

POLIMODA

INTERNATIONAL
INSTITUTE
FASHION DESIGN
& MARKETING

Ufficio Stampa Polimoda
Diomedea
via Biondelli, 9 - 20141 Milano
tel. +39 02 89546251
fax +39 02 8466743
press@diomedea.it
www.diomedea.it

Informazioni per il pubblico
Polimoda
via Pisana, 77 - 50143 Firenze
tel. +39 055 7399620
fax +39 055 7399632
info@polimoda.com
www.polimoda.com

Referente Stampa
Polimoda
Tessa Pisani
tel. +39 055 7399675
fax +39 055 7399632
pisanit@polimoda.com



TEMPORARY STORE. A STRATEGY FOR EPHEMERA

A NEW BOOK DEDICATED TO AN EVER INCREASING PHENOMENON IS PRESENTED IN THE POLIMODA SERIES

The **Temporary Store** is a rapidly increasing phenomenon and represents a means of communication that has become a highly important support to traditional sales points. On the occasion of its 2010 Open Day, **Polimoda**, always at the forefront of the newest and emerging phenomena, presents "**Temporary Store. La strategia dell'effimero**" a book by Francesca Zorzetto and Francesco Catalano, with a foreword by Elio Fiorucci.

This new book in the **Polimoda Fashion Marketing series**, published by **Franco Angeli**, analyses a phenomenon which owes its success to its ability to adapt easily to market transformations, meeting commercial and marketing requirements at a time when the format of traditional shops is no longer adequate. The book describes the characteristics of a "temporary shop" and discusses in detail both its potential and importance, analyzing all the fundamental elements: the choice of location, the marketing aims, and the life-span of the structure. Based on a range of success stories, first hand experiences provide an overview of the fundamental characteristics, and at the same time offer advice for the organizational strategies behind this kind of operation.

The book is not only a text which analyses a phenomenon increasingly present within the economic and consumer context, but is also a **complete guide, providing the information and identifying the elements necessary for planning a temporary store.**

*"The phenomenon of the temporary store – says **Maristella Giannini, Head of the Marketing Department at Polimoda** – represents a new shopping experience created by the consumer which should be carefully observed and analyzed not only by the business world, but also by those involved with teaching and training, who are in a certain sense at the origin of the entire network. This new book reflects Polimoda's interest in phenomena related to fashion, marketing, and in particular to the development of retail strategies. It is the latest addition to the series of Polimoda books which already includes important publications on the subjects of visual merchandising and retail strategy in fashion and the luxury market."*

Florence, 25 March 2010