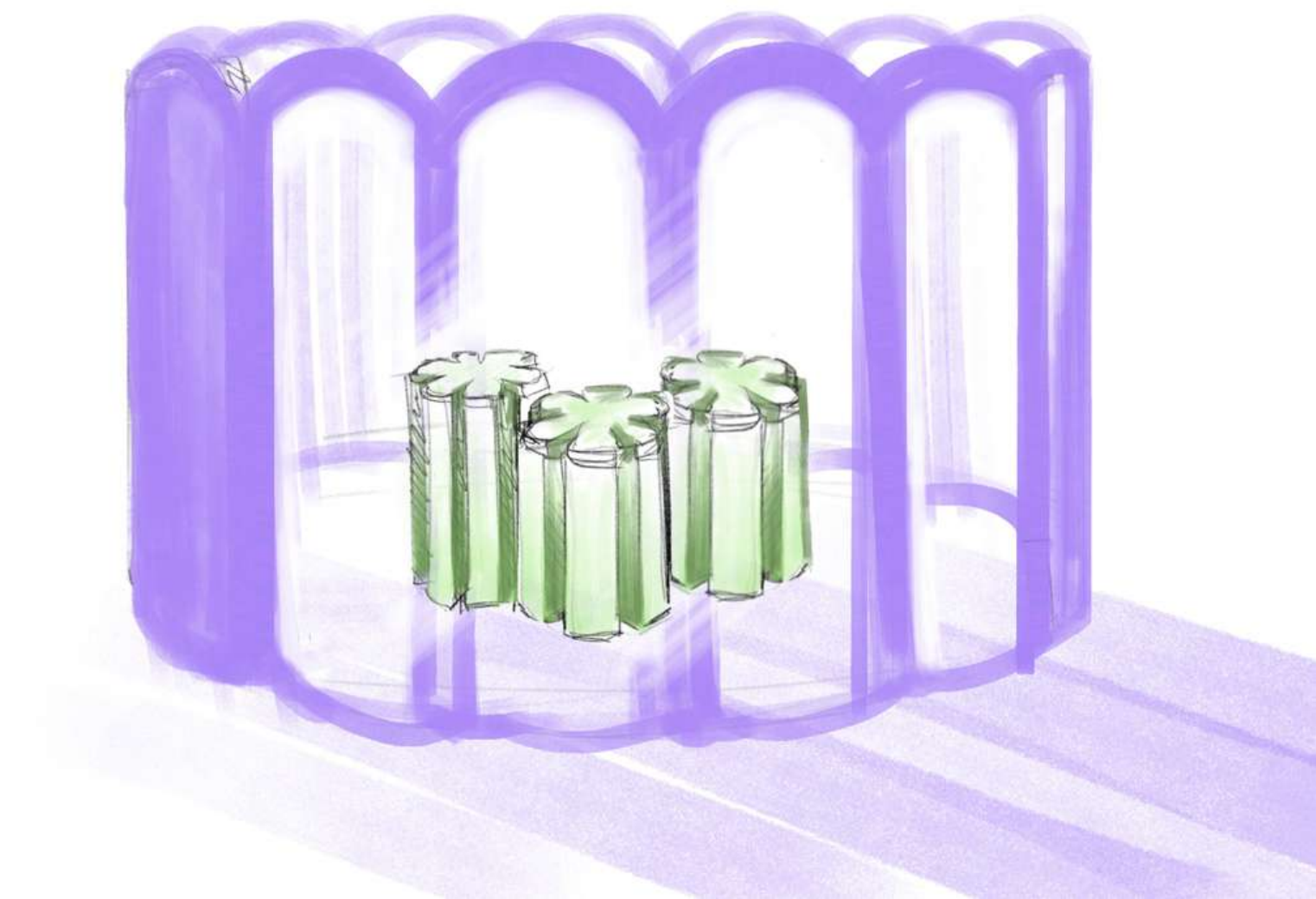
- INFLATABLE DISPLAY - monumental, voluminous centrepiece
- METAL FINISH PLINTHS WITH SOLID COLOUR ACCENT
- MESSAGES WALL DISPLAY



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**

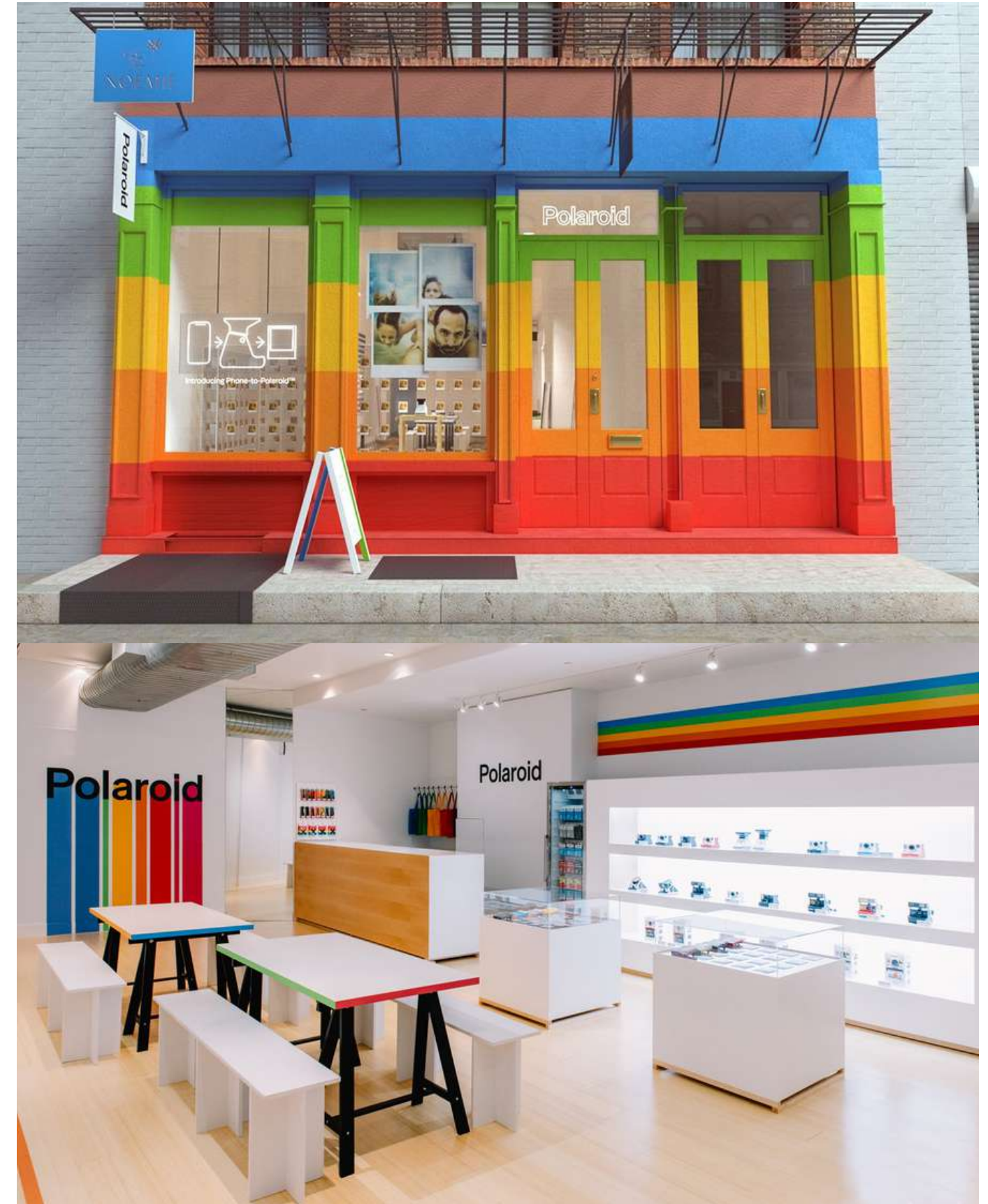


2. Polaroid in NYC 2019

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)

