

## **Final Project: Studio Nicholson NYC Pop-up Store Event**

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### **Creative Brief:**

The fashion brand Studio Nicholson is about to launch a pop-up store from mid-August to mid-November in West Village, Manhattan; this three-month campaign also serves as a test run of a possible permanent NYC boutique store.

### **Consumer**

- Dedicated to a niche yet loyal customer base that values refined, timeless fashion over fleeting trends, Studio Nicholson's current audiences are primarily 30–50 years old upper-middle to high-income urban professionals and creatives residing in global fashion hubs like NYC, London, Tokyo, and Paris, who appreciate and can afford the premium, minimalist design. By prioritizing quality over quantity and valuing thoughtfully designed clothing that fits seamlessly into their timeless fashion collections, they pursue a sophisticated and cosmopolitan lifestyle (Hawkins, 2022). Emotionally, they derive pride from wearing pieces that reflect their personality and ethos. Rationally, they see Studio Nicholson's offerings as investments, appreciating the longevity, versatility, and ethical production practices that set the brand apart. A Studio Nicholson pop-up in NYC speaks directly to these values, offering an intimate yet exclusive boutique shopping experience that values functionality, quality, and authenticity over mass-market retail.
- However, aspirational buyers, particularly younger individuals aged 25 to 35, are also targeted audiences for this campaign. They are beginning to invest in sustainable, slow fashion and are eager to discover brands that align with their emerging tastes. This younger demographic prioritizes cultural experiences and moments of discovery. They value exclusivity and enjoy participating in events that feel curated and unique (Hawkins,

2022). Although their incomes may not yet allow them to indulge in full wardrobes, their growing interest in timeless minimalist design makes this pop-up event an ideal to introduce them to Studio Nicholson's world with smaller, more accessible items — scarves, belts, tote bags, or T-shirts that also embody the brand's craftsmanship but at a lower price point.

## **Category**

### **This campaign includes:**

- **Opening night:** partnered with The Lot Radio (an independent radio station that had collaborated with MoMA), especially featuring British-Japanese singer Rina Sawayama and multi-disciplinary Japanese DJ Takuya Nakamura. Potential influencer collaborations: Ella Emhoff, Masami Hosono, Caroline Lin, Lizzy Hadfield, etc.
- **Mix-and-Match Stations:** styling areas specifically dedicated to Studio Nicholson's iconic Dordoni pants and Holin coats in various color combinations, where visitors can do a mix-and-match, in addition to two NYC-Limited new colors that will be launched during the opening night.
- **Weekly Sunday Brunch:** Partnered with local bakery shop From Lucie, there will be a small brunch area outside the store every Sunday where people can shop and chat, building connections with their like-minded friends.

**Competitors:** Shop Amomento, Low Classic, Toteme, Lemaire, Jill Sander, and Khaite (price point from low to high).

### **Strength:**

- By partnering with local entities like The Lot Radio and From Lucie, Studio Nicholson positions itself within the NYC cultural richness, offering an authentic and community-centric experience that competitors may not provide.
- The mix-and-match activation allows consumers to personalize their shopping experience, building a deeper connection with the brand and its products, which can be more memorable than traditional retail interactions.

- Studio Nicholson highlights its commitment to sustainability more often than all those competitors mentioned above, this pop-up store is a chance to demonstrate its efforts in sustainability most authentically to consumers in the States.
- Creating a sense of urgency and exclusivity can attract both existing and new customers eager to experience the brand in a unique setting, differentiating the event from competitors' more permanent retail spaces. Plus, timing the pop-up during NYC's transition to cooler weather aligns with immediate customer needs, making the collection more appealing and practical.

#### **Weakness:**

- Its minimalist aesthetic may not appeal to broader, trend-driven demographics.
- Premium pricing limits accessibility to a larger audience, potentially alienating younger or budget-conscious customers.
- Past partnerships with fast-fashion brand Zara caused harm to the brand's sustainability and exclusivity ethos.
- Compared to larger fashion houses, Studio Nicholson has less aggressive marketing and digital engagement strategies.

#### **How can this campaign help Studio Nicholson stand out from its competitors:**

- **Opening night:** With influences from Japanese architecture and interiors, the space and its offerings tell a story of timelessness and adaptability. By incorporating cultural collaborations—such as performances by Rina Sawayama and Takuya Nakamura—the campaign extends beyond fashion, engaging customers through music and art.
- **Mix-and-Match Stations:** This interactive feature allows customers to experiment with Studio Nicholson's iconic pants and coats, including limited-edition NYC colors, without hesitations. While competitors like Toteme and Lemaire focus on delivering minimalist and well-crafted clothing, Studio Nicholson takes it a step further.
- **Weekly Sunday Brunch:** In partnership with From Lucie, customers can enjoy local food, connect with like-minded individuals, and immerse themselves in the Studio Nicholson world. While competitors may emphasize exclusivity, they don't often create events that blend community and retail in this way.
- While the price remains premium, lower-priced options invite younger buyers into the Studio Nicholson world without compromising the brand's high-end image. In contrast, competitors

such as Lemaire and Khaite often maintain a higher entry point, which can alienate this growing demographic.

## **Company**

**Mission and Vision:** Studio Nicholson was founded in 2010 by Nick Wakeman. With 20+ years of experience in the design industry, Wakeman was determined to launch a brand that utilized the skills she'd honed in the 1990s during her graduate studies in Textile Design at the Chelsea School of Art. Wakeman is known for pushing the parameters of textile possibilities. Speaking about her disregard for the status quo, she explains, "For me, there's no question – it's always fabric first. I'm not driven by the traditional fashion industry, merchandising-lead model, where range planning dictates what I design. Tactility and structure inform the end result; I create shapes according to how a cloth behaves, because after all, everything we wear is an engineered product – the raw materials must fit the end purpose." Drawing inspiration from Japanese architecture, interiors, grunge music, 1990s sub-culture and geological landscapes, she creates adaptable, elegant and truly functional pieces that form the basis of the ultimate modular wardrobe (Studio Nicholson, 2024).

## **Culture**

- Shopping is no longer just about buying clothes; it's about the experience. People want to connect with brands in ways that feel personal and memorable. The interactive mix-and-match stations and Sunday brunches create a space where visitors can engage with Studio Nicholson's vision in an entirely new way. These moments make shopping fun, social, and meaningful, which is what today's customers crave.
- Minimalism isn't just a design aesthetic—it's a cultural movement focused on living with intention and quality. Studio Nicholson's philosophy is perfectly aligned with this mindset. The campaign can position the brand as a guide to minimalist living, offering not just products but ideas, like how to build a timeless wardrobe.
- In a world that's increasingly focused on global issues, people are turning to local communities for connection. Partnering with NYC staples like From Lucie and The Lot Radio ties Studio Nicholson directly to the cultural richness of NYC. These partnerships make the event feel grounded and authentic—something big luxury brands often miss.

## **News Release:**

### **The Mix of Classic Minimalism and Urban Vibrancy: Studio Nicholson's Exclusive NYC Pop-Up**

**New York City, NY**— Studio Nicholson, the British contemporary fashion brand known for its timeless, minimalist designs and commitment to ethical productions, announces its first-ever New York City pop-up store. Running from mid-August to mid-November, the event will take place in the heart of West Village. With key partnerships, including local favorite From Lucie and NYC's renowned The Lot Radio, Studio Nicholson connects its elegant yet functional designs with the heart of the city's vibrant creative community. Highlights include:

- **NYC-Exclusive Colors:** Studio Nicholson will debut two limited-edition colors for its iconic Dordoni pants and Holin coats, available only during the pop-up. Guests can explore color combinations and styling tips at designated areas, offering a personalized, hands-on experience.
- **Opening Night Celebration:** Featuring British-Japanese singer Rina Sawayama and multidisciplinary Japanese DJ Takuya Nakamura, presented in collaboration with The Lot Radio.
- **Sunday Brunch Series:** Partnering with our beloved local bakery From Lucie, the store will host weekly outdoor brunches, where shoppers can connect over croissants, coffee, and conversation.

“Studio Nicholson has always been about creating designs that transcend fleeting trends while connecting with the cultural pulse of the cities we inhabit,” said Nick Wakeman, founder and creative director of Studio Nicholson. “I’ve always believed in creating memories that feel personal and intentional, and this pop-up is no different.”

### **About Studio Nicholson**

Founded in 2010 by designer Nick Wakeman, Studio Nicholson is a British contemporary fashion brand rooted in timeless, minimalist design and exceptional craftsmanship. Inspired by

Japanese architecture, interiors, and modular wardrobes, the brand is dedicated to slow fashion pieces that prioritize functionality, quality, and sustainability. For more information about this event and the brand, please visit our social media pages @studionicholson and our website <https://www.studionicholson.com>

## **Media List**

- *Vogue*

Why: To highlight Studio Nicholson's appeal to a luxury fashion audience.

- *Harper's Bazaar*

Why: Coverage of timeless, minimalist design and cultural relevance.

- *The Business of Fashion*

Why: Emphasizing Studio Nicholson's sustainability ethos and NYC expansion.

- *The New York Times Style Section*

Why: For coverage in a trusted publication with strong NYC readership.

- *New York Magazine (The Cut)*

Why: For pieces on cultural collaborations and NYC events.

- *Time Out New York:*

Why: To drive local awareness and foot traffic to the pop-up.

- *Dazed:*

Why: To explore the cultural intersection of music, fashion, and community.

- *Highsnobiety*

Why: For coverage targeting younger, aspirational buyers.

- *Pitchfork*

Why: To cover the opening night collaboration with The Lot Radio and artists like Rina Sawayama.

## **Thought Leadership Piece:**

In an era where fleeting trends dominate and the term "luxury" risks losing its meaning, Studio Nicholson is quietly but powerfully reshaping the conversation. With its upcoming pop-up event in New York City's West Village, the London-based label isn't just selling clothes — it speaks to a movement — one that values quality over quantity, sustainability over excess, and

community over commerce. Studio Nicholson has long been synonymous with a minimalist, architectural aesthetic that transcends the seasonal churn of fast fashion. But this pop-up, running from mid-August to mid-November, housed in the heart of Manhattan, adds new dimensions to the brand's story.

At the core of this campaign lies an understanding of what today's discerning consumer truly craves: meaningful experiences. Shopping is no longer a mere transaction; it's a moment of connection, discovery, and self-expression. Studio Nicholson leans into this cultural shift with features like its Mix-and-Match Stations, where visitors can play stylist with the brand's iconic pants and trenches, including limited-edition colors inspired by the energy of New York City. It's a playful interaction with the brand that feels deeply personal—a far cry from the sterile click-and-scroll of online shopping.

Then there's the Sunday Brunch Series, a collaboration with our beloved local bakery From Lucie. Every week, the pop-up becomes a gathering space, where style-conscious individuals can sip coffee, try on modular wardrobe pieces, and connect with like-minded souls. In a city that never stops moving, this moment of pause feels refreshingly human—a reminder that fashion, at its best, is about relationships, not just garments.

Of course, no modern luxury campaign can ignore the growing demand for sustainability, and Studio Nicholson has this covered. In a fashion landscape where greenwashing is all too common, Studio Nicholson's transparency is a breath of fresh air. It's not about paying lip service to sustainability; it's about creating timeless pieces that minimize waste while maximizing style.

But what makes Studio Nicholson's pop-up campaign truly compelling is its ability to harmonize global luxury with NYC's creative pulse. By collaborating with The Lot Radio and the British-Japanese singer Rina Sawayama, the brand adds layers of texture to its minimalist ethos — a reminder that true style isn't just about what you wear but the world you inhabit, engaging in a conversation with New York, allowing its clean lines and bold silhouettes to meet the city's electric undercurrent.

This pop-up isn't just a retail event; it's a vision for the future of fashion. It's about creating space—for creativity, for connection, and for clothing that matters. Studio Nicholson understands that luxury isn't defined by logos or price tags; it's defined by the thought, care, and artistry behind every piece. In an industry saturated with noise, in a culture obsessed with "more," the brand dares to ask, "What if we needed less?" Studio Nicholson is inviting us to experience this philosophy firsthand, and for anyone who values substance over spectacle, it's an invitation worth accepting.

- *Naomi Elizée, Fashion Editor at Vogue*

**Advertising Tagline:**

**"An Ode to Form: Studio Nicholson in New York."**

**Facebook Ad copy:**

Title: An Ode to Form: Studio Nicholson in New York.

Step inside our West Village pop-up store:

- Style your story at mix-and-match stations featuring NYC-exclusive colors.
- Savor moments of stillness with Sunday brunches by FromLucie.
- Immerse in live performances from Rina Sawayama and Takuya Nakamura.

Address: xxx St, West Village, Manhattan, NY, 10014

Experience it through November | [www.studionicholson.com](http://www.studionicholson.com)

**Instagram Ad copy: There will be a series of highlights named NYC Pop-up on its Instagram page, an easier way for customers to navigate all the information they need.**

Story 1: A table adorned with croissants, coffee, and three pieces of Studio Nicholson scarves in different colors, set against a West Village backdrop.

Text: "Brunch, browse, belong. Sundays in West Village."

Join us every Sunday from Aug. 17<sup>th</sup> to Nov. 16<sup>th</sup> –[link to the event]

Story 2: A model wearing the Holin trench coat and Dordoni pants in new NYC-Exclusive colors walks on Bleeker St. When she stops at the crossroad of Banker St, the coat swaying in the wind, and the link to the event pops up.



Text: "Studio Nicholson x NYC, exclusively from August to November."

Story 3: A cinematic shot of Nick Wakeman (the founder) in Japan, maybe visiting iconic modern Japanese architecture like Hotel SHIGUCHI. A simple tagline with the link to the event overlays the scene: *"An Ode to Form."*

**Billboard and Screen Promo:** Due to the brand positioning of Studio Nicholson, there are always not many words on the copy, but simple messages and clean photo shots as demonstrated in the first two visuals below:





**PAID SOCIAL ELEMENTS AND INFOGRAPHIC:**

# RINA SAWAYAMA



# TAKUYA NAKAMURA

— X S T U D I O N I C H O L S O N —

NYC EXCLUSIVE POP-UP STORE OPENING NIGHT

IN COLLABORATION  
WITH  
THE LOT RADIO, NYC  
@THELOTRADIO

**08.15.2025**  
WEST VILLAGE, MANHATTAN, NY

Visit our website for more details at <https://www.studionicholson.com>





**STUDIO  
NICHOLSON**  
NYC EXCLUSIVE POP-UP STORE

SUNDAY BRUNCH FROM  
10:00 — 14:00  
AUG.17 — NOV.16

WEST VILLAGE, MANHATTAN

For more information, visit us on Instagram @fromlucienyc & @studionicholson

## AN ODE TO FORM: STUDIO NICHOLSON IN NEW YORK



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### OUR FIRST EVER POP-UP STORE

#### Event Overview

- Opening Night: Featuring Rina Sawayama and DJ Takuya Nakamura, presented in collaboration with The Lot Radio.
- NYC-Exclusive Colors: limited-edition colors for our iconic Dordoni pants and Holin coats, available only during the pop-up, at our mix-and-match station.
- Sunday Brunch Series: Weekly outdoor brunches partnering with From Lucie. Connect with us and friends over coffee and conversation.

WEST VILLAGE, MANHATTAN, NY

Sunday Brunches: Every Sunday from 10 a.m. to 2 p.m.

Shop the Pop-Up: Open daily from 10 a.m. to 7 p.m.

Opening Night RSVP: [\[Link to RSVP\]](#).

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For more information, visit us on all platforms:  
[@studionicholson](#) [@thelotradio](#) [@fromlucienyc](#)

## Reference

Studio Nicholson. (n.d.). *About Studio Nicholson / Studio Nicholson Ethical Fashion*.

[https://www.studionicholson.com/pages/about?\\_gl=1\\*zlg561\\*\\_up\\*MQ..\\*\\_gs\\*MQ..&gclid=Cj0KCQiAo5u6BhDJARIsAAVoDWutrAwB9L7JGCrssI3iqWkjkn49zh6kGipNhLhnWg3OzT-QFb2-kEaAnOrEALw\\_wcB](https://www.studionicholson.com/pages/about?_gl=1*zlg561*_up*MQ..*_gs*MQ..&gclid=Cj0KCQiAo5u6BhDJARIsAAVoDWutrAwB9L7JGCrssI3iqWkjkn49zh6kGipNhLhnWg3OzT-QFb2-kEaAnOrEALw_wcB)

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