LN-CC

THE BRAND
The retailer LN-CC is used to my vision on the future of luxury fashion retailing. The goal is not to change the DNA of LN-CC, but to use the brand as a tool to visualize how a brand with a strong identity can be made future-proof. LN-CC is mainly an online luxury fashion retailer with one concept store in London. To strengthen the vision that the physical retail experience is highly important in 2025 I used an online luxury retailer.

**THE COMPOUND ROOM**
The customer experience that is applied to the luxury retailer LN-CC for 2025.

“In recent years omni-channel has emerged as a major buzz word in retail. Digitally native brands such as nasty gal, bonobos & eyewear label warby parker all recently launching physical stores.”

- Kate Abnett Analyst at businessoffashion.com
LATE NIGHT CHAMELEON CAFE
LN-CC is an evolving platform of curated ideas that compases menswear, womenswear, music and books. Offering a unique retail mix from mainline labels to Tokyo streetwear brands.

LN-CC was born out of the need for a different approach, a focus that was inclusive, aware and informed. Originally setting out to provide an alternative retail experience, environment and lifestyle, LN-CC is once again focused on pushing the boundaries and leading the way, admiring the conscious and sustainable innovation that is being chartered and encouraged in other industries.
BRAND VALUES

INNOVATION
pushing the boundaries and interpretations in numerous directions.

CONSCIOUSNESS
incorporating sustainable practices into their work. Being conscious is not really about fashion, it is a movement of the world.

CONSIDERATION
expectations are raised and reset, taking into consideration the craftsmanship, history and surroundings, those set to succeed look to the future whilst remaining mindful to the past.
LOOK & FEEL

FASHION FORWARD RISK TAKER

ARTISTIC

TACTILE EDGE

ABSTRACTLY MINIMAL

MODERN
CUSTOMER PROFILE

MALE & FEMALE

Aged 23-30

JAPANESE • KOREAN • ENGLISH • DUTCH

working in the creative industry - webdesign - graphic design - fashion - interior

PHOTOGRAFY • TECHNO MUSIC • INDIE PUNK • FASHION • SOCIAL • FOODLOVERS