

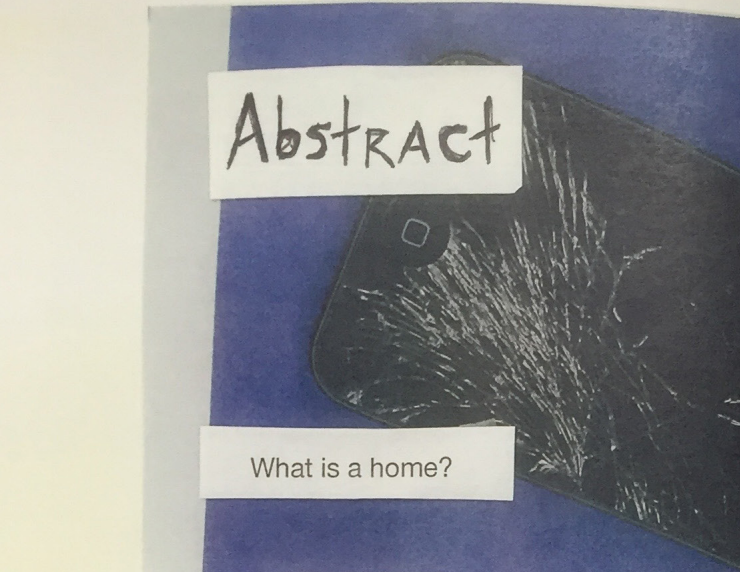


Ferne Reisen Die Propeller Das Flugzeug Reisen bedeutet
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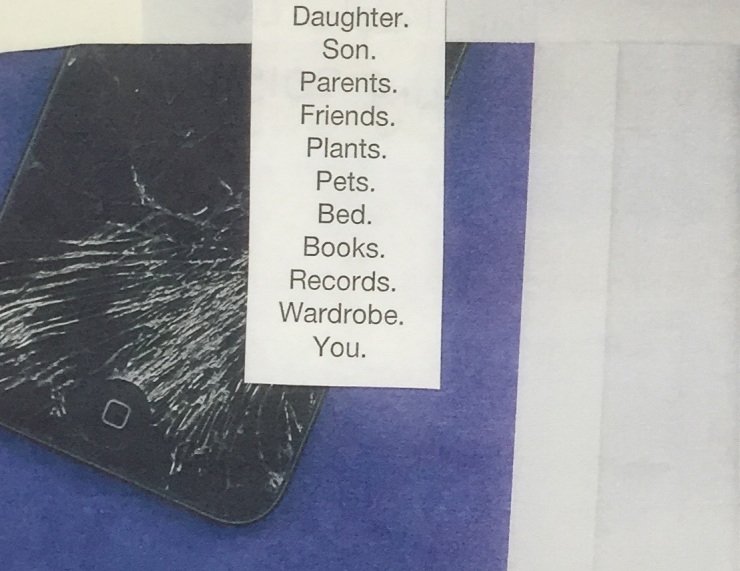
H.P. DECO NEW YORK
"How People Live"
Spring 2015

Abstract

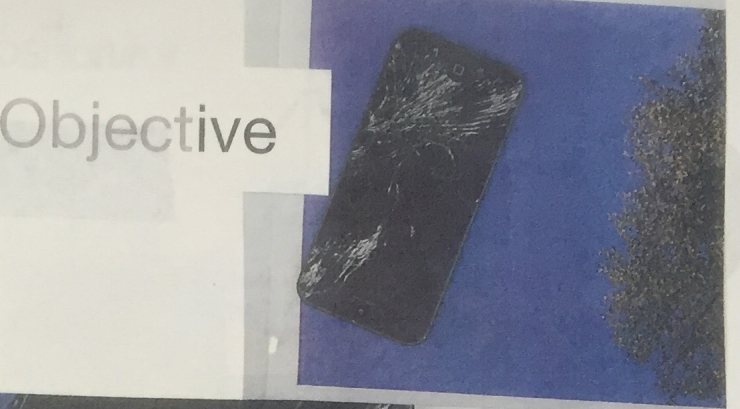


What is a home?

You.
Spouse.
Daughter.
Son.
Parents.
Friends.
Plants.
Pets.
Bed.
Books.
Records.
Wardrobe.
You.



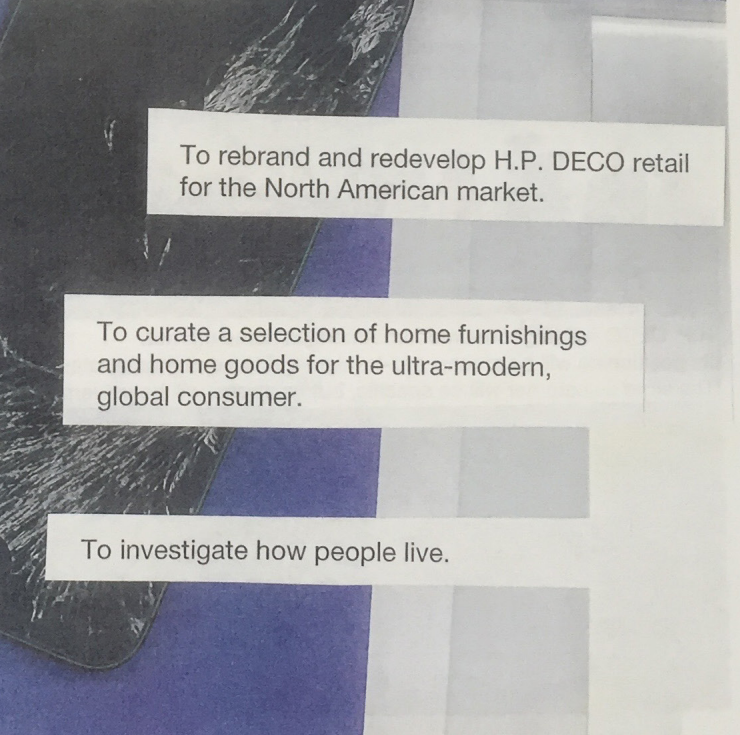
Objective



To rebrand and redevelop H.P. DECO retail
for the North American market.

To curate a selection of home furnishings
and home goods for the ultra-modern,
global consumer.

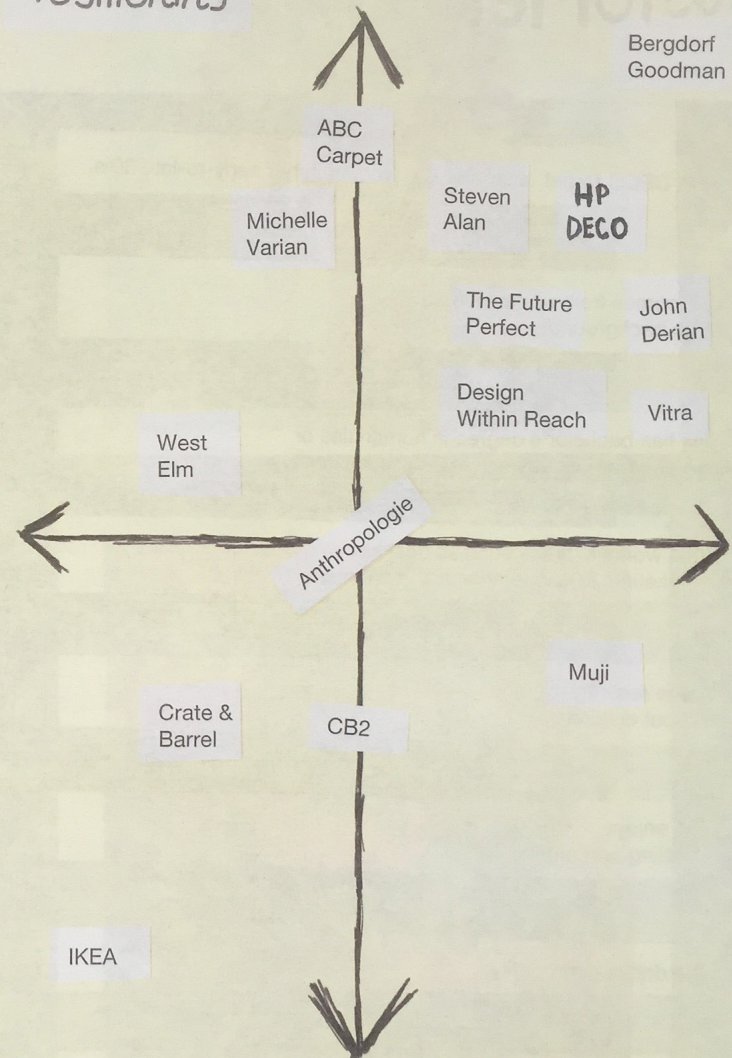
To investigate how people live.



Market

H.P. DECO will target the modern American home market. Its positioning will be among mid-to-high-end, modern home retailers. The store's customer will be specific, but its appeal will be universal.

Positioning



Customer

H.P. DECO target customer is a woman in her early-to-late 30's.

She comes from upper-middle class background.

She has bachelor's degree in humanities or fine arts from an eastern seaboard university.

She works in areas such as design, marketing, public relations, and finance.

She is recently married without children.

She enjoys traveling and music.

She drinks generously.

She cooks modestly.





MERCHANDISE

H.P. DECO will develop a portfolio of modern, hand-made American interior designers.

The merchandise will consist of four categories:

1. Home Furnishings

∴ Home furnishings will be the principal merchandise.
A curated selection for the living, bed, study, and kitchen.

2. Home Goods

∴ Home goods will be the secondary merchandise.
An extensive selection of general goods for all customers.

3. Clothing & Accessories

∴ Clothing & accessories will be supplemental merchandise.
The simple selection will be for easy, everyday-wear.

4. Books

∴ Books will be the initial impression of the store character.
The selection of art and interior books will perform as branding.

HOME FURNISHINGS

Home furnishing will compose the bulk of the buying budget. The merchandise will be characterized by hand-made quality in modern American design.

H.P. DECO will partner with local and regional interior furnishers, like SAW HOME of Brooklyn. In doing so, a focused product will be communicated to the end consumer.



CLOTHING & ACCESSORIES

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Clothing and accessories will allow H.P. DECO to expand into the apparel category, and increase its breath of contacts and future business development.

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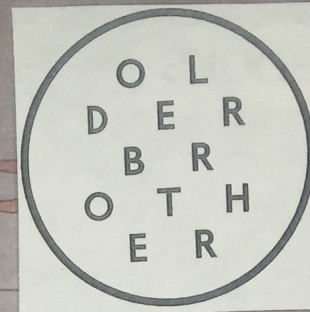
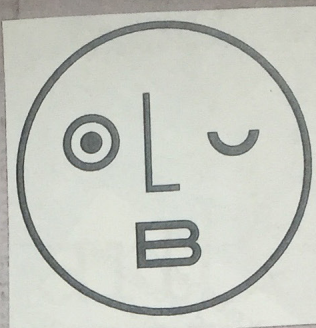
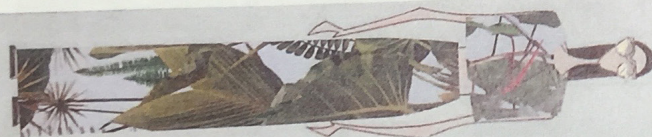
By supplementing interior good with affordable, organic-quality basics and loungewear, H.P. DECO will communicate its natural home aesthetic.

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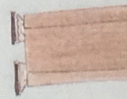


H.P. DECO will collaborate with the Portland-based brand OLDER BROTHER for an in-store retail space of the maker. With low price points and handmade quality, the brand will appeal to the walk-in customer.

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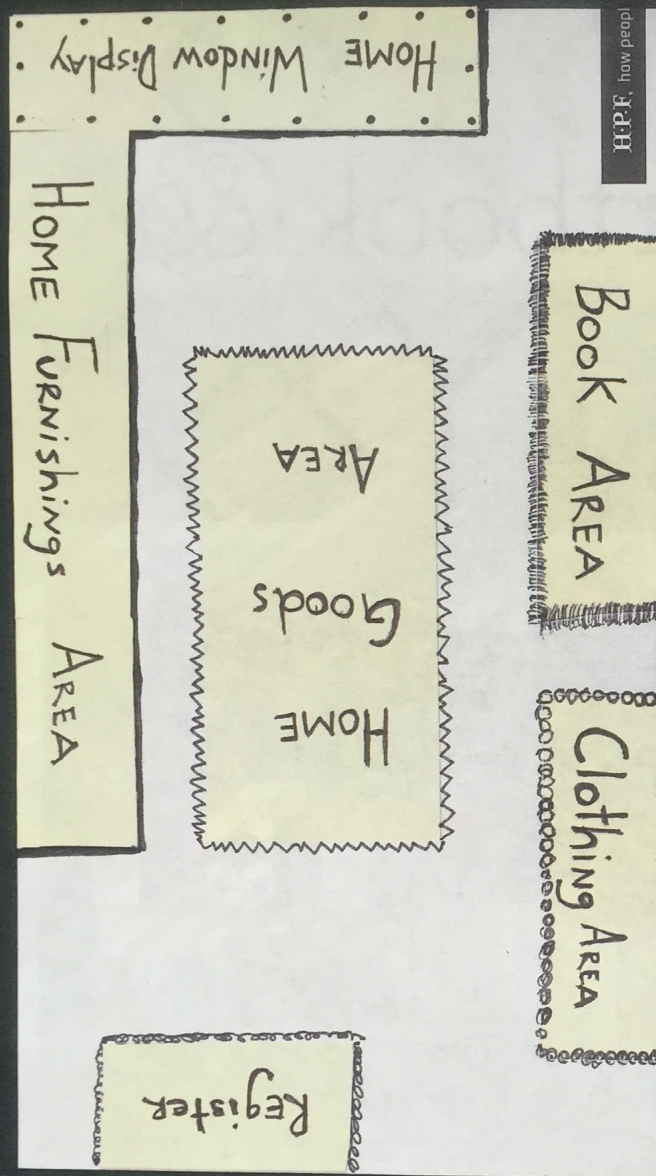
BOOKS

Books will act as the branding of H.P. DECO. By placing the book retail section at the entrance front, the store message will be initially communicated to customers. Rather than magazines related to fashion, the book selection will focus on art books, special editions, and interior quarterlies.

H.P. DECO will collaborate with Distributed Art Publishers to create an in-shop of the retail ARTBOOK. By partnering with an established publisher and bookseller, H.P. DECO will ensure a selection of profitable art books at a high price point.

artbook &





The four merchandise categories seek to communicate the HOW PEOPLE LIVE spirit of H.P. DECO. With a focus on interior furnishings with supplements of home goods, clothing, and books, a complete product will be presented to customers.

P. FRANCE I
EST 20TH STREET #2W, NEW

The floor plan space reflects the primary products. The book section will be placed at the front entrance to initially attract customers.

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The window display, east section, and walls will be the primary showcase of furniture.

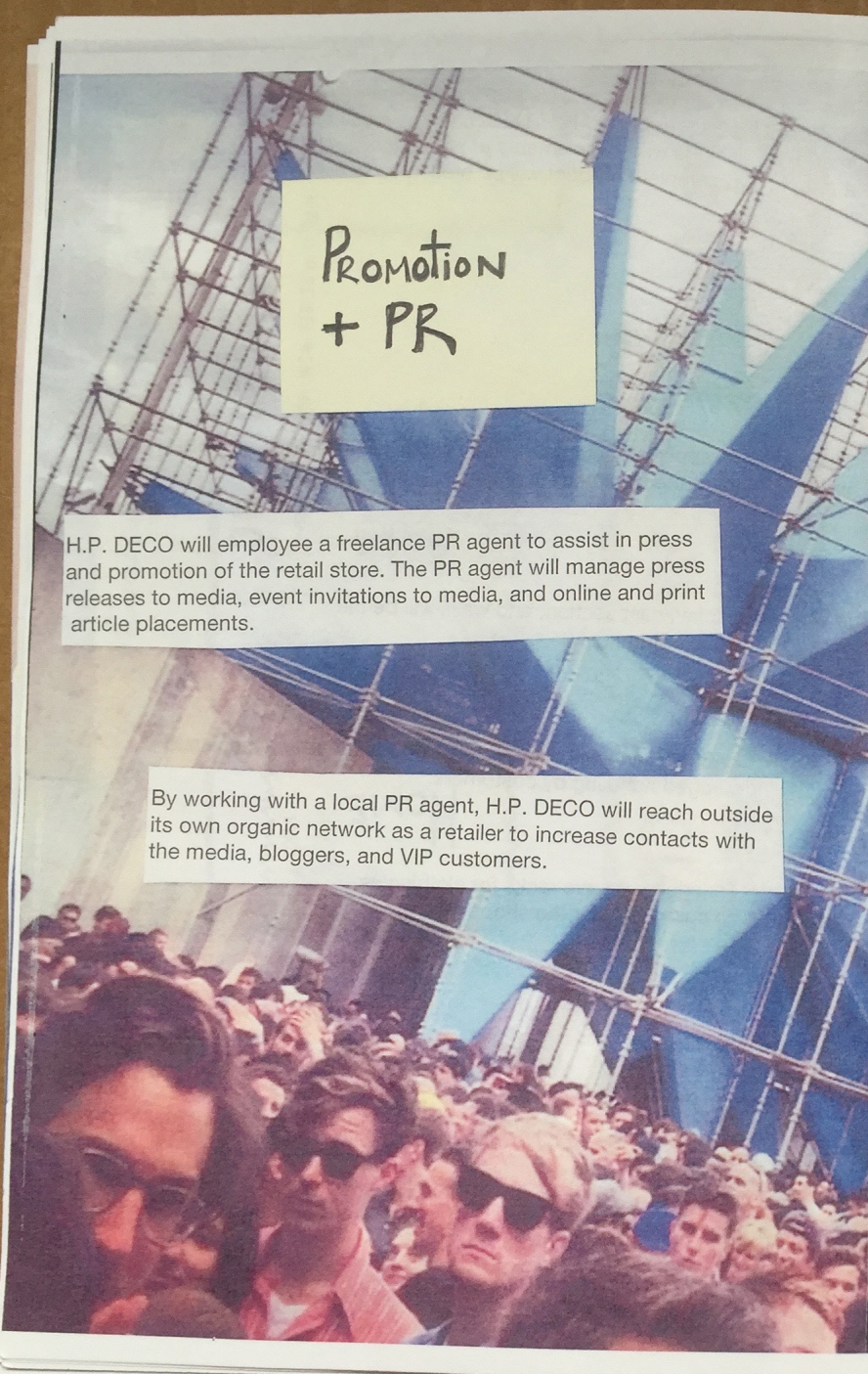
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The central island will display home goods for easy access and encouraged handling by customers.

FAX:

The back west section will have racks for clothing as a supplement to customers for the shopping experience.

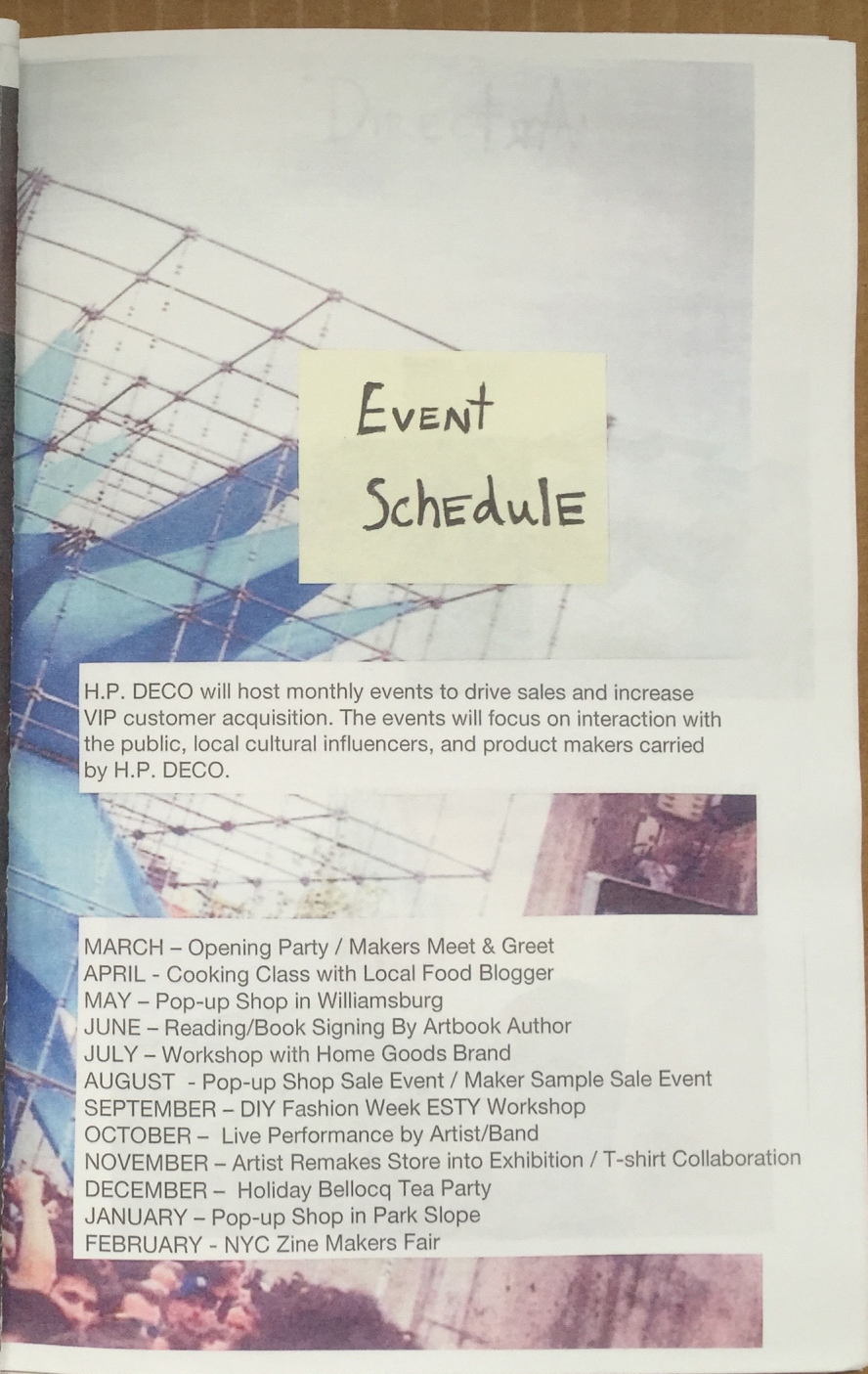
7030 • WWW.HPFRANCE.COM



Promotion + PR

H.P. DECO will employ a freelance PR agent to assist in press and promotion of the retail store. The PR agent will manage press releases to media, event invitations to media, and online and print article placements.

By working with a local PR agent, H.P. DECO will reach outside its own organic network as a retailer to increase contacts with the media, bloggers, and VIP customers.

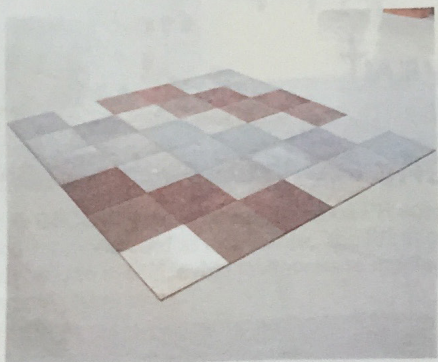


Event Schedule

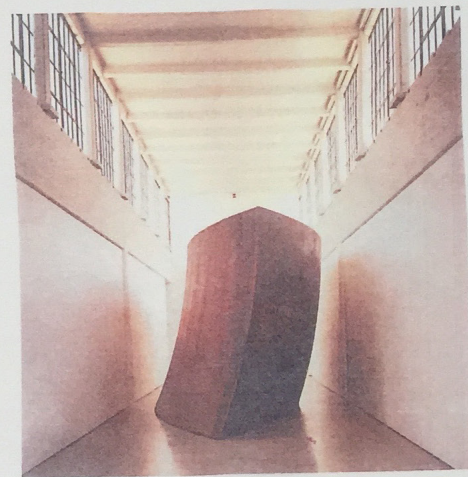
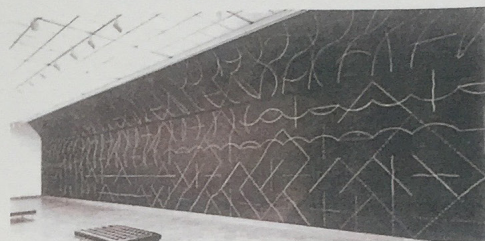
H.P. DECO will host monthly events to drive sales and increase VIP customer acquisition. The events will focus on interaction with the public, local cultural influencers, and product makers carried by H.P. DECO.

MARCH - Opening Party / Makers Meet & Greet
APRIL - Cooking Class with Local Food Blogger
MAY - Pop-up Shop in Williamsburg
JUNE - Reading/Book Signing By Artbook Author
JULY - Workshop with Home Goods Brand
AUGUST - Pop-up Shop Sale Event / Maker Sample Sale Event
SEPTEMBER - DIY Fashion Week ESTY Workshop
OCTOBER - Live Performance by Artist/Band
NOVEMBER - Artist Remakes Store into Exhibition / T-shirt Collaboration
DECEMBER - Holiday Bellocq Tea Party
JANUARY - Pop-up Shop in Park Slope
FEBRUARY - NYC Zine Makers Fair

Art



Direction



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Ionuț Gitan
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H.P. FRANCE NY, INC.

