



*“KLM worked very hard to understand my retail needs by visiting my stores in Paris and helped us target the appropriate locations in London. Their European knowledge of retail locations makes it very easy to work with them.”*

Marc Dorde  
Managing Director  
Brandy Melville

*Understanding the personality of a brand and its target shopper is crucial in any global expansion plans*

---

*The Client*      Brandy Melville

---

*The Brief*      To help secure a London foothold for this highly desirable Italian fashionista brand as a successful replica of its Saint Germaine De Pres location in Paris.

---

*The Solution*      Getting ‘under the skin of the brand’ is vital to fully appreciate its next retail step to ensure the brands DNA and continued growth. KLM Retail aimed to replicate the successful portfolio in France throughout retail districts of London to evaluate the most sympathetic location for Brandy Melville’s first foothold in the West End.

Having considered key sites and shopper demographics to find the best match for the ‘Brandy Girl’, we secured stores on the vibrant Kings Road and Foubert’s Place within the Carnaby Street Estate.

---

*Where We Add Value*      Working closely with the client and our French partner, the team immersed themselves in the brand and its locational needs so we were able to focus attention on the perfect footfall and personality requirements to reach ‘Brandy Girl’ and support the brand’s launch in the UK.