

LUYA⁺

PR + SOCIAL + EVENTS

LUYA – GATEWAY TO THE UK: MARKET ENTRY & ROLLOUT PACK



PURPOSE

This pack helps overseas brands plan and execute a successful UK launch and multi-site rollout with LUYA as the on-the-ground communications partner.

Intro

Expanding into a new market is exciting but launching in the UK comes with its own set of challenges, nuances and opportunities. Gateway to the UK is your comprehensive guide to making that journey a success. As specialists in UK market entry, LUYA helps international brands land with impact: from building awareness and telling your story to the right audiences, to delivering high-energy launches that generate press coverage, social buzz and real-world footfall.

Our work doesn't stop at strategy, we handle every detail. With a trusted "little black book" of suppliers, we can organise everything from musical accompaniment, couriers, and event logistics to refreshments, ribbon-cuttings and everything in between. We curate guest lists, secure press and influencer attendance and make sure your brand gets noticed by the people who matter most. Whether it's your first UK store, a flagship launch, or a nationwide rollout, Gateway to the UK shows how LUYA ensures your arrival is impossible to ignore.

What We Do

- Strategy & Planning: UK market entry comms roadmap, messaging and positioning.
- Media Relations: National, regional and trade coverage tailored to priority audiences.
- Events & Activations: Store openings, ribbon cuttings, hotel launch parties, press days and influencer events.
- Social Media: Guidelines, content planning and management to build engaged UK communities.
- Influencer Engagement: Identification, contracting, campaign management and measurement.
- Ongoing Press Office – Sustained storytelling before, during and after launch

Why the UK Requires a Specific Approach

- Media landscape: strong national titles plus powerful regional press.
- Local activation: community engagement drives footfall and credibility.
- Timing and seasonality: retail and hospitality cycles matter for launch success.
- Compliance for UK advertising and social platform guidelines.

Our Nationwide Advantage

- Remote-first team with true national coverage; on-the-ground activation anywhere in the UK.
- Deep regional knowledge throughout England, Wales, Scotland and Northern Ireland, as well as the Republic of Ireland: local media, influencers and partners.
- Proven ability to create queues at launches, deliver footfall and secure major local press with national pick-up.

Sample Launch Timeline (12–16 weeks)

NB: We also have the ability to turn launches around much faster than this if required.

- Week 1–2: Discovery, messaging, stakeholder mapping; social guidelines set.
- Week 3–4: Media list build (national, trade, regional), influencer shortlist, event plan.
- Week 5–8: Pre-brief key media/influencers; content production; eshot and LinkedIn build.
- Week 9–10: Invitations & RSVPs; community engagement; paid boosting if required.
- Week 11–12: Launch week press, events, content; onsite support nationwide.
- Week 13–16: Amplification, case study, sustained press office and social optimisation.



Deliverables & Measurement

- Media: coverage volume, quality (tiering), message pull-through, share of voice.
- Events: attendance, queue/footfall estimates, RSVPs vs. actuals.
- Social: reach, engagement rate, follower growth, content saves/shares.
- Influencers: EMV, link clicks, redemptions (where applicable).

Case Study Snapshot

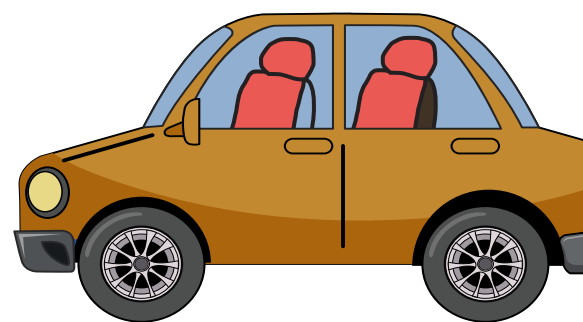
Danish homewares brand Søstre Grene is known for its minimalist Scandinavian designs, offering homewares, furniture, kitchen essentials, decorations, gifts, hobby crafts, toys, and more. With a focus on creativity, joy, and 'hygge' – a special state of contentment, warmth and belonging -the brand aims to enrich everyday life.

With over 300 stores across 17 countries worldwide, Søstre Grene's is rapidly expanding in the UK, with plans to open 100 new stores by 2027. Following the successful launch of the North West's first store in Chester, our brief was to establish the brands presence across the South and North of England, Scotland, Ireland and Wales. The goal was to generate local and regional buzz, drive footfall and secure press coverage for each new store opening.

The Results:

To date, we have successfully launched over 50 Søstre Grene stores across the UK, including the highly anticipated first London location. Key milestones include the brand's flagship store in Scotland, its first store in Wales and multiple simultaneous openings (sometimes up to three in one day throughout the UK), further establishing its presence across the UK.

With the continuous success of each launch, Søstre Grene recognised we had developed a proven formula for rolling out subsequent stores, ensuring long queues around the street and providing perfect photo-opp moments. With more store openings planned, we're well on track to reach the brands goal of 100 UK stores by 2027, solidifying Søstre Grene as a leading destination for Scandinavian-inspired homewares.



How We Work With International Teams

Single point of contact; timezone-aware project management.

- Weekly reporting; shared dashboards for coverage and social metrics.
- Flexible partnership models.

Commercials (Guide)

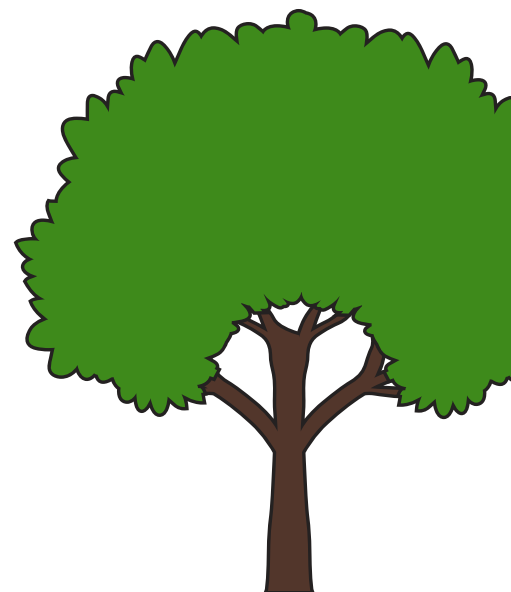
- Market entry strategy & messaging: fixed-fee package.
- Launch programme (per site or tranche): monthly retainer or per-event pricing.
- Optional add-ons: paid social boosting, content production, spokesperson training.

Next Steps

- Book a discovery call: objectives, timelines, locations.
- We'll propose a tailored roadmap and budget within 5 working days.
- Kick-off and pre-briefs can begin within 2–3 weeks of approval (subject to availability).

Contact

hello@luya.co.uk | www.luya.co.uk





CONTACT US +

Please contact us if you have
any questions

LAURA FEARNALL
MANAGING DIRECTOR

LOTTIE WILLIAMS
AGENCY DIRECTOR

LUYA
01244 560006
www.luya.co.uk
laura@luya.co.uk
lottie@luya.co.uk

