

**PLACE VENDÔME**  
2020

**J. WALTER THOMPSON DOHA**  
**A SNEAK PEEK OF OUR VISION**  
**FOR PLACE VENDÔME**

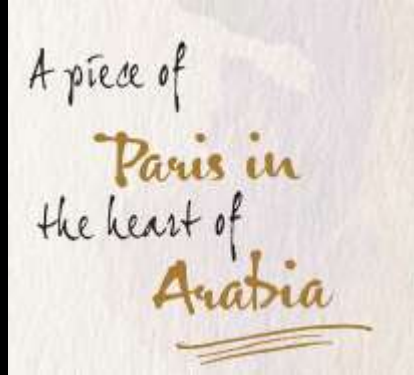
09 JUNE 2020

# THE BRIEF



# PLACE VENDÔME

## THE BRIEF



### BRAND

#### STRATEGY

Identity & Personality

Positioning

Mission & Vision

Values

Tone of voice



### BRAND

#### REVAMP

Logo uplift (if needed)

Brand guidelines  
development



### COMMUNICATION

#### PLAN

Develop the 2021 plan  
for P.V. with regards  
to what is already planned

# WHERE WE ARE TODAY





**A superb location,  
stunning architecture,  
& an optimal retail mix,  
backed by people who know what they're doing.**

# PLACE VENDÔME TODAY

- “Place Vendôme Mall”
- “luxurious development”

What we need to do:

→ Take control of our image & build understanding

Five new malls to open soon



**\$1.3bn Paris-inspired luxury project launched in Doha**  
Place Vendôme will be built across 800,000 square metres of beach-front land at Lusail City

**Starwood Hotels unveiled for \$1.5bn Place Vendôme**  
Luxury development Place Vendôme will be the setting for two world-class hotels, operated by Starwood Hotels & Resorts Worldwide



More malls and hotels set to open in Qatar next year



THE MARKET



Q3 2020: 1.89 million sq. m of organized retail space



Al Waddan Mall – Mesaieed Mall



The Galleria – Department Store (MDD)

(ValuStrat)





THE MARKET



2021



+8 new shopping centers coming



(ValuStrat)



An abundance of shopping malls,  
all fighting for consumers' attention.

“...a new luxurious lifestyle.”

“...the leading retail and leisure destination in Qatar...”

“...there is always something to celebrate (here)...”

“...your premier mall destination...”

“...the ultimate luxury destination in Doha.”

# WHERE DOES PLACE VENDÔME FIT IN ALL OF THIS?

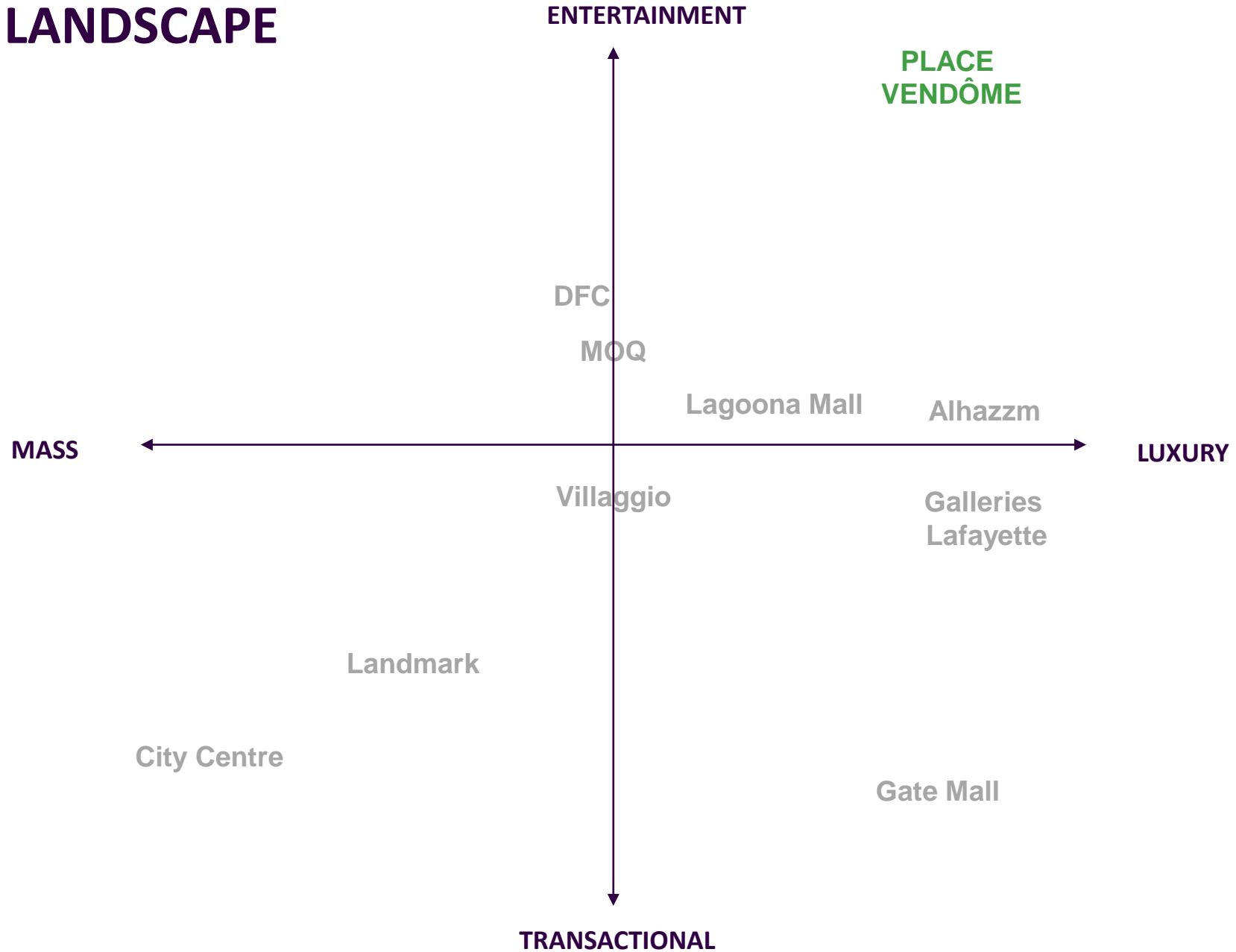
“...the ultimate shopping destination.”

“...the best shopping experience in Qatar.”

“...one of the most entertaining and enthusiastic shopping destinations in Qatar.”

“...an oasis of exclusivity and enchantment dedicated to luxury and style.”

# BRAND LANDSCAPE



An aerial view of a large, ornate, multi-story building complex, likely a hotel or government building, featuring classical architectural elements like arches and columns. The building is surrounded by a lush landscape with numerous palm trees, a central courtyard with a fountain, and a river or canal. The sky is overcast. The text 'PLACE VENDÔME 20' is overlaid in the center in a large, white, sans-serif font.

# PLACE VENDÔME 20



# A BREED APART.

Brand positioning, creative strategy and a  
discussion on the DNA of Place Vendôme

# TABLE OF CONTENTS

1. OUR OBJECTIVES
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  - WHAT PLACE VENDOME IN LUSAIL IS NOT
  - OUR TARGET AUDIENCE
  - OUR BRAND DNA
  - OUR POSITIONING
3. THE WAY AHEAD

# OBJECTIVES



How do we help PLACE VENDÔME make a difference in QATAR?

Brand



Guided By a SOCIAL purpose  
PROVIDE UNIQUE, EMOTIONALLY LASTING  
EXPERIENCES THAT HAVE A POSITIVE  
**IMPACT ON PEOPLE'S EVERYDAY LIVES**

# How do we help PLACE VENDÔME make a difference in QATAR?

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Communication



Empower *PEOPLE*/instigate  
*action*  
YOU CAN MAKE YOUR EVERY DAY  
BETTER, MORE MEMORABLE, MORE  
MEANINGFUL! ACT NOW!

# How do we help PLACE VENDÔME make a difference in QATAR?

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MEDIA TOUCHPOINTS

*FUEL* meaningful conversations  
WE START AND SUSTAIN dialogue  
**ONLINE/OFFLINE ON PLACE VENDOME'S  
POSITIVE IMPACT ON ITS CUSTOMERS'  
EVERYDAY LIVES.**

# BUILDING THE BRAND



A black and white photograph showing a doctor in a white coat and glasses standing by a patient's bed. The doctor is holding a clipboard and appears to be writing. The patient is lying in the bed, looking up at the doctor. The scene is set in a clinical environment, likely a hospital room.

LET'S ASK THE TOUGH QUESTIONS

WHAT WE ARE **NOT**

WHAT WE ARE

**WHO** ARE WE TARGETING

WHAT WE ARE **ABOUT**

WHAT IS OUR **DNA**

WHAT IS OUR MAIN POINT OF **DIFFERENTIATION**

WHAT WE WANT TO **BE**

A/

WHAT PLACE VENDÔME IN LUSAIL IS NOT

THE UMPTENTH MALL IN  
DOHA





**“NOT ANOTHER MALL!”**

A CARICATURE OF A FOREIGN CULTURAL  
SYMBOL

2

LAS VEGAS IS 13.030 KM FROM DOHA

FORTUNATELY



B/

**WHO** ARE WE TARGETING

EVERYONE WHO WOULD WELCOME EXPERIENCES THAT DEVIATE  
FROM THE UNIFORM **MAINSTREAM**

EVERYONE WHO LOOKS FOR A MORE MEANINGFUL DAY-TO-DAY.

EVERYONE WHO WOULD WELCOME A HEALTHY DOSE OF  
INSPIRATION AND SOPHISTICATION IN THEIR DAY-TO-DAY.

BY GIVING CONSUMERS WHAT NO ONE ELSE CAN, WE CAN  
SUCCEED AS A **LOVEBRAND.**

C/

WHAT IS **THE DNA** OF PLACE VENDÔME IN LISAIL?

# VERTICAL LINEAGE - SHARED DNA



OUR DNA IS VERY SIMILAR TO THAT OF THE **PARISIAN PLACE**  
**VENDÔME**

WHAT KIND OF DNA IS THAT?

TO ANSWER THIS QUESTION WE MUST FIRST FIGURE OUT  
WHAT ARE THE BUILDING BLOCKS OF THE DNA OF PARIS

C1/

WHAT ARE THE BUILDING BLOCKS OF THE DNA OF PARIS?

IS IT THE **TOUR** THAT?





**IS IT THE ETHNIC BAZAAR AT BARBES ROCHECHOUART?**



IS IT BERNARD PACALDS CULINARY ARTISTRY AT **L'AMBROISIE?**

LOUIS VUITTON

LOUIS VUITTON



AVENUE  
DES  
CHAMPS-ÉLYSÉES

IS IT THE LUXURY SHOPPING AT CHAMPS ELYSEES?



IS IT A COFFEE AND A MACARON AT LE CEPAGE IN MONTMARTRE?



OR, POSSIBLY, IS IT A WALK DOWN MEMORY LANE AT **SAINT GERMAIN DE PRES**, NEXT TO THE GHOSTS OF SARTRE, **CAMUS** AND DE BEAUMOIRE?

IS IT MAYBE A STROLL AT THE **RIVE GAUCHE** REMINISCING  
OF OLD LOVES?



THE DNA OF PARIS IS MADE  
UP OF **ALL** OF THE ABOVE

WHICH BRINGS US TO PLACE VENDÔME  
WHAT IS THE DNA OF THE PARISIAN  
PLACE VENDÔME?

C2/

WHAT IS **THE DNA** OF THE PARISIAN PLACE  
VENDÔME?

# PLACE VENDÔME IS PARIS FAVORITE CHILD



PLACE VENDÔME IS THE ONE PART OF PARIS THAT CAPTURES  
PERFECTLY THE MYTH OF THE CITY OF LOVE

AND MORE



THOSE WHO FELL MADLY IN LOVE WITH  
PLACE VENDÔME IN ITS GLORY DAYS,  
SPOKE ABOUT A "FLAIR", AN "ALLURE".

ABOUT A MYSTIQUE THAT MADE THIS PIECE OF  
LAND EXTRAORDINARY;  
A HAVEN FOR THE INITIATED, THE ELEGANT,  
THE CHARISMATIC.

A PLACE SYNONYMOUS WITH  
SINGLES

A PLACE SYNONYMOUS WITH  
*CLASS*

A PLACE SYNONYMOUS WITH  
*ELEGANCE*

A PLACE SYNONYMOUS WITH

ROMANCE

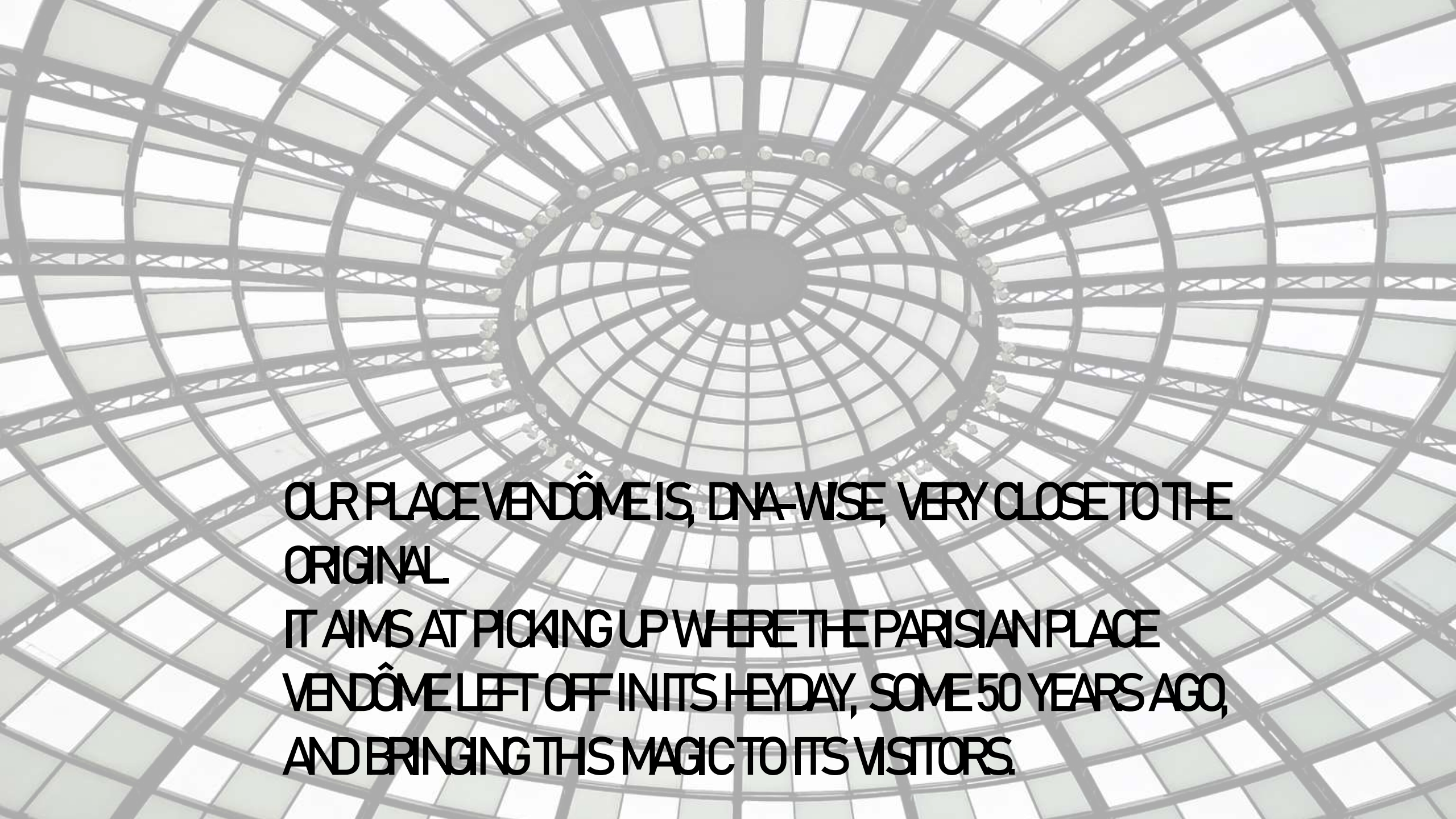




CATHERINE DENEUVE WALKED HAND IN HAND WITH MARCELLO MASTROIANNI, DRESSED IN THE LATEST HIGH FASHION COCO CHANEL. SHE SIPPED HER CAPPUCINO AT THE RITZ LOOKING FOR INSPIRATION FOR HER NEXT CREATIONS.

FEW PARTS OF THE WORLD HAD SO MUCH GLAMOUR,  
CHARM AND MAGNETISM CONCENTRATED IN SUCH A SMALL  
SPACE

SO WHAT IS **THE DNA** OF OUR PLACE VENDÔME IN LUSAIL?  
HOW SIMILAR IS IT TO THE DNA OF THE PARISIAN PLACE VENDÔME?



**OUR PLACE VENDÔME IS, DNA-WISE, VERY CLOSE TO THE ORIGINAL  
IT AIMS AT PICKING UP WHERE THE PARISIAN PLACE VENDÔME LEFT OFF IN ITS HEYDAY, SOME 50 YEARS AGO, AND BRINGING THIS MAGIC TO ITS VISITORS.**

STRANGE? FARFETCHED? WISHFUL THINKING?

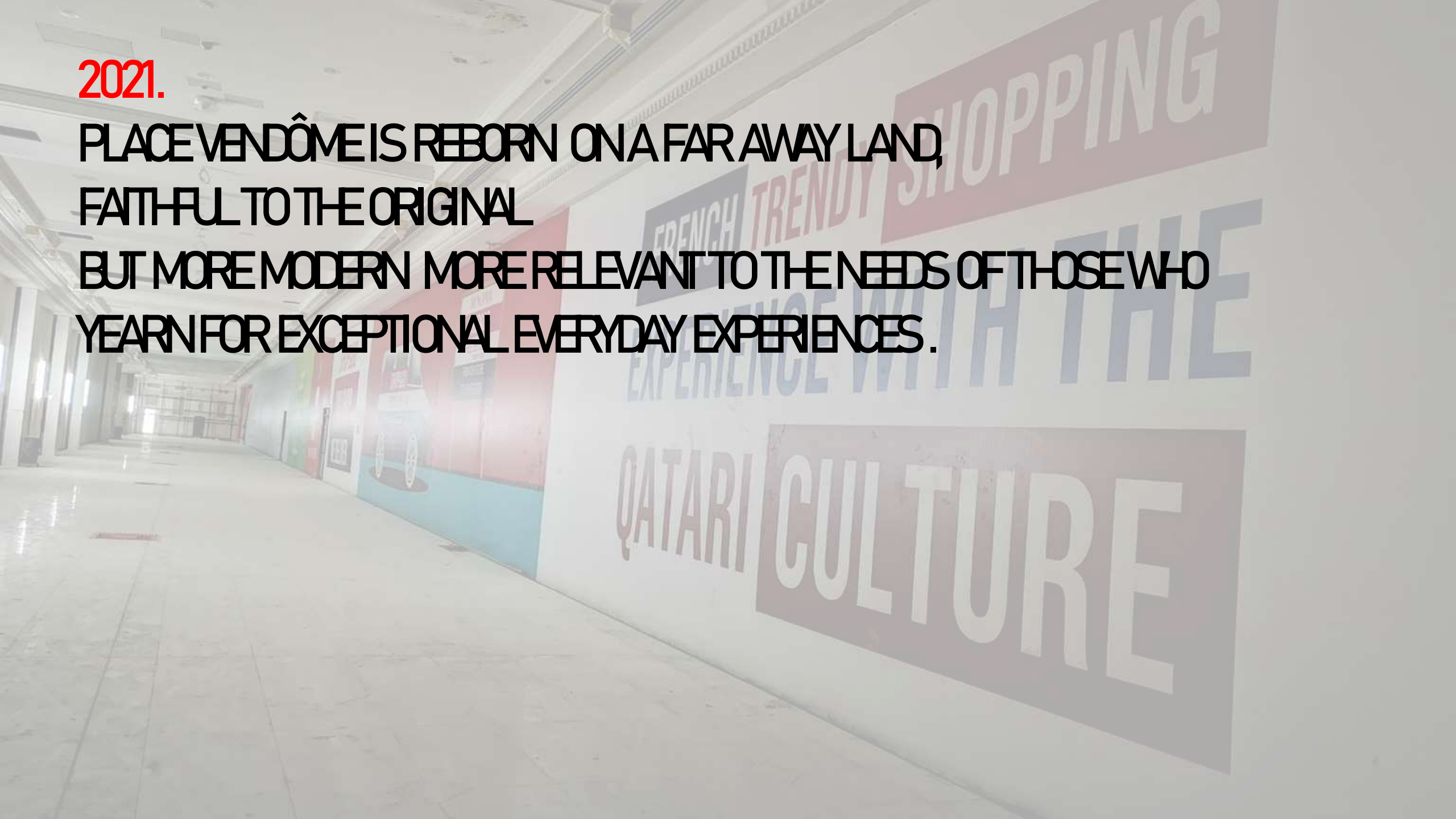
NOT AT ALL

THE MYTH OF THE PARISIAN PLACE VENDÔME IS ETERNAL  
IT LIVES ON IN OUR COLLECTIVE MEMORY.

WE REMEMBER THE GOLDEN TIMES OF PLACE VENDÔME  
WITH SWEET NOSTALGIA WISHING WE WERE THERE

**2021.**

**PLACE VENDÔME IS REBORN ON A FAR AWAY LAND,  
FAITHFUL TO THE ORIGINAL  
BUT MORE MODERN MORE RELEVANT TO THE NEEDS OF THOSE WHO  
YEARN FOR EXCEPTIONAL EVERYDAY EXPERIENCES.**





**PLACE VENDÔME IN LISAL** IS USING THE HERITAGE OF ITS PARISIAN ANCESTOR BOOSTED BY AN ARSENAL OF MODERN TOOLS TO HELP ITS VISITORS FEEL LIKE EVERY DAY IS INFUSED WITH THE RIGHT AMOUNT OF MAGIC.

THIS IS A PLACE BUILT TO HELP US FALL IN LOVE WITH OUR EVERY DAY.



# fall in love

**WITH THAT HIGHLY COVETED LOUIS VUITTON BAG**

**WITH THE LATEST JOAQUIN PHOENIX MOVIE**

**WITH A MOUTH-WATERING LUNCH AT ONE OF THE RESTAURANTS IN OUR  
FOOD COURT.**

**WITH THE SMILING FACES AT THE FAMILY ENTERTAINMENT CENTER**

PLACE VENDÔME IN LUSAIL IS UNLIKE ANY OTHER PLACE IN THIS CITY,  
COMBINING ELEGANCE AND LUXURY WITH A MYTH AND  
A BEATING HEART.

PLACE VENDÔME IN LUSAIL IS THE **NO-BRAINER DESTINATION** FOR  
THOSE WHO WANT TO FEEL ALIVE AND **IN LOVE**  
WITH THEMSELVES, WITH THEIR FAMILIES, WITH THEIR EVERYDAY..

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LOVE

WHY IS LOVE SO IMPORTANT FOR PLACE  
VENDÔME?

1

LOVE DIFFERENTIATES

NO OTHER CONSUMER DESTINATION CAN CLAIM TO  
INSPIRE LOVE TO ITS VISITORS

1

## LOVE DIFFERENTIATES

INDEED, SOME MAY INSPIRE AWE, OTHERS COMFORT  
OR EVEN EXCITEMENT, BUT **NOT LOVE**

2

## LOVE UNDERPINS LASTING RELATIONSHIPS

IS THERE ANY RELATIONSHIP STRONGER THAN ONE  
BASED IN LOVE? THIS IS A RELATIONSHIP THAT PUTS  
A SMILE ON YOUR FACE EVERY DAY. THIS IS A  
RELATIONSHIP YOU WOULDN'T WANT TO LOOSE

2

## LOVE UNDERPINS LASTING RELATIONSHIPS

WE WANT TO BIND CONSUMERS WITH US WITH LOVE  
THIS WILL MAKE THEM NEED US FOREVER

### 3 LOVE IS EVERYONE'S HOLY GRAIL

PEOPLE ARE LOOKING FOR WAYS TO MAKE THEM FEEL A BIT BETTER. WHEN THEY FIND THEM THEY CLING ON TO THEM, BECAUSE THEY ARE SO RARE, AND SO PRECIOUS.

### 3 LOVE IS EVERYONE'S HOLY GRAIL

WE ARE GIVING THEM SOMETHING BIGGER, DEEPER  
AND BETTER. WE ARE GIVING THEM THE ULTIMATE  
GIFT.

PLACEVENDÔME

LOVE YOUR EVERY MOMENT.

STRATEGIC EXPRESSION OF OUR BRAND POSITIONING

# THE WAY FORWARD



# Reimagining the PV brand identity

PLACE  
VENDÔME

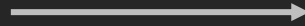


The image shows a brand identity design for 'PLACE VENDÔME'. The word 'PLACE' is written in a small, all-caps, serif font, centered above a horizontal line. Below this line, the word 'VENDÔME' is written in a large, all-caps, serif font, also centered. Below 'VENDÔME' is another horizontal line, and below that is a decorative flourish consisting of symmetrical, ornate scrollwork and leaf patterns.

# Reimagining the PV brand identity

**FROM:**

**a complex visual story  
with plenty of details**



**TO:**

**a clear and simple identity,  
yet sophisticated**



Reimagining the PV brand identity

## Why it is so important to think about this?

Less is more in the branding world of fashion and luxury.

There's an existing desire of brands to use the same logo more seamlessly across multiple format – i.e., on Instagram, billboards, and shopping bags, etc.

Some revamp examples

YVES SAINT LAURENT → SAINT LAURENT

BALENCIAGA → BALENCIAGA

BURBERRY  
*London, England* → BURBERRY  
LONDON ENGLAND

Berluti  
Paris → BERLUTI  
PARIS

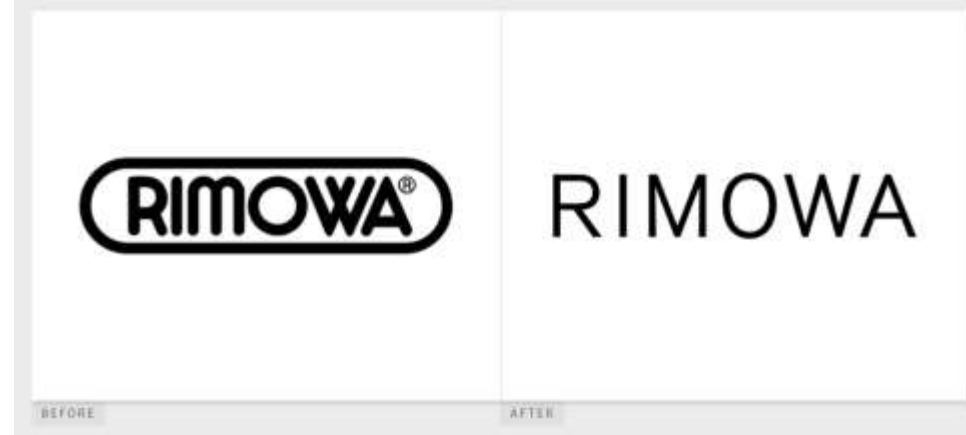
BALMAIN  
PARIS → BALMAIN  
PARIS

Reimagining the PV brand identity

## Why it is so important to think about this?

Armin Vit, co-founder of design firm UnderConsideration and its blog, Brand New, says the bare-bones look is **“like wearing a black-tie tuxedo.”** It’s not flashy but leaves room for personality to come through in other ways.

Ultimately, luxury isn’t about mimicking trends. It’s about a timeless and enduring form of value: current yet classic, expensive but worth it.



Reimagining the PV brand identity

Here's a sneak peek...



Reimagining the PV brand identity

PLACE  
VENDÔME  
LUSAIL-QATAR

ART DECO INSPIRED, PARISIAN INFLUENCED & QATAR! CRAFTED

**Connected Worlds**

Where Luxury and Architecture are connected

**Elevated Commitment**

United Developers commitment to Qatar's development

PLACE

VENDÔME

LUSAIL-QATAR

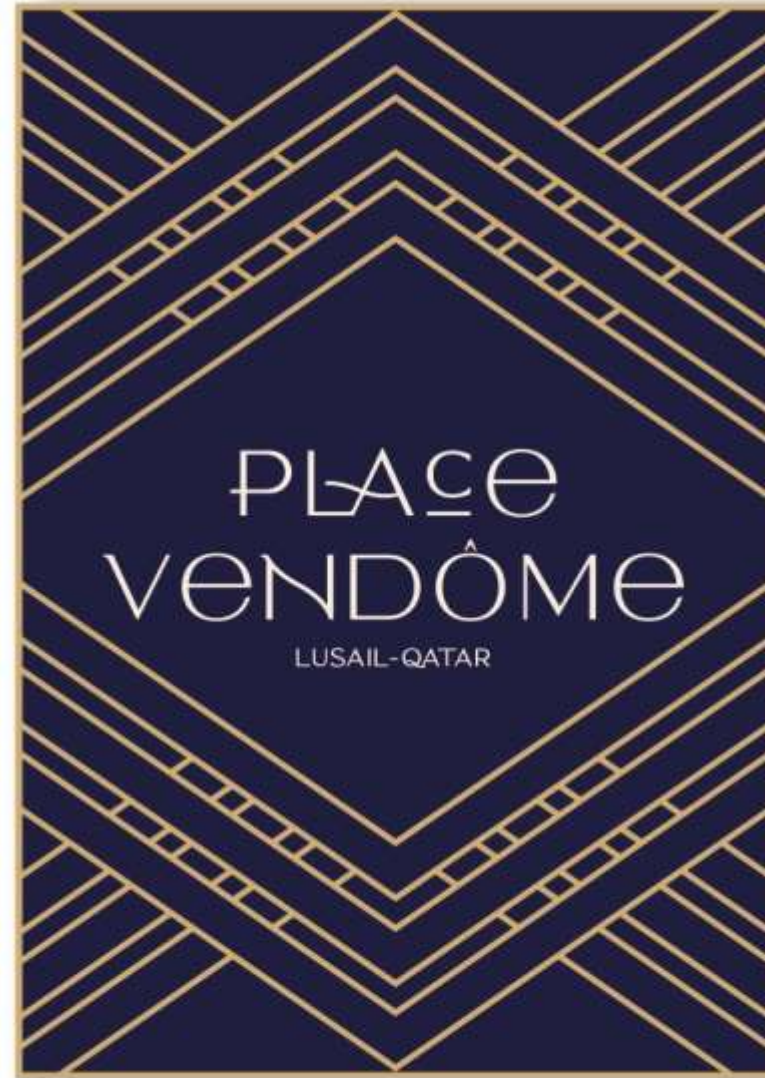
**Flowing "N"**

Representing the canal running from the sea

**Birthplace**

Clear identification about the location of PV

PV – graphic language



PV – graphic language



Monograms for multiple usage

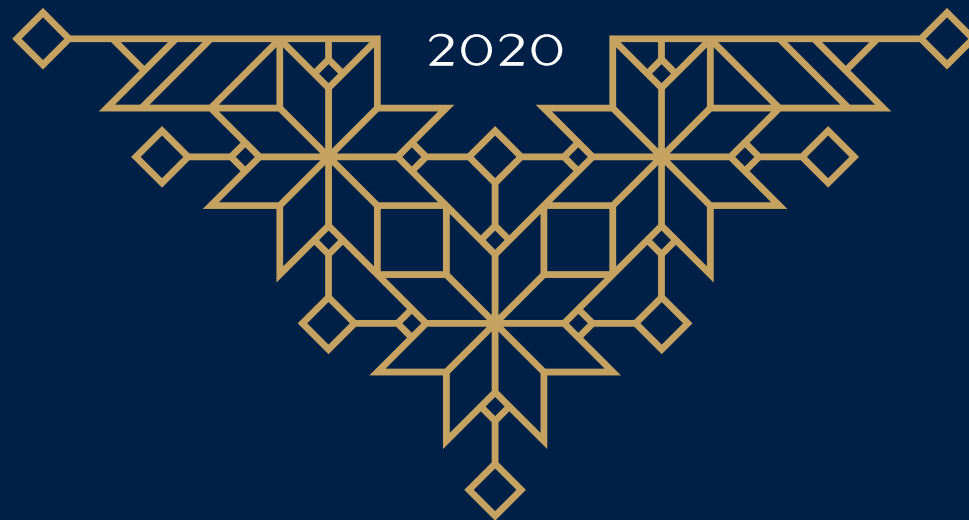


PV – graphic language



SEASON'S GREETINGS

Thematic communication



PV – graphic language



# JEWELRY EXPO



PLACE  
VENDÔME

Tactical  
communication

PV – graphic language



Seasonal  
communication

PV – graphic language



Tactical  
communication

PV – graphic language



Generic  
communication

# PV – graphic language



Iconography for multiple  
usage

Generic logo applications

PLACE  
VENDÔME  
LUSAIL-QATAR

Generic logo applications

PLACE  
VENDÔME  
LUSAIL-QATAR

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Generic logo applications



PLACE  
VENDÔME  
LUSAIL-QATAR

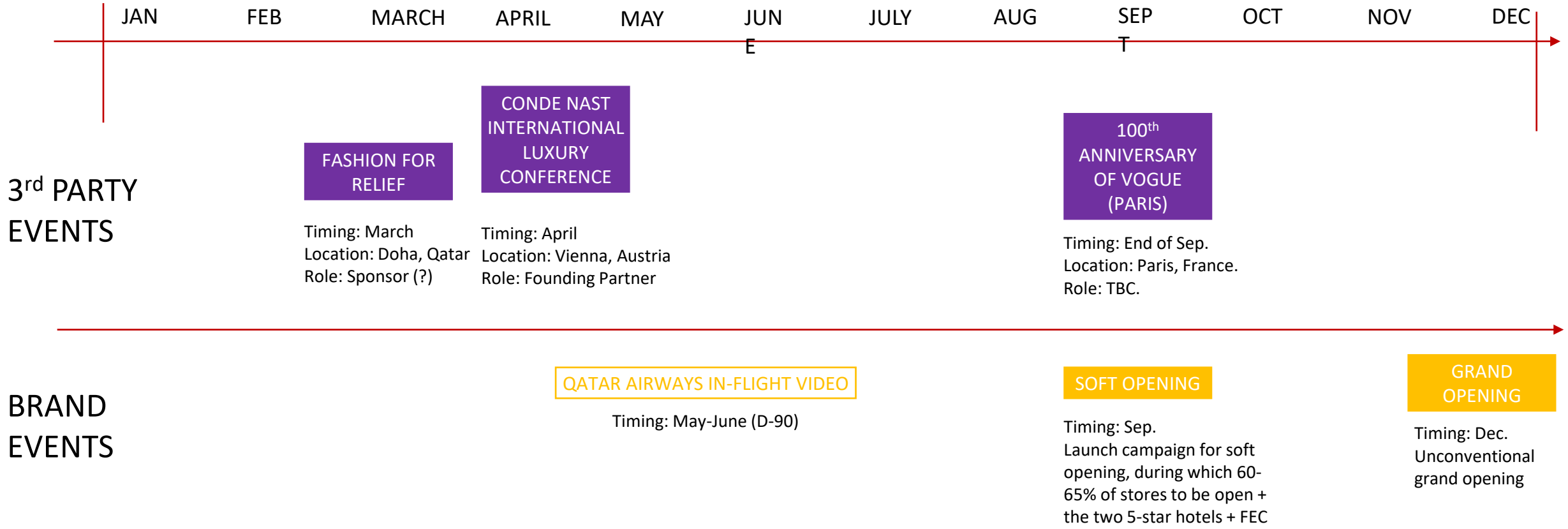
CANEL  
JEWELRY

BIO



AN EVENTFULL 2021

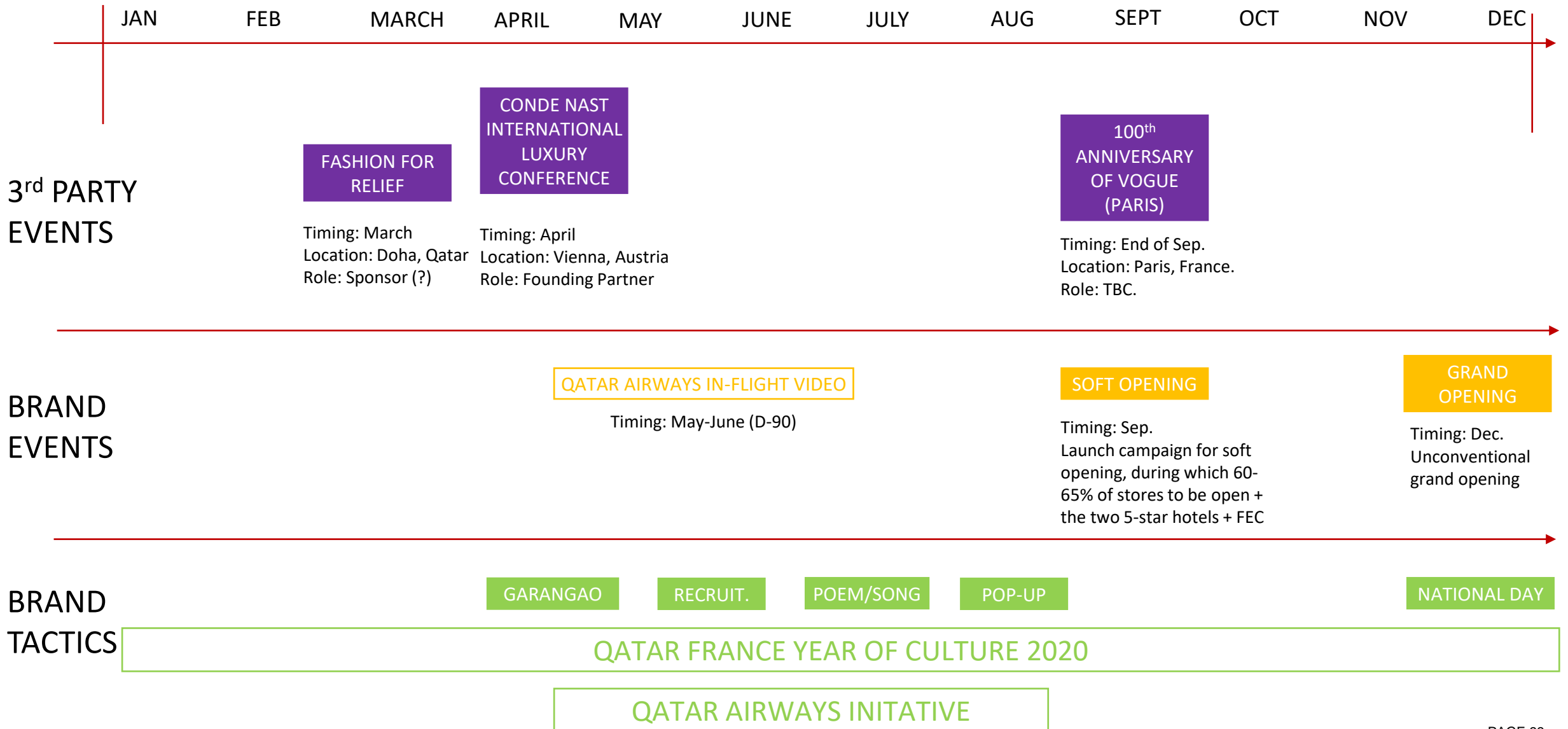
# 2021 PLAN



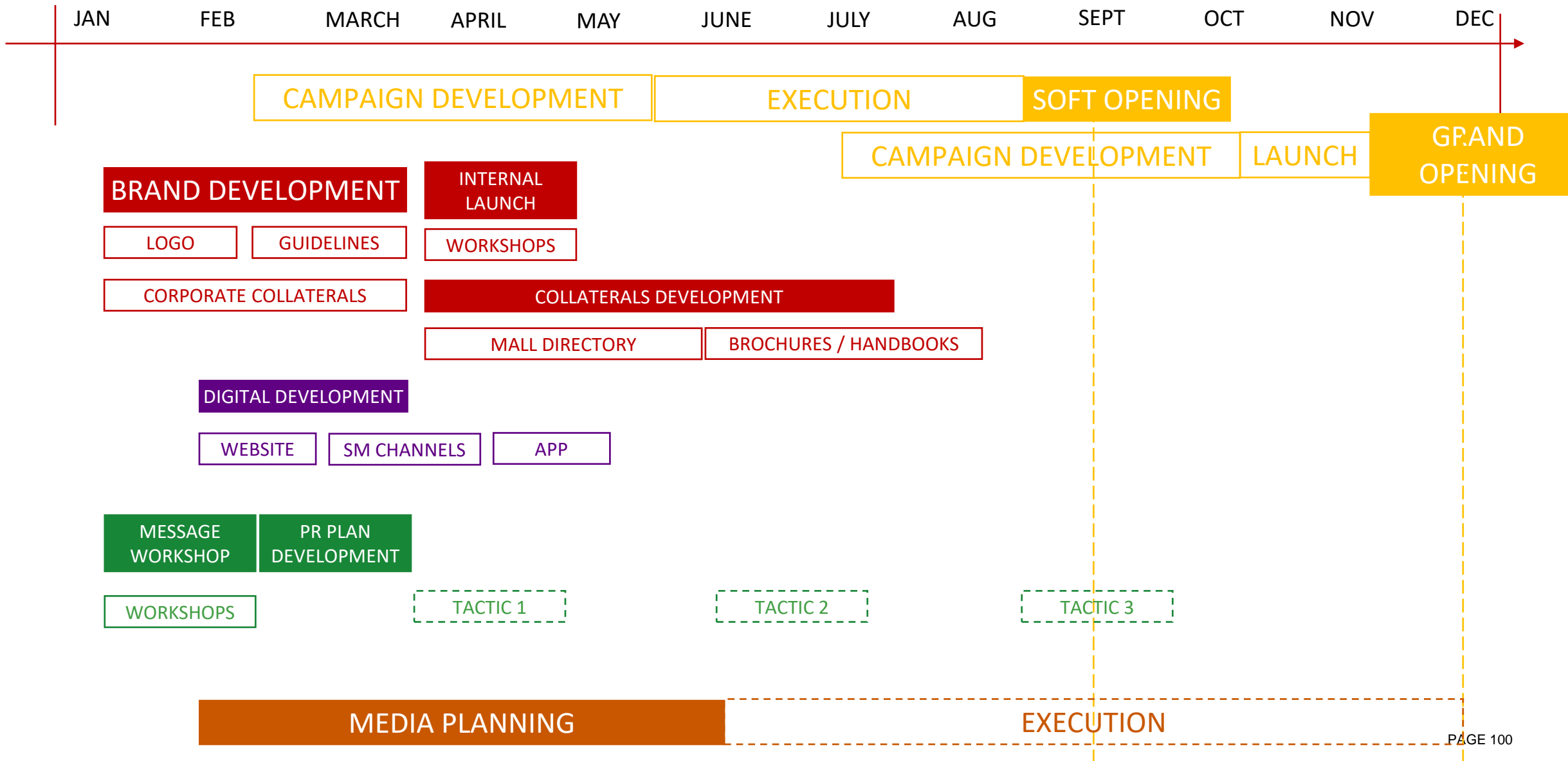
## 3<sup>rd</sup> PARTY EVENTS

## BRAND EVENTS

# 2021 PLAN – EXAMPLES



# 2021 PLAN – LAUNCH PREPARATIONS



**“ YOU MISS 100% OF THE  
SHOTS YOU DON'T TAKE.”**

**– WAYNE GRETZKY**

