REFERENCE LIST

I. ARTICLE 01

Balchandani, A. (2022) *State of Fashion Technology Report 2022.* Available at: https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion-technology-report-2022#/ (Accessed 10 December 2025).

Baltezarević, R. and Baltezarević, I (2024) 'The experience economy: providing memorable experiences to customers', Conference: 13th INTERNATIONAL "COMMUNICATION IN THE NEW WORLD" Congress, Çanakkale, 1-3 October. IKSAD Publications, pp. 397-401. Available at: http://repozitorijum.diplomacy.bg.ac.rs/1395/

blindspotgallery (2025) *Post Something Interesting (邮点意思)) pop-up* [Photograph]. Available at: https://www.instagram.com/p/DKt5tr7RQq3/?img_index=1 (Accessed 10 December 2025).

Boustani, G. (2025) *Understanding Pop-Up Stores Through Passion and Practice.* Routledge

Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009) 'Brand Experience: What Is It? How Is It Measures? Does It Affect Loyalty', *Journal of Marketing,* 73, pp. 52-68.

Cohen, D. (2020) *Snapchatters Can Scan Ralph Lauren's Polo Pony Logo Off Apparel.* Available at: https://www.adweek.com/performance-marketing/snapchatters-can-scan-ralph-laurens-polo-pony-logo-off-apparel/ (Accessed 10 December 2025).

Cullather, S. (2024) *Trends in the Experience Economy: A Global Perspective.* Available at: https://www.nasdaq.com/articles/trends-in-the-experience-economy-a-global-perspective (Accessed 10 December 2025).

Dallabona, A. (2014) 'Narratives of Italian craftsmanship and the luxury fashion industry: representations of Italianicity in discourses of production', in JH. Hancock II, G. Muratovski, V. Manlow and A. Peirson-Smith (ed.) *Global Fashion Brands: Style, Luxury and History'.* Intellect, pp. 215-228.

Daxue Consulting (2025) *Building a pop-up store in China that leaves a lasting impression*. Available at: https://daxueconsulting.com/guide-successful-pop-up-store-china/ (Accessed 10 December 2025).

Dirand, A. (2019) *Dior: Designer of Dreams exhibition* [Photograph]. Available at: https://www.wallpaper.com/fashion/christian-dior-designer-of-dreams-opens-victoria-and-albert-museum (Accessed 10 December 2025).

Fromm, J. (2023) *How Gen Z And Rich Consumers Are Re-Shaping The Experience Economy.* Available at: https://www.forbes.com/sites/jefffromm/2023/11/09/gen-z-and-affluent-consumers-are-re-shaping-the-experience-economy/

Gelman, S. and Davidson, N. (2016) 'Young children's preference for unique owned objects', *Cognition,* 155, pp. 146-154.

Hermes (2024) *Happening now in Tokyo* [Instagram]. Available at: https://www.instagram.com/p/C7UQhADsYw1/?utm_source=ig_embed (Accessed 10 December 2025).

Iglesias, O., Markovic, S and Rialp, J. (2018) 'How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment and employee empathy', *Journal of Business Research*, 96, pp. 343-354.

Kent, J.A. (2024) *How to Create Positive Customer Experiences for Your Business.* Available at: https://professional.dce.harvard.edu/blog/how-to-create-positive-customer-experiences-for-your-business/#What-Is-Customer-Experience (Accessed 10 December 2025).

Kim, Y. K. and Sullivan, P. (2019) 'Emotional branding speaks to consumers' heart: the case of fashion brands', *Fashion and Textiles,* 6, article 2. Available at: https://link.springer.com/article/10.1186/s40691-018-0164-y (Accessed 10 December 2025).

Korenkova, M., Maros, M., Levicky, M. and Fila, M. (2020) 'Consumer Perception of Modern and Traditional Forms of Advertising', *Sustainability*, 12(23). Available at: https://doi.org/10.3390/su12239996 (Accessed 10 December 2025).

LVMH (2025) *Christian Dior: Designer of Dreams Exhibition in Seoul*. Available at: https://www.lvmh.com/en/news-lvmh/christian-dior--designer-of-dreams-exhibition-in-seoul (Accessed 10 December 2025).

Metong, I.M.C., Trias, M.B.O, Gafar, Bulao, G., De, P.C.A. and Lazaro, B.L.G (2025) 'Dress to Express: Investigating the Impact of Clothing Preferences on Self-Identity Development', *International Journal of Advanced Multidisciplinary Research and Studies*, 5(2), pp. 1253-1255.

Pine, B.J. and Gilmore, J.H. (2001) 'Welcome to the Experience Economy', Health Forum Journal, 44(5), pp. 10-16.

Statista (2025) 'Consumer spending on recreational and cultural services in the United Kingdom (UK) from 2005 to 2024', *Statista.* Available at: https://www.statista.com/statistics/429767/consumer-spending-on-culture-and-recreation-in-the-united-kingdom-uk/?srsltid=AfmBOoqAsYl2zKAbpDCEW9m9sJWXDgkdek71y5dolxDzvYgI4XC9STgV (Accessed 10 December 2025).

Sutcliff, J. (2023) *Vogue: Inventing the Runway at Lightroom* [Photograph]. Available at: https://www.hertfordstreet.com/vogue-inventing-the-runway-at-lightroom/ (Accessed 10 December 2025).

Tarquini-Poli, A., Mühlbacher, H. and Kreuzer, M. (2022) 'The experience of luxury craftsmanship - a strategic asset for luxury experience management', *Journal of Marketing Management*, 38, pp. 1-32.

The Framework Bank (2018) *The Experience Economy.* Available at: https://jenbonhomme.medium.com/the-experience-economy-83fe7a26a594 (Accessed 10 December 2025).

派上用场 (2025) *上海场地 | LV 空降百年邮局！领专属明信片 (Shanghai Venue | LV Lands at a Century-Old Post Office! Get Your Own Postcard)*. Available at: https://www.xiaohongshu.com/explore/68439ee1000000001101e355?xsec_token=ABnpokgwpFNmabuWJx0-6Zigick3LbcXZlrpT__6ZCpzg=&xsec_source=pc_user (Accessed 10 December 2025).

II. ARTICLE 02

Angelopoulou, S.L. (2018) *the dreamy, surreal installations of avant-garde south korean brand gentle monster.* Available at: https://www.designboom.com/design/surreal-installations-avant-garde-south-korean-brand-gentle-monster-quantum-project-08-29-2018/ (Accessed 10 December 2025).

Benjamin, J. (2020) *BLACKPINK's Jennie Expands Into Design With Eyewear Collaboration*. Available at: https://www.forbes.com/sites/jeffbenjamin/2020/04/15/blackpink-jennie-gentle-monster-jentle-home-collaboration/ (Accessed 10 December 2025).

Deloitte (2024) *EXPERIENTIAL RETAIL: TRANSFORMING BRICK-AND-MORTAR INTO IMMERSIVE LUXURY DESTINATIONS.* Available at: https://www.deloittedigital.com/fr/en/insights/perspective/experiential-retail-transforming-brick-and-mortar-into-immersive-luxury-destinations.html (Accessed 10 December 2025).

Dongre, S.M. and Chaddah, J.K. (2025) 'Unboxing Experience as a Marketing Tool: Impact on Customer Satisfaction and Brand Image', *Sansmaran Research Journal,* 15(1), pp. 63-68.

Erwan, D. and Tuti, M (2024) 'INCREASING CUSTOMER SATISFACTION THROUGH PRODUCT QUALITY AND UNIQUE PACKAGING', *ESENSI: Jurnal Manajemen Bisnis*, 27(2), pp. 25-38.

Fedewa, D., Schmidt, J.S. and Woodruff S (2025) *Packaging: The underrated performance and value driver*. Available at: https://www.mckinsey.com/capabilities/operations/our-insights/packaging-the-underrated-performance-and-value-driver#/ (Accessed 10 December 2025).

Gentle Monster (2018) *London: Gentle Monster Store Opening*. Available at: https://superfuture.com/2018/07/new-shops/london-gentle-monster-store-opening/ (Accessed 10 December 2025).

Gentle Monster (2022) *Beijing: Gentle Monster Store Opening.* Available at: https://superfuture.com/2022/08/new-shops/beijing-gentle-monster-store-opening/ (Accessed 10 December 2025).

Gentle Monster (2024a) *Gentle Monster Jennie Jentle Salon*. Available at: https://www.gentlemonster.com/legacy/story/en/jentle-salon.html (Accessed 10 December 2025).

Gentle Monster (2024b) *Gentle Salon Collection* [Instagram]. Available at: https://www.instagram.com/p/C6NSPnMvb8P/?img_index=6 (Accessed 10 December 2025).

Gentle Monster (2025) *Paris: Gentle Monster Store Opening.* Available at: https://superfuture.com/2025/10/new-shops/paris-gentle-monster-store-opening/ (Accessed 10 December 2025).

Gentle Monster (n.d.) *GENTLE MONSTER X JENNIE JENTLE GARDEN GAME*. Available at: https://www.gentlemonster.com/legacy/story/en/jentle-garden/game.html# (Accessed 10 December 2025).

Hosany, S., and Witham, M. (2009) 'Dimensions of Cruisers' Experiences, Satisfaction, and Intention to Recommend', *Journal of Travel Research*, 49(3), pp. 351-364.

Lu, Y. (2025) 'The Role of Curatorial Marketing Strategies in Branding and Enhancing Brand Influence: The Case of Fashion Brand Gentle Monster', *ICEML 2025 - International Conference on E-commerce and Modern Logistics*, Singapore, 27-29 June. SCITEPRESS – Science and Technology Publications. pp. 610-615. Available at: https://www.scitepress.org/Papers/2025/138508/138508.pdf (Accessed 10 December 2025).

Morris-Jansen, L. (2019) *WHAT WOULD HAPPEN IF WE HAD A 13TH MONTH? GENTLE MONSTER'S SHANGHAI STORE FORETELLS.* Available at: https://frameweb.com/article/what-would-happen-if-we-had-a-13th-month-gentle-monsters-shanghai-store-foretells (Accessed 10 December 2025).

Patov, A. (2024) *How Gentle Monster Enhances Customer Experience (CX) with Art-Driven Retail and Immersive Store Design.* Available at: https://www.renascence.io/journal/how-gentle-monster-enhances-customer-experience-cx-with-art-driven-retail-and-immersive-store-design (Accessed 10 December 2025).

Sun, H. (2024) 'The role of experiential marketing in shaping brand identity within the fashion industry: A case study of Gentle Monster', *SHS Web of Conferences*, 199. Available at: https://www.shs-

conferences.org/articles/shsconf/pdf/2024/19/shsconf_iclrc2024_03003.pdf (Accessed 10 December 2025).

Wang, H. and Choi, A.B. (2023) 'Discover the impact of cultural factors on the design and branding of the fashion brand 'Gentle Monster' through the application of CCBD', *Design Behaviors*, pp. 20-33.

Wang, Y. (2024) *Jelly monster: Gentle Monster takes over Sanlitun with Gentle Jelly pop-up*. Available at: https://daoinsights.com/news/jelly-monster-gentle-monster-takes-over-sanlitun-with-gentle-jelly-pop-up/ (Accessed 10 December 2025).

III. ARTICLE 03

Ardjomandi, A. (2025) 'The role of narrative and storytelling in designing for long-term emotional engagement in product design', *International Journal of Science and Research Archive,* 15(1), pp. 1647-1655.

BV_suger (2025) *谁能代购嘛 (Can anyone buy it for me?)* [Xiaohongshu]. Available at: https://www.xiaohongshu.com/explore/68debbd000000000030399f9?xsec_token=AB7Ch7CIKQMryPb8vfy4xih0xIKTnltPxXvuaVox8IFIg=&xsec_source=pc_like (Accessed 10 December 2025).

Eldor, K. (2025) *Bag Charms Are Booming: Here's Why This 'Power Statement' Is Resonating Now*. Available at: https://www.forbes.com/sites/karineldor/2025/05/23/bag-charms-are-booming-here-is-why-this-power-statement-is-resonating-now/ (Accessed 10 December 2025).

Feng, J.L. and Sun, F.G. (2024) 'Jellycat: Cutting through the emotional pain points and tugging at users' heartstrings', *Sales & Marketing*, 19, pp. 104-107.

Jellycat (2024) *A toast at the wedding party* [Instagram]. Available at: https://www.instagram.com/p/C7WTIWHNd12/?img_index=3 (Accessed 10 December 2025).

Jellycat (n.d.a.) *Personalized*. Available at: https://jellycat.com/personalised (Accessed 10 December 2025).

Jellycat (n.d.b.) *Events & Experience.* Available at: https://jellycat.com/events-experiences/ (Accessed 10 December 2025).

Jhaman (n.d.) *Jellycat Please look after me tag* [Pinterst]. Available at: https://www.pinterest.com/pin/985232855990603692/ (Accessed 10 December 2025).

Jing Daily (2024) *Jellycat's pop-up Shanghai café sparks buzz*. Available at: https://jingdaily.com/posts/jellycat-s-pop-up-shanghai-cafe-sparks-viral-buzz (Accessed 10 December 2025).

Koh, J. (2025) *Changi Airport Launches Jellycat-Inspired Plushies Of Local Food; "Isn't This M'sian Food?" Netizen Asks*. Available at: https://www.8days.sg/entertainment/local/changi-airport-

launches-jellycat-inspired-plushies-local-food-malaysian-845761 (Accessed 10 December 2025).

Liu, Q. (2025) 'Emotional value creation of Jellycat brand marketing strategy under the perspective of Nottingham ethics', *E-Commerce Review*, 14(2), pp. 1264-1371.

Liu, S., Huang, Y., Wan, X., and Zou, C. (2025) 'A study on the influence of emotional, cultural, and creative product characteristics on consumers' purchasing intentions: A case study of the "Jellycat" brand', *Journal of Arts & Cultural Studies*, 4(1), pp. 1-16.

Meng, L., Zhao, Y., Jiang, Y., Bie, Y. and Li, J. (2022) 'Understanding interaction rituals: The impact of interaction ritual chains of the live broadcast on people's wellbeing', *Frontiers In Psychology*. Available at: https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.1041059/full (Accessed 10 December 2025).

New York Mickey (2024) *Jellycat Diner at FAO Schwartz just got an upgrade and added a few new items to the menu* [Youtube]. Available at: https://www.youtube.com/watch?v=xaereOYloqo (Accessed 10 December 2025).

Ong, C.H., Lee, H.W. and Ramayah, T. (2018) 'Impact of brand experience on loyalty', *Journal of Hospitality Marketing & Management,* 27(7), pp. 755-774.

Pine, B.J. and Gilmore, J.H. (2019) The experience economy, with a new preface by the authors: Competing for customer time, attention, and money. Harvard Business Review Press.

Qiao, Q. (2023) *Optimization research on marketing strategy of Company L's immersive garden night tour show "The Net Master's Play".* Masters thesis. Southwest University.

Smith, A. and Johnson, B. (2021) 'The Role of Immersive Experiences in Building Brand Loyalty', *Journal of Consumer Marketing,* 38(4), pp. 456-468.

Varadarajan, R. (2015) 'Strategic marketing, marketing strategy and market strategy', *AMS Review,* 5, pp. 78-90.

Yize, H. (2024) 'Research on the role and application of IP image design in brand communication', *Green Packaging,* 11, pp. 186-189.

Zhang, T. (2025) 'Exploring the Long-Term Impact of Marketing Strategy and Consumer Emotional Resonance: Jellycat as an Example', *2nd International Conference on Public Relations and Media Communication,* 12-13 August 2025. SCITEPRESS - Science and Technology Publications, pp. 74-78. Available at: https://www.scitepress.org/Papers/2025/139862/139862.pdf (Accessed 10 December 2025).

五月天阿夏 (2024) *苏州人自己的 jellycat 大闸蟹 (Suzhou's own Jellycat hairy crabs)* [Xiaohongshu]. Available at: https://www.xiaohongshu.com/explore/66f909ef000000001b023a8a?xsec_token=ABcVL2tInN8EqxjbJ2W10XdDgGcELiZxEolUE6GxmTWNA=&xsec_source=pc_like (Accessed 10 December 2025).

落落小圆 (2024) *苏博现捞的大螃蟹 (Big crabs caught fresh from Suzhou)* [Xiaohongshu]. Available at: https://www.xiaohongshu.com/explore/66f7eb29000000001a022e54?xsec_token=ABV27tFo4bw2MlxahyjIhQ0KdXgn6CtvbXDFmDMVX39ok=&xsec_source=pc_like (Accessed 10 December 2025).