



HOLYPOPSTORE

Modern storytellers and retail innovators to fuel
the culture of Sneakers





01.

WHO WE ARE

02.

WHO WE SERVE

03.

HOW WE SERVE

04.

MISSION / VISION / POSITIONING

05.

WHAT WE BELIVE

06.

HOLYPOP GENEALOGY

07.

METRICS AND NEXT STEPS





01. WHO WE ARE

HOLYPOP IS

Authentic to street culture, connected to the millennials
and distinctively local innovation





02. WHO WE SERVE

THE YOUNG AND COOLEST

16/26 yrs, stylish, connected, confident and always on





03. HOW WE SERVE

AUTHENTIC TO STREET CULTURE

We amplify the love for fashion

CONNECTED TO THE MILLENNIALS

We define trends + the culture of pop and Sneakers

DISTINCTIVELY LOCAL INNOVATION

We own the local connections for the city by the city





04. MISSION / VISION / POSITIONING

MISSION

Re-define street and fashion culture through the lens of art,
innovation and storytelling

VISION

Be the most authentic, innovative, cool and unexpected Sneakers and
street fashion retailer in Italy

POSITIONING

From Rome to the world





05. WHAT WE BELIVE

PRODUCT FIRST

Best multi brand assortment (app + ftw)

COSTUMER IS OUR PASSION

Always connected

DIGITAL STORYTELLING IS THE KEY

We don't sell products but stories

SOCIAL IS OUR MEDIA

Physical and digital communities

DISRUPTIVE AND SCALABLE RETAIL FORMAT

Exciting environment mixing design, art and street culture

BRAND ENDORSER

Windows / Instore initiatives to elevate the best brand stories

LOCAL AND GLOCAL INFLUENCERS

A team of brand ambassadors from music to art

FINANCIALS

Sustainable and fast growing business



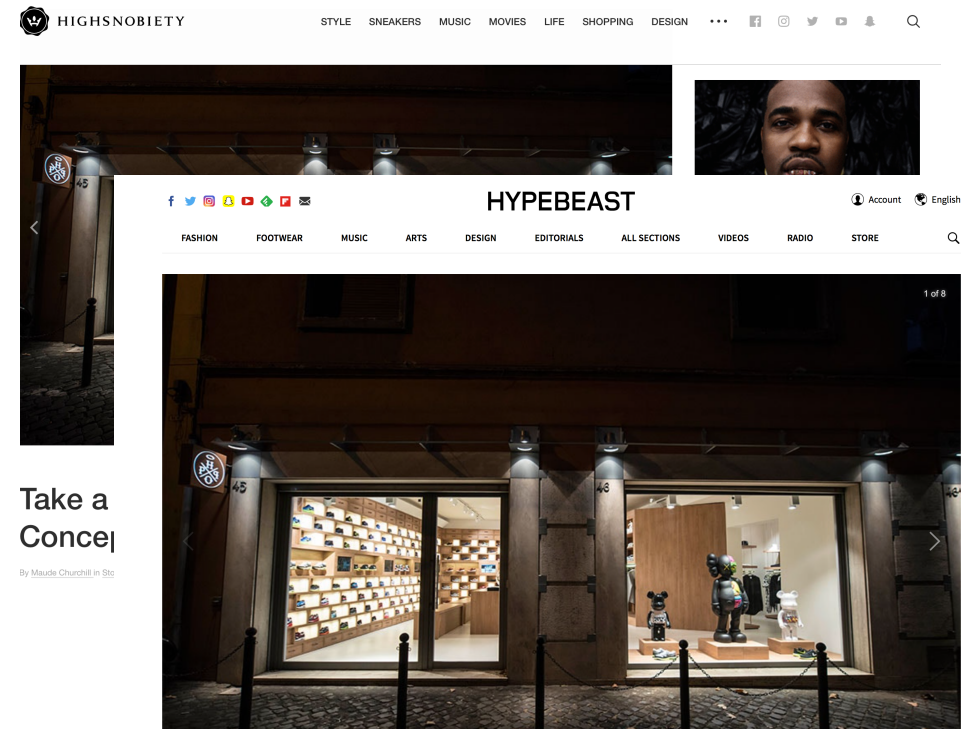


ENTERTAINMENT



DPG - Sportswear

COMMUNICATION





06. HOLYPOP GENEALOGY

SNEAKERS AND STREETWEAR STORE
TOYS FARM • ART CENTER



Holypopstore

06.32609774
Via del vantaggio, 46 - 00186 - Roma
man@holypopstore.com



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info@holypopstore.com

SNEAKERS AND FASHION STORE
DREAM FACTORY



Holypopstore
W O M A N

06.3217892
Via della Penna, 50 - 00186 - Roma
woman@holypopstore.com

Holypopstore
.com

Holypopstore Online Shop

holypopstore.com





HOLYPOPSTORE.COM

RELEASE CALENDAR

Holypopstore



LATEST

FOOTWEAR

APPAREL

ACCESSORIES

BRANDS



SALE

SHOP BY COLOR

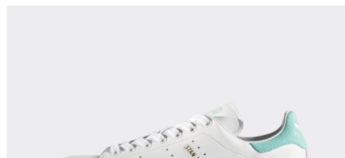
Login or Register

Wishlist(0)

Cart(€0.00)



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DAYS HOURS MINUTES SECONDS



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NEWSLETTER





HOLYPOPSTORE.COM

RELEASE CALENDAR

Holypopstore

[LATEST](#) [FOOTWEAR](#) [APPAREL](#) [ACCESSORIES](#) [BRANDS](#) [SALE](#) [SHOP BY COLOR](#) [Login or Register](#) [Wishlist\(0\)](#) [Cart\(€0.00\)](#)

SHOP BY **COLOR** / DARK BLUE

CATEGORY

[All products](#)

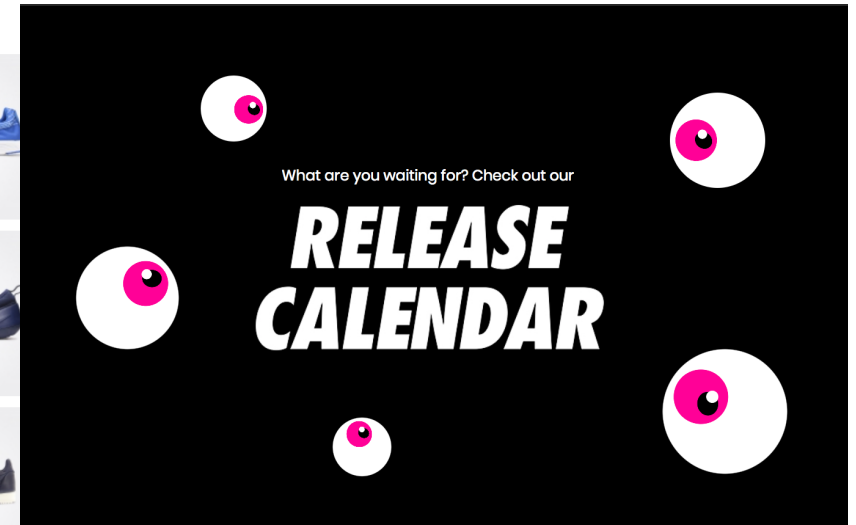
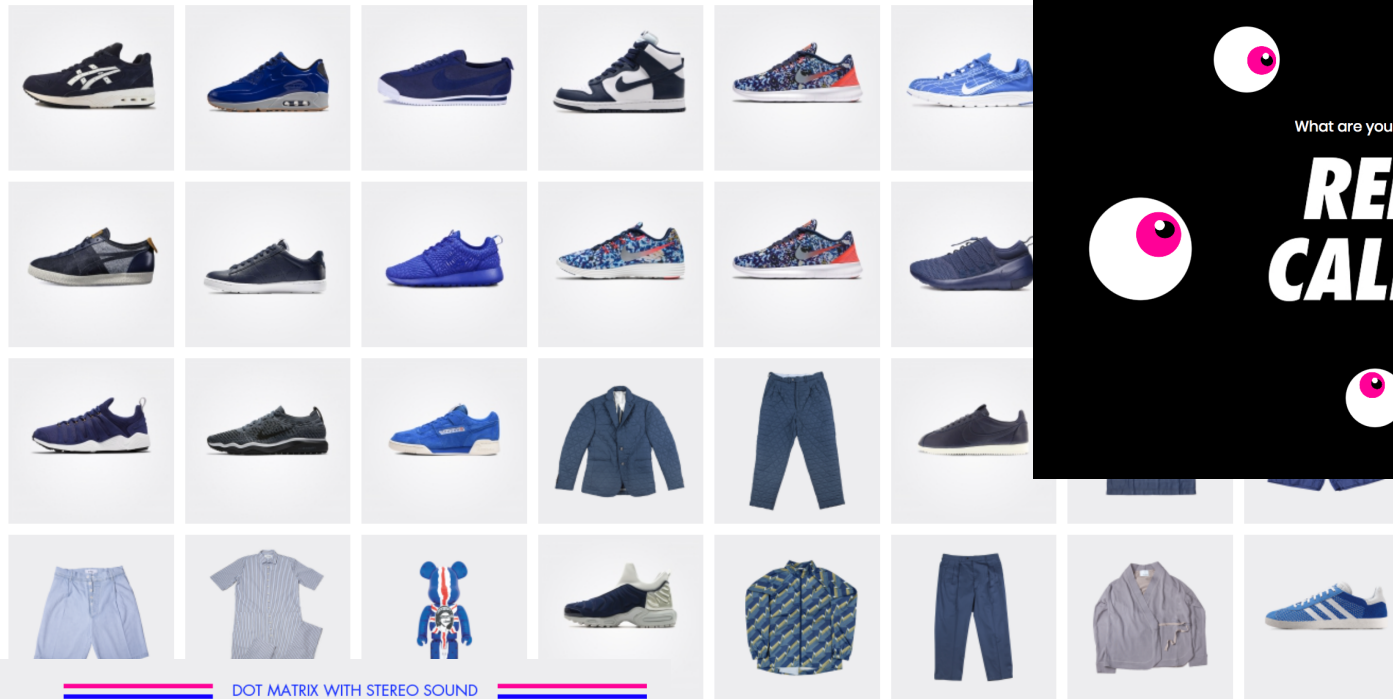
[Footwear](#)

[Apparel](#)

[Accessories](#)



ENGLISH ^



Holygame SNEAK BOY™

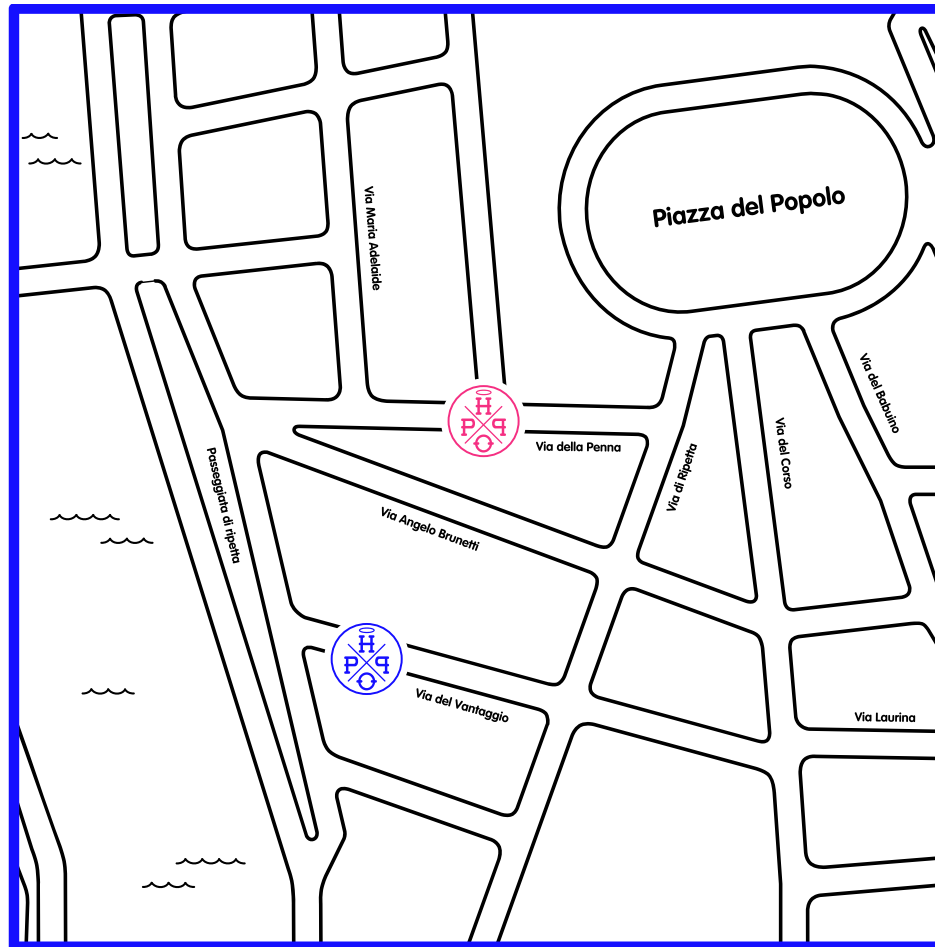
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STORES





HOLYPOPSTORE





HOLYPOPSTORE WOMAN





07. METRICS AND NEXT STEPS

DIGITAL METRICS

Instagram followers: 33K

Facebook Likes: 80K

E-Commerce visit: 30K x Day

BUSINESS METRICS

Doors: 3

Net Sales 2017: 2M

Current trend: +47% vs LY

Mktg investments: 50K x year

NEXT STEPS

- Retail plan focus on the European key cities (Milan, Barcelona, Madrid, London, Paris, Berlin)
- Brands Collaborations
- Holypop Merchandise
- New Holypop brand/event space in Rome
- New street luxury retail format





Thanks