

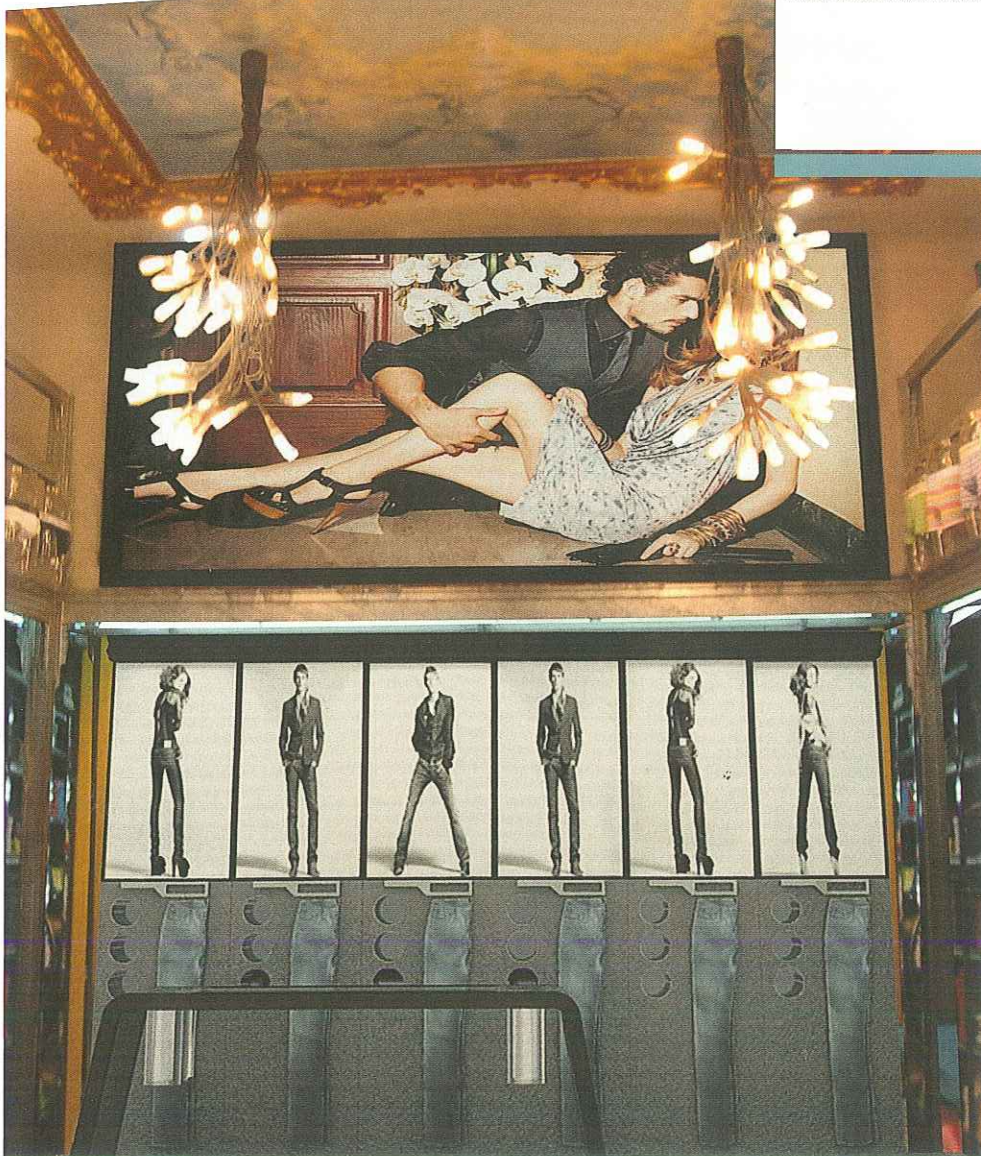
# AN INVESTMENT FOR THE FUTURE

In June 2009, Italian denim brand Freesoul presented its new instore concept at the Pitti Uomo. Since then, the new concept has been introduced in various stores in France, Greece, Holland, and Italy. CEO Ernesto Barbieri explains why Freesoul has decided to focus on technical innovation and contextual separation of the collections.



**Freesoul Headquarters**  
 Villa Zileri  
 Via Biron 102/5 A-B  
 36050 Monteviale (Vicenza)/  
 Italy  
 T 0039.0445.306490  
 www.freesoulworld.com  
 info@freesoulworld.com

**Text** Laura d'Elsa **Photos** Freesoul  
 Freesoul presents a reinterpretation of the established Denim Wall in its new instore system (top).



"Denim is our core; it is essential and continuing. It is the only constant, with only small changes. Fashion is an attitude that is based on consumer tendencies. We cater to this segment because it helps us to create moods and feeling towards our consumers." According to Barbieri the reason for this new concept was the desire for self-defined presentation at the POS. "Retailers are responsible for their store and business. They are, to some extent, business specialists. The brands are the specialists for their products. They want to define their own identity within the stores. Freesoul has been very successful with this approach and opened 20 shop-in-shops in a short matter of time. Another 20 are currently being installed."

## APPEALING TECHNOLOGY

The initial success of the new concept confirms the appeal of modern, technology-based forms of presentation. "Our goal was to leave our old, standard presentation forms behind us and develop a completely new and modern concept. We want to take our consumer into the future and the world of electronics." For this purpose, Freesoul resorted to the denim wall. The denim wall is an established form of presentation in retail, but it had generally been neglected in recent years. "The denim wall is very important because denim is a commodity. People will always buy jeans, but it is important to express the style, fit and details in a modern way.

## IMAGE HAS ITS PRICE

Freesoul wants to accomplish multiple goals with the new system. On the one hand, the system should authentically and effectively communicate the brand at the POS. On the other hand, it functions as an important marketing tool. The new system is going to be introduced in the Freesoul stores as well as regular retail. The company is covering the costs for the plasma screens as a special service for its clients. "The costs are covered within our marketing and promotion budget. The screens are like a window for us to convey our brand to the customer," states Barbieri.

**T**he new instore concept is based on two separate parts: an elaborate denim wall and a separate area for the Freesoul fashion collection. The denim wall is composed of multiple plasma screens that show all aspects and details of the individual collection pieces and consequently offer additional service to the customers. The actual clothing items are located below the screens, ready for a fitting. If a model is not

available in the correct size or preferred wash, it can be ordered on Freesoul's website. A separate area for the Freesoul fashion collection makes up the second part of the new instore concept of the Italian denim brand. This area is also dominated by large screens that show brand videos for the current season. The strict separation between denim and the fashion collection makes a lot of sense, according to Freesoul CEO Ernesto Barbieri. His focus for Freesoul is clearly on the denim collection.