

*Toulez-
vous*

NYC Summer Pop-Up

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PR 524



WHAT IS VOLUEZ-VOUZ?

EMILY •
THE CEO

Voluez-Vouz is a vintage designer showroom based in Los Angeles, specializing in coveted fashion from the late '90s and early 2000s. Known for its curated collection of high-fashion pieces, Voluez-Vouz offers both sales and rentals.





NEW YORK

POP-UP SHOWROOM



BUSINESS GOAL

Establish Voluez-Vouz as a bi-coastal brand by entering the NYC market and capturing the attention of East Coast fashion influencers, stylists, and consumers.

COMMUNICATION OBJECTIVES

1. Boost NYC Brand Awareness: Position Voluez-Vouz as the destination for late '90s/early 2000s designer fashion in NYC.
1. Drive Social Engagement with #CarrieMoment: Leverage Sex and the City-inspired storytelling to spark nostalgia and encourage user-generated content from Gen Z and Millennial fashion lovers.
1. Convert Buzz into Foot Traffic & Sales: Promote the pop-up as a limited-time, must-see experience to increase showroom visits, rentals, and purchases.





Target AUDIENCE

- Fashion-forward women aged 20–35
- Primarily Gen Z and Millennial shoppers
- Based in or visiting NYC
- Passionate about vintage, Y2K, and early 2000s designer fashion
- Social media-savvy and influenced by pop culture nostalgia
- Interested in sustainable or one-of-a-kind fashion pieces
- Likely to attend pop-ups, influencer events, and trendy local experiences

Strategy 1

Leverage PR, influencer marketing, and strategic partnerships to maximize reach and visibility in the NYC fashion scene.

tactics

- Host a launch party for media, stylists, and influencers
- Pitch exclusive coverage to top fashion outlets (ex: NYLON)
- Partner with NYC-based influencers to create content (ex: Alex Consani)
- Collaborate with other vintage designer showrooms (ex: treasuresofnyc)
- Run geo-targeted Instagram/TikTok ads highlighting limited-time pieces and booking options.
- Launch an email and SMS campaign with RSVP access, and VIP slots.



Strategy 2

Center the campaign around nostalgic storytelling and shareable content to activate online participation.

Tactics

- Launch a social media challenge to recreate Sex & The City inspired looks
- Create a style quiz that matches users to whether they're a Carrie, Samantha, Miranda or Charlotte
- Set up an instore photobooth (would collab with boothbybryant)



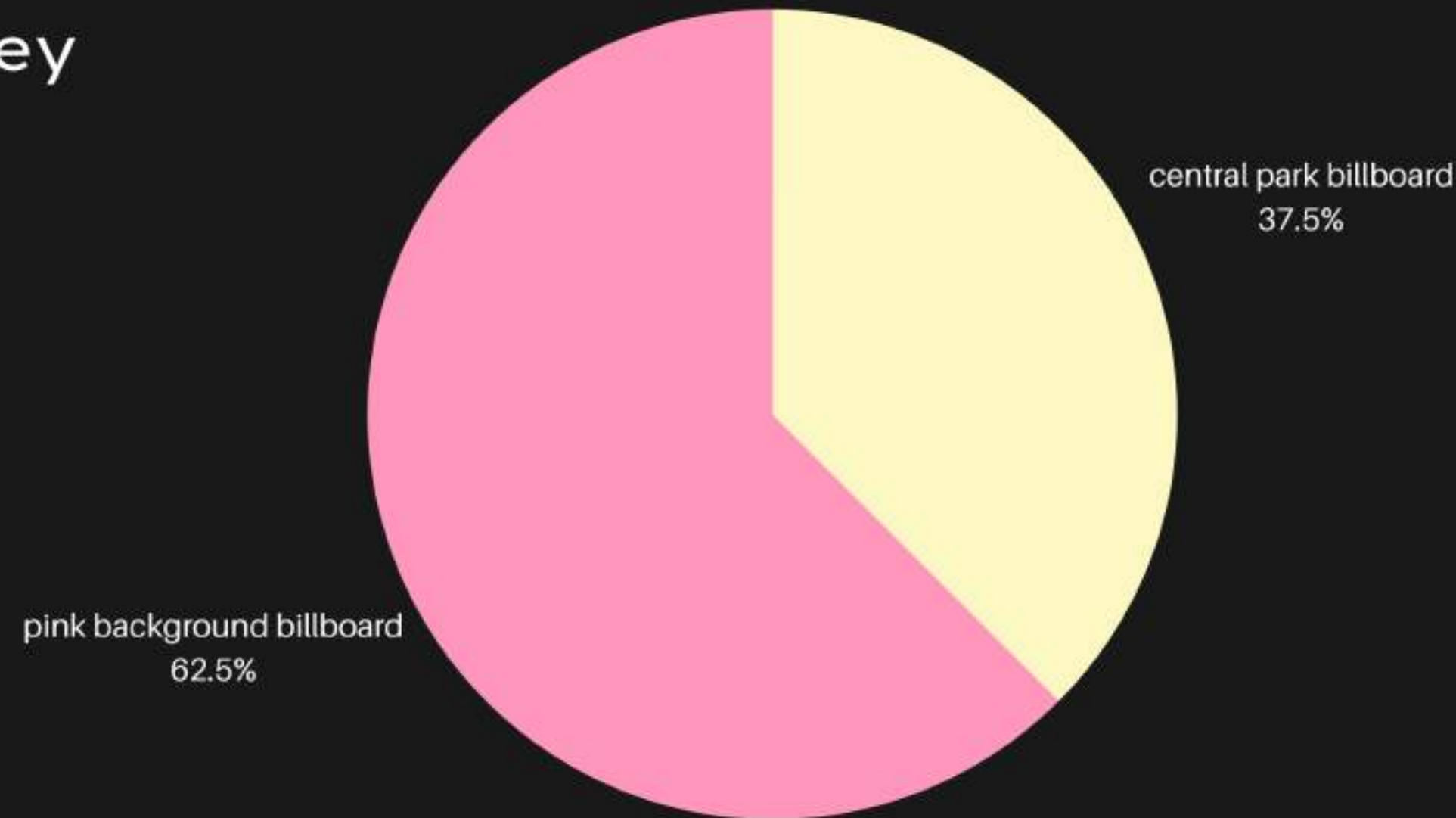


Results

SAMPLE SIZE: 30

I asked my classmates in two different classes to vote on which billboard they liked best and why:

- Those who liked the central park one said it was more clear that it was in NYC and wasn't as distracting
- those who liked the pink background billboard said it was bold, grabbed their attention and kept Voulez-Vous as the forefront



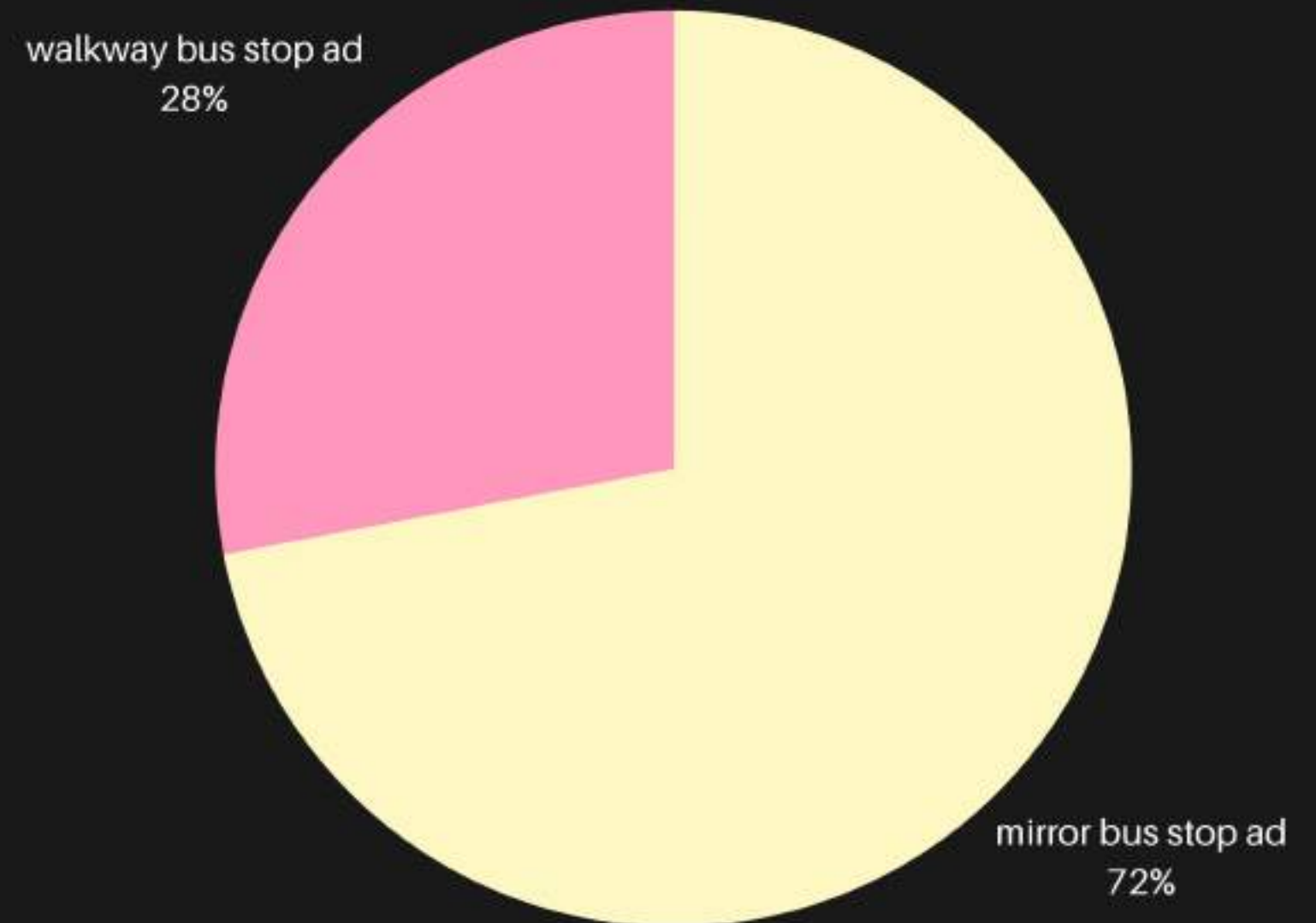


Results

I asked my classmates in two different classes to vote on which bus stop ad they liked best and why:

- Those who liked mirror ad, said the alignment flowed better and the photo with the shoes showcases Voulez-Vous better.
 - feedback: make the QR code bigger
- Those who liked the walkway ad more commented on preferring it being more linear than the other one.

SAMPLE SIZE: 30



INSTAGRAM ADS

CURRENT FEED




 voulezvous  Sponsored 




 17.3K  170  739 

voulezvous Men... I may not know, but shoes... shoes I know!
Click the link in our bio to book an appointment #carriemoment

 voulezvous  Sponsored 



 17.3K  170  739 

voulezvous The outfit Carrie would wear on the streets of NYC
Click the link in our bio to book an appointment #carriemoment

Timeline

JUNE

- Secure pop-up location and begin buildout
- Finalize influencer and media list
- Send early invites and teasers to press
- Begin social media countdown and email list growth

JULY 15-21

- Host Launch Party with press, influencers, and stylists
- Distribute press release and secure initial media coverage
- Drop first wave of influencer content

JULY 22-29

- Share daily social content
- Host Instagram Live Q&A or styling session
- Continue co-branded activations and events

JULY 30-31

- rooftop wrap party
- Final push of paid social ads and promotions

Thank
You