

# Perimi Qiu

Fashion merchandiser. Five projects.



## A B O U T

## The merchandising thesis behind a real business.

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Perimi Qiu is the founder of PERIMI LUXURY, a U.S. pre-owned luxury house headquartered in Santa Clara — sourcing through a Japanese authentication network, selling across U.S. B2C and B2B channels.

Her work sits at the intersection of merchandising and operations: building a buyback engine, designing a single-visit close that didn't exist in U.S. resale, and authenticating across the full luxury category under a Japanese 古物商 license.

This portfolio brings together five projects — four conceptual, one live. Read in that order, they trace how she thinks: from market entry, to digital relaunch, to the real one she's building.

## C O N T E N T S

# Five projects.

Strategy. Merchandising. Brand.

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*Five projects. One conviction:  
commerce, with character.*



PROJECT 01

# Jacquemus

## UAE Market Expansion Plan

A market entry plan for the French house — anchored by a region-exclusive Desert Luxe capsule and a flagship at the Dubai Mall, Fashion Avenue.



# 01

## T H E B R I E F

# A Mediterranean house, reimagined for the desert.

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A strategic market entry plan for French luxury brand Jacquemus to launch in the UAE — featuring a region-exclusive Desert Luxe capsule, a flagship at Fashion Avenue, localized branding, and multi-channel marketing to capture the high-growth Middle Eastern luxury segment.

## K E Y S K I L L S D E M O N S T R A T E D

Market Analysis · Brand Localization · Product Strategy · Retail Experience Design  
· Cross-Cultural Merchandising · Luxury Marketing · KPI Setting

## 02

M A R K E T &amp; C O N S U M E R

## Reading the Gulf.

## M A R K E T O P P O R T U N I T Y

The conditions are remarkable.

## T H R E E S I G N A L S

## 01 5.6% CAGR

Strong luxury market growth across the region.

## 02 Ages 20—40

Young, fashion-forward population at scale.

## 03 Global Hub

World-leading destination for luxury tourism.

## T A R G E T C O N S U M E R

Digital-first, travel-fluent, image-aware.

## P R O F I L E

## A G E

20 — 40 · Affluent Millennials & Gen Z

## L I F E S T Y L E

Urban · digitally native · trend-driven

## T R A I T S

Style-conscious · exclusive-seeking · social

## 03

B R A N D &amp; C H A L L E N G E

## The house, &amp; its question.

## B R A N D D N A

Mediterranean-inspired. Sculptural, playful, effortlessly luxurious.

## C O R E U S P s

## 01 Digital Dominance

Viral social presence with cult Gen Z & Millennial following.

## 02 Exclusivity-Led Growth

Limited-edition capsules engineered for desirability.

## 03 Iconic Design Identity

Instantly recognizable signatures that define modern luxury.

## T H E Q U E S T I O N

How to localize without diluting the French Mediterranean identity.

## F O U R D I M E N S I O N S

## Cultural Alignment

Adapt silhouettes to UAE modest-fashion norms without diluting design DNA.

## Aesthetic Localization

Integrate Middle Eastern luxury sensibilities while protecting global aesthetic.

## Positioning Balance

Compete with established houses while keeping a youthful, exclusive stance.

## Consumer Relevance

Resonate with local, expat, and tourist shoppers — true to the core.

# 04 THE COLLECTION

## Desert Luxe.

A region-exclusive capsule that merges Jacquemus' Mediterranean identity with desert-inspired elegance and cultural sensitivity for the UAE.

01

### Desert Tones

UAE-exclusive Le Chiquito bags in dune beige, golden hour, and sand mirage.

02

### Lightweight Fabrics

Breathable silk, organza, and linen — tailored for the warmth of the climate.

03

### Modest Silhouettes

Elevated abayas, kaftans, and full-length forms that honor local dress codes.

PRODUCT MIX

Exclusive signature accessories · Elevated modestwear aligned with local codes · Climate-adapted ready-to-wear & footwear

## 05 BRAND IDENTITY

Localized,  
never diluted.

## CORE BRAND IDENTITY

Preserve Jacquemus' signature minimalist, Mediterranean aesthetic — defined by asymmetry, light textures, and bold simplicity — to maintain global brand equity and recognition.

## KEY LOCALIZED ADAPTATIONS

**Arabic Brand Adaptation** — retain the core logo paired with Arabic transliteration (جاكيموس) for storefronts, packaging, and signage.

**Packaging Localization** — integrate desert-inspired regional elements into limited-edition packaging while upholding clean luxury language.



PLATE / Localized Shopping Bag · جاكيموس

01

Shopping Bags

02

Hangtags

03

Packaging Boxes

Localized — without compromising the iconic global brand identity.



# 06

R E T A I L & E X P E R I E N C E

## A house for the Fashion Avenue.

F L A G S H I P L O C A T I O N

The Dubai Mall · Fashion Avenue · Downtown Dubai

Prime positioning in the UAE's premier luxury retail hub, surrounded by the world's most established luxury houses.

C O R E R E T A I L E X P E R I E N C E

Curated Luxury In-Store

Warm, monochromatic boutique design — natural travertine and wood, blending Provençal and Middle Eastern luxury.

Exclusive Pop-Ups

Limited-edition Desert Luxe launches and immersive brand experiences engineered for hype.

VIP Client Services

Personalized styling, private suites, and bespoke after-sales for high-net-worth clientele.

# 07

MARKETING & OUTCOME

## Reach. Resonance. Returns.

### MARKETING STRATEGY

#### Influencer Partnerships

Regional Middle Eastern creators and luxury tastemakers driving authentic resonance.

#### Social Media Campaigns

High-impact Instagram & TikTok campaigns leveraging Jacquemus' viral DNA.

#### Experiential Events

Activations at Dubai Fashion Week and in-store pop-ups to drive foot traffic.

### KEY PERFORMANCE OUTCOMES

5M

#### IMPRESSIONS

& 1M reach within the first 6 weeks post-launch

1,000

#### UNITS SOLD

of the Desert Luxe collection in the first 30 days

30%

#### REPEAT RATE

loyal repeat purchase achieved within 3–6 months



P R O J E C T 0 2

# Fenty Beauty

## Body Lava 2.0 Digital Relaunch

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A full-funnel digital campaign — engineered around #GlowBeyondChallenge, an influencer constellation, and a reformulated, eco-conscious Body Lava.



# 01

T H E B R I E F

## A glow, reintroduced.

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A full relaunch digital campaign for Fenty Beauty's upgraded Body Lava 2.0 — centered on the improved formula, a sustainability narrative, and a TikTok user challenge engineered to drive engagement, UGC, and online sales.

K E Y S K I L L S D E M O N S T R A T E D

Digital Campaign Strategy · Social Media Activation · Influencer Marketing ·  
Conversion Funnel Planning · Performance Metrics

## 02

THE CAMPAIGN CONCEPT

## Glow Beyond Limits.

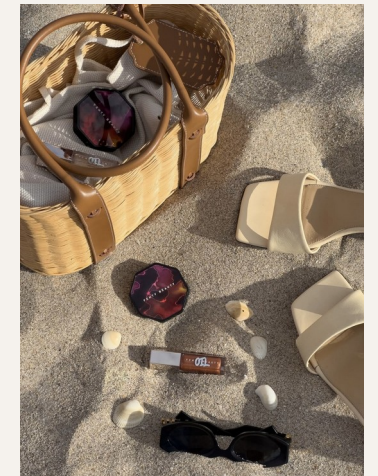
## MESSAGE

## “Glow Beyond Limits.”

## DESCRIPTION

A dynamic digital branding and promotional campaign highlighting the new and improved Body Lava 2.0 — a non-sticky, long-lasting formula made with eco-friendly ingredients. The campaign engages beauty enthusiasts through #GlowBeyondChallenge on TikTok, inviting users to showcase their best glow-up looks for a chance to win exclusive Fenty Beauty gift sets.

## MOODBOARD



A visual atmosphere of warm, golden luminosity — the Mediterranean-meets-Caribbean palette of liquid sunlight that defines the Body Lava DNA.

# 03

CAMPAIGN MECHANISM

## How it comes to life.

CAMPAIGN

NAME "Glow Beyond Limits — Body Lava 2.0"

TYPE Digital Branding & Promotional Campaign

HOW IT WORKS

Formula & Sustainability

A non-sticky, long-lasting body luminizer built with eco-friendly ingredients.

TikTok Challenge

#GlowBeyondChallenge invites the community to showcase glow-ups. Top entries earn Fenty gift sets.

Influencer Constellation

Hand-picked beauty creators reveal the texture and afterglow of the new formula.





04 · TARGET CUSTOMER

She is stylish, confident, socially conscious.

Fenty Beauty's target consumer is a 25-35 year-old urban woman who values inclusivity, ethical beauty, and digital engagement — finding self-expression and personal-care ritual in equal measure.

## 05

K E Y V I S U A L &amp; S C R I P T

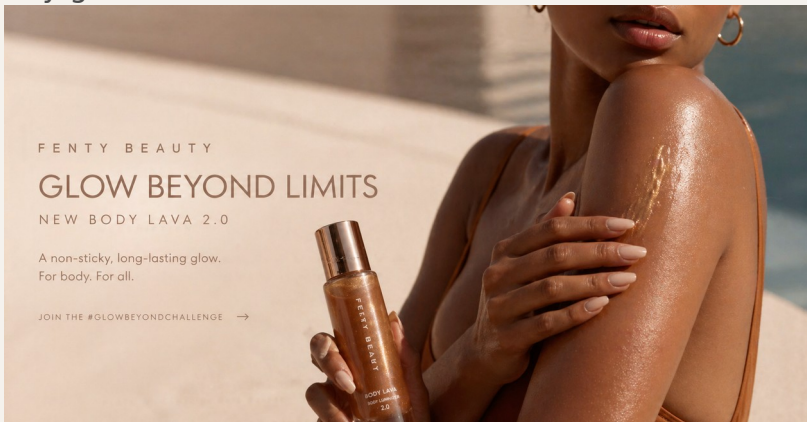
## On screen, on air.

## H E A D L I N E

“Glow Beyond Limits — Fenty Body Lava 2.0”

## D E S C R I P T I O N

Experience a non-sticky, long-lasting glow with our new eco-friendly formula. Join the #GlowBeyondChallenge for a chance to win Fenty Beauty gifts.



P L A T E / C a m p a i g n H e r o B a n n e r

## O N L I N E R A D I O S C R I P T

L E N G T H 15 seconds

B R A N D Fenty Beauty

D I R E C T I O N Female narrator — confident, magnetic

M U S I C Upbeat, energetic background score

“Get your glow on with Fenty Beauty's Body Lava 2.0 — a lightweight, non-sticky shimmer that lasts all day. Want to shine brighter? Join the #GlowBeyondChallenge for a chance to win. Shop now at [fentybeauty.com](https://www.fentybeauty.com).”

## 06

T H E V I D E O C O N C E P T

## Six frames of light.

0 1

## The Mirror

Maya stands before a mirror in beach attire, reaching for Body Lava 2.0. Sunlight floods the window.

0 2

## The Application

A slow-motion close-up: liquid shimmer pumped onto skin, then blended — formula catching natural light.

0 3

## The Beach

Maya steps onto a stunning shoreline. Her skin glows under the sun.

0 4

## The Still Life

The bottle rests on soft sand, glistening. Liquid shimmer pours elegantly in slow motion.

0 5

## The Walk

Maya walks along the shore, turning back with a glowing smile. “Glow like never before.”

0 6

## The Sign-off

The film closes on the Fenty Beauty wordmark — minimal, magnetic, unmistakable.

## 07

## T H E C O N V E R S I O N F U N N E L

## Awareness to action.

I

## A T T E N T I O N

Consumers discover the campaign through social ads, influencer partnerships, and the #GlowBeyondChallenge on TikTok.

OBJECTIVE 01 · 50,000 user-generated #GlowBeyondChallenge posts within the first 60 days.

II

## I N T E R E S T

Consumers engage with interactive content — influencer videos, the challenge itself, and ads leading to the campaign hub.

OBJECTIVE 02 · 15% engagement rate across all brand-created social posts.

III

## D E S I R E

Consumers explore product benefits, testimonials, and exclusive offers through brand posts and e-commerce promotions.

IV

## A C T I O N

Consumers purchase Body Lava 2.0, moved by messaging and promotion.

OBJECTIVE 03 · Increase online sales of Body Lava 2.0 by 25% within 60 days.

# 08 THE LANDING EXPERIENCE

## From banner to basket.

### DESIGN PRINCIPLE

Clean, engaging, engineered for conversion.

The Body Lava 2.0 landing page is built around the radiance of the product itself. A bold hero banner stages the formula's afterglow; a prominent “Join Now” CTA invites immediate action.

### FLOW & FEATURES

#### Curated Product Gallery

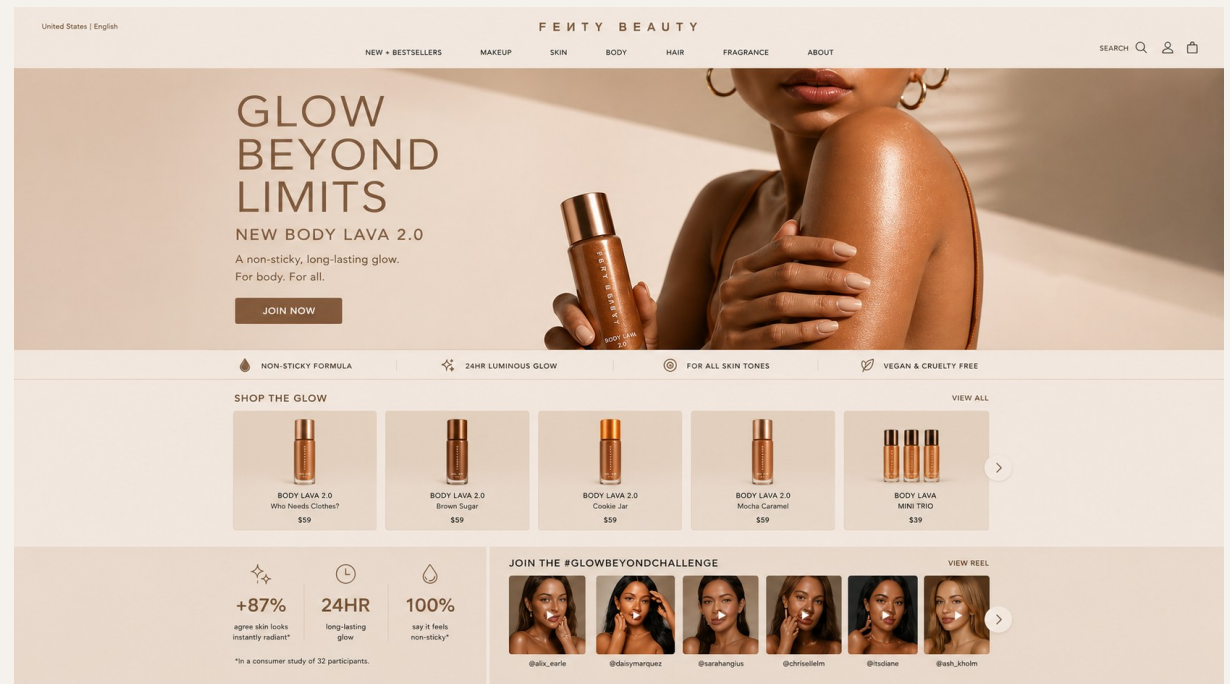
Explore the full Body Lava range without an extra click.

#### Benefits & Social Proof

Visually-led benefit highlights followed by a scrolling testimonial section.

#### TikTok Inspiration Reel

Dynamic carousel of influencer challenge entries — invites the visitor to participate.



## 09

M A R K E T I N G &amp; O U T C O M E

# The strategy, the story.

## M A R K E T I N G S T R A T E G Y

## Channels

TikTok and Instagram, leveraging short-form video and influencer-led content for viral reach.

## Targeting

Women 25–35 in NYC, LA, Chicago, and Miami — interested in tech, entrepreneurship, wellness, and e-commerce.

## Audience Engagement

Tailored to users who follow similar brands, engage with shopping ads, and consume self-improvement content.

## P R O J E C T C O N T E X T &amp; O P P O R T U N I T Y

## CONTEXT

The original 2018 Body Lava campaign achieved viral success and sell-outs — but faced mixed reviews on texture and price.

## RELAUNCH OPPORTUNITY

Body Lava 2.0 addresses past pain points with a lightweight, long-lasting formula — rekindling the campaign's original viral momentum while expanding the audience.

P R O J E C T 0 3

# Perimi Luxury.

Sourcing America.  
Domestic Supply Chain.

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A supply-side merchandising case study I led for PERIMI LUXURY — proposing, designing, and launching the first U.S. on-site buyback service to deliver appraisal and payment in a single visit. Bay Area home base, VIP service nationwide. Full-category: bags, jewelry, watches, ready-to-wear.



# 00 THE STARTING POINT

A working business.  
A new question.

## THE HOUSE

# PERIMI LUXURY

*“Before you. For you.”*

Authenticating, sourcing, and supplying full-category luxury — bags, jewelry, watches, ready-to-wear — from Hermès, Louis Vuitton, Chanel, and beyond.

*Headquartered in Santa Clara, California.  
Operating under a Japanese 古物商 license.*

## THE BUSINESS *(both established)*

### SOURCING

Japanese pre-owned luxury network.

Among the world's most rigorous authentication infrastructures — depth across decades of inventory, with traceable provenance.

### SALES

U.S. distribution, two-sided.

B2C — eBay live auctions, direct-to-consumer website.

B2B — wholesale and consignment partnerships across the U.S.



0 3 / P L A T E · A U T H E N T I C A T E D I N V E N T O R Y

F A S H I O N M E R C H A N D I S I N G P O R T F O L I O 2 0 2 6

# 01

T H E Q U E S T I O N

## What if we sourced locally, too?

Pre-owned luxury inverts the merchandising question. Inventory does not come from a factory — it comes from a closet.

PERIMI LUXURY had been sourcing through a Japanese network — deep, rigorous, but cross-border. The question: could a domestic supply layer be added without losing the trust standard?

The proposal: a U.S. domestic buyback service with same-visit appraisal and payment — the first of its kind. Grow the new channel from a Bay Area base, with VIP service nationwide.

K E Y S K I L L S D E M O N S T R A T E D

Supply-Side Merchandising · Service Design · Channel Strategy · Authentication Operations · KPI Framework Development

0 2 5 — 0 5 8

## 02

## MARKET &amp; OPPORTUNITY

## Where the bags actually live.

## DEMAND

The U.S. pre-owned luxury market is starved for supply, not demand.

€50B

Global secondhand luxury market value, 2025 (Bain & Company)

5x

Pre-owned grew 5x faster than primary luxury, 2017-2021 (Bain & Company, 2021)

62%

Of luxury buyers prioritize sustainability and affordability in resale (Luxury Resale Market Report, 2025)

*Resale platforms routinely report demand outpacing inventory. The bottleneck is the seller, not the buyer.*

## BAY AREA OPPORTUNITY

The highest density of luxury sellers in the U.S.

#1 in U.S. household income

San Jose & San Francisco metros consistently rank highest.

High closet velocity

Tech-driven affluence drives shorter ownership cycles.

Mature resale literacy

Buyers and sellers fluent in the secondhand luxury category.

*For a pre-owned luxury house, the Bay Area is not a market — it is the source.*

## 03

## THE SELLER

## She isn't a customer. She's a supplier.



## PROFILE

## AGE

35 — 55 · Established luxury consumer

## LOCATION

SF, San Jose, Palo Alto, Atherton, Cupertino

## OCCUPATION

Tech executive, founder, professional, family-office adult

## MOTIVATION

Closet curation · capital recovery · sustainability

## OBJECTION

Fair price? · safe to invite home? · worth the hassle?

## TRUST

Authentication · transparent pricing · peer referral

*She doesn't search for "where to sell my Hermès." She asks her friend.*

## 04

## THE PROPOSAL

## Three doors in.

01

## STORE VISIT

*The most committed seller.*

## WHERE

PERIMI LUXURY Showroom · Santa Clara

## WHO

She has decided. Wants the appraisal in person, the bag back if she changes her mind, cash same day.

## STRENGTH

Highest conversion. Hardest to acquire — but most certain.

## NOTE

Requires a drive to Santa Clara.

02

## NATIONWIDE MAIL-IN

*The convenience-first seller.*

## WHERE

Anywhere in the U.S.

## WHO

The remote seller, or the local seller with no time.

## STRENGTH

Widest reach. Lowest acquisition cost per lead.

## NOTE

Highest trust hurdle. She mails a \$10K+ bag before knowing the offer.

03

## HOME SERVICE

*Appraised on-site. Paid on-site. The first in the U.S.*

## WHERE

Bay Area home base · VIP service nationwide

## WHO

The high-net-worth seller editing her closet — bags, jewelry, watches, ready-to-wear in one visit.

## STRENGTH

Single-visit close. Full-category appraisal AND payment in one stop.

## NOTE

Newly launched. The growth lever for the next 12 months.

# 05

STRATEGIC ADVANTAGE

## The single-visit close.

Across U.S. luxury resale, the seller's path almost always involves shipping, waiting, or both. Even where on-site service exists, the bag is taken back for authentication — payment follows days later.

	PERIMI LUXURY	Fashionphile	Rebag	The RealReal
APPRAISAL	On-site, with you	1-2 days online / live in-store	Instant via Clair / live in-store	~14 days to list after items received
PAYMENT	On-site, same visit	2-4 business days after auth	2-3 business days after vetting	Consignment — paid after sale
HOME SERVICE	✓ Same-visit payment	Item taken back	—	Item taken back
COVERAGE	Bay Area + VIP nationwide	Studios + mail-in	Stores + mail-in	Nationwide + mail-in

*Single-visit close. Full-category. Two ways in — same standard.*

*Comparison based on each company's seller-facing pages and support documentation: [fashionphile.com/sell-with-us](https://www.fashionphile.com/sell-with-us), [rebag.com/clair](https://www.rebag.com/clair), [therealreal.com/sell-trr](https://www.therealreal.com/sell-trr). Accessed April 2026.*

## 06

THE OPERATIONS DESIGN

## The trust protocol.

## THE SIX-STEP PROTOCOL

## 01 INTAKE

Initial photo and provenance review (booking stage)

## 02 PHYSICAL VERIFICATION

Stitching, hardware, leather grain, lining inspection

## 03 SERIAL &amp; DATE CODE

Registry cross-check against house records

## 04 CRAFT MARKERS

House-specific authenticators — font, blind stamp, glazing

## 05 LIVE PRICING

Real-time global auction data referenced for offer

## 06 DECISION

Pass / Conditional / Decline — communicated transparently

*“Global trade in counterfeit goods reached \$509B (OECD). In a market this porous, authentication isn't a feature — it is the brand.”*

PERIMI LUXURY authenticates and buys back the full luxury category — bags, jewelry, watches, and ready-to-wear from top maisons. The discipline rests on a Japanese 古物商 license — the legal authorization to deal in pre-owned goods under Japan's resale law, where standards are among the most rigorous globally — combined with 10+ years of certified specialist experience.

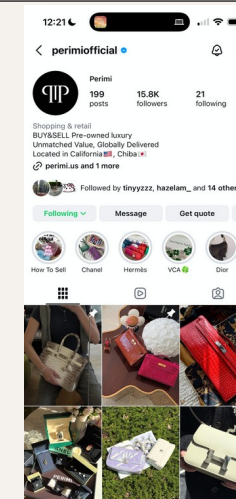
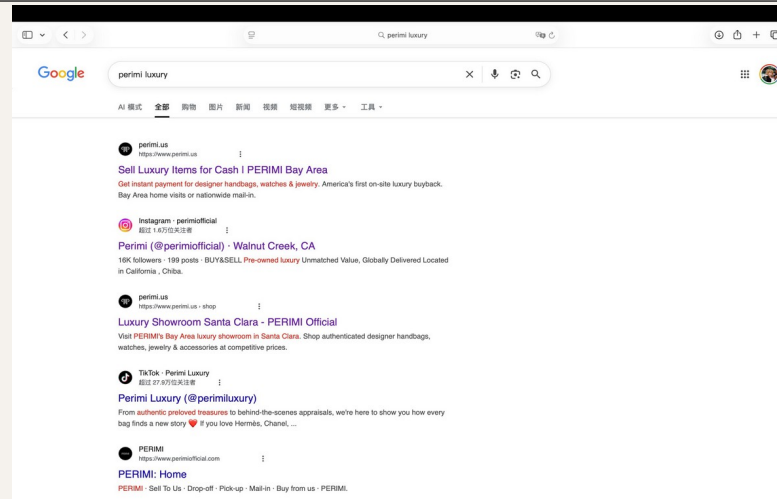
## SOURCE

OECD/EUIPO Trends in Trade in Counterfeit and Pirated Goods, 2019 · PERIMI LUXURY authentication protocol — Japanese 古物商 license, U.S. & Japanese auction networks.

# 07

THE GO-TO-MARKET

## Earning the visit.



THE THREE-CHANNEL FUNNEL

0 1  
RedNote 小红书  
→ WeChat 私域

Bay Area Chinese-speaking sellers — high concentration, high trust density. Educational content drives leads to one-on-one appraisal conversations.

0 2  
Google  
→ The Website

Bay Area English-speaking sellers. SEO and paid search around “sell my Hermès,” “luxury bag buyer Bay Area,” “on-site appraisal.”

0 3  
Instagram  
→ Brand window

Not a sales channel — the trust window. Showroom interiors, authenticated stills, the appraisal process. Where she verifies before her first appointment.

# 08

## KEY METRICS

### The Year 1 metrics.

# +200%

Year-1 · baseline

#### MONTHLY BUYBACK VOLUME

Buyback volume scaled across all three channels in 12 months — the headline measure of the engine.

# 35%

New channel

#### HOME SERVICE SHARE

Home Service share of total buyback volume by end of Year 1 — proof the new channel is a growth lever, not a niche.

# 60+

E-commerce avg · ~30

#### SELLER NPS

Net Promoter Score from Bay Area sellers — measures whether trust was actually delivered, not just promised.

#### SOURCE

*Buyback growth: year-one target against current baseline. Home Service share: internal channel-mix target. Seller NPS benchmarks: e-commerce avg ~30 (NPSpack 2025); 60+ benchmarked against luxury retail (CustomerGauge 2025). Twelve-month results: next page.*

## PROJECT 03 / OUTCOME

# The result. One year in.

## TWELVE-MONTH OUTCOME

*The signals validated the core thesis: the U.S. luxury seller market was supply-constrained, not demand-constrained.*

- 5,000+ sellers reached across the three-channel funnel.
- \$3M in authenticated buyback transactions across the full luxury category.
- Sellers chose certainty over the consign-and-wait upside.
- The biggest learning was about pace, not strategy.

*Don't wait until the plan is perfect. Start, ship, learn from what breaks. Most of what worked here came from doing — not from planning more.*





WWW.PERIMI.US



PROJECT 04

# Evara

S/S 2026  
Brand Collection

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A sustainable apparel label engineering trend-driven design at an accessible price — for the urban, digitally-engaged conscious consumer.

## 01

## B R A N D O V E R V I E W

## The premise.

## T H E H O U S E

## B R A N D

Evara

## C A T E G O R Y

Sustainable apparel — mid-market

B U S I N E S S  
M O D E L

Direct-to-consumer (retail + e-commerce)

## M I S S I O N

Create versatile, fashion-forward clothing using responsible materials.

## V I S I O N

Make sustainable fashion accessible, modern, and relevant.

## B R A N D E D G E

Trend-driven design,  
meets responsibility,  
at a price that meets her.

*Evara is built on a single conviction — that sustainability is not a premium tax. The most relevant fashion of this decade will be the kind any urban professional can choose, and feel proud of.*

## 02

THE TARGET CUSTOMER

## She is the new conscious.



## PROFILE

## AGE

22 — 35 · Millennials &amp; Gen Z

## INCOME

Middle to upper-middle class

## LIFESTYLE

Urban, digitally engaged, sustainability-conscious

## MINDSET

Values transparency, individuality, ethical consumption

## SHOPPING

Online-driven, influenced by social media

## KEY TRAITS

Style-conscious · value-driven · versatile staples

## 03

THE COMPETITIVE LANDSCAPE

## The field of reference.

## EVERLANE

## Minimal &amp; Transparent

Everyday essentials anchored by radical pricing transparency.

## REFORMATION

## Trend-Driven, Feminine

Sustainability-focused with a clear feminine identity and silhouette.

## ARKET

## Clean &amp; Functional

Modern basics with a Scandinavian sensibility — restraint as strategy.

## KEY INSIGHT

Every relevant competitor pairs sustainability with a strong brand identity and clear aesthetic positioning. Identity is the moat — not material.

## 04

T R E N D &amp; M A T E R I A L D I R E C T I O N

## Lightness, honestly made.

## D I R E C T I O N

A balance between sustainability,  
lightness, and modern minimalism.

## M A T E R I A L S

Organic cotton · Linen · Hemp blends · Recycled fabrics ·  
Tencel

## C O L O R D I R E C T I O N

Natural greens, blues, and neutral tones.

## C O N S U M E R E X P E C T A T I O N

Eco-friendly materials without sacrificing aesthetics — the new  
minimum.





# 05

S I L H O U E T T E & S T Y L E

## The modern silhouette.

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*The Spring/Summer 2026 silhouette is built around three principles: ease, intention, and material honesty.*

### Relaxed Tailoring

Soft-shouldered jackets, fluid trousers, minimal seaming.

### Layered Lightness

Sheer overlays, slub textures, breathable rib.

### Architectural Restraint

Clean lines, considered proportions, no unnecessary decoration.

# 06

## CORE PRODUCT CONCEPT

# Built to last, built to live.

### THE HERO

**Organic cotton T-shirt & recycled denim pants.**

### MATERIAL FOCUS

100% organic cotton · Recycled denim

### DESIGN FEATURES

Durable construction · Minimal, functional detailing

### BRAND STRATEGY

*Embed sustainability into materials, construction, and design — not just branding.*

### PRODUCT LINE PLAN

**COLLECTION** 45 styles across key categories

**CATEGORIES** Tops · Bottoms · Dresses · Knits · Outerwear

**DELIVERY** February · April · June

### THREE LIFESTYLE CAPSULES

01 **Eco-Casual Daily**

02 **Urban Commute**

03 **Weekend Escape**



07 · PRODUCT LINE OVERVIEW

Forty-five pieces. Three capsules. One disciplined wardrobe.

## 08

PACKAGING &amp; ADVERTISING

## The brand, made tangible.

## PACKAGING

*Recycled craft, soft sans wordmark, the tagline as quiet promise — “sustainable fashion that fits your life.”*



PLATE / Packaging Suite  
FASHION MERCHANDISING PORTFOLIO 2026

## ADVERTISING

*Editorial in voice, Instagram in distribution — image-led communication that feels like a magazine, not a campaign.*



PLATE / Editorial Treatment

# A collection, delivered.

This project completed the full development of Evara's 2026 S/S sustainable private-label collection — a clear identity, a 45-style line in responsible materials, finalized technical packages, and a qualified manufacturer for ethical, efficient production.

The outcome: a market-ready, consumer-centered collection that holds sustainability, style, and commercial viability in the same hand.





P R O J E C T 0 5

# Paws & Threads

E-commerce Strategy  
for Dog Apparel

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A complete e-commerce and merchandising strategy for a premium pet apparel brand — seasonal product, user journey, and 3PL fulfillment.



0 5 / P L A T E · P R O D U C T S T I L L

F A S H I O N M E R C H A N D I S I N G P O R T F O L I O 2 0 2 6

# 01

T H E B R I E F

## Style, in the smaller member of the family.

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A complete e-commerce and merchandising strategy for a premium pet apparel brand — optimizing seasonal product planning, the user journey, 3PL fulfillment, and multi-channel marketing to maximize conversion and scalability.

K E Y S K I L L S D E M O N S T R A T E D

E-commerce Strategy · Retail Merchandising · UX Design · Inventory Planning ·  
Seasonal Marketing · Conversion Optimization

0 4 6 — 0 5 8

# 02

## THE BRAND CONCEPT

# Where comfort meets code.



### BRAND POSITIONING

Paws & Threads is a premium dog apparel brand that blends modern aesthetics with everyday practicality — clothing that is visually appealing and genuinely comfortable for the wearer.

### CORE IDEA

Dogs deserve the same comfort and style as their owners. Each product is designed in soft, breathable materials — engineered for movement while maintaining a clean, fashionable look.

### TARGET CONSUMER

Style-conscious pet owners with small to medium-sized dogs, who value design and functionality in equal measure.

# 03

MARKET INSIGHT

## When the demand arrives.

### Q4

Oct — Dec · search peak

#### SEASONAL OPPORTUNITY

Demand for dog apparel peaks October through December — driven by colder weather, holiday spending, and concentrated promotional activity.

### Top 3

"dog coat" · "dog jacket"

#### SEARCH BEHAVIOR

High-volume keywords reveal consumers prioritize warmth and functionality — "dog coat," "dog jacket," "winter dog jacket" lead intent.

### +220%

Peak vs off-season

#### STRATEGIC POSITION

Concentrating launches and marketing on the seasonal peak maximizes relevance, inventory turn, and conversion intent.

#### SOURCE

*Search interest pattern: Google Trends "dog jacket" + "dog coat," past 12 months, U.S. Peak vs off-season ratio derived from Oct-Dec average against Mar-Sep baseline. Accessed April 2026.*

## 04

M E R C H A N D I S I N G S T R A T E G Y

## Cozy &amp; stylish.

## T H E T H E M E

*“Cozy & Stylish — Keeping Your Pup Warm This Winter.”*

## P R O D U C T S T R A T E G Y

The collection is built around high-demand winter essentials — jackets, coats, and hoodies — supported by secondary categories like shirts and pajamas. Accessories such as collars complement the look and increase basket size.

## M E R C H A N D I S I N G A P P R O A C H

The strategy holds functionality and lifestyle appeal in balance — products meet practical needs while maintaining a consistent, fashionable brand identity.



P L A T E / H e r o C a t e g o r i e s

# 05

PRODUCT DIRECTION

## Three heroes for winter.



01

### Active Fit Hoodie

*Everyday warmth for active dogs.*



02

### Ultra-Warm Puffer Jacket

*Built for extreme-cold protection.*



03

### Stylish Thunder Shirt

*Versatile indoor comfort, layers under jackets.*

DESIGN  
FOCUS

Comfort, fit, and material quality — usability without sacrificing visual appeal. The assortment moves from functional outerwear to casual lifestyle pieces, supporting cross-purchase across usage scenarios.

# 06

THE E-COMMERCE EXPERIENCE

## From click to comfort.

### PLATFORM

Built on Wix Business — payment processing, product management, and order tracking, end to end.

### USER JOURNEY

Homepage → Landing Page → Product Page → Cart → Checkout

### EXPERIENCE GOAL

Minimize friction. Guide the customer smoothly from discovery to purchase with a consistent, intuitive shopping experience.

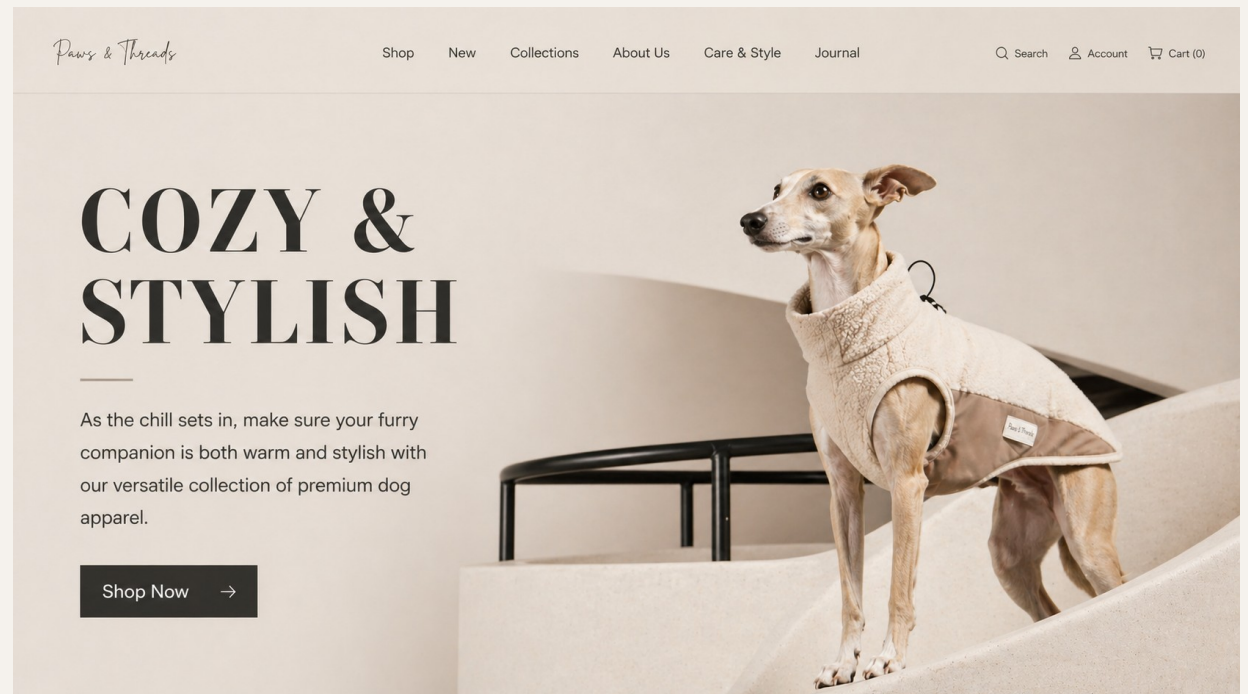
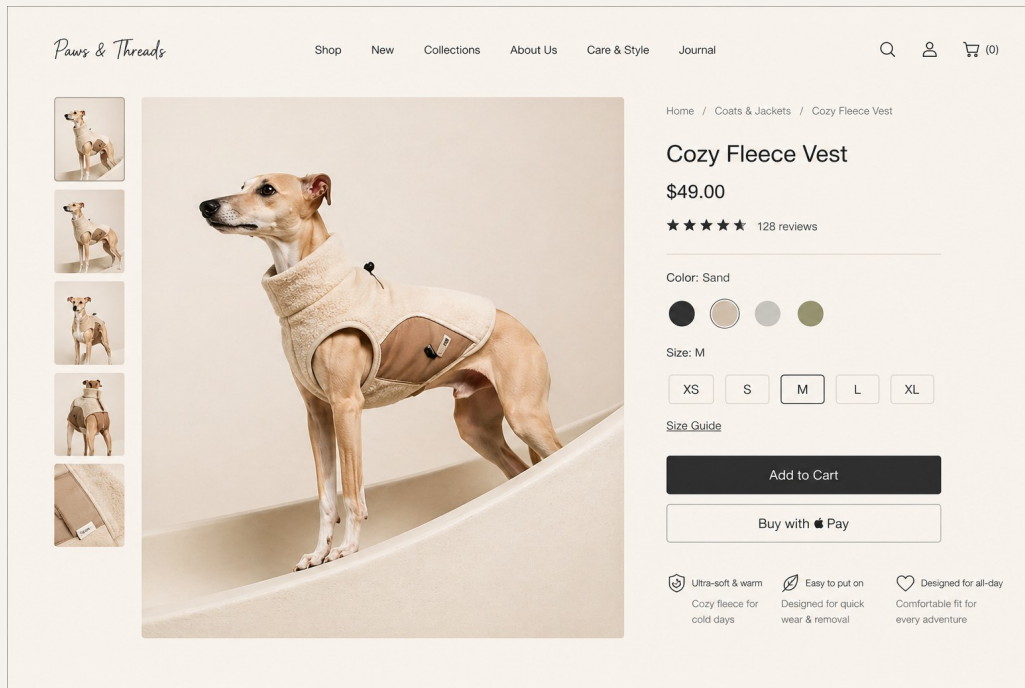


PLATE / Landing Page Mockup

# 07

## PRODUCT PAGE STRATEGY

# Where the sale is won.



### 0 1 Design Approach

Clean, minimal layout that highlights product visuals and key information without overwhelming the visitor.

### 0 2 Key Features

High-resolution imagery, structured product detail, size and color selection, integrated reviews to build trust.

### 0 3 Conversion Focus

“Suggested Items” module increases engagement, encourages cross-selling, and lifts overall conversion.

# 08

## KEY METRICS

### Benchmark against industry, build toward target.

# 4.0%

Industry · 2.5%

#### CONVERSION RATE

Optimized checkout flow, trust signals, and a streamlined product page support a target above the U.S. pet-care benchmark.

# \$95

Industry · \$67

#### AVERAGE ORDER VALUE

Premium positioning and accessory cross-sells (collars, beds) lift basket size above the typical pet apparel average.

# \$120K

Q4 · Oct — Dec

#### NET SALES TARGET

Year-one Q4 goal — driven by the seasonal cold-weather peak and the three-campaign storytelling sequence.

#### SOURCE

*Targets benchmarked against U.S. pet-care DTC e-commerce data: CR ~2.5% (Triple Whale, Shopify DTC benchmarks 2025); AOV ~\$67 (Dynamic Yield/XP², 12-month pet-care average). Cross-referenced with Convertcart Pet Care Industry Report.*

## 09

O P E R A T I O N S &amp; F U L F I L L M E N T

## Everything behind the click.



## F U L F I L L M E N T M O D E L

Third-party logistics with ShipBob — handling order fulfillment and delivery, end to end.

## O P E R A T I O N A L F L O W

Inventory receiving → quality control → storage → picking → packing → shipping. Each step supported by systems engineered for accuracy and efficiency.

## C U S T O M E R E X P E R I E N C E

Real-time tracking, automated updates, and a structured returns system create a reliable, transparent post-purchase experience.

## 10

M A R K E T I N G &amp; O U T C O M E

# Three quarters of storytelling.

## S E A S O N A L C A M P A I G N S

O C T	<b>Discount Campaign</b> Build initial traffic and awareness.
N O V	<b>Free Gift Promotion</b> Lift average order value and basket size.
D E C	<b>Storytelling Campaign</b> Deepen emotional connection — the brand story takes center stage.

## O U T C O M E

**Framework**

A unified e-commerce strategy aligning merchandising, UX, and operations into one scalable retail model.

**Conversion**

Streamlined user journey and seasonal product strategy supporting higher conversion and customer retention.

**Scalability**

Operational efficiency and growth enabled through performance tracking and 3PL fulfillment integration.

## M U L T I - C H A N N E L A P P R O A C H

SEO · Paid Search · Social Media · Influencer Collaboration · Email Marketing

Built for the smallest member  
of the family.

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PAWS & THREADS · Q4 / 2026

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# Thank you.

For your time, your attention,  
and the conversation ahead.

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