

# Pop Up Shop Final Presentation

Julia Du



*Julia Du*  
NEW YORK / SINCE 2020



# Brand Identity & Consumer Research

Brand / Product name & overview

Product Design & Mock ups



## SHOU Ear Stud

Date: 03/2020

Brand: TSUI

Designer: Julia Du

Style: #1

Material: Acrylic sheet, silver

Color: Neon green transparent

Note: sold independently



## SHOU Earring

Date: 03/2020

Brand: TSUI

Designer: Julia Du

Style: #2

Material: Acrylic sheet, silver

Color: Neon green transparent

Note: sold independently

# BRAND POSITIONING

## Brand Name

Since the brand TSUI combines both traditional Chinese patterns and chic fashion which accommodates current market, the logo contains both Chinese characters and western alphabet designs as well.

The major part of the logo is brand name -- TSUI.

Tsui is not only part of the jewelry of Tian-Cui, but also signifies the color blue and green. The branding also consists of the year of establishment, name of designer.



TSUI  
*Julia Du*

TSUI  
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## Demographic and target audience

Ages -- 18+

Jobs -- varies (mostly indoor) (designed for office women / artists)

Occasions -- fine dining, gifting, daily work, fashion week, hang out shopping, school, party, meeting, dating

Ability to pay -- Middle class & (Upper class)

Gender -- Female, few male

Education level -- varies

Household size -- varies

Living area -- Large cities, downtown areas

Nationality -- China, South Korea, US, Europe

Hobbies and interests -- varies. collection, shopping, dating, etc.

How to make purchase -- online (own website)/online (other built channels, ex: Etsy) / offline stores / offline farmers market

## Target market

Middleman platform

- Urban Outfitters
- Anthropologies
- Zara

Fashion Week Designers

- Niche Designers
  - For fashion week apparel



## Competitors



- focused on handmade or vintage items and craft supplies
- wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art
- online market space
- millions of sellers/ buyers



- fast fashion
- selection based on consumer trends
- highly responsive supply chain ships new products to stores twice a week
- low-priced lookalike products of popular, higher-end clothing fashions



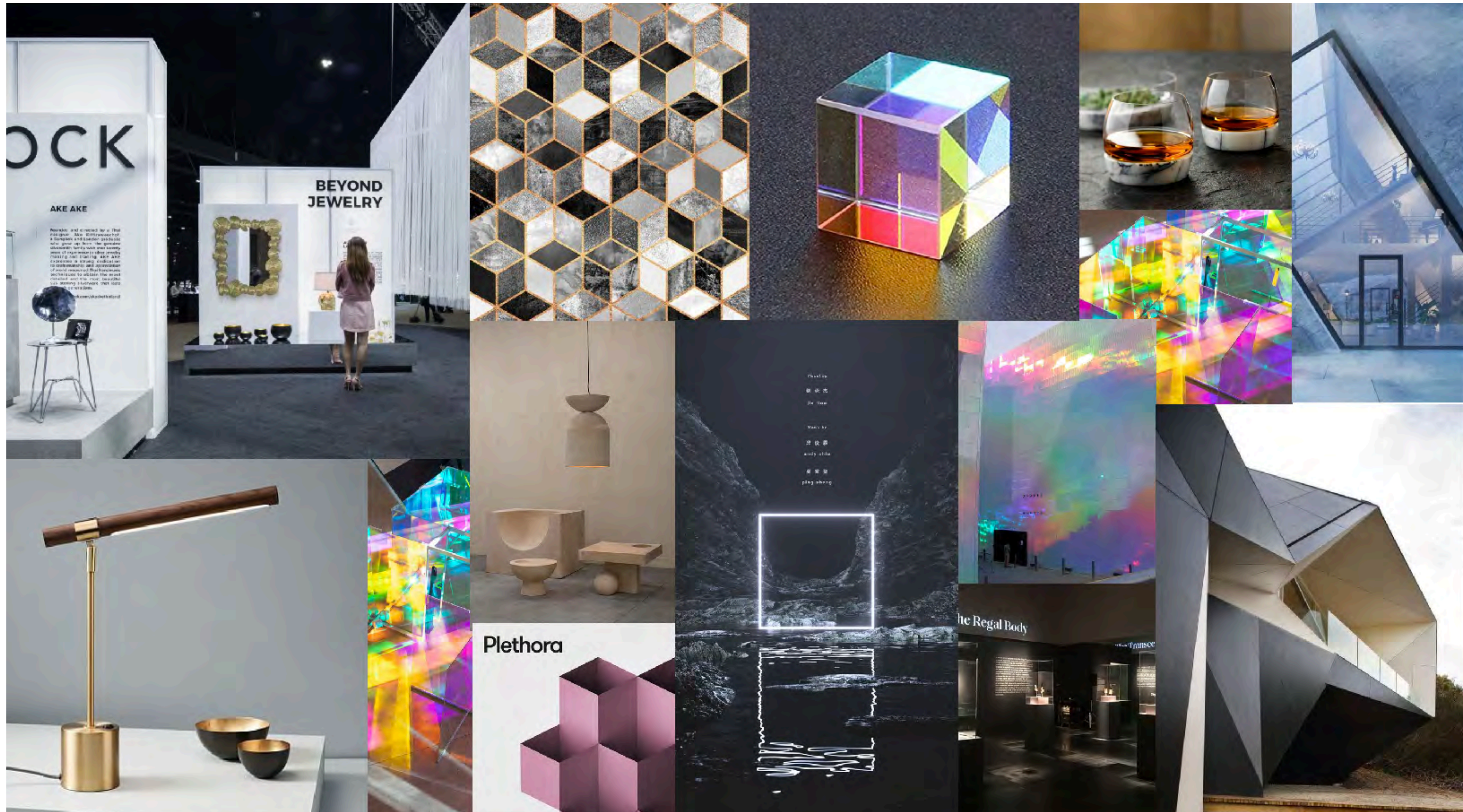
- offers an assortment of clothing, jewelry, home furniture, decoration, beauty, and gifts
- customers: creative, educated and affluent 30-45 year-old women
- high quality & a little pricey



- a multinational lifestyle retail corporation
- much of the merchandise is designed and produced by the company's wholesale division on multiple private labels
- targets teenagers and young adults who are interested in hipster subculture and alternative fashion



# Mood boards

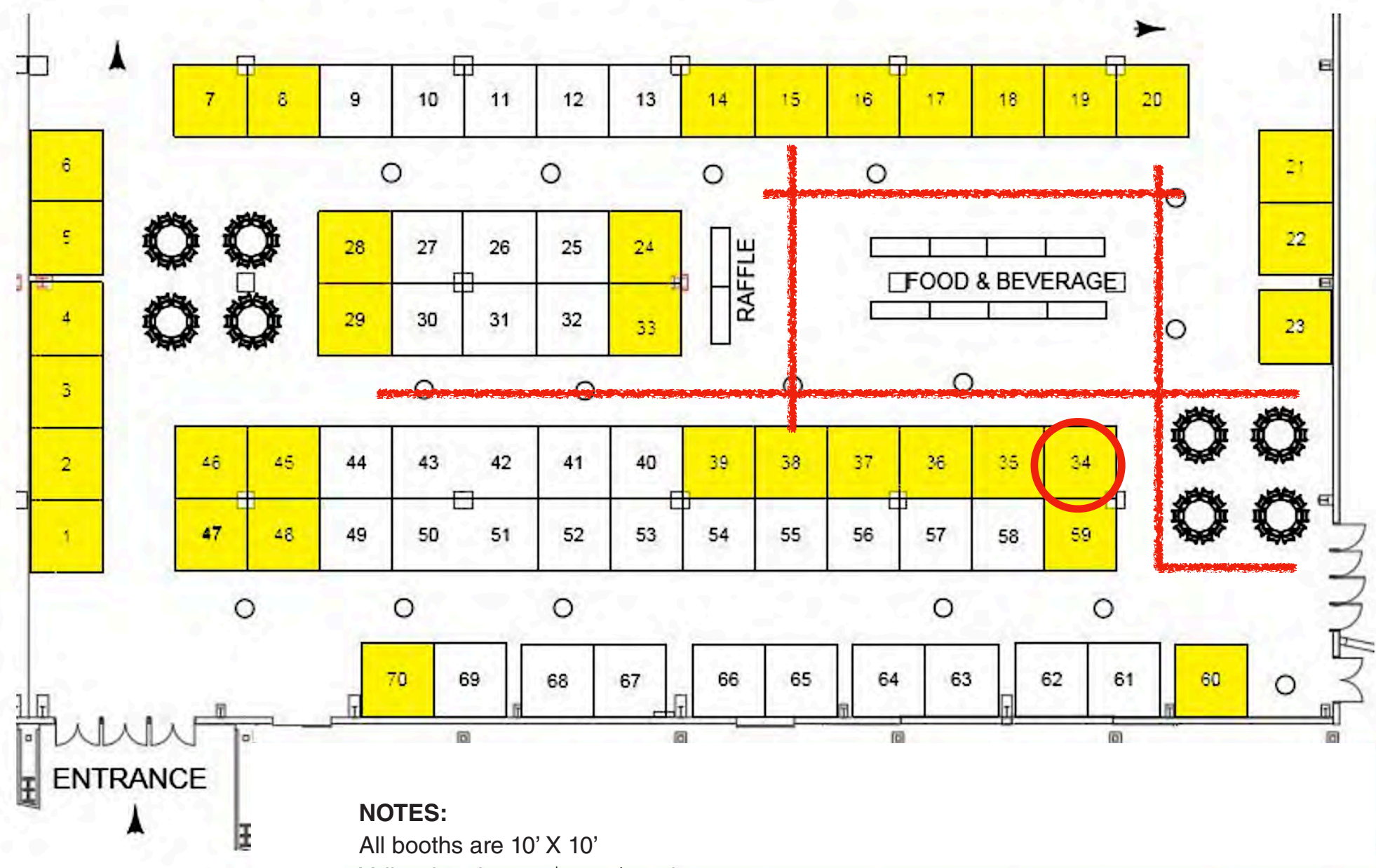




# Best trade show and location

<b>Cost of Booth</b>	\$1300	#34
<b>Cost of Materials</b>	\$800	foam board / black spray / light / glass showcase / furniture / mirror
<b>Cost of Labor</b>	\$0	
<b>Cost of POS</b>	\$0	Credit Card reader on phone (usually provided by local bank)
<b>Any other financial burdens</b>	N/A	Email sign up for further ads & promotions / Service fee for the bank (per payment)

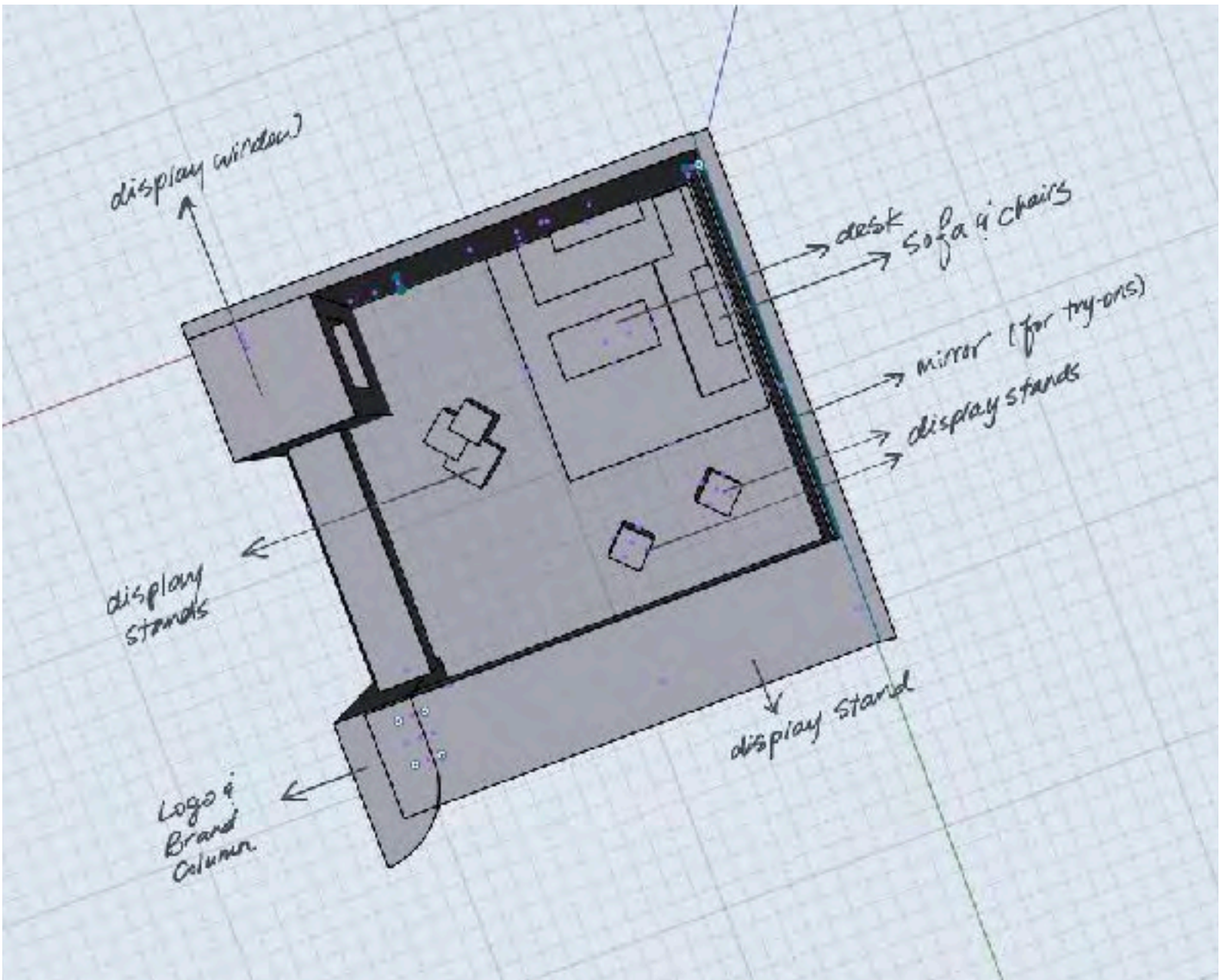
# Floor Plan & Design



**NOTES:**  
 All booths are 10' X 10'  
 Yellow booths are \$1300/per day  
 White booths are \$700/ per day  
 You can purchase more than one booth

## Reasons for choosing #34

- Has 2 open sides
  - 2 sides that are open: for product display
  - 2 sides that are closed: for business conversation
- Near the Food & Beverage bar
  - Visitors usually take a rest at the bar during the middle of trade shows
  - Visitors who stop by the bar tend to look around for compelling contents
  - Visitors have time to sit and talk about nearby booths
- Visitors around all four sides of the Food & Beverage bar are able to see the booth
- Neither completely near the entrance nor the exit
  - Visitors may not pay much attention toward booths which are near the entrance and exit





# Final Sketch up

