

RETAIL

Lane Crawford hosts physical, digital pop-ups curated by sister store Joyce

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The pop-up shop will debut a number of new collections from Asian designers. Image credit: Joyce

By DANNY PARISI

Chinese department store chain Lane Crawford is hosting a temporary storefront to promote the apparel and accessories brands carried by the China-focused fashion retailer Joyce.

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Joyce, based in Hong Kong and owned by the Lane Crawford Group, has been one of the most prominent fashion shops focused on China since its founding in 1970. Joyce's physical and digital pop-ups with Lane Crawford at the latter retailer's ifc mall location and on its Web site are an attempt to drive traffic for the stores many customers around China.

"The critical success factor for any pop-up is traffic," said Scott Anderson, senior consultant for [FitForCommerce](#), New York. "For physical, that's a matter of location.

"For digital, it's a matter of marketing, with the odds tilted against a profitable campaign," he said.

Mr. Anderson is not affiliated with Lane Crawford or Joyce, but agreed to comment as an industry expert. [Lane Crawford](#) was reached for comment.

Digital and physical

Lane Crawford was founded in Hong Kong in 1850, and along with its sister company, Joyce, makes up a significant portion of the Hong Kong luxury market.

Now, for the first time, Joyce is opening a pop-up shop within Lane Crawford. This pop-up will give customers a chance to shop some of the exclusive collections from notable Asian designers that are debuting at Joyce.

Asian designers include South Korea's Juun J and Japan's Yohji Yamamoto. Addition designers featured include Rick Owens, Vetements and Raf Simons, among others.

Additionally, Joyce's pop-up shop will also have a digital component. Having a dual physical and digital pop-up shop is an intriguing idea, representing the reality of the relationship between retail and ecommerce today.

Joyce at Lane Crawford / No Man is an Island

"This strategy reflects an increasing trend of reaching a wider audience through a unified digital and retail environment, enabling customers to experience the full breadth and depth of the brand from wherever (or whenever) they'd like," FitForCommerce's Mr. Anderson said.

"Increasingly retailers are integrating digital pop-ups with traditional retail to create the fullest possible branded experience for the customer," he said.

The campaign also comes with a short mood film showing some of the aesthetics of the new pop-up shop.

Pop-up success

For many brands, pop-up shops are solely restricted to physical stores.

For example, French department store Printemps is bringing back its recurring Printemps Palace campaign by partnering with luxury hotels, fashion brands and jewelers this summer.

The campaign will see the windows at Printemps taken over with displays from a large number of participating brands and designers, whose work will be displayed at the Printemps Haussmann flagship. The event will last the rest of the summer, bringing together brands from across the luxury industry ([see story](#)).

For another example, Swiss watchmaker Breitling is touching down at Galeries Lafayette's Parisian flagship to launch a timepiece designed for daring individuals.



No Man is an Island. Image credit: Joyce

A Breitling pop-up at the department store is hosting the exclusive pre-release of the brand's Colt Skyracer timepiece, giving shoppers the opportunity to get their hands on the watch before its official retail debut. Along with the product launch, the temporary boutique offers visitors the chance to immerse themselves in Breitling's aviation heritage ([see story](#)).

These pop-ups are entirely devoted to creating a new physical presence in the store. Lane Crawford is taking the pop-up shop idea in a new direction with the addition of a digital pop-up as well.

The effectiveness of this idea is yet to be seen, but the potential to drive higher traffic to both the physical and Web stores is definitely there.

"Social efforts rarely go viral, and if they do, the timing is often unpredictable," FitForCommerce's Mr. Anderson said. "Even with professional SEO, the new site may remain invisible on Google until long after the pop-up campaign is over. So that leaves advertising, which is profit-unfriendly.

"However, if the goal is more about PR than profit, then good advertising can make a digital pop-up campaign very effective," he said.