



ENRICO DE VIVO  
DURU ATES  
JINJUTA CHAIMONTRIKUL  
RENKSAH OZBEK

**BIFFI**

THE PIONEERING  
HISTORY

BIFI



THE PIONEERING  
HISTORY

BIBA

QUORUM

MARY QUANT

KENZO



STELLA MCCARTNEY

BIFFI

REI

KAWAKUBO

ALEXANDER  
MCQUEEN

JOHN

GALLIANO

# BRAND VALUES

**BIFFI**

**ARTISTIC**

**EXPAND** THE  
ARTISTIC  
VISION

**MILANESE**

**CARRY** THE  
MILANESE  
FAMILY LIKE  
SHOPPING  
EXPERIENCE

**A PIONEER**

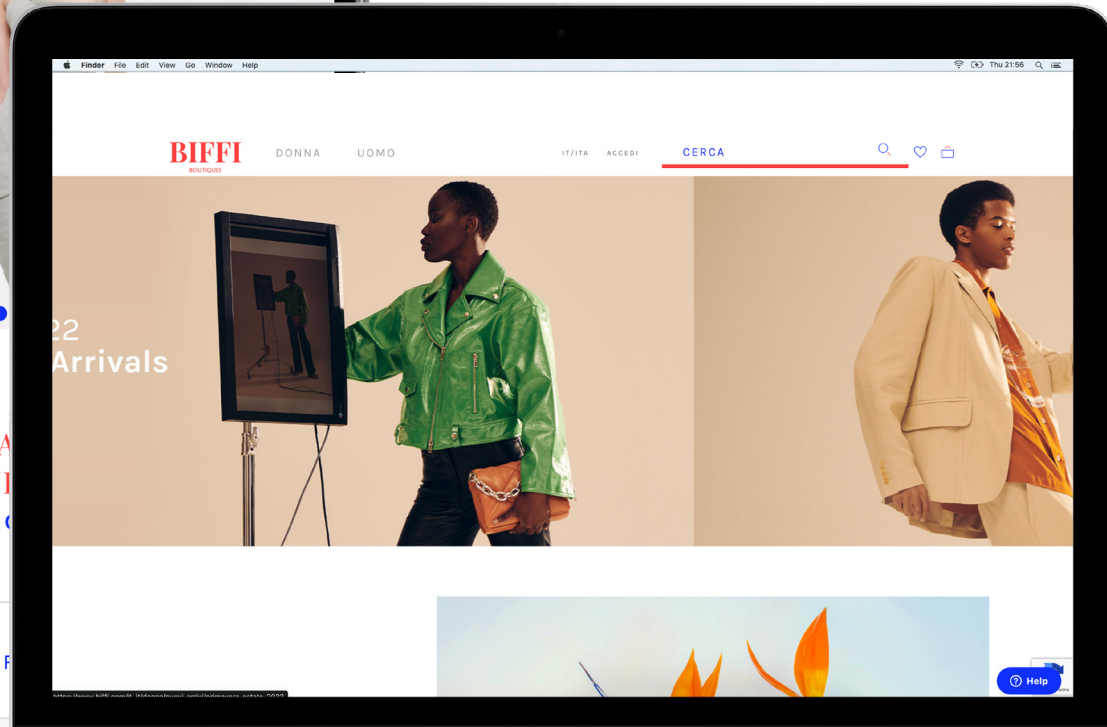
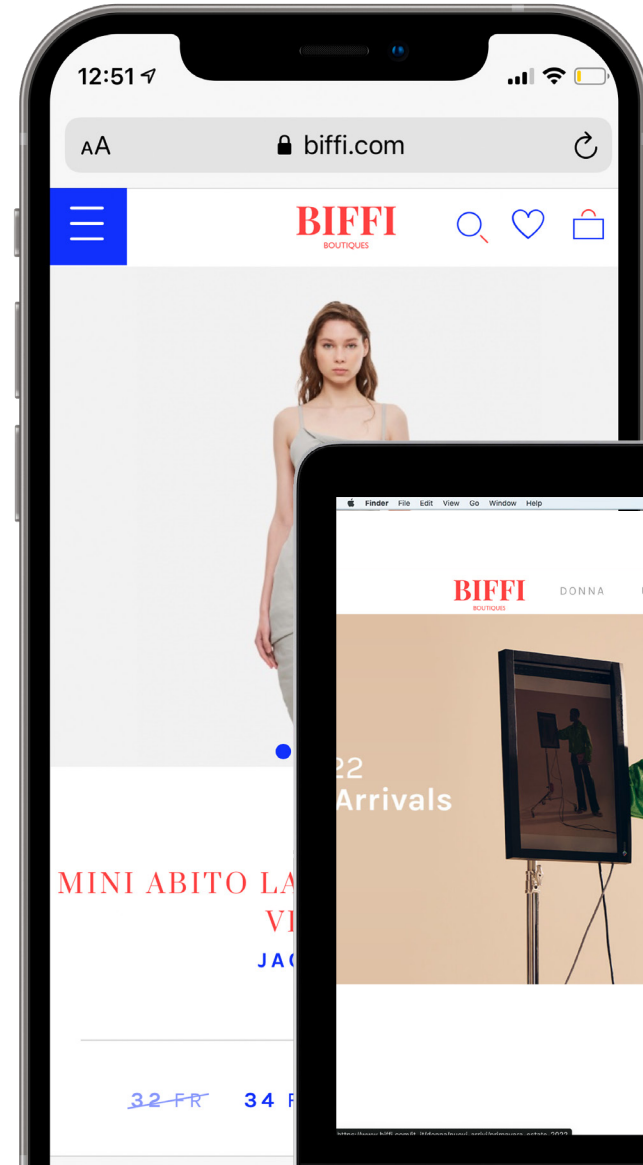
PIONEER  
THE  
**INTERNATIONAL  
CREATIVITY**

**“THE”  
DESTINATION**

BE **“THE”**  
DESTINATION  
**STORE FOR  
MILAN**

# BRAND CODES

**BIFFI**



# BIFFI

DEFINITIVE  
ELEMENTS

NON VERBAL

LOGO  
WEB COLOURS

BRAND  
ADJECTIVES

VERBAL

PIONEER  
ARTISTIC  
MILANESE  
CASUAL CHIC

# OUR GOALS

**BIFI**

## STRENGTHEN

STRENGTHEN  
THE BRAND  
AWARENESS  
**AMONG  
MILLENNIALS**

## SHOWCASE

LEVERAGE **FULL  
INVENTORY**  
VISIBILITY TO  
EXTEND THE STORE  
EXPERIENCE

## CREATE

CREATE  
**THE ONLINE  
& PHYSICAL  
CONNECTION**

LOYAL CUSTOMERS

**BIFI**

[https://youtu.be/OaHmYzPH\\_64](https://youtu.be/OaHmYzPH_64)

# TARGET MARKET

**BIFFI**

**MILLENNIALS**

AROUND  
1980 AND  
1996

## THE WITNESSES TOWARDS **DIGITILASATION**



MILLENNIALS ARE LIKELY TO  
**RESEARCH ITEMS AND READ USER REVIEWS  
ONLINE BEFORE GOING IN-STORE** TO CHECK THEM  
OUT.

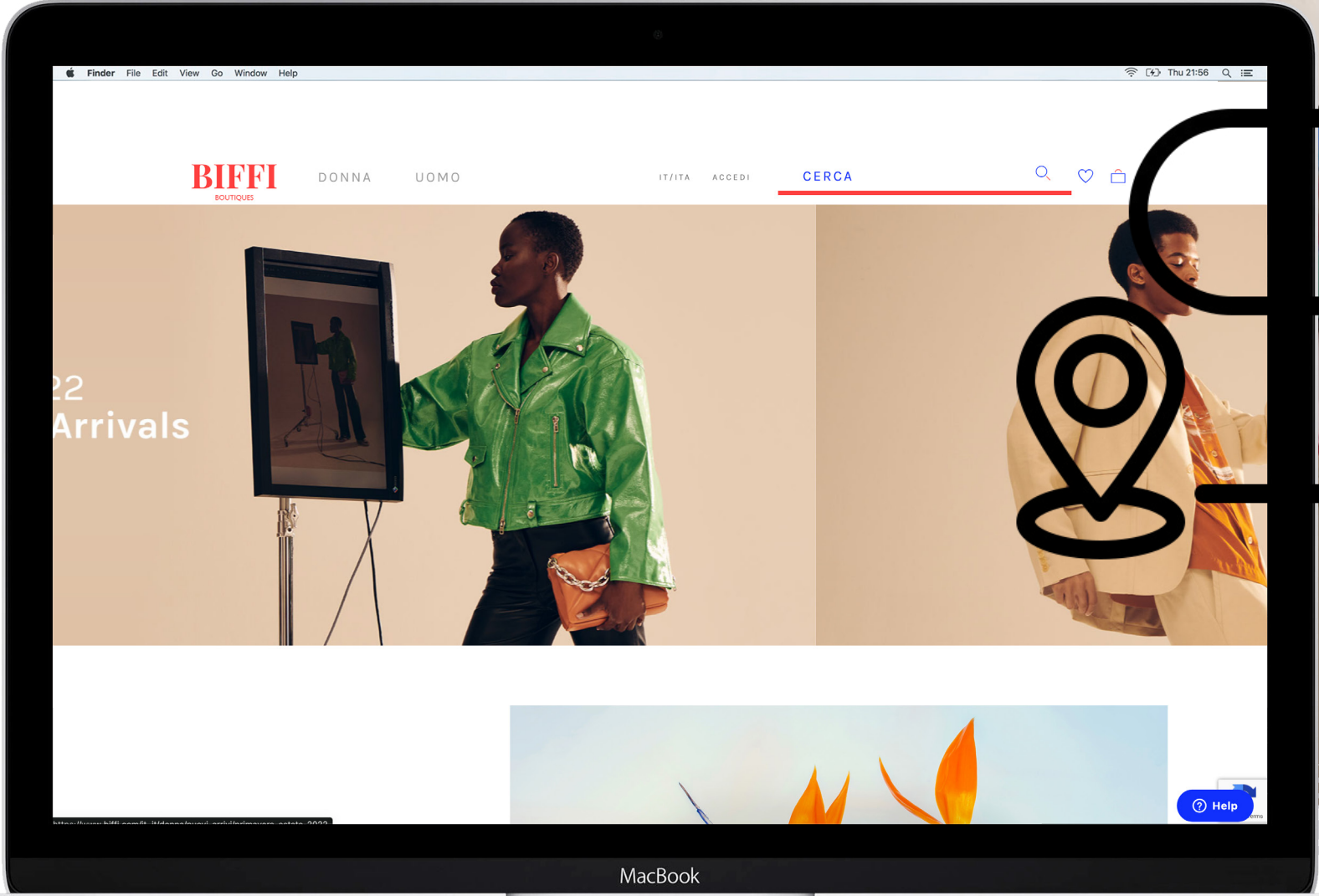
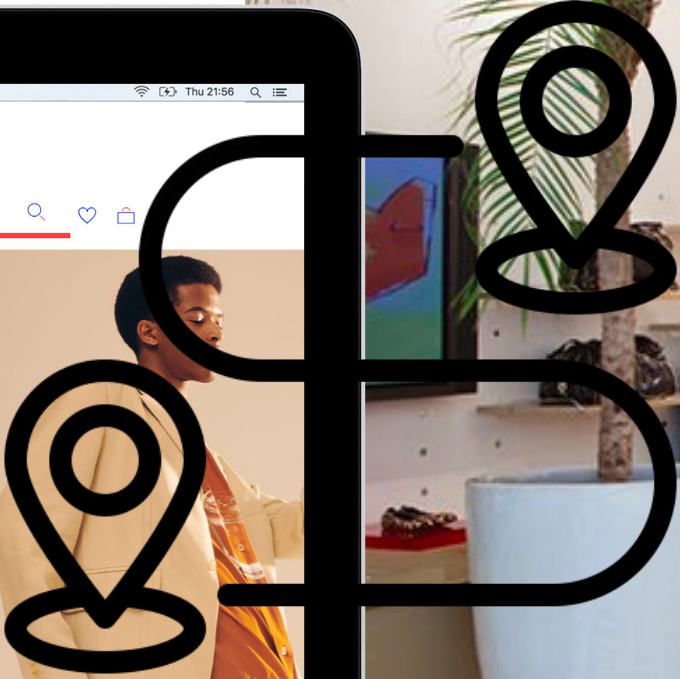


THEY'RE ALSO **LIKELY TO ORDER ONLINE AND PICK  
UP THEIR PURCHASES AT THE STORE**, REDUCING  
OR ELIMINATING SHIPPING COSTS WHILE  
SIMULTANEOUSLY SATISFYING THEIR DESIRE FOR  
IMMEDIACY.



# BIFFI ON WEB & IN STORE

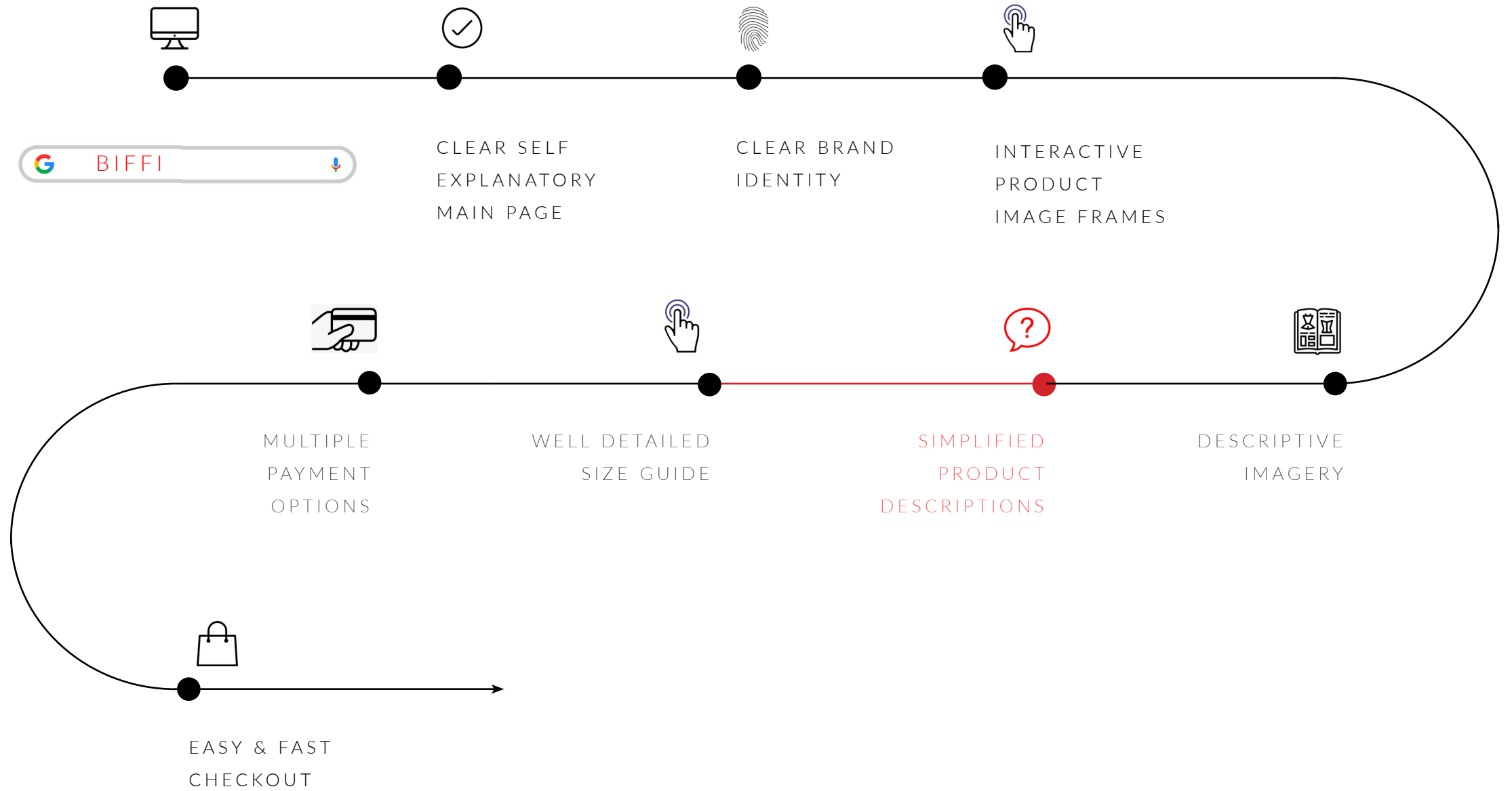
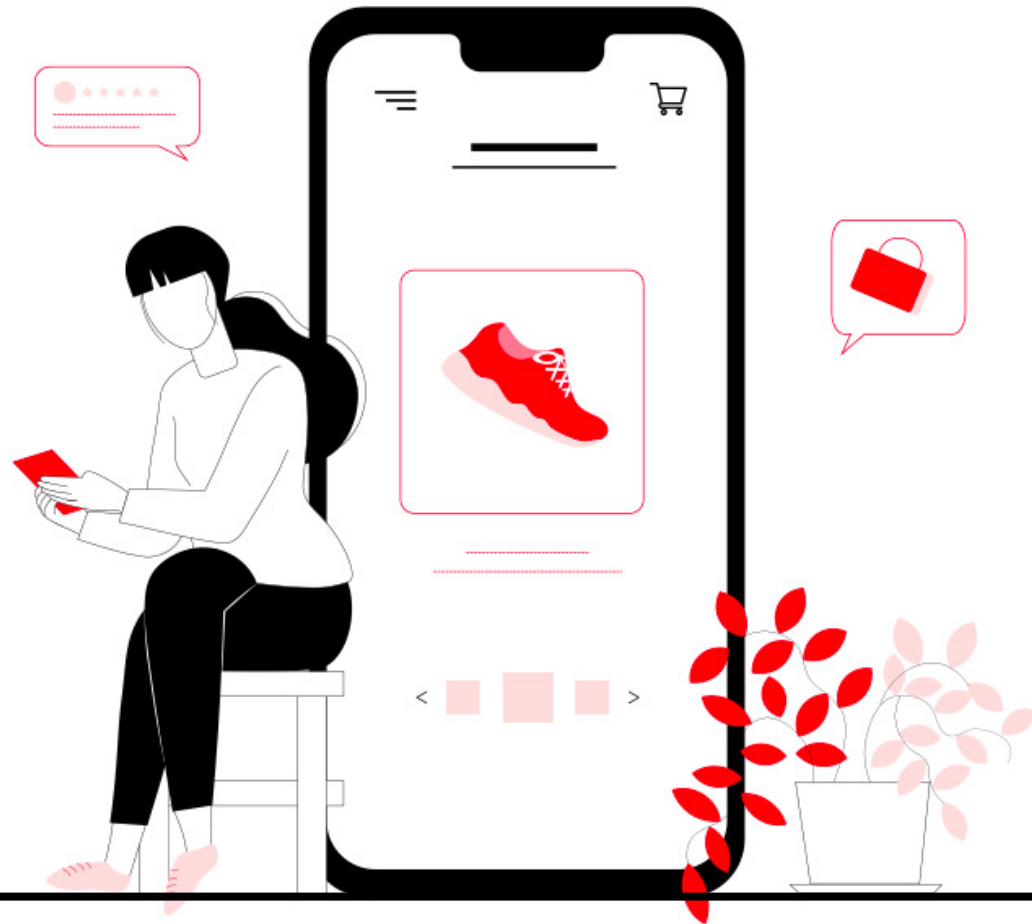
BIFFI



MacBook

# BIFFI ONLINE RETAIL EXPERIENCE

BIFFI

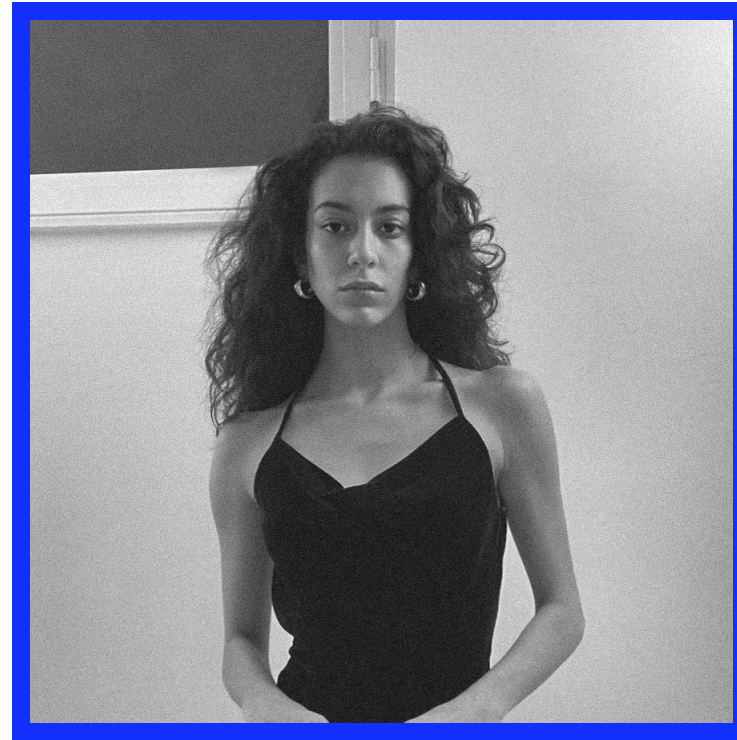


# BIFFI IN-STORE RETAIL PERSONAL EXPERIENCES

BIFFI



ENRICO



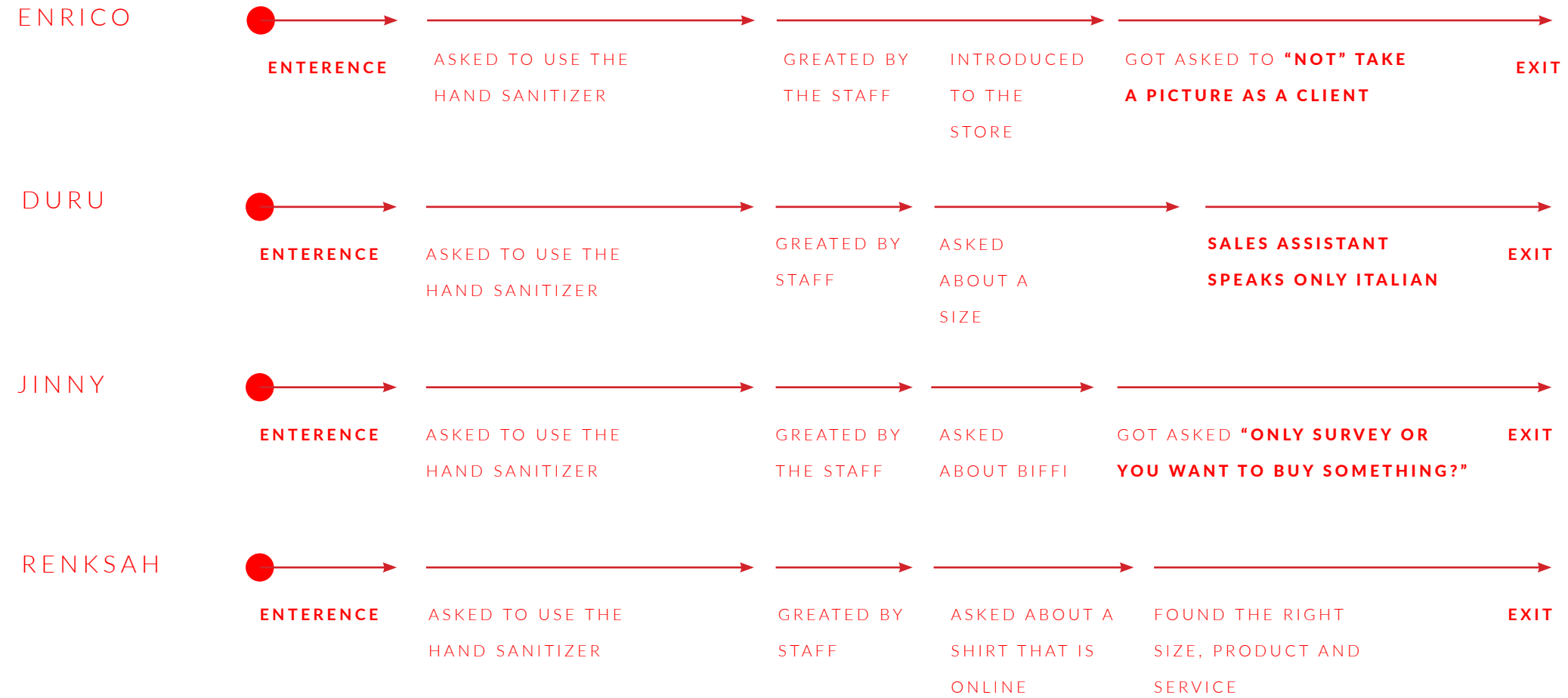
DURU



JINNY

# BIFFI IN-STORE RETAIL EXPERIENCE

BIFFI



# BIFFI IN-STORE RETAIL FROM EYE OF THE LOYALS

BIFFI

THE SHOP IS TO  
SHOP. **THERE  
ISN'T ANOTHER  
ATTRACTION.**

-DUYGU

**ONLINE IS COOL,**  
THE STORE IS NOT  
NECESSARY.

-NAZLI

IF THEY **SOMEHOW**  
HAD **EVERYTHING**  
**ONLINE IN STORE,**  
I WOULD GO OUT.

-PRAE

COHERENT TRENDS TO FOLLOW



CUSTOMER  
CENTRISM

PHYGITAL EXPERIENCES

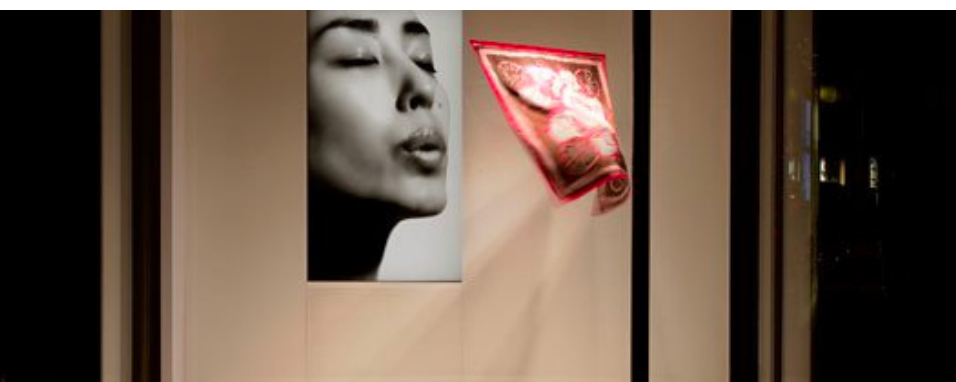
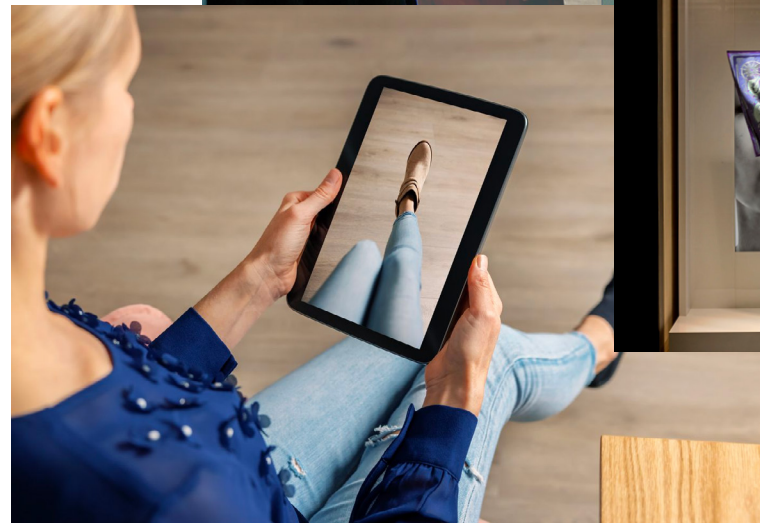
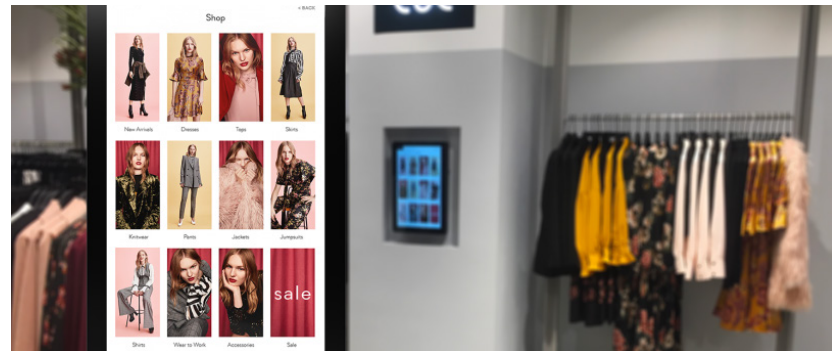
PHYSICAL & DIGITAL  
INTEGRATED



DIGITILASATION

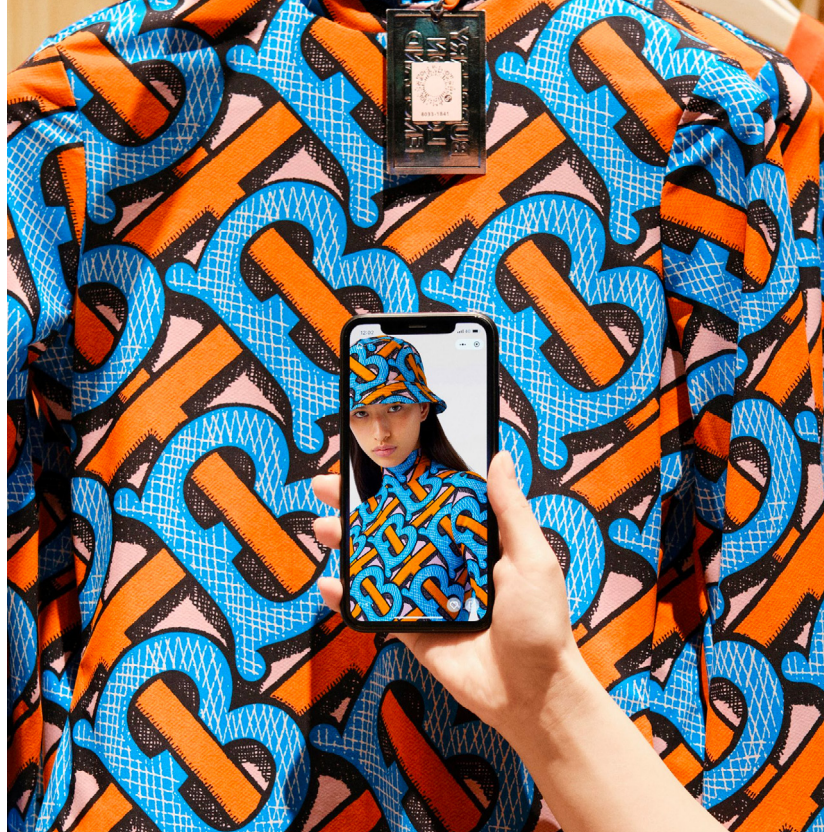
# PHYGITAL EXPERIENCES

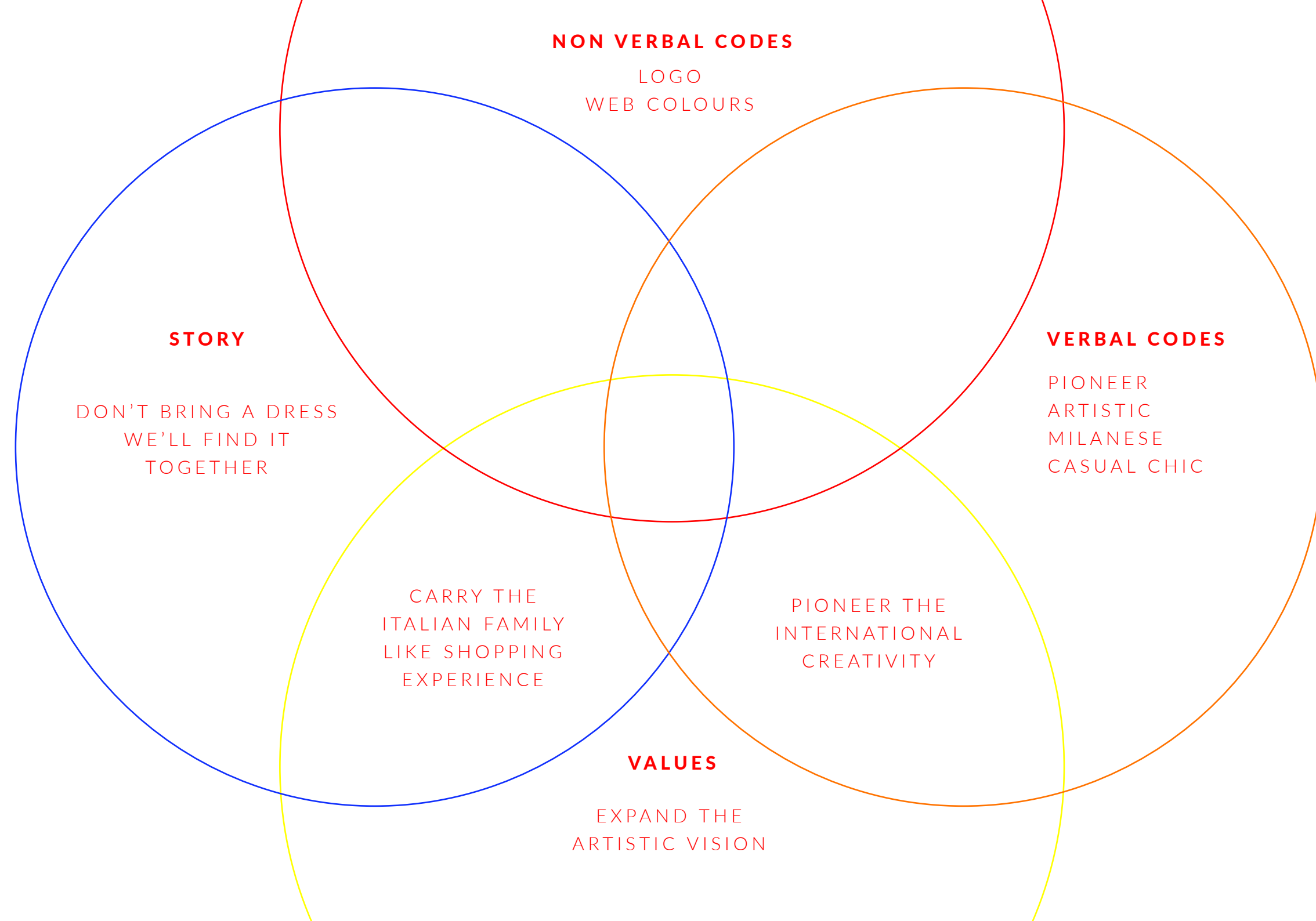
BIFFI











DON'T BRING

ADDRESS

WE'LL  
FIND IT  
TOGETHER

# WHAT WE WILL DO?

**SHOWCASE**  
THE PRODUCT  
EFFICIENTLY

**INTEGRATE**  
BIFFI'S STRONG  
**DIGITAL SHOPPING**  
**EXPERIENCE**  
IN RETAIL

CREATE A ONE TO  
ONE HIGH CLASS  
EXPERIENCE TO BE  
**THE DESTINATION**  
**STORE** IN MILAN

**DON'T HAVE A  
DRESS?**

**BIEFFI**



**WE'LL FIND IT  
TOGETHER**

**DON'T HAVE A  
DRESS?**

**BIEFFI**



**WE'LL FIND IT  
TOGETHER**

**DON'T HAVE A  
DRESS?**

**BIEFFI**



**WE'LL FIND IT  
TOGETHER**



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RENKSAH OZBEK

# BIEFFI

RETAIL & VISUAL MERCHANDISING WORKSHOP 03/05/22