



ENRICO DE VIVO
DURU ATEŠ
JINJUTA CHAIMONTRIKUL

BIEFFI

RETAIL & VISUAL MERCHANDISING WORKSHOP 31/05/22

DON'T HAVE
A DRESS? 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 A
DRESS?

BIEFFI



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 CENTRILISE
 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

BIFFI

MEMBERSHIP

BIFFI MEMBERSHIP

BIFFI.COM

FIRST INTERACTION

BE A

BIFFI

MEMBER

NAME

EMAIL

BIRTHDAY

PASSWORD

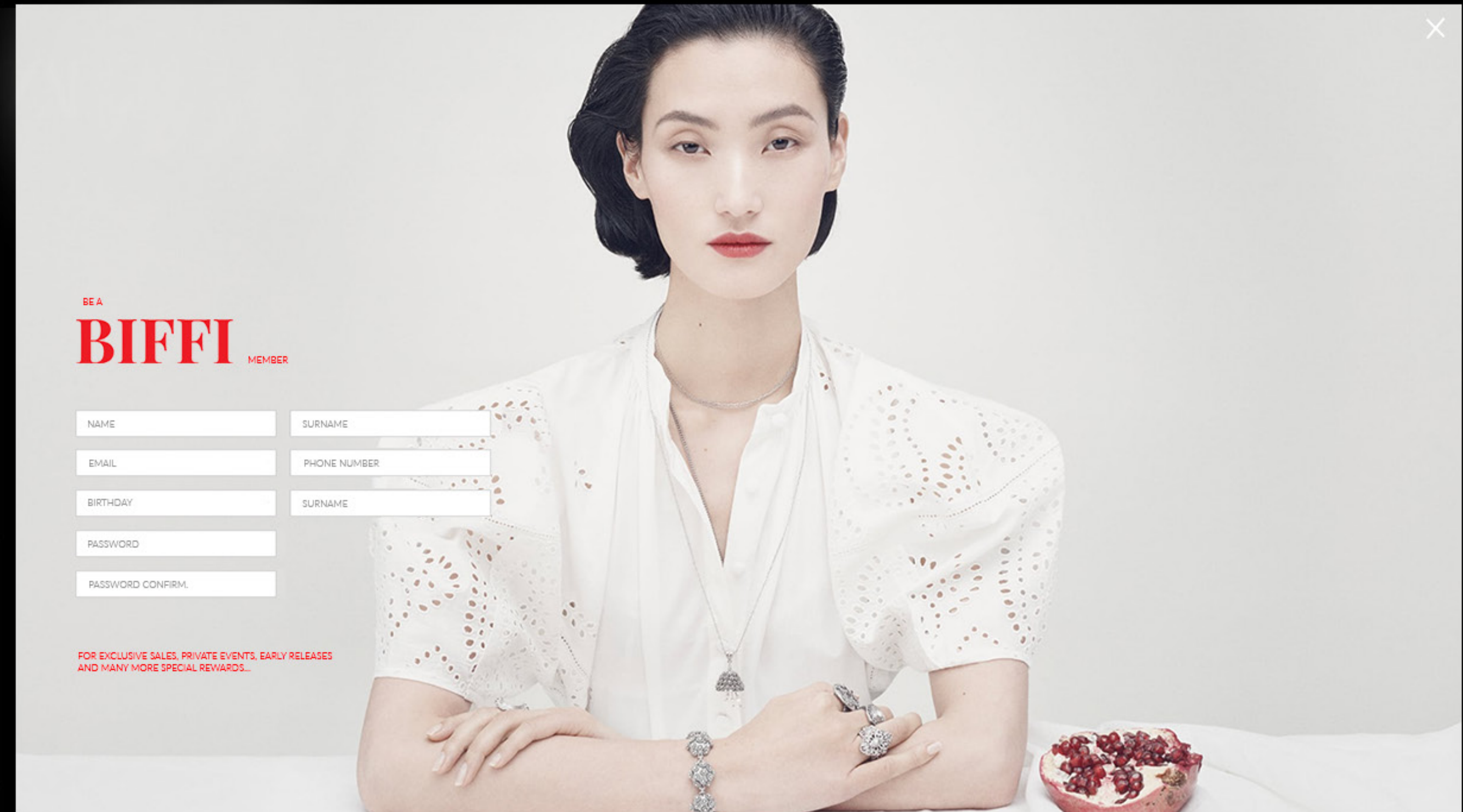
PASSWORD CONFIRM.

SURNAME

PHONE NUMBER

SURNAME

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



BIFFI

BIFFI MEMBERSHIP

BIFFI

GOALS

CENTRILIZE
THE INTERACTIONS
AND SERVICES
UNDER ONE ROOF

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

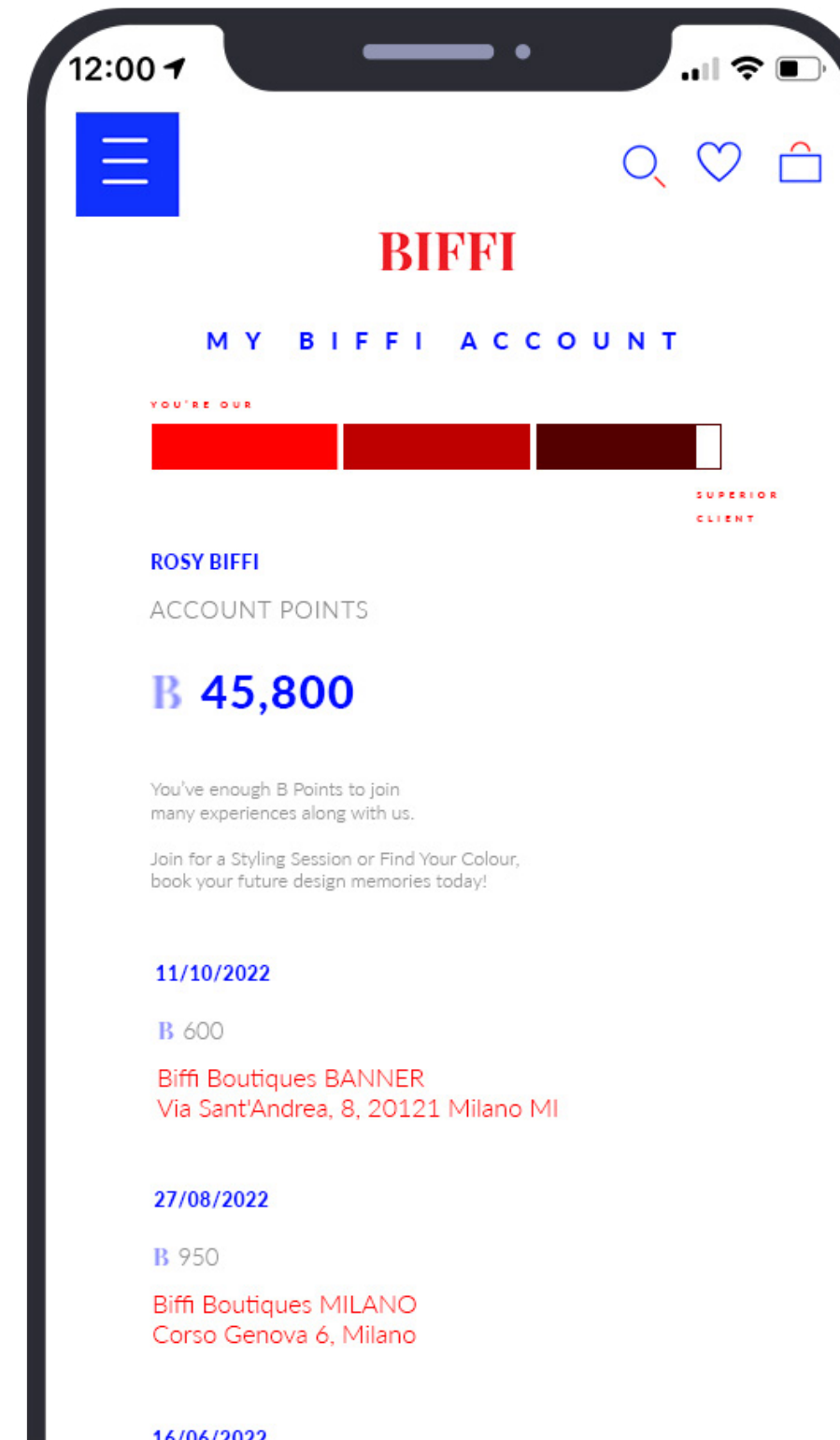
BIFFI MEMBERSHIP

CENTRILIZE
THE INTERACTIONS
AND SERVICES
UNDER ONE ROOF

ACCOUNT LEVEL
3 TIER LOYALTY

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

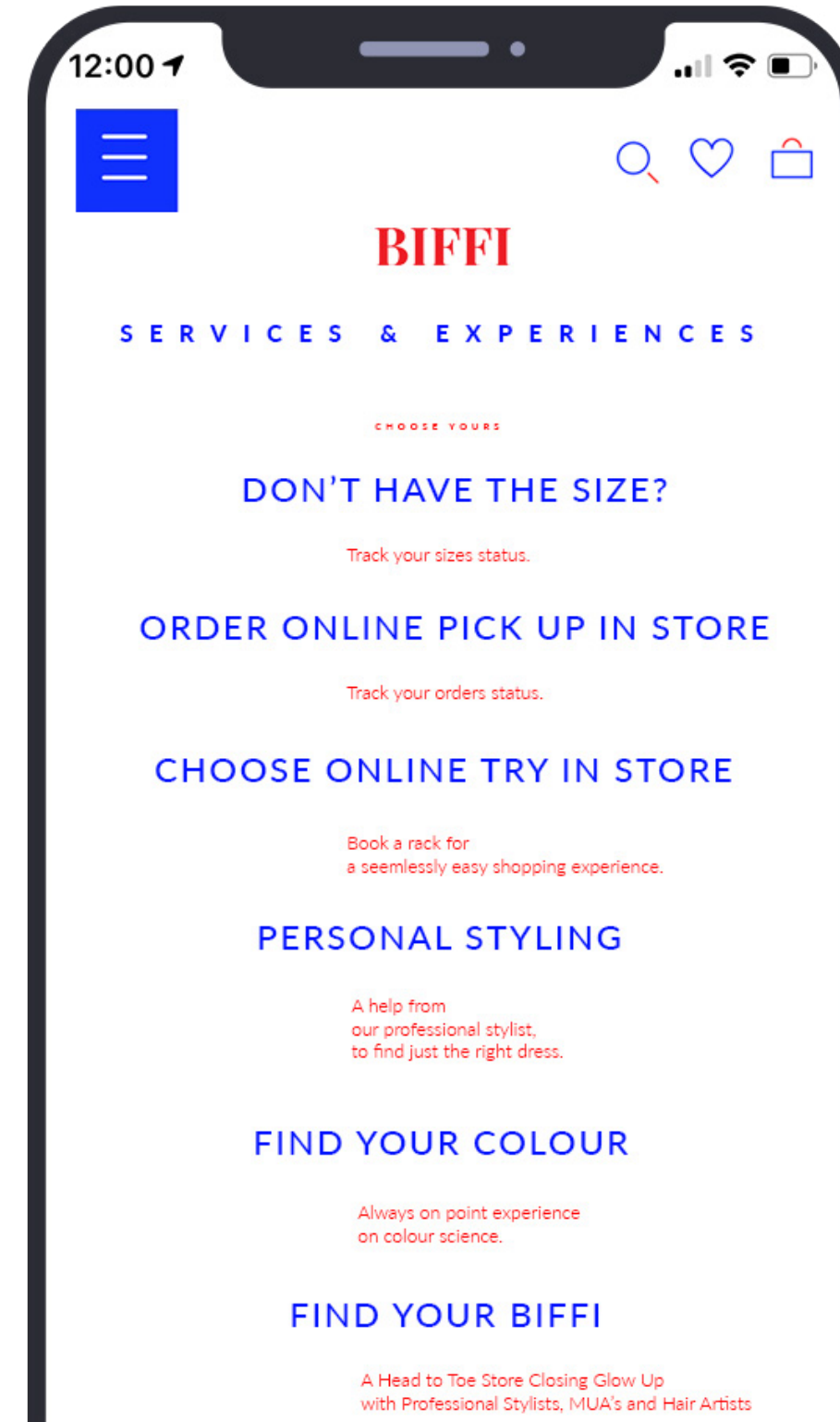
DETAILED DATA
ON PROVIDED AFTER
EACH BUYING &
INTERACTION



BIFFI

BIFFI MEMBERSHIP

INCREASE THE IN
STORE VISITS AND
CREATE RETAIL
LOYALTY



BIFFI

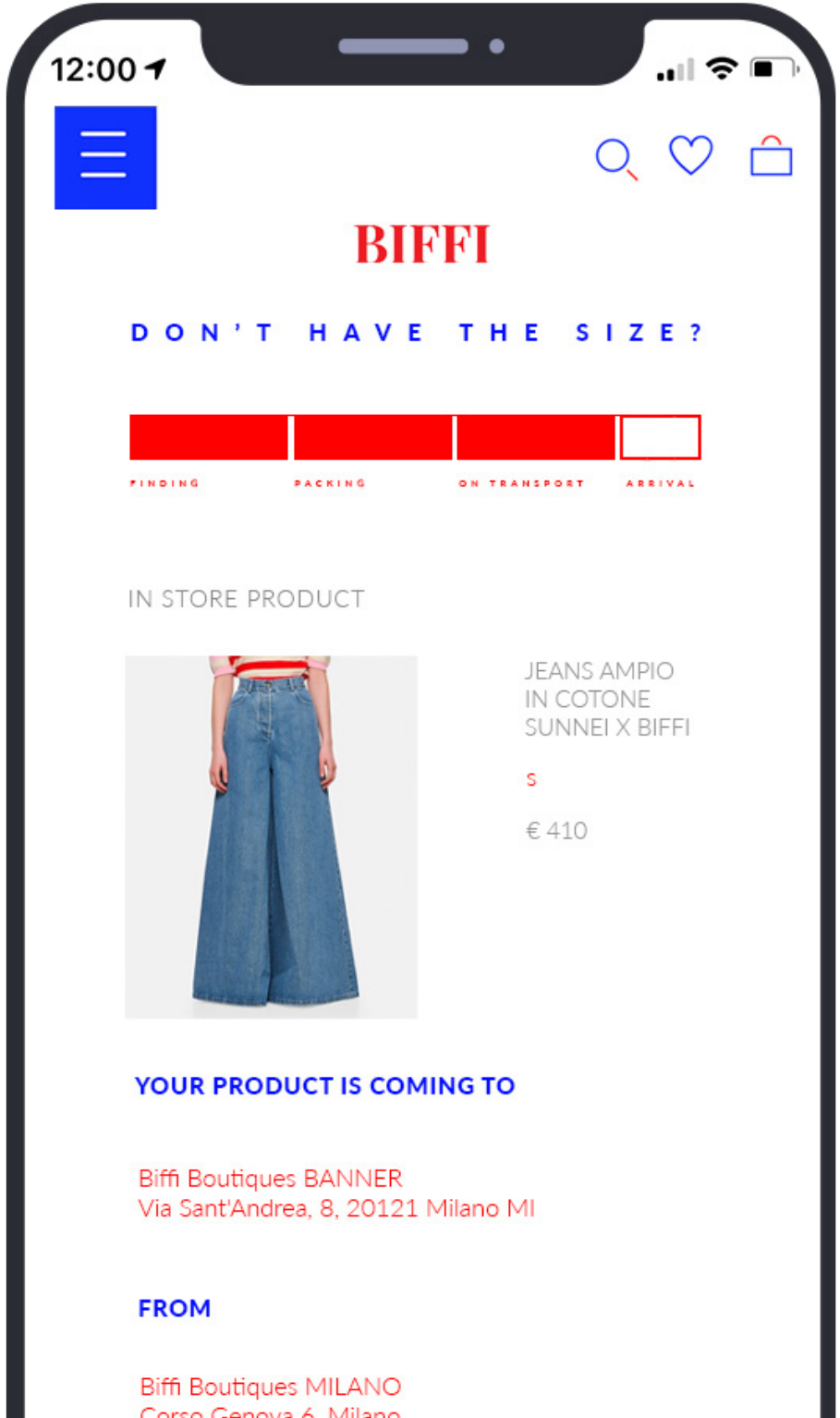
IN STORE

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.



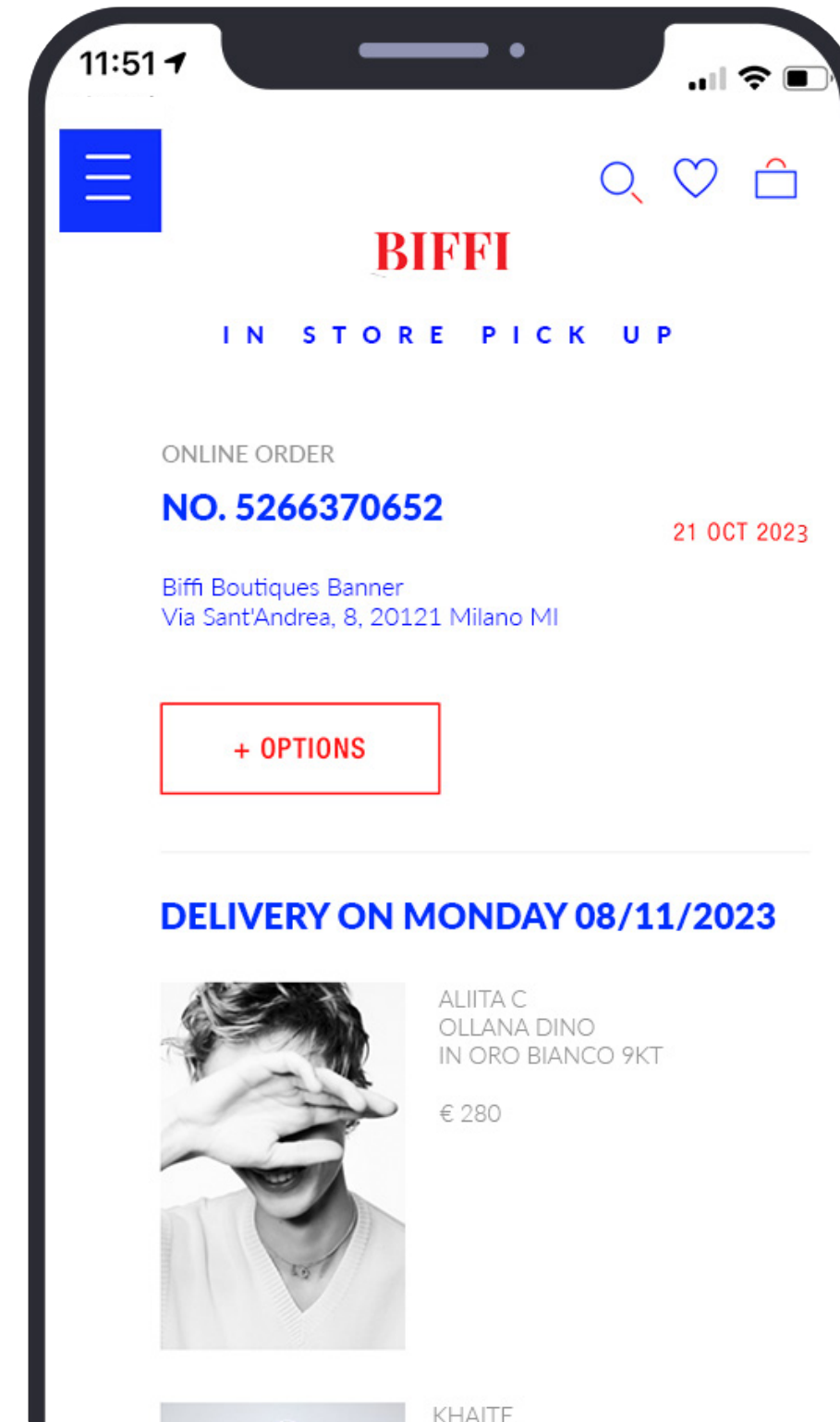
BIFFI

BIFFI MEMBERSHIP

ORDER ONLINE
PICK UP IN STORE

REDUCE THE SHIPPING COST
INCREASE THE RETAIL FLOW

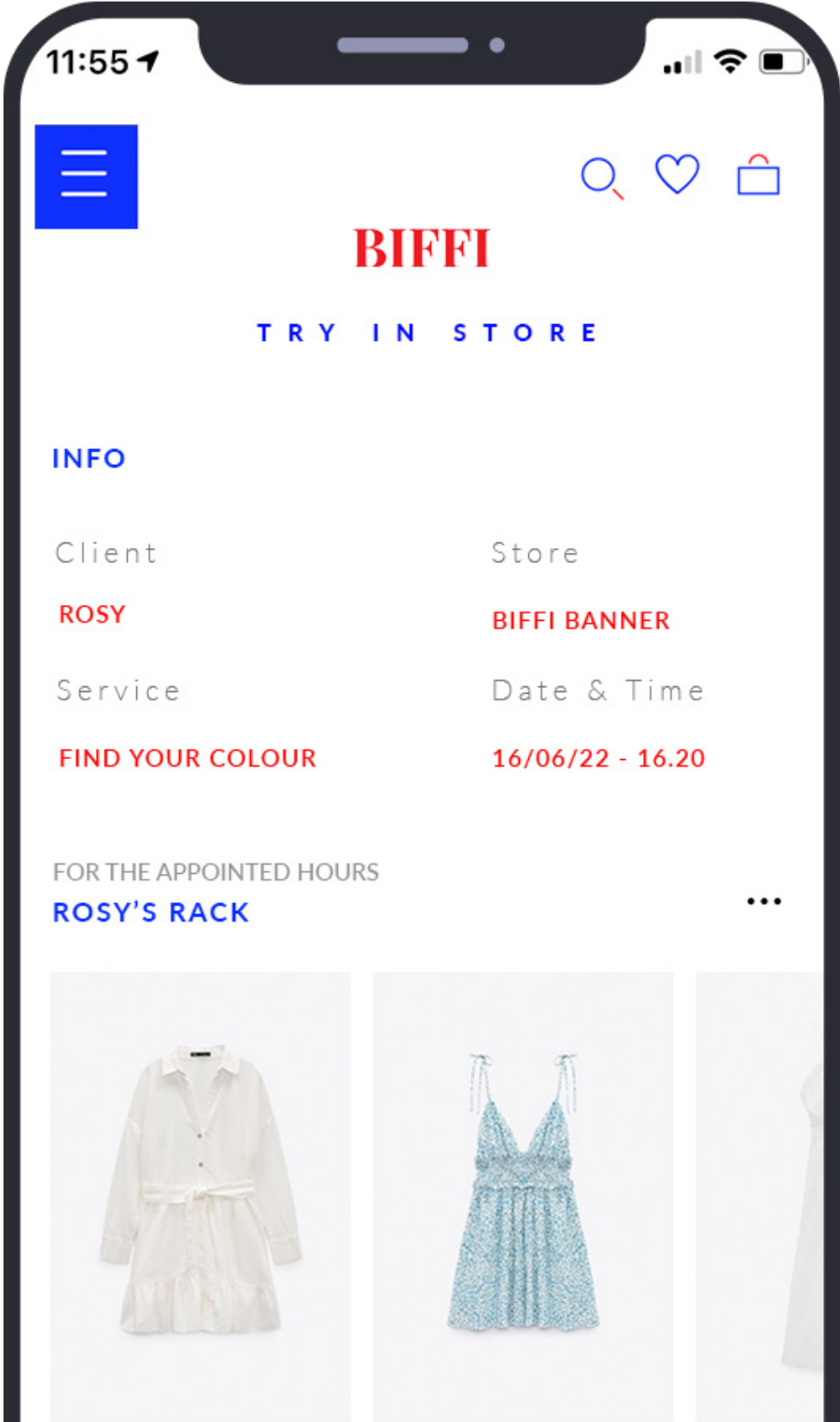
BIFFI



BIFFI MEMBERSHIP

CHOOSE ONLINE TRY
IN STORE

100% PHYGITAL CUSTOMER EXPERIENCE
AS YOU SIGNS 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

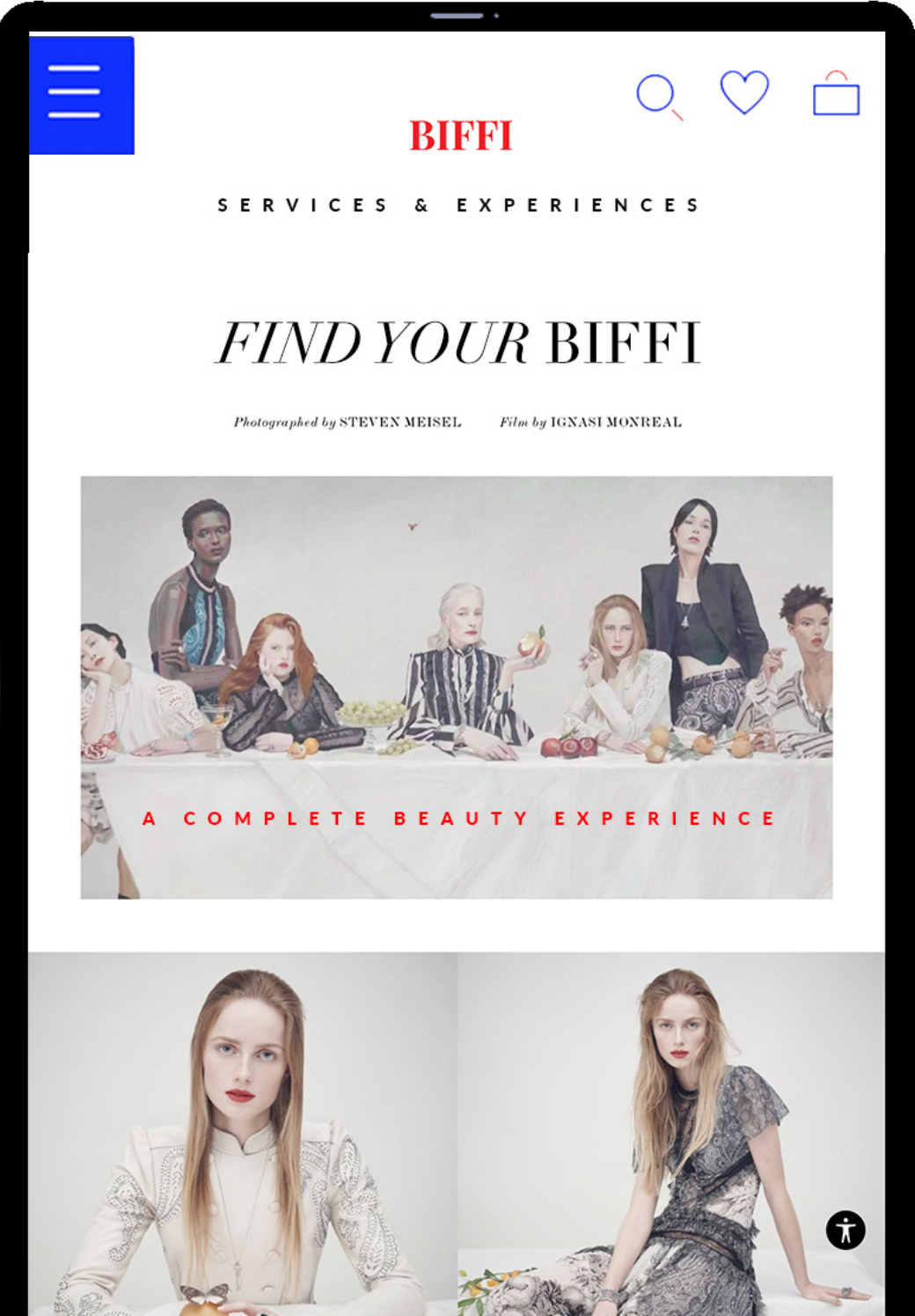


BIFFI MEMBERSHIP

FIND YOUR BIFFI

COMPLETELY PERSONALISED EXCLUSIVE EXPERIENCE
WE CLOSE A FLOOR FOR THE CLIENT

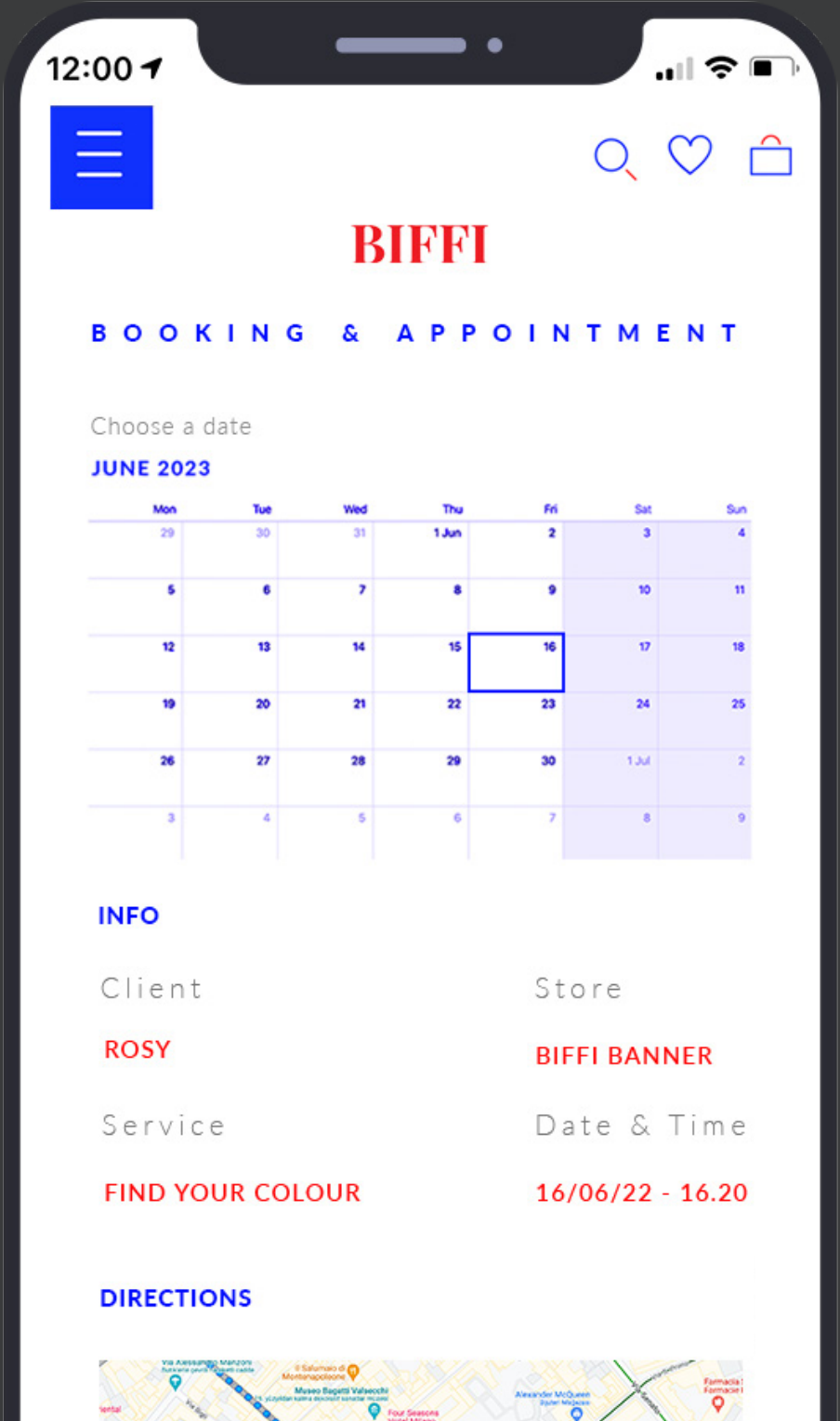
EXPERIENCES CREATED THROUGH HIRED
PROFESSIONALS, SUCH AS AN MUA, STYLIST, HAIR
ARTIST AND OF COURSE,
THE ELEGANT DESIGN SELECTION OF BIFFI



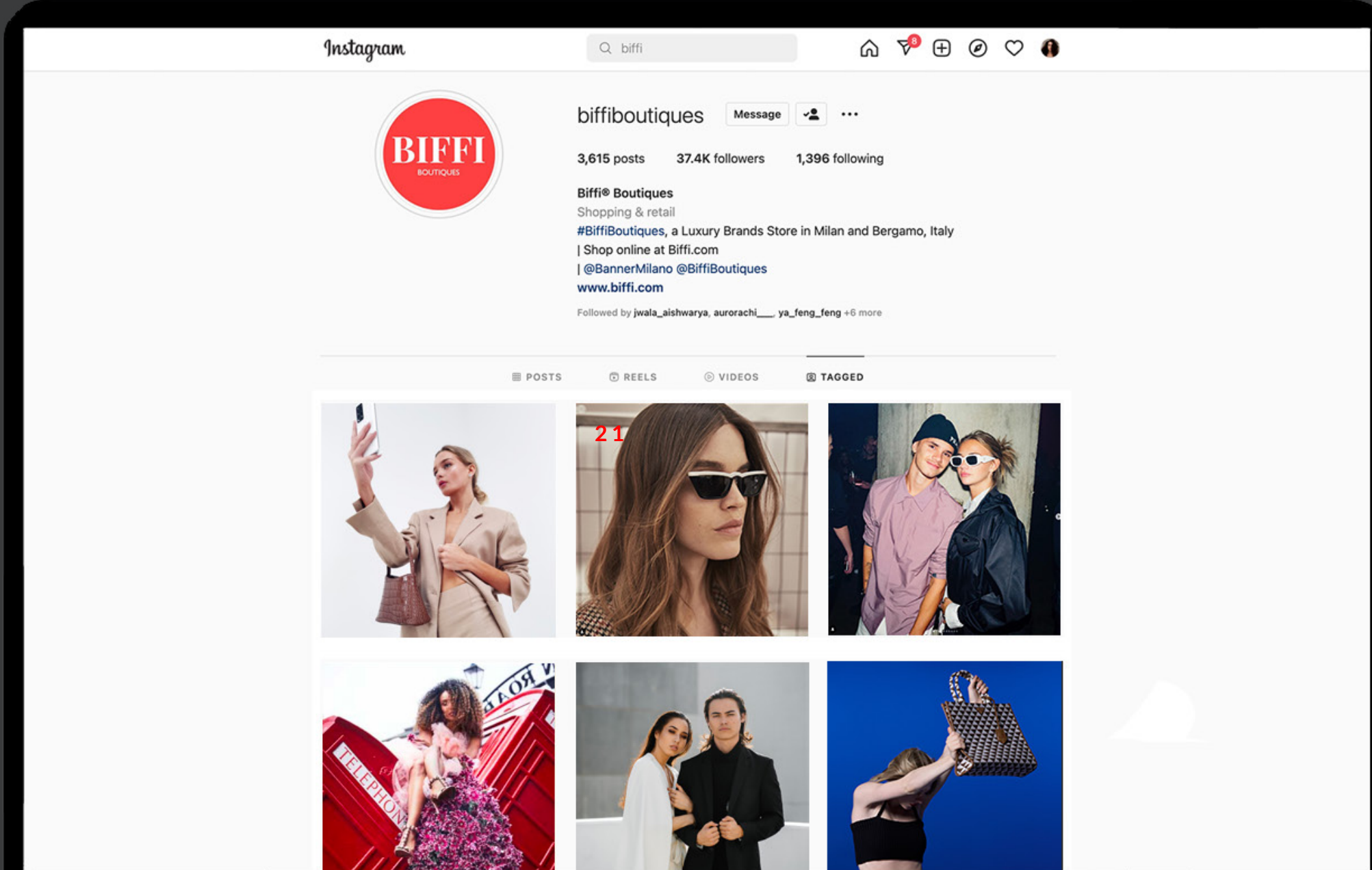
BIFFI MEMBERSHIP

EVERYTHING
REQUIRES BOOKING
& APPOINTMENTS

AWARENESS ON THE ARRIVING CLIENT
EXCLUSIVITY



DESIGN ORIENTED
FASHION LOVERS



OUR
COMMUNITY

EXPERIENCE THRIVEN
DIGITAL USERS



RETAIL & VISUAL MERCHANDISING WORKSHOP 31/05/22