



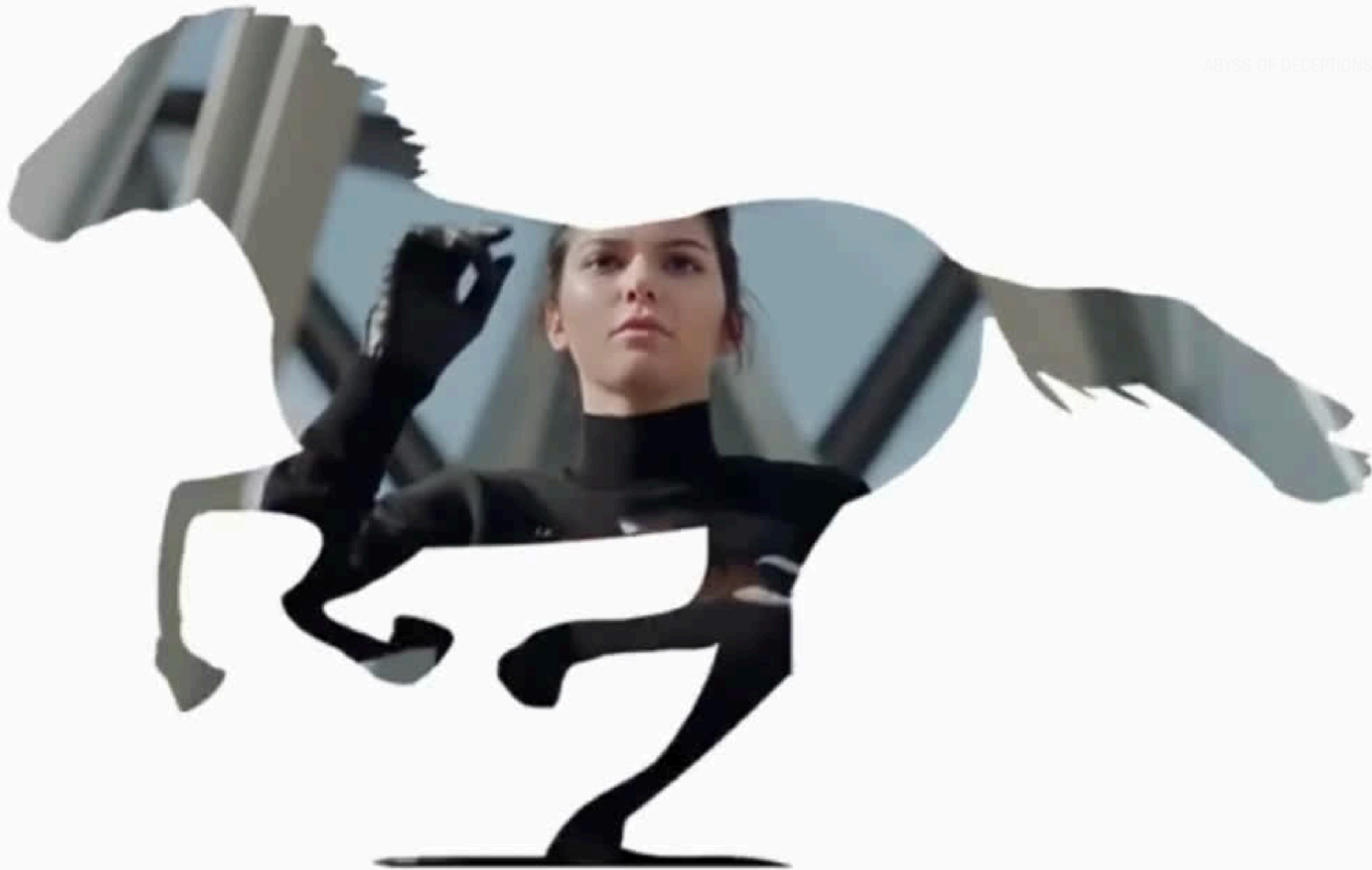
À FENÊTRE SUR LA MAISON



LONGCHAMP
REDIFINING LUXURY
OUTLET EXPERIENCE



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LONGCHAMP - EXPERIENCING LUXURY



LOCATION: LAS ROZAS VILLAGE

In the heart Longchamp Las Rozas Village lies a revolution of in luxury retail, a perfect blend of heritage and innovation designed to captivate the modern, urban youth and young professionals.

This groundbreaking in-store experience promises not just to elevate customer engagement but to REDIFINE the essence of luxury shopping.

Sonia Lopez



Gender: Female

Age: 24

Occupation: Travel Blogger

Location: Mexico City, Mexico

Income Range: 1,300 euros

Relationship status: Dating

Day-to-Day:

Waking up at 6:00 am

Breakfast at 6:30 am

Start prepping set 7:15 am

Video Session 8:00 am- 12:00 pm

Lunch 12:30 pm

Second session 15:00 - 17:00 pm

Edit videos 17:30 pm

Dinner/Down time 20:00 pm

Bed time by 1 am

Goals:

- Get more followers on her Youtube and TikTok account
- Finding the perfect travel bag, where she can fit all of her clothes, toiletries, camera gear and documents

Personality:

- Hard working
- Care free
- Adventerous
- Curious
- Caring

Values:

- Family oriented
- Being open minded
- Well-being

Brands They Like:

- Yves Saint Laurent
- Nike
- Tod's
- Rituals

Technology:

- Camera
- Apps
- Computer
- Phone

Skills:

- Camera skills
- Learning Languages
- Resourcesful
- Editing/tech skills

Motivations:

- Being able to travel more comfortable
- Being able to board on planes or any transportation with no problem and being able to carry it while visiting each destination
- Being able to travel and see the world
- Make her videos amazing and get more viewers

Frustrations:

- Bag being to heavy and not having enough space
- Being bulky and challenging when taking it out during her signt seeing

Interests.

- Finding a spacious bag that allows her to bring all the things she needs, and looks good at the same time
- Finding a bag that is comfortable and can be easily carried with all the transportation and sightseeing she does

Anna Clark



Gender: Female

Age: 18

Occupation: Student

Location: Madrid, Spain

Income Range: 500 euros

Relationship status: Dating

Day-to-Day:

Waking up at 6.30 am

Breakfast at 7:15 am

Going to uni at 8:00 am

Attend class 8:30 am- 15:00 pm

Lunch 15:30 pm

Study time 16:20 pm

Dinner w/ friends 20:10 pm

Study/Down time 22:00 pm

Bed time by 12 am

Goals:

- Become successful in life
- Finding a bag that allows her to carry her laptop and books comfortably

Personality:

- Open-minded
- Creative
- Hard working
- Kind

Values:

- Family oriented
- Responsible
- Well-being

Brands They Like:

- Longchamp
- Rituals
- Zara
- Jo Malone

Technology:

- iPhone
- Apps
- Computer
- Browsers

Skills:

- Good at talking with clients
- Tech skills
- Photography skills

Motivations:

- Passing university with good grades
- Balance her social and uni life; be able to travel and hang out with her friends while doing good in university

Frustrations:

- Carrying lots of things to uni: big computer, two school books, pencil case, make up bag, book, etc.
- She's unhappy with her current university bag due to how heavy it feels (hurting her shoulder) and not having insufficient spaces for all she carries

Interests.

- Finding a spacious bag that allows her bring all the things she needs while looking stylish
- The bag feeling light and not heavy to carry around, allowing her to walk to university comfortably
- The bag being eco-friendly

LONGCHAMP - EXPERIENCING LUXURY

THE NEW VISION



TIME FOR SOMETHING NEW

Our project focuses on achieving four particular goals:

1. Enhanced customer experience both during rush and normal hours
2. Engage and captivate customers
3. Providing a unique experience that differentiates them from other brands
4. Maintaining brand heritage

To fulfill all these criteria we recommend developing and implementing a virtual mirror/kiosk within the store, hence the name: Fenêtre Sur La Maison

We want customer to feel they are at the flagship store itself, we want them looking at the outlet store through the eyes of Longchamp



LONGCHAMP - EXPERIENCING LUXURY

#1 ELEVATE OUTLET EXPERIENCE

We want to elevate the retail experience in the Las Rozas Village to a flagship brand immersion that captivates and retains modern consumers



LONGCHAMP - EXPERIENCING LUXURY

#2 ENGAGE AND CAPITIVATE

We want Longchamp Las Rozas to utilize innovate technology such as our Virtual Mirror and enhanced visualizations to create an engaging and interactive shopping experience for the customers



#3 PERSONALIZE THE JOURNEY

Besides the new technology, we're going to offer every customer a personalized shopping experience through interactive displays and customization engraving options , product reservations and more



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#4 SHOWCASE THE BRAND HERITAGE

We want the customer to have a deeper connection with the brand by integrating immersive storytelling and heritage exploration into the shopping experience





INTERACTIVE MIRROR: **A NEW WAY TO SHOP**

LONGCHAMP - EXPERIENCING LUXURY

A NEW WAY TO SHOP IN STORE

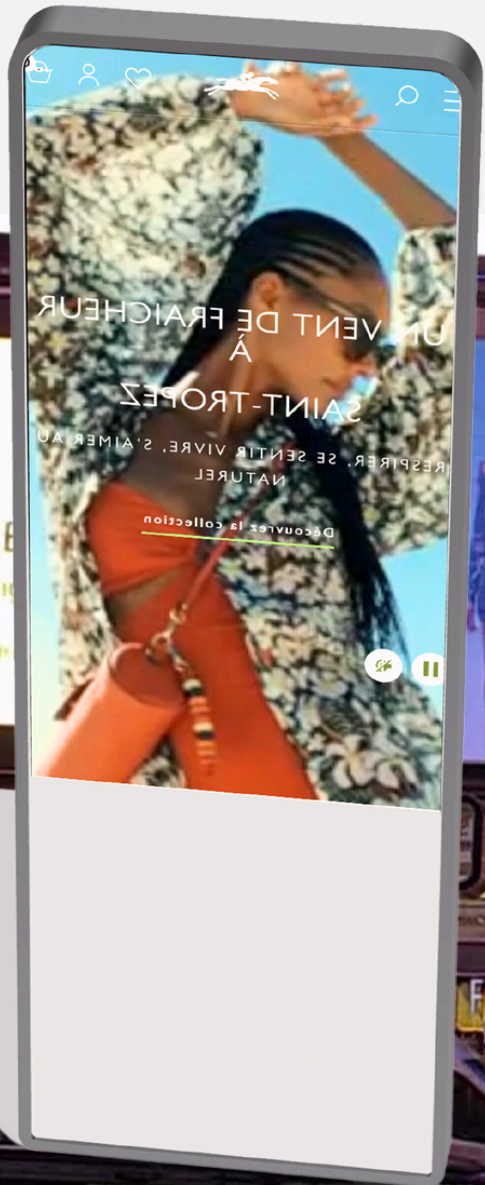
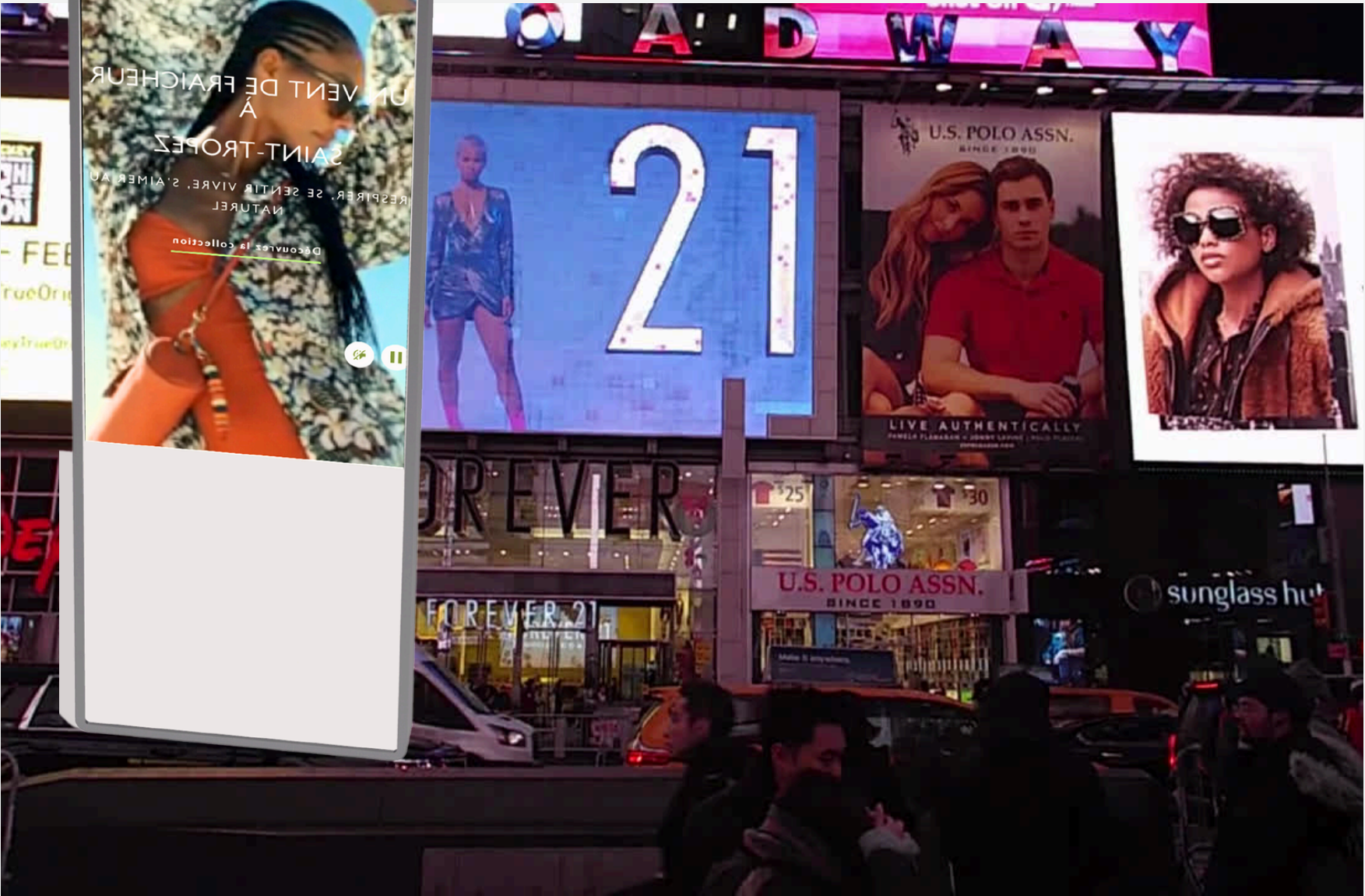
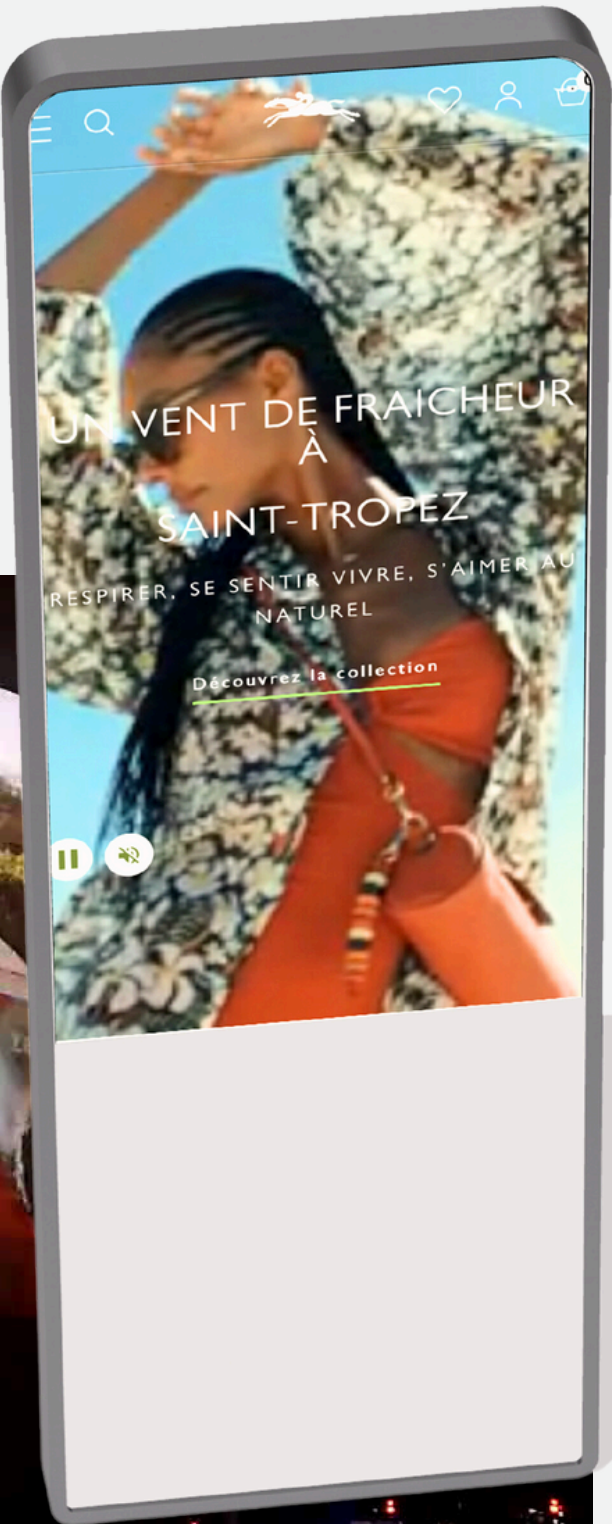
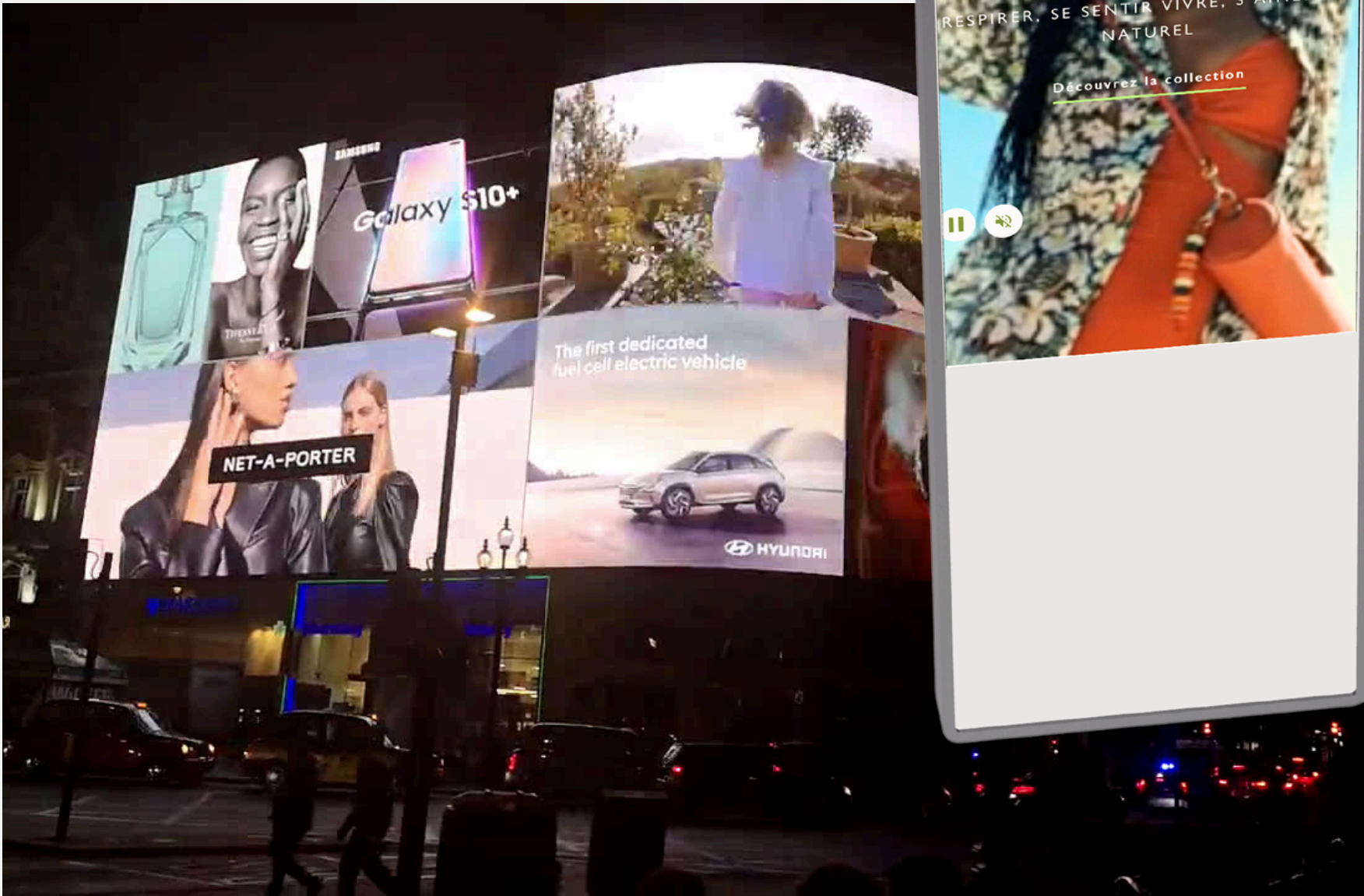


INSPIRATION

Mirror with modern look to further display that luxury aspect and feeling



A NEW WAY TO SHOP IN STORE

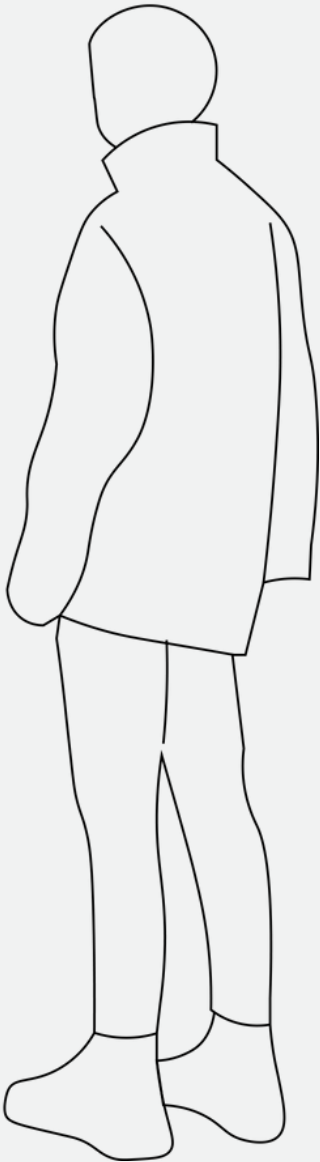
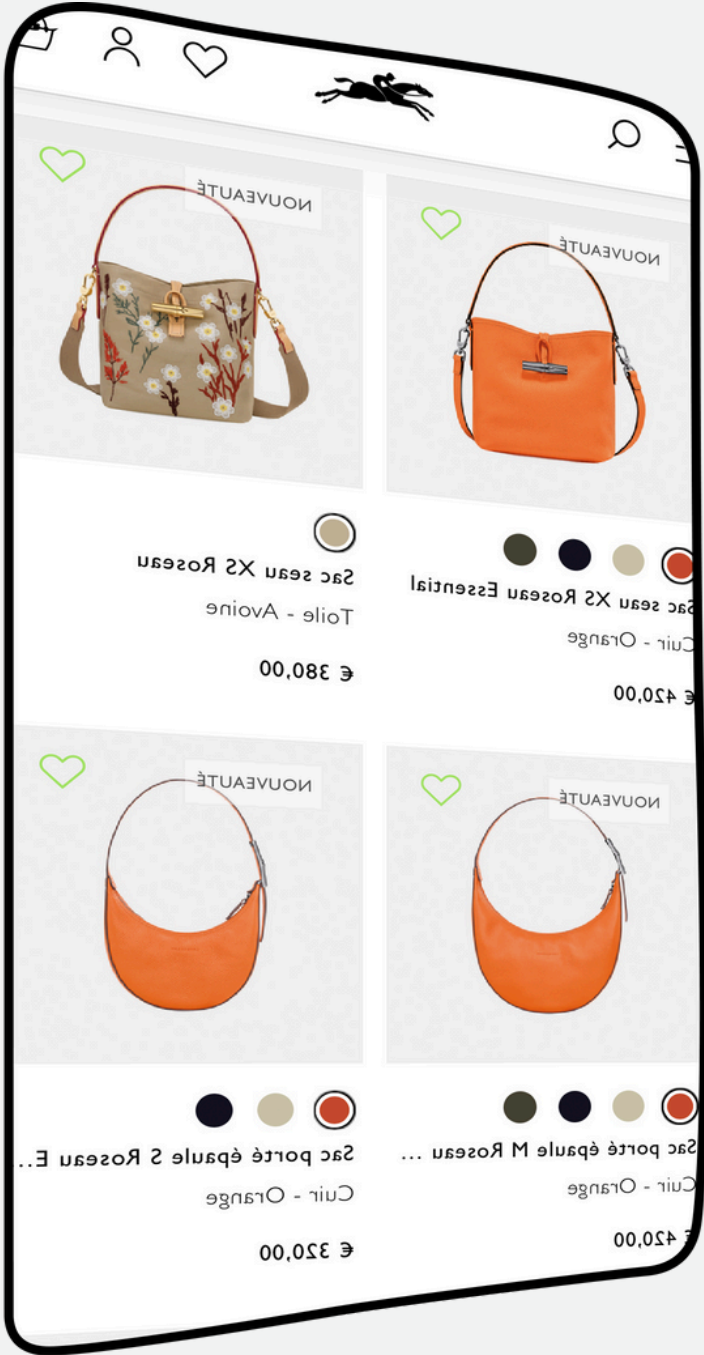
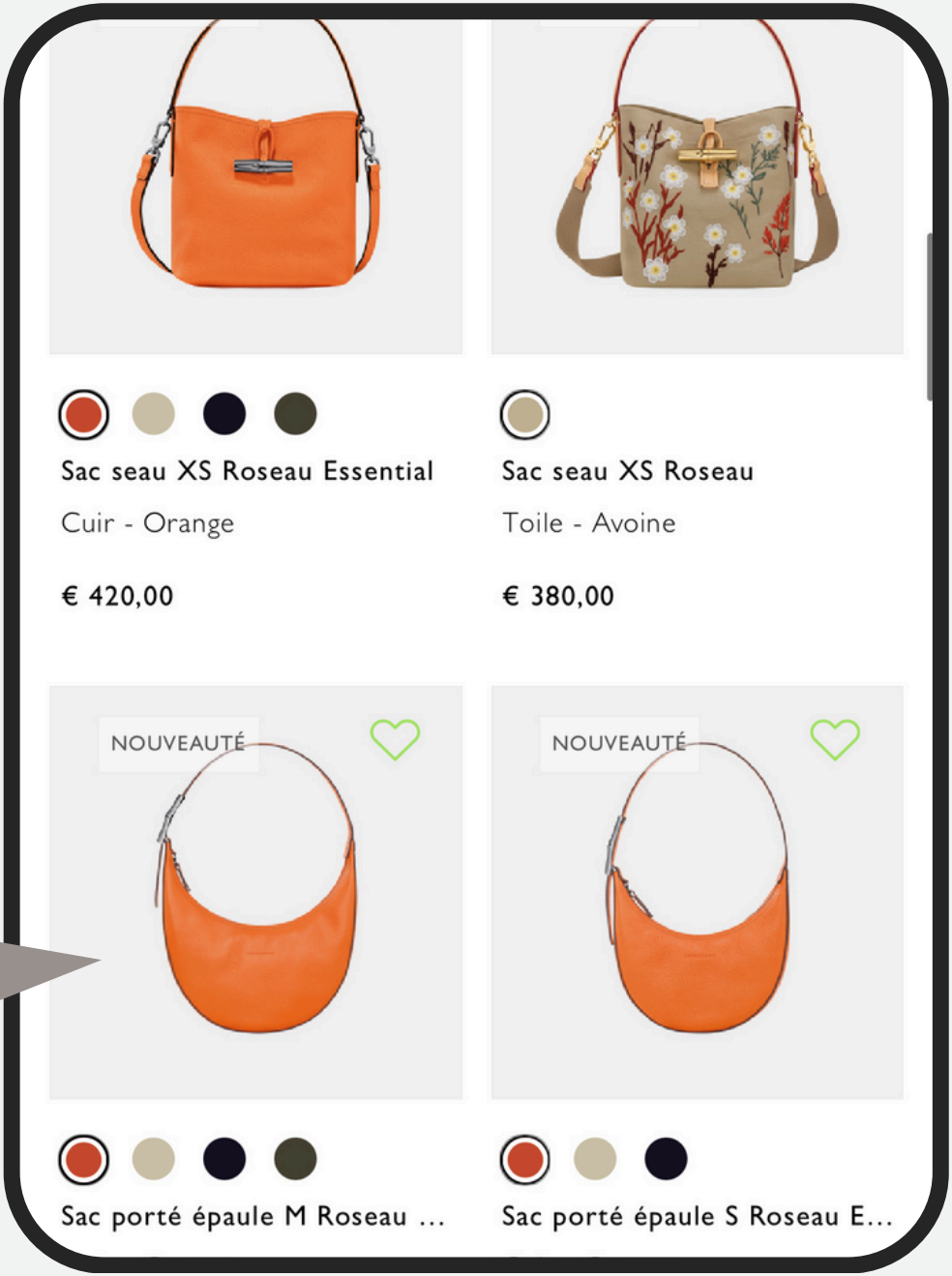


TECHNOLOGY

interactive kiosk to customize and try products

VIRTUAL MIRROR: PRODUCT CATALOG

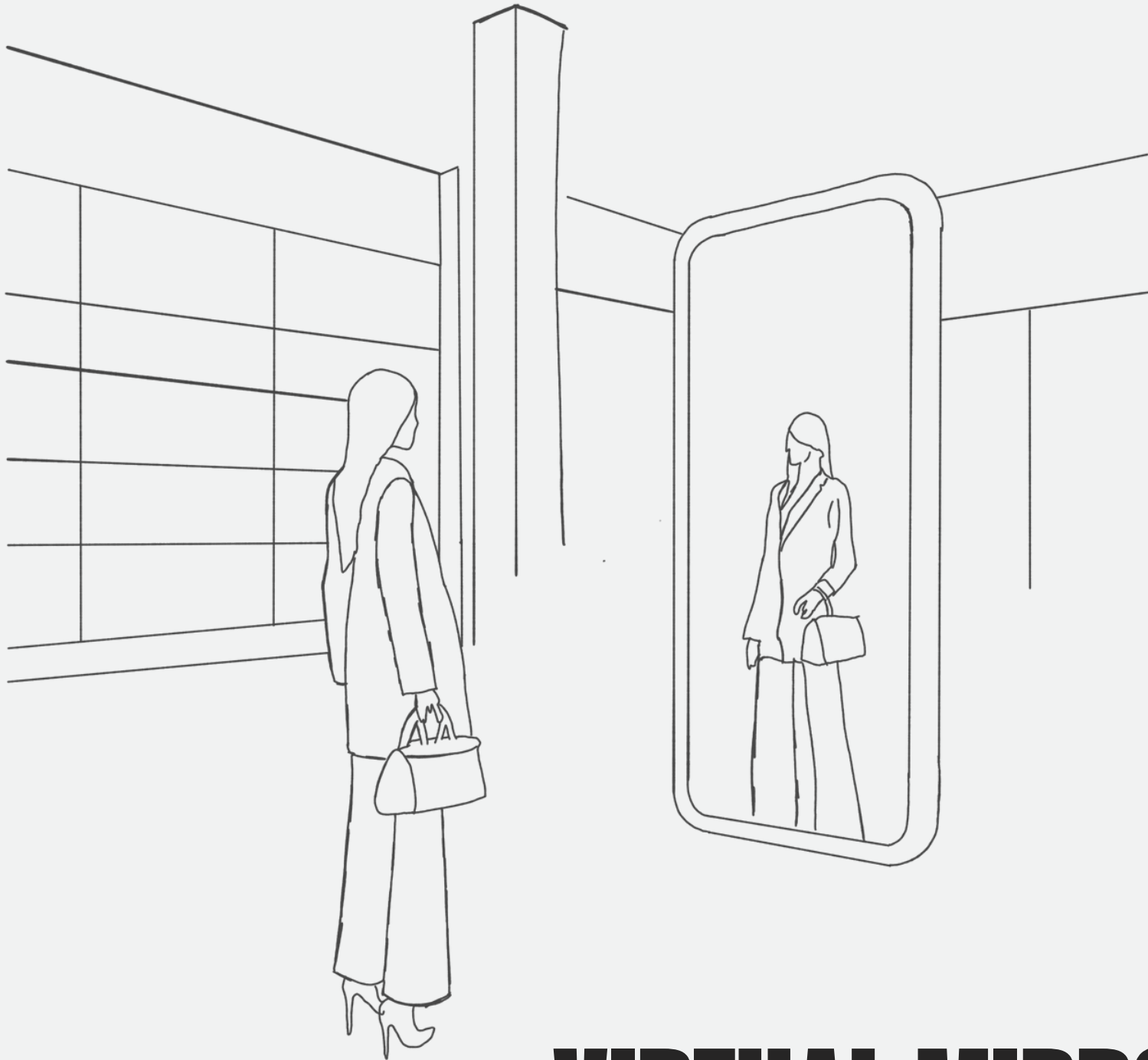
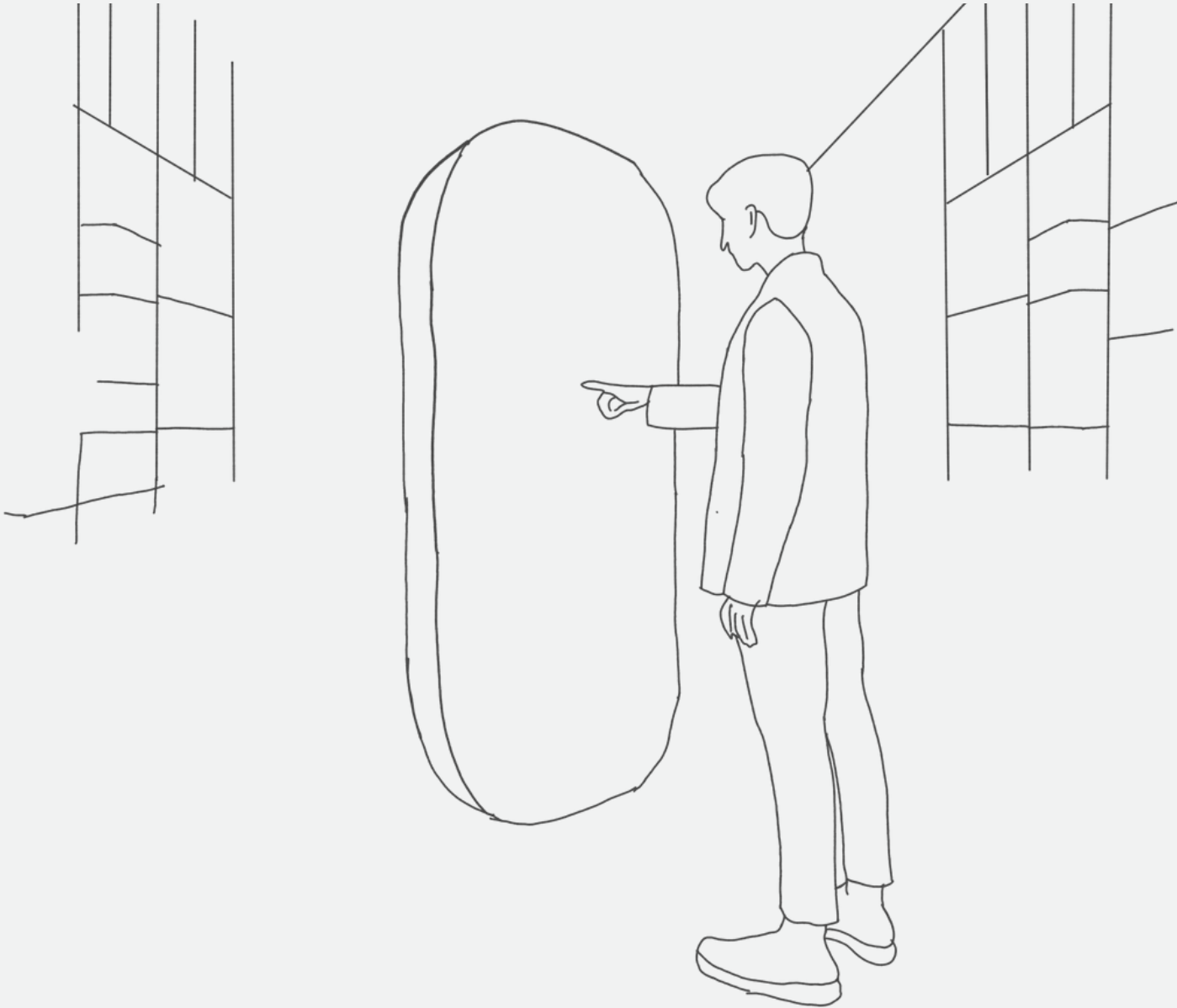
Allowing guests immediate access to the product catalog



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VIRTUAL MIRROR: NAVIGATION INTERFACE

Enabling exploration of Longchamp's Parisian heritage
through a comprehensive navigation interface



VIRTUAL MIRROR: DIGITALIZATION

Affirming the brand's affinity with modern digital
technologies



VIRTUAL MIRROR

The interactive mirror further elevates the shopping experience by offering ease of navigation, a mirror function for customers to visualize themselves with products with background visuals/features, and real-time inventory insight for product discovery

This approach not only revolutionizes the traditional shopping experience but also promises a more personalized and engaging interaction with the brand, aiming to build long-term customer loyalty through a seamless blend of heritage and innovation.





**TAILORED JUST FOR
YOU: PERSONALIZED
SHOPPING EXPERIENCE**

PERSONALIZING PRODUCTS

This service allows customer to personalize their purchases by the help of the interactive screens. This not only adds a personal touch to the items but also enhances the emotional connection between the brand and its customers, by offering them to engrave their companion.

By offering customization options, Longchamp will distinguish itself from competitors and increases the perceived value of its products. Personalization is a key trend in retail, as it caters to consumers' desire for individuality and exclusivity in their purchases





**STREAMLINING
EXCELLENCE:
OPERATIONAL
EFFICIENCY & CUSTOMER
SATISFACTION**



RESERVE AND COLLECT SERVICE

This service ensures that customers do not leave the store disappointed if their desired product isn't immediately available

Thus improving customer satisfaction and loyalty. It also helps in managing inventory more effectively, ensuring that popular items are restocked in a timely manner



Le Pliage Xtra Bolso con asa superior XS

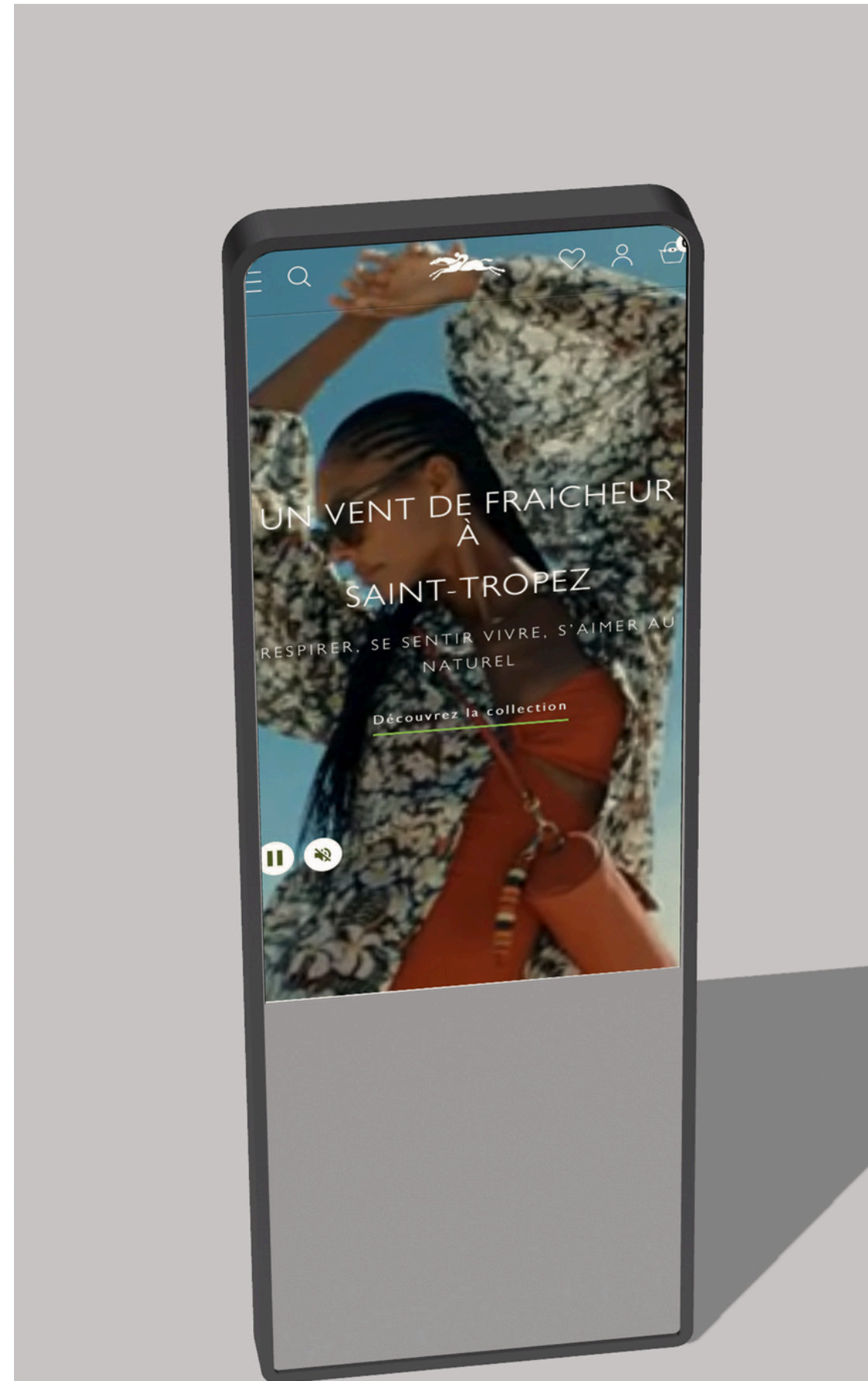
Cuero - Carne

€ 420,00 In stock!

MANAGING PEAK TIMES

To address the challenge of high traffic periods effectively, Longchamp Las Rozas will implement interactive touchscreens throughout the store.

These touchscreens are designed to streamline the shopping process, allowing customers to explore products, check inventory, and even visualize products on themselves without needing direct assistance from staff.



ENHANCING CUSTOMER RETENTION

Our strategy to enhance customer retention revolves around creating a more engaging and immersive shopping environment

By integrating hands-on direct interaction with products through state-of-the-art touchscreen technology, enriched by detailed product information and compelling brand storytelling, Longchamp deepens the customer's engagement with their products.

This approach encourages customers to spend more time in the store, fostering a stronger connection with the brand and promoting repeat visits. The unique shopping experience, from the virtual mirror to personalized engraving, is designed to leave a lasting impression, thereby increasing the likelihood of customer loyalty





PERSONAL SHOPPER ASSISTANCE

Complementing the technological innovations, Longchamp offers both physical and virtual personal shopping assistants. These assistants provide tailored support, from helping customers navigate the technology and store to offering fashion advice and product recommendations

This personalized service adds a human touch to the shopping experience, catering to individual preferences and needs. The personal shopper assistance ensures that customers feel valued and understood, further enhancing their connection to the brand and elevating the level of customer satisfaction.





STRENGTHS

- **Unique Shopping Experience** for customers to interact with Longchamp products, enhancing their overall shopping experience
- **Personalization:** a touch display that allows customers to personalize their bags in-store, meeting their individual preferences and increasing customer satisfaction and retention
- **Enhanced CRM:** electronic client cards to collect customer valuable information and preferences



Strengths

Weaknesses

Opportunities

Threat

WEAKNESSES

- **Costs:** Investments required to install electronic client card, touch displays, and redesign the store layout
- **Technological Dependencies:** importance of electronic systems for customer interaction and data management introduces vulnerabilities to technical malfunctions or cybersecurity threats, potentially disrupting operations and compromising customer data security.



Strengths

Weaknesses

Opportunities

Threat

OPPORTUNITIES

- **Improved Customer Engagement:** the interactive new proposed features may attract new customer and encourage current ones to spend more time in-store, increasing sales and brand loyalty
- **New Product Offerings:** Insights gathered from customer interactions with touch displays can help Longchamp’s with the process of product development and design, to identify popular styles, colors, and customization options to expand their product line and meet the customer preferences.



Strengths

Weaknesses

Opportunities

Threat

THREATS

- **Competitive reaction:** imitation may decrease the potential competitive advantage
- **Changing Consumer Preferences:** variations in customer preferences in terms of online shopping or choosing an alternative luxury brand, can reduce the effectiveness of Longchamp's in-store new features, demanding continuous adjustments and modifications to stay relevant within the market
- **Compliance with regulations:** electronic client card systems need data protection regulations, in the case of not meeting to these regulations, can result in legal consequences



Strengths

Weaknesses

Opportunities

Threats

COST



High resolution screen
€ 5,000

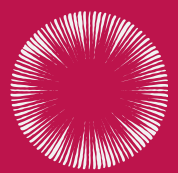
Software
€ 4,500-5,000

Functions
€5,000

Maintenance
€1,000

TOTAL: € 20,000

THANK YOU



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