

ZIMMERMANN



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Nestled between the sun-bleached coasts of Sydney and the untamed beauty of the Outback, Zimmermann has woven its legacy into the fabric of bohemian luxury since 1991. Founded by sisters Nicky and Simone Zimmermann, the brand is an ode to feminine strength and artisanal poetry—where every ruffle, lace trim, and floral motif whispers tales of Australia’s wild landscapes.



While Zimmermann commands cult status in the U.S. and Australia, its European footprint remains a sleeping giant—with only three London boutiques overshadowed by Chloé’s Parisian dominance. Yet, in this gap lies opportunity: Paris, a city hungry for unconventional luxury narratives, awaits Zimmermann’s sun-drenched storytelling.

“Imagine a living canvas where the turquoise swirls of the Great Barrier Reef, the misty greens of the Daintree, and the golden silence of the Outback frame Zimmermann’s latest collection—not on racks, but as an immersive dream.”

LANDSCAPE ANALYSIS

The modern luxury consumer no longer simply purchases—they seek to feel. Recent data reveals 78% of Gen Z shoppers prioritise brands offering immersive experiences over traditional retail, while experiential campaigns generate three times higher brand recall than conventional advertising.

Industry leaders have set the precedent:

Gucci Garden transformed a Florentine palazzo into a living brand manifesto, increasing foot traffic by 40% .

Dior's pop-up cinemas allowed guests to virtually “try on” looks during film screenings, driving a 200% surge in social shares.

For Zimmermann, this presents a unique opportunity. Where European houses draw on local heritage, Zimmermann can leverage the unexplored exoticism of Australian landscapes—from the ochre tones of the Outback to the liquid turquoise of the Great Barrier Reef—to craft an experience that feels both luxurious and entirely fresh.



OMNICHANNEL & THE PHYGITAL CONSUMER

Pre-Visit:

Instagram AR Filter: Launch a “Nomadic Garden” filter that overlays Australian landscapes on users’ surroundings.

Targeted Invites: VIPs receive physical invites with a coin that they will be able to spend on the event.



During Visit:

Smart Mirror Selfies: AR mirrors in each Room wearing digital Zimmermann dresses and also tagging #ZimmermannInParis.

QR Treasure Hunt: Scanning codes in each room unlocks a 20% off discount.



Post-Visit:

Unique brand book of Zimmermann taking over Paris and the European Fashion Market.

Purchasers unlock a private portail where customers will be able to a subscribe and get notifications of new events and stors opening of Zimmermann.



BRAND ESSENCE & IDENTITY

Zimmermann, which was founded back in 1991 by the sisters Nicky and Simone Zimmermann in Sydney, easily mixes sophistication and feminine romanticism and so defines that luxury fashion house. Detailed craftsmanship, and also a sun-soaked Australian spirit, do unify its ready-to-wear, resort, swimwear, and accessories collections. Fine prints, detailed craftsmanship, and attractive, classic shapes are fundamental to the brand's DNA. In an elegant and aspirational voice, Zimmermann speaks, maintaining a balance between authentic energy as well as global luxury that is approachable. Its aesthetic displays lightness as well as vitality and feels deeply modern yet timeless. Zimmermann has quite a devoted clientele of fashion-conscious women aged from 25 up to 45. Across the globe, this puts Zimmermann in the luxury high-end area. Australia and the U.S. do remain key and central markets. Expansion of the business and brand into Europe, however, does present a natural next step, tapping right into an appetite that is growing for different brands which combine good craftsmanship, emotion, and also fashion, and that is lifestyle-driven.



Strengths <ul style="list-style-type: none"> • Iconic Australian aesthetic • Artisan craftsmanship 	Weakness <ul style="list-style-type: none"> • Low EU awareness • Over/reliance on e-commerce
Opportunities <ul style="list-style-type: none"> • EU experiential void • Sustainability storytelling 	Threats <ul style="list-style-type: none"> • Chloe's Parisian heritage • Luxury spending slowdown



EUROPEAN MARKET STRATEGY

European consumers really do resonate greatly with Zimmermann's own created femininity and such relaxed elegance. Luxury markets that are across Europe do continue to evolve, and there is a rising demand for brands that are offering authenticity and storytelling. The heritage of craftsmanship is additionally quite intrinsic to Zimmermann's overall identity.

That European way of life suits the brand's dreamy shapes and holiday feeling, mostly in summer and seaside places such as the French Riviera, Amalfi Coast, Balearic Islands, and Greek isles. Zimmermann gives an emotional option to the minimalism taking over many European runways; it fills a niche between casual luxury and couture-level detail. Throughout Europe, opportunities are tactically offered by way of curated partnerships with luxury department stores, together with resort boutiques, as well as flagship boutiques within cities such as Paris, Milan, plus London. Local campaigns link Zimmermann with European art and culture; they highlight lasting womanhood, the fun of travel, and easy style for today's woman.

Storytelling which highlights emotional resonance, craftsmanship, as well as the attraction of a beautifully lived, sunlit life, will most certainly drive Zimmermann's European adventure.

STRATEGY OBJECTIVES

Let's be real—this pop-up isn't about racks of clothes or a fancy checkout counter. It's about making Zimmermann the brand that lingers in people's minds long after they've left Paris. Picture this: a sun-drenched Australian fantasy plopped right in the middle of Musée Rodin, where fashion, art, and pure magic collide.

We're turning the museum into Zimmermann's playground. Imagine Nicky Zimmermann's sketches hanging beside Rodin's sculptures, blurring the line between fashion and fine art. It's not just a display—it's a statement. The kind that makes Vogue France sit up and say, Wait, since when was Zimmermann this cool? And that's the whole point. We're not just selling dresses; we're rewriting the brand's story in Europe.

Then there's the experience—no half-hearted gimmicks, just pure, immersive storytelling. Walk into the Rainforest Room, and the air smells like eucalyptus. Brush your fingers against silk panels that ripple like ocean waves in the Coastal Room. And the Atelier? That's where things get fun. Drop a golden coin into the vintage jukebox, and suddenly the room transforms—lights flicker, an old-school Aussie hit starts playing, and just like that, you're not just shopping. You're part of the Zimmermann universe.

And we're not stopping at the pop-up. That limited-edition Reef dress someone buys? It comes with a QR code that shows the actual coral that inspired it. The embroidery workshop they tried? That unlocks a behind-the-scenes peek at Zimmermann's design studio. The goal isn't just to make a sale—it's to make sure the brand stays with them, like a really good song stuck in their head.

Success looks like French editors buzzing about Zimmermann like it's the next big thing. Like guests staying way longer than they planned because they don't want to leave. Like that exclusive Nomadic Garden collection selling out because everyone wants a piece of the fantasy.

This isn't just a pop-up. It's a love letter to Zimmermann—one that Paris won't forget.



ZIMMERMANN

SEGMENTATION:

Finding Zimmermann's True Fans

We're not casting a wide net - we're hunting for the perfect tribe who'll truly vibe with Zimmermann's bohemian soul. Our ideal guests are women who treat fashion like art and travel like it's oxygen. Picture the 32-year-old creative who knows every hidden gem boutique in Paris and the 45-year-old art patron who buys couture like others collect sculptures. They're all about that SlowLuxury life - they want pieces with stories, not just status symbols. These are the people who'll geek out over our Rodin collab and linger for hours in our sensory rooms.



TARGETING:

Why Paris is Ready for This Love Affair

Paris is basically our ideal matchmaker. The city's packed with exactly our kind of people - cultured, free-spirited creatives with money to burn and Instagram feeds to curate. Between the local fashion crowd and the luxury tourists who pilgrimage here, we've got over 20 million potential Zimmermann converts. We're especially wooing those Franco-Australian influencers who naturally bridge both worlds, plus the artsy set who already haunt Musée Rodin. When these tastemakers fall for us, the rest will follow like sheep.



POSITIONING:

Zimmermann's Uncopyable Magic

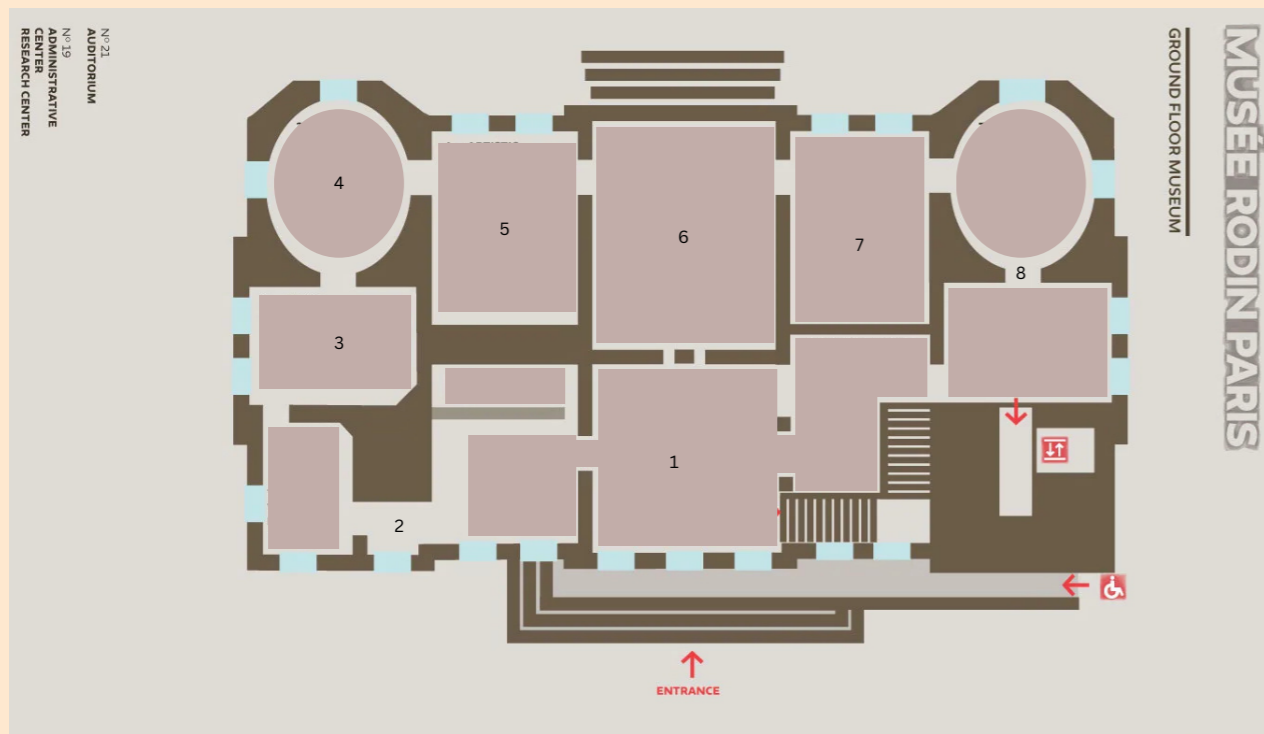
While other brands recycle the same old Parisian chic, we're bringing something refreshingly wild to the scene. Chloé has her boho romance, Isabel Marant does that California-cool thing - but Zimmermann? We're serving Australian escapism with a side of Parisian polish. We're not just selling dresses; we're selling daydreams of sunbaked adventures and art-filled afternoons. When people leave our pop-up, they won't just remember the clothes - they'll remember feeling transported. That's how we become more than another fashion brand; we become a mood, a fantasy, the experience everyone's buzzing about.

THE CONCEPT

For two unforgettable weeks, Zimmermann will transform Paris' iconic Musée Rodin into a sun-drenched Australian dreamscape—where fashion, art, and pure magic collide. This isn't just a pop-up; it's a fully immersive brand experience designed to captivate Europe's most discerning tastemakers and turn casual visitors into lifelong devotees.

The adventure begins with an exclusive garden fashion show for press, influencers, and VIPs—imagine models emerging from Rodin's sculptures, their Zimmermann gowns catching the golden-hour light. After this star-studded debut, the museum opens to the public, with each room transporting guests to a different Australian wonder:

- 1 Entrance
- 2 Desert Room (Red Centre / Outback)
- 3 Great Barrier Reef Room
- 4 Rainforest Room (Daintree / Gondwana Forest)
- 5 Coastal Room (Surf & Sand)
- 6 Mountain Ranges Room (Blue Mountains / Snowy Mountains)
- 7 Bushland Room (Grassy Woodlands)
- 8 The atelier where Zimmermann started and the shop



PRODUCT STRATEGY: MORE THAN CLOTHES, IT'S A COLLECTIBLE EXPERIENCE

We're not just selling dresses—we're selling exclusive pieces of the Zimmermann fantasy. Every item in the pop-up is designed to feel like a rare treasure you can't get anywhere else:

The "Nomadic Garden" Capsule Collection:

Dresses with holographic coral prints that shift under museum lighting
Jackets embroidered with tiny golden coins mirroring our Atelier's disco tokens
Made-to-order pieces stitched in the Atelier during the event (watch artisans work)

Non-Fashion Magic:

Art books pairing Zimmermann's sketches with Rodin's studies
Scented candles that bottle the Rainforest Room's eucalyptus mist
Embroidery workshops where guests learn Zimmermann's signature stitches



PRICE STRATEGY: LUXURY WITH A WINK

We're playing with perceived value to make spending feel like joining an exclusive club:

The Anchor:

Gowns at €1,200-€3,500 (classic Zimmermann luxury pricing)

The Playful Entry Points:

Coin-operated disco access free with any purchase
€50 embroidery workshops (bookable in advance)
€490 limited-edition totes (half the price of a dress but just as Instagrammable)

The Hidden Sell:

Buy any two pieces? Automatic Bloom Bar VIP status

PLACE STRATEGY: MUSÉE RODIN AS OUR RUNWAY

Zimmermann's values — celebrating womanhood, craftsmanship, and beauty — naturally echo the spirit of the Musée Rodin in Paris. The museum, set within romantic gardens and an elegant 18th-century mansion, is a place where artistic mastery and sensuality come together.

Auguste Rodin's sculptures capture pure emotion, real strength, and the timeless beauty of the human form — themes that align perfectly with Zimmermann's design philosophy, where clothes flow with natural grace and effortless femininity.

Using the Musée Rodin as a backdrop for Zimmermann's European expansion would create a powerful connection between art and fashion. It would plant the brand's Australian-born elegance into the heart of European culture and history, positioning Zimmermann not just as a fashion label, but as a true house of artistry and feminine beauty.

The Musée Rodin offers more than just symbolic meaning. Its intimate atmosphere, classical architecture, and dreamy sculpture gardens would create a breathtaking setting for a collection launch, a couture presentation, or an exclusive client event. This environment would allow European audiences to experience the full world of Zimmermann — romantic, emotional, and timeless.

Choosing the Musée Rodin shows that Zimmermann is not simply entering a new market. It is stepping into a deeper cultural conversation, aligning itself with European heritage, artistry, and the enduring beauty of women.



PROMOTIONAL STRATEGY

PRE THE EVENT

We don't announce we whisper

Billboards: Giant billboards of Zimmermann fabrics (coral lace, desert silk) with just a sentence.

“We got lost and ended up in Paris.”

No logo. Parisians will have to find out what this is.

Influencer Treasure Hunt:

10 Parisian cool girls (Camille Charrière, Jeanne Damas, Sabina Socol, Leia Sfez, Clara Cornet...) received mysterious golden coins in the mail with a Rodin museum map circled.

They'll post stories asking

“What's this for?” we stay silent.



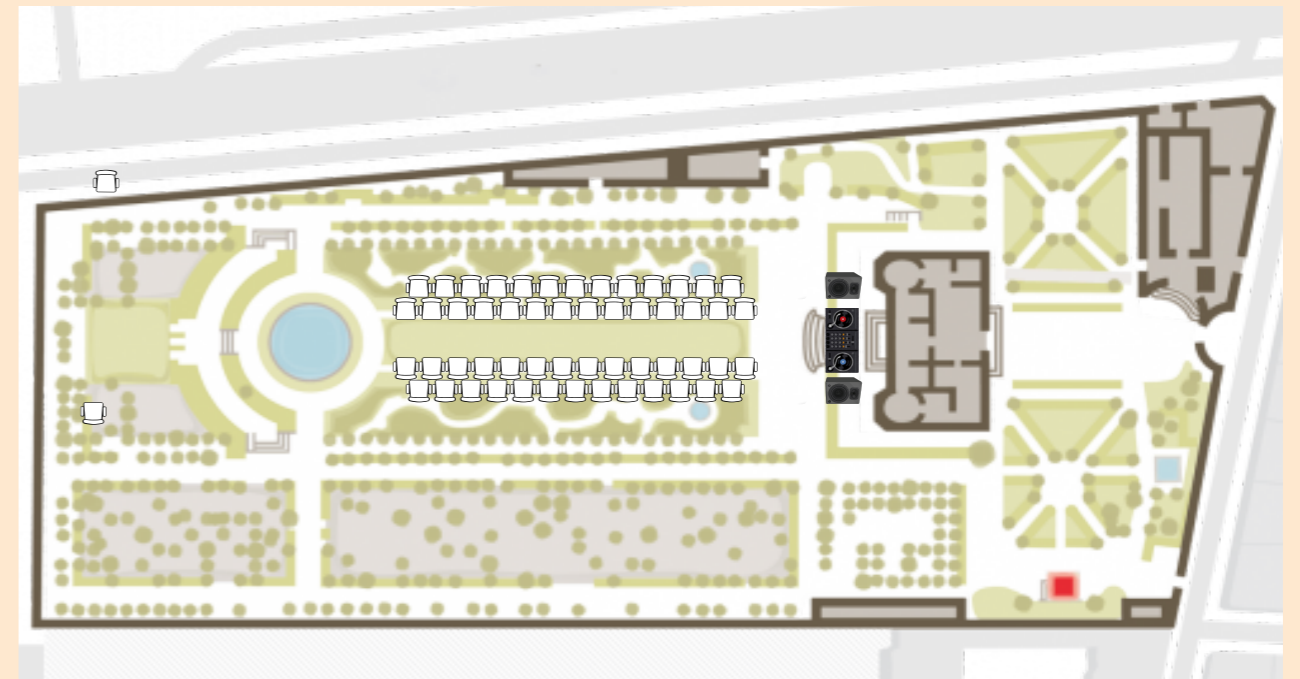
2. THE LAUNCH

This opening night isn't just one event—it's when Zimmermann claims a spot in Parisian culture. The sun goes down behind Rodin's statues. Fashion turns into an artistic display as the garden changes into an energetic catwalk.

Figures come out from within the shadows of The Thinker as their dresses get the golden hour light, not only walking. A person stops to fix their coral sleeve near The Kiss, making an Instagram picture then. Fashion's choreographed collisions and art's aren't just mere accidents; another ruffled skirt tangles with some of The Walking Man's bronze limbs on purpose. The front row leans in while the Zimmermann sisters take their bow, which includes Parisian gallerists and Australian expats, in addition to Vogue editors. Then the Zimmermann sisters are going to surprise everyone by them walking straight to a dj booth.

Nicky and Simone put a few golden coins right into the restored dj booth. Colorful light comes about in the garden as the opening synth notes of the INXS song 'Don't Change' sound loud by way of unseen speakers. Suddenly:

Geometric patterns, when they are projected, make the gravel pathways become just like disco floors. Museum workers show secret champagne trays that have gold leaf that can be eaten.



OPEN DAYS

Turn visitors into brand storytellers.

Room beautifully presented, they will want to take videos or mirror selfies to post on their social media.

Coin Leaderboard: customers will want to film them introducing the coin and turning it into a disco.

Late Nights. Rumour spreads that the last hour on Fridays has extra cocktails and unreleased music. Only those who have subscribed to our newsletters will know about this.

ENTRANCE



DESERT ROMM



GREAT BARRIER REEF ROOM



RAINFOREST ROOM



MOUNTAIN RANGES ROOM



COSTAL ROOM



BUSHLAND ROOM



MEASURING SUCCESS

QR CODE CHECK-INS

QR codes at each room entrance

Guests scan at the beginning a qr and in each room they will have to find a qr and if they collect every qr they will get a 20% off discount code that they will be able to use in the checkout.

Tracks which rooms are most popular

DISCO OF COFFEE COIN COUNTER

At checkout, after a purchase they will get a Zimmermann coin and they will be able to get a free coffee or insert a coin into a music wall and a part of the atelier will turn into an Australian 80s pop club.

Track how many coins get:

Used for coffee (physical counter at bar)

Used for disco (music wall)

WI-FI SIGN-IN

Free museum Wi-Fi requires:

Email where they can subscribe to our emails

Quick 2-question survey

PHOTO BOOTH ANALYTICS

Set up a photobooth with Australian landscape

Count total photos taken

Track shares with #ZimmermannInParis

OLD-SCHOOL COMMENT CARDS

Vintage-looking postcards at exit

“Describe your experience in 3 words”

They will introduce their card into a surfboard where after the event we will be able to read.



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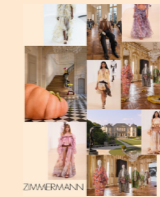
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Moodboard created by Julia Pineda



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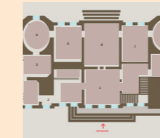
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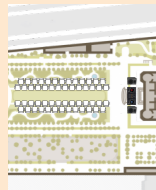
Moodboard created by Julia Pineda



Canva bill board mock up created by Julia Pineda



Moodboard created by Julia Pineda



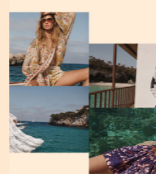
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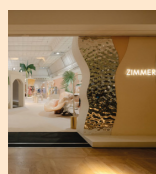
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Student name:	Julia Pineda Salva	Module code and name	FSM509.T2 Innovation in the Fashion Environment
Student ID:	S2300377	Assessment type	Assessment 2 Individual Innovation Project
Course:	Fashion Marketing	Date of submission	29.04.25
Assessment title: Photography Workshop Portfolio			
Word count or equivalents:			
Thinking of feedback you received in previous assessments (in current and/or previous modules), indicate how it has helped you to prepare and write this assignment:			
Is there any particular aspect of your work that you would like us to focus our feedback on?			

- I give my consent for my assignment to be used as an exemplar in future iterations of this module, without disclosure of my personal details (optional - please tick this box if you give your consent). YES
- I confirm that I have read, understood, and followed the Regent's policies regarding [Academic Misconduct Regulations](#) and that: YES

- This assignment is entirely my/our own work unless otherwise acknowledged
- No other sources have been used other than those stated
- I/We have not given a copy or have shown a copy of this assignment to other students enrolled in this module
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