

TOM TAILOR LAUNCHES DENIM SHOP-IN-SHOP CONCEPT

Tom Tailor expands its POS initiative – launching a new shop-in-shop concept for the young fashion line, Denim Tom Tailor.

Starting from February, Tom Tailor is piloting a new shop-in-shop concept for their denim line, Denim Tom Tailor. The launch is part of Tom Tailor's 'New POS Concept' initiative. Last September, the brand began presenting its new store concept for their Casual line – reopening stores in Austria and Germany.

The aim is to align the 'Denim DNA' with the POS appearance, enhance the brand's real-life experience and bring the customer journey to a new level. What's different from the Tom Tailor Casual concept: The look is more urban & youthful, slightly bolder. Still, it reflects the Tom Tailor brand family DNA.

LOOK & FEEL

- Raw and paired-back aesthetic with accents in ultra marine blue
- Navy and wood optics are the base of both concepts (TT and DTT)
- Area combines live social content, curated edits and spaces to socialise
- Casual atmosphere that creates a sense of a cool get-together
- Down-to-earth material experience that is all about denim – with a denim backwall and denim tables

PURPOSE

- Emphasise Denim Tom Tailor's approach of comfort and connection
- Invite consumers to feel a sense of belonging
- Focus on a shopping experience centered around denim
- Guide all consumers with a service-oriented product presentation

FACTS & FIGURES

- First opening: 24.02.2024 at 'Begro' in Marburg
- For 2024, a total of 25 denim shop-in-shops are planned in Germany
- The roll-out starts in autumn/winter 2024
- All shops planned for the first half-year are pilots
- Concept was developed in co-operation with Landor&Fitch

For further inquiries contact communications@tom-tailor.com

