

AOPS

In-store visibility

MArch2024 | Sustainability

Omnichannel Alignment of Sustainable Products (AOPS)

Goal:

Improve the experience of the customer who today has a profile of responsible buyer, with a deeper social conscience and care for the planet, helping them with the purchase journey of products with sustainable attributes.

Brand Role:

Accompanying and making it possible for each person to add to their daily decisions ACTIONS that are more SUSTAINABLE. Inspiring, teaching, being an example and proposing initiatives so that people can JOIN IN.

Communication Goals

1

Facilitate the decision to purchase products with sustainable attributes.

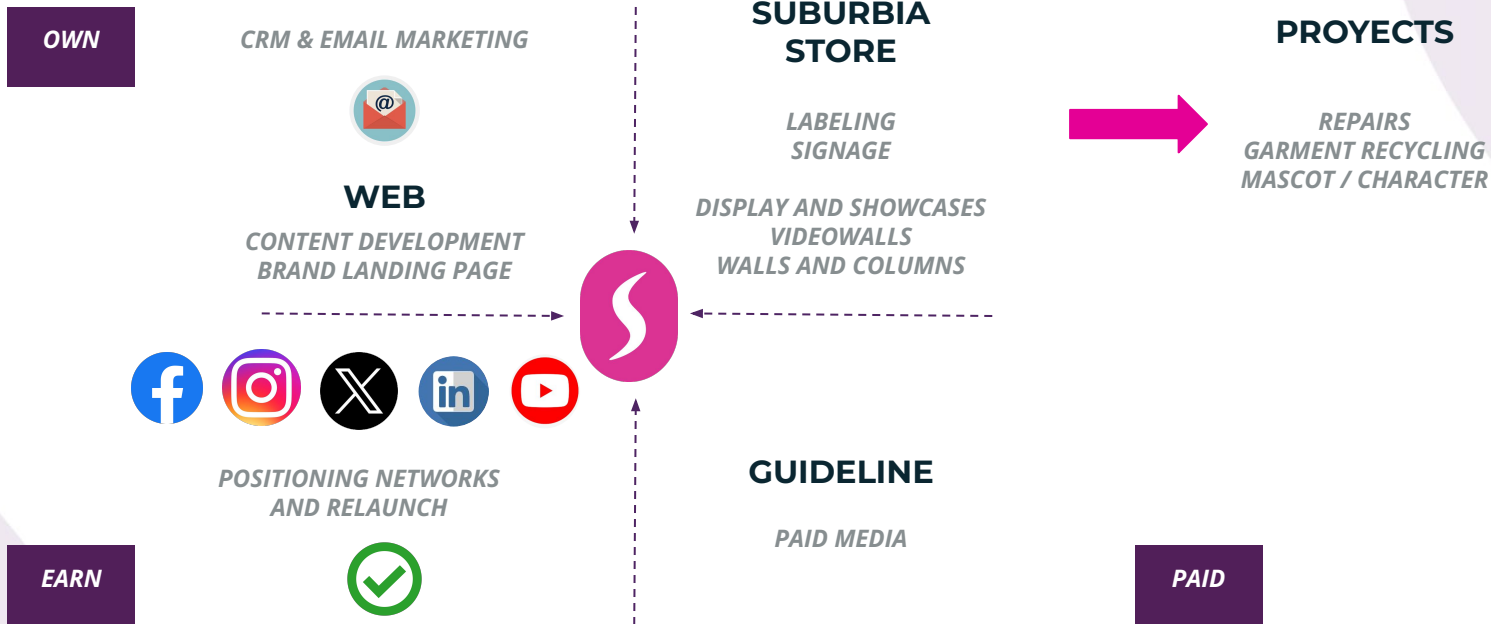
2

Generate comfortable and attractive spaces for the customer to purchase these products.

3

Develop brand identity for sustainable garments and collections and integrate a consistent communication system across all touch points.

ESPACIOS DE COMUNICACIÓN



BRAND LANDING PAGE

CONTENT DEVELOPMENT MONTHLY UPDATES



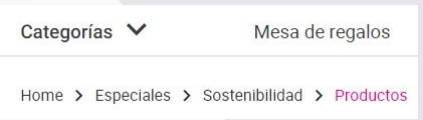
Modo responsable es la iniciativa sostenible de Liverpool, promoviendo productos con procesos de producción sostenible relacionados a materiales, ahorro de agua y más procesos amigables con nuestro planeta.



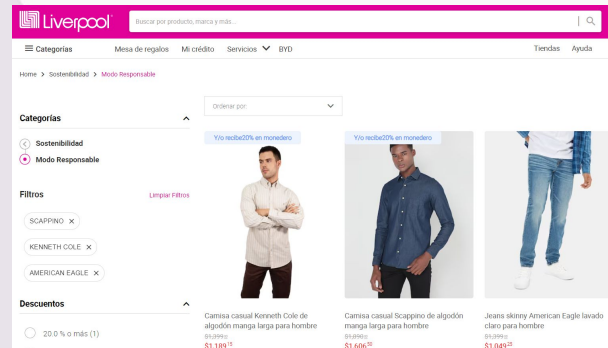
¿Cómo nos encuentras?

Nuestra etiqueta está presente en todos los productos que tienen características y procesos amigables con el planeta, selección y activa tu Modo Responsable.

Cuando encuentres esta etiqueta estás colaborando por un mundo más sostenible.

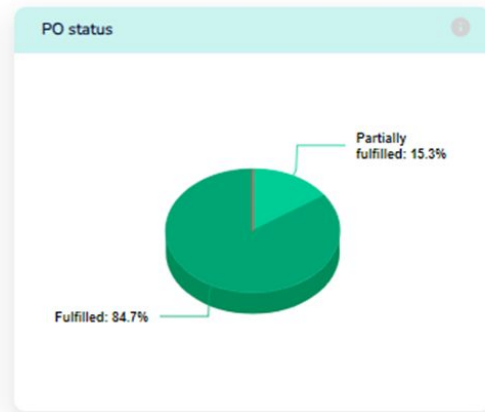
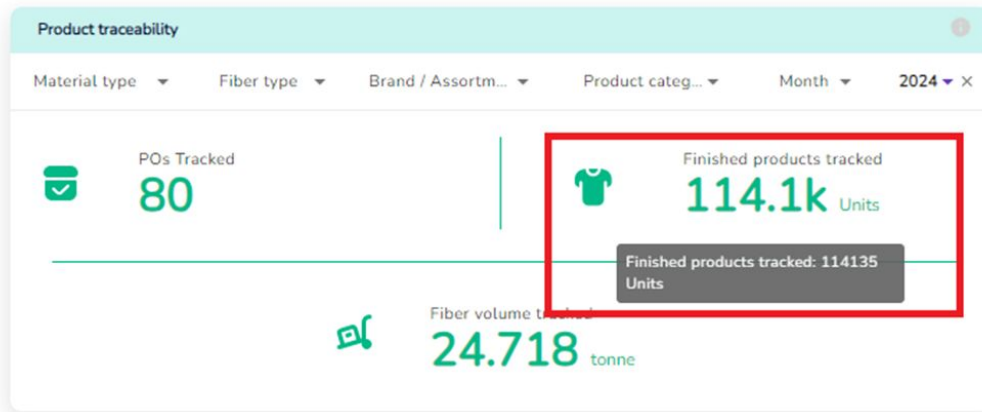
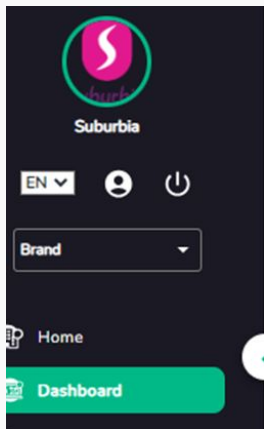


PRODUCT CATEGORIZATION



PRODUCT CATEGORIZATION

FUNDAMENTAL GARMENT IDENTIFICATION



Data required, PLM, SAP, Genesis, BI



Concept and Creativity

KEY MESSAGE

▶ VALUE CREATION IN THE CATEGORY

To generate consumer awareness in order to move fashion towards a sustainable style.

▶ VALUE TO THE CONSUMER

Tangible benefits that your actions can generate, the planet wins and I win. Under knowledge; the most important thing is to recycle.

▶ BRAND VALUE

1. Smart Buying More value for money
2. Proximity Availability / Omnicanality
3. Variety Exclusive brands (diversity of styles)

BETTER POSSIBILITIES FOR ALL

SMART SHOPPING

EXPERIENCE

VARIETY

SUSTAINABILITY

**"DISCOVER SUSTAINABLE LIVING:
CREATE YOUR STYLE WITH A
CONSCIENCE."**

CONCEPT
STRATEGIC



THANK YOU

