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### Erdem Retail Case Study

Erdem is a luxury brand that gets recognition for their couture clothing and elegance. This shows the type of people the brand attract are women who value their looks and how they are seen in the eye of the public. Trying to convey the image of the brand to be seen more lifestyle regardless of who buys the garments while still being able to sell experience more than anything. When presenting the brand, we try to leave consumers an unforgettable experience once they're inside the store more unique than others, in order to make this happen there must be a comfortable atmosphere for the consumers to feel welcome when entering the brand. Staff members will have to show hospitality such as greeting the consumers when entering and exiting which will make the consume willing to come to make more purchases. The employees would be retrained to be able to give the consumer accurate information on the brand if consumers have any questions, which will increase the interaction between the consumer and employee to help build a relationship with the brand. The relationship with the consumers will help us acknowledge which garment/items are the most favored and mostly

purchased. The store will have a calm welcoming ambience to match with the elegant look the brand is known for carrying being very minimal with its presentations. Based off the area with other stores around historical information will be placed of a plaque placed outside of the store so consumers will be able to see and read once approaching the store. Erdem is established as a brand for its elegance towards woman, when entering products will be color coordinated in a sense of theme bouncing off of the current season. Fixtures and displays should follow a monochromatic color scheme which would be visually appealing to consumers. However, this should all still be able to fit with scheme of the store so if it is needed maybe lighting in areas would be a much more viable option so it could highlight the atmosphere, be included in the middle of the store to have natural lighting that flows through the front windows would not be able to reach all the way. Drawing more attention to the store along with the brand social media will be incorporated adding influencers to help bring more consumers along with celebrity collaborations and campaign assisting with regrown the brand from its original look to a up to date popular brand to still be true to itself and be able to stand out from the rest