When was

Your last Memorable

Experience?

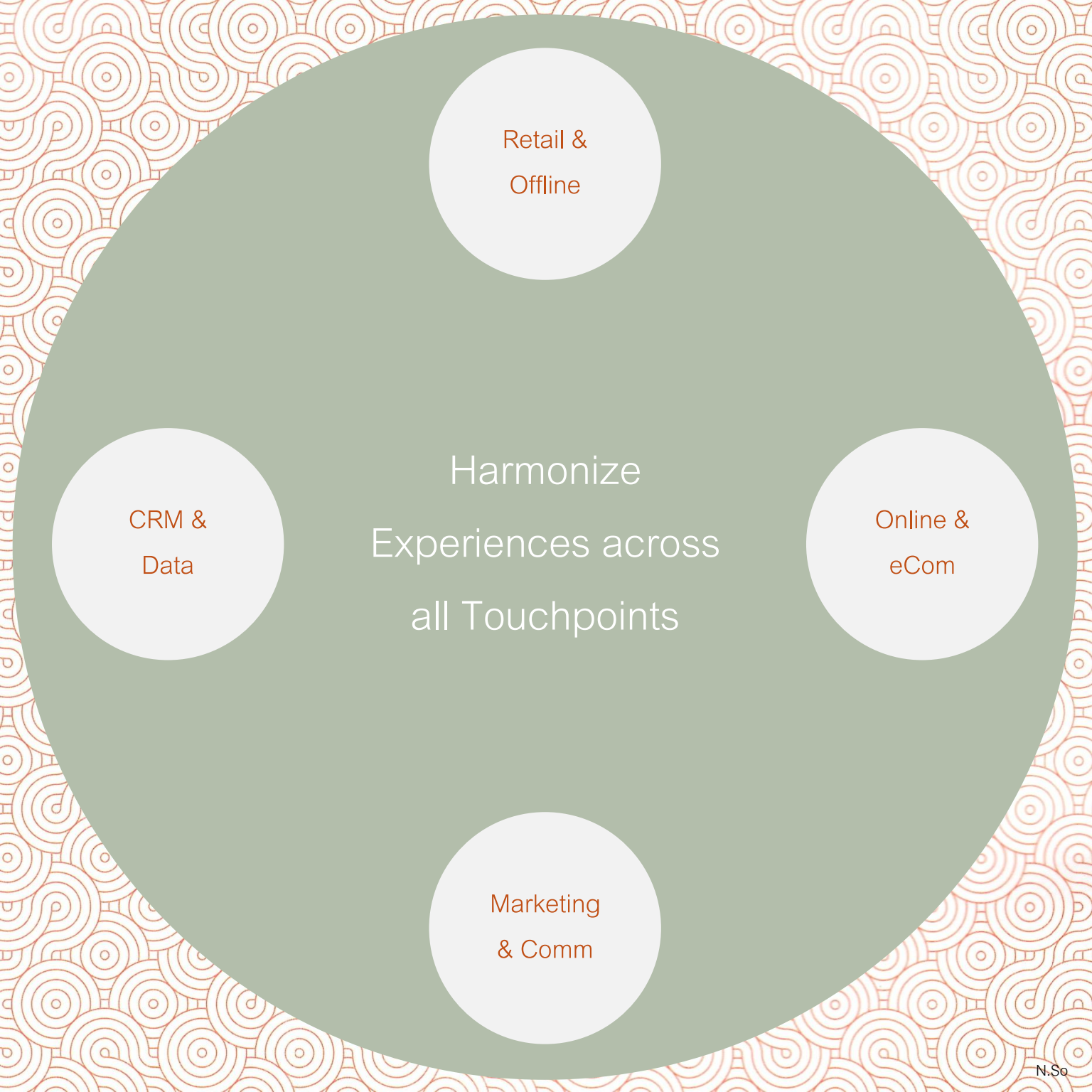
Our mission is to
accompany your teams to
Create Positive Memory

Memory is the psychological process of acquiring, storing, retaining, and retrieving information. Psychologists classify memory into three types: sensory, short and long-term.

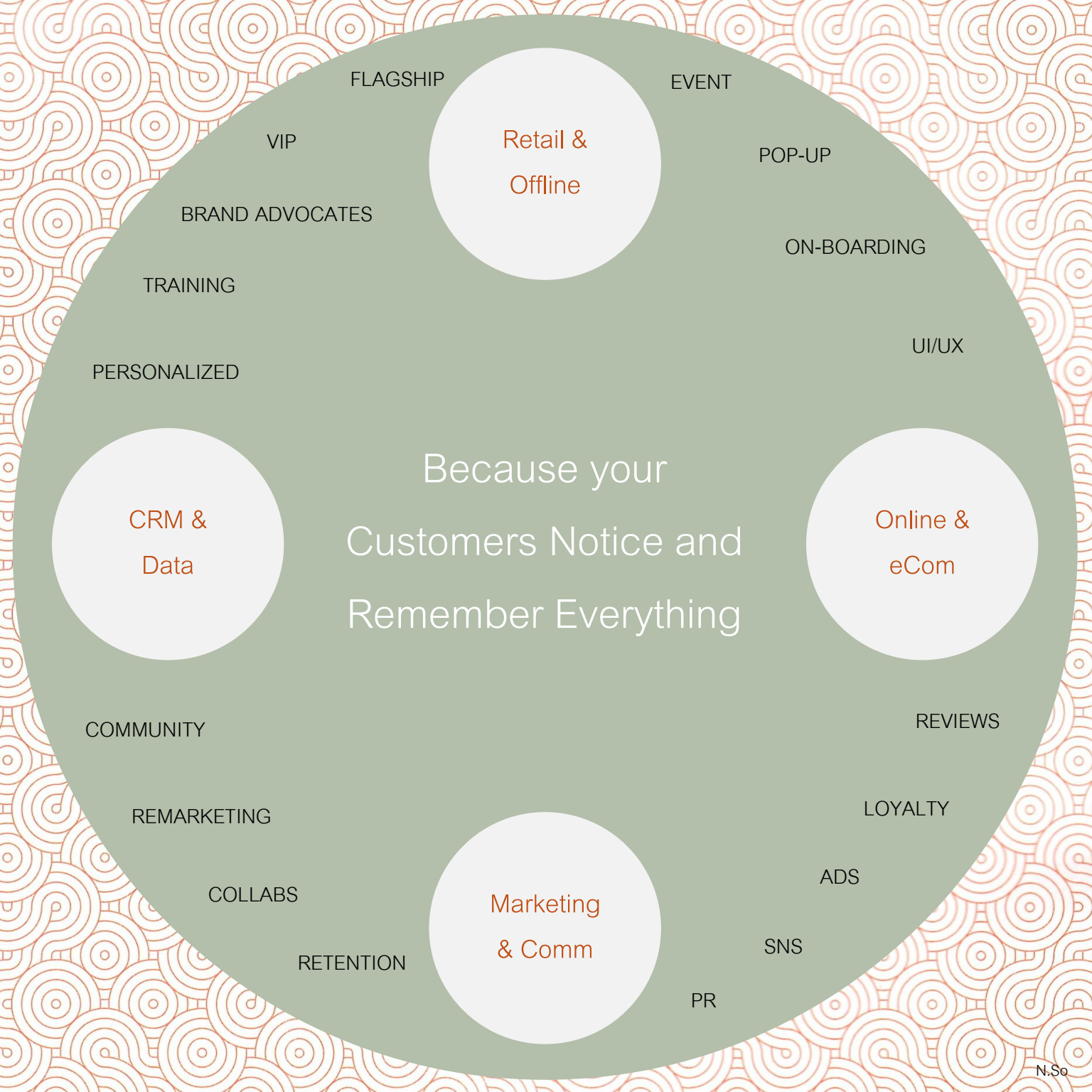
Memory can be positive or negative, and in both cases, you remember :
what, why, who, where, when, how,…

N.So

Is your Customer’s Journey seamless across all Interactions ?


Retail &
Offline
CRM &
Data
Harmonize
Experiences across
all Touchpoints
Online &
eCom
Marketing
& Comm

N.So


FLAGSHIP
EVENT
VIP
Retail &
Offline
POP-UP
BRAND ADVOCATES
ON-BOARDING
TRAINING
UI/UX
PERSONALIZED
CRM &
Data
Because your
Customers Notice and
Remember Everything
Online &
eCom
COMMUNITY
REVIEWS
REMARKETING
LOYALTY
ADS
COLLABS
Marketing
& Comm
SNS
RETENTION
PR

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Our Methodology

- Persona’s definition and profiles
- Comprehensive 360° audit of the entire customer journey (on-line, off-line, marketing, CRM/data) based on each Persona
- Identification of missing and friction points impacting your customer experiences
- Cross functional workshop with all departments’ stakeholders (Retail, EC, Marketing, CRM/data)
- Contextual insights and recommendations based on the workshop, our expertise and global best practices
- Actionable report of areas of improvement by priorities, resources, costs, timing and ROI
- Tools and services recommendations

Align your Teams KPIs for each persona

Quantitative KPIs

Recency

Frequency

Monetary

Life-time Value

Qualitative KPIs

Advocacy

Loyalty

Engagement

Satisfaction

Align your Teams Perspectives

Customer	≠	Client
Perceived Value	≠	Retail Price
Destination	≠	Store or Shop
Brand Advocate	≠	Sales Advisor
Curating	≠	Marketing
Omotenashi	≠	Client Support
Personas	≠	Segment
Return on Experience	≠	Return on Investment
Data unification	≠	Data warehouse

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Who are we ?

Loic Bizel

Expert on Japanese fashion and luxury retail and marketing with strong knowledges and understanding of Japanese consumers behaviors evolution since 1996. He has been consulting for most of the international retailers and brands since 2001 by proposing bespoke services such as distribution audit, brand strategy, benchmark, market study, introduction of distributor, trends reports, retail safari, new retail concepts reports. Bio - Linkedin

Charles

Charles has been connecting fashion, beauty & luxury houses to culture and digital innovation since 2010. Founder of Blondie, an award-winning creative and strategy agency, he has also served as Creative Director for Shiseido, Modern Media China, Cartier and Louis Vuitton on brand content, films, eCommerce, digital and retail experiences. He learned his craft in London's Central Saint Martins where he classically trained in design and typography.

Mariko

Expert on Japanese consumers, fashion trends and distribution with strong knowledges of fashion and retail evolution since 2016. She has been tailoring retail safari for many international brands and retailers, as well as preparing new retail concepts reports and seasonal fashion trends reports. Graduated from Bunka Fashion School, she has a transversal approach to fashion and retail including product design, distribution, consumer, business.

Some Projects & Clients

Cartier Japan VIP: definition of personas, audit of the customer journey, workshop, benchmark of best practices, final recommendations | 2024

Longchamp Japan pop-up: definition of personas, recommendation and ideation of experiences, qualitative data capture, creation of the entire customer journey | 2025

Shu Uemura: evolution of retail stores and sales associates purposes to create augmented customer experience | 2020

L'Oreal Paris HQ (Service & Retail Academy): "The spirit of Omotenashi" as unique hospitality, needs anticipation, care for details, showing gratitude to create memorable customer experiences | 2022

L'Oreal Asia conference: retail trends and innovation to enhance customer experience and retention | 2021

Tokyo New Retail Concepts: yearly report covering innovative retail concepts and pop-ups in Tokyo since 2016

Our regular clients include LVMH, Richemont, Louboutin, L'oreal, Shu Uemura, Prada, Karl Lagerfeld, Galeries Lafayette, Nordstrom, Le Printemps, Tory Burch, H&M, Primark, Dickies, Timberland, Lacoste, Douglas, Eastpak, Zara, Next, The North Face, Marc Jacobs, Belstaff, Sandro, Longchamp, Tods, Coach, Audemars Piguet, IKEA and many more!

“Enso”

Japanese word meaning “circular form”

or “Zen circle” is the symbol supreme

of Buddhist enlightenment, strength,

elegance and continuity

“And so”

Subsequently or soon afterward

meaning that any interaction leads to

another one

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Speak with us

loic@fashioninjapan.com

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