

SCAD FASH X PACO RABANNE

FORGING MEANINGFUL
RELATIONSHIPS: PHYGITAL EXHIBIT

SRIJAN TEWARI



INDEX

03 INTRODUCTION

05 SCAD FASH

11 PACO RABANNE

15 PRIMARY RESEARCH

18 SECONDARY RESEARCH

25 ANALYSIS

27 SOLUTIONS

29 SCAD PRO

32 GOALS, TIMELINE & METRICS

34 IMPLEMENTATION & FINANCIAL PLANNING

46 CONCLUSION

47 SOURCES

OBJECTIVE

A collaborative and immersive **Phygital exhibit** by SCAD FASH and Paco Rabanne to celebrate **ten years of SCAD FASH** and the influence of **innovation in Fashion History**.

The project leverages **primary field research** and **SCAD Pro's** potential as Corporate consultants to improve SCAD FASH's **brand awareness** and **daily operations** by integrating ways to **increase engagement via technological strategies**. The collaboration aims to **revitalise & increase Paco Rabanne's visibility** as a **luxury RTW label** and **strengthen its ethos** as an innovative and art-oriented brand.



BUT WHY?

01

SCAD FASH

Low visibility, poor accessibility and **poor operations** make visits tedious.

A **magnet for the Who's Who** of Fashion intellectuals in Southern America and an **educational** opportunity for students and professionals.

02

PACO RABANNE

Low brand awareness and popularity among Gen Z and Gen Alpha, **diminished relevancy** and status as a Luxury powerhouse.

Paco Rabanne is a brand considered **innovative and artistic**. Famous for experimenting with chain mail to create couture.

03

MUSEUM EXHIBITS

A **growing trend** that opens up fashion labels to new audiences and provides meaningful experiences. Examples include Schiaparelli, Louis Vuitton, and Iris Van Herpen

By leveraging Paco Rabanne's heritage status, SCAD FASH will provide an **intimate and personal** way for guests to **engage** and get inspired.

PRESIDENT
Paula Wallace



"What is closer to our person than fashion and what lingers in our mind longer than film?"

Founded in **2015**, SCAD FASH is the only Fashion and Film Museum in **Southern U.S.A.**

Provides exposure to **intellectual designs and educational workshops** for students and guests. Its goal is to be a source of **inspiration and creativity.**

Financially supported by SCAD, and is used as the cultural and luxurious front for guest interaction.



MUSEUM OF FASHION + FILM

SCAD FASH through the years

Popular Exhibit Highlight

2015

SCAD FASH is inaugurated.

2015

Oscar De La Renta's first exhibition for SCAD.

2016

Caroline Herrera & Daniel Lismore's first exhibition in the U.S.

2017

Collaborate with V. & A. Museum for Shoes: Pleasure and Pain.

2018

Exhibits by Pierre Cardin, Guo Pei, and Handmaid's Tale.

2019

The debut of Le Futur: Animated film for Pierre Cardin, and exhibition by Alaia & Adrian.

2021- 23

Exhibits by Ruth E. Carter, Robert Wun, Robert Fairer, Madam Gres, Christian Siriano, Ellen Von Unwerth.



THE GUESTS



**CURRENT &
PROSPECTIVE
STUDENTS**



**PARENTS &
TRAVELERS**



**ARTISTS, DESIGNERS,
& INDUSTRY
PROFESSIONALS**



**IN-STATE GUESTS/
FASHION
ENTHUSIASTS**

PSYCHOGRAPHIC

- Interests: travelling, fashion, film, design, shopping
- Places of Interest: museums, art exhibits, exciting stores
- Conscious of their appearance & surroundings,
- Education
- Looking for experiences.

DEMOGRAPHIC

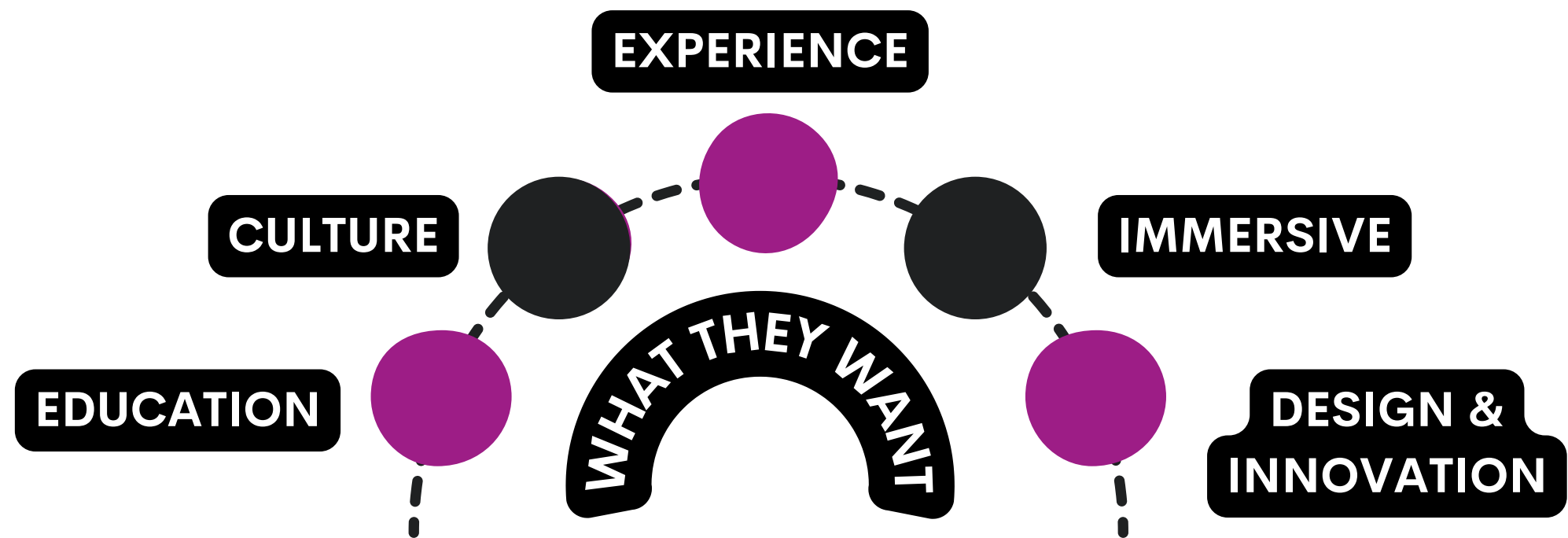
- Age: 7 - 75
- Varied financial status
- Low - Mid disposable income
- Varied occupations -students, homemakers, designers, and executives
- Pursuing or had pursued higher



Globally - particularly, NY & Georgia

BEHAVIORAL

- Interested in Fashion, Art, and educational experiences,
- Idealistic admiration of Fashion history, costumes, and vintage goods,
- Care about history.



REVIEW ANALYSIS

Fashion focused

Omni-Channel

Accessibility - Signage

ADA Compliant

Recreational/Educational

V.I.P Events



SCAD Fash Shoe Exhibit

Oct 2019 • Friends

A group of 8 including 3 kids went to the shoe exhibit at the SCAD campus today. Great view from the campus of the city of Atlanta. Also, i was highly impressed with our tour guide(Naijee) who was a student at SCAD. She was very professional and knowledgeable about the shoe exhibit. Shoes were extremely creative!! I loved it!! Can't wait to visit this place in the future. It was SCAD day, so parking and the tour were free today.



not great

May 2021 • Friends

very disappointing experience. When we came to scadfash the staff members in the parking sent us to the wrong area twice. When we went inside nobody greeted or welcomed us in. We did not have a tour guide and we were sent on the elevator multiple times to the wrong floor. The ladies that work in the front and a female security were very rude to us. Nobody gave us direction and we did not have a good experience here. Not professional . I would not recommend to come here waste of money and not much to see for it.



This is a very small collection of fashionl will not recommend it

Sep 2022 • Solo

For a price of \$10 admission, This is a very small collection of fashion. I will not recommend it.

I do not have any additional comment

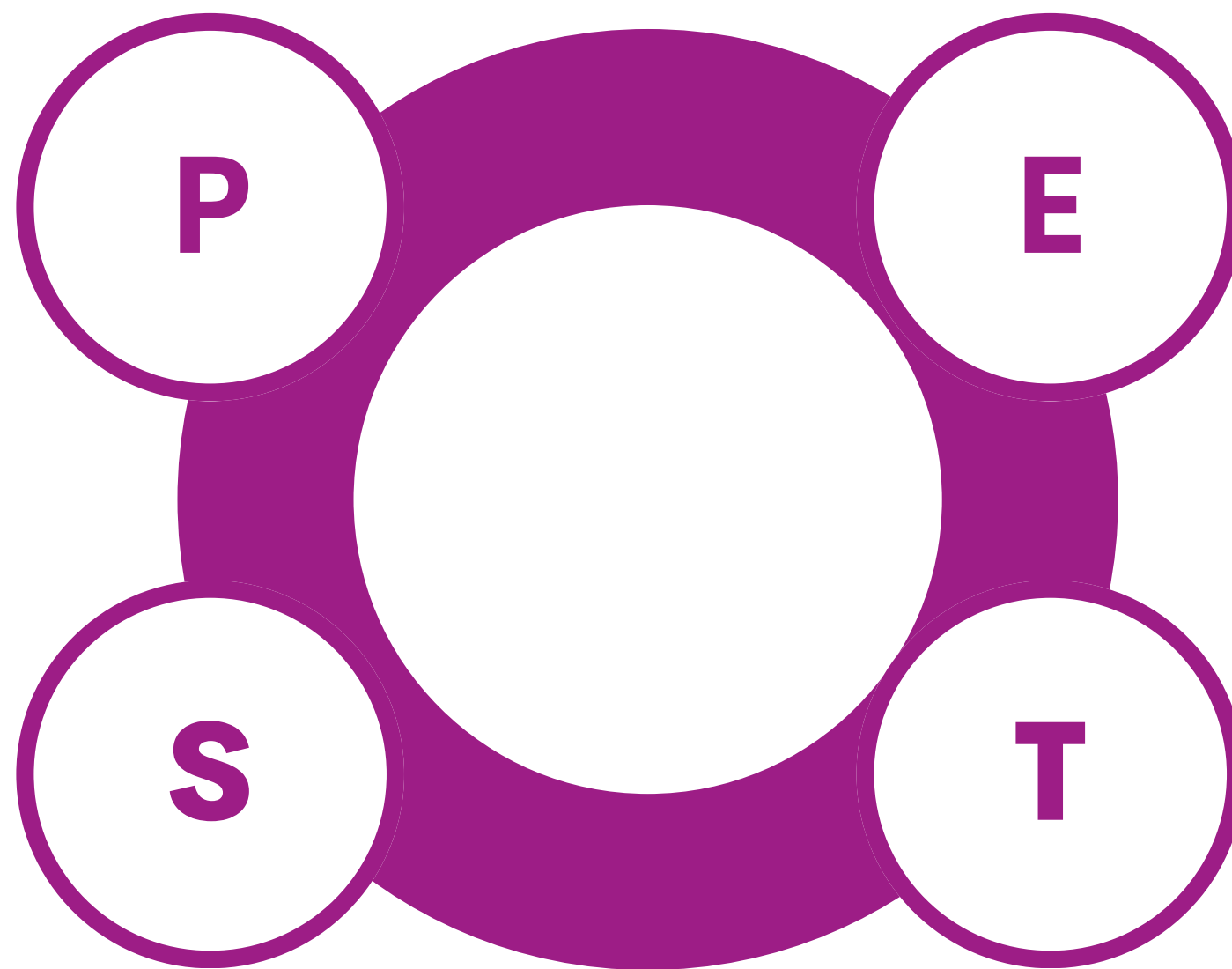
**REVIEWS
Trip Advisor**

POLITICAL

Stable government policies,
Low corruption,
Increased political-legal
independence, &
66 Foreign embassies,
22nd most **liberal** city - blue
leaning

SOCIAL

Mean education - **13.3 years**,
10 universities,
6.1 million residents,
11.69% expected population
growth - ('30)
91% Diversity score,
Life expectancy - 80 years, &
42.92% Air passengers



ECONOMIC

Recovered **52% of lost jobs**,
Ranked **21st** out of 200 Global
Business Cities,
City P.P.P. - **\$67,226**
Average cost of living - **\$57,978**,
Fashion hub for S.E. America
16 Fortune 500 companies'
headquarters
Annual revenue music industry -
\$1.67B

TECHNOLOGY

\$2.1B in Capital investment ('21),
Upcoming tech hub,
86.9% Internet penetration, &
Significant tech **lay-offs** ('22-23)

CREATIVE DIRECTOR
Julien Dossena



"Our aesthetic is radical sensuality – edgy but effortless... a unique aesthetic that is bold and sophisticated at the same time."

Paco Rabanne is a **Parisian Luxury Fashion house**.

Known for its **cutting-edge contemporary design** and innovation, the company uses **metallic** materials, linear silhouettes, and glamorous images.

Paco Rabanne is a part of **Puig**, a third-generation family-owned fashion and fragrance business based in **Barcelona** that owns Jean Paul Gaultier, Dries Van Notten, Charlotte Tilbury, and Kama Ayurveda.

paco rabanne



Paco Rabanne through the years

Key Highlights

1966

Paco Rabanne has unveiled **Manifesto: 12 unwearable dresses**.

1968

Collaboration with **Puig** to launch their first perfume - Calandre

1976

They build their perfume factory in **Chartes, France**.

1980-1990

Brand **registration** was forfeited in **Brazil**.

1994

Debuted **XS** - first men's perfume.

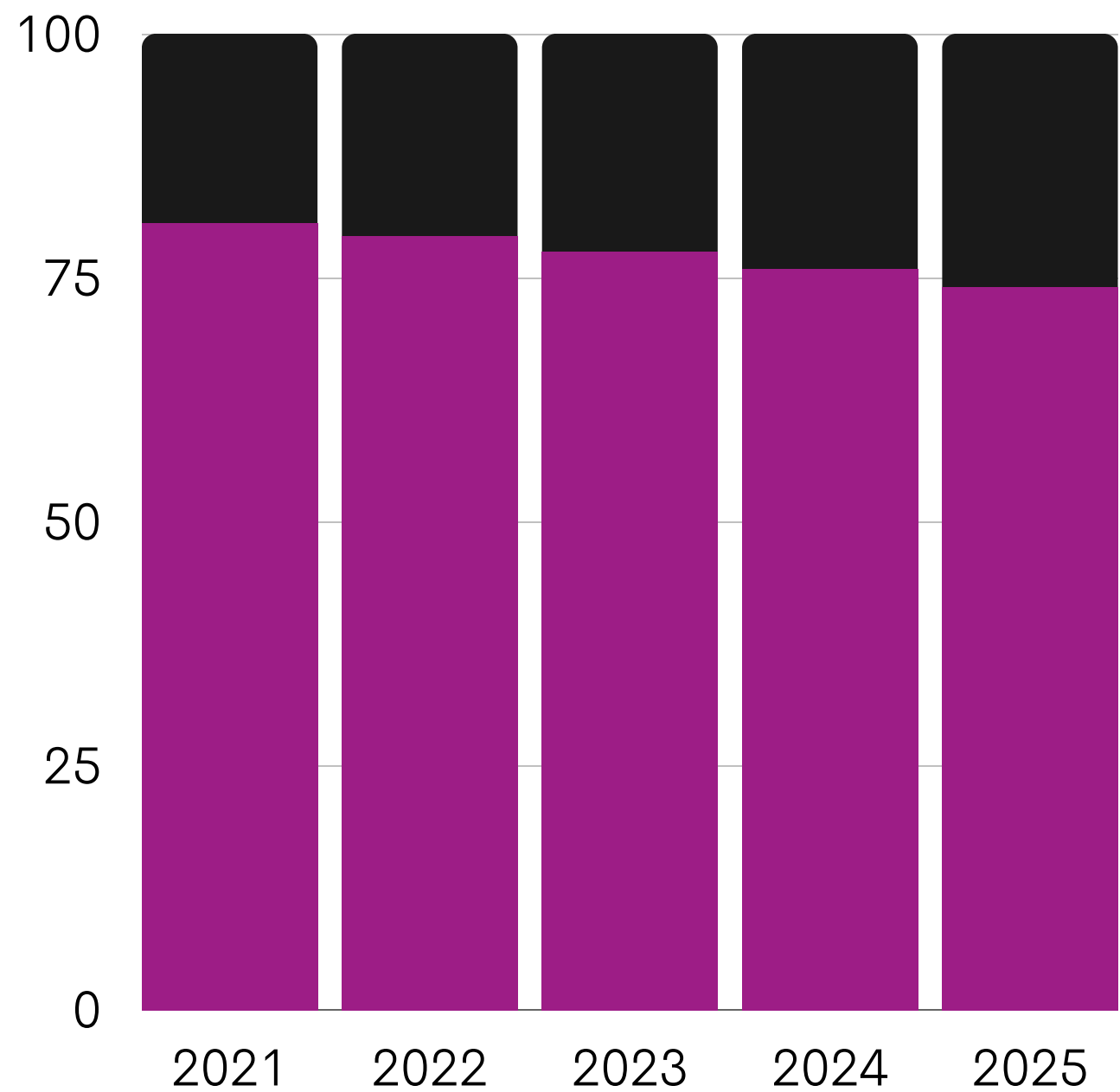
2000-2010

Paco Rabanne unisex was discontinued, and many **boutiques** were shut. He presented his drawings at an **exhibition**.

2011 - 2023

Creative leadership changes hands - Manish Arora, Lydia Maurer, Julien Dossena. Paco Rabanne passes away in 2023.

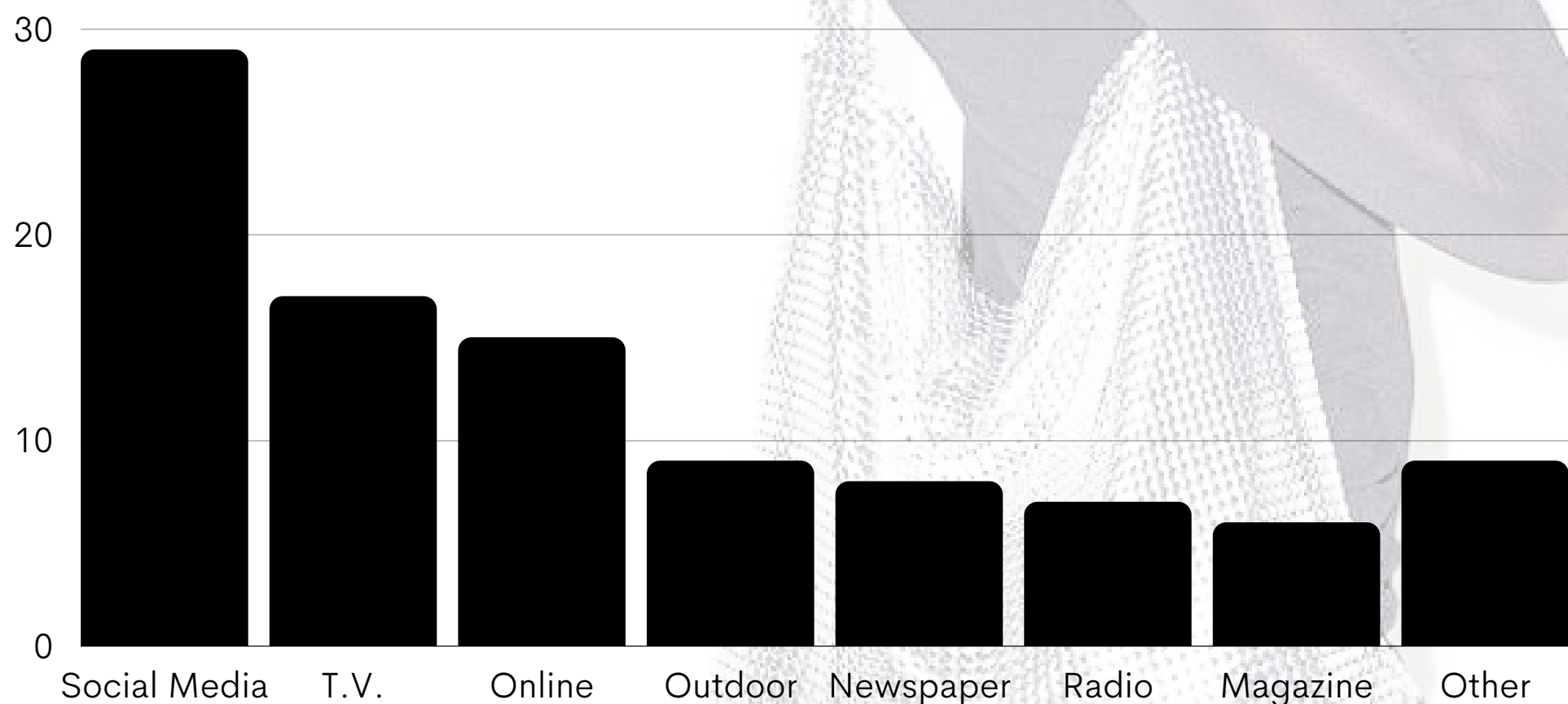




ONLINE REVENUE SHARE FOR LUXURY APPAREL

Offline Online

RETAIL
 America: Bergdorf Goodman, Kirna Zabete, Neiman Marcus, Nordstrom, Saks Fifth Avenue



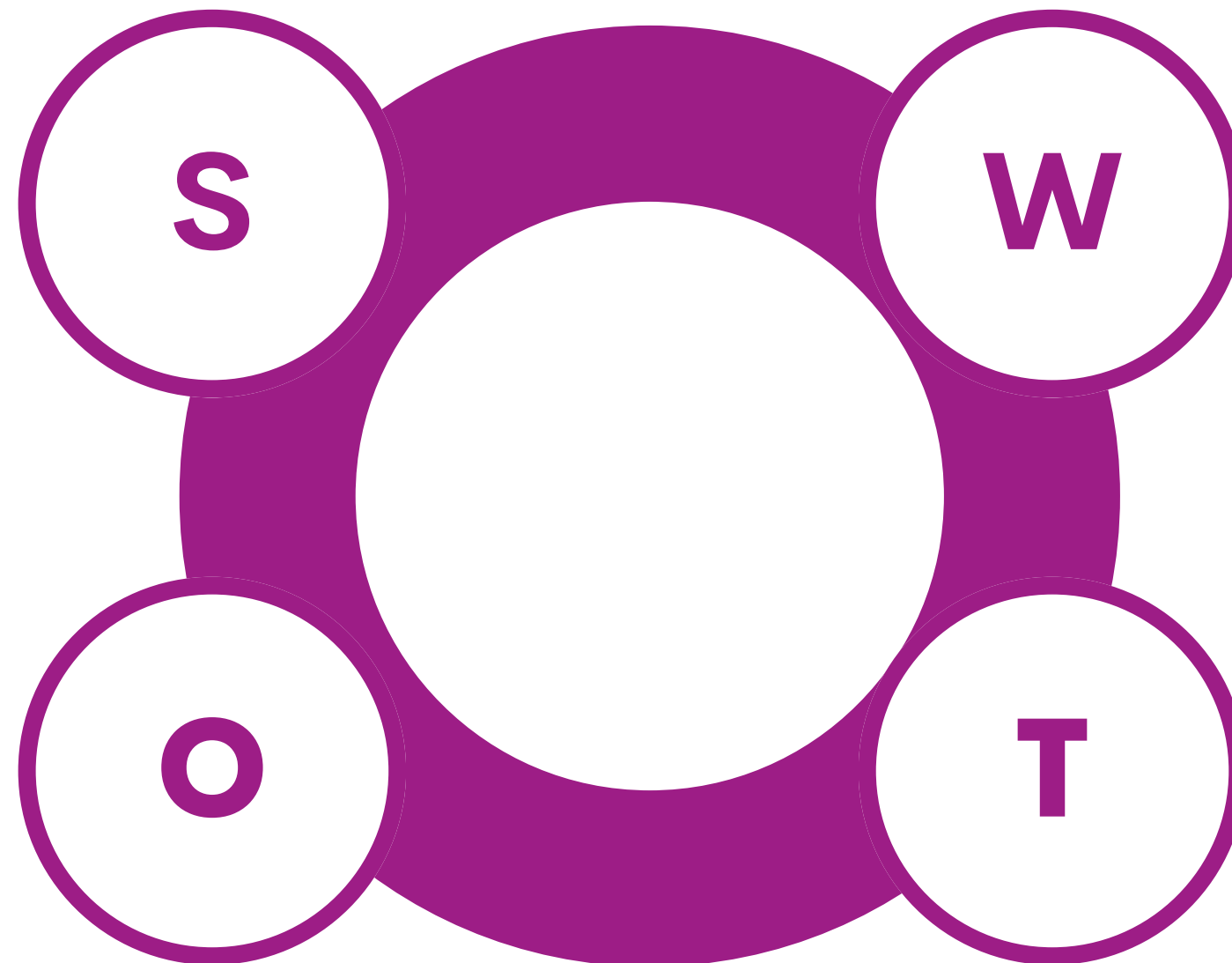
ADVERTISING TYPES ADULT MEMBERS OF GENERATION Z PAID THE MOST ATTENTION TO IN THE U.S.A. (JAN '23)

STRENGTHS

Brand **heritage**,
Successful **perfume line**,
Unique positioning &
Intellectual/**Innovative USP**.

OPPORTUNITIES

Educate Customers,
Reinforce brand identity,
Digital Marketing &
Digitalisation: Phygital
experiences.



WEAKNESSES

Low Gen Z **awareness**,
No **flagship store** in the U.S.A.,
Negligible luxury apparel share,
No longer **associated** with
intellectual art & innovation.

THREATS

Loss of **brand identity**,
Design **imitation**,
Reviving and maintaining the
brand would be **capital-**
intensive,
"Social currency" - not trendy

PRIMARY RESEARCH

**UPPER
MANAGEMENT**

DOCENTS

GUESTS

**OTHER
MUSEUMS**



OPERATIONS MANAGER
Madison Govedich

"Though we are lucky to have SCAD as a parent entity when we do have recommendations, it can be difficult to **get approvals or take action on time unless there is a high-profile event**. For example, to post something on the SCAD FASH Instagram, we must send our suggestions to the SCAD Marketing Team in Savannah.."



ART DIRECTOR AND CURATOR
Rafael Gomes

"I think our biggest issue is the **Docents**, SCAD wants us to be understanding and lenient towards the students, but it's affecting the **quality of customer service**. We have a **high standard to maintain**, but we need more resources to be selective with whom we hire."



DOCENT
Bhairavi Mirkar

November '21 to June '23

"SCAD FASH is a hot spot for guests passionate about fashion, design, and film. Many of our guests are international travellers; we can create a more **inclusive space** if we have **different languages** to communicate information. I've also heard about parents who worry about their kids; **a playing area** for them could improve customer experience. "



DOCENT
Deveshi Trehan

June '21 to March '23

"I enjoyed working at SCAD FASH because it gave me the opportunity to understand the importance of customer service and communication. Some common complaints I would hear would be about the **lack of eating options** and **inability to access to exhibition guide** for someone who doesn't own a smartphone. Maybe **incentivising docents** can help."

SECONDARY RESEARCH

**THE HIGH
MUSEUM
OF ART**

THE N.G.V.

**THE
MUSEUM
AT F.I.T.**

FORBES
Chadd Scott

F

"A great art museum simultaneously serves as a global and local institution, bringing global artwork to its local audience and introducing local artists to a global audience.."

Founded in **1905**, the **High Museum of Art** is the largest visual media Museum in **South East U.S.A.** The High is arguably the most famous museum in Atlanta.

They boast a collection of over 18,000 art pieces.

Previous Fashion exhibitions include Virgil Abloh: 'Figures of Speech and 'Iris van Herpen: Transforming Fashion'.



REVIEW ANALYSIS

Omni-Channel

Poor Customer Service

Accessiblity - Signage

ADA Compliant & Friendly

Recreational/Educational

Children's Space



Sally Mann Exhibit Was Closed & Unprofessional Staff

Oct 2019

Our visit here had a rough start. One of our friends who lives in Atlanta gave us 2 free passes for the museum. I have never been met with such suspicion as we were by the staff of this museum. One of the ticket takers scrutinized the tickets looking at them with a fine tooth comb, then asked us where we got them and from whom. This was most inappropriate in our view. First of all if you want to know such information code it on the passes or keep a log of some sort stating the name of the company that has which ticket numbers. Don't interrogate the guests and make them feel uncomfortable. This was given to us by an executive of a very well respected, well known Atlanta company. We reluctantly gave the... [Read more](#) ✓



OK for a rainy Afternoon

Jun 2021

Very close to the Arts Center Martra Station, just across the street and up a glass elevator. The buildings are beautiful but a close-up look shows it in need maintenance. The art collection is mostly modern art that has mostly no meaning. There is one gallery that holds European art with a few Monets and one Renoir. A few 'not to be missed' pieces that justify the \$14.50 admission include the bronze sculpture Minotaurus which is cast in the artist's (Nandipha Mntambo) likeness. Also, the American sculptures and portraits on the third(?) floor are quite beautiful.



Sally Mann Exhibit Was Closed & Unprofessional Staff

Oct 2019

Our visit here had a rough start. One of our friends who lives in Atlanta gave us 2 free passes for the museum. I have never been met with such suspicion as we were by the staff of this museum. One of the ticket takers scrutinized the tickets looking at them with a fine tooth comb, then asked us where we got them and from whom. This was most inappropriate in our view. First of all if you want to know such information code it on the passes or keep a log of some sort stating the name of the company that has which ticket numbers. Don't interrogate the guests and make them feel uncomfortable. This was given to us by an executive of a very well respected, well known Atlanta company. We reluctantly gave the... [Read more](#) ✓

REVIEWS
Trip Advisor

CONDE NAST TRAVELER Carrie Hutchinson

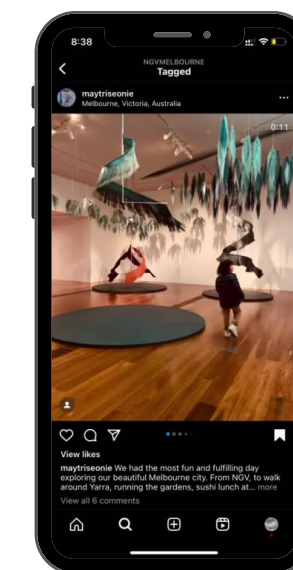
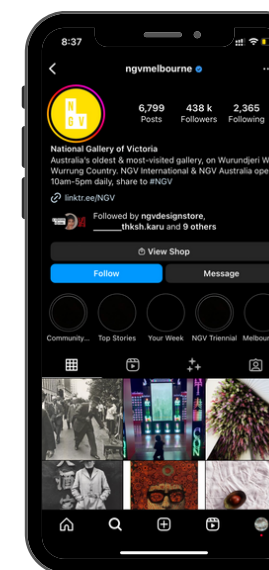
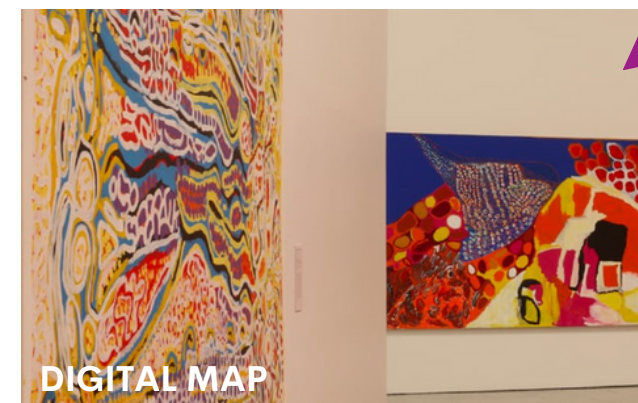


"Even if you have a short attention span or care little about art, you'll likely enjoy your visit. There's so much to see—even the people-watching is first class."

Founded in **1905**, the National Gallery of Victoria is Australia's **oldest art gallery**.

They boast a collection of over 75,000 art pieces

Previous Fashion exhibitions include Gabriel Chanel: Fashion Manifesto, Alexander McQueen: Mind, Mythos, Muse, and the Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk.



REVIEW ANALYSIS

Omni-Channel

Poor Customer Service

Accessiblity - Signage

ADA Compliant and friendly

Recreational/Educational

Children's & Teen's space

●●●●○ Reviewed September 19, 2012

More substance than you'd expect

The Napoleon exhibition features heavily portraits of Napoleon, and Marat by David, and was a little light on other items. But apart from some incongruous pieces on Australian expeditions commissioned by Napoleon, there was a lot of interesting pieces around his coronation, his family, his campaign gear, and his exile (the dessert plates he carried to St Helena, were especially fine.

Date of experience: September 2012

●●○○○ Reviewed January 22, 2023

Poor facilities

Is there only one single escalator to Level 1? Ridiculous wait time for single ladies toilet cubicle on Level 1. Were there other toilets somewhere? Overall rather uninspiring, no signs or maps to help find your way around. Go to NGA, they run it well.

Date of experience: January 2023

●●●○○ Reviewed 1 week ago

Underwhelming

Usually our rare visits to the NGV are great experiences but today's excursion to see the Alexander McQueen exhibition was underwhelming.

Directional signage and crowd control was poor, staff assistance was minimal and the attitude of some left a lot to be desired.

The exhibition was overcrowded and it seemed like the sole aim was to get as many people through as possible without consideration of whether they would have a positive experience or not.

The display itself seemed to be disjointed and it was almost impossible to read the notes because of the crowds. The dark settings did nothing to enhance the experience.

Very disappointed.

Date of experience: April 2023

Ask [_jordan_carol56](#) about National Gallery of Victoria

REVIEWS
Trip Advisor

VOGUE
Steff Yotka

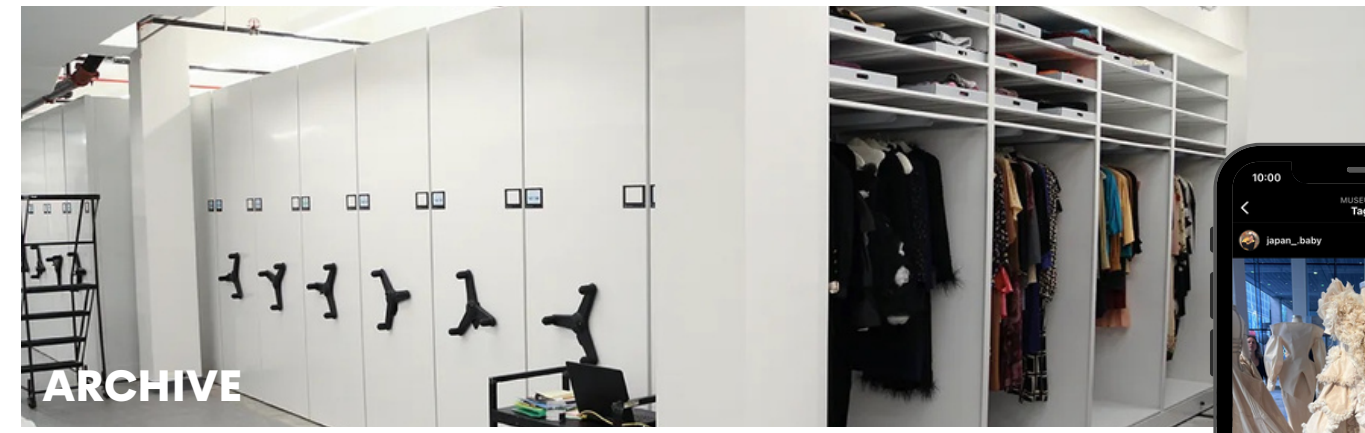


"Their real missive is to conceive of and stage exhibits that entertain and inspire, but also educate the public on the history of the garments they wear."

Founded in **1969**, the **Museum at FIT** was initially named the Design Laboratory.

They boast a collection of **50,000 garments** and accessories dating from the 18th century onwards, and their archive holds pieces from **Christobal Balenciaga** and **Christian Dior**.

Previous exhibitions include The Roaring Twenties, The Swinging Sixties, & Head to Toe.



REVIEW ANALYSIS

Location & food guide

Omni-Channel

Accessibility - Signage

ADA Compliant & Friendly

Children's space

Web resources & app

●●●●○ Reviewed September 19, 2012

More substance than you'd expect

The Napoleon exhibition features heavily portraits of Napoleon, and Marat by David, and was a little light on other items. But apart from some incongruous pieces on Australian expeditions commissioned by Napoleon, there was a lot of interesting pieces around his coronation, his family, his campaign gear, and his exile (the dessert plates he carried to St Helena, were especially fine.

Date of experience: September 2012

●●○○○ Reviewed January 22, 2023

Poor facilities

Is there only one single escalator to Level 1? Ridiculous wait time for single ladies toilet cubicle on Level 1. Were there other toilets somewhere? Overall rather uninspiring, no signs or maps to help find your way around. Go to NGA, they run it well.

Date of experience: January 2023

●●●○○ Reviewed 1 week ago

Underwhelming

Usually our rare visits to the NGV are great experiences but today's excursion to see the Alexander McQueen exhibition was underwhelming.

Directional signage and crowd control was poor, staff assistance was minimal and the attitude of some left a lot to be desired.

The exhibition was overcrowded and it seemed like the sole aim was to get as many people through as possible without consideration of whether they would have a positive experience or not.

The display itself seemed to be disjointed and it was almost impossible to read the notes because of the crowds. The dark settings did nothing to enhance the experience.

Very disappointed.

Date of experience: April 2023

Ask [_jordan_carol56](#) about National Gallery of Victoria

REVIEWS
Trip Advisor

ANALYSIS

**FASHION
FOCUSED**

"TOO NICHE"

"NO FILMS?"

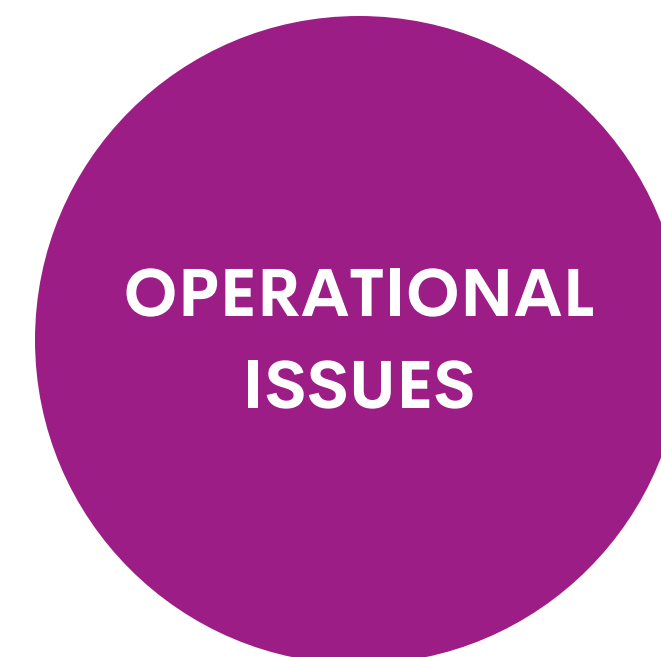
**"MY KID IS
BORED"**

"I'M LOST"

**"IS THE
ELEVATOR
BROKEN?"**

"NO RAMP?"

**POOR
ACCESSIBILITY**



SOLUTIONS

**OMNI-
CHANNEL
INTEGRATION**

**ACCESS Q.R.
CODES
ONLINE**

**REQUEST
TOURS
ONLINE**

**ONLINE CHAT
BOX**

**DIGITAL
RETAIL**

**SENSORY
MAPS**

**AUDIO
RECORDINGS**

**INTEGRAED
RAMPS &
SIGNANGE**

**MULTIPLE
LANGUAGES**

**IMPROVE
ACCESSIBILITY**



WHO CAN HELP?

SCAD PRO LENDS A HAND

SCAD FASH is an intellectual and experiential space where many people find their muses. However, it's **not engaging or accessible**.

SCADPro is an **in-house collaborative design studio** that partners with business leaders to solve real-world challenges. The team consists of **carefully selected professors and students from all majors**.

To revamp SCAD FASH's internal operations and mutually benefit the SCAD Family, **SCAD Pro** will be invited to design and curate a **phygital exhibit** that enamours all.



INDUSTRY TRENDS



STIMULATING SENSES

Neutral colours with **vibrant metallic accents** stimulate the senses.

Olfactory Obsession: Use Paco Rabanne's fragrances to interlink **brand identities psychologically**.



DIGITAL ARTWORK

Leverage SCAD Pro to create a physical experience through **digital animations, projection mapping** and QR-encrypted access to **metaverse environments**.



PHOTOGENIC ART

Leverage SCAD Sculpture studio to create **art installations** inspired by Paco Rabanne to make the terrace space more **photogenic**. The goal is to increase **time spent and pictures clicked** at the Museum.

DEPARTMENT**MAJOR****V.R. and E.R. filters****Immersive Reality, Game DSGN, UX****Omni-Channel Set Up****UX Design, GDVX****Children's Puzzles and Activities****Animation, GDVX, Writing****Art Installation****Sculpture, Design - Sustainability****Multilingual audio-visual guides****Writing, Film, Language Studio****P.R. events and marketing****LXMT, FASM, Social Strategy**

DOCENT INCENTIVE

SENIOR DOCENT

Min. 1 quarter work experience, 12\$ per hour, VIP Events, Train new docents, held responsible for poor customer service.

JUNIOR DOCENT

New hires, 10\$ per hour, Shadow Senior docents, no shift preference, can be promoted to Senior docent after 1 quarter's evaluation.



OBJECTIVE TIMELINE

	2023	2024	2025
FIX OPERATIONAL PROBLEMS	→		
GUEST FOCUSED SMM	→	→	→
INTERACTIVE CONTENT BASED BLOGS	→	→	→
SCAD FASH X SCAD PRO		→	→
IMPROVE SIGNAGE	→		
START CONSTRUCTION		→	→
EXHIBIT DISPLAY			→

KPIS

SCAD FASH

Increase engagement by 110%
 Increase IG follower count to
150K
 30 celebrity or influencer
 collaborations per quarter, &
 create a TikTok page.

PACO RABANNE

Increase regional sales by 10%,
 Increase regional engagement
 by 25%, &
 Increase mainstream cultural
 references.

PACO RABANNE

Social Media Engagement

Brand Mentions - SMM

Referral Traffic

Qualitative sample survey - N.M.

Organic - Results page (SERP)

Click-Through Rate (CTR)

SCAD FASH

Customer Satisfaction Score (CSAT)

Customer Effort Score (CES)

Employee Satisfaction Score (ESAT)

First Response Time (FRT)

Average monthly guests

New member registration

EXHIBIT MOCK-UP



MANNEQUIN DISPLAY



EXHIBIT BRIEF



E.R. ENGAGEMENT

RECREATION HUBS



PHOTO OP: SCULPTURE



OUTDOOR SEATING



KIDS' SPACE: INTERIOR



KIDS' SPACE: EXTERIOR

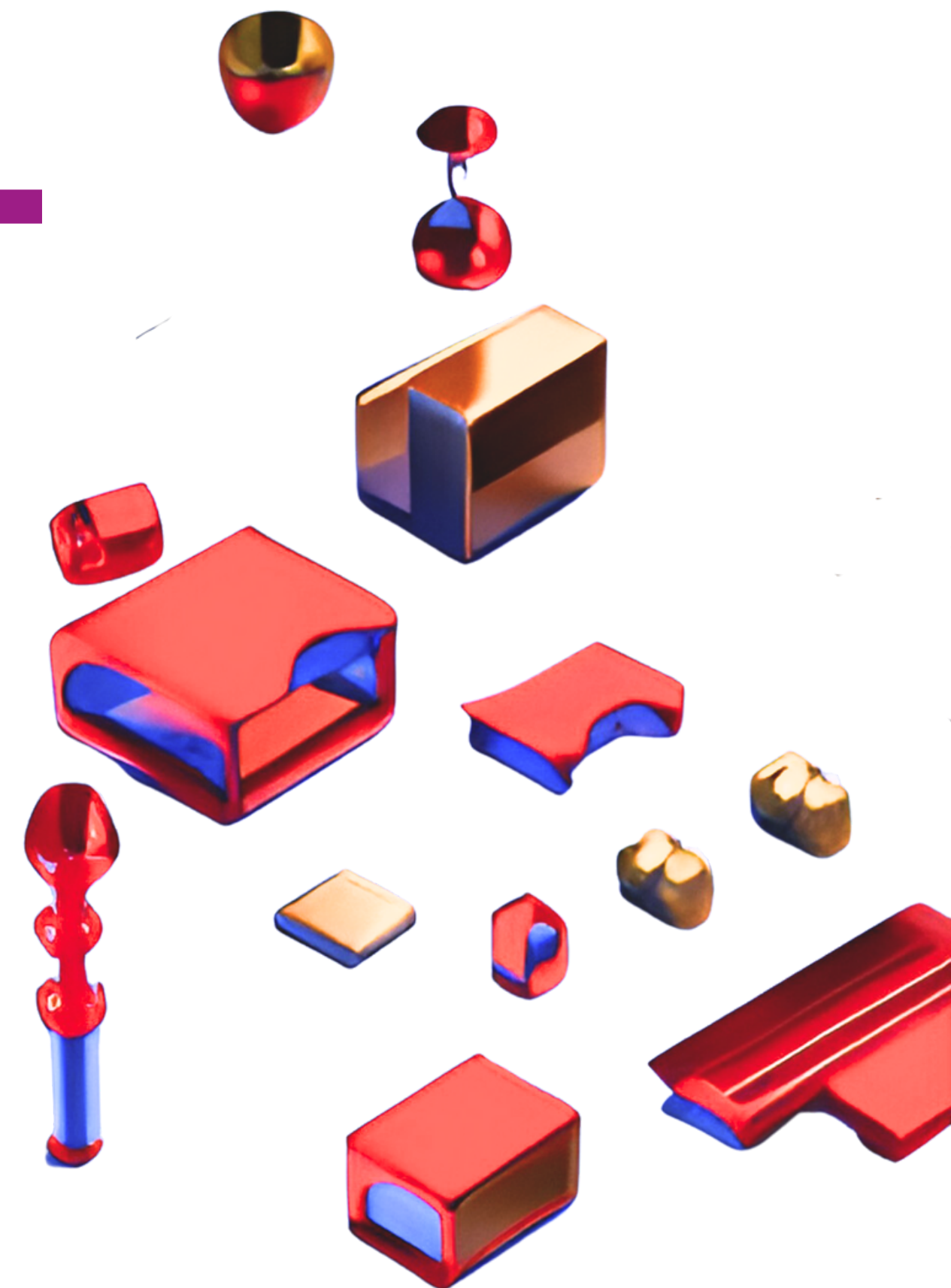
UNDER 18 ENGAGEMENT

PUZZLED PACO

The puzzle consists of 50 pieces, each with a **unique shape and color**. The puzzle comes with instructions that explain Paco Rabanne's innovative approach to fashion design and his use of unconventional materials. The pieces are designed to **fit together in a variety of ways**.

Goal: The puzzle aims for children to complete abstract images inspired by **Paco Rabanne's iconic dresses** by fitting the pieces together in the correct pattern and order. The puzzle encourages children to develop **problem-solving skills, spatial reasoning, and creativity**.

RETAIL PRICE: 30\$



PACO'S DESIGN CHALLENGE

Players choose game pieces and roll a die to move on a **colour-coded board**. Each colour represents an unconventional material Paco Rabanne uses (e.g., metal discs, plastic discs, chains).

When a player lands on a colour-coded space, they **draw a card** that provides them with a design challenge related to that material, colour, occasion, culture or era. For example, if a player lands on the metal disc space, they may draw a card that says, *"Design a dress that incorporates metal discs and has a futuristic theme."* The player then has 2 minutes to **sketch their design** on a notepad.

After each round, the designs are **presented and voted on**, with the winner getting a **bonus roll**. The group's vote on the best overall design determines the final winner.





Goal: The goal of the puzzle is for teens to learn more about **Paco Rabanne** and **broaden their understanding of Fashion and Design, artistic direction, and time management.**

FINANCIAL PLANNING

***IN-HOUSE PRODUCTION ELIMINATES FREIGHT & ASSEMBLY COSTS**

2023	Cost Breakdown							Total
Concept & Theme	Puzzled Paco: Under 14 Game							
Piece Name	Pink Piece	Blue Piece	White Piece	Gold Piece	Silver Piece	Outer Box	Instructions	
# of SKU	SCADFASH-PP-1	SCADFASH-PP-2	SCADFASH-PP-3	SCADFASH-PP-4	SCADFASH-PP-5	SCADFASH-PP-6	SCADFASH-PP-7	
Cost Price	0.15	0.15	0.15	0.15	0.15	4.38	1.27	
Target - Q'ty	5	5	5	5	5	1	1	27
Target - Amt	\$0.75	\$0.75	\$0.75	\$0.75	\$0.75	\$4.38	\$1.27	\$9.40
% of Total	19%	19%	19%	19%	19%	4%	4%	100%

2023	Cost Breakdown										Total
Concept & Theme	Paco's Design Challenge: 14+ Game										
Piece Name	Prompt Card - ERA	Prompt Card - CULTURE	Prompt Card - COLOR	Prompt Card - MATERIAL	Prompt Card - USE	Outer Box	Instructions	Dice	Notepad	Pawns	
# of SKU	SCADFASH-PDC-1	SCADFASH-PDC-2	SCADFASH-PDC-3	SCADFASH-PDC-4	SCADFASH-PDC-5	SCADFASH-PDC-6	SCADFASH-PDC-7	SCADFASH-PDC-8	SCADFASH-PDC-9	SCADFASH-PDC-10	
Cost Price	2.25	2.25	2.25	2.25	2.25	4.84	1.27	1.57	2.27	0.025	
Target - Q'ty	5	5	5	5	5	1	1	2	1	5	35
Target - Amt	\$11.25	\$11.25	\$11.25	\$11.25	\$11.25	\$4.84	\$1.27	\$3.14	\$2.27	\$0.13	\$67.90
% of Total	14%	14%	14%	14%	14%	3%	3%	6%	3%	14%	100%

	Main Product Assortment		
Product Name	Puzzled Paco	Paco's Design Challenge	Total
Product Category	Puzzle Set	Board Game	
#SKU	SCADFASH-GAME-1	SCADFASH-GAME-2	
Visual			
Original Price	\$30.00	\$100.00	\$130.00
Retail post Reduction	\$27.00	\$90.00	\$117.00
Cost	\$9.40	\$67.90	\$77.30
% Margin	65%	25%	34%
Target Q'ty	100	100	200
Total Cost	\$940.00	\$6,790.00	\$7,730.00
Target Retail Sales	\$3,000.00	\$10,000.00	\$13,000.00
% Total	50%	50%	100%
Target Profit	\$2,060.00	\$3,210.00	\$5,270.00

Spring Fall	February August	March September	April October	May November	June December	July January	Season's Total
Sales %	15%	17%	12%	15%	25%	16%	100%
Sales \$	\$1,950.00	\$2,210.00	\$1,560.00	\$1,950.00	\$3,250.00	\$2,080.00	\$13,000.00
Stock-Sales Ratio	2.1	2.3	2.2	2.5	2.7	2.6	
Markdown %	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	100%
Markdown \$	\$216.71	\$216.71	\$216.71	\$216.71	\$216.71	\$216.71	\$1,300.00
BOM Stock	\$4,095.00	\$5,083.00	\$3,432.00	\$4,875.00	\$8,775.00	\$5,408.00	\$31,668.00
EOM Stock	\$5,083.00	\$3,432.00	\$4,875.00	\$8,775.00	\$5,408.00	\$4,595.00	\$32,168.00
Purchases at Retail \$	\$3,154.71	\$775.71	\$3,219.71	\$6,066.71	\$99.71	\$1,483.71	\$14,800.26
Season's Total				Plan			
Sales				\$13,000.00			
Markup				41%			
Markdown				10%			
Gross Margin				34%			
Average Stock				\$5,180.43			
Turnover				1.49			

EXHIBIT SCRIPT

Welcome to the Paco Rabanne exhibition, where we celebrate the life, art, and designs of one of the most influential fashion designers and artists of the 20th century. He challenged norms by creating stunning dresses from unconventional materials like metal discs and chains, leaving a lasting impact on the art and fashion world. One of Rabanne's most famous designs was the "12 Unwearable Dresses in Contemporary Materials" collection, which he created in 1966.

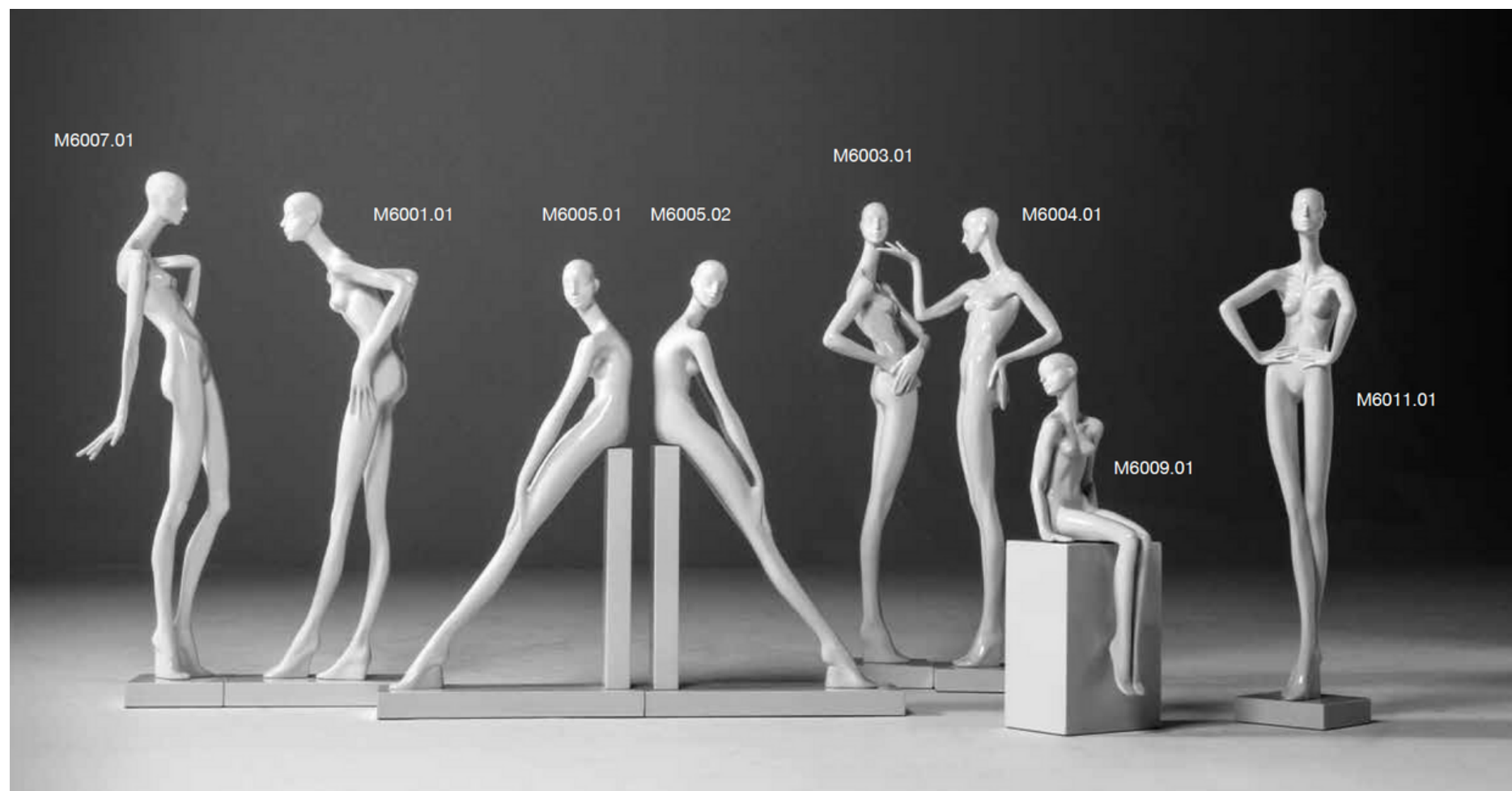
Rabanne was not only a fashion designer but also an artist who created sculptures and installations that challenged the traditional notions of art and design. He was also a successful perfumer. He created his first fragrance, Calandre, in 1969, followed by several other successful fragrances, such as Paco Rabanne pour Homme and Lady Million.

Rabanne's book, "Journey: From One Life to Another", published in 2015, reflects his career and life. The book explores his journey from a Spanish refugee to one of the world's most celebrated fashion designers and artists. It is a testament to his resilience, creativity, and vision. This exhibition is a tribute to his life, art, and work, and we hope that it inspires future generations of artists and designers to challenge traditional notions of art and design and push the boundaries of creativity.

SAMPLE CURATION

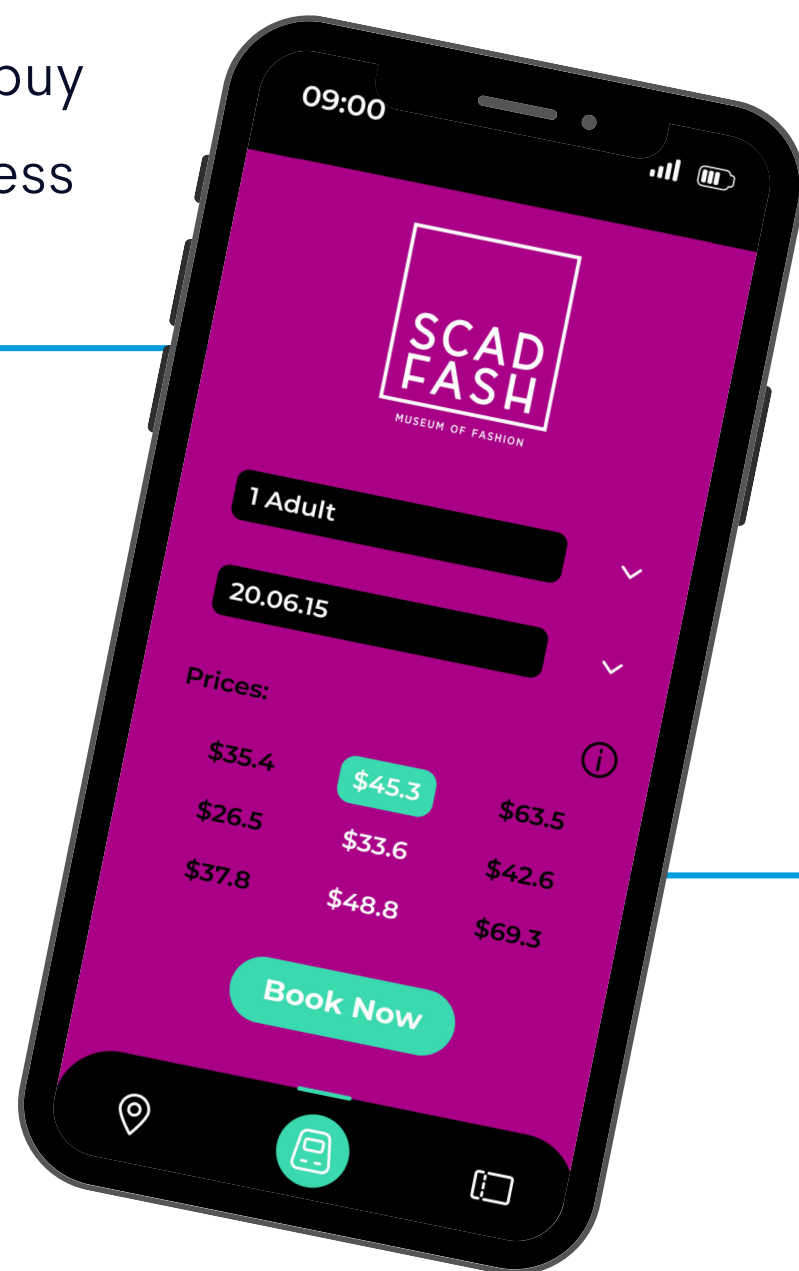


MANNEQUIN SELECTION

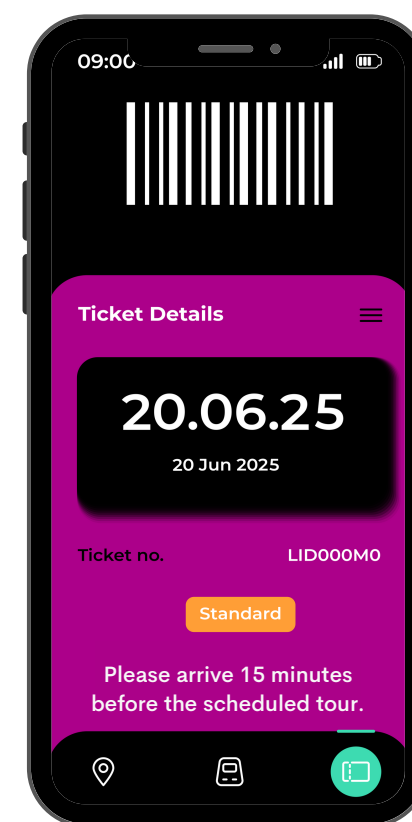


APP INTEGRATION

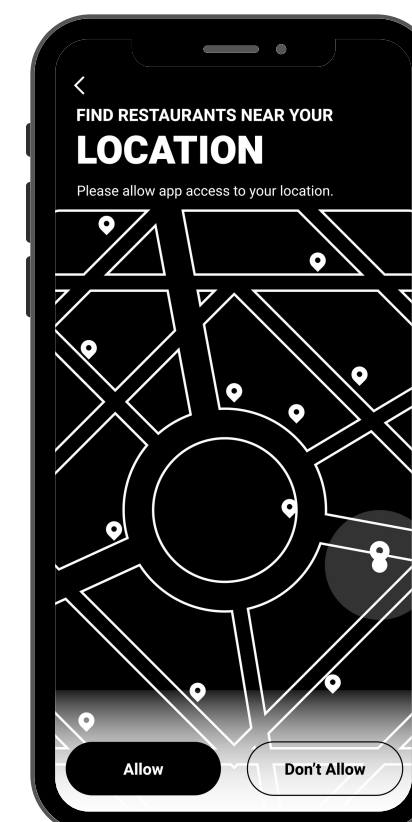
Book tickets, buy gifts, and access FAQs online.



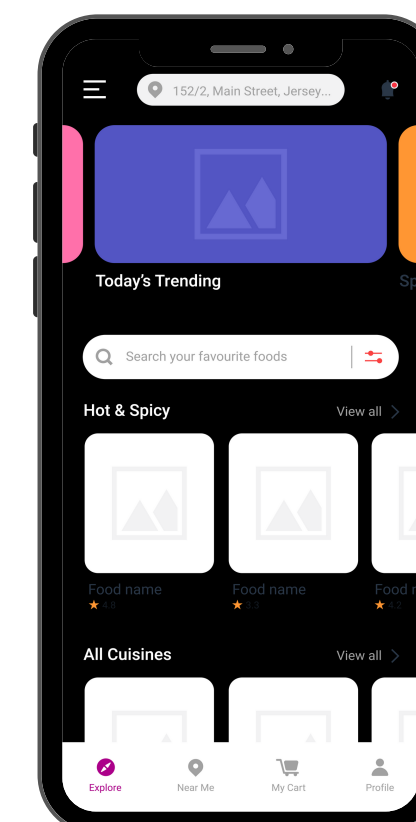
Compare prices through different memberships



Instant Check-in
Sign Liability forms
Access Sensory Map



Review Assigned Docent
Location & Food Guide
Activate E.R. filters



SOCIAL MEDIA GUIDELINES

CONTENT PILLARS

- Art and Design
- Identity & Empowerment
- Educational and Exclusive

tone

- Sincere
- In the know – reflects Zeitgeist
- Educational
- Inclusive

DO

Use simple and concise language,
Inspire curiosity, and
Go "live" once a month
Take part in trends that target Gen Z

DON'T

Use excessive trendy jargon,
Post inconsistently,
Discourage complaints via DM, and
Focus on Fashion only.

SMM RECOMMENDATION

- Post from 6 pm to 9 pm during weekdays
- Post from 12 pm to 9 pm every Saturday
- Use content-based SMM
- Leverage TikTok & Pinterest
- Include guests
- Host contests and giveaways
- Use hashtags: #SCAD, #AskACurator #MuseSocial

CONCLUSION

SCAD FASH is reputed for its status as the only Fashion and Film Museum in Southern U.S.A. and as the cultural and luxurious front for SCAD Atlanta. However, the museum still needs to be known for its cultural impact. Issues with auxiliary services, operational concerns, customer service, and high consumer effort deter SCAD FASH from catching up to its competitors.

The project aims to increase brand awareness, relevancy, and sales via an inclusive, educational, and experiential phygital exhibition collaboration with Paco Rabanne. The luxury fashion house was formerly famous for using unconventional materials and glamorous visuals. SCAD's in-house design studio - SCAD Pro, and its diverse skill set will facilitate this mutually beneficial collaboration. By actively working towards accommodating the differently abled and leveraging resources at SCAD's disposal, we can ensure a sense of comfort and awe for everyone. Omni-channel integration, experiential services, and robust marketing can help attract guests for both partners.

SCAD FASH's diverse customer base is interested in Fashion, Film, Design, and Art. Though this niche is advantageous, this project aims to use under-18 engagement strategies, create recreation hubs, photo opportunities, social media guidelines, and an E.R. filter accessible by a SCAD FASH App to improve engagement for all age groups and psychologically interlink the two partners.

SOURCES

<https://medium.com/luxe-trends/paco-rabanne-a49dbfd5806e>

<https://www.scadfash.org>

<https://edgexpo.com/2022/01/31/museum-destiny-edge-contemporary-fashion/>

<https://www.puig.com/en/beauty-and-fashion>

<https://hypebae.com/2020/10/paco-rabanne-julien-dossena-interview-net-a-porter>

<https://www.linkedin.com/company/pacorabanne/>

<https://www.wgsn.com/interiors/article/6396ffd4db6ac2ee7a19505d#page8>

<https://joyofmuseums.com/museums/united-states-of-america/atlanta-museums/high-museum-of-art/><https://high.org/about>

<https://www.forbes.com/sites/chaddscott/2021/11/01/self-taught-artists-take-center-stage-at-high-museum-of-art-in-atlanta-with-nellie-mae-rowe-in-spotlight/?sh=661aead21341>

<https://www.ngv.vic.gov.au/explore/collection/#:~:text=The%20National%20Gallery%20of%20Victoria%27s,the%20Gallery%27s%20activities%20and%20programs.>

<https://www.escape.com.au/destinations/australia/victoria/melbourne/gabrielle-chanel-fashion-manifesto-a-mustsee-ngv-fashion-exhibition/news-story/893444b5cb93ecc96e87c49c7506259c>

<https://www.brookings.edu/wp-content/uploads/2016/06/atlanta.pdf>

<https://ivypanda.com/essays/atlanta-governments-annual-performance-report/>

https://saportareport.com/atlanta-region-maintains-its-spot-as-a-fortune-500-hq-city/columnists/maria_saporta/

<https://www.cntraveler.com/activities/melbourne/national-gallery-of-victoria-international> <https://www.ngv.vic.gov.au/support-us/ngv-foundation/> [https://www.tripadvisor.com/ShowUserReviews-g255100-d256558-r140758955-National_Gallery_of_Victoria-](https://www.tripadvisor.com/ShowUserReviews-g255100-d256558-r140758955-National_Gallery_of_Victoria-Melbourne_Victoria.html)

[Melbourne_Victoria.html https://www.ngv.vic.gov.au/plan-your-visit/access/information-for-autistic-visitors-and-visitors-with-sensory-sensitivities/](https://www.ngv.vic.gov.au/plan-your-visit/access/information-for-autistic-visitors-and-visitors-with-sensory-sensitivities/) <https://www.ngv.vic.gov.au/virtual-tours/>

<https://www.fitnyc.edu/museum/about/history.php>
<https://www.netomi.com/customer-service-kpi> <https://literalhumans.com/brand-awareness-kpis-how-to-measure-them/>
<https://blog.oxfordeconomics.com/content/city-economic-forecast-atlanta-march-2021#:~:text=Atlanta%20has%20recovered%2052%25%20of,2021%20and%203.3%25%20in%202022.>
<https://www.fitnyc.edu/museum/exhibitions/past/2020-2021/index.php>
<https://www.vogue.com/article/museum-at-fit-clothing-archives-fashion-history>
<https://www.vogue.com/article/museum-at-fit-clothing-archives-fashion-history>
https://www.tripadvisor.com/Attraction_Review-g60763-d548861-Reviews-The_Museum_at_FIT-New_York_City-New_York.html
<https://www.vogue.com/article/paco-rabanne-new-paris-store>
<https://populartimelines.com/timeline/Paco-Rabanne>
<https://fashionelite.com/profile/paco-rabanne/>
https://wwd.com/fashion-news/fashion-features/atlanta-heats-up-as-the-southeast-u-s-fashion-hub-1235160044/?sub_action=logged_in
<https://www.atlantaga.gov/government/mayor-s-office/executive-offices/office-of-equity-diversity-and-inclusion>
<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>
<https://best-hashtags.com/hashtag/fashion/>
<https://wwd.com/beauty-industry-news/beauty-features/puig-sales-surpass-3-billion-euros-1235592481/>
<https://www.shopenauer.com/en/brand/paco-rabanne/country/united-states> <https://0-www-statista-com.library.scad.edu/outlook/cmo/luxury-goods/worldwide#revenue> <https://0-www-statista-com.library.scad.edu/statistics/1374703/advertising-types-generation-z-attention-united-states/>
https://www.tripadvisor.com/Attraction_Review-g60898-d9585635-Reviews-Scad_Fash-Atlanta_Georgia.html
<https://wwd.com/fashion-news/fashion-features/gallery/paco-rabanne-dies-at-88-images-through-the-years-1235507914/paco-rabanne-dies-at-88-images-through-the-years-28/>
<https://www.proquest.com/vogue/docview/904335861/5D79F3B2C5CF4EC0PQ/39?accountid=13730&imgSeq=7>
<https://www.lofficielusa.com/fashion/paco-rabanne-futuristic-unwearable-fashion-chainmail>
<https://www.vogue.co.uk/arts-and-lifestyle/gallery/paco-rabanne-archive> <https://www.metmuseum.org/art/collection/search/145899>

SCAD FASH X PACO RABANNE

FORGING MEANINGFUL RELATIONSHIPS: PHYGITAL EXHIBIT

The project leverages **primary field research** and **SCAD Pro's** potential as Corporate consultants to improve SCAD FASH's **brand awareness** and **daily operations** by integrating ways to **increase engagement** via **technological strategies**. The **mutually beneficial** collaboration aims to **revitalise & increase Paco Rabanne's visibility** as a luxury RTW label and **strengthen its ethos** as an innovative and art-oriented brand.

THE HIGH MUSEUM OF ART

THE MUSEUM AT F.I.T.

THE N.G.V.



OPERATIONS MANAGER
Madison Govedich



ART DIRECTOR
Rafael Gomes



DOCENT

Bhairavi Mirkar
November '21 to June '23



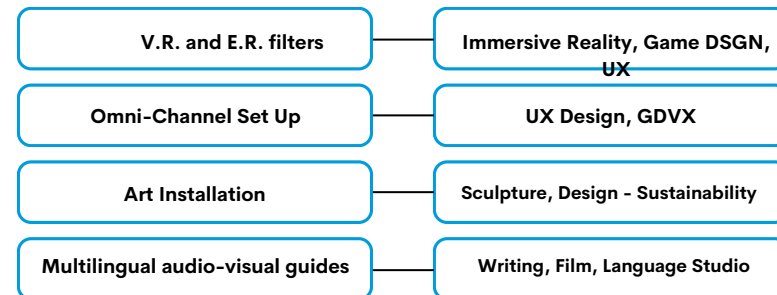
DOCENT

Deveshi Trehan
June '21 to March '23

PRIMARY AND SECONDARY RESEARCH



SOLUTIONS



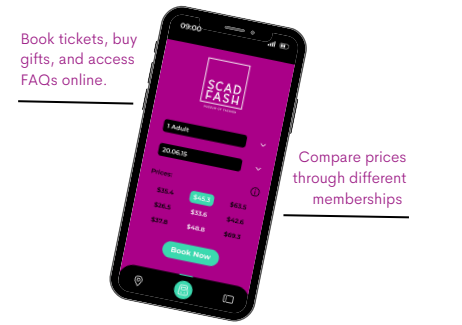
METRICS PACO RABANNE	METRICS SCAD FASH
Social Media Engagement	Customer Satisfaction Score (CSAT)
Brand Mentions - SMM	Customer Effort Score (CES)
Referral Traffic	Employee Satisfaction Score (ESAT)
Qualitative sample survey - N.M.	First Response Time (FRT)
Organic - Results page (SERP)	Average monthly guests
Click-Through Rate (CTR)	New member registration

SCAD FASH

Increase engagement by 110%
Increase IG follower count to 150K
30 celebrity or influencer collaborations per quarter, & create a TikTok page.

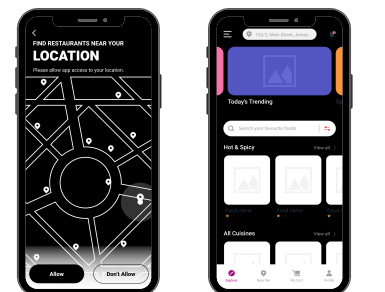
PACO RABANNE

Increase regional sales by 10%,
Increase regional engagement by 25%, &
Increase mainstream cultural references.



Book tickets, buy gifts, and access FAQs online.

Compare prices through different memberships



LOCATION AND FOOD GUIDE

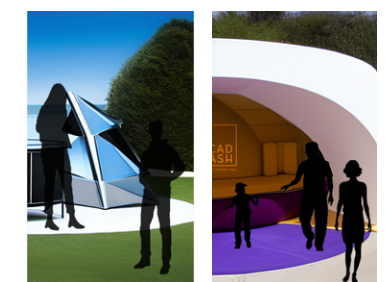


PHOTO OP: SCULPTURE

OUTDOOR SEATING



To revamp SCAD FASH's internal operations and mutually benefit the SCAD Family, SCAD Pro will be invited to design and curate a phygital exhibit.

OBJECTIVE TIMELINE	2023	2024	2025
FIX OPERATIONAL PROBLEMS	█		
GUEST FOCUSED SMM	█	█	
INTERACTIVE CONTENT BASED BLOGS	█	█	
SCAD FASH X SCAD PRO	█	█	
IMPROVE SIGNAGE	█		
START CONSTRUCTION		█	█
EXHIBIT DISPLAY			█



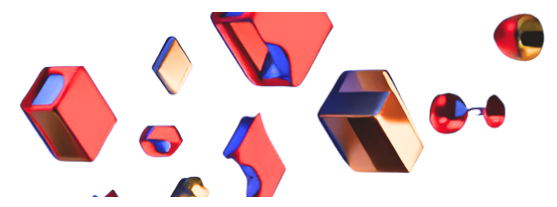
MANNEQUIN DISPLAY



KIDS' SPACE: INTERIOR



KIDS' SPACE: EXTERIOR



PUZZLED PACO (30\$)



PACO'S DESIGN CHALLENGE (100\$)

TONE

- Sincere
- In the know - reflects Zeitgeist
- Educational
- Inclusive

CONTENT PILLARS

- Art and Design
- Identity & Empowerment
- Educational

SOCIAL MEDIA

- Include guests
- Contests & giveaways
- Hashtags: #AskACurator #MuseSocial