

Adornment in the 21st Century



Paco Underhill

PACO UNDERHILL

author of WHY WE BUY: THE SCIENCE OF SHOPPING

WHAT WOMEN WANT



THE GLOBAL MARKET
TURNS FEMALE FRIENDLY

PACO
UNDERHILL

Prólogo de
José Luis Nueno

 **GESTIÓN 2000**

Ali Lema said, "Shopping is
the sum of the 20th Century."
Underhill explains why. Brilliantly."
FORNIA, RIFATTARE OCHI FRANTIZIONALITZER

Paco Underhill

THE NATIONAL BESTSELLER

WHY WE BUY

The Science of Shopping

UPDATED AND REVISED
FOR THE INTERNET, THE GLOBAL
CONSUMER AND BEYOND

PACO
UNDERHILL

A Ciência do Consumo

INDISPENSÁVEL PARA QUEM GOSTA

IMPERDÍVEL PARA QUEM QUER VIVER



PACO

MANAGEMENT
PRESS

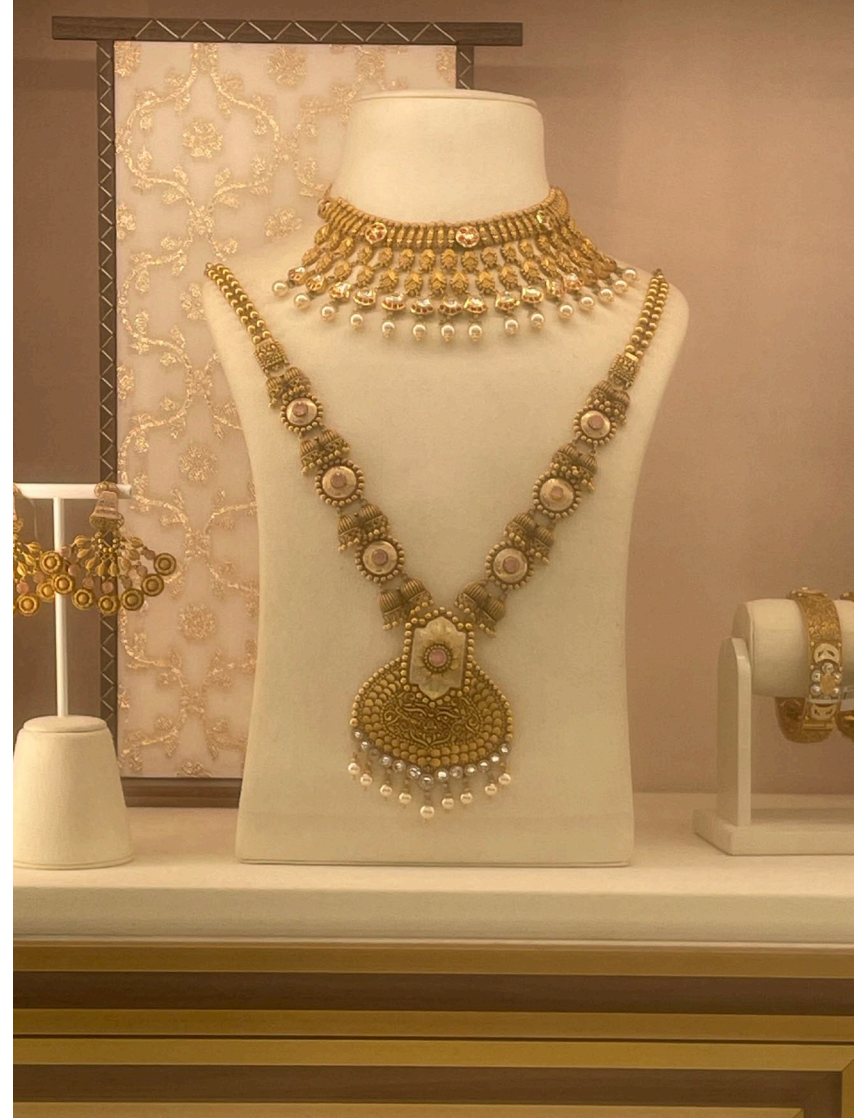
Nervous Times



Access to Jewelry Has Changed



Are We Ready?



New Players – the Museum Store



Where Do We Start?



The Evolution of Money



Our Future



Him



Her



ENVIROSELL

The Role of Adornment



SJP – Shoe Store -



Caught by Surprise



Event Phone App



Learning from Our Roots



The Transportability of Wealth



The International Customer



Staffing



Education



Selling into Ethnicity



- Bling, Grills, Dog Tags, Native Costumes

Education 2



A Parking Lot for 2 Legged Pets



Good Windows



Getting Local



Selling to Women



Memorable Experiences



Cross-selling



- Getting into the dressing room



Mirrors and Dressing Rooms



Metrotropic



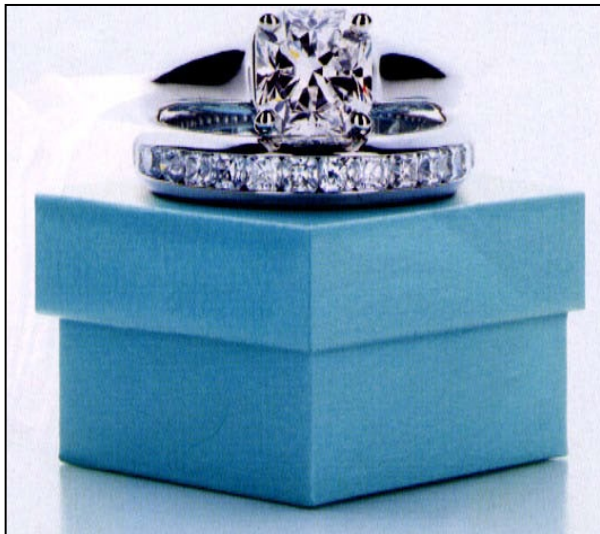
Leaving Money on the Table

- What else can we sell?
- What are the need states, and how do we communicate our solution?
- House presents, Thank you presents, “I’m Sorry” presents



What is Luxury Shopping?

- A seamless experience
- Not assuming that everyone knows the basics
- Recognition of the customer



One Strategy, Local Tactics



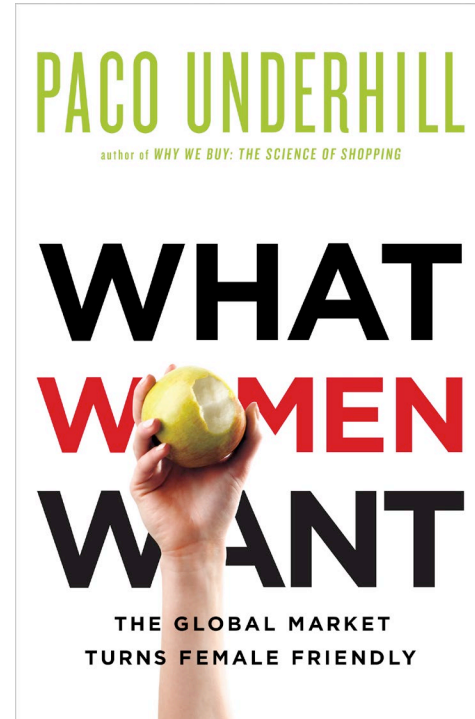
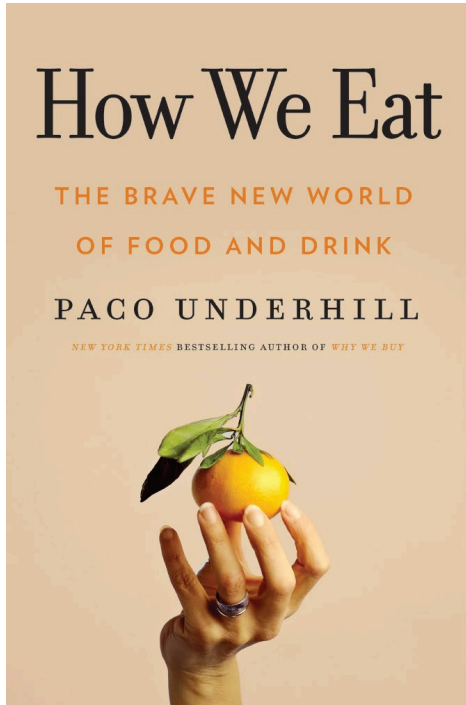
- Helping each location perform to its potential
- Not giving New York in South Beach
- Not ignoring small victories

What Can We Do?

- Develop expertise in the mature market
- Sell both to and through your customer
- Accept the Novice to Acolyte to Deacon process
- Localize your presence
- Extend your brand and use your history better
- Build on the Net to Phone to Store connection
- Find your customer where they are
- The details at each point of sale are important
- Going undercover is your reality check

Good Tag Line





www.pacounderhill.com