

Defining Retail Excellence

Store of the Year Awards 2021

In association with

echochamber



After such a disruptive time for retail, we are excited to announce the launch of the Retail Excellence Store of the Year Awards 2021. This year's awards is all about celebrating resilience, creativity and community. As part of the application submission, we have produced this visual inspiration guide, which is designed to show you how we define and judge the awards, based upon the '10 Pillars of Excellence'. True retail excellence comes from great product and service, but also the retail experience. In a world where customers can buy anything and everything online, real stores need to connect and inspire in ever deeper ways: Store design sets the stage. Enthusiastic expertise through storytelling, communication and curated solutions, establishes authority. Creative merchandising and design engineers desire. From big brands to small independents and from fashion to food, let us celebrate Irish retail excellence in 2021!

This year, we will judge the store of the year based on 10 categories of retail excellence. These are grouped within 5 major themes, which show how retailers can attract and inspire customers, creating a winning retail formula. These themes follow the customer journey, from first impressions of the brand, through to

creativity of design and display, tone of voice and storytelling. Communicating expertise with curated solutions, and personalisation are key elements. Technology that adds genuine value to the customer turns a gimmick into tool, whilst a focus on making stores community spaces creates welcoming places to be and to buy.

5 Themes

10 Categories

- 1 / First impressions** /shopfront/windows/first bite
- 2 / Surprise & delight** /visual merchandising/store design
- 3 / Expert solutions** /curation/personalisation
- 4 / Talking shop** /storytelling & communication
- 5 / Adding value** /hospitality & community/technology

5 Themes
10 Categories

First impressions

First impressions matter. If you want to stand out and attract customers off the street, you have to look fresh and inviting. From the storefront architecture and window displays, to the first 'bite' as you enter the store, judgements take seconds to make, but last a lot longer...

1/5

1. First impressions

The shopfront

The shopfront is the face of your business. It's where customers first connect in the real world. Whether contemporary or traditional, the architecture, branding and signage, should reflect the personality of the brand.

Category 1



Mamas & Papas opened this One Four Four Northcote Road concept in London, with a name that reflects the local community. The aim is to celebrate the unique neighbourhood with a shopfront that is traditional in style, blending into the high street without dominating. Fresh planting and seating create a welcoming feel.

A traditional approach to shopfront design from a traditional brand with a proud heritage. The store itself is less than a year old. Clean lines with classical detailing and stylish monochrome branding give this a contemporary twist.



Super sleek gourmet chocolate brand BbyB also has a monochrome branding approach, but with a contemporary architectural design at its Ginza, Tokyo store.





Benefit painted this traditional shopfront with its signature pink brand colour for this pop up charity shop in London's Covent Garden.



Korean beauty brand Sugarcup makes striking use of colour and applied graphics for this mall format store in Seoul. A powerful portal and central digital screen draws you into the space. Store designed by Betwin Space Design, Seoul.



Innovative use of materials, from wood and glass at Timberland, Westfield London, to beautiful curved glass at & Other Stories. This is at the new Victoria Gate in Leeds, which reinvents the traditional arcade for the 21st Century.



The stunning Chanel 'Crystal House' in Amsterdam by MRDV has a shopfront constructed out of transparent glass bricks. At night the store glows with light.



This traditional butcher in Sydney moved to a new mall development but wanted to keep its heritage. Designers Morris Selvatico combined storytelling graphics with merchandising that spills onto the street, to create a rustic and charming feel.



Great shopfronts come alive at night, making use of light and colour to enhance the architecture and make the brand shine like a jewel. The luxury sector in Asia is particularly innovative, such as the Bulgari Chater House flagship in Hong Kong.



Sephora Flagship, Shanghai



Intersect by Lexus, Tokyo



Sephora, Kuala Lumpur



The amazing Uniqlo Megastore in Tokyo has a shopfront that is equally striking by day or by night. Designed by Curiosity architects, the shopfront is conceived as an extension of the street, with an open fascia and a series of 'windows' in three metre glass cube towers. At night the bulkhead is backlit to bring the geometric lines into sharp relief.



Non-traditional entrances, either open and without glazing, multiple sided, or with cute themed portals are all ways of getting yourself noticed and creating stand out amongst your competitors. Note the striking use of lighting.



Godiva, The Beach at JBR, Dubai



Our shopping streets are now playgrounds for amazing conceptual architecture. It's not just the pure luxury sector anymore. And as customers travel further and wider, this becomes the new benchmark for global excellence.

House of Dior, Seoul



Even pop up shopfronts can amaze, as demonstrated with the adidas Stan Smith giant shoebox at Truman Brewery in London.



1. First impressions

Windows

Windows allow a store to stay fresh and inventive, giving customers a reason to revisit. The best windows are eye catching, witty and playful, but above all creative.

Category 2



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You don't have to spend a ton of cash on a window to make it world class. All it takes is a bit of wit and creativity. Take ordinary products and turn them into works of art.

Anthropologie is a master of creative window displays, which are a vital part of its brand identity. This three-dimensional still life is a work of art.



Nike House of Innovation, Selfridges London

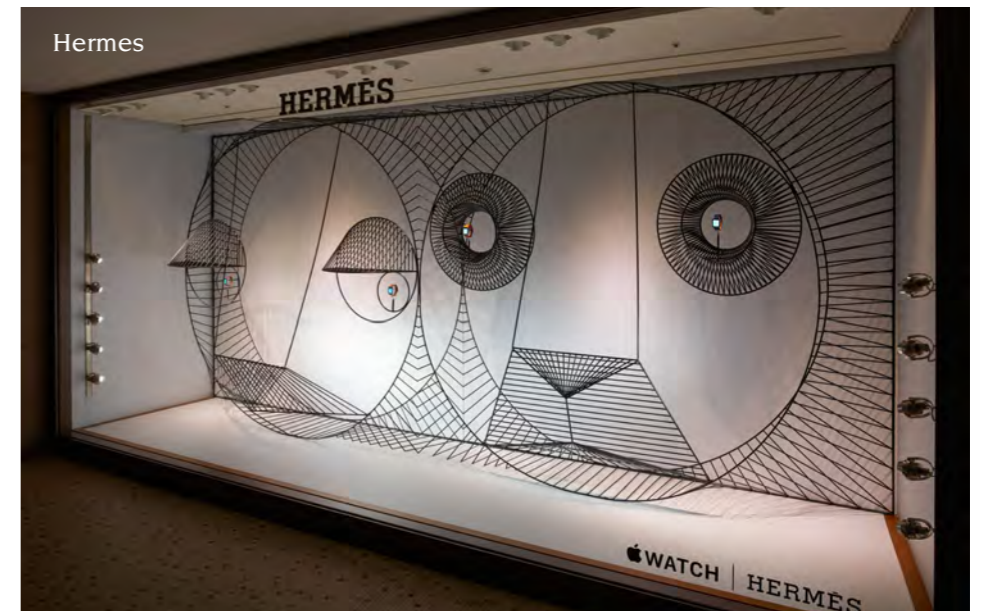


Isabel Marant, Paris

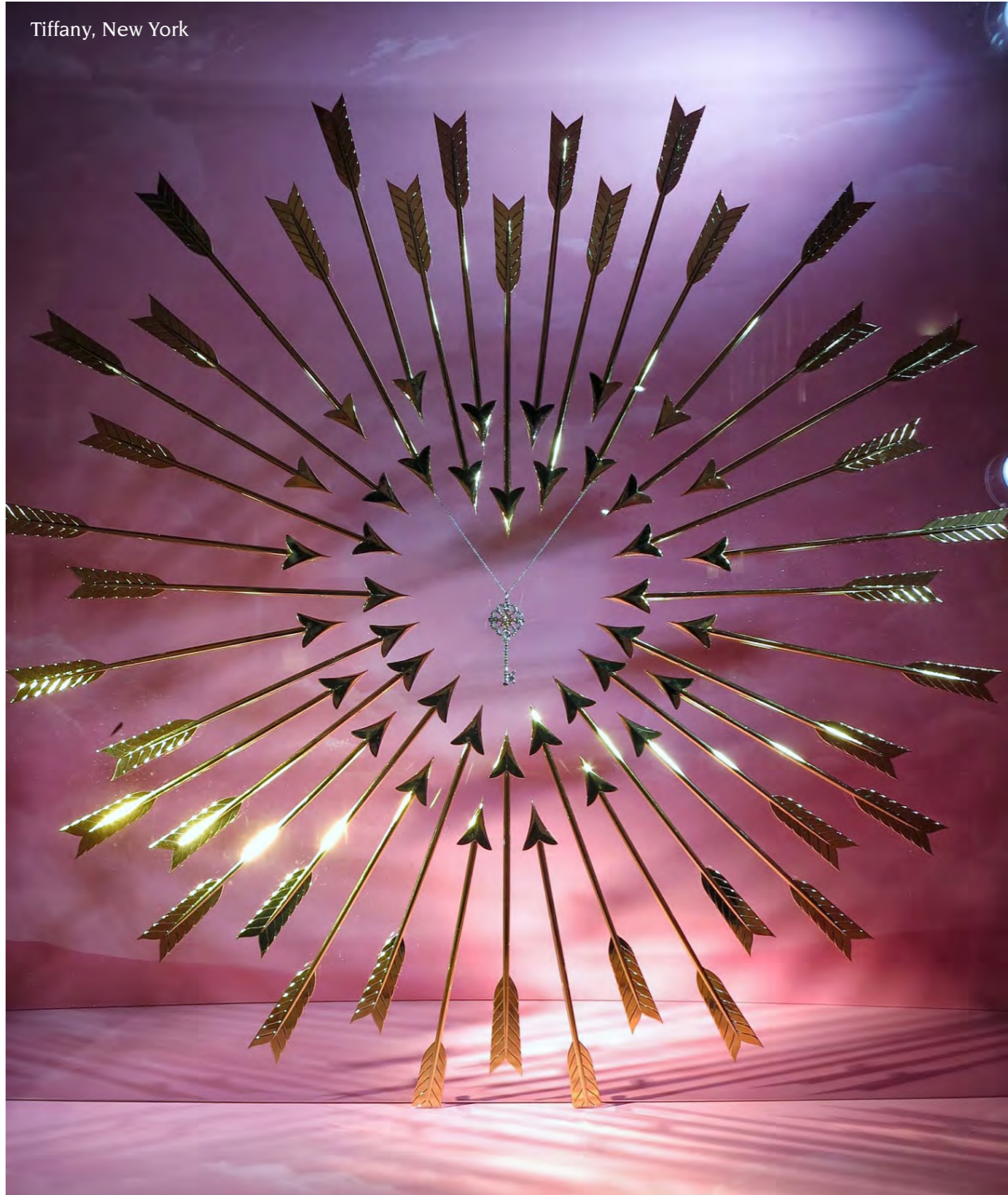


Nike are masters of the powerful, single focus window, whilst Isabel Marant uses graphic stills of old Hollywood movies as the female heads of the mannequins. Hermes uses the Apple Watch as eyes for the sculptural animals.

Hermes



Tiffany, New York



Louis Vuitton, Paris



Tiffany, New York



Anthropologie, Denver



Playtype, Copenhagen



Graphics are a powerful and cost effective tool, which can be used in a host of creative ways; to transform a facade like a Trompe l'oeil, as a backdrop to the display, or as a communication tool to convey tone of voice in witty ways.





Lanvin makes creative use of mannequins in its windows. A witty and artistic approach that breaks the mould.



Window displays that burst out onto the street bring a three dimensional element that is bursting with creativity. These windows were by LK Bennett for the Chelsea flower show in London.



Kate Spade went omnichannel with these 24 hour digital windows in New York. Six pop up windows, in empty stores around the city were open for six weeks. Customers could browse the touchscreen and order online. A courier would deliver for free, anywhere in Manhattan, within one hour.



1. First impressions

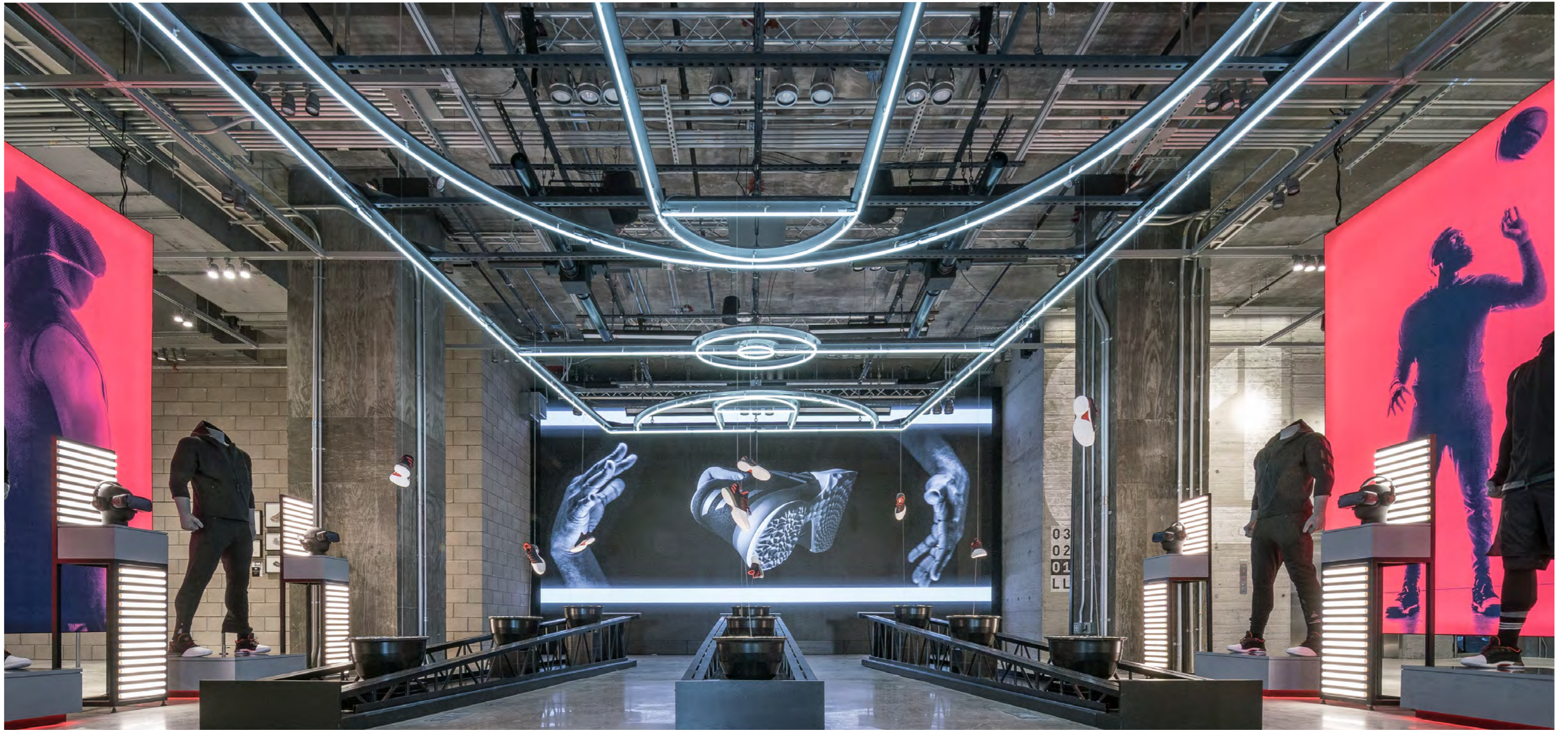
First Bite

The best stores give a powerful, easy to read impression on entering the threshold, which reflects the ethos of the brand. We call this 'first bite'.

Category 3



Eataly establishes its quality food brand message and philosophy at the entrance, with a combination of graphics and promotional display, here at New York's World Trade Center Mall.

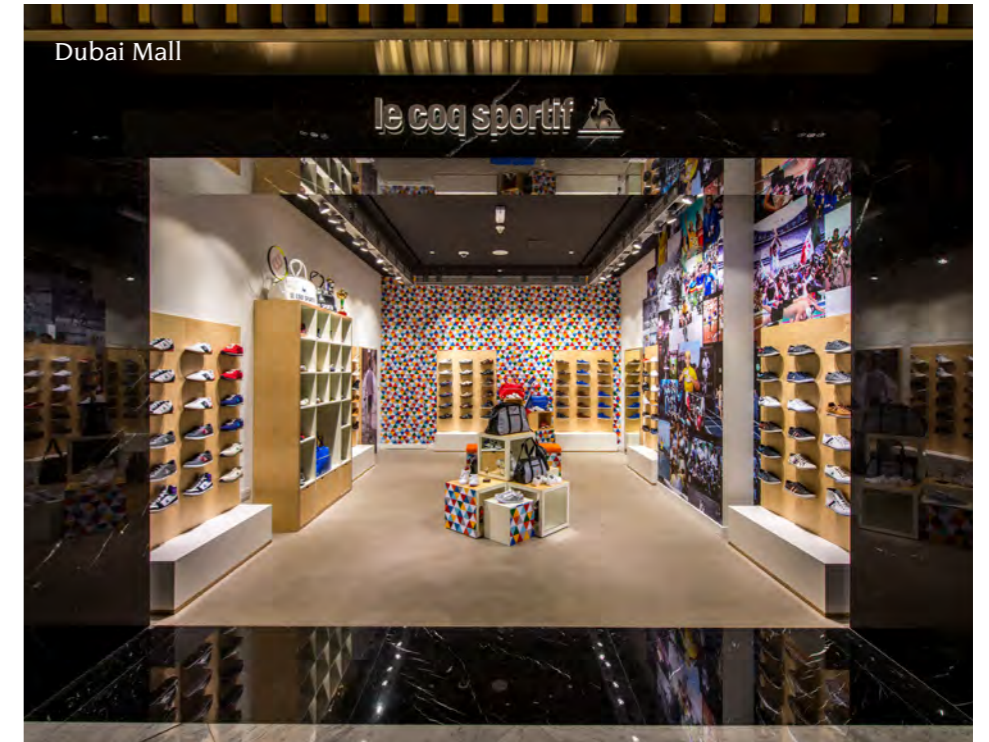


Adidas's Fifth Avenue flagship in New York is dubbed 'The Stadium' store. The entrance sets the scene. Customers enter through a concrete tunnel, like a High School sports stadium, into this grand lobby where the lighting rig mimics a basketball court. A powerful first bite.

Smythson, London

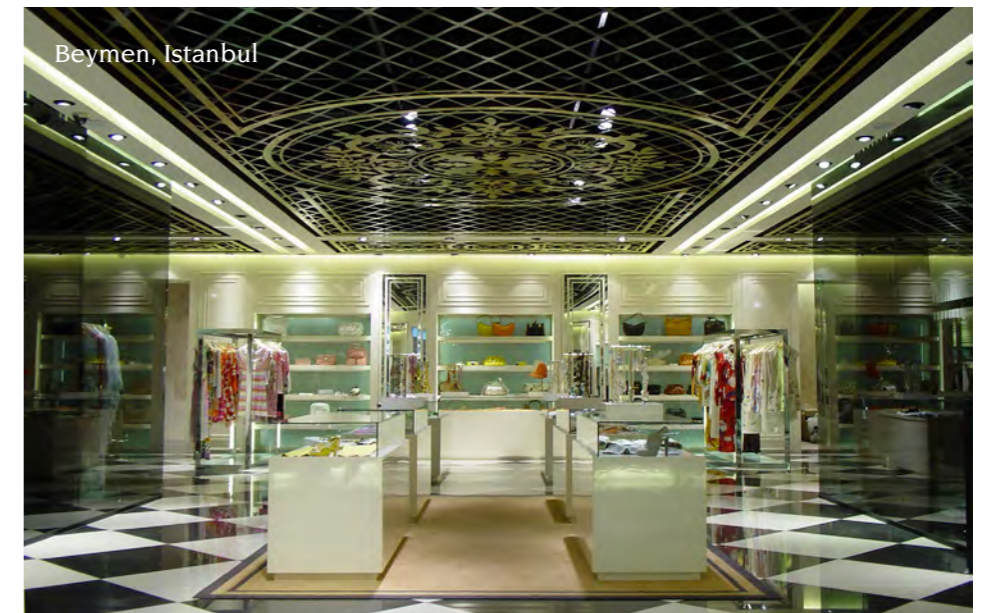


Dubai Mall



Powerful use of symmetry and order create a store that is visually appealing and easy to read.

Beymen, Istanbul



Digital columns combine to create a powerful welcome at Gucci Milan.





Artisan bean-to-bar chocolate brand Dandelion Chocolate comes to Tokyo with an immaculate chocolate factory where everything is made on site. The manufacturing process is open to view; from the raw beans by the entrance, to the kitchen at the back.



Hem Pop Up, London



Kikki K Stationery. Melbourne



MOMA Design Shop, New York



These stores all present the offer in a clear, stylish and easy to read way. The brand philosophy or core message is communicated with graphics and the merchandising is precise, beautifully arranged and livened with splashes of colour or nature.

IKEA's new Click and Collect small format store at Westfield Stratford in London is a new experiment in mall based, omnichannel retail. The entrance opens onto a striking array of mini house roomsets.



Surprise & delight

In a world where customers can buy everything online, physical stores are all about creating the 'Wow'. It's about surprise and delight. Design and visual merchandising are tools to help brands create aspirational spaces that elevate product from ordinary to extraordinary.

2/5

2. Surprise & delight

Visual merchandising

The key to great retail is merchandising that engineers desire. Nothing you sell should look boring or better out of the store than in. Great visual merchandising shows off your expert creativity and makes shopping a visual treat.

Category 4



Lush are masters of colourful visual merchandising. Their flagship on London's Oxford Street turns up the volume on their normal approach. The idea is simple; display soap like it's fruit. The result is stunning.



The Kit Kat Chocolatory in London was a pop up Kit Kat factory where you can either create your own Kit Kat, or choose from four special edition Kit Kats per week. Made with gourmet ingredients, each bar was displayed like a work of still life art.



Crate & Barrel use colour blocking, tiered height displays and perilous looking stacking on glass sheets, to create the most beautiful visual displays.





Uniqlo are masters of full height colour blocked displays, merchandised with perfect precision.





Space Ninety 8 in Brooklyn is a hybrid concept store from Urban Outfitters. With locally made goods from designers in Brooklyn, the store is packed with quirky and unique merchandising displays.







Swiss department store chain Jelmoli combines food and fashion in their Zurich foodhall. Designed by Interstore Schweitzer, mannequins and shoes sit alongside wine and cheese in beautiful table displays.





Anthropologie & Co is their new, large format concept, seen here at Walnut Creek and Palo Alto in the US. It combines their Terrain garden concept with fashion, home and a cafe. Their approach to visual merchandising is as expert as ever, with stunning use of abundance, colour and texture. Everywhere you look is a visual treat.



2. Surprise & delight

Interior design

Design matters. Customer expectations are higher than ever. From fixtures, to materials, lighting and colour, every element is an opportunity to wow. The cookie-cutter rollout is dead, and retailers are building unique stores for each location

Category 5





Aelia Duty Free in Nice and Luton, designed by Portland, makes strong use of themed and natural props, combined with theatrical lighting elements.



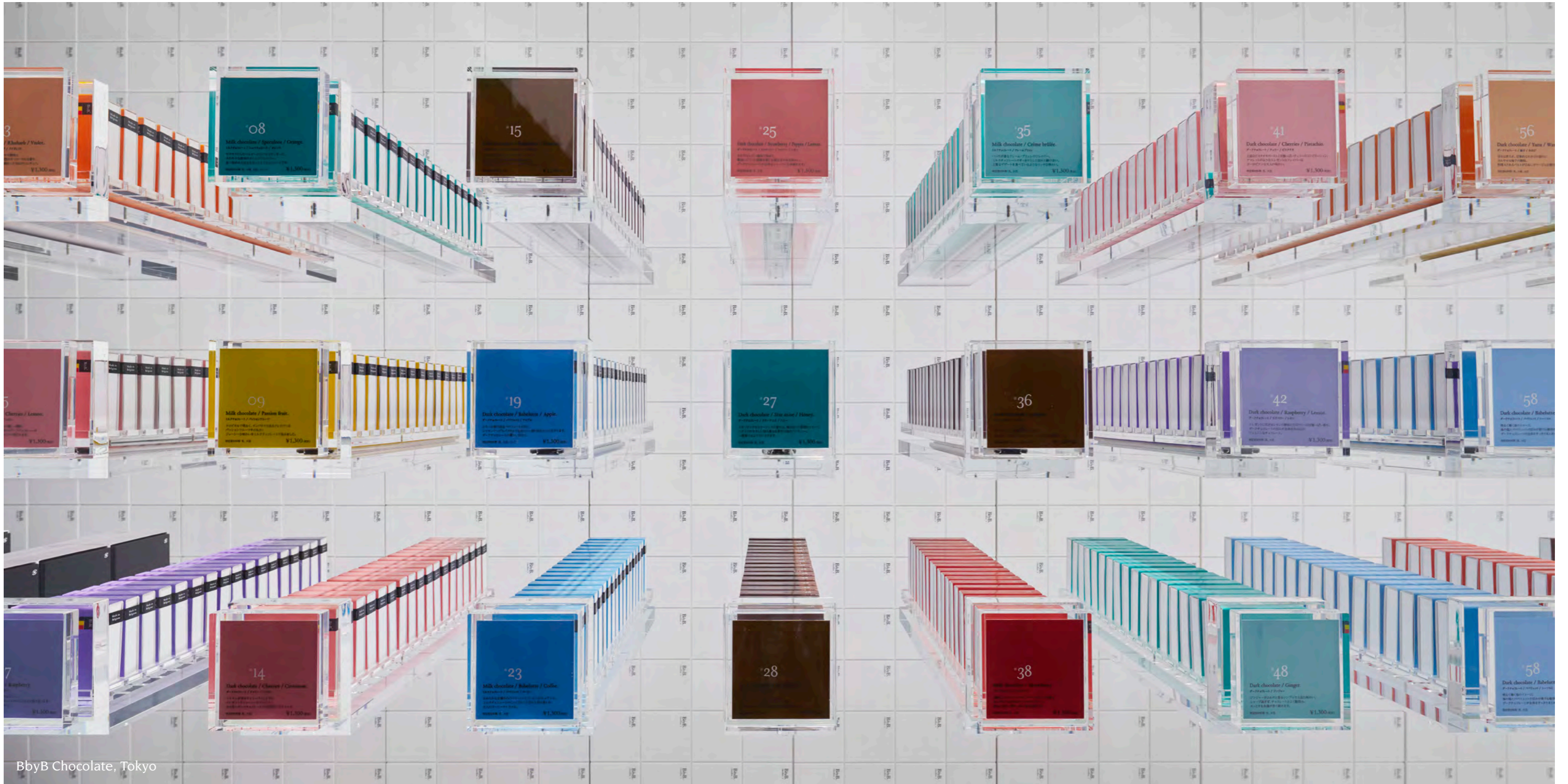
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Whilst the pandemic has accelerated the decline of mid market department stores, Harrods has made a bold investment in design with a stylish new beauty format called H Beauty by Harrods.





BbyB Chocolate, Tokyo



Each department is defined with theatrical elements at Eason's flagship store in Cork, designed by Jennings. This concept reinvents book selling as a comfortable experience packed with ideas and creativity.





Level Shoe District at the Dubai Mall is a 90,000 sq ft world of shoes. With design from Shed, the space uses huge themed ceiling rafts, geometric fixturing and mood lighting to build different textures for every department.





Slipo is a supermarket chain in Ukraine where every store has a unique design, based around a playful theme. From the stories of Tom Sawyer and the Little Prince, to Circus style seen here.



Hunter used the rainy English countryside as the 'back story' for the design of its very first store, here on London's Regent Street. Designed by Checkland Kindleysides, it uses backlit graphics to mimic natural elements.



Amazing first bite with a blast of colour at Models Own first ever store, here at Westfield Stratford City in London. Designed by the Yard Creative,







Impeccable attention to detail, even down to POS holders. The design is crisp and clean, livened by strong use of colour and art installation pieces. The back of the store is a digital connected concierge space.

Warehouse make great use of lighting rafts, combined with digital screens. The bird motifs give the panels a theme as well as a function. Designed by Checkland Kindleysides, this new London flagship is a stylish upgrade for the brand.



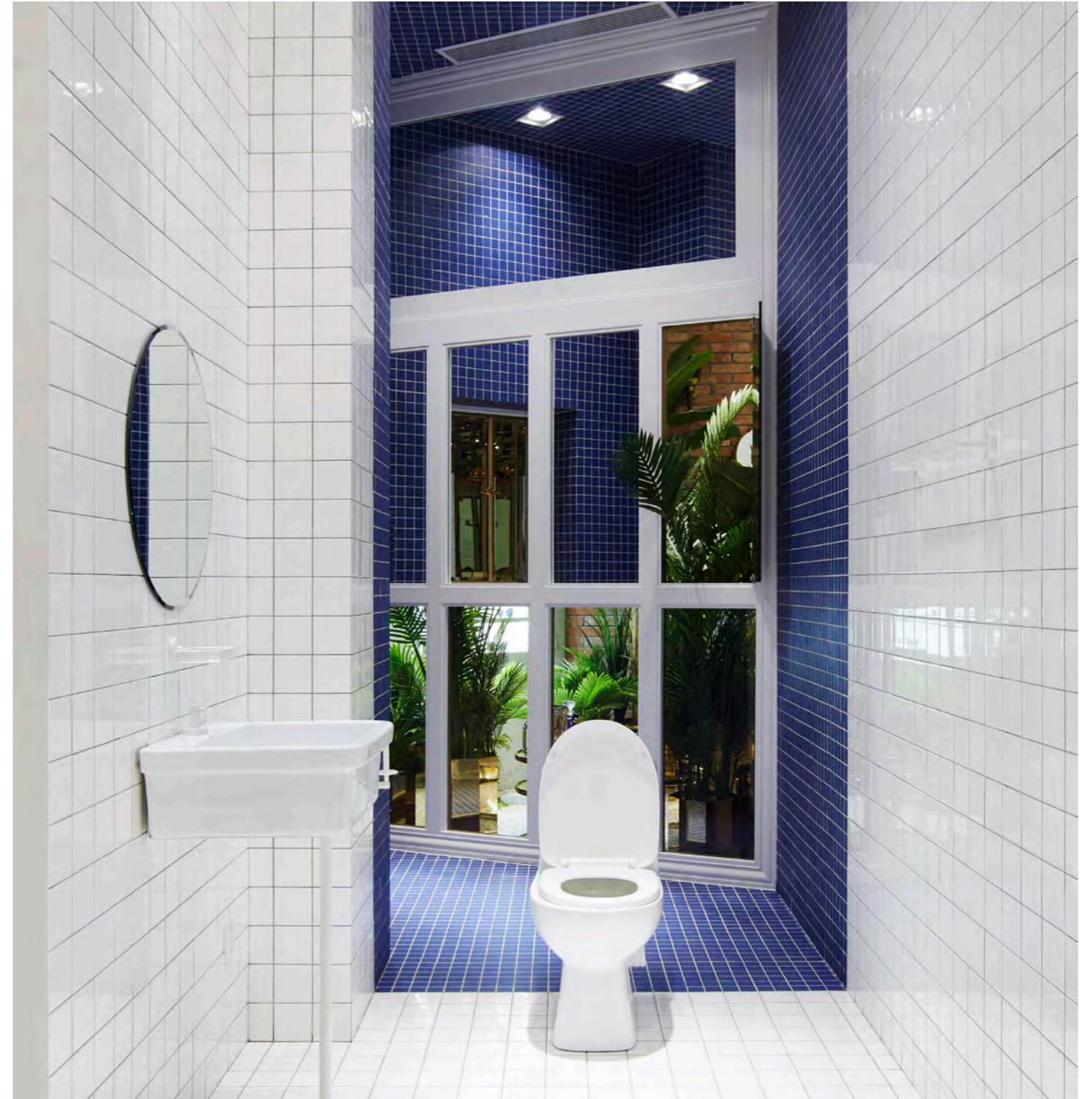
Every store is different at Grind Coffee, and every store is named by location. So the Holborn Grind here in London has its own unique materials and finishes.





Gentle Monster is a luxury Korean optical and sunglass brand whose strategy is entirely based around unique, artistic creativity. Every store is unique, with its own distinct story. In Beijing, the theme is Secret Apartment, with a 'secret' entrance which opens into a surreal series of still life style roomsets.

In Shanghai, seen below, the store design theme is 'Artisan'. The space takes a kooky, art installation approach.



Starbucks 'The Bank', Amsterdam



Starbucks 95th & Broadway, New York



Starbucks now has an explicit design strategy based around making every store unique. It is also aggressively expanding its premium Reserve brand and investing in store design that is stylish and comfortable.

Starbucks Gelman Library, Washington





Expert solutions

Great retail offers personal solutions, not just more product. Too many options is confusing and alienates customers. We look to brands we trust to help us navigate choice and find what suits us best. Increasingly, we also want personalised products, not just what's off the shelf.

3/5

3. Expert solutions Curation

Products on shelves just don't cut it anymore. The best retailers present products as solutions, in ways that are inspiring, trustworthy and easy to understand.

Category 6



Curation doesn't have to be complicated. Here at West Elm in New York, free standing wall panels are changed seasonally to feature a simple theme. The panel is dressed with a colour graphic backdrop and product merchandised on shelves. Simple and striking.

Another simple approach, this time from Crate & Barrel in New York. A graphic panel with great photography explains the product options that are merchandised below.

The Perfect Beer Glasses for the Perfect Pour



Wheat

This super-tall glass gives Hefeweizens the extra room to handle the carbonation from a fresh squeeze of citrus while locking in the aroma.



Bruges

The curved lip of this traditional tulip glass supports the foamy head of beers like Belgian ales. Raised on a short stem for an elegant presentation.



Portland

The well-proportioned shape of this tall glass gently flares at the top to release flavor and aroma. Perfect for a pour of lager.



Craft

A thinner base keeps the aroma of rye, Kölsch and bock beers locked inside so you taste every crisp, malty note.



Pint Tumbler

Get a good grip on this official imperial pint with traditional crown mark. It's perfect for the foamy heads of IPAs, stouts and ales.



Pilsner

Tall, slender and tapered, this contoured glass showcases the golden color and carbonation of pilsners. Broad top floats a foamy head.



Krouvi

Designed by Oiva Toikka in 1973 for littles, this embossed, hefty pub classic is freezer-safe for a frosty brew.

6-oz. Glass 5.95

12-oz. Highball Glass 7.95

8-oz. Glass 8.95



Williams Sonoma, here in San Francisco, organises its store with core ranges around the perimeter. Mid floor displays change throughout the year with seasonal story themes that group together all related products into one, visually striking solution. Everything you need is in one place.



Apple is the master of curated simplicity in retail. Apple never clutters with too many messages and its window displays only focus on a single product. Crisp and clean, Apple transformed technology retail for ever and has become the new benchmark





Single focus window displays with one over-riding message. Brave simplicity.





Target Open House in San Francisco is an innovative connected Internet of Things gallery, designed like a house, with a series of rooms. It showcases the coolest new IoT technology with intuitive digital storytelling POS displays.

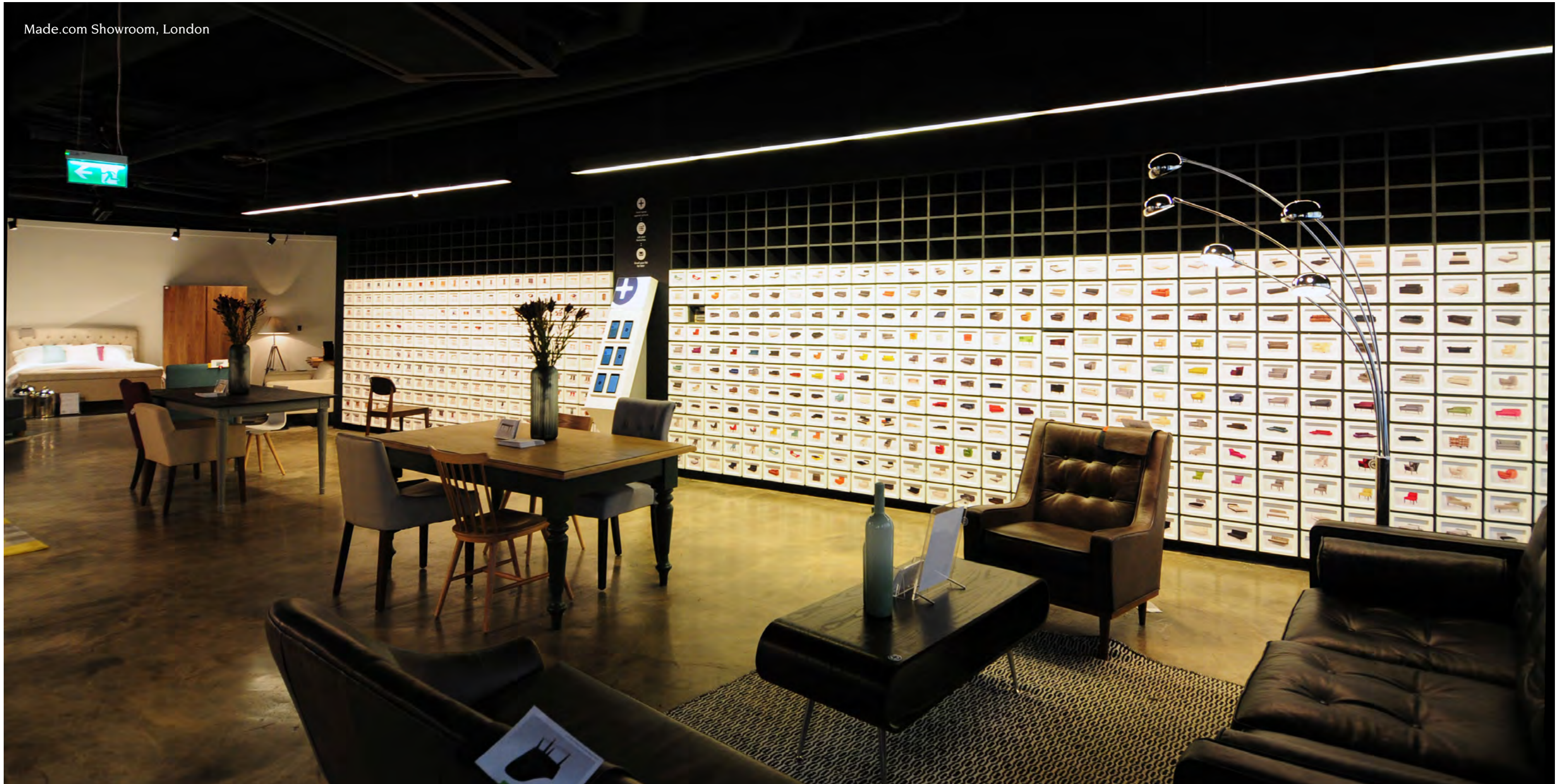


Each roomset, Nursery, Living Room, Bedroom has transparent walls that come alive and show how products can combine in the home to do amazing things. A digital presentation of colour and sound is activated from the podium screen.



A nice, simple touch from Old Navy.







Online furniture brand Made.com chose a stylish solution for its first showroom store; instead of displaying 200 hundred products, it created a wall of drawer with postcard signage and fabric swatches inside each drawer.



Made combined physical and digital with full size digital projections of products that match the real roomset displays, The projections scroll through automatically, creating a dynamic complement to an otherwise static display.



CONTRAST SIDEBOARD

£399

Almost architectural in style, Contrast is a great example of 'simplicity' - slim, clean, functional but with hidden detailing.



Mamas & Papas flagship at Westfield London, by Dalziel & Pow, is all about curated expert solutions. Half a car is used as a teaching tool for car seats, and expert help areas and personal shopping is embedded into the store concept.





Product options are displayed simply and clearly, with tactile and graphic elements combined into one stylish space. Customers can build their perfect nursery online at the consultation table, whilst browsing the different options in front.



Fabled by Marie Claire is a beauty concept from a magazine, which aims to curate and inspire the best beauty products and solutions into one space. Fabled uses iPad enhanced displays to theme each solution.





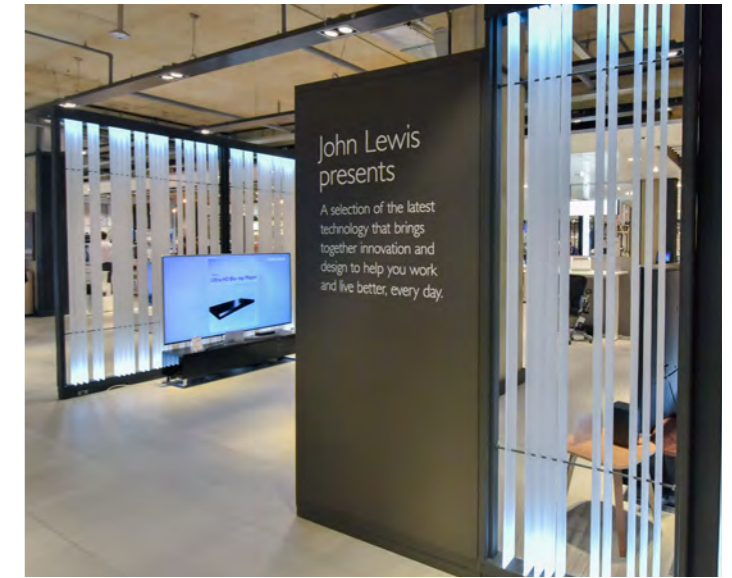
Customers take the magnetic POS cards and stick them to a shopping 'plate' before taking them to the checkout to pay and collect. A charming analogue idea.



John Lewis is master of multichannel, expert and curated solutions. Simple three step process for choosing and ordering your sofa - done while you relax on a comfy sofa.



From Edit displays on every floor, to personal shopping, and help to choose graphics with every display, John Lewis communicates friendly expertise in every department.





Clean, clear and crisp design solutions by Dalziel & Pow for French DIY brand Leroy Merlin in Le Havre. Proof that big box retail can look stylish.





Story is a super innovative retail concept in New York's Chelsea district which changes its 'story' every six to eight weeks. The whole store design and product mix changes along with the story. The only thing that stays the same is the back wall, with the title in the middle. Founded by Rachel Schechtman, the store acts as a magazine for cool new products, up and coming designers and gift ideas - all united within a common theme. This makes the store a dynamic, constantly changing space that is worth visiting every time.





3. Expert solutions Personalisation

Products that are personalised instantly become more precious and treasured. Technology allows for much easier and more theatrical personalisation instore, whilst the traditional values of the craftsman are more important than ever.

Category 7



Online beauty subscription service Birchbox sends customers sample sizes of great new beauty products in boxes each month. At their first flagship store here in SoHo, New York, you can build your very own Birchbox and even choose the colour of your box.



Timberland adds value to its flagship store in London's Regent Street with personalisation. You can design and customise your own boots online, or have the instore cobbler do it for you.



At 3x1 Denim you can have your own custom made jeans made instore, with limitless customisable options, from denim weight to pocket style, stitching and zips. The ultimate bespoke denim tailor.





Knyttan's Factory of the Future will knit you a jumper in three hours, based on your own pattern and decoration. Use the iPad to create your design and the machine will do it all for you.



Muji's New York flagship features an aroma lab where you can make your own home fragrance, as well as customisable stationery. Charming and stylish.





Nixon watches in London, New York and Paris feature a custom bar where you can create your own unique watch and even have it laser etched.





Create your own custom Kit Kat at the pop up Kit Kat Chocolatory in London's Westfield Stratford City. Choose white, dark or milk chocolate and three gourmet toppings. The bar is then made fresh in front of you, cooled and ready within 90 minutes. You can even design and personalise your own packaging. You select using the iPad, mobile pay from the staff and collect after receiving a text message. Kit Kats cost £7 each. The concept was so popular there were queues outside. Kit Kat now has a permanent Chocolatory in Melbourne, Australia.



Talking Shop

The best brands communicate their passion and expertise with everything they do. There is no limit to the stories you can tell.

4/5

4. Talking shop Communication

Communication is how brands establish trust and demonstrate their passion and expertise. Whether it's digital or analogue, storytelling is vital. Creating a distinctive tone of voice, gives a brand a unique personality and helps customers to connect.

Category 8



3000 BC
THE CHINESE LEGEND
 Many moons ago, the Chinese Emperor Shen Nung was enjoying a cup of hot water, which was safer to drink, when the leaves of a nearby bush blew into the imperial cup. He tasted it and it was surprisingly delicious! In contrast to his hot water, this was quite a discovery (to put it lightly).



TIME FOR TEA



1610
 WELCOME! WILKOMMEN!
 ACCUEIL!
 Tea reaches Europe on Dutch ships from Java, where they picked up tea transported from China by Chinese vessels. This was the start of something big!

1680-1796
 RUSSIAN CARAVANS



The Chinese embassy present tea as a gift to Czar Alexis. Soon after the legendary caravan trade began between China and Russia took nearly a year to make the journey, and a Russian caravan of approximately 200-300 camels would leave laden with furs and return with tea. By the death of Catherine the Great in 1796 Russia was drinking over 1.5 million kilograms of tea.

1773
 BOSTON TEA PARTY



A political protest against the monopoly on American tea importation granted to the East India Company. Patriots staged a midnight raid on three tea ships and tipped all their tea into Boston harbour. A dramatic statement and a very big cuppa!



T2
1996 TEA 2!

Maryanne Shearer opens the first T2 store on Brunswick Street. Tea became fun, and modern and tea culture was forever. As they say, the rest is history...

Today tea is a truly international drink, enjoyed by billions, and consumed on every continent. Only one thing remains to be said; thank you China, from the bottom of our teacups.

Maryanne Shearer
 Founder, T2





Great use of graphics to communicate the heritage of this 4th generation butcher family. 1888 Certified Butcher at Bondi Junction in Sydney makes storytelling cool and contemporary, courtesy of Morris Selvatico.



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Eataly is a master of storytelling and crafted display. Here at World Trade Center in New York, every shelf features a product story, whilst other areas are treated like a museum to Italian food heritage and culture.



Mozzarella is made fresh instore at Eataly and every step of the process is communicated. The result is a product that feels even more precious



Beautiful and expert graphic storytelling at SuperValu in Blackrock, Dublin. Designed by Household, this is now one of the best looking supermarkets in the world.



Graphics and signage at Whole Foods are treated as works of art. Whole Foods uses their own instore artists and even makes staff part of the display.



Amazon Books in Seattle uses real customer reviews from amazon.com for every book on display.

Amazon Customer Review

“When I was starting out this is the book that I most needed, but didn't have ... The writing is clean, practical, and to the point. I particularly enjoyed the sections on entrepreneurs and how they find major opportunities and develop them.”

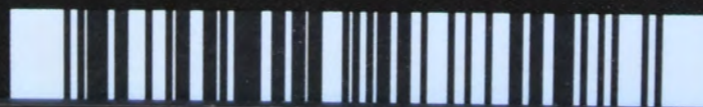
– Sam

If You Really Want to Change the World
by Henry Kressel

5.0 stars - 16 reviews



as of 1/14/2016





Tactile graphic storytelling at the White Company in Marylebone High Street, London. Designed by Household.



Aesop are famous for always designing unique stores. Here in New York, their Paris Review store is based entirely around the iconic magazine, whose headquarters is around the corner. A ceiling sculpture is made out of old editions, whilst pages are used as wallpaper. Charming and quirky.

Vintage Polaroid style photography, used as point of sale is a lovely and simple way to add emotion to a product display. Anthropologie Los Angeles.





A digitally projected wall tells the story of the brand at the entrance to the KikkiK pop up in London. A peg wall of pencils behind the counter spells the message Dream Do Enjoy Share. Designed by Dalziel & Pow, this pop up store was ironically the best and most charming representation of the brand.



Added value

Retail is becoming more than just about product and display. It's all about experience, theatre, community and hospitality. If we want customers to get off their sofas and come instore, then brands have to build places to be, as well as buy.

5/5

5. Added value Hospitality & Community

Hospitality has become a key driver across every retail sector; from instore coffee and cocktail bars to full service restaurants. More important though is the sense of community and stores as places to learn, engage and hang out in. This is service of the future.

Category 9



ING reinvents the traditional bank branch in the Netherlands with a coffee shop in the entrance, kids play areas and varied seating and consultation zones that are designed like a five star hotel.

John Lewis transforms the roof of its Oxford Street flagship to a coffee, juice and cocktail garden for summer.





Benefit does the best experiential pop ups. The best was in Soho, London, where they transformed a four floor house into the Curls Best Friend Parlour. Serving coffee, cupcakes, and champagne, each floor offered different beauty treatments. The top floor was a Nail Bar; a secret cocktail bar which opened after 7pm each night.



Lululemon are pioneers of community in retail, offering free yoga classes in store every week. At their new Regent Street flagship, they also have a juice bar, brand ambassador service and a photo booth for selfies. Lululemon partners with art students from UAL for instore and window displays.





Lululemon, Regent Street, London
Designed by Dalziel & Pow



Mamas & Papas offers pre and post natal yoga classes at its One Four Four Northcote Road store as a way of reinforcing the community focus. Personal shopping lounges give a more comfortable and personal way to shop.





COMPLIMENTARY
LIVE MAKEUP TUTORIAL

MONDAY 3PM & 6:30PM
5 MINUTE MAKEUP

TUESDAY 3PM & 6:30PM
CORRECT & CONCEAL

WEDNESDAY 3PM & 6:30PM
FLAWLESS ULTRA HD

EXPERIENCE
GO PRO MAKEUP

CLASS SCHEDULE

Cosmetics classes and tutorials take centre stage at the Make Up Forever Flagship in New York, designed by UXUS

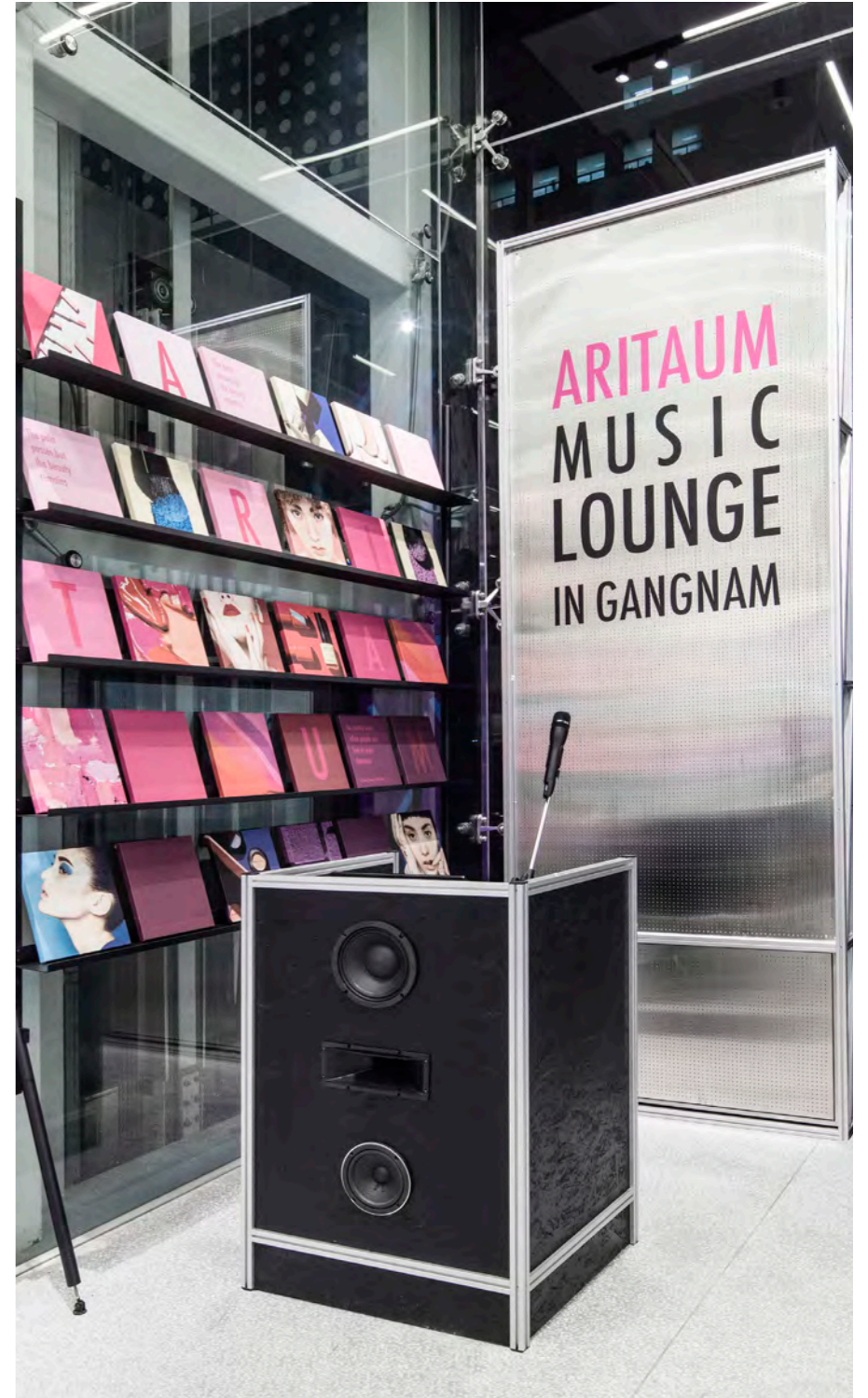
Learn how to do real world DIY tasks at Leroy Merlin in France

Venez apprendre chez nous,
pour réussir chez vous





DJ and photo booths and self packaging stations at Aritaum in Seoul, designed by Betwin, add value to the experience.







The Kitchens is a world class foodcourt concept in Australia, designed by Landini. A 'city of food' The Kitchens combines retail, hospitality and leisure into one stunning destination. You can see food being made, buy it, or eat it there. There's a gym, cookery school and demonstration stage. Pop up food trucks sit alongside permanent food specialists. Simply mouth watering.



5. Added value Technology

Technology is often a gimmick in retail. Great technology should always add value to the shopping experience, either by providing retail theatre, enhancing service, or reducing friction to create a seamless and smooth shopping experience.

Category 10



The best screen technology in retail, Primark's Madrid flagship combines 11 transparent LED screens with interconnected stories that travel across the floors. Designed by Dalziel & Pow, this is the new face of value retail.



Coop Italia's Supermarket of the Future in Milan uses Microsoft Kinect technology to activate storytelling product messages. Customers point at a product and the mirrored screens above display real time product information. Developed by Carlo Ratti and MIT, the potential for this technology to bring product stories to life is very exciting.





The 'Automated Collection Experience' (ACE) is a click and collect robot at Aelia Duty Free in Auckland which stores your purchases ready for collection when you land. The robot arm opens your secure locker and deposits the purchase in the tray. A fun way of creating interest in an otherwise mundane transaction.





Nike's omnichannel experience store in SoHo New York features enhanced service for Nike + members; from augmented reality treadmill gait analysis, to an hour's free one on one appointment with staff. Their changing rooms are double the size, in order to allow for bra fittings, digital mirrors and a more comfortable experience. Any learnings from instore are transferred seamlessly to your own Nike + profile. This is connected retail in action.



Rebecca Minkoff worked with Ebay's Oakland labs to create a digital interface for customers to use instore and in the fitting rooms. Customers can browse the large screen for new content. They can then send it to their own personal fitting room. Inside the fitting room they can control lighting and music and order new sizes. Ralph Lauren used the same technology in their Fifth Avenue fitting rooms (seen overleaf)



MINIMIZE NAVIGATION

ITEMS IN ROOM

REQUEST ASSISTANCE

SEND TO MOBILE



SLIM-FIT WOOL FLANNEL TROUSER



OLIVE

Back

Select color (4 Available)

COMPLETE THE LOOK



ITEMS IN ROOM

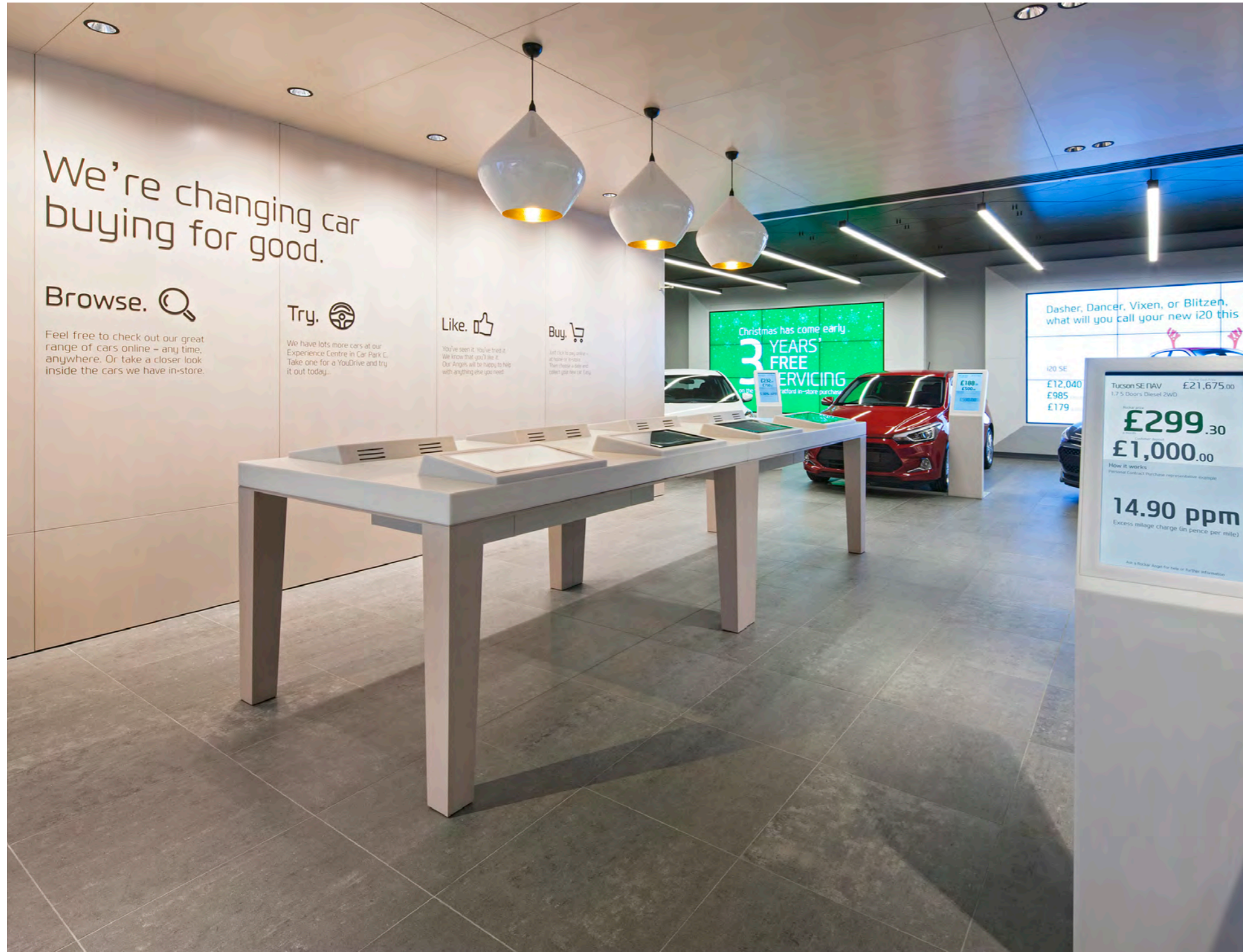


CHANGE LIGHTING

Fifth Ave Daylight

East Hampton Sunset

Evening at The Polo Bar



The automotive industry is embracing retail with a new approach to the showroom. Smaller and mall based, this new concept from Rokar in London sells Jaguar Land Rover, as well as Hyundai, as an omnichannel offer. You can browse, customise and order your own car online, using the instore touchscreens. The rest of the space is there to touch and try. A seamless omnichannel approach that could work in many sectors.



- 1 / First impressions** /shopfront/windows/first bite
- 2 / Surprise & delight** /visual merchandising/store design
- 3 / Expert solutions** /curation/personalisation
- 4 / Talking shop** /storytelling & communication
- 5 / Adding value** /hospitality & community/technology

5 Themes 10 Categories

Good luck!



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