

FASHION MERCHANDISING

July 2019

Paola Garcia

Irene On

Felicia Lin

Tina Shen

Dayana Bermudez

REAL

WHY "REAL"?

REAL is a revolutionary concept store in US.

REAL pop-up shop will showcase emerging designer's handbags from different countries. This season we have a curated selection of handbags from México, Japan, and Colombia.

REAL will be open from October to December 2019.



R E A L

BUSINESS CARD



REAL

REAL



ADDRESS:

96 WYTHE AVE, BROOKLYN, NY 11249



OPENING HOUR:

11:00-22:00 (SUNDAY WILL BE CLOSE)



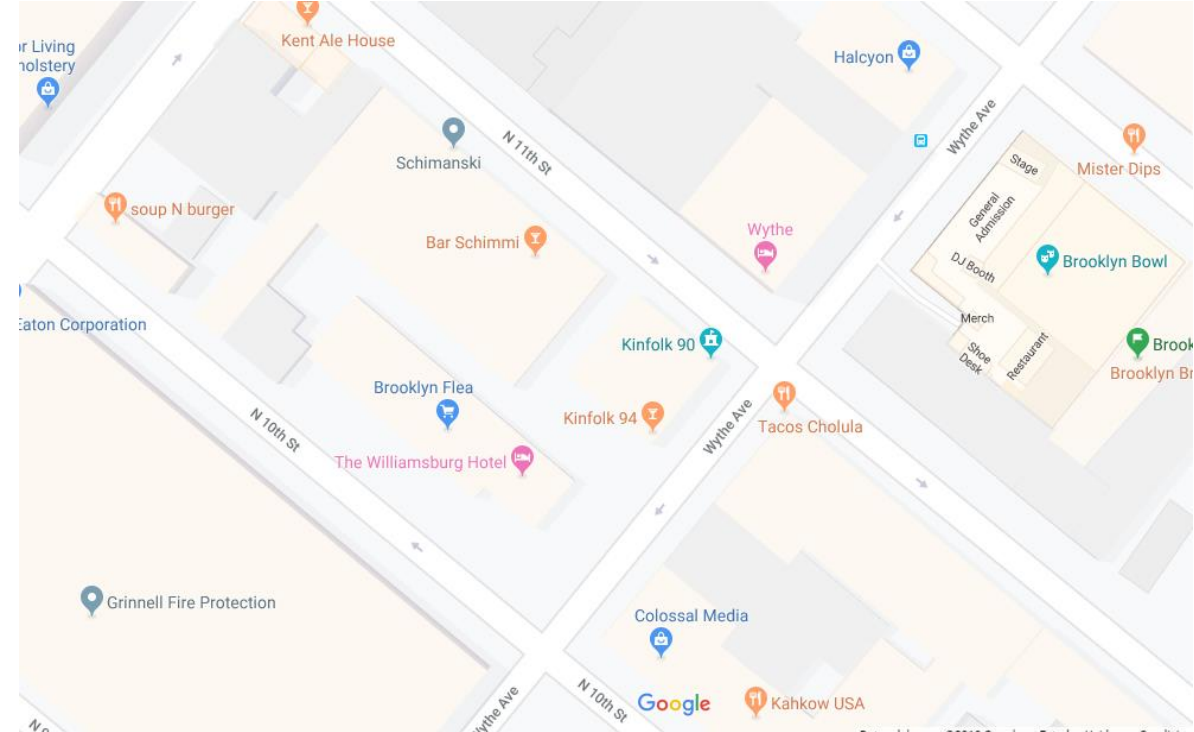
PHONE:

+1

(718)

362-8100

WHERE'S THE STORE?



Surrounded by exclusive hotels and a local brewery, REAL pop-up store will be located in the vibrant neighborhood of Williamsburg at 90 Wythe Ave.

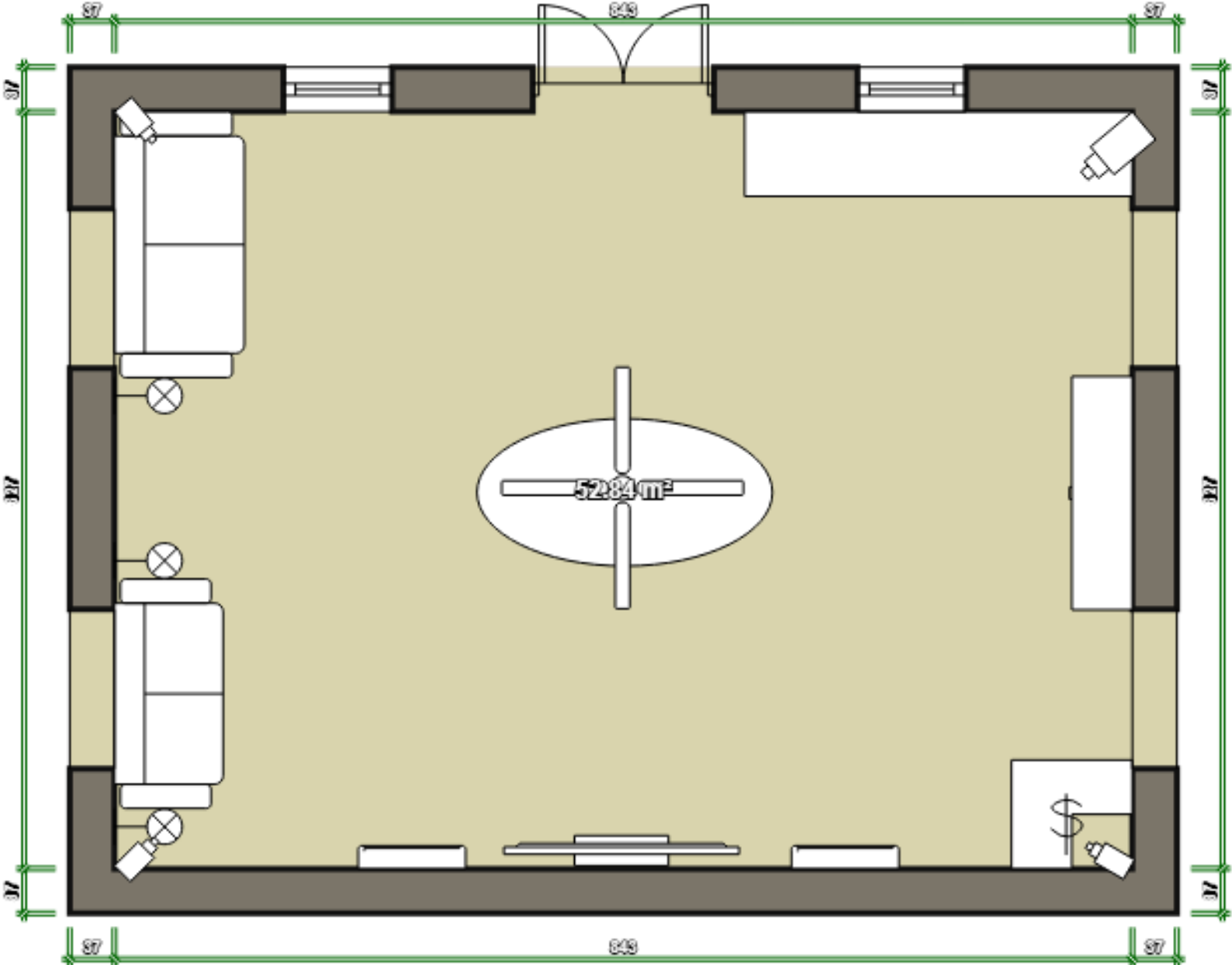
TARGET CUSTOMER

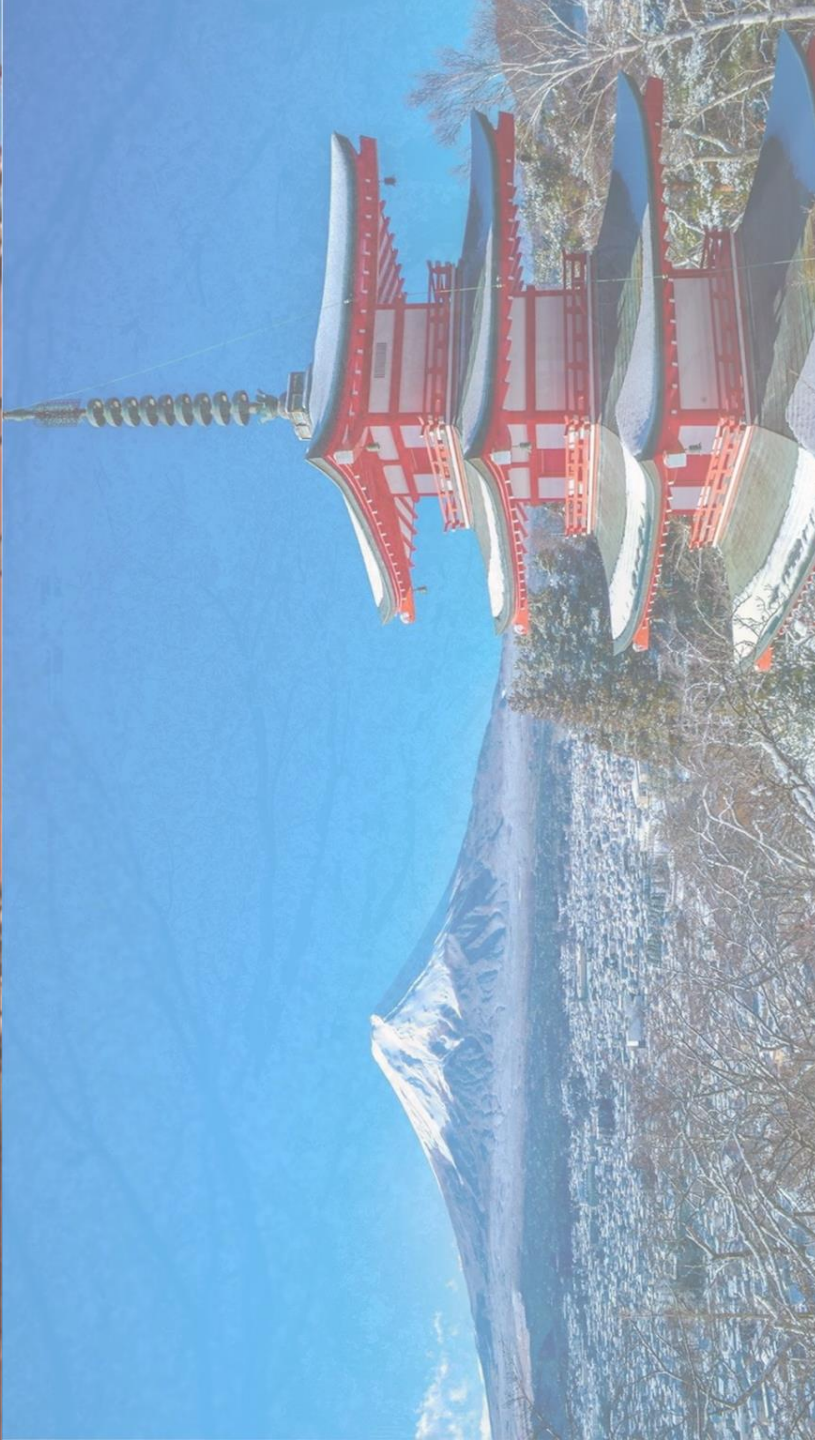
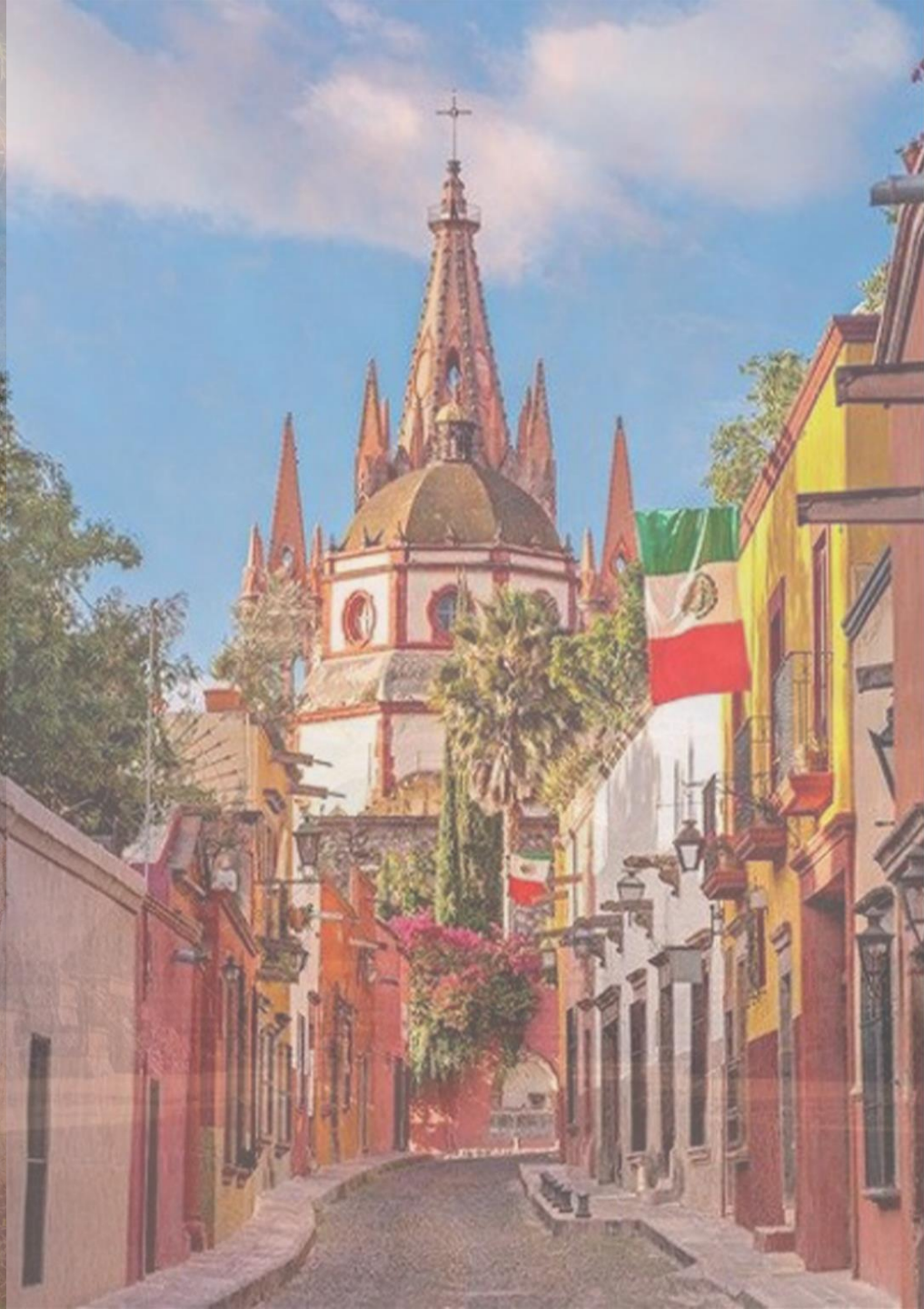
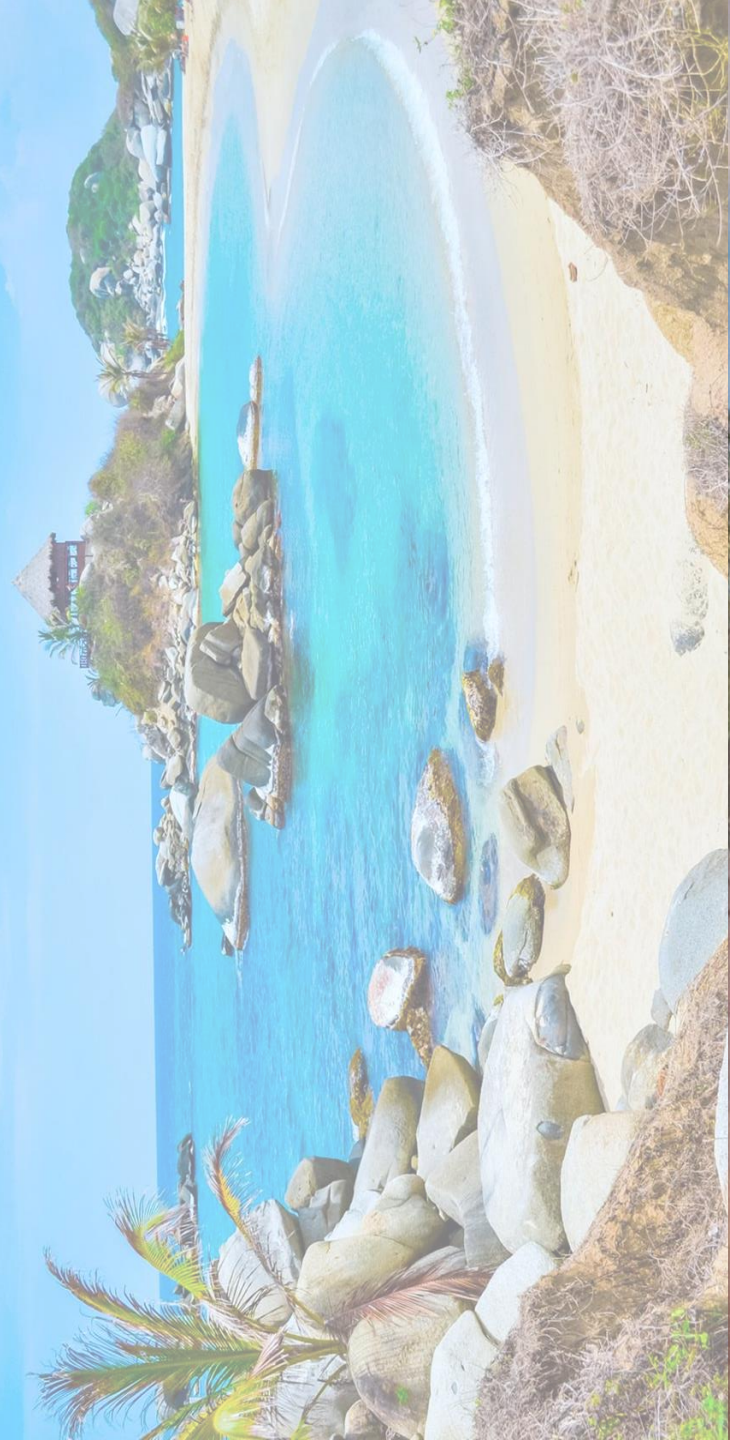


CUSTOMER PROFILE

- 25 years-old woman, single
- Works in Manhattan
- Earns \$6,000USD per month
- Loves traveling around the world
- Appreciates the beauty, diversity and design of different cultures
- Likes spending time by herself working out, trying new restaurants in town, and planning weekend getaways to the beach are some of her favorite activities.

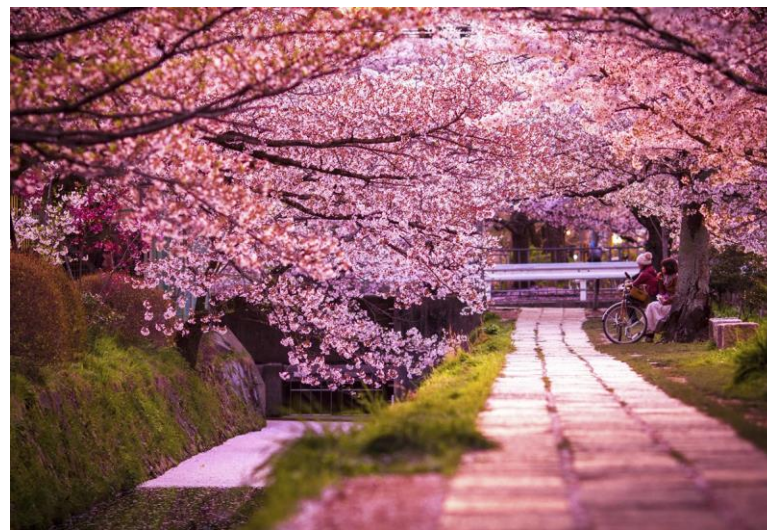
FLOOR PLAN





OCTOBER

A S I A



Assortment- ASIA



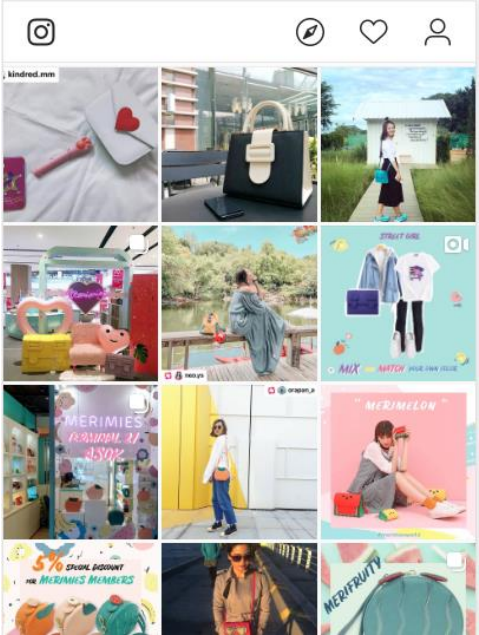
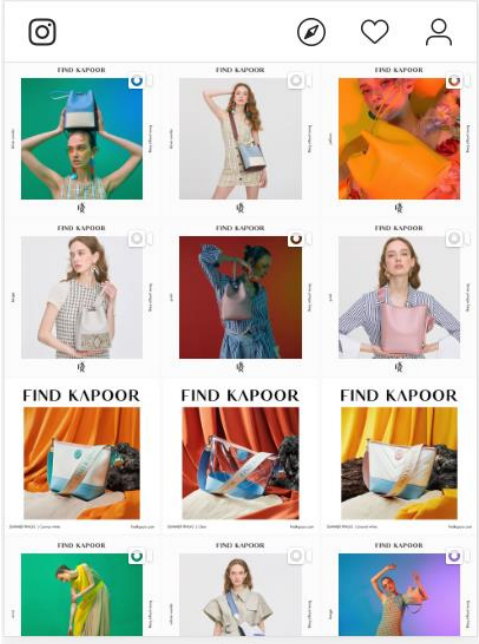
FIND KAPOOR

MORL

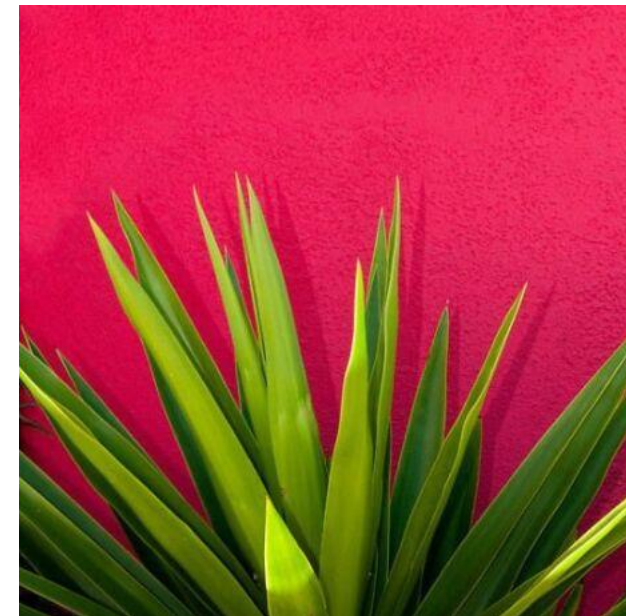
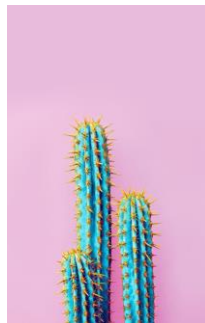
Assortment- ASIA



MERIMIES



NOVEMBER



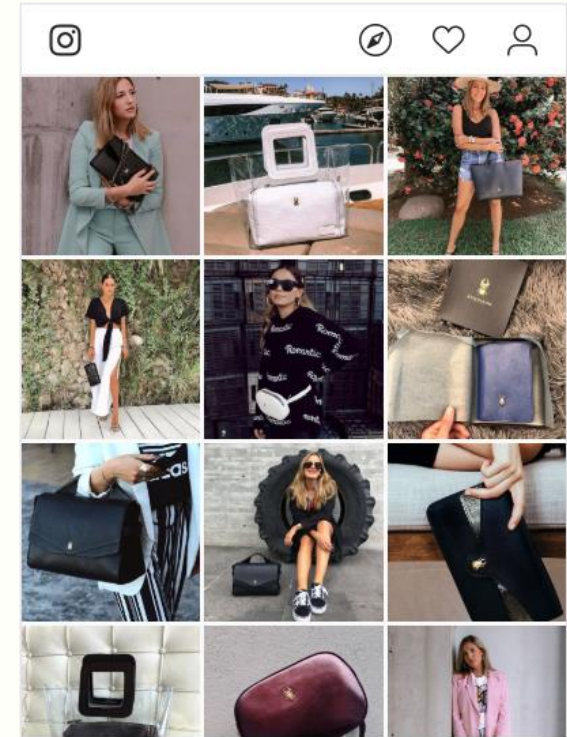
Assortment- MEXICO



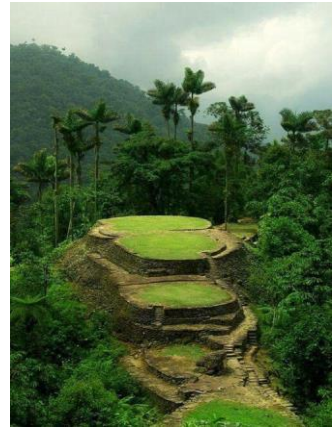
Assortment- MEXICO



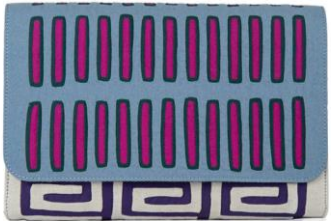
MF
MARIA FONSECA



DECEMBER B I A



Assortment- COLOMBIA



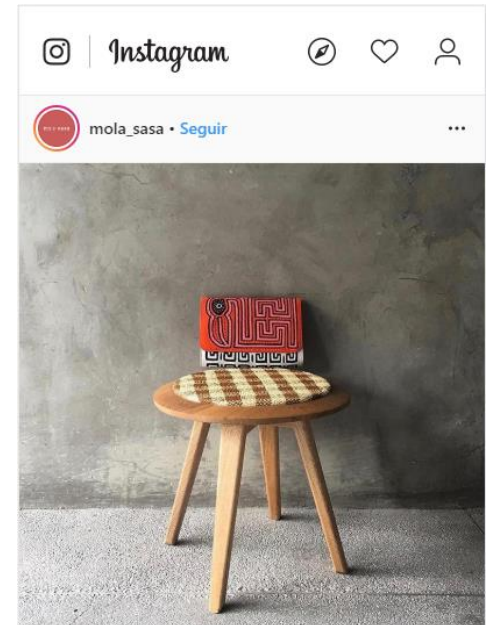
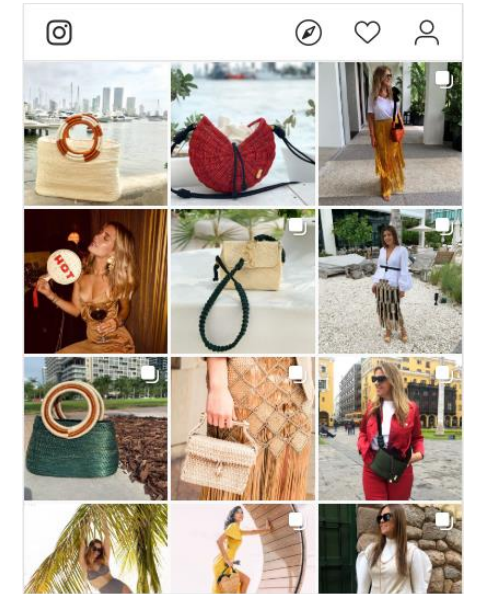
PALMA CANARIA

mola sasa

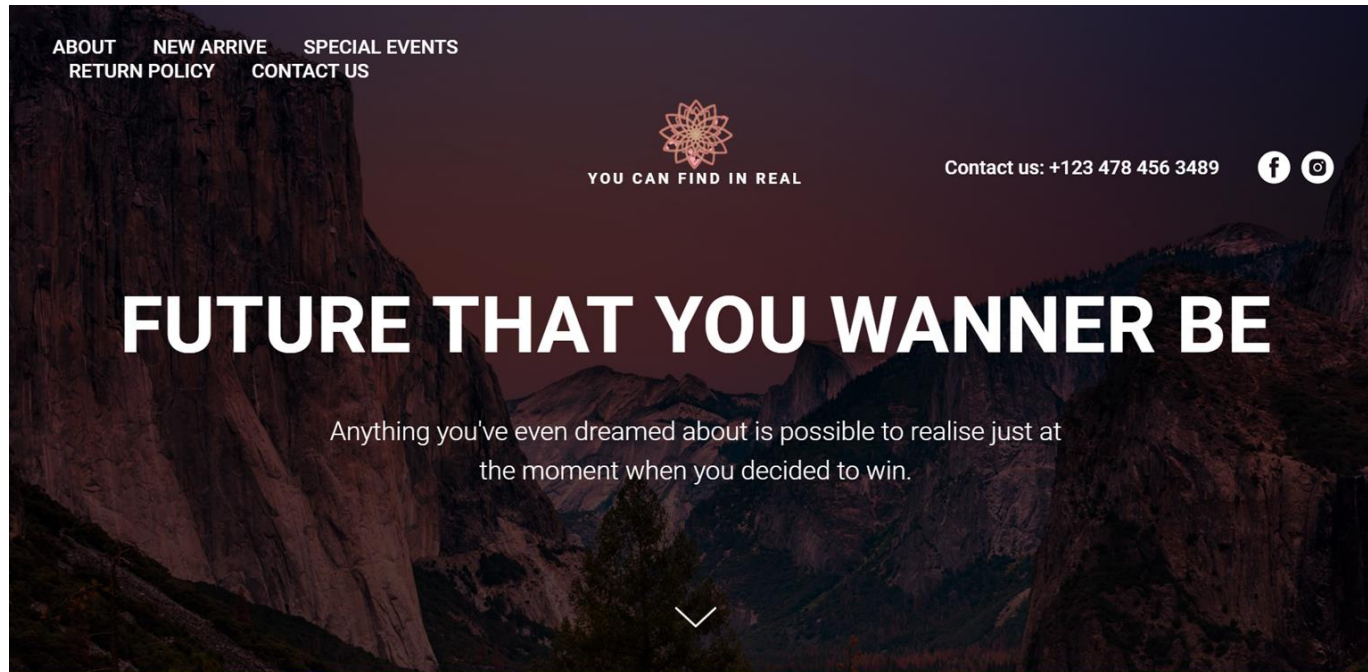
Assortment- COLOMBIA



DCH
DIVINA CASTIDAD HANDMADE



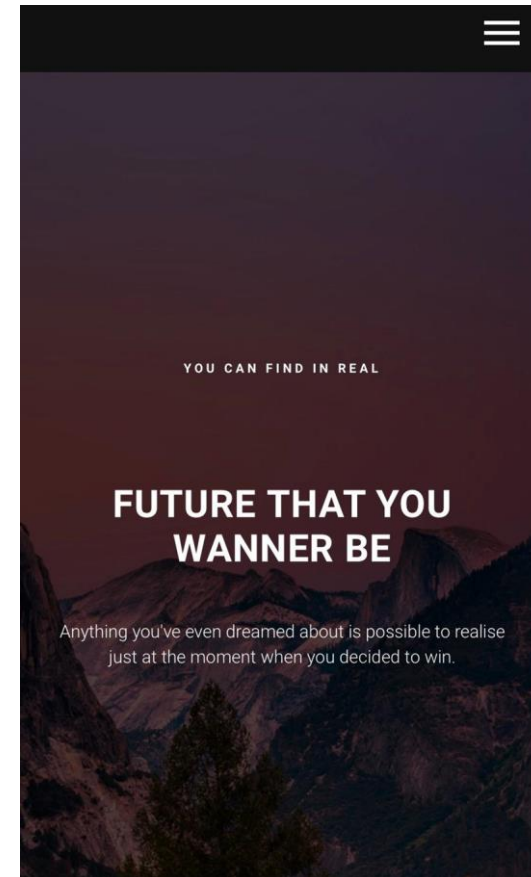
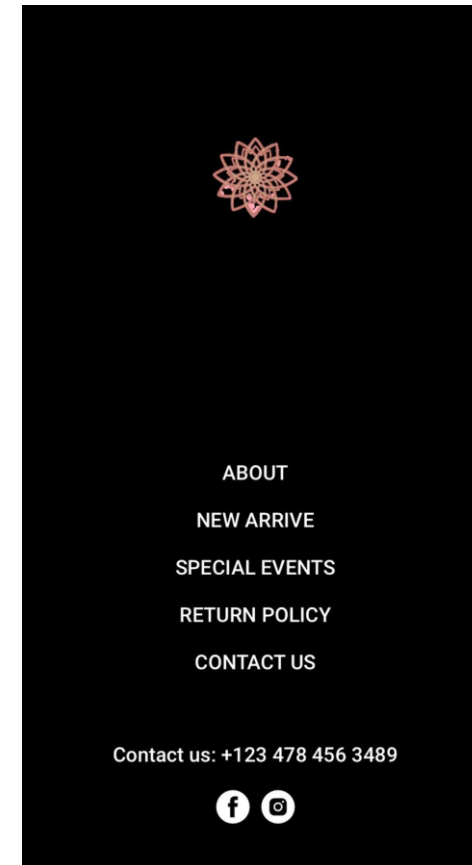
ONLINE STORE



WEBSITE:

<http://realisreal2019.tilda.ws/page6674052.html#rec117833778>

SOCIAL MEDIA



INSTAGRAM

< real.officallyisyours ...



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Local Brand In 🇺🇸
個人部落格
Bag from different country designers create will show every month in our POP-UP store.
-
Tags for Us
#Real
#realstoreus
#Realtakesmeto

TWITTER



< REAL

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@ashin1128

Bag from different country designers create will show every month in our POP-UP store In New York

📍 [Manhattan, NY](#) 📅 Joined March 2014

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WE ARE LOOKING FORWARD TO
SEE YOU GUYS THERE!