PARADE
IDEAS WITH A WAY FORWARD

AUDEN
MADE FOR THE WAY YOU GO

The Departure Room

A store experience built around the journey ahead.

Illustrative growth proposition · 16 November 2026



THE HYPOTHESIS

Give the next trip a place to begin

A guided, bookable session to choose a travel setup, try it in context and leave with a useful plan.

The hypothesis: practical guidance could make a store visit more worthwhile. Discovery must test whether customers want it and staff can deliver it.

Three moments in one visit

01

Bring the journey

A short brief: trip length, transport and what needs to travel. No sensitive itinerary details required.

02

Try the setup

Compare bag formats with sample packing objects. Keep the conversation useful and unhurried.

03

Leave with a plan

A concise packing and product summary. A purchase is optional; follow-up is by choice.

Start with appointments

FORMAT	STRENGTH	TRADE-OFF
Walk-in advice	Easy to join during a normal visit	Harder to protect staff time
Booked session · proposed	A clear brief and a planned host	Booking adds customer effort
Ticketed event	A shared occasion and broader reach	More production; less individual attention

Discovery checks willingness to book and the effect on ordinary store service before choosing a format.

Two stores. Eight weeks. One explicit learning decision.

WEEKS 1–2

Define

Validate the need, session format, staffing and measurement.

GATE / END WEEK 2

Decide

Stop, revise or release the remaining pilot budget.

WEEKS 3–6

Try

Run limited sessions; log operational friction and feedback.

WEEKS 7–8

Review

Compare cost, customer usefulness and staff feasibility.

Timing is a proposed plan, subject to store availability. No rollout commitment is implied.

A MODEST INTERVENTION

Make room for a useful conversation

A host, a packing surface and a small set of sample objects. Use existing store space before committing to permanent fixtures.

Generated imagery illustrates the fictional brand direction, not an existing Auden installation.



FULL PILOT PLANNING ENVELOPE

£90k

Across eight weeks and two stores.

Illustrative budget excluding VAT.
Discovery is included within the £48k fee.

Parade professional fees	**£48,000**
Client staffing allowance	**£18,000**
Temporary fixtures	**£12,000**
Recruitment and research allowance	**£6,000**
Contingency	**£6,000**

External allowances are planning estimates, not supplier quotations. £12k is released first; £78k remains gated.

Measure usefulness and delivery effort

QUESTION	RECORD	INTERPRETATION LIMIT
Will people attend?	Bookings, attended sessions and cancellations	Attendance is not satisfaction or incremental sales.
Was it useful?	Optional post-session feedback and reasons	Voluntary feedback may be selective.
Can stores sustain it?	Host time, preparation and service exceptions	Include displaced work and setup effort.

Agree thresholds and a baseline during discovery. Do not infer causal revenue uplift from a small uncontrolled pilot.

A named owner at each handoff

Parade

Concept, pilot brief, session design and learning synthesis.

Escalate scope changes before commissioning work.

Auden sponsor

Store selection, budget decisions and business constraints.

Own the discovery gate and any decision to stop.

Store leads

Staff rota, local preparation and daily exception log.

Protect ordinary service and flag capacity conflicts.

PROPOSED NEXT STEP

Commission discovery. Keep the pilot conditional.

£12k

Initial two-week discovery.
Included in the £90k envelope.

At the gate, choose one:

Proceed with a defined pilot.
Revise the concept and re-cost.
Stop with the learning captured.

Agree the brief, sponsor and store access before a start date is set. This reference does not issue a contract.