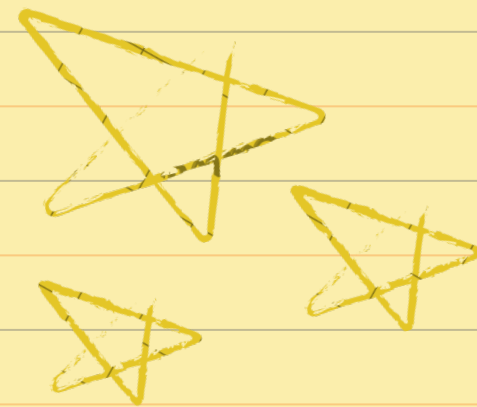
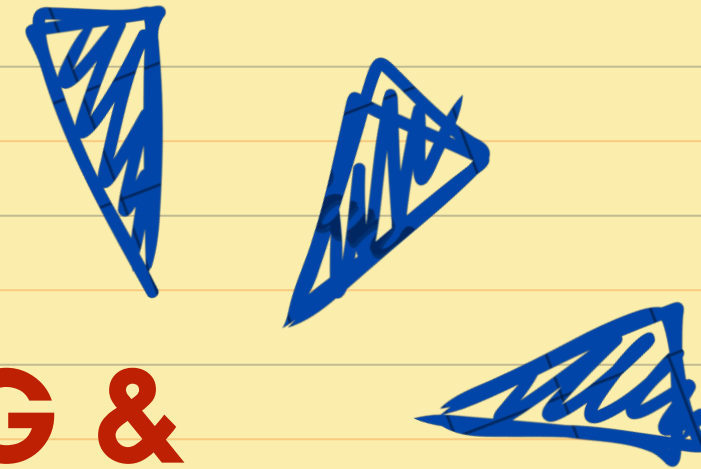
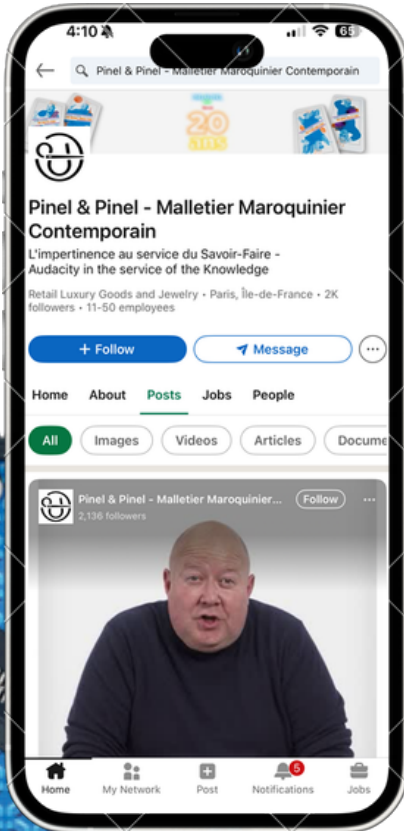


DIGITAL MARKETING & DISTRIBUTION STRATEGIES

PINEL @ PINEL
PARIS

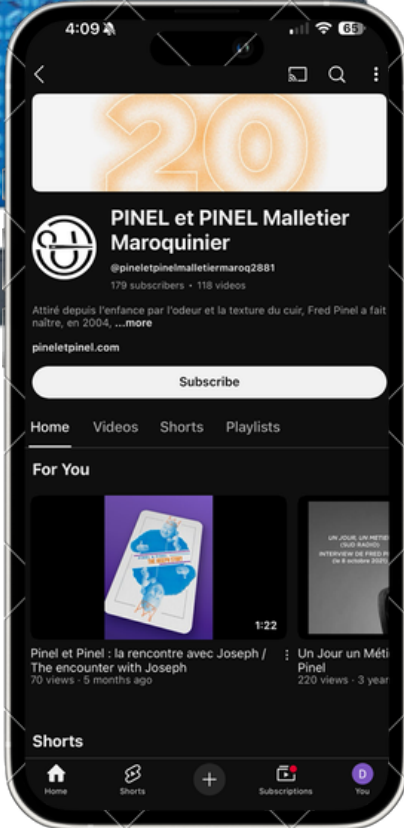


Social Media



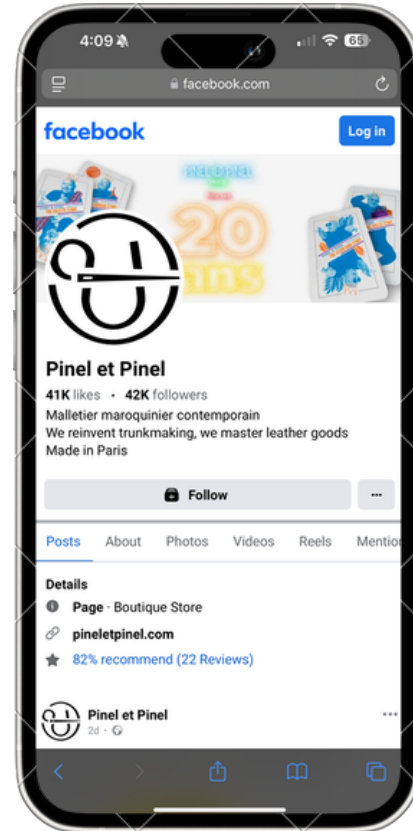
LinkedIn

Posts: Every 1-2 months
Followers: 2K



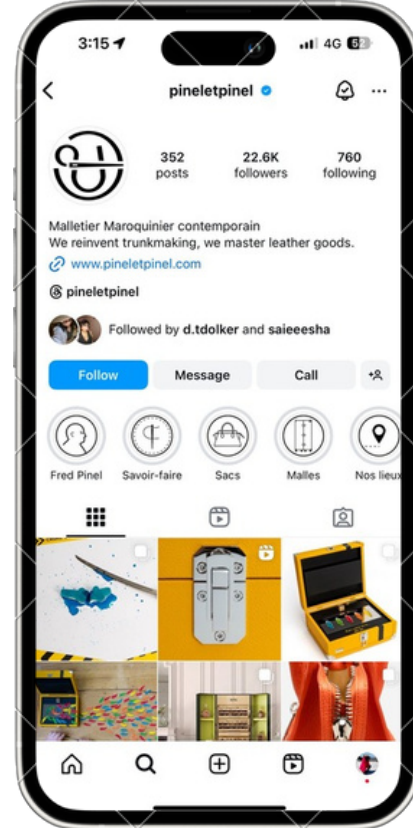
YouTube

Posts: Very infrequent (last uploads 4-12 months apart)
Followers: 179



facebook

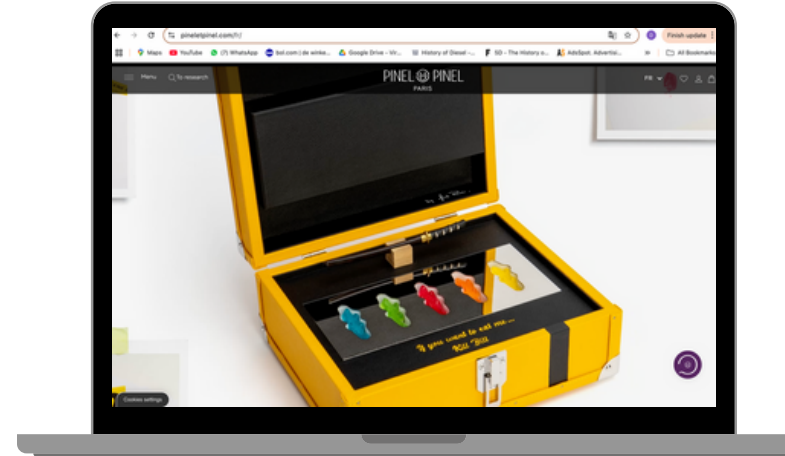
Posts: About 1x per week
Followers: 42K



Instagram

Posts: 2x per week (mainly product shots, collaborations, behind-the-scenes)
Followers: 22.6K

WEBSITE



OMNI CHANNELS

VISITORS CAN VIEW COLLECTIONS, SEE PRICING, AND START BESPOKE ORDERS.
THERE'S NO STANDARD "ADD TO CART" FOR MOST LUXURY TRUNKS—CLIENTS ARE PROMPTED TO INQUIRE OR CUSTOMIZE.
PAYMENT AND CHECKOUT APPEAR TO BE RESERVED FOR SMALLER ITEMS (LIKE PENS OR SMALL LEATHER GOODS).

IN-STORE

FRANCE - FLAGSHIP

- 📍 FLAGSHIP BOUTIQUE:
5 BOULEVARD MALESHERBES, 75008 PARIS
- 📍 SECOND BOUTIQUE:
RUE SAINT-HONORÉ, PARIS

INTERNATIONAL STANDALONE BOUTIQUES

- 🇭🇰 HONG KONG - CENTRAL
- 🇲🇴 MACAU - GALAXY MACAU
- 🇨🇳 CHINA - HAINAN DUTY-FREE ZONE

INDIRECT RETAIL PRESENCE

- 🇶🇦 DOHA, QATAR - AVAILABLE AT PRINTEMPS DOHA (LUXURY DEPARTMENT STORE)



3-YEAR SOCIAL MEDIA TIMELINE

Goal: Transition to a structured and always-on strategy

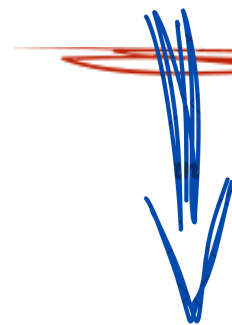
Key Actions:

Consistent posting across all platforms
Use insights from Year 1 to optimize targeting
High-budget pushes around:
Luxury events
Anniversary campaigns
Limited drops

Strategic Shifts:

Use performance data to refine ad creatives
Scale influencer collaborations
Map content around seasonal milestones & exclusive activations

Year 2: Consistency & Data-Driven Expansion (Budget: €150,000)



Year 1: Foundation & Targeted Visibility (Budget: €50,000)

Goal: Build brand awareness during high-impact periods

Key Actions:

Focus on Paris Fashion Week, spring/summer launches, and holiday campaigns

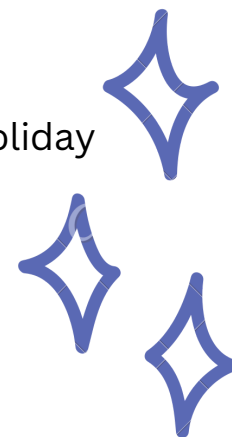
Platforms: Instagram, Facebook, Pinterest, YouTube

Paid Media: Dynamic & retargeting ads for HNWIs

Organic Posts:

Awareness: 2–3/week

Conversion: 3–5/week



Year 3: Innovation, Loyalty & Immersive Campaigns

Goal: Strengthen digital luxury positioning

Key Actions:

Introduce AR filters, VIP campaigns, and interactive pop-up content
Launch loyalty/VIP programs for digital subscribers
Leverage UGC + influencer takeovers

Vision:

Localized campaigns in China, UAE, U.S.
Stronger YouTube storytelling (craftsmanship, BTS, founder stories)
Use digital tools (e.g., chatbots, email automation, A/B testing)



KPI



1. Sales & Revenue

Total Revenue : Overall sales generated.

Sales Growth : Increase in revenue over time.

Best-Selling Products : Top-performing luxury items.

2. Customer Engagement

Foot Traffic : Number of visitors (in-store & online).

Social Media Engagement : Likes, shares, and mentions.

3. Brand & Market Performance

Brand Awareness : Recognition among luxury consumers.

Luxury Perception : Customer sentiment and exclusivity.

Market Share : Position against competitors.

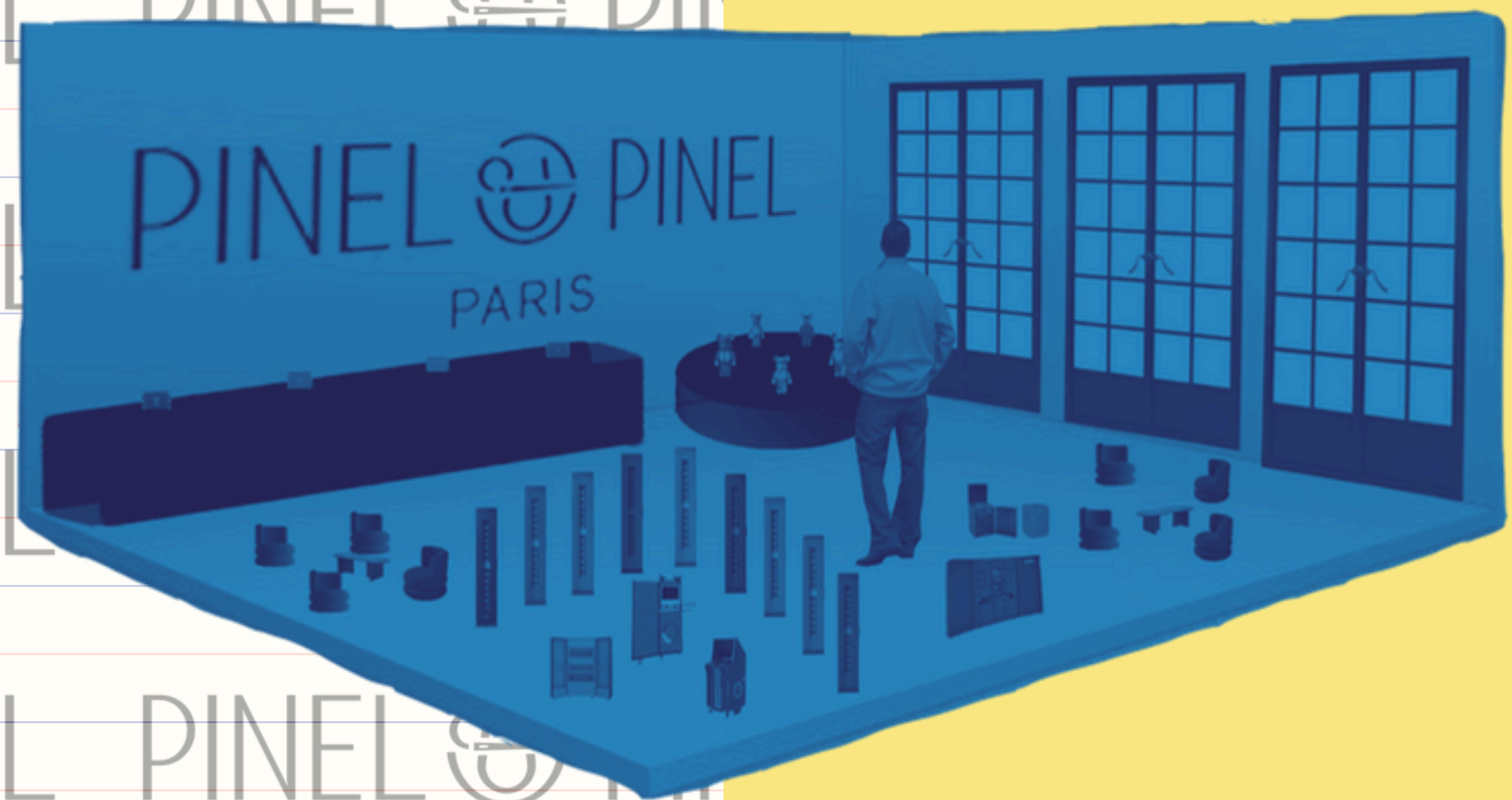
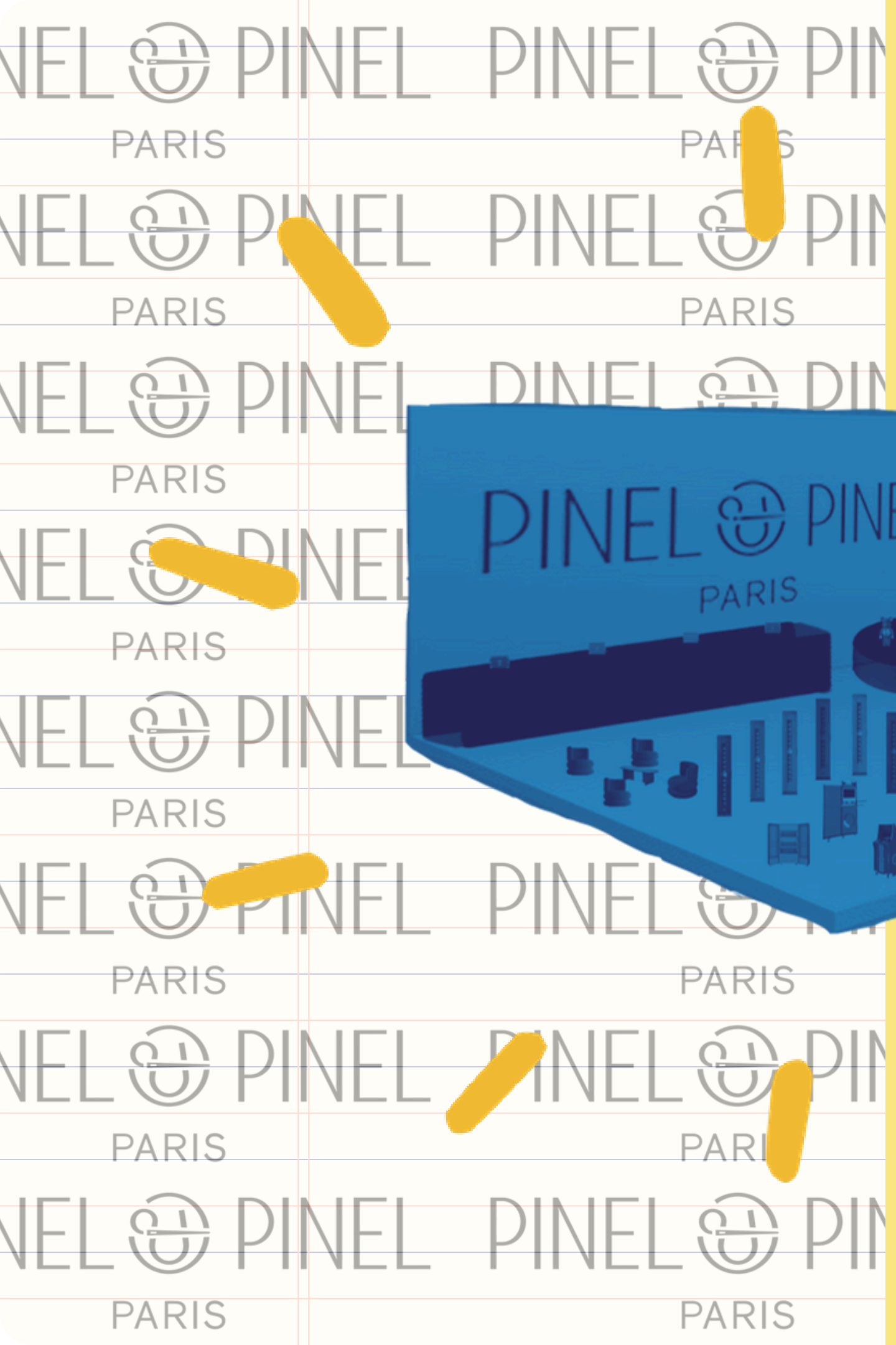
4. Operational Efficiency

Inventory Turnover : Speed of product sales.

Return Rate : Frequency of product returns.

Customer Satisfaction (CSAT) : Ratings and feedback.





POP-UP

POP-UP TRENDS



ARTISAN INDEPENDENTS



SHOWSTOPPING LUXURY



SUSTAINABILITY AND
SECONDHAND FASHION

VENDING MACHINES



LOCAL CELEBRITY
SHOPS



CONCEPT



Our pop-up event will be held in Paris, Le Marais, in a spacious 60m² ground-floor location. The space features two rooms with large, tall windows, reception areas, a kitchen, and two bathrooms, creating a bright and welcoming atmosphere for the event.

One room will display mini versions of previous Pinel et Pinel products, designed as interactive, fun, and photo-friendly art installations. The second room will showcase full-size products, allowing attendees to purchase the items they saw in the mini section.

The kitchen will provide catered finger food, enhancing the overall experience and aligning with the pop-up's theme.



catering display



mini items -illusion

POP-UP MOCK-UP



FIVE SENSES

Coffee



French Delicacies



Music



LEATHER



Pinel et Pinel Minis



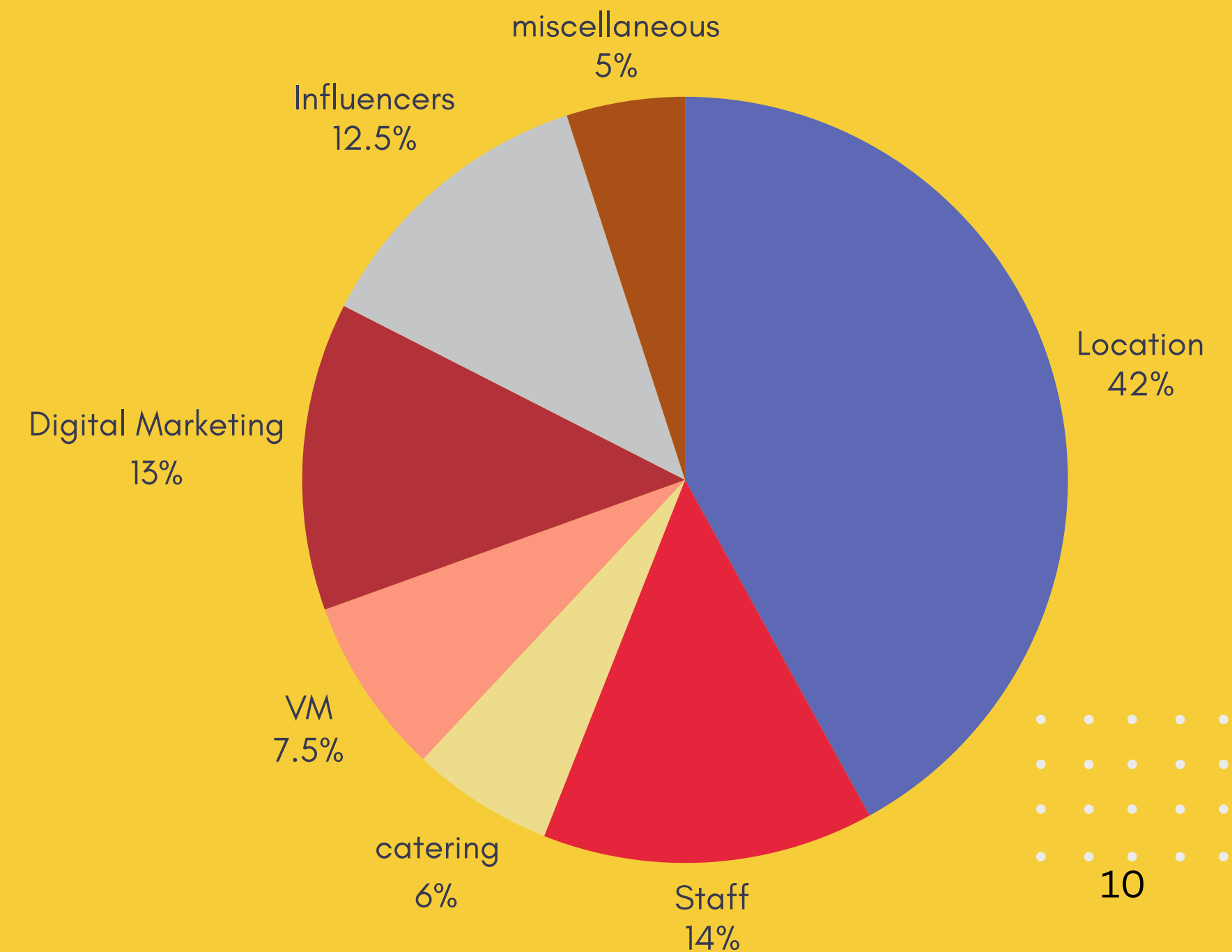
Location

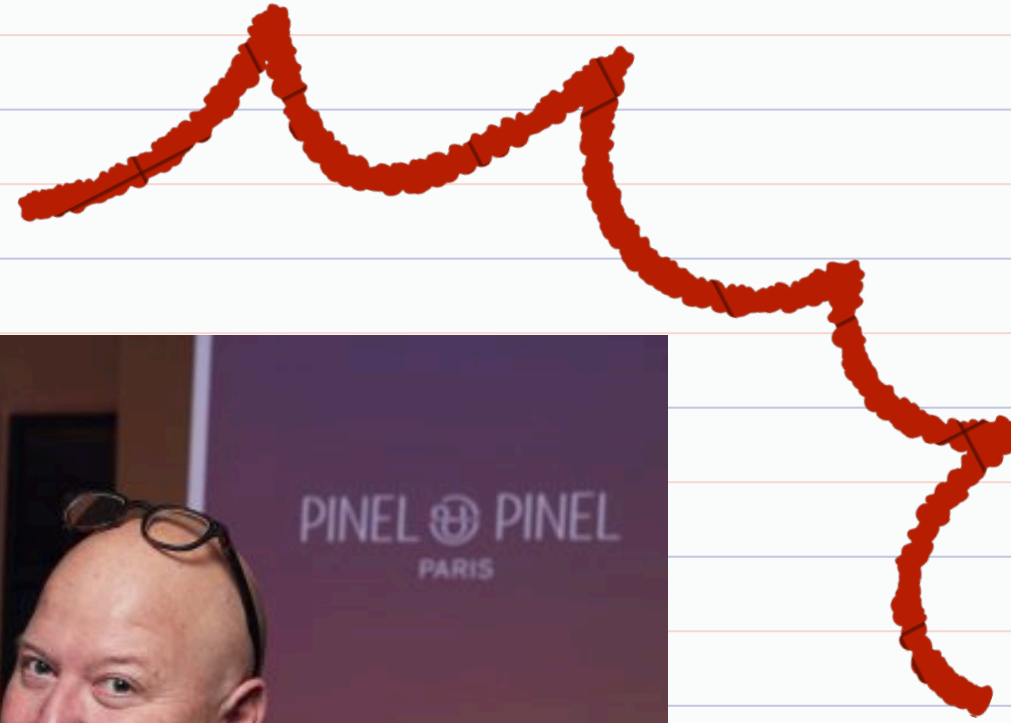
We chose a space in the la Marais to open the pop-up store. The La Marais is one the most busy part of Paris during the summer period which is when we chose to launch the pop-up. This will boost leg traffic and bring awareness and sales



Budget Breakdown

A total of €20,000 was allocated for the Pop-up store





THANK YOU!

Yeah you !