

Dresden: A new way of seeing

SARA JINGA + DRESDEN

A founding member of Dresden Vision, Sara co-launched and grew the business from a start-up in 2014 to 15 retail stores in Australia, NZ and Canada.



Strategy

- Launch + growth
- Team development
- New partnerships
- Business systems

Design roll out

- Brand identity
- Customer experience
- Online + retail spaces
- Marketing communications

Measures of success

- ★ 15 stores launched across Australia, NZ & Canada
- ★ Company value grown from 0 to \$25m
- ★ Top 20 winner in Westpac Businesses of Tomorrow

THE DRESDEN STORY

Dresden Vision started with the dream of making eco-friendly, quality eyewear accessible to all. How? By re-inventing the way eyewear is designed, made and sold.

Good eyesight is one of the world's great health challenges. An estimated 2.5 billion people live with poor vision because they don't have prescription glasses, which can be costly, fragile, hard to repair and not recyclable.

THE INNOVATION

- A simple, colourful, modular (like Lego) eyewear system, with replaceable, interchangeable parts
- Made by Dresden in Australia from recyclable and recycled plastic waste
- Walk-in walk-out service offering low-cost glasses with premium lenses, cut & assembled in Dresden's in-store labs



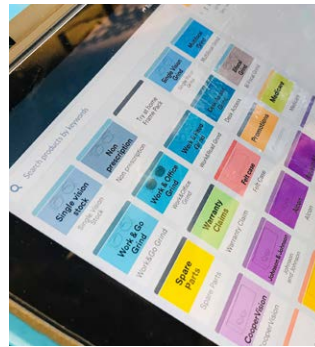
CUSTOMER EXPERIENCE DESIGN

Sara designed interactive 'Play Stations' for customers to have fun creating their own personal colour palettes. This was part of Dresden's in-store and online experiences Sara orchestrated through a co-design process of daily interaction with customers and staff across all retail touch points. Clear and simple price messaging was designed to facilitate a pleasurable buying experience.



OUTCOMES

- * 15-minute made-to-measure glasses
- * Digital sales systems reduce buying time by 30%
- * 5-star reviewed by 97% of customers
- * Rated 'Excellent' on Trustpilot

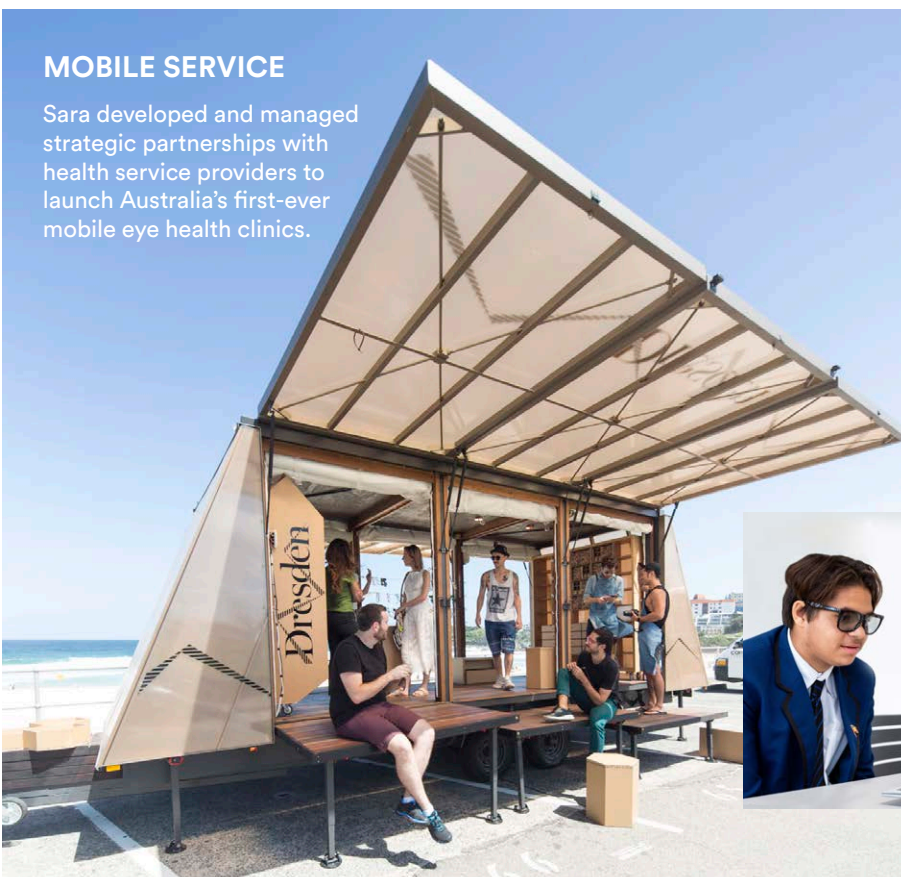


MOBILE SERVICE

- * A pilot conducted in regional areas saw NSW Health and Rural Doctors Network fund a 12-month program
- * 500% increase in vision screening of indigenous children
- * One-week partnership pilot with HCF health fund generated \$55k
- * Featured on ABC TV's Lateline

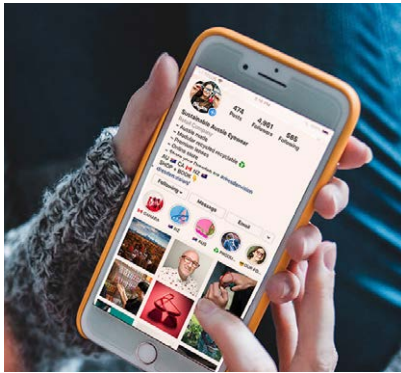
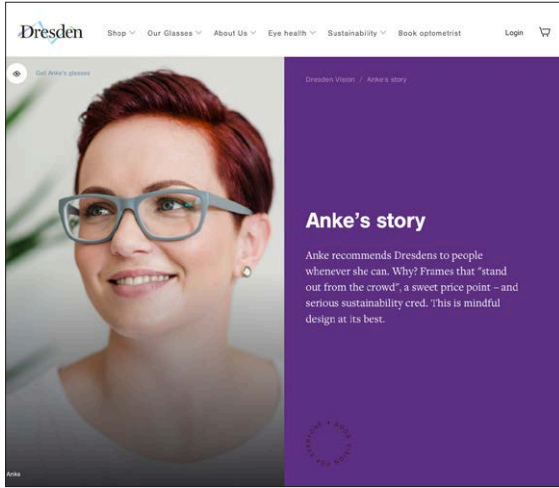
MOBILE SERVICE

Sara developed and managed strategic partnerships with health service providers to launch Australia's first-ever mobile eye health clinics.



BRAND DESIGN & MARKETING

Sara developed the Dresden brand (its look, feel and voice) and marketing channels, and produced all brand communications and content, including awards submissions – from strategy, art direction and design, through to campaign production.



Brand videos



OUTCOMES

- ★ Strong customer relationships built with well-crafted, engaging content
- ★ 65% of new customers through referrals from existing
- ★ High open rate for email campaigns — 41% with 24% sales conversion
- ★ Best campaign generated \$60k in sales in one month

AWARDS

- ★ Westpac Businesses of Tomorrow winner
- ★ Smart Innovation finalist, Banksia Sustainability Awards
- ★ Innovation winner, Inner West Business Environment Awards



Email onboarding & campaigns

RETAIL DESIGN

Sara led the creative direction of Dresden store fit-outs in cost-effective, sustainable materials and modular design, for roll-out across multiple store environments: from a 45 sqm prototype in Newtown, NSW, to 15 stores across Australia, NZ and Canada. The design philosophy extended to innovative merchandising and packaging.



Interactive product display

OUTCOMES

- ★ 15 locations across Australia, NZ and Canada
- ★ Interactive, self-serve product display to mix-and-match colour combinations (increasing basket size by 120%)
- ★ A suite of signage elements, reducing costs by 25% and installation time by 50%
- ★ Modular store 'furniture' to simplify design and construction

Packaging

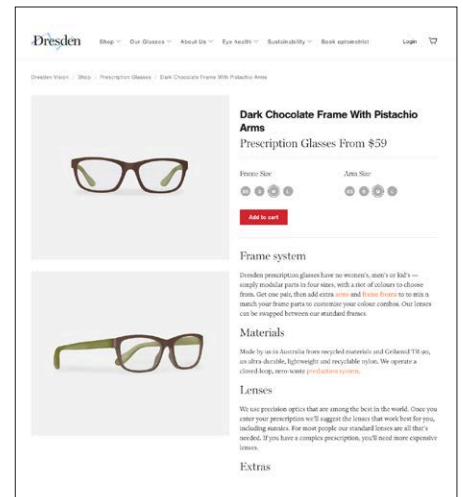
Designed and produced locally from recycled and compostable cardboard, reducing carbon footprint by 95%, compared to conventional industry packaging

Online

- ★ 20% year-on-year sales growth over 3 years
- ★ Website and online store designed and built from-scratch for \$60k



Newtown, Sydney



Toronto, Canada

