



Lingerie startup

Innovation > Retail > Startup uses digital-first marketing methods to boost brand awareness

## STARTUP USES DIGITAL-FIRST MARKETING METHODS TO BOOST BRAND AWARENESS



RETAIL

**A new lingerie retailer uses events, pop-up shops and a digital-first strategy to create opportunities outside of e-commerce that make the product accessible.**

### UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month\***

#### Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
  - Exclusive feature articles

**BECOME A MEMBER**

Already a member? [Sign in here](#)

Sign in

LIBRARY ACCESS