

HOUSE
OF
BIJAN

FOUNDED IN 1976

W1921070
Shubhee Rana

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ABOUT BRAND

est.1976

The House of Bijan was inaugurated on October 2, 1976, on Rodeo Drive, marking its legacy in bespoke craftsmanship and quality, quickly becoming a symbol of sophistication and exclusivity.

The famous showroom marked the beginning of the by-appointment-only policy at his boutiques, first in Beverly Hills and then in New York, instantly establishing an atmosphere of exclusivity.

The client base of the brand are usually billionaire, multi-millionaire, big celebrities and US presidents like Barack Obama, George Bush, Tom Cruise, Michael Jordan and many more.

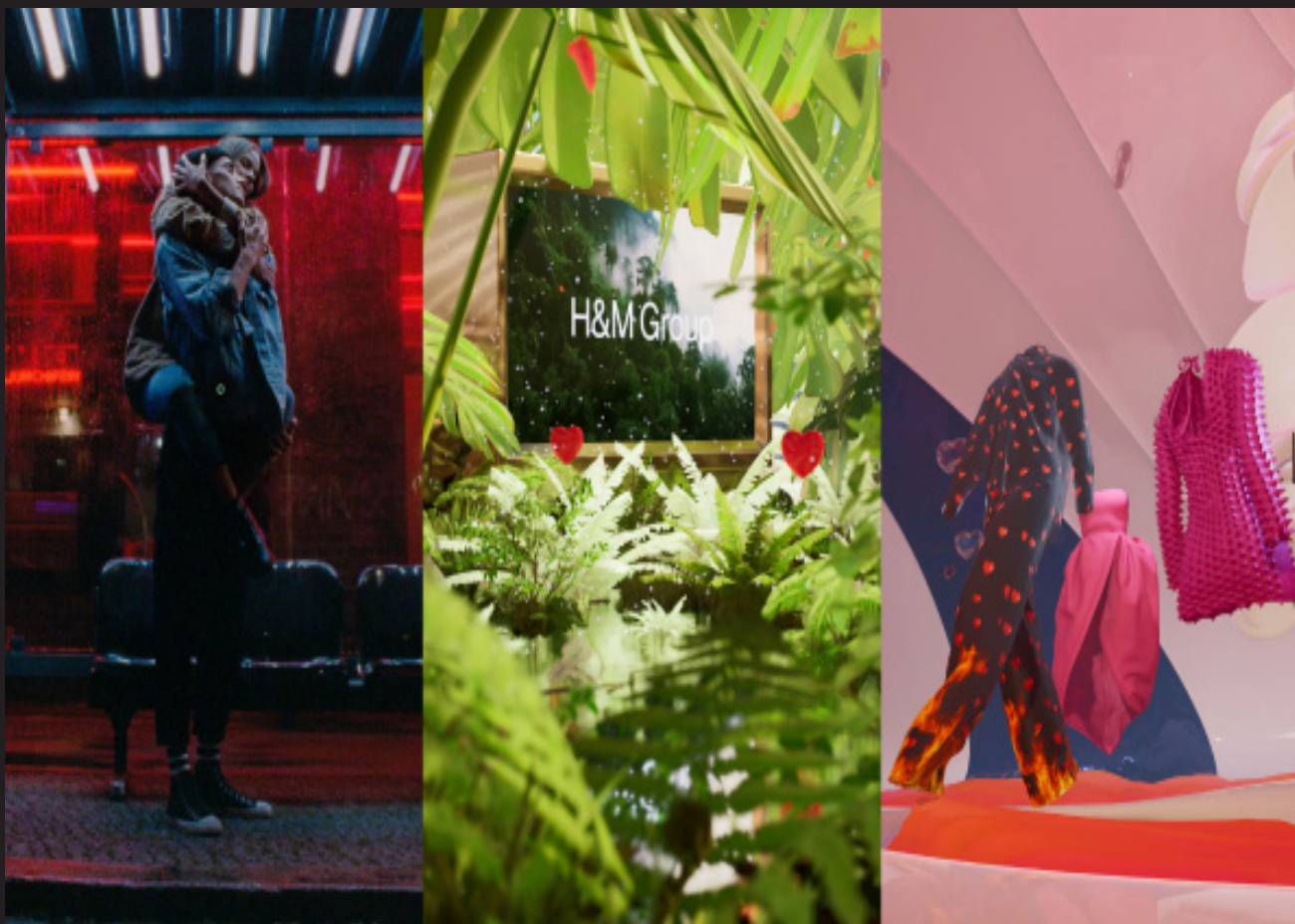
The brand remains dedicated to serving its esteemed clients from its headquarters on Rodeo Drive, led by Nicolas Bijan, the co-CEO of House of Bijan and the son of its late founder.



HOUSE
OF
BIJAN

VIRTUAL SHOWROOMS

H&M launched a virtual showroom for the Innovation Story Cherish Waste Collection. In this space, press, guests can interact and view high-quality visuals of the collection, featuring photo-realistic 3D rendered fabrics and animated garments that simulate movement.

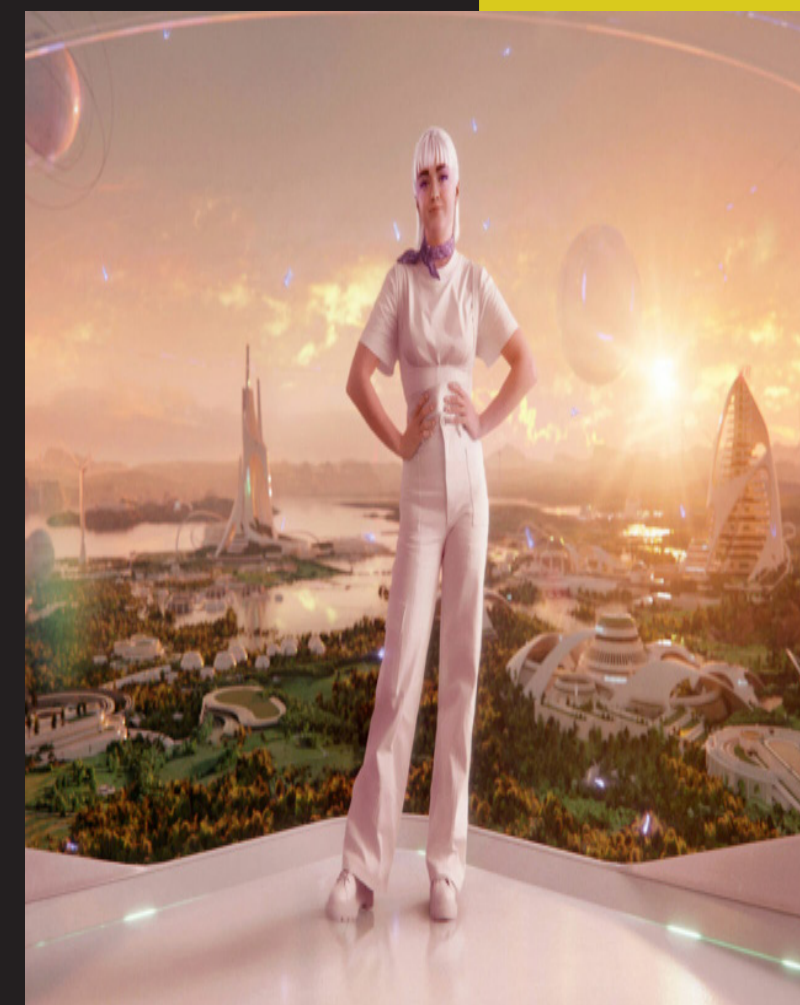


RESEARCH

MARKET



In January 2022, H&M launched its first collection of virtual garments via a competition where participants submitted creative names for the outfits. These digital designs were awarded as prizes and were not physically made or sold. Winners submitted photos, which 3D graphic designers transformed into animated images featuring the digital outfits for social media sharing.



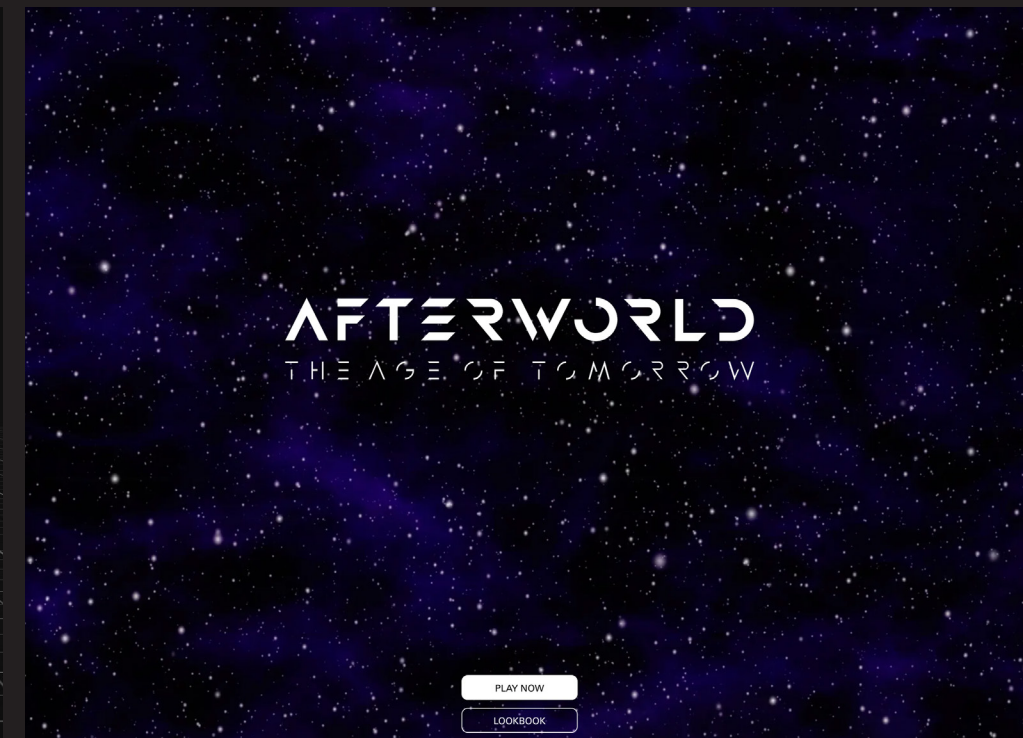
DRESSED IN METAVERSE

MARKET RESEARCH

Since 2020, virtual reality and artificial intelligence technologies have profoundly impacted the fashion industry. Virtual reality fashion shows, digital storefronts, and immersive experiences are increasingly capturing the attention of consumers.



VIEW



In response to the burgeoning interest in virtual reality, “The First Metaverse Fashion Week” was inaugurated in 2022. This event showcased prominent brands, including Coach, Adidas, Dolce & Gabbana, and Tommy Hilfger, each unveiling their unique multiverse clothing hubs.

MARKET RESEARCH



The 2023 “Vogue x Snapchat AR fashion exhibition” featured exclusive designs from brands like Dior, Versace, and Thebe Magugu. Magugu’s section showcased 3D relics, prints, and nine mannequins displaying bohemian dresses from his Heritage Dress capsule collection, which visitors could try on using a digital mirror.

In 2023, an immersive exhibit celebrated fashion designer Vivienne Westwood’s life and legacy, featuring an engaging game where participants use information about her life and activism, along with clues from the metaverse exhibit, to solve a puzzle.



CUSTOMER TRENDS

Culture has consistently influenced the evolution of the fashion industry. Presently, there is a notable trend favoring vintage, antique, and pre-loved designer clothing. This movement has gained tremendous popularity, with celebrities often showcasing vintage couture on the red carpet. Additionally, many individuals are investing in fashion pieces valued in the thousands, drawn by their unique vintage charm.



House Of Bijan draws significant inspiration from Persian and Iranian heritage in almost every aspect of the brand. This influence can be seen in everything from the intricate paisley patterns on their clothing to the distinctive design of a limited edition Bijan Rolls Royce, as well as the vibrant colors they choose. This unique approach has helped them stand out from their competitors.

A photograph of two men standing in a clothing store. The man on the left is wearing a dark brown suit, white shirt, and patterned tie. The man on the right is wearing a bright yellow suit jacket over a light blue shirt. In the background, there are several yellow suits hanging on a rack and a staircase with a dark railing.

CUSTOMER TRENDS

The Bijan clientele consists of ultra-high-net-worth individuals who prioritize purchases that reflect their status, discretion, and personal touch. These consumers typically favor custom-made, tailored clothing that is one-of-a-kind, allowing them to influence choices regarding materials, colors, craftsmanship, and measurements. They seek to curate a wardrobe filled with items that signify timeless luxury and prestigious quality, rather than opting for trend-driven, mass-produced luxury items.

Personalized clothing is not new, as bespoke tailoring has been around for centuries. Modern fashion now focuses on customisation, integrating technology and sustainability. Customising bags with bag charms is a great example which allows the customer to turn bags into personal style statements.



PEN PORTRAIT

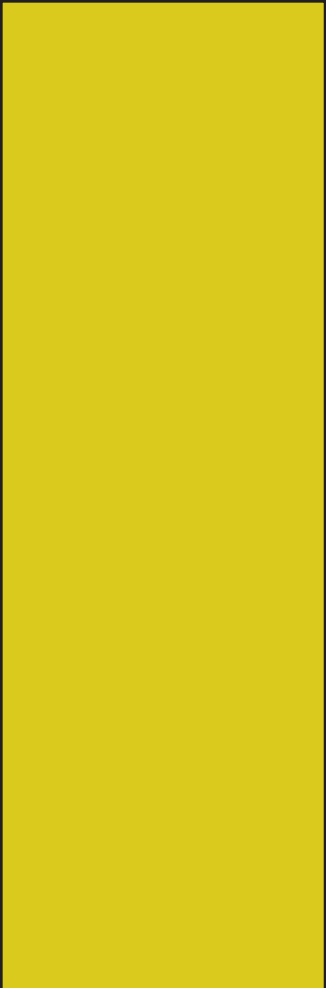
- Name : Shanaya Patel
- Age: 32
- Location: New York.
- Occupation: Businesswoman, Public Figure.
- Income: \$3.2 Billion USD
- Style: Prefers comfortable, high-quality clothing and beauty products, characterised by vibrant and aesthetically pleasing prints.
- Hobbies: Engages in fashion, lifestyle, and beauty activities; enjoys visiting museums and historical sites; and reads business-related literature as well as Vogue magazine.





CUSTOMER

MOOD
BOARD

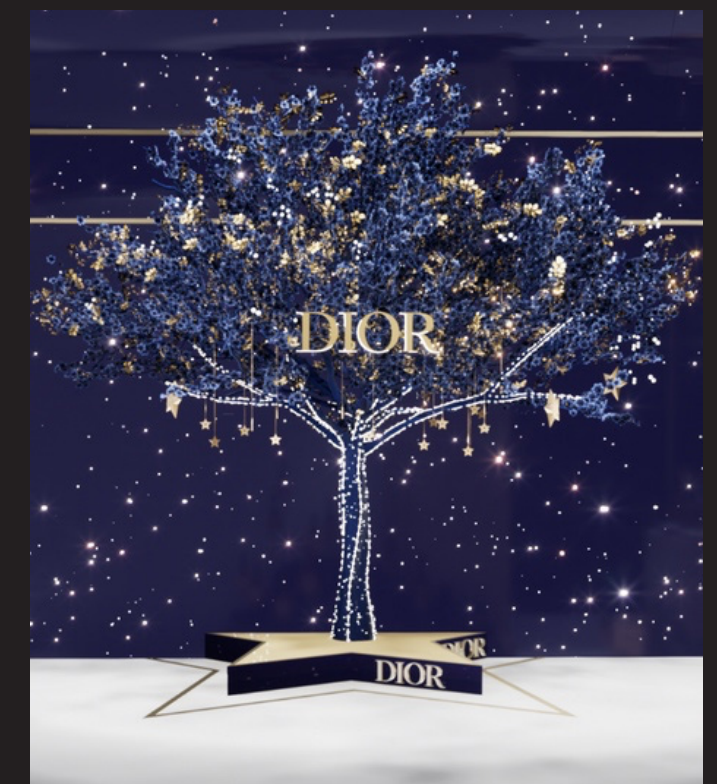


COMPETITOR ANALYSIS

Dior Beauty, in partnership with Harrods, has launched a virtual beauty boutique titled "Atelier of Dreams" for the holiday season, complemented by a physical pop-up location at Harrods in London.

The virtual store encompasses two levels, with the first floor dedicated to the "Atelier of Dreams," which seamlessly integrates virtual and physical environments. This innovative space offers a timeless retail experience that is accessible worldwide at any time, facilitating direct purchases.

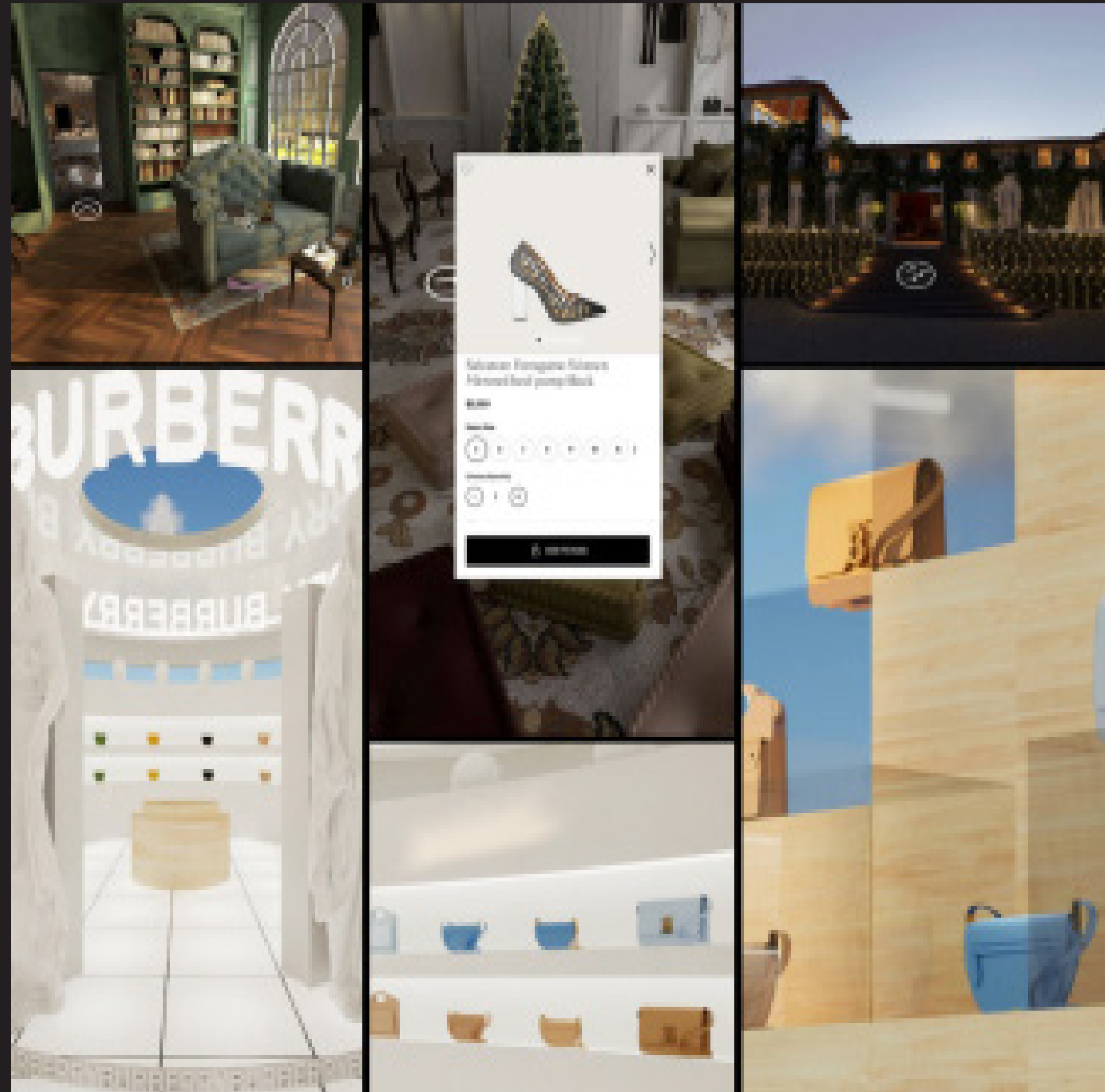
The second floor features the Exclusive Dior Garden, which presents a limited-edition collection of bespoke cosmetics and perfumes set against a captivating winter ambiance adorned with a starry sky. Customers have the opportunity to arrange private in-store viewings for a personalized shopping experience.



COMPETITOR ANALYSIS

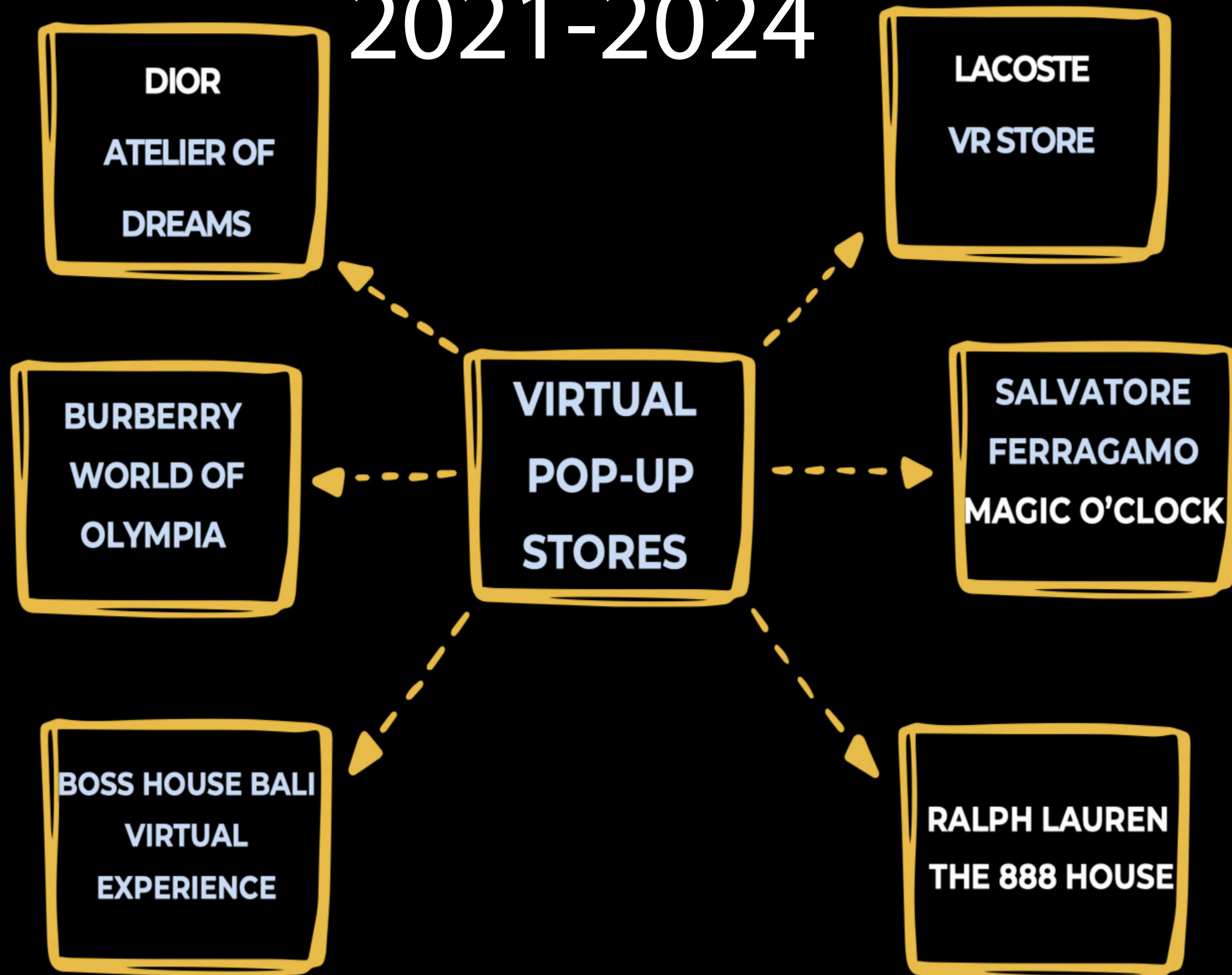
Ferragamo's "House of Gifts" is a virtual pop-up experience designed to resemble an Italian villa, enabling visitors to explore a curated selection of shoes, accessories, and ready-to-wear collections. This innovative platform provides 360-degree interactivity, allowing customers to connect with a client advisor through chat, voice call, or video call, thereby enhancing the overall shopping experience.

Several brands have developed virtual showrooms to display their products effectively. For example, in 2021, Burberry introduced an immersive experience for its Olympia bag, featuring a 360-degree view of a contemporary virtual store inspired by Harrods. This innovative platform enables users to view prices, place orders, and schedule appointments at Harrods.



Successful Virtual Pop-up Stores

2021-2024



RATIONAL

The virtual pop-up store demonstrates the brand's capacity to remain relevant at 49 years of age, offering a distinctive online shopping experience that does not require a physical location. Its objective is to enhance brand awareness while crafting a fresh and memorable customer journey.

The Virtual Pop-Up Store will showcase Bijan Fragrances, featuring a newly remodeled perfume inspired by Persian culture and its exceptional craftsmanship. This immersive virtual experience allows for 360-degree interaction within a space dedicated to celebrating Persian heritage. Users will have the opportunity to view pricing, make purchases, and schedule an appointment at Harrods to explore the physical pop-up space from January 1 to January 19, 2025.

This initiative allows the brand to connect with a new market segment that doesn't require appointment scheduling. As the virtual retail landscape grows, it offers timeless, location-independent access globally, enabling unrestricted movement within the space.

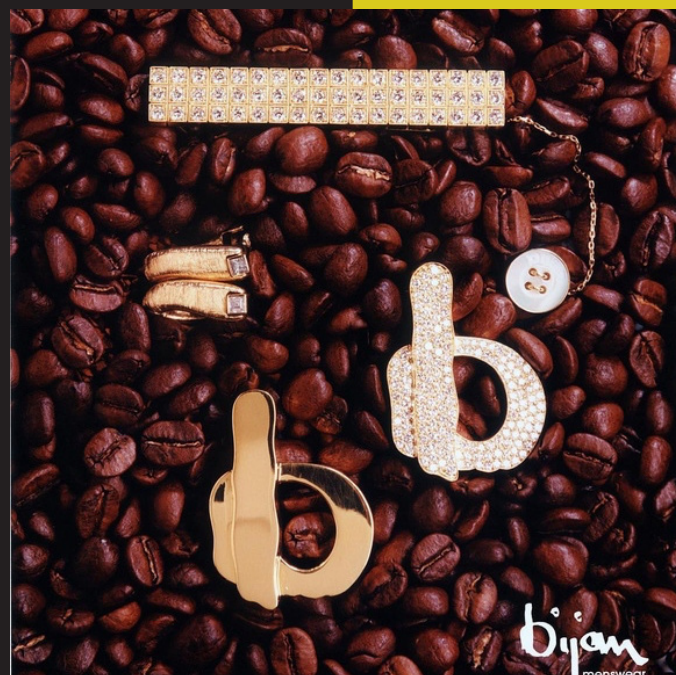
Customers will enjoy an interactive experience blending technology and elegance. They can explore curated fragrance collections inspired by Persian culture, each item representing craftsmanship and art. The virtual store features the exclusive Bijan fragrance Collection and bespoke services, ensuring a unique journey in luxury fashion.



RATIONAL

The House of Bijan is profoundly influenced by Bijan Pakzad's Iranian heritage, consistently showcasing and preserving its cultural roots. This is evident in the bold color selections and paisley patterns that draw inspiration from traditional Iranian motifs.

Creating a physical pop-up space in Harrods, along with a virtual store, will improve customer interaction and enhance the immersive experience, boosting sales in the Bijan Fragrances beauty sector.



TARGET AUDIENCE

This virtual pop-up store aims to attract individuals who appreciate luxury and fashion, particularly those intrigued by brands with rich heritage and cultural significance.

Consumers appreciate the stories and heritage of luxury brands, often choosing products made with care over generations. This preference helps them create timeless collections with sentimental value. In a world of mass production, they find satisfaction in the exclusivity and individuality that prioritize quality over quantity.

PROPOSAL

A Virtual Reality exhibition showcasing Bijan Fragrances will draw inspiration from Persian culture and history. The fragrance bottles will be rebranded and artistically designed, accompanied by a physical pop-up space at Harrods, running from January 1, 2025, to January 19, 2025.

What : VR showroom of Bijan Fragrances.

Where: VR showroom - globally and Physical pop-up in Harrods London.

When: 1st January 2025 to 19th January 2025.

To do: The customers will enter a Mediterranean yellow pop-up space in Harrods, featuring antique Persian furniture and Bijan Magazine displays with archive photoshoots. Each page includes a QR code linking to a virtual showroom. The space will also showcase fragrance samples with only the main logo, while full bottle designs can be viewed in the VR store.

VALUE PROPOSITION

The virtual pop-up blends traditional Persian aesthetics with modern digital innovation.

Objective:

- **Interactive 3D Environment:** Users can explore a beautifully designed virtual bazaar showcasing unique fragrance stories.
 - **Augmented Reality (AR):** A 360-degree virtual store reflects Persian culture and the inspiration behind the fragrance bottles.
 - **Personalised Recommendations:** An AI chatbot offers tailored fragrance suggestions based on user preferences and past purchases.
 - **Social Media Integration:** Users can easily share their experiences on social media, invite friends, and participate in exclusive online challenges.
-

PROPOSED STORY BOARD

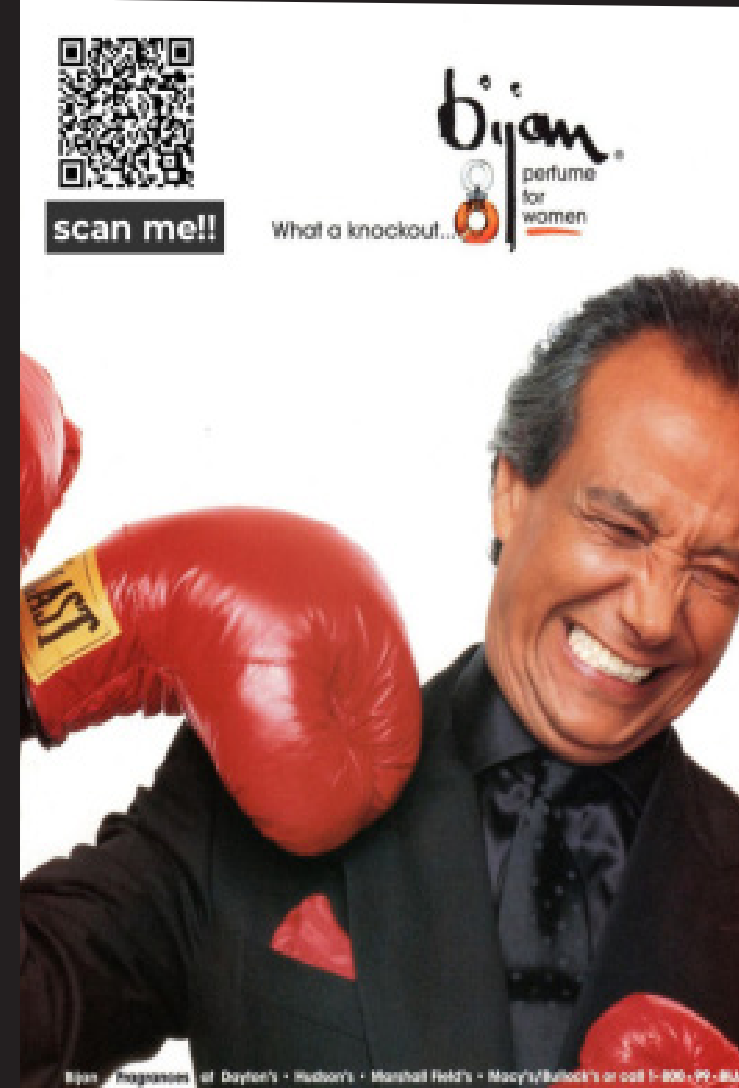


A woman notices a Mediterranean Yellow pop-up experience while browsing through Harrods and decides to enter out of curiosity.



She observes magazines with archive photo-shoots from House of Bijan, each containing a QR code for a VR exhibition, which also features Persian antiques and furniture.

PROPOSED STORY BOARD



The woman is captivated by her surroundings, examining the magazine and scanning the QR code to discover what happens next.

The QR code leads customers to a virtual reality exhibition featuring a bottle design inspired by Persian culture, showcasing fragrance combinations on their phone screens.

PROPOSED STORY BOARD



The space features an area for customers to interact with fragrances enjoyed during the virtual reality exhibit.

PROPOSED DESIGN SAMPLE



Inspiration - The Faravahar is a significant symbol in Zoroastrianism, embodying profound spiritual and moral meanings.

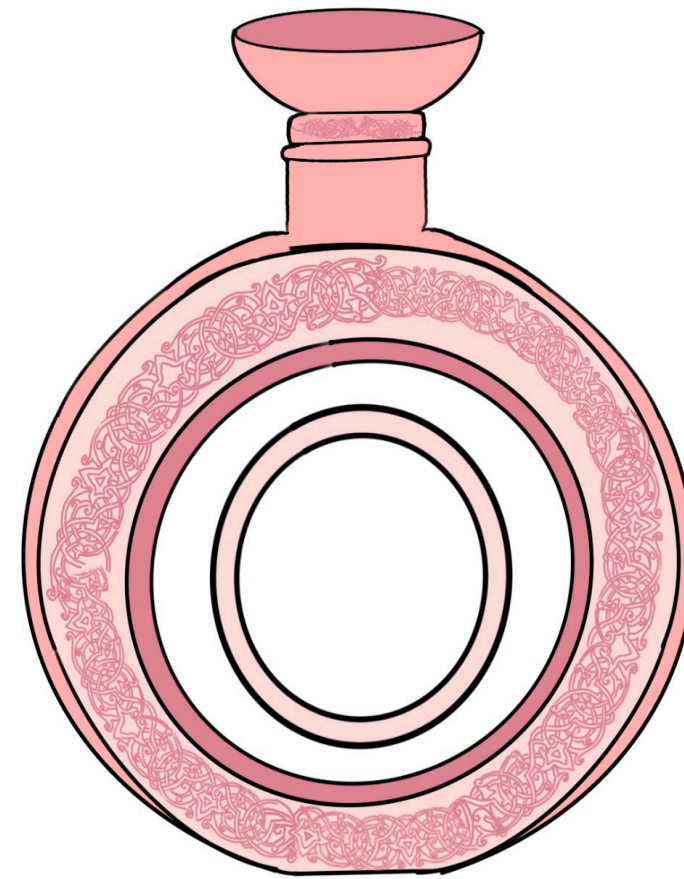


The existing bottle will be transformed to reflect the design that combines the inspiration and essence of the perfume bottle.

PROPOSED DESIGN SAMPLE



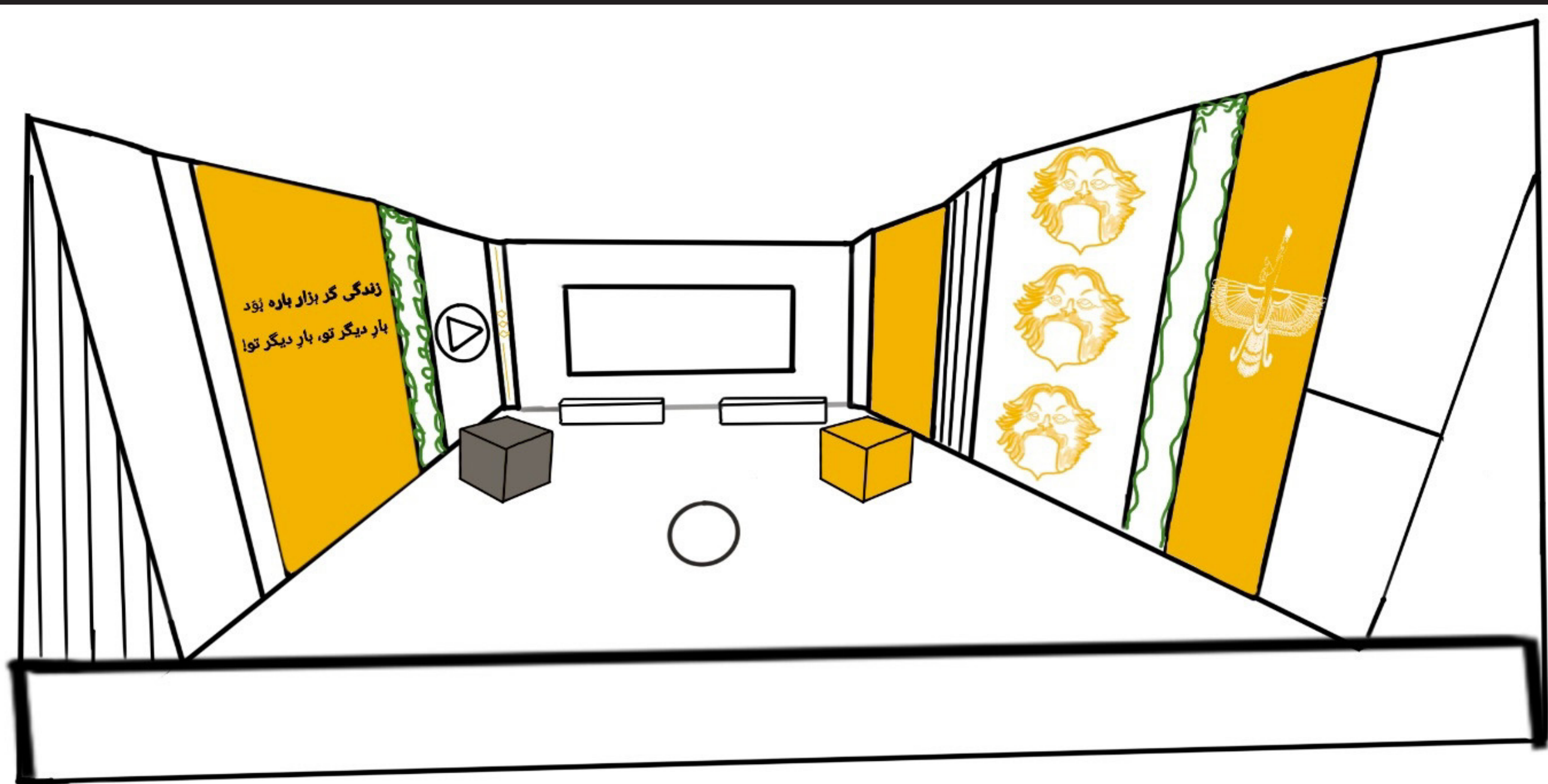
Masjid-Noh Gunbad -
interior deco on the colum,cap-
ital.



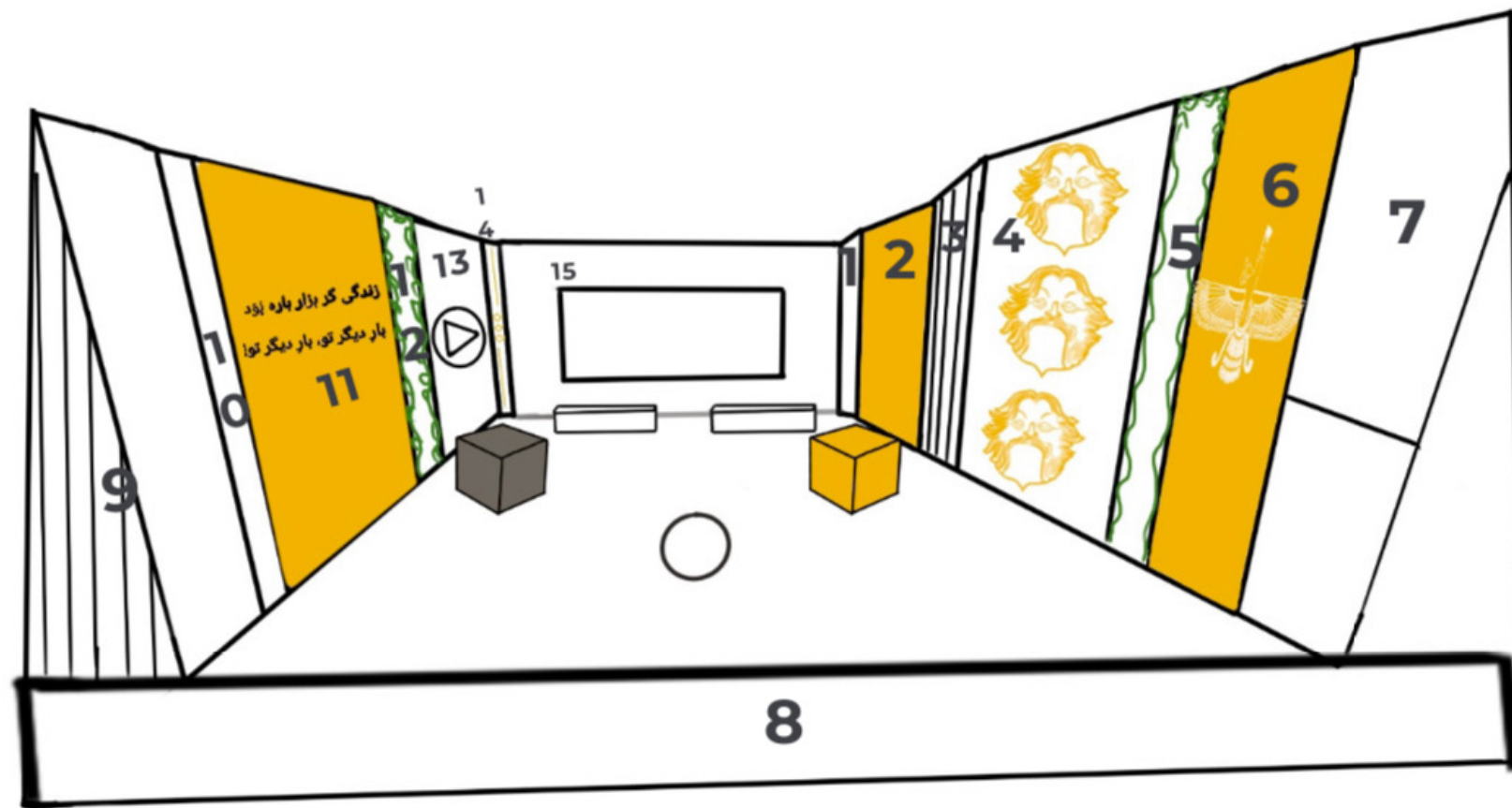
Persian Paisley pattern, rooted in Ancient Indo-Iranian culture, features an asymmetrical geometric floral design that symbolizes royal sovereignty & nobility in Iran.

The current bottle will be re-designed to embody the inspiration & essence of the perfume.

PROPOSED VR SPACE



PROPOSED VR SPACE



1. Window

2. Wall adorned with a yellow paisley pattern.

3. Wall featuring black and white stripes.

4. Decorative wall in yellow, incorporating spinning fragrance bottles.

5. Trailing plants positioned on the window.

6. Yellow wall displaying the Faravahar symbol, representing the soul and human wisdom in Persian.

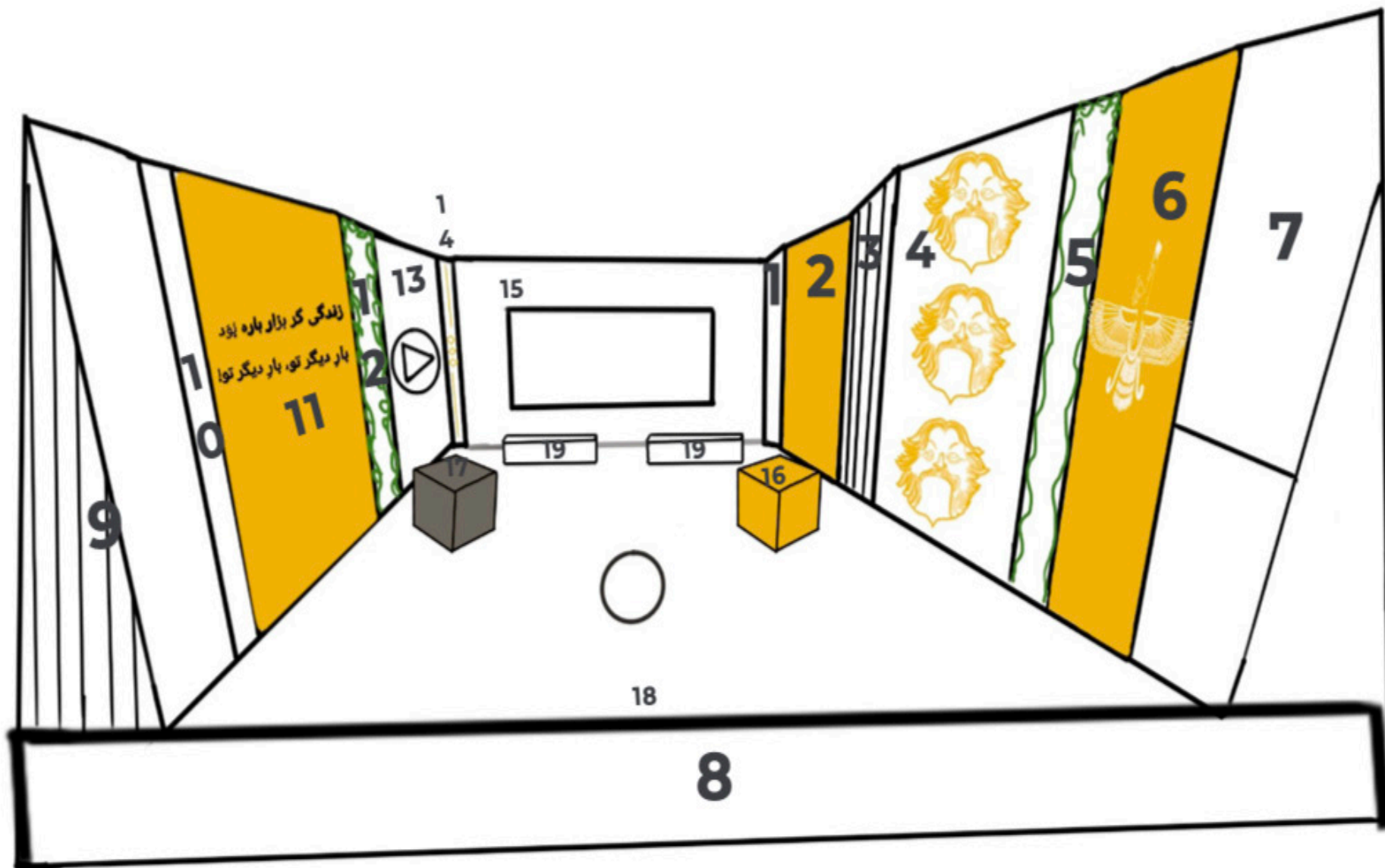
7. Window

8. Wall designated for the Bijan Logo.

9. Wall featuring black and white stripes.

10. Window.

PROPOSED VR SPACE



11. A quote written in Farsi about Love.- wall

12. Window with Trailing plants

13. Sufi video on the wall

14. Ancient Persian mirror work in yellow on the wall.

15. Wall with screen which will show the archival shoot.

16. Square cube will be spinning & show the fragrance

17. grey cube will be showing a spinning fragrance bottle.

18. Table in front of wall 8 with all the perfumes for this collection.

19. seating arrangements.

EXPECTED RESULTS/SMART OBJECTIVES

01

Increased Brand Awareness: Achieved by engaging a global audience through the virtual pop-up event.

02

Customer Engagement: Improved interaction with the brand through immersive experiences.

03

Sales Growth: Increase in fragrance sales and store appointments.

EXPECTED RESULTS/SMART OBJECTIVES

S Specific: Launch the virtual pop-up store by January 1st, 2025. Engage with potential buyers through targeted social media campaigns and email newsletters, highlighting exclusive deals and limited-edition items. Collaborate with influencers to generate buzz and attract a broader audience.

M Measurable : Achieve a 20% increase in fragrance sales during the pop-up period. Ensure that the pop-up space is inviting and interactive, allowing customers to fully immerse themselves in the scent experience. By tracking sales data and customer feedback, adjustments can be made in real-time to optimize results and ensure the goal is met.

A Achievable: Utilize existing technology and platforms for the virtual store. By leveraging established e-commerce platforms, businesses can easily customise their virtual storefronts to suit their brand identity and customer preferences.

R Relevant : To align with the brand's luxury focus, storytelling should emphasize heritage and craftsmanship, creating prestige and allure for discerning clients. Maintaining an image of elegance and rarity fosters strong emotional connections, ensuring loyalty and admiration.

T Time-Bound: Completion must occur within the designated pop-up period, specifically from January 1 to January 19, 2025.

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