



TAKASHI MURAKAMI
×
BYREDO

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LXMT 745
Prof. Roop Virk

European modern luxury brand

PROJECT BRIEF

A 3 week pop-up store for BYREDO.

Created in collaboration with **Takashi Murakami**.

Celebrates BYREDO's **20-year anniversary**.

Beginning a week before **Art Basel Week**

Concluding a week after **Art Basel Week**

Introduces new **Spring/Summer limited edition releases**.

Explores the fusion of scent, art, and spatial design.



THE POP-UP RATIONALE

Collaboration reflects shared values of **emotional impact, cultural relevance, and collectibility**

BYREDO contributes **subtlety and restraint**, while Murakami adds **vibrancy and movement**

Creates a **dialogue between minimalism and maximalism**, merging scent and art in a unified spatial experience





Goals for Pop Up

- Increase brand awareness
- Drive engagement
- Showcase experiential storytelling
- Attract media coverage
- Enhance customer experience
- Reinforce brand values
- Generate sales and exclusivity



ABOUT BYREDO

Byredo was founded in Stockholm in 2006 by Ben Gorham. Born from a desire to translate memories and emotions into objects and experiences, Byredo takes a sensorial-led approach to creativity

2006

With a multidisciplinary vision spanning fragrance, makeup, home, and crafted accessories, the brand builds a living library of collective memories and cultural references, offering pieces that are both personal and universal.

Each creation is conceived with uncompromising attention to raw materials, form, and storytelling, embodying the tension between Scandinavian minimalism and bold artistic expression.

Byredo speaks to a global community across more than 40 countries, through an exclusive network of immersive flagship spaces and high-end retailers.

TODAY

BYREDO

BYREDO- PRODUCTS



ABSOLU DE PARFUM

\$ 290



CANDLES

\$ 95



HAND LOTION

\$ 85



TINTED LIP CARE

\$ 55



BLANCHE PYGAMA

\$ 375

BYREDO

COLLABORATOR WORKS



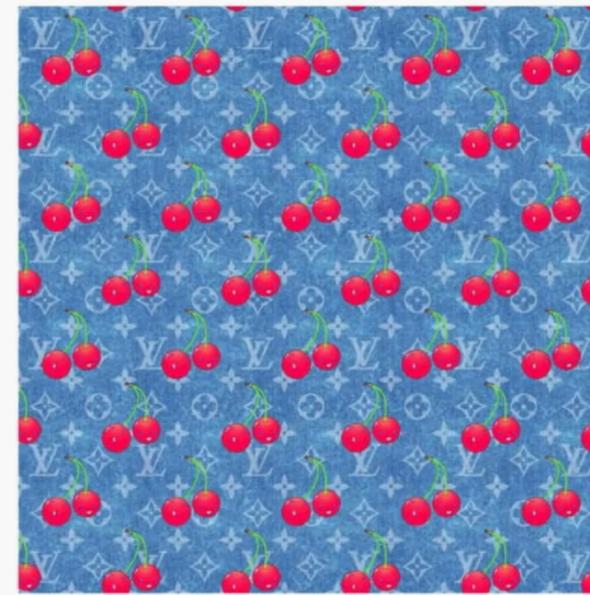
**Flowers and Prosperity
Multicolor, 2025**

\$ 6,899



**LV Pink Cherry
Blossom, 2025**

\$ 26,800



**LV Cherry Blue denim,
2025**

\$ 40,000



**Louis Vuitton Superflat
Monogram (Lemon),
2003**

\$ 17,200

LOCATION- MIAMI

26 million visitors annually, including both domestic and international travelers

The city attracts a **high share of international tourists**, especially from **Latin America, the Caribbean, and Europe.**

Miami visitors from **major U.S. cities** such as New York, Los Angeles, and Chicago

Perfect location for **Spring/Summer pop-up activations**





MIAMI - DESIGN DISTRICT

Miami Design District is a walkable cultural hub that combines **luxury retail, contemporary art, and design**, attracting both international visitors and local audiences through shopping, exhibitions, and creative programming.

MIAMI DESIGN DISTRICT®

BYREIDCO

BRANDS IN DESIGN DISTRICT

BALENCIAGA



CHANEL



BVLGARI



CARTIER



CELINE



CHROME HEARTS



BURBERRY



LOUIS VUITTON



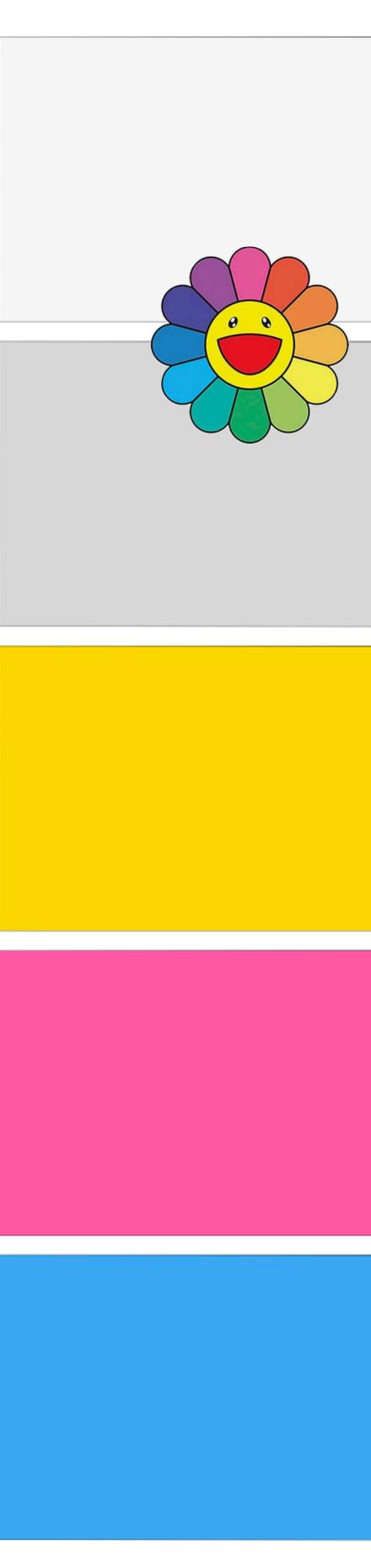
MIAMI DESIGN DISTRICT®



POP-UP IN DESIGN DISTRICT PLAZA

MIAMI DESIGN DISTRICT

BYREDO



TARGET AUDIENCES

Primary Audience

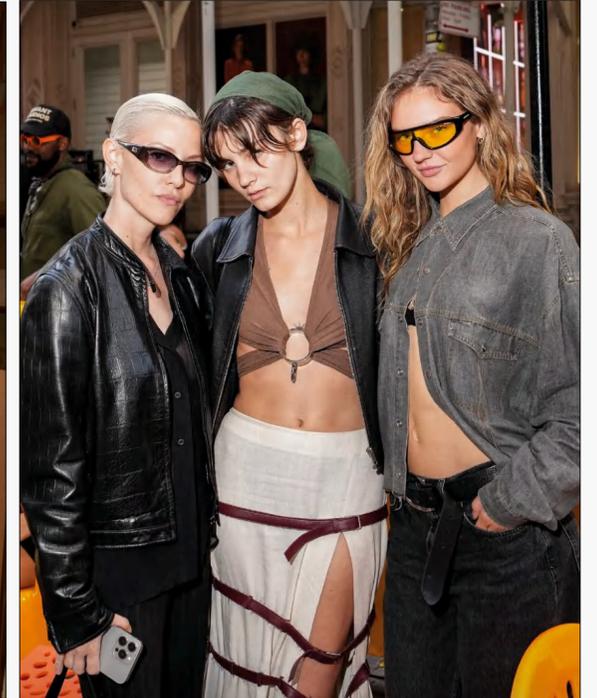
- Luxury consumers aged **25–45**
- **Design-literate, culturally engaged, art-driven**
- Value **creative expression, brand heritage, visual storytelling**
- Attracted to **limited-edition products** and **immersive retail experiences**
- See fragrance as **personal and cultural expression**, not just functional
- Motivated by **discovery, emotional resonance, aesthetic depth**

Secondary Audience

- Visitors to the **Miami Design District**, especially during **Art Basel**
- Includes **international collectors, tastemakers, creatives, fashion-forward consumers**
- Seek **culturally relevant experiences** in art, design, and luxury spaces
- Provide **high-quality, high-intent foot traffic** that supports experiential retail

Consumer Needs Addressed

- Platform for **discovery** via exclusive scents and collectible packaging
- Fosters **emotional connection** through immersive spatial design and art collaboration
- Delivers **cultural storytelling** linking Byredo's fragrance philosophy with Murakami's visual language
- Emphasis on **exclusivity** through limited editions, time-bound experiences, and site-specific installations
- Reinforces **luxury positioning** and creates **memorable, shareable cultural moments**



Influencer Selection

Influencer: Bryanboy

Category: Fashion, Luxury, Media

Platform Strength: Instagram, TikTok

Audience: Global luxury consumers, fashion insiders

One of the **first fashion bloggers** to gain global recognition, helping pioneer digital fashion media

Former contributor and front-row attendee at **major international fashion weeks** (New York, Paris, Milan)

Collaborated with and covered luxury brands such as **Louis Vuitton, Gucci, Balenciaga, and Dior**

Recognized as a **fashion industry insider** with long-standing influence across luxury, media, and culture

Built a global platform that bridges luxury fashion, personality-driven content, and cultural commentary



Influencer Selection

Influencer: Olandria

Category: Lifestyle, Beauty, Culture

Platform Strength: Instagram

Audience: Female-forward, lifestyle and beauty-focused consumers

Featured on the digital cover of **Harper's Bazaar Vietnam**, showcasing high-fashion editorial work.

Attended Paris Haute Couture Week and multiple high-profile fashion shows in early 2026.

Starred in UGG's Classic Short Fluff Momma campaign, expanding lifestyle brand partnerships.

Signed with Digital Brand Architects (UTA), growing her influence beyond reality TV.

Recognized on the **EBONY Power 100**, The Root 100, and REVOLT Power List for cultural impact.



Influencer Selection

Influencer: Wisdom

Category: Art, Fashion, Culture

Platform Strength: Instagram, TikTok

Audience: Gen Z creatives, fashion-forward art consumers

Nigerian-American model and influencer signed with **IMG Models**, bridging digital influence with fashion industry credibility.

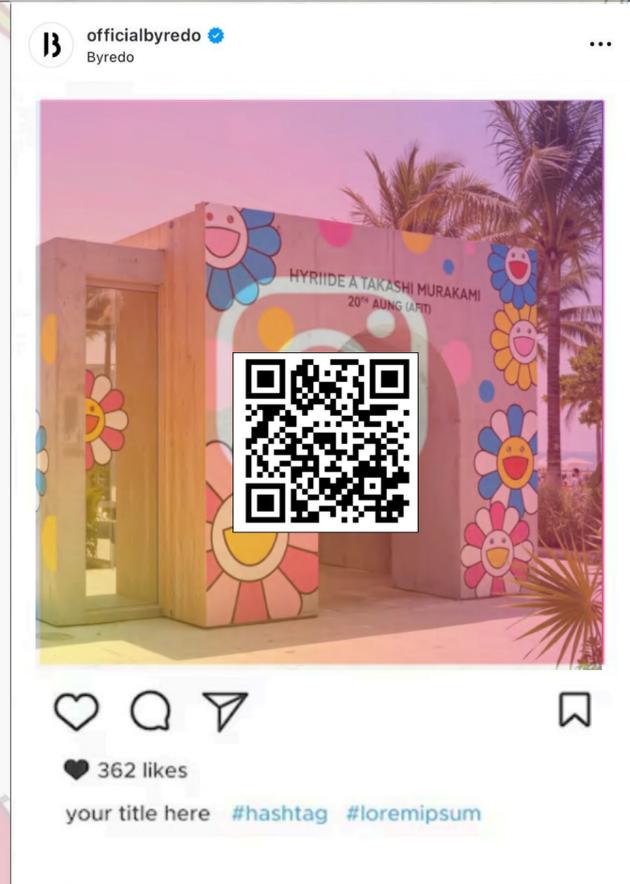
Walked the runway for **Amiri Autumn-Winter 2026** during Paris Fashion Week, strengthening his presence beyond social media.

Included in **TIME 100 Creators 2025** for his impact on fashion and social content.

Made a notable **Met Gala appearance in 2024** in a sculptural look by Robert Wun, highlighting influencer visibility at major luxury events.

Collaborated with top fashion houses such as **Dior, Fendi, Ralph Lauren, and Balmain**, and often merges storytelling with outfit creation.





WELCOME TO OUR POP UP



First 100 RSVPs each week receive an exclusive gift
Giveaway remains open throughout the pop-up to:

- Capture demand data
- Anticipate total foot traffic



Customer Journey

1. Discovery — Social Media

- Instagram & TikTok teasers & Influencer previews + unboxings

2. Interest & Intent — Online Engagement

Customer clicks through:

- Event announcement posts
- Location + dates
- Limited-edition product previews

3. Arrival — First Physical Touchpoint

Customer arrives at the pop-up location

Exterior design immediately signals:

- Byredo's minimal luxury
- Murakami's playful, graphic art

Photo-worthy entrance encourages:

- Social sharing
- Immediate Instagram Stories

4. Immersion — Entering the Space

Customer walks into a fully immersive environment:

- Curated scent zones
- Murakami-inspired visuals and installations

5. Exploration — Product Discovery

Tests scents with storytelling:

- Inspiration behind each fragrance
- Connection to Murakami's art and Byredo's identity

6. Participation — DIY Personalization Moment

After purchase, customer accesses the **DIY personalization station**

Customer:

- Selects a custom cap color
- Adds hand-drawn graphic elements to their bottle

7. Social Amplification — Share the Experience

Customer photographs and films:

- Their customized bottle
- The pop-up environment
- The DIY process

Posts to Instagram/TikTok with branded hashtags

Becomes an **organic brand ambassador**

7. Exit — Takeaway & Afterglow

- Customer leaves with:
 - A personalized, limited-edition fragrance
 - A memorable, creative experience
- Emotional takeaway:
 - Feeling exclusive
 - Feeling creative
 - Feeling connected to the brand

7. Post-Visit — Ongoing Engagement

Customer continues engaging online:

- Likes and comments on pop-up content
- Watches other creators' experiences

Byredo may:

- Repost user-generated content
- Follow up via email or social

Experience lives on beyond the physical space

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BYREDO



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LIMITED EDITION PRODUCTS



POP UP GIVEAWAY ACTIVATION



Gifts are **limited and time-released**, reinforcing scarcity

Weekly resets create:

- Repeat social engagement
- Ongoing urgency and FOMO

Giveaway incentivizes:

- Early arrival
- On-site participation

Exclusive gift aligns with:

- Byredo brand codes
- Murakami's collectible, art-driven identity

IN POP UP STORE -DIY

Customers who purchase the limited-edition collection receive access to an **exclusive in-store DIY experience**

Experience highlights the **fusion of art and fragrance**

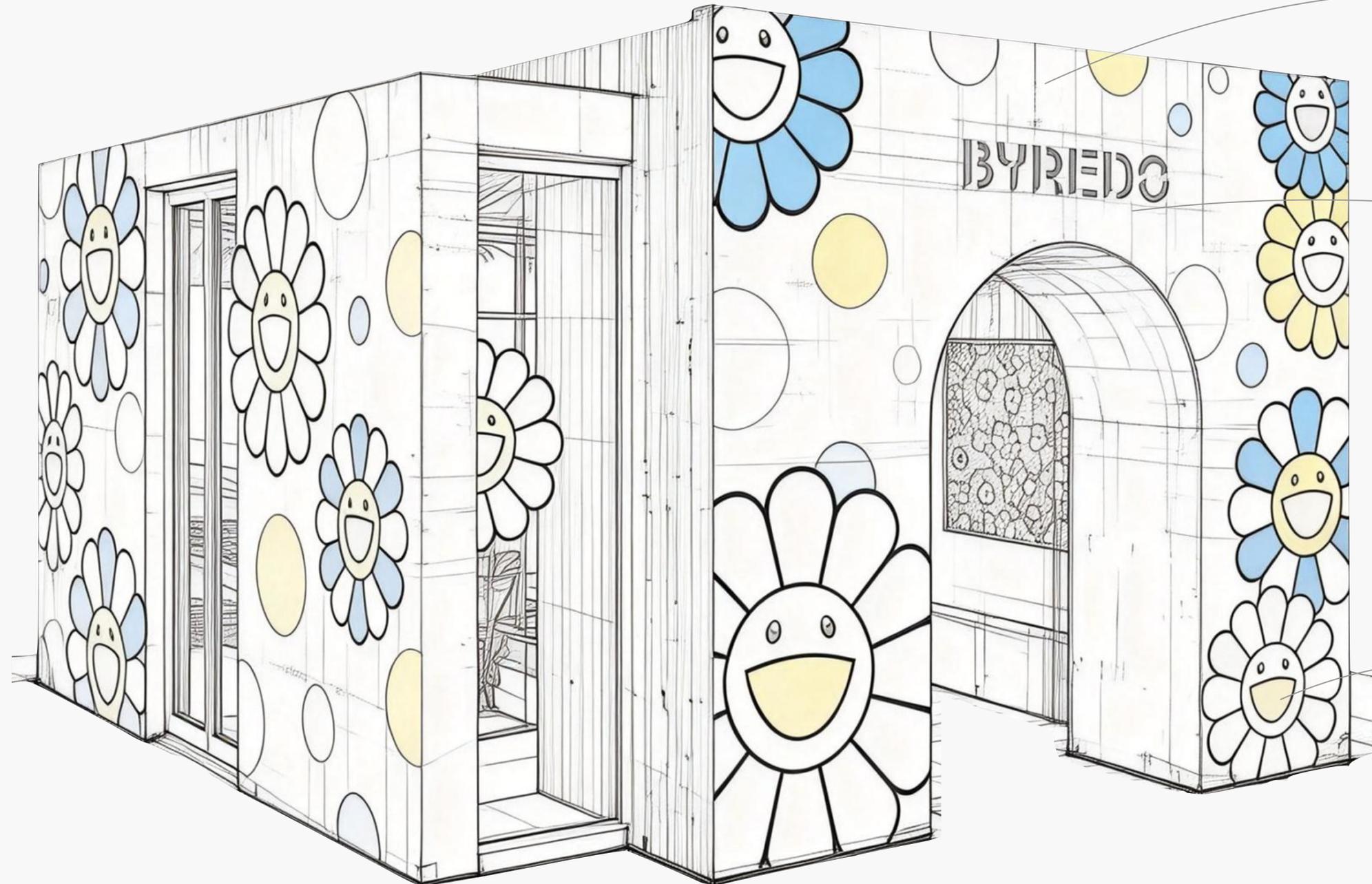
Guests personalize their perfume with:

- **Custom cap color selection**
- **Hand-drawn graphic elements on the bottle**



BYREDO

FACADE DESIGN



The exterior uses a rough, concrete-style surface that looks simple and modern.

The logo is designed in a darker cement gray than the wall to create clear contrast.



The wall is painted with Murakami-style flowers using the brand's signature paint colors.

By: Yijun Fu

BYREDO

INTERIOR DESIGN

A 3D flower decoration is mounted on the wall.

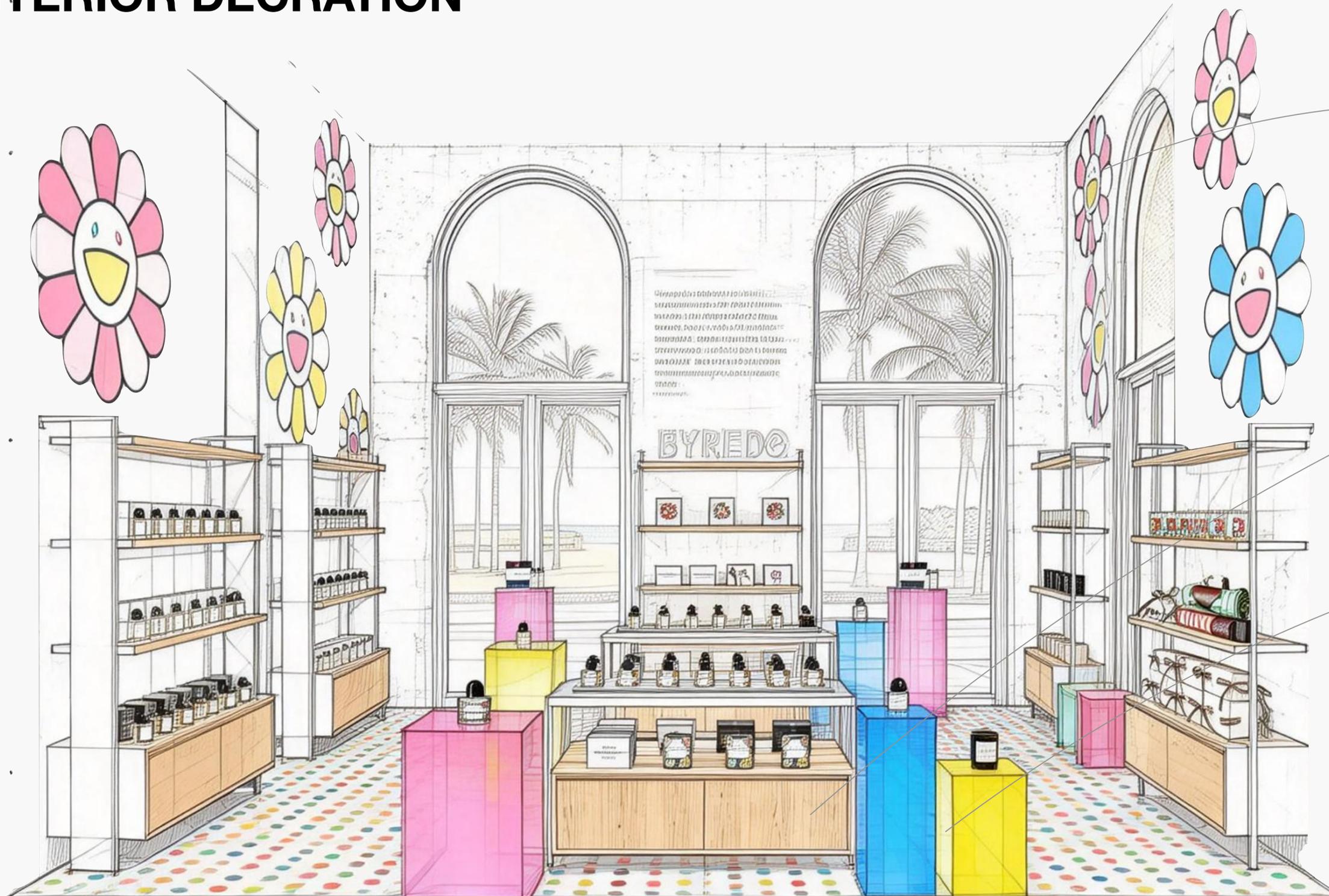
Round, colorful paint dots are placed across the walls and floor.



By: Yijun Fu

BYREDO

INTERIOR DECORATION



The upper part of the interior walls is also decorated with Murakami-style flower paintings.

The display cabinets use natural wood tones to create a simple and comfortable interior style.

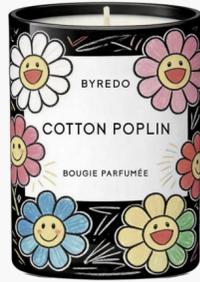
Bright, Murakami-style colored glass columns are added to echo the products and flower elements, creating a strong contrast within the clean and minimal display.

By: Yijun Fu

BYREDO

PRODUCT DESIGN & DISPLAY

We offer limited-edition perfume candles and selected home accessories in the pop-up store.



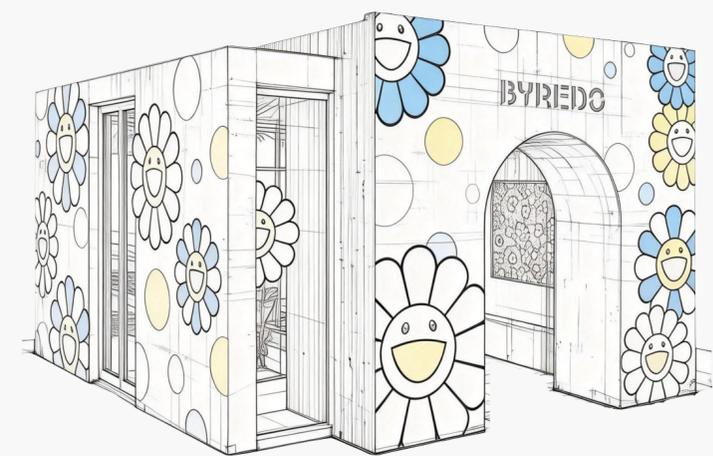
By: Yijun Fu
BYREDO



3D RENDERING

By: Yijun Fu

BYREDO



By: Yijun Fu

BYREDO



By: Yijun Fu

BYREDO



By: Yijun Fu

BYREDO



By: Yijun Fu
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By: Yijun Fu

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SUSTAINABILITY

Sustainability is embedded into the pop-up design through intentional material selection and responsible production methods that align with BYREDO's brand values.

The space utilizes **modular, reusable fixtures** that can be easily disassembled and repurposed for future pop-ups or retail environments, reducing reliance on single-use constructions.

Display elements are crafted from **recyclable materials**, allowing components to be responsibly processed at the end of the pop-up's lifecycle.

The collection is produced in **limited quantities** to prevent overproduction and excess inventory, reinforcing exclusivity while minimizing waste.

A **minimal-waste approach** is applied across all touchpoints, including spatial design, packaging, and giveaways.

The pop-up emphasizes **conscious consumption and long-term sustainability**, prioritizing lasting impact over short-term spectacle.

KPIs

Foot Traffic: 3,000–5,000 total visitors

Average Dwell Time: 8–12 minutes per visitor

Sales Performance: 65–80% sell-through of limited-edition products

DIY Experience Engagement: 35–50% visitor participation rate

Digital Engagement: 40–60% QR scan rate and 1,000+ social mentions/UGC



BYRIEDO

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A clear glass perfume bottle with a black, dome-shaped cap is centered in the image. The bottle has a white label with the text 'ALTO ASTRAL' and 'EAU DE PARFUM'. Above the main name, 'B. RELO' is partially visible. The bottle is surrounded by several coconuts, some of which are cracked open, showing the white flesh. The background is a soft, out-of-focus light green color.

THANK YOU

ALTO ASTRAL

EAU DE PARFUM