

## **Research and process**

Since 2025, platforms such as BoF and Vogue Business have reported widely on the challenges and uncertainty facing China's luxury market. As a Gen Z who cares deeply about this industry, I hope to see its recovery, bringing new and beautiful experiences to young Chinese consumers. Based on my own experience and preferences, I may not be a passionate luxury buyer, but I see pop-up stores as an ideal way to connect with different luxury brands. This is why my dissertation focuses on this touchpoint. I also believe China is a unique and important market for all luxury brands. Its value lies not only in strong purchasing power but also in its distinct cultural and social context. When leveraging marketing strategies such as pop-up stores, retailers need to address the differences between Chinese consumers and those in the West, which forms the main academic contribution of this study.

After completing the dissertation, I wanted to present the key parts of my research in a visually engaging way. I therefore chose the format of an academic poster, aiming to make the insights accessible even to those without a background in business or fashion.