

PHYSICAL → DIGITAL

Scaling Beyond Physical Footfall

Transforming the Burgate boutique into a multi-channel digital retail machine — **in 14 days.**

PREPARED FOR

Karma Studio Burgate

DELIVERY WINDOW

14 Days

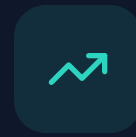
The **footfall bottleneck** is real — but demand is stronger than ever.



YTD GROSS SALES

£43,261**-18% YoY**

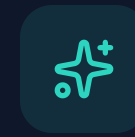
Physical footfall down as high-street traffic softens.



AVERAGE BASKET VALUE

£29.43**+12%**

Customers spending more per visit — niche pieces perform.



CORE INSIGHT

**Demand >
Reach****Capped by walls**

High-margin 1-of-1 pieces have real pull — reach is the ceiling.

Year 1 upside.

Three modelled scenarios on top of Burgate's £43k baseline. Each assumes zero additional retail rent — pure incremental digital revenue driven by reworked drops, TikTok Live & creator affiliates.

HIGH-TICKET UNIT ECONOMICS

£46,800/yr

Selling just 5 x £180 1-of-1 reworked jackets on each weekly live drop generates £900/week of high-margin incremental revenue — before any saree, jewelry or accessory sales.

5
units / drop

£180
avg ticket

52
drops / yr

Conservative

Target Growth

Scale Mode

INCREMENTAL DIGITAL REVENUE

+£60,000

Combined turnover target £103,000

BLENDED AOV

£30

EST. UNITS

~2,000 units

Shopify-only + TikTok organic. No paid spend, no creators.

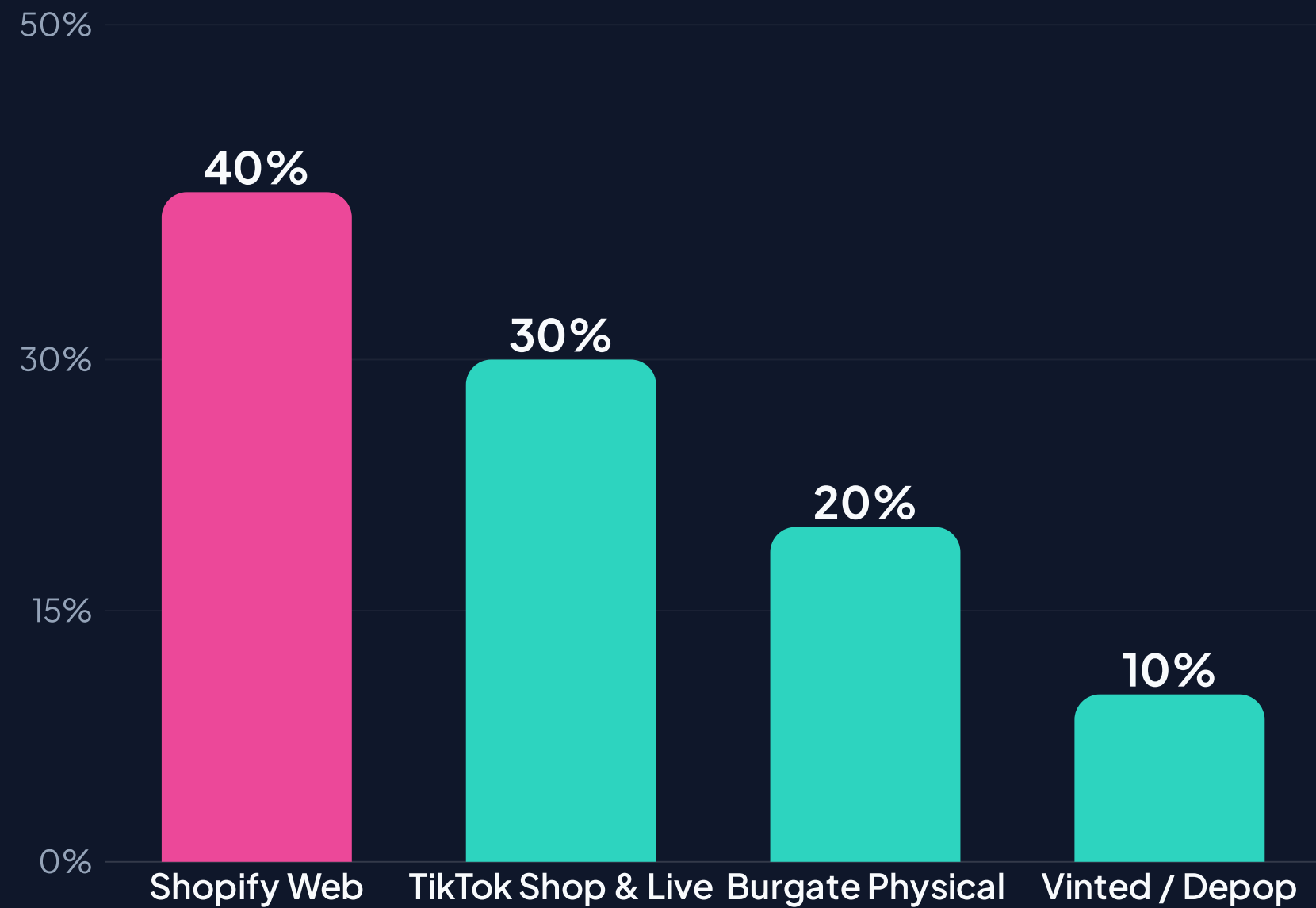
Where the revenue comes from.

Shopify Web Core
24/7 global catalog **40%**

TikTok Shop & Live
High-intent impulse drops **30%**

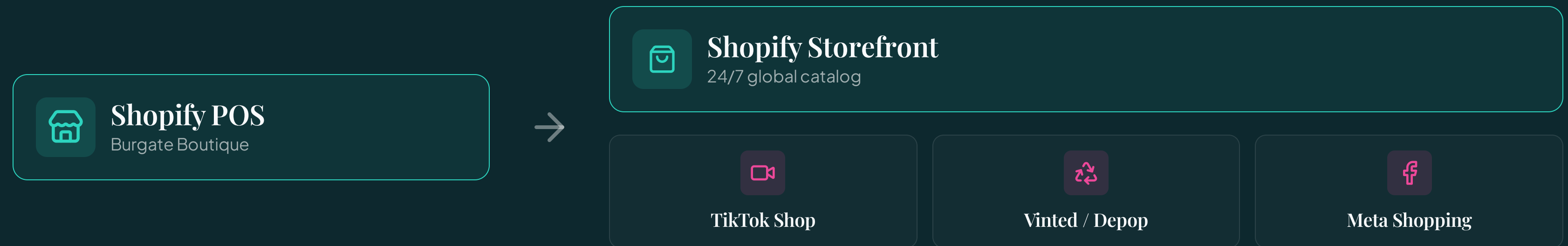
Burgate Physical
Local anchor + community **20%**

Vinted / Depop
Automated cross-listing **10%**



One inventory. Every channel.

Shopify POS is the single source of truth. Every stock change fans out to storefronts, social commerce, and marketplaces in real time.



Result: zero double-selling, unified analytics, one dashboard to run the whole studio.

Focus the online catalog on **high-margin heroes**.

Not every SKU belongs online. We lead with the pieces that convert fastest and defend margin best.



Reworked Frida / Art
Denim

GROSS MARGIN

65%

Signature painted jackets



Recycled Saree Wraps

GROSS MARGIN

70%

One-of-a-kind silk pieces



Statement Silver &
Serpent Jewelry

GROSS MARGIN

72%

High-repeat purchase



Fringed / Fur
Outerwear

GROSS MARGIN

55%

Autumn hero category



Vintage Hats

GROSS MARGIN

68%

Fast-turn impulse buy

Turn the upstairs into a broadcast + dispatch engine.



ZONE 01

Broadcast Rig

- 4K vertical camera + phone mount for TikTok Live
- Two-point softbox lighting + backdrop wall
- Wireless lav mic + monitor for chat
- Rolling clothing rack styled as backdrop



ZONE 02

Cataloging & Rapid Dispatch

- SKU tagging station with barcode printer
- Photo booth for consistent product shots
- Packing bench + branded mailers
- Same-day dispatch cut-off at 2 PM

One space, two functions — **every live drop feeds directly into dispatch** within 30 minutes.

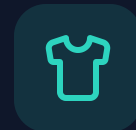
Three content pillars, one weekly rhythm.



Behind the Rework

Process videos showing the upcycling art — from raw denim to finished 1-of-1 piece.

2x per week



Style Karma's Saree Wraps

Versatility tutorials — one wrap, five ways. Repurposed for Reels, TikTok, and Pinterest.

1x per week



Weekly TikTok Live Drops

Thursdays 7 PM. Scheduled, promoted, and cross-posted to Instagram Stories the same day.

Every Thursday · 7 PM

ANCHOR EVENT

Thursdays · 7 PM · TikTok Live

One weekly appointment your community learns to show up for.

7PM

Turn fans into co-creators.

The Karma community isn't a mailing list — it's a live audience. Plug them into a creator engine that scales the reach for free.



£0 UPFRONT

TikTok Shop Creator Affiliate Engine

Seed 1-of-1 jackets and saree wraps to vetted micro-influencers. Creators post try-ons, tag Karma Studio, and earn commission per sale — viral reach with zero upfront ad spend.

12%
COMMISSION

20 pcs
SEED BATCH

10-40×
REACH

- Vetted for sustainable / vintage niches
- Creator codes tracked in Shopify + TikTok Shop
- Top performers whitelisted for Spark Ads (Slide 10)



Bring Your Vintage

MONTHLY

Customers send in old pieces to be reworked live on stream — their piece, our craft, filmed end-to-end.



VIP Secret Drops

BI-WEEKLY

Private links to Instagram Close Friends — 24h head-start before the piece hits the public site.



Cross-Shop Pop-ups

QUARTERLY

Burgate ↔ Brick Lane pop-up weekends — one-day capsules that drive footfall to both stores.

Amplify what already works.

Paid media doesn't invent demand — it multiplies proven organic content. Every ad starts as a top-performing UGC try-on or an affiliate creator post from Slide 9.

BLENDED TARGET ROAS

3.5X – 5.0X

90-day target across Meta + TikTok, retargeting layered on prospecting.

TARGET AUDIENCE

Gen-Z & Millennial sustainable-fashion buyers, £40–£250 basket size, UK-first with London gravity.

TikTok Spark Ads

Dynamic Retargeting

90-Day ROAS Ramp

Boost proven UGC — not stock ads.

- Whitelist top-performing organic try-on posts
- Spark Ads on affiliate creator content
- Target Gen-Z & Millennial sustainable-fashion demos
- Boost live-drop replays to warm audiences

TARGET ROAS

4.5X

Never sell the same 1-of-1 twice.

Real-time inventory sync via Shopify's Admin API — every scan, sale, or return propagates across all channels within seconds.



Burgate POS

In-store scans



TikTok Live

Live comment sales



Vinted / Depop

Marketplace listings



Shopify Inventory API

Single source of truth · <2s propagation



Zero double-sells · Zero refund headaches

Seamless **operations:** dispatch, shipping & returns.

Every 1-of-1 piece is unique — the ops spine has to make buying it feel as safe as any high-street brand.



SHOPIFY NATIVE

Automated Shipping

Royal Mail & DPD APIs wired directly into Shopify. Same-day fulfilment cut-off at 2 PM, tracking auto-pushed to buyers via email + SMS.

- Royal Mail Tracked 24 / 48
- 2 PM same-day cut-off
- DPD Next-Day for £150+ orders
- Auto-generated labels & manifests



BRAND MOMENT

Eco Unboxing

Compostable Karma-branded mailers, hand-signed thank-you card, and printed care instructions per garment type.

- GOTS-certified compostable mailers
- Hand-signed thank-you card
- Recycled tissue + jute ribbon
- Care card tailored per fabric



>80% RETURN REDUCTION

Precision Sizing Guides

Every product page ships with Bust, Pit-to-Pit and Length measurements taken flat — plus a comparison photo against a standard high-street size.

- Bust / Pit-to-Pit / Length on every PDP
- Flat-lay measurement photography
- High-street size equivalence table
- Model size + height disclosed



STORE CREDIT FIRST

1-of-1 Return Framework

Custom exchange & store-credit policy built for irreplaceable pieces — protects margin while keeping buyer confidence high.

- 14-day store credit on 1-of-1s
- Pre-authorised return labels via portal
- Direct swap for restock jewelry & wraps
- QC inspection before credit release

Two weeks. Five phases.

Click a row to expand deliverables

Days 1-3	Foundation Shopify Core, brand system & Lovable UI setup. - Shopify store provisioned - Custom Lovable storefront live - Karma brand tokens applied - Domain + SSL configured	^
Days 4-7	Channels & Payments SKU tagging, API connections & payment gateways.	v
Days 8-10	Studio Conversion Upstairs broadcast rig + lighting installation.	v
Days 11-12	Sync Verification POS in-store testing & inventory sync verification.	v
Days 13-14	Launch Staff training, ad warm-up & first live drop.	v

Full-stack delivery — one team, one timeline.

Everything below is included in the 14-day scope. No hidden phases, no third-party handoffs.

Web & Storefront

- ✓ Shopify Plus configuration
- ✓ Custom Lovable storefront UI
- ✓ Product page + PDP components
- ✓ Cart, checkout, Apple Pay integration

APIs & Integrations

- ✓ TikTok Shop connector
- ✓ Vinted / Depop cross-listing
- ✓ Meta Commerce Manager
- ✓ Shopify Admin API sync layer

Inventory & POS

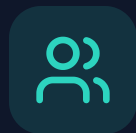
- ✓ SKU tagging schema
- ✓ Real-time stock propagation
- ✓ Refund + return flow
- ✓ Barcode dispatch system

Ads & Studio

- ✓ TikTok + Meta ad account setup
- ✓ Spark Ads whitelisting
- ✓ Broadcast rig install
- ✓ Lighting + dispatch bench

After launch — where Karma goes next.

Phase 1 builds the machine. Phase 2 pushes it into new markets and revenue models — all without touching the storefront foundation.



Q2

Creator Affiliate Program

TikTok Shop affiliate management — pay creators on sales, scale reach without paid spend.



Q3

International Shipping

Automated multi-currency + duty-paid delivery to EU and US markets via Zonos / Global-e.



Q4

Wholesale Reworked Drops

Small-batch capsule collections sold to independent boutiques worldwide.

READY WHEN YOU ARE

Let's launch Phase 1.

Approve today, and the first TikTok Live
drop broadcasts from the upstairs
studio **14 days from now.**

APPROVE & KICK OFF PHASE 1



EMAIL

hello@karmastudio.co



STUDIO

Burgate, Canterbury · CT1 2HA

QUESTIONS?

Let's talk.