

Product drop timeline

Date: July 23, 2026

Timeline

09:00 – 09:30 Teaser Campaign Blast

Publish promotional videos and countdown banners across all major social media channels. This builds immediate audience excitement and drives early traffic to the store landing page.

Location: Global Social Media Channels

11:30 – 12:00 Store Lockout and Final Technical Prep

The e-commerce store is locked down to display a live countdown timer. Technical teams perform final server load testing and inventory synchronization.

Location: E-Commerce Web Portal

12:00 – 12:30 VIP and Early Access Drop

Password access is emailed to top tier loyalty members and newsletter subscribers. Early customers get first access to purchase limited stock before public availability.

Location: VIP Access Portal

13:00 – 13:45 Public Live Product Drop

The main website unlocks for general public access and stock goes live. Engineers monitor site performance while marketing drives traffic via push notifications.

Location: Main Online Storefront

14:00 – 15:30 Pop-Up Flagship Release

Doors open at the flagship physical pop-up shop for in-person shoppers. Exclusive in-store colorways are sold while ambient music and staff handle customer entry.

Location: SoHo Pop-Up Store

15:30 – 16:00 Mid-Day Inventory Sync & Coffee Break

The operational team reviews initial sell-through rates and stock levels over coffee. Adjustments are made for the evening restock allocation.

Location: HQ Operations War Room

16:30 – 17:15 Second Wave Inventory Restock

A secondary stock batch is released online to capture evening site traffic and buyers who missed the initial wave. Email blasts alert waiting list users.

Location: E-Commerce Web Portal

17:30 – 18:30 Fulfillment & Fraud Audit

Logistics leads perform automated fraud detection checks and initiate warehouse order processing. Priority orders are prepared for same-day dispatch.

Location: Primary Fulfillment Center

19:00 – 20:00 Post-Sale Analytics Review

Department heads review conversion rates, total revenue, site traffic spikes, and inventory sell-out speeds. Initial customer feedback trends are categorized for future drops.

Location: Executive Conference Room

20:15 – 21:00 Drop Wrap-Up Toast

The team gathers to celebrate the successful product drop with refreshments. Outstanding tasks are handed off to the overnight customer support staff.

Location: HQ Lounge