

# TOP 7 Experiential STORES

Drawing customers into a brick-and-mortar store — and even more important, moving them a few steps further along their shopper journey toward a purchase once they're inside — has become one of omnichannel retailers' biggest challenges. Unique products and competitive prices are no longer enough: **stores today must offer immersive, captivating experiences that help tell the story of the retailer and the products**, while at the same time integrating the in-store experience with new technologies that **deliver value beyond the purchase**. Customers are craving information and authenticity, and if they can find them in a brick-and-mortar store, they are more likely to return later.

With more than **12,000** stores across the U.S. closing in 2019, retailers are under immense pressure to make the most of their physical presence — or risk joining the ranks of those that faltered.

*Retail TouchPoints* reached out to industry experts and conducted its own research to select **seven** retailers that lead the pack in delivering memorable kinds of experiences, including **theatrical retail; members-only product deals; touchscreen kiosks; product customization; in-store events/classes; and "Instagrammable" imagery and scenery**. With these unique variations on the traditional store, these retailers are blazing trails that will hopefully inspire other companies to rethink the physical experience:

- Farfetch
- L'Occitane en Provence
- Levi's
- Lululemon athletica
- Nike
- Serra
- SHOWFIELDS

## FARFETCH

### Farfetch Store Of The Future Serves As Operating System For Physical Retail

Luxury fashion marketplace **Farfetch** launched an augmented reality-driven "Store of the Future" in London in April 2017, with a store focused on digitizing the in-store experience for luxury brands. Shoppers are recognized as soon as they set foot in the store via an app connected to their online shopping account, providing assistants with an instant overview of their purchasing history and preferences. Touchscreen mirrors enable customers to request alternative sizes while browsing, as well as paying for items they've purchased without leaving the dressing room.

The Store of the Future technology platform also supports the company's brand — along with boutique partners' physical stores — by giving them insight into customer data history from online and, as it's collected, in-store shopping trips. Using the platform, stores will be equipped with a database that shares information around a customer's past purchases, preferred brands and browsing behavior.



## SHOWFIELDS

### House of SHOWFIELDS Combines Theater With The Retail Experience

Labeling itself as "The Most Interesting Store In The World," the 14,000-square-foot, four-story New York City store is designed to be an immersive theatrical experience that combines art with retail while enabling shoppers to touch, smell, eat or test all the products and artwork on site.

The retailer's name is derived from the two main elements that help its brands stand out: the Show and the Field. The Show gives people a reason to return through a rotating series of events that include art installations and literal shows at an **in-store theater** that combine retail, design, performance art and even a slide.

The Field is the dedicated space of rotating retail brands, many of them emerging online-only brands. The brands plan out most of their design ideas digitally, and **SHOWFIELDS** uses its expertise to make their plans a reality.



## L'OCCITANE EN PROVENCE

### L'Occitane en Provence Encourages Instagram Sharing, Offers VR 'Balloon Ride'

In August 2018, **L'Occitane en Provence** opened a store on New York City's Fifth Avenue designed to highlight the brand's seasonal campaigns through social media, VR and merchandising-based experiences.

The store has a dedicated social media area that includes a live video feed of the company's U.S. Instagram account. Additionally, the location leans heavily on visual experiences, such as a "bike through Provence," where shoppers can ride stationary bikes against a scenic French background, and a 360-degree VR-powered hot air balloon ride over France where shoppers can get a free hand massage.

A "rain-shower" sink is prominently displayed at the front of the store for shoppers to test products. Surrounding merchandise includes some of L'Occitane's best-selling ingredient franchises, like shea and almond bath and body products.

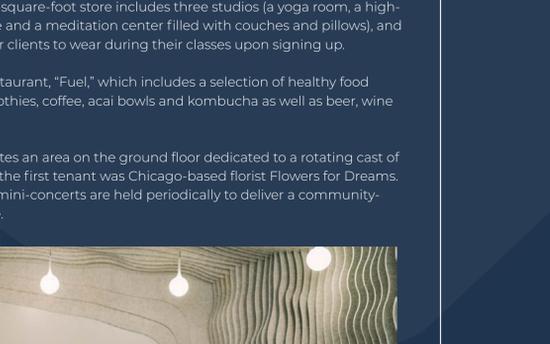


## LEVI'S

### Levi's Delivers Customization Via Times Square Tailor Shop

**Levi's**, long identified as part of the "old guard" of U.S. businesses, delivers an experience very much embedded in 21st-century retail: shoppers in this location can not only shop for their favorite denim jeans or jackets, they can customize these items via the store's Tailor Shop. Within the shop, tailors can add custom elements to jeans including buttons, patches and chain stitch embroidery. The Tailor Shop also offers jeans repair and distressing, studding services and custom T-shirt printing, where shoppers can even draw their own design before handing it to a Master Tailor.

Around the Tailor Shop is a bar with stools that swing out, mounted on that bar are iPads, where shoppers can preview how products would look with personalized touches.



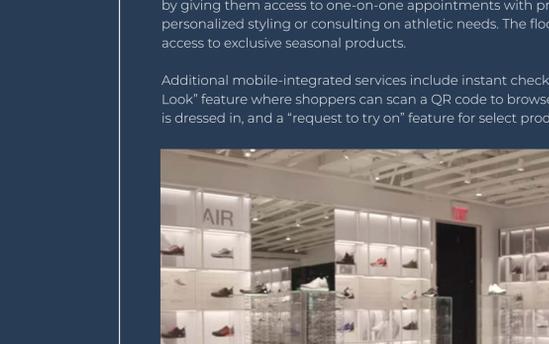
## LULULEMON

### Yoga, Workout And Meditation Studios Accentuate Community At Lululemon Chicago Flagship

In summer 2019, **lululemon** opened its Chicago flagship, which includes a wide range of merchandise — from the company's popular leggings to backpacks to personal care items. The 20,000-square-foot store includes three studios (a yoga room, a high-intensity training space and a meditation center filled with couches and pillows), and even offers free gear for clients to wear during their classes upon signing up.

The store features a restaurant, "Fuel," which includes a selection of branded food options including smoothies, coffee, acai bowls and kombucha as well as beer, wine and cocktails.

The flagship also operates an area on the ground floor dedicated to a rotating cast of local small businesses; the first tenant was Chicago-based florist Flowers for Dreams. Movie screenings and mini-concerts are held periodically to deliver a community-driven feel to the space.



## NIKE

### Members-Only Product Releases, Expert Services Power Nike House Of Innovation

This six-floor, 68,000-square-foot space feels like much more than a retail space. It's actually a love letter to all things sports- and **Nike**-related. The store's fourth floor "sneaker lab" is the largest collection of in-season Nike sneakers anywhere in the world, with every sneaker having its own individual pedestal and lighting. It includes an area where shoppers dip-dye select sneaker styles or swap out their laces to quickly make a shoe their own.

The top floor, an Expert Studio, rewards the footwear giant's NikePlus members by giving them access to one-on-one appointments with product experts for personalized styling or consulting on athletic needs. The floor also gives members access to exclusive seasonal products.

Additional mobile-integrated services include instant checkout kiosks, a "Shop The Look" feature where shoppers can scan a QR code to browse every item a mannequin is dressed in, and a "request to try on" feature for select products in the New York store.



## SERRA

### Serra Curates One-To-One Walkthroughs For Cannabis Shoppers

The growth of cannabis retail has given way to brands that not only build stores to sell the product, but aim to curate the experience based on individual shoppers' needs. At Serra's Downtown flagship location in Portland, Ore., shoppers get a one-on-one walkthrough of edibles, flowers and many other cannabis products. Entry is limited so that customers receive individualized service in the store.

The space carries a luxury atmosphere, with a store environment composed of white oak, marble, white walls, succulents and plenty of branded merchandise. Serra has organized its products around six aspirational states of mind: **happiness, energy, relaxation, focus, creativity or relief**. Guests who enter the store will fill out a form indicating the state of mind they desire prior to their walkthrough.

