



ENRICO DE VIVO
DURU ATEŠ
JINJUTA CHAIMONTRIKUL

BIFFI

RETAIL & VISUAL MERCHANDISING WORKSHOP 31/05/22

DON'T HAVE A DRESS

PROJECT & CONCEPT

OUR INITIAL PROMISE

WHAT WE DID?

BIFFI MEMBERSHIP

SIGN UP

GOALS

CENTRALIZED BIFFI

INCREASED RETAIL LOYALTY

NEW IN STORE SERVICES

DON'T HAVE THE SIZE?

ORDER ONLINE
PICK UP IN STORE

CHOOSE ONLINE
TRY IN STORE

PERSONAL STYLING

FIND YOUR COLOUR

FIND YOUR BIFFI

BOOKING & APP.

OUR COMMUNITY

DIGITILASATION

LOCATION: BANNER

DOWN
WINDOW DISPLAY
DIGITAL SCREENS

UPPER 5
WINDOW DISPLAY
DIGITAL SCREENS

IN STORE DIGITAL SCREENS

MILAN DESIGN WEEK EVENT

AN ARTISTIC APPROACH
ON DISPLAY & SHOPPING
EXPERIENCES

TIMING

CONCEPT/STORY

CONCEPT VIDEO

VISUAL MERCHANDISING

VM STRUCTURE

FEEL IT

FEEL IT: A NEW SHOPPING
EXPERIENCE

ONLINE & NEW PRODUCT RACKS

PERSONALISABLE RACKS &
THERMOCAM

VM UPPER 5 WINDOW DISPLAYS

VM- FEELL IT VIDEO STRUCTURE

THE TRYING ROOM

STRUCTURE

ELEMENTS

EXPERIENCE

PRINT YOUR MOMENT

WITHIN SERVICES

CONCLUSION

DON'T HAVE A DRESS?

WHEN WE ARE GONE

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

DON'T HAVE
ADDRESS? WE'LL
FIND IT
TOGETHER

VM

PROJECT

CONCEPT

STRUCTURE,
EXPERIENCE AND
COHERENCY

ARTISTIC STORY
AND PIONEERING
APPROACH

OUR
INITIAL PROMISE

ESTABLISH
THE TRUST ON
PIONEERSHIP

INCREASE RETAIL
LOYALTY

CONNECT ALL
THROUGH
OMNI CHANNEL
STRATEGIES

WHAT WE DID?

BIFFI MEMBERSHIP
, TO CENTRALISE
THE CUSTOMER
INTERACTION,
AND IT'S
NEW IN STORE
SERVICES TO CREATE
A ONE TO ONE HIGH
CLASS EXPERIENCE

DIGITILASATION
IN STORE TO
SHOWCASE
THE PRODUCT
EFFICIENTLY

A **PIONEERING** AND
ARTISTIC APPROACH
ON SHOPPING AND
DISPLAYS
FOR THE LAUNCH IN
MILAN DESIGN WEEK
2023

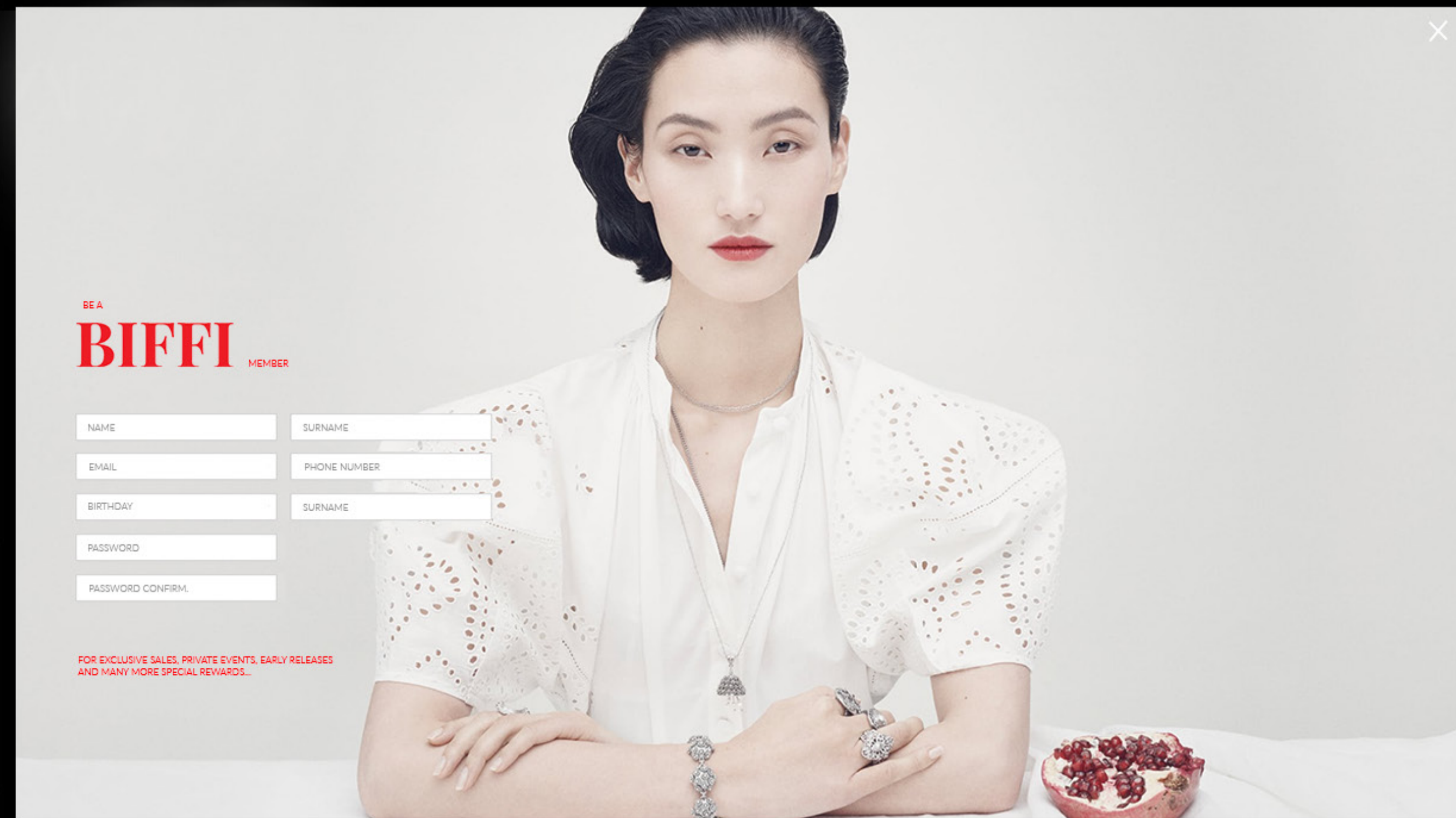
BIFI

MEMBERSHIP

BIFFI MEMBERSHIP

BIFFI.COM

FIRST INTERACTION



BIFFI

BE A
BIFFI MEMBER

| | |
|-------------------|--------------|
| NAME | SURNAME |
| EMAIL | PHONE NUMBER |
| BIRTHDAY | SURNAME |
| PASSWORD | |
| PASSWORD CONFIRM. | |

FOR EXCLUSIVE SALES, PRIVATE EVENTS, EARLY RELEASES
AND MANY MORE SPECIAL REWARDS...

GOALS

CENTRILIZE
THE INTERACTIONS
AND SERVICES
UNDER ONE ROOF

INCREASE THE IN
STORE **VISITS** AND
CREATE RETAIL
LOYALTY

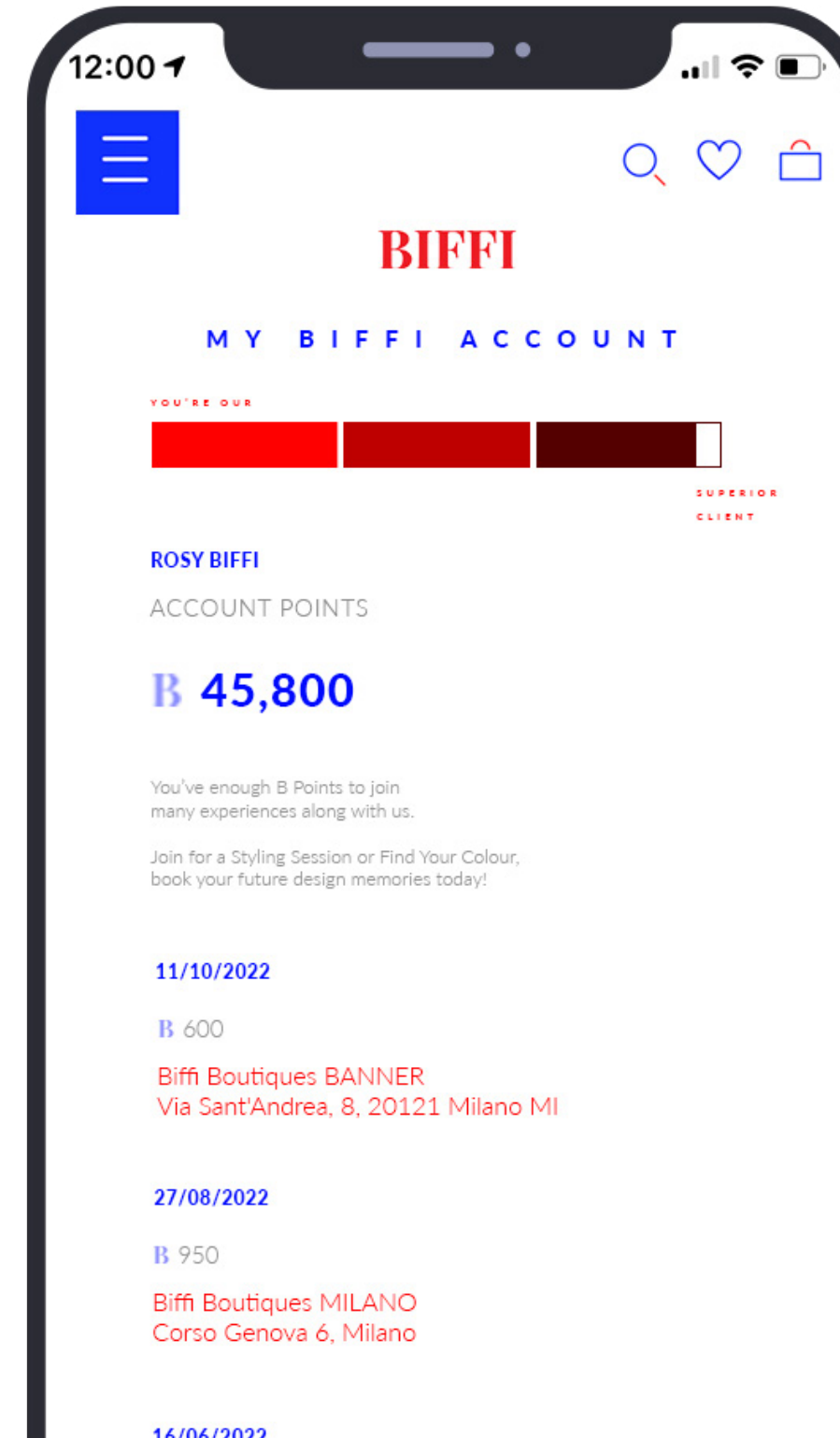
BIFFI MEMBERSHIP

CENTRILIZE
THE INTERACTIONS
AND SERVICES
UNDER ONE ROOF

ACCOUNT LEVEL
3 TIER LOYALTY

“B POINTS” AS
THE OUTCOME OF
EVERY BUYING &
INTERACTION

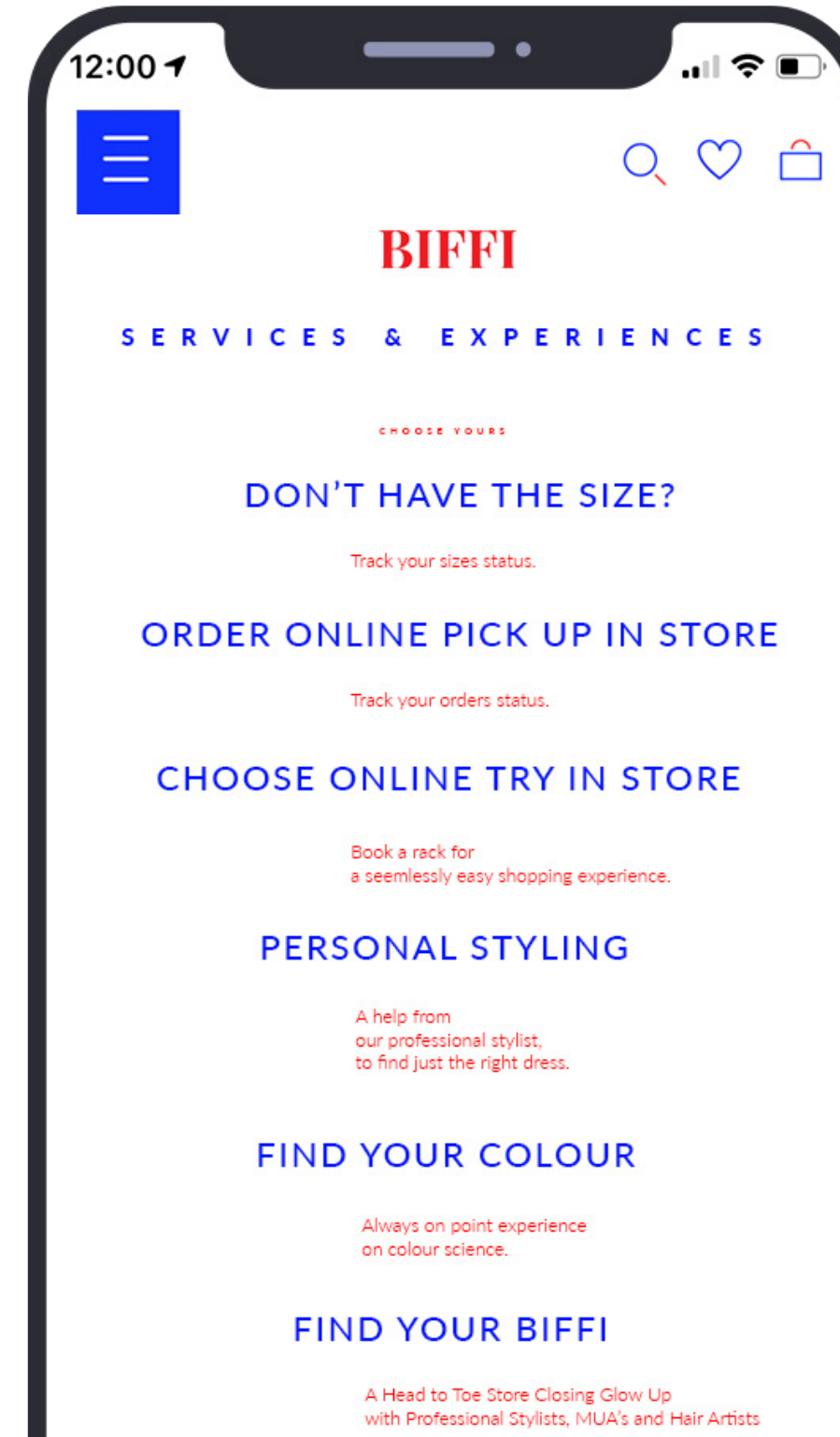
DETAILED DATA
ON PROVIDED AFTER
EACH BUYING &
INTERACTION



BIFFI

BIFFI MEMBERSHIP

INCREASE THE IN
STORE **VISITS** AND
CREATE RETAIL
LOYALTY



BIFFI

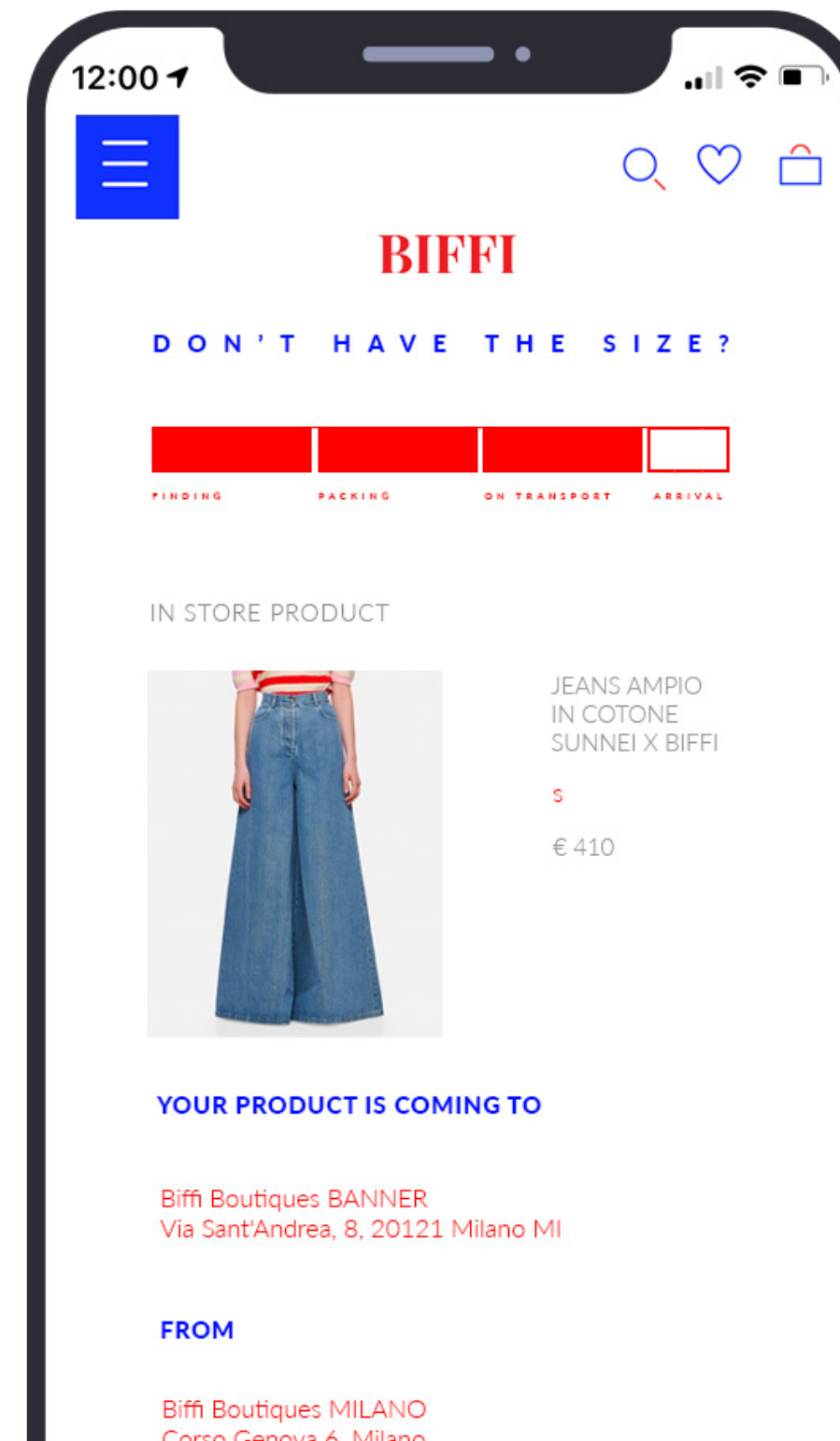
IN STORE

SERVICES

BIFFI MEMBERSHIP

**DON'T HAVE THE
SIZE?**

IF A SIZE IS MISSING IN YOUR CURRENT BIFFI STORE
WE'LL BRING FROM ANOTHER BIFFI STORE
IN APPROX.30 MINS.



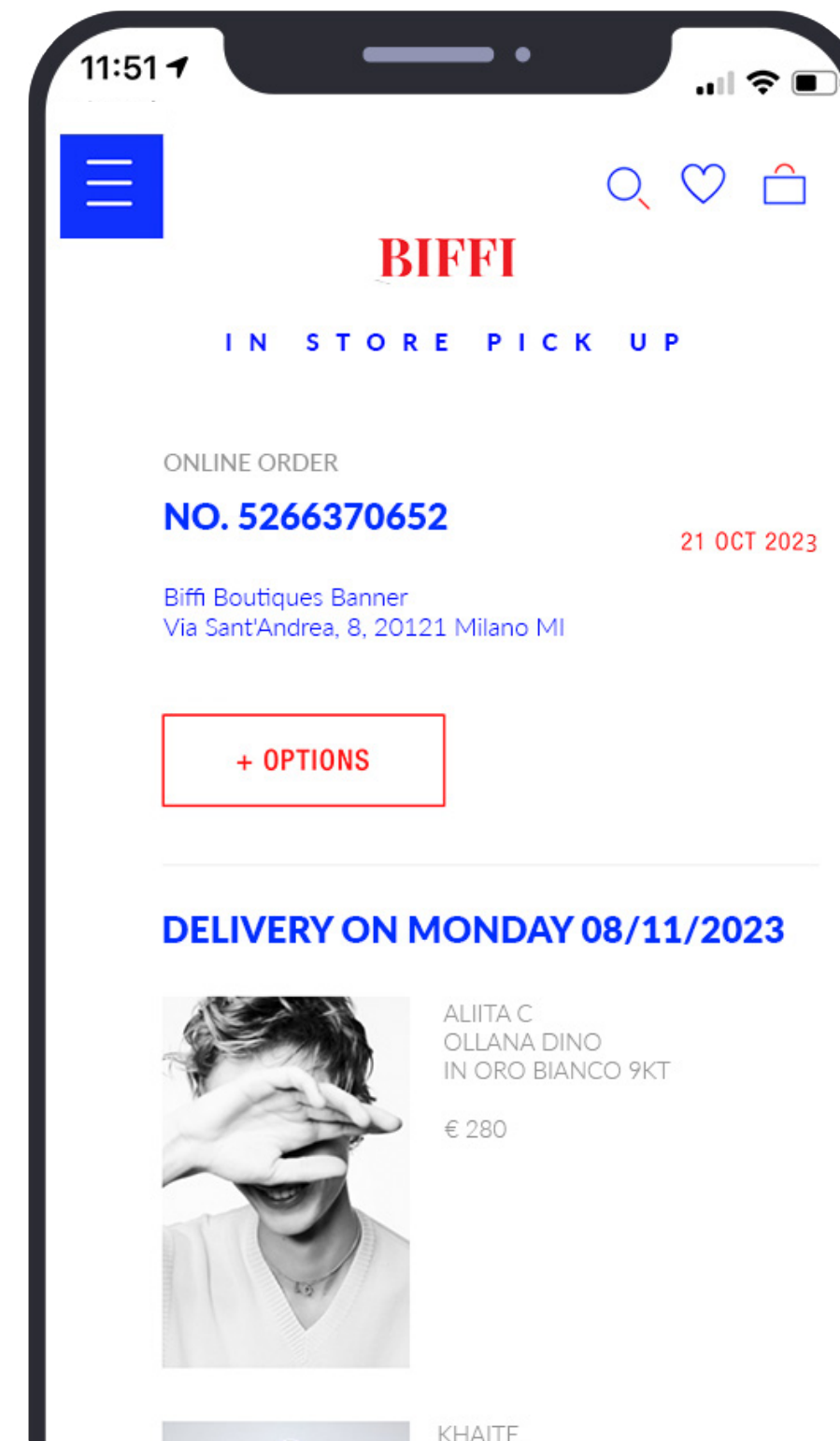
BIFFI

BIFFI MEMBERSHIP

ORDER ONLINE
PICK UP IN STORE

REDUCE THE SHIPPING COST
INCREASE THE RETAIL FLOW

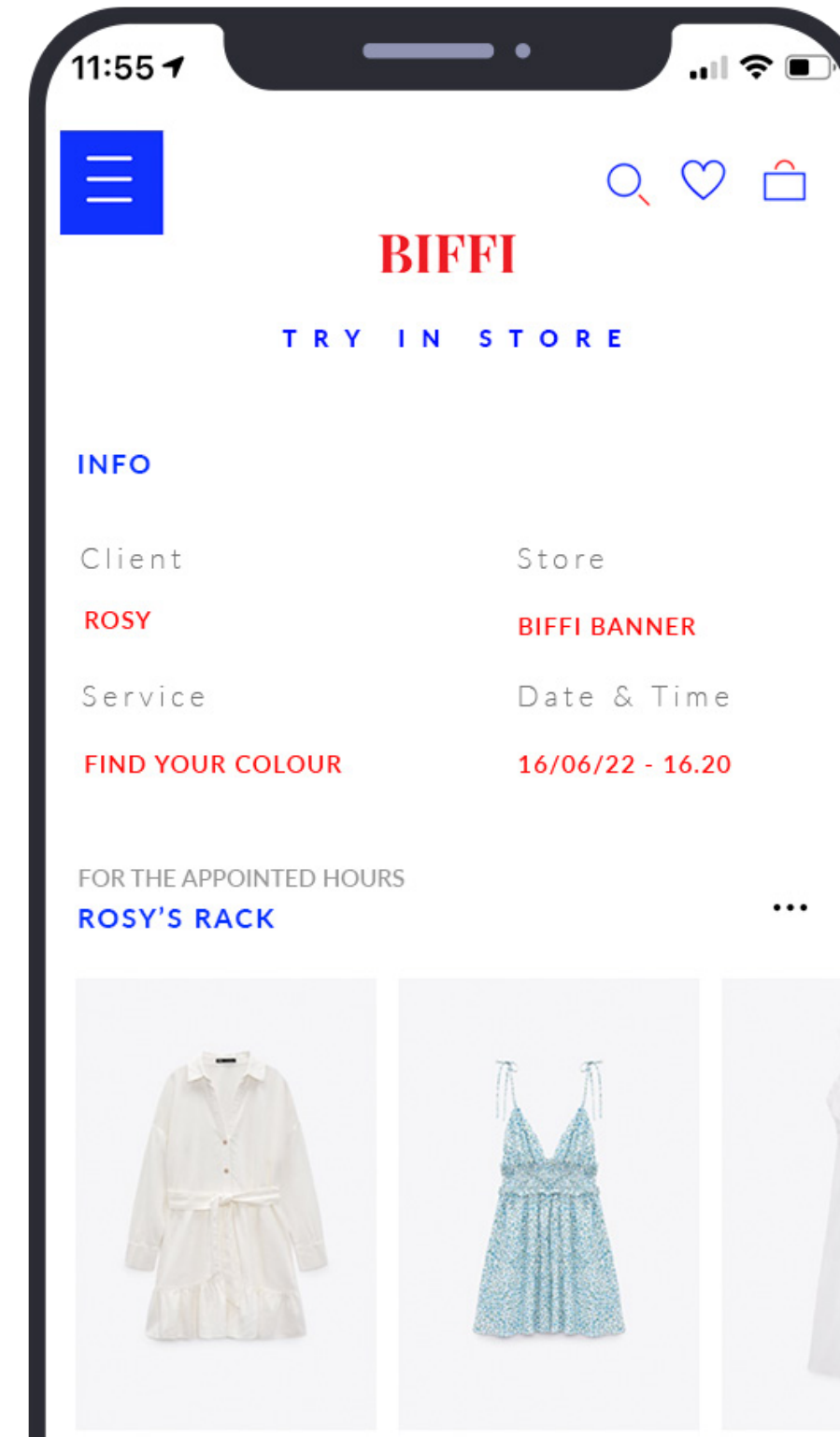
BIFFI



BIFFI MEMBERSHIP

**CHOOSE ONLINE TRY
IN STORE**

100% PHYGITAL CUSTOMER EXPERIENCE
AS YOU SIGN UP AND ADD GARMENTS TO FAVOURITES,
IF WISHED WITH AN EASY BOOKING, WE WILL MAKE A
PERSONALISED RACK READY FOR YOU IN STORE



BIFFI

BIFFI MEMBERSHIP

PERSONAL STYLING

A PROFESSIONAL STYLING SESSION
EXPERIENCES CREATED THROUGH HIRED PROFESSIONALS

FIND YOUR COLOUR

CUSTOMIZED & TRUSTWORTHY EXPERIENCE
ON COLOUR SCIENCE
EXPERIENCES CREATED THROUGH HIRED PROFESSIONALS

BIFFI



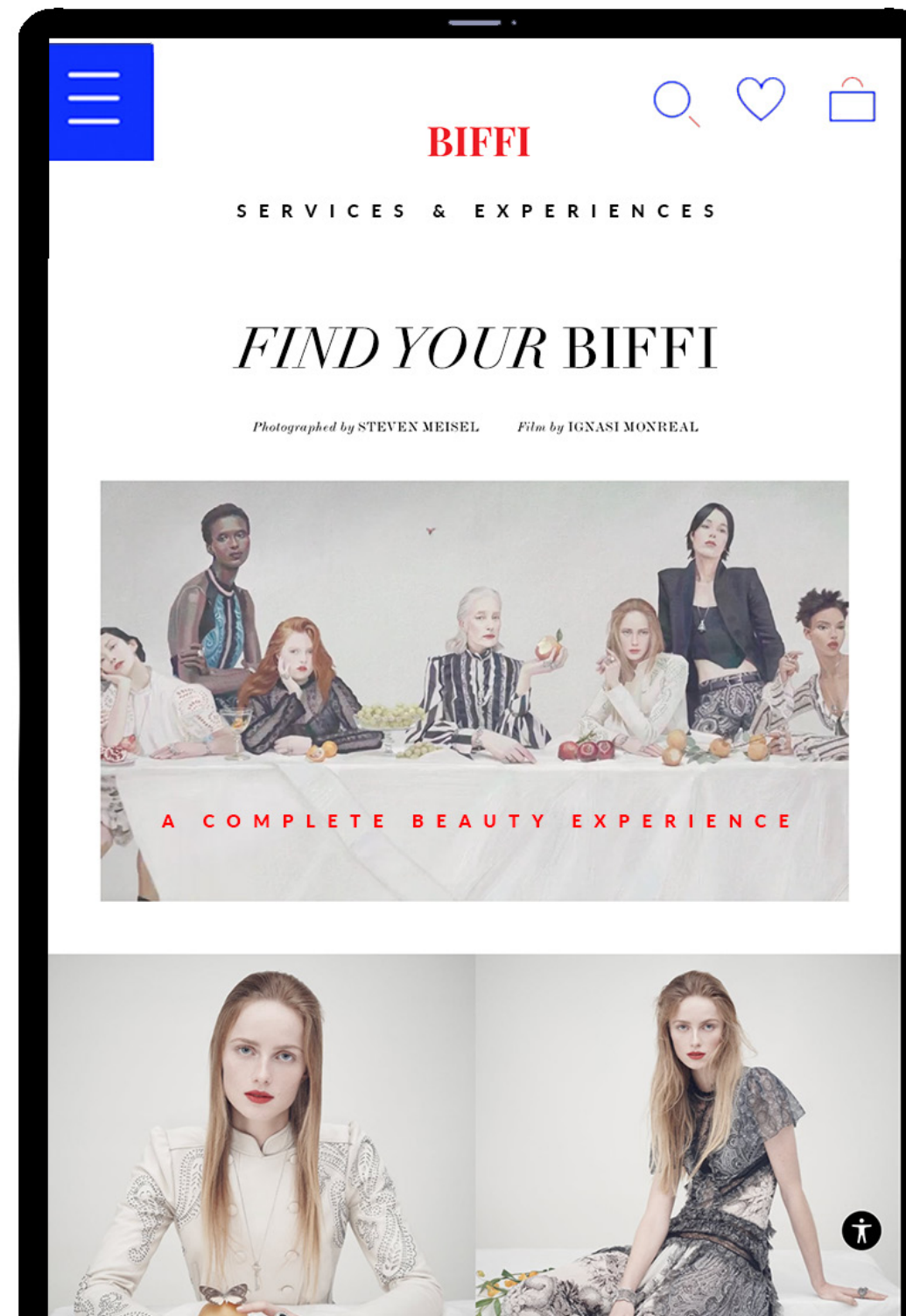
BIFFI MEMBERSHIP

FIND YOUR BIFFI

COMPLETELY PERSONALISED EXCLUSIVE EXPERIENCE
WE CLOSE A FLOOR FOR THE CLIENT

EXPERIENCES CREATED THROUGH HIRED
PROFESSIONALS, SUCH AS AN MUA, STYLIST, HAIR
ARTIST AND OF COURSE,
THE ELEGANT DESIGN SELECTION OF BIFFI

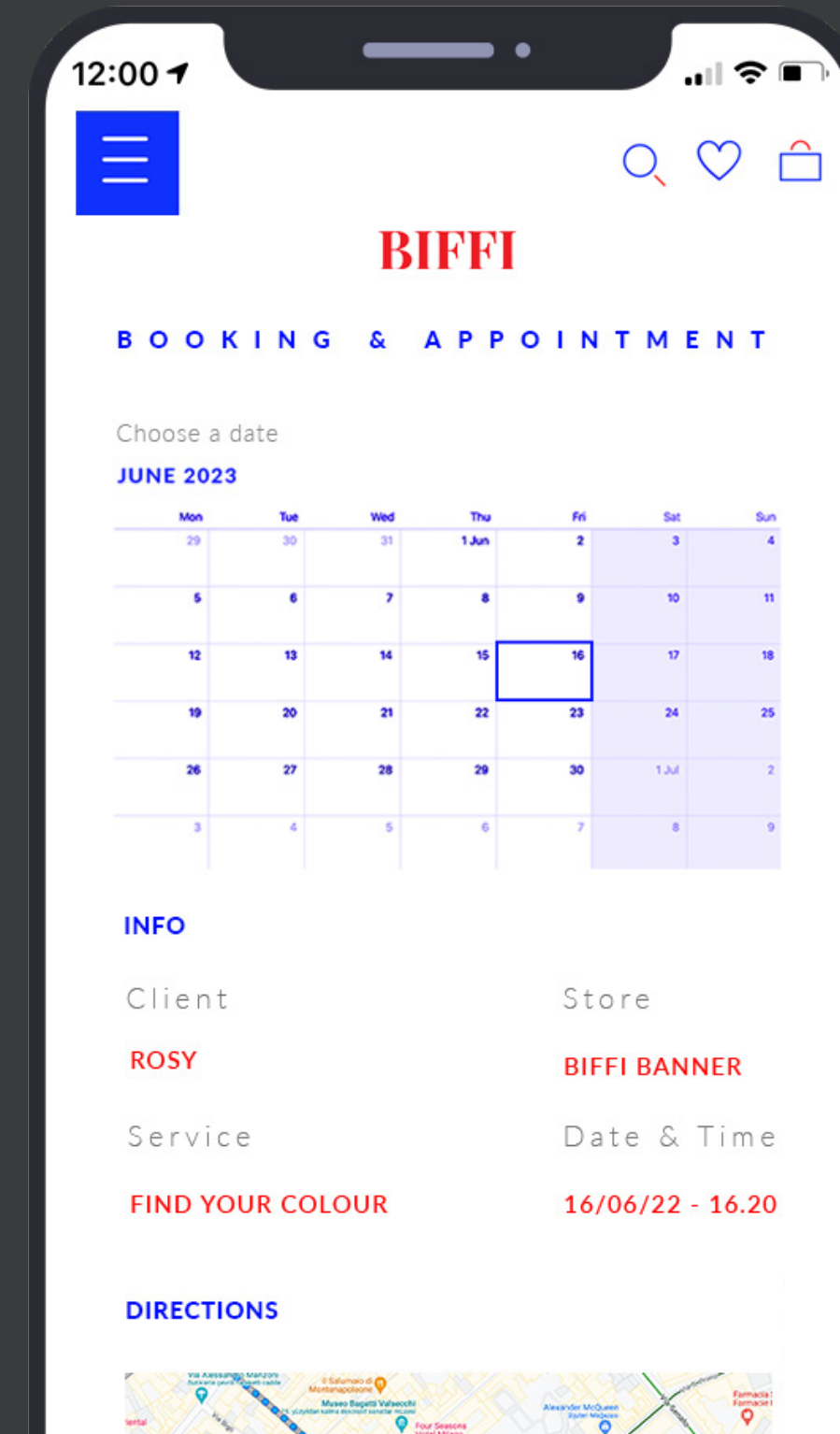
BIFFI



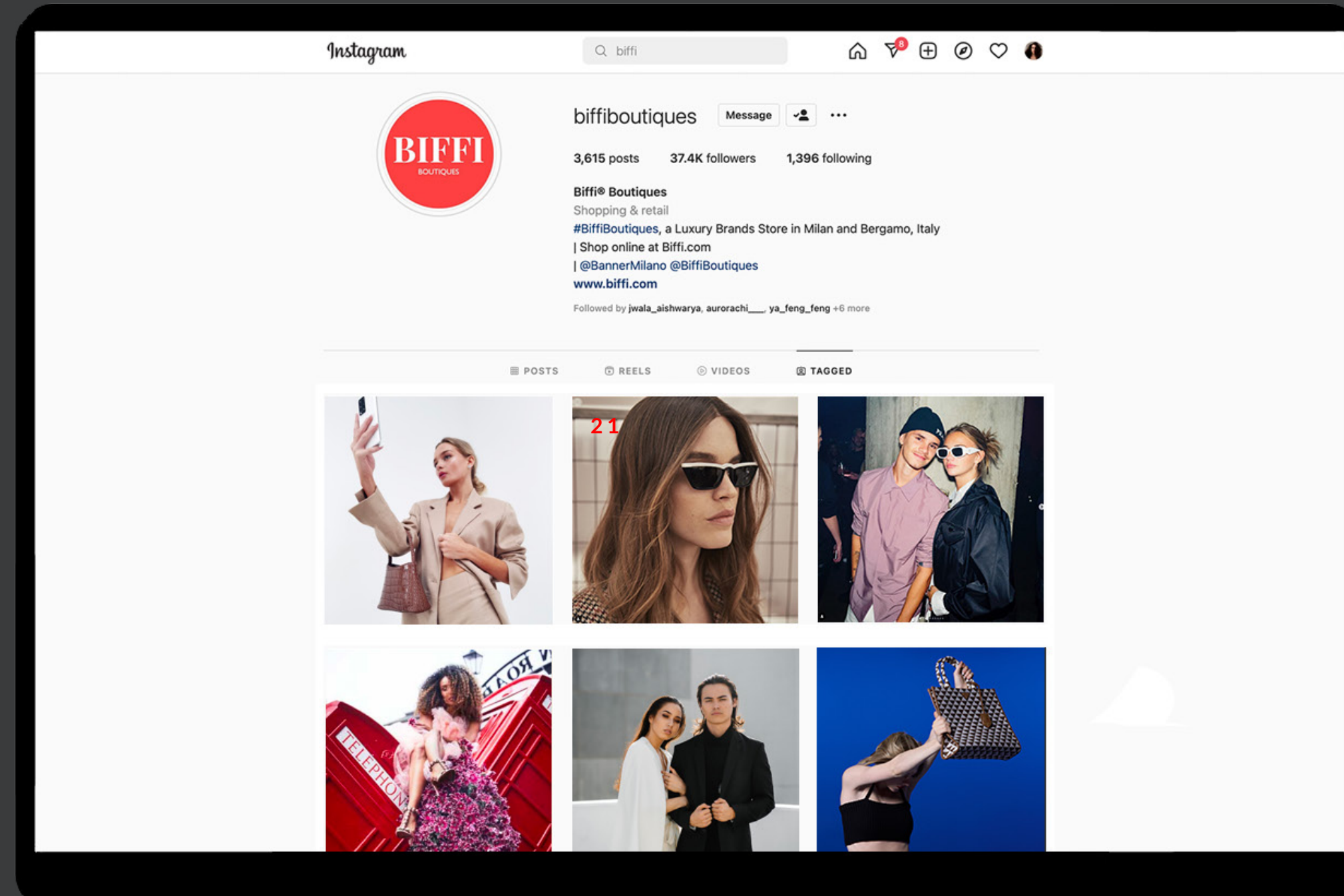
BIFFI MEMBERSHIP

EVERYTHING
REQUIRES BOOKING
& APPOINTMENTS

AWARENESS ON THE ARRIVING CLIENT
EXCLUSIVITY



OUR COMMUNITY



DESIGN ORIENTED
FASHION LOVERS

EXPERIENCE THRIVEN
DIGITAL USERS

IN STORE

TO CREATE A SEAMLESS
ONLINE TO PHYSICAL
RETAIL EXPERIENCE

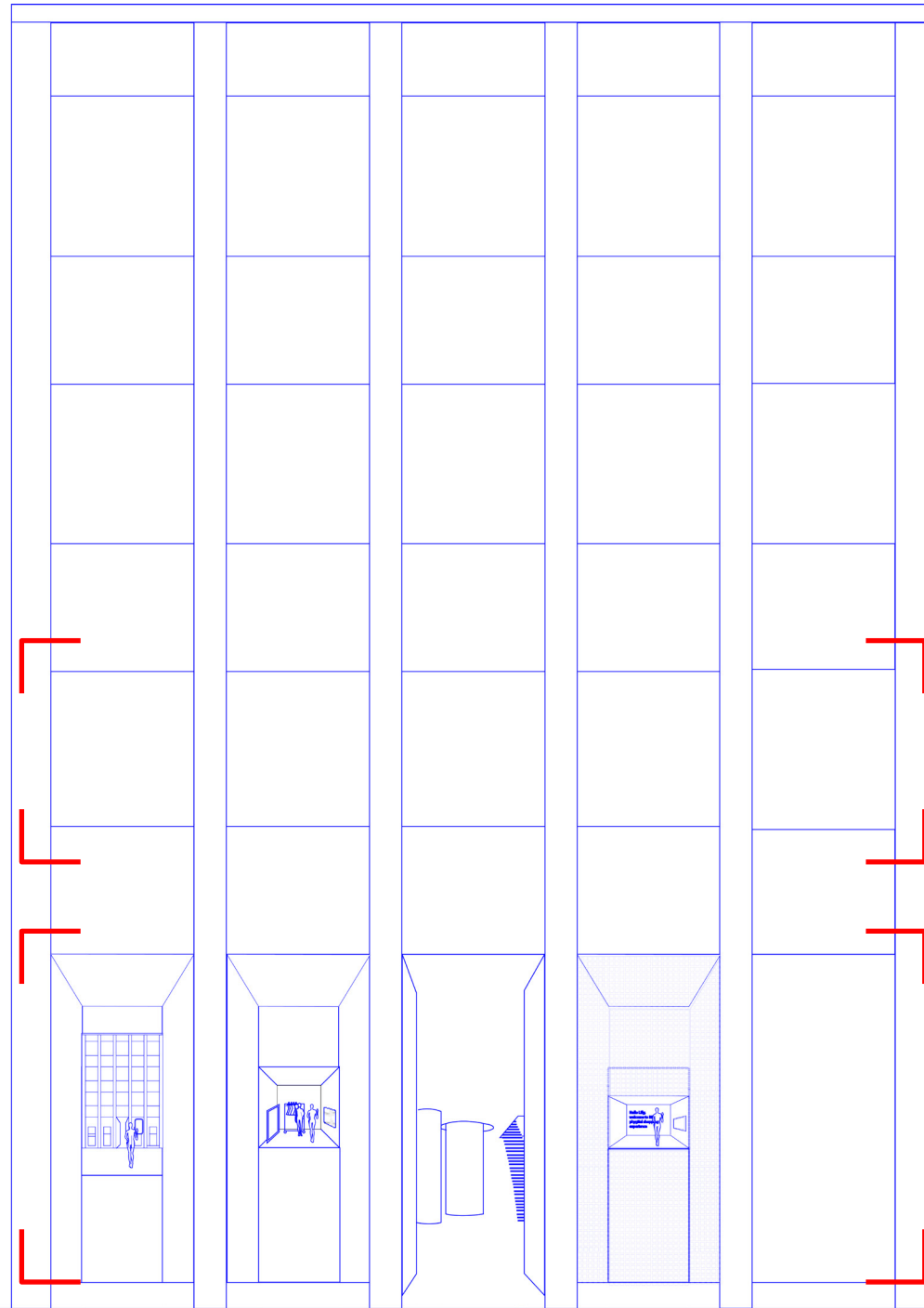
DIGITALISATION

BANNER

VIA SANT'ANDREA, 8, 20121 MILANO

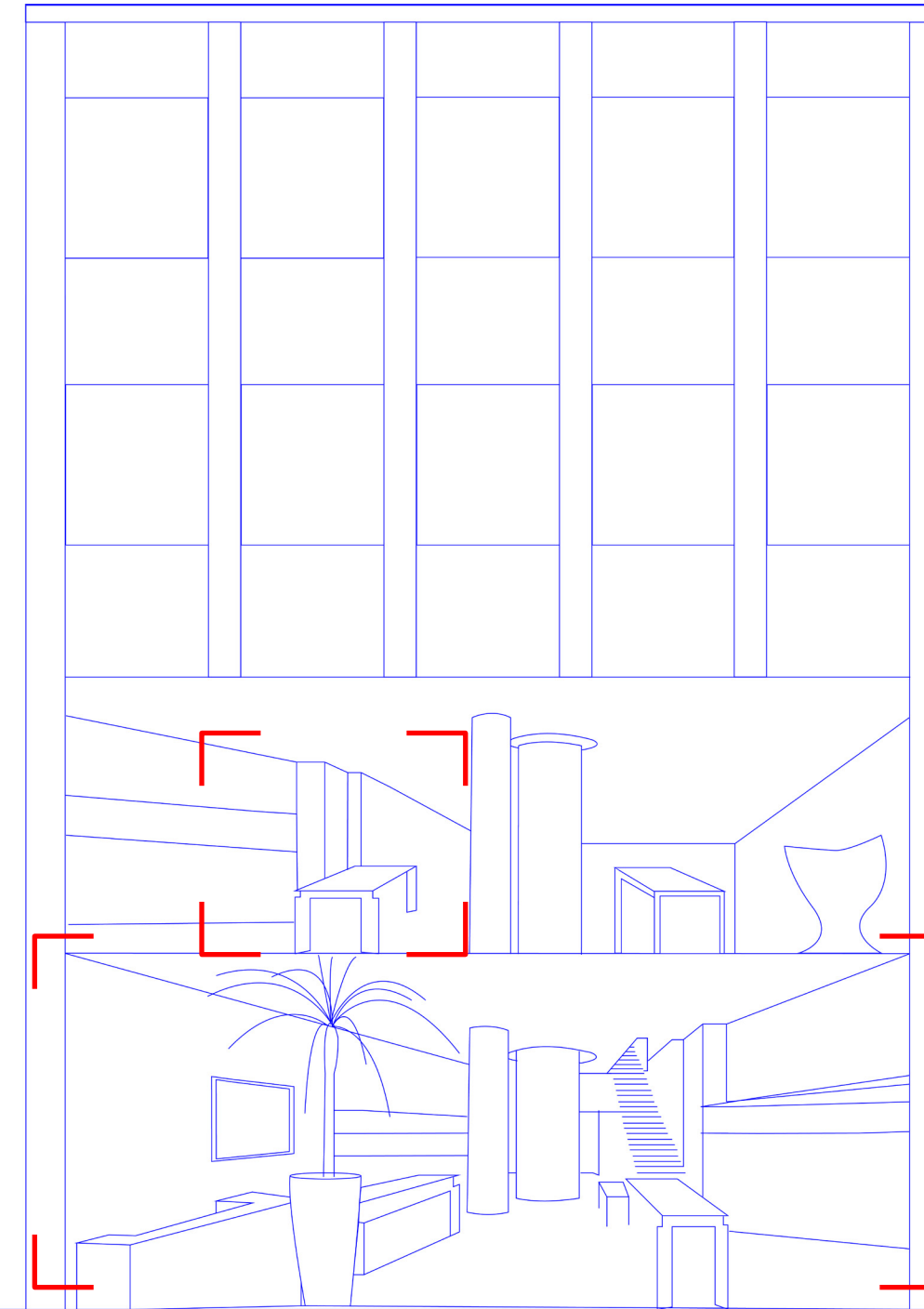
2. FLOOR WITH 5 HALF CUT WINDOWS

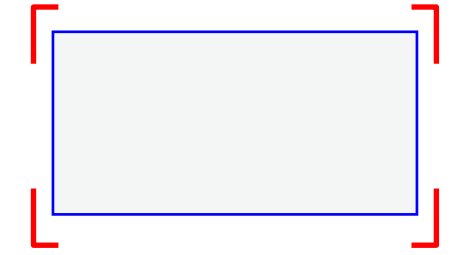
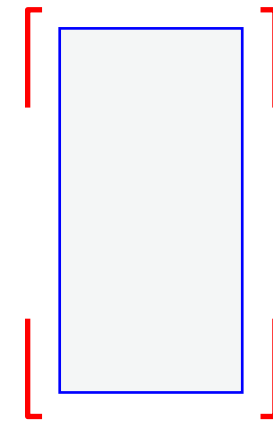
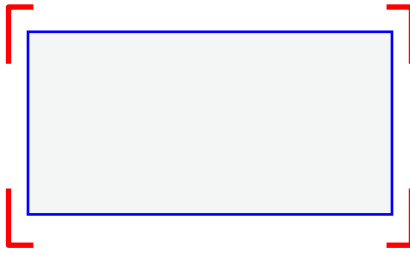
3 WINDOW DISPLAYS



2. FLOOR & EXHIBITION SPACE

1. FLOOR

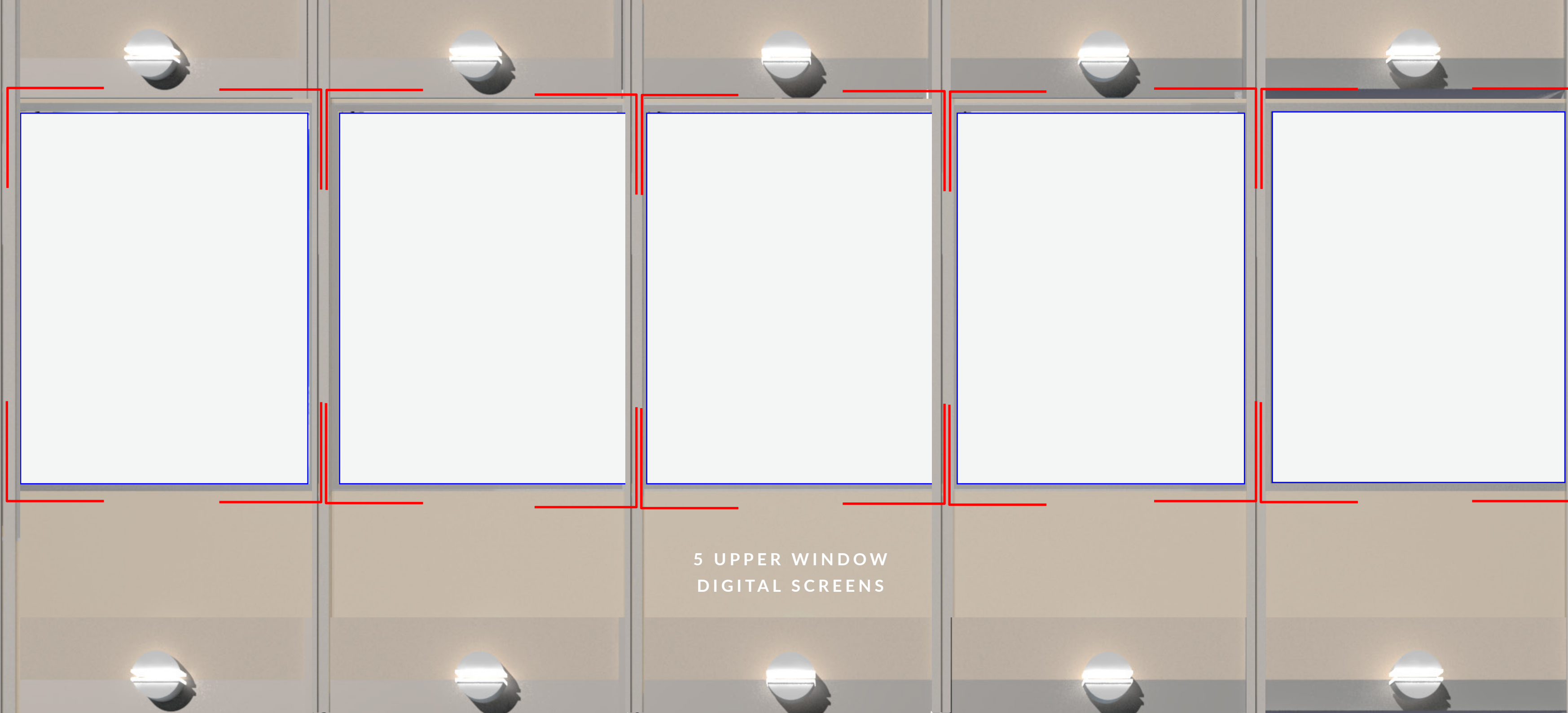




**SUSTAINABILITY
THROUGH
STABILITY**

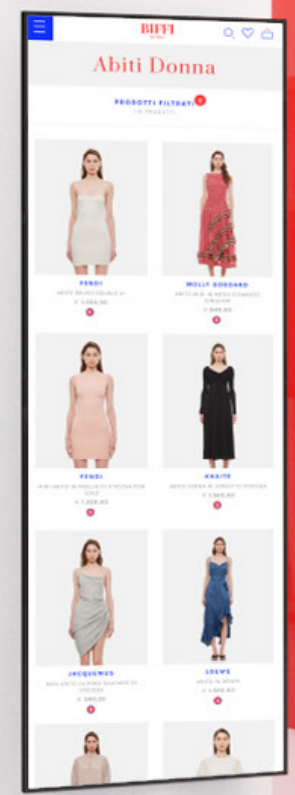
DIGITAL
REARRANGABLE
SCREENS
ON WINDOW
DISPLAYS

FOLLOW THE PROJECT
FOR VM



5 UPPER WINDOW
DIGITAL SCREENS

IN STORE DIGITAL SCREENS





TOUCH TO START

THE
**ONLINE
ARCHIVE**

F2

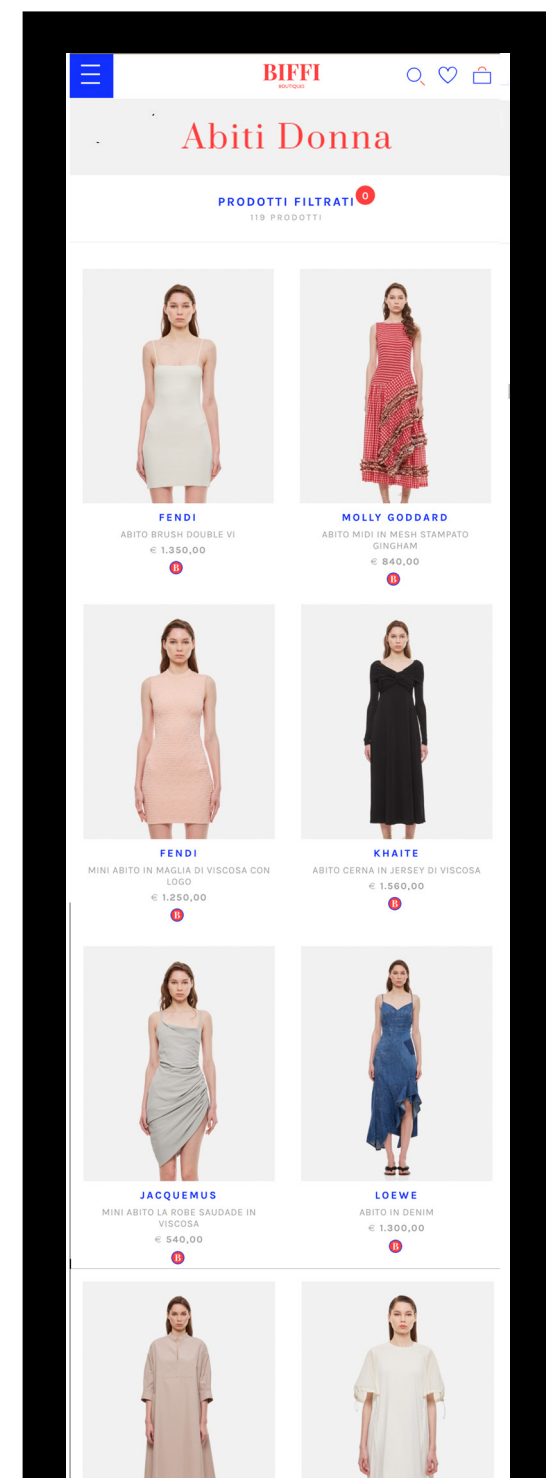
IN STORE DIGITAL SCREENS

BIFI

MINIMAL
SOPHISTICATED
EASY & BENEFICIAL

BRINGING
THE BACK STORE INVENTORY
TO THE CLIENT IN THE FRONT

IN USE



A COMPLETE ACCESS TO THE ONLINE INVENTORY IN STORE SUPPORTED WITH SERVICES SUCH AS DON'T HAVE A SIZE?



IN WAIT

EDITORIAL CONTENT PROMOTING THE BRAND AND THE ONLINE ARCHIVE

LAUNCH OF

THE

**ENHANCED
SEEMLESSLY PHYGITAL
ENVIRONMENTALLY AWARE
CUSTOMER CENTRIC
EXPERIENTIAL**

BIEFFI

Milan

2023

Design Week

| mo | tu | we | th | fr | sa | su | mo | tu | we | th | fr | sa | su |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

A WEEK EXPERIENCE

THE STORY

ARTISTIC

PIONEERING

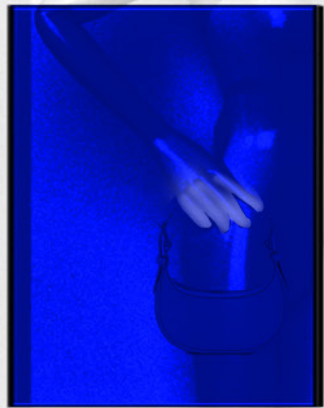
MILANESE

BIFI

DISPLAY THE PASSION AND
“EXCITEMENT”
OF THE CLIENT WHEN
INTERACTING WITH
THE PRODUCT

THROUGH TECHNOLOGY

[HTTPS://YOUTU.BE/WVICXYSCQEE](https://youtu.be/wvicxySCQEE)

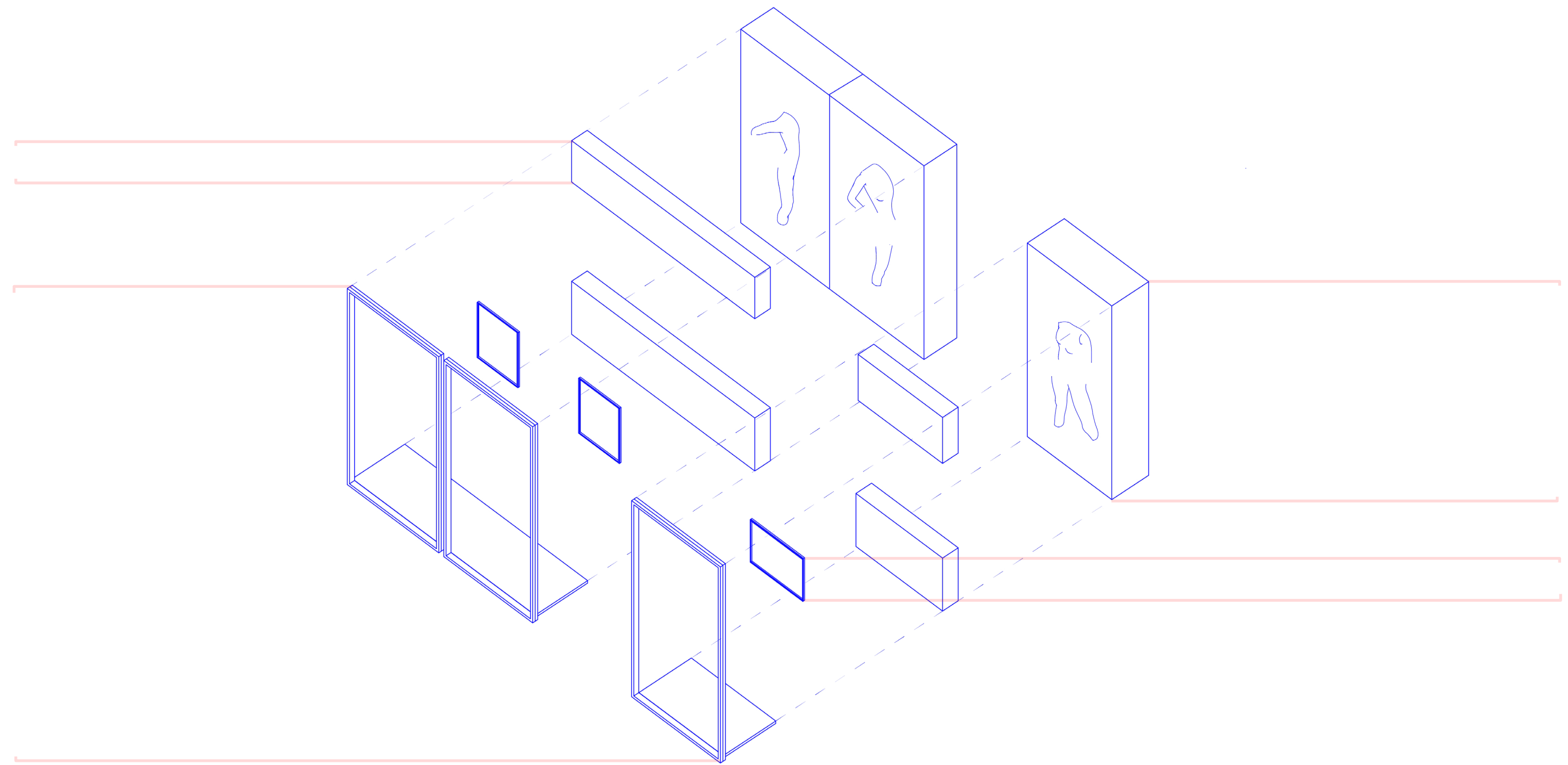


**TOP & BOTTOM
BLOCKS**

**OUTSIDE
WINDOWS**

**SCULPTURE
BLOCKS**

DIGITAL SCREENS



FEEL
IT



BE A BIFFI
MEMBER

CHOOSE
GARMENTS
ONLINE

VISIT US IN
RETAIL

FEEL THE GARMENTS

YOU CHOOSE & NEW
SUGGESTIONS IN
EXPERIENTIAL BIFFI

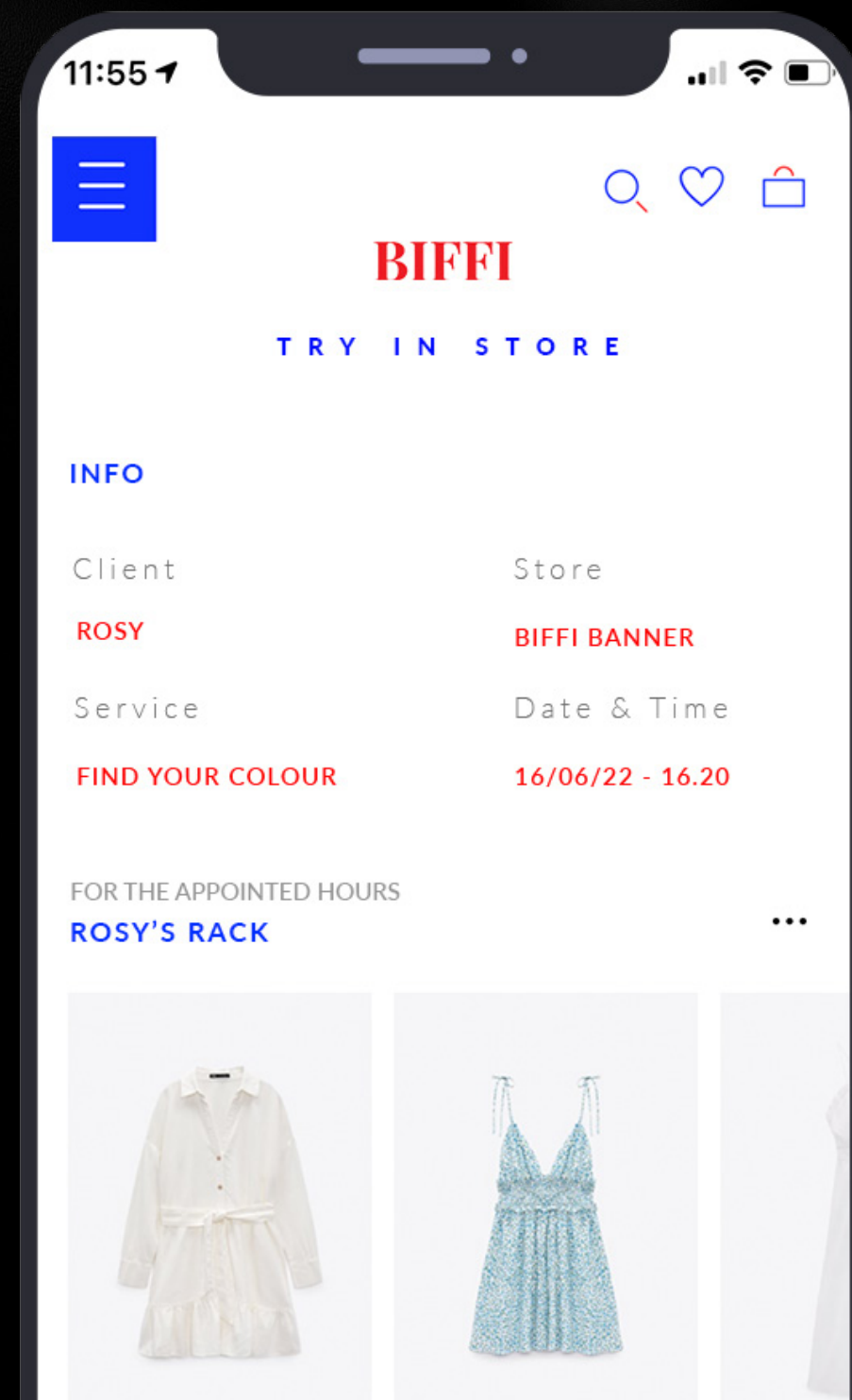
DISPLAYING
ONLINE STOCK



& NEW
COLLECTIONS

IN A ZERO LIGHT ENVORINMENT

CLIENT FOCUSED
SELECTIONS

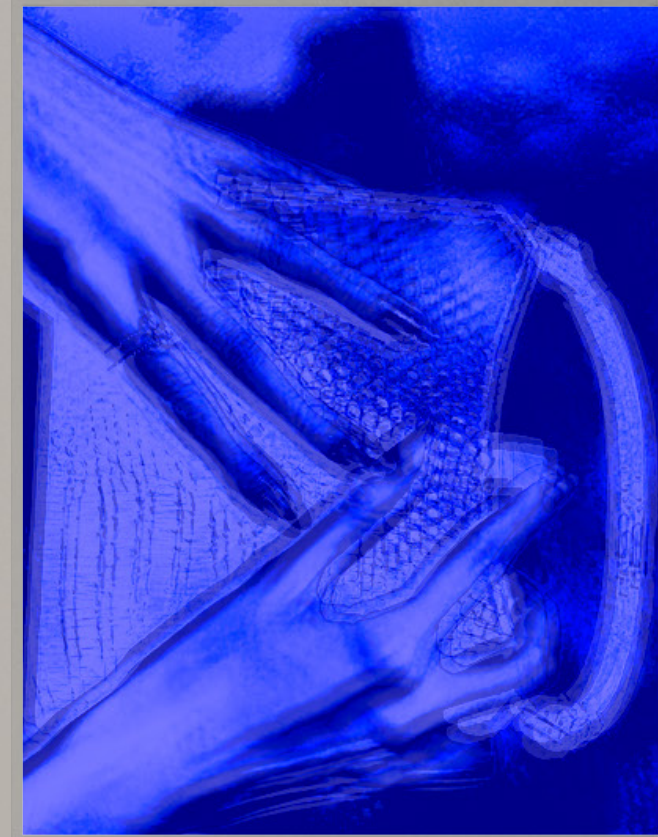
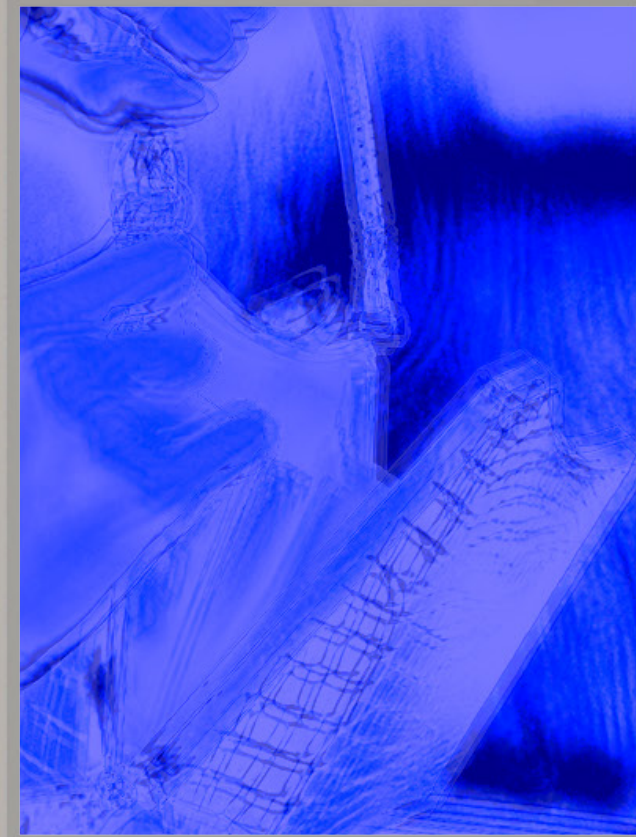
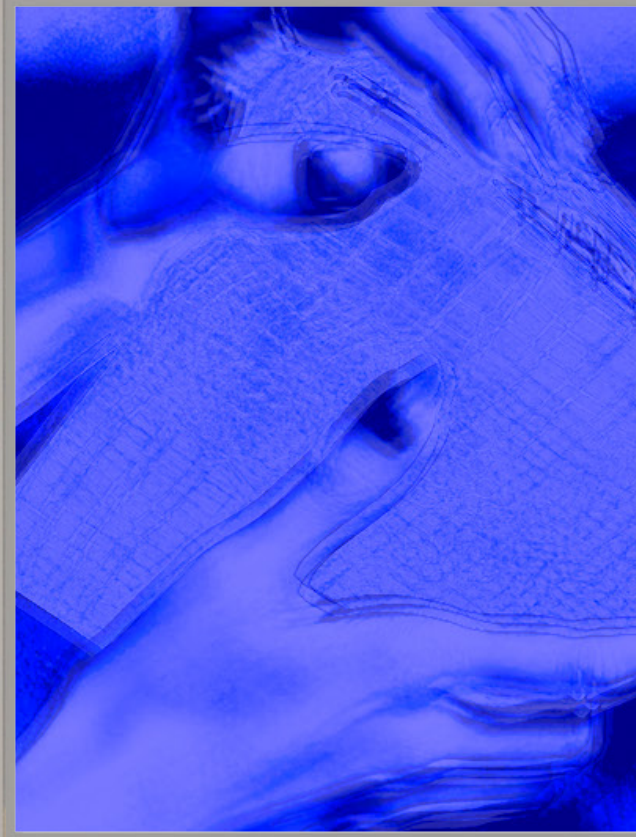
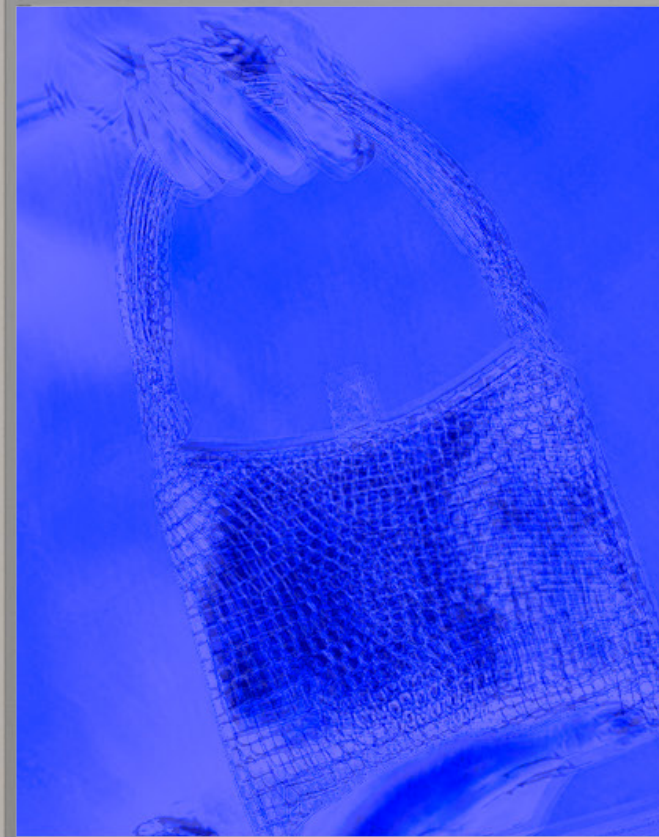


THERMO
CAMERAS



A RACK FOR
OUR CLIENTS' ONLINE
CHOICES

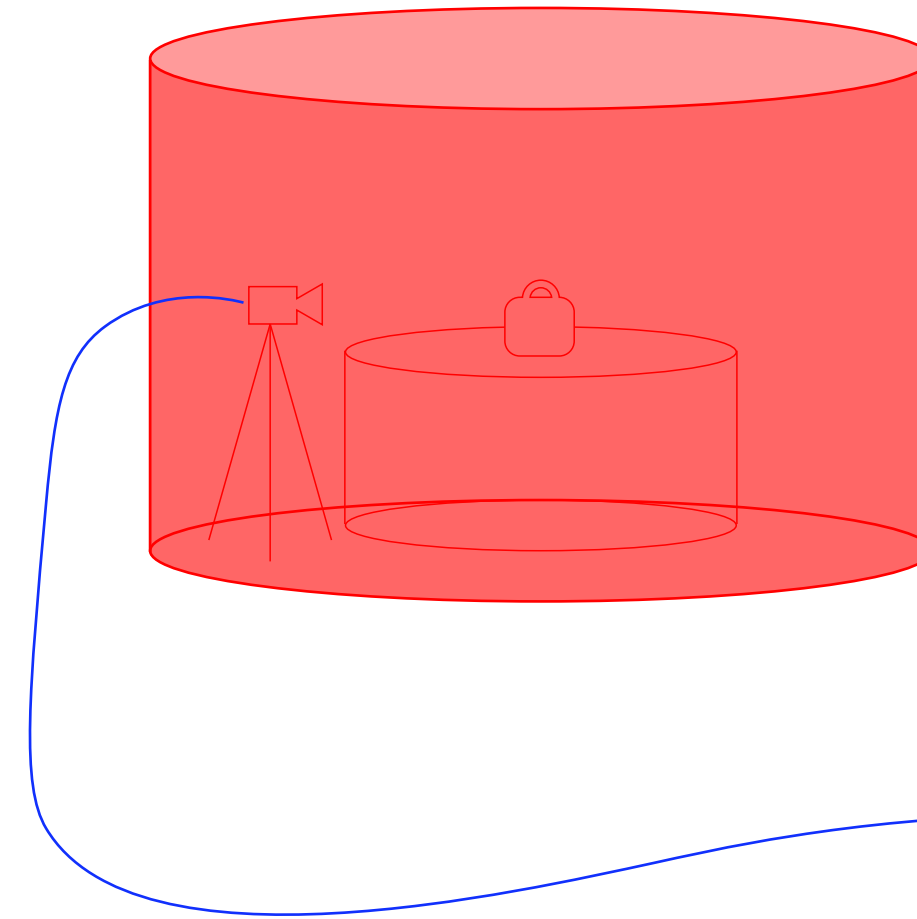
UPPER WINDOWS



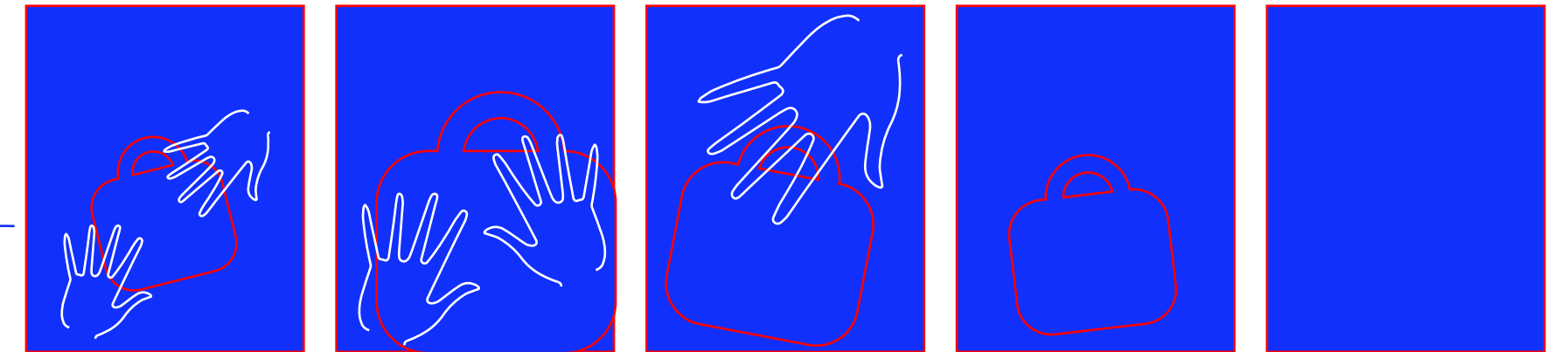
DISPLAYED
"EXCITEMENT"

FEEL IT

DARK ROOM
THERMO-CAMERA
STALLS
BRAND NEW PRODUCT

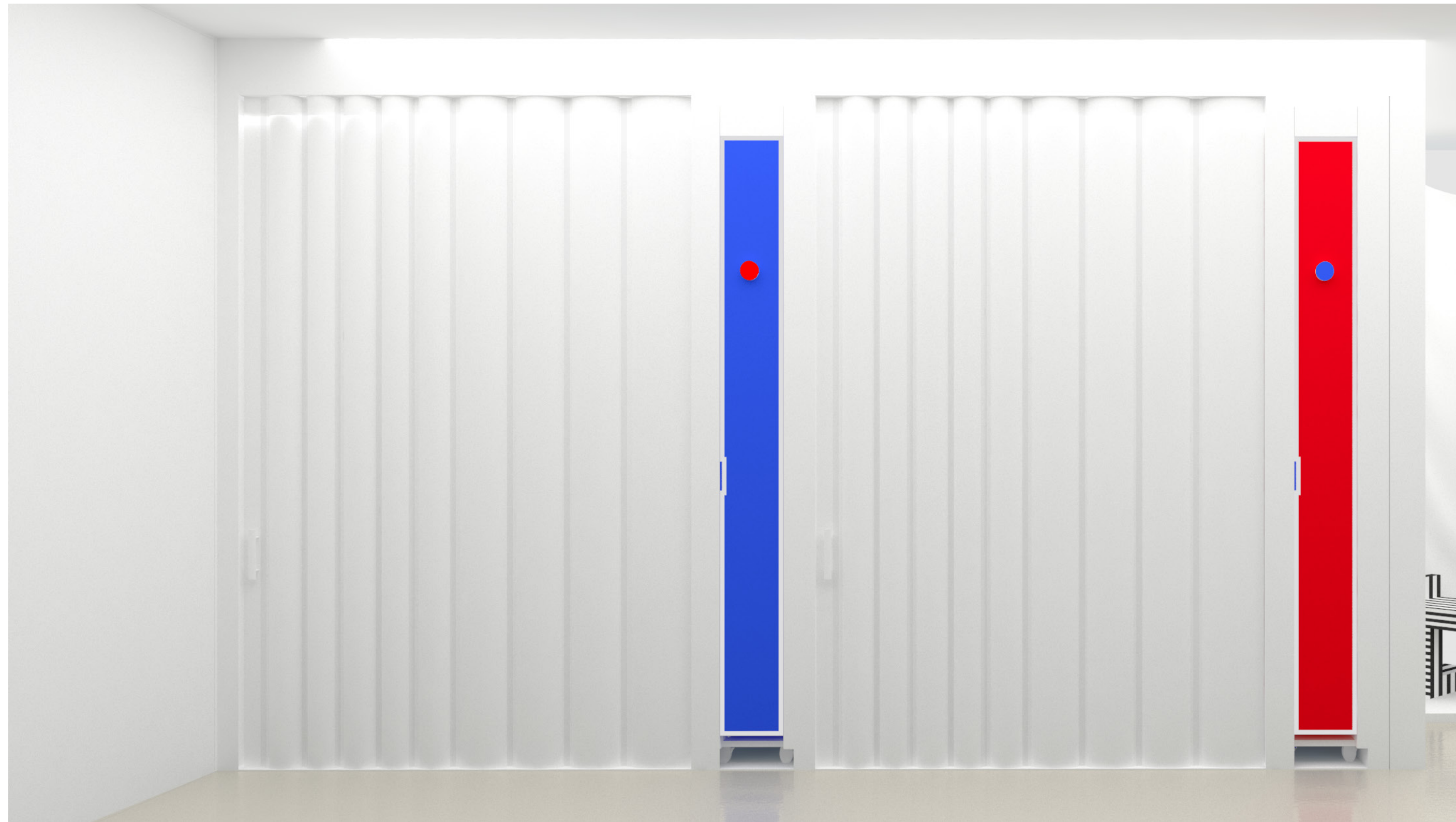


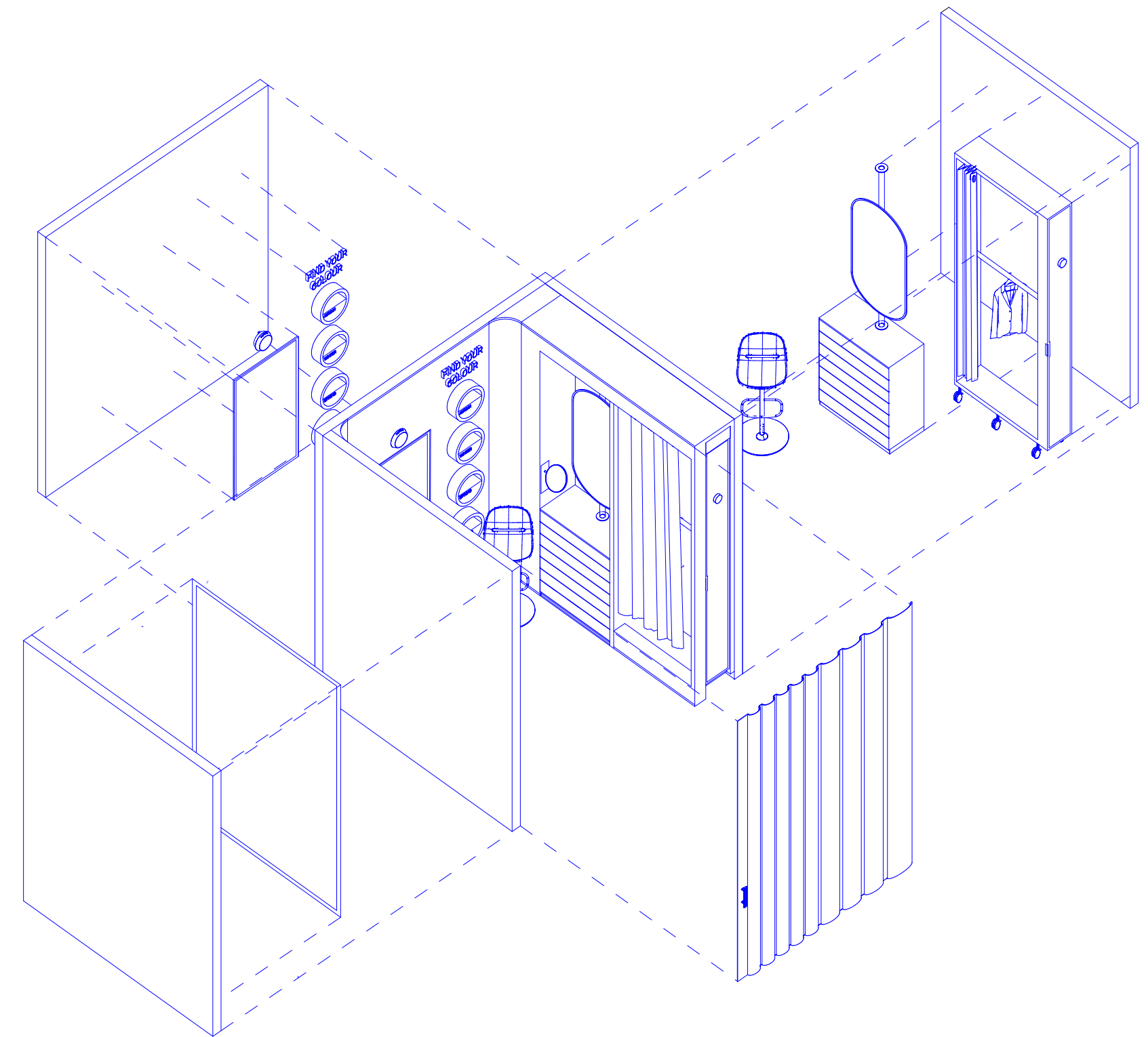
UPPER WINDOWS



PROJECTING WHAT HAPPENS
INSIDE THE DARK ROOM
INTO THE WINDOWS

THE
TRYING
ROOM





THE TRYING ROOM

BIFI

PERMANENT ELEMENTS

PERSONALISED LIGHTNING

FIND YOUR COLOUR RESULTS

PERSONALISED SPEAKERS

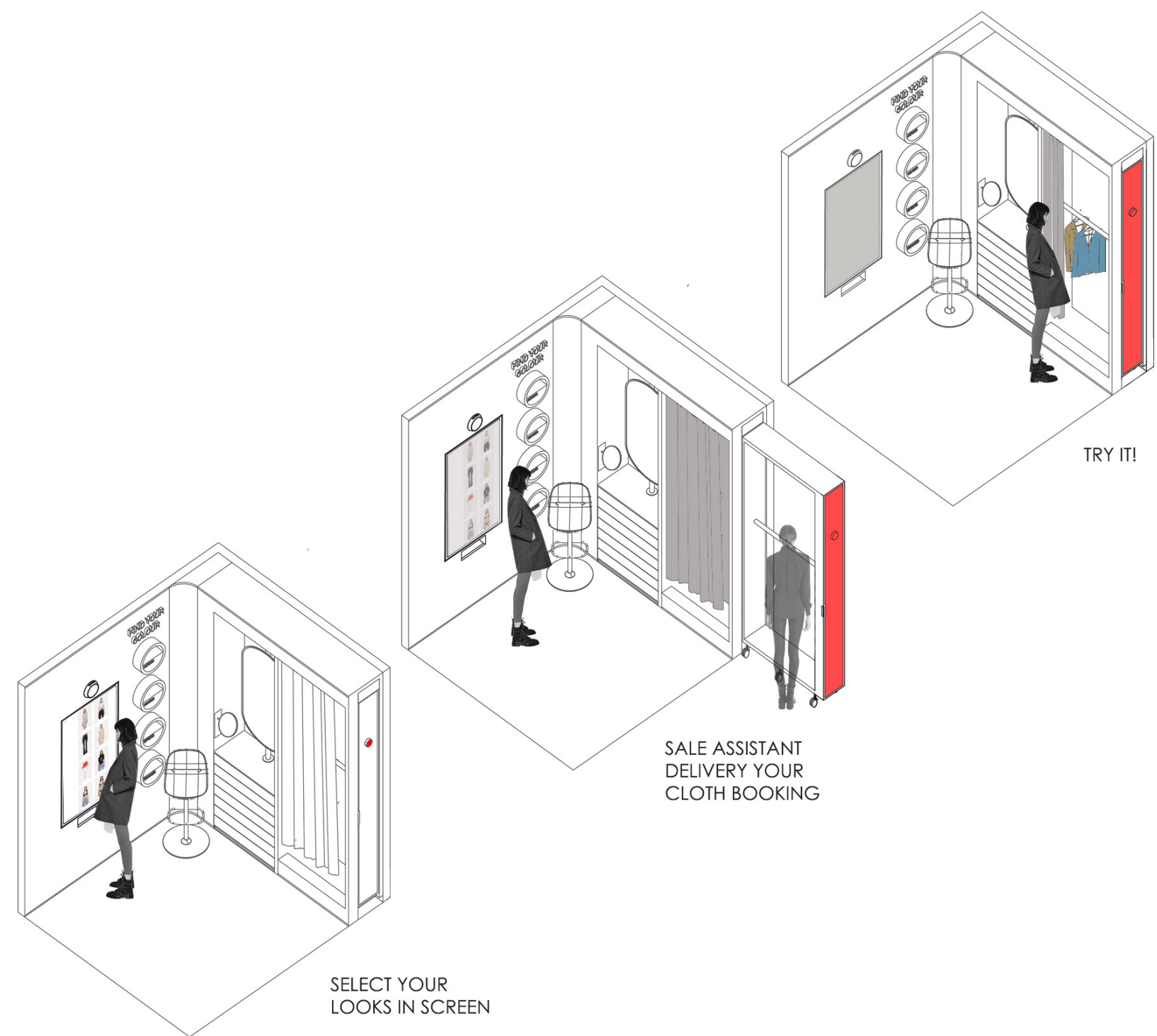
HIDDEN RACKS

TEMPORARY ELEMENT

DIGITAL SCREENS
CONNECTED WITH
PHOTOBOOTH

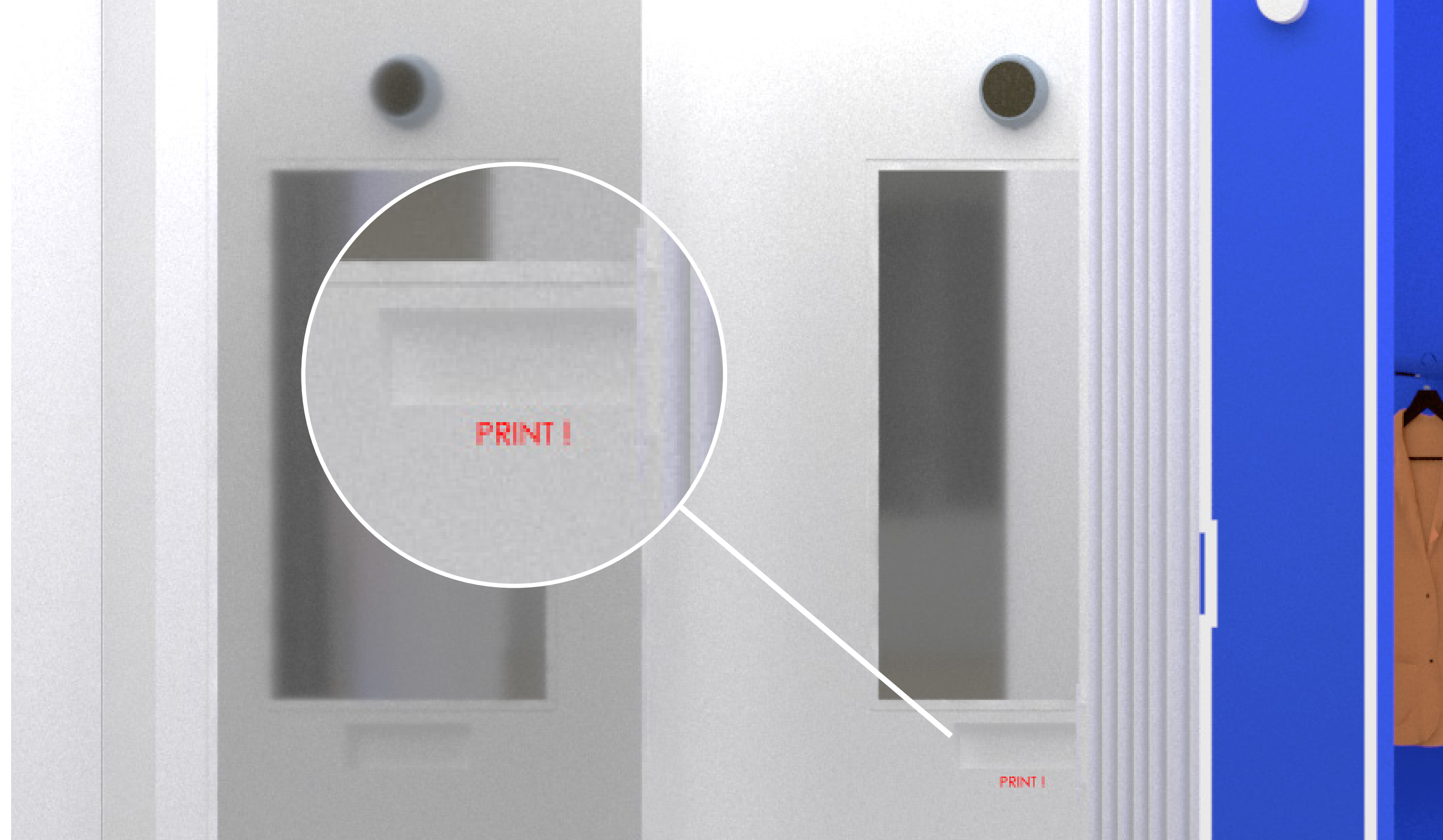


DIGITAL SCREENS
CONNECTED WITH
PHOTOBOOTH

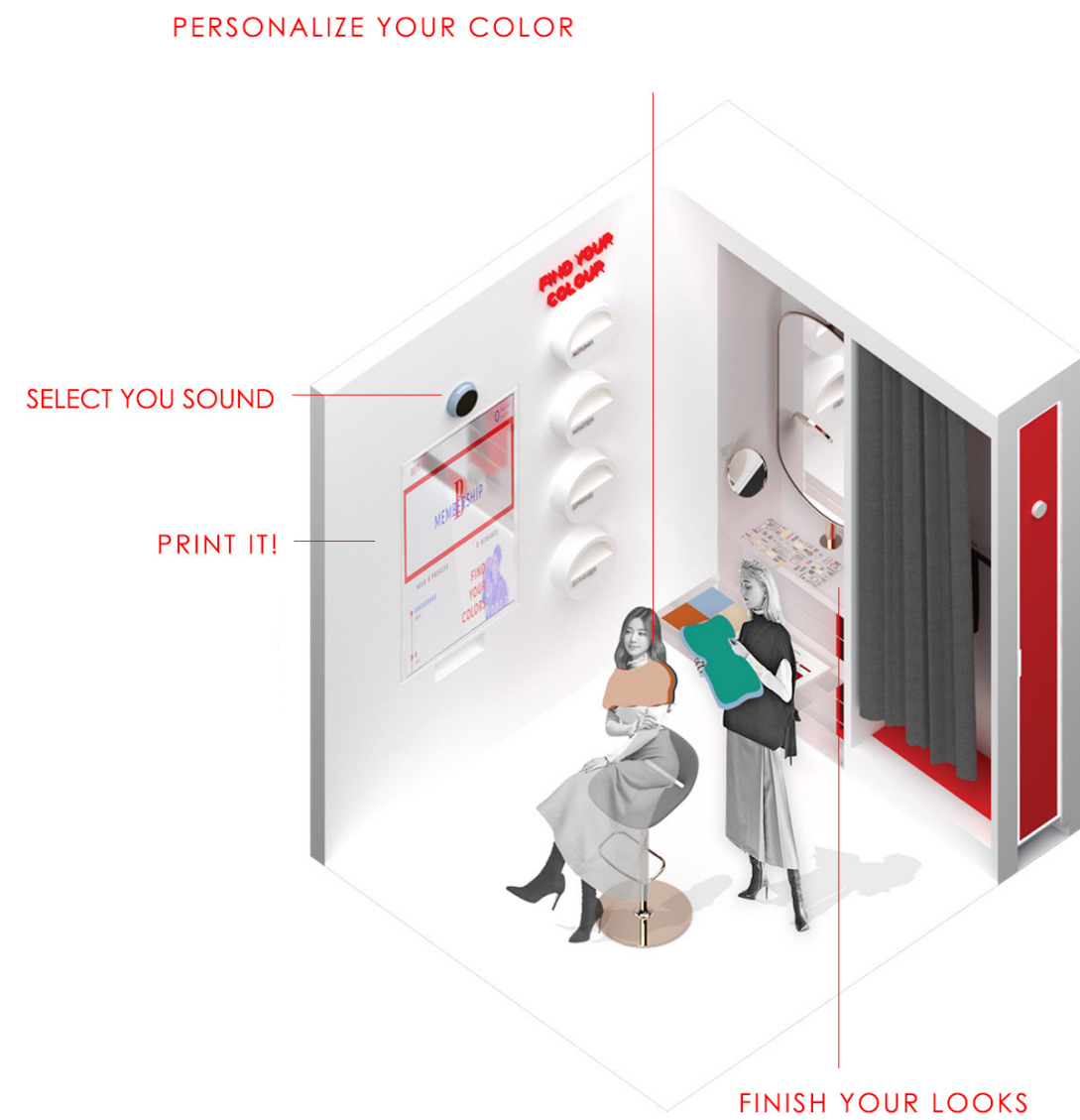
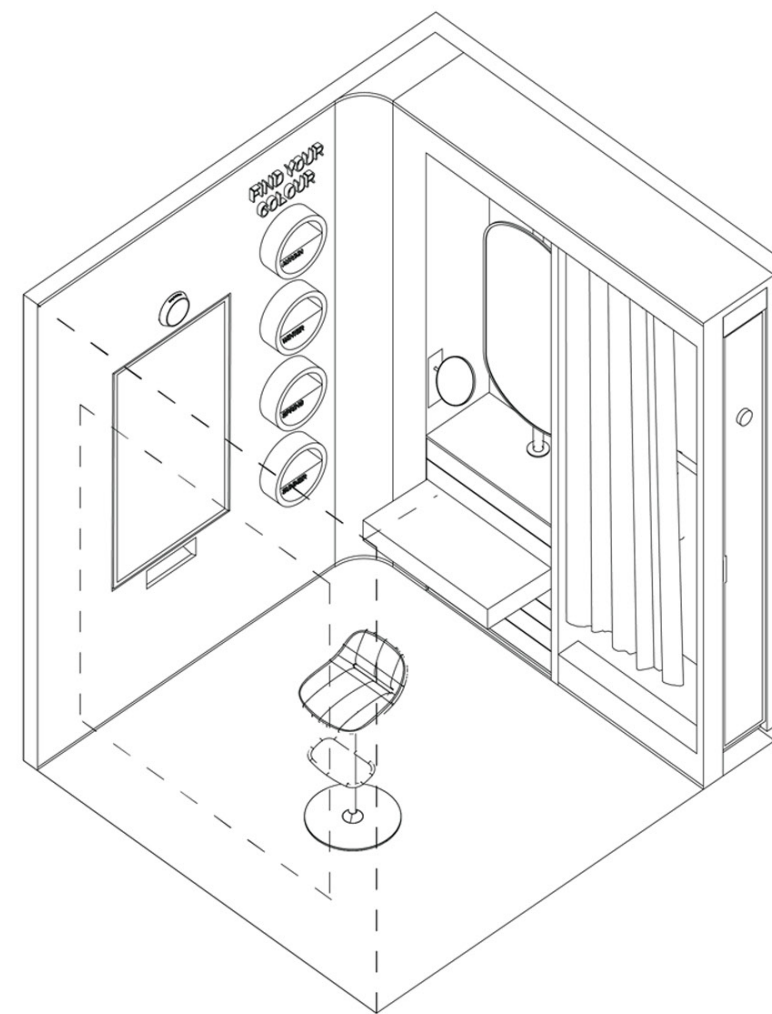


PRINT YOUR MOMENT

DIGITAL SCREENS
CONNECTED WITH
PHOTOBOOTH



A **PHYGITAL** BUT SMOOTH
RETAIL EXPERIENCE



DON'T HAVE A DRESS?

BIFFI

BIFFI MEMBERSHIP

COUNTABLE INTERACTIONS

CENTRALIZED SERVICES

REWARDING SET UP

EXCLUSIVE EXPERIENCES

NEW IN STORE SERVICES

DON'T HAVE THE SIZE?

ORDER ONLINE
PICK UP IN STORE

CHOOSE ONLINE
TRY IN STORE

FIND YOUR COLOUR

FIND YOUR BIFFI

DIGITILASATION

IN STORE

ON WINDOW DISPLAY

DISPLAY THE EXCITEMENT

AN ARTISTIC APPROACH
ON RETAIL SHOPPING
EXPERIENCES AND PRODUCT
CONNECTION

BIFI

WHEN WE'RE GONE...

DIGITAL IN STORE SCREENS

DISPLAYING ALL THE INVENTORY
AT THE BACK TO THE CLIENT IN
STORE

DIGITAL WD. SCREENS

SOLUTION TO
FAST CHANGING
WINDOW DISPLAYS

OUR ONLINE COMMUNITY

HUNDREDS OF ONLINE, COUNTABLE
AND REACHABLE CLIENTS,
ACTIONS AND DATA

ENRICO DE VIVO
DURU ATEs
JINJUTA CHAIMONTRIKUL

RETAIL & VISUAL MERCHANDISING WORKSHOP 31/05/22