



Shaping ^{the} Future of Shopping ^{with} Innovative Retail Store Design



Better In-Store...

Experiential retail, innovative concept of pop-up shops

- bring the brand to the shopper in a more engaging way
- drive brand loyalty in through a memorable experience

Adaptive urban retail spaces

- introduce a brand to new shoppers
- distance from a traditional retail setting and increase brand reach

Catering to shoppers through design at retail

- guiding and connecting with shoppers through the physical retail space
- provide shoppers with convenience and better shopping experience

Experiential Retail



Value of Experiential Retail



Engaging Senses

Connecting with the shopper on one or multiple of these sense will promote a **memorable experience** - Sight, smell, touch, sound, taste.



Element of Surprise

Placement of retail space in **non-traditional** locations drives curiosity and **encourages the shopper to explore**, get inspired and try new products.



In-Store Incentives

In-store only **activation** promotes foot traffic and promotes product **demos** with **memorable brand interaction**.



Experiential Retail



Sample Kiosks - Engaging Senses

Connecting with the shopper on one or multiple of these sense will promote a memorable experience - Sight, smell, touch, sound, taste.

Potential **revenue stream** for retailers to **lease space** to **brands** and for sampling initiatives.

Elevate **private label brands** in **cross-promotional placement** in the retail space.



Experiential Retail



Element of Surprise - Pop-Ups

A **friendly disruption** provide a **unique experience** to see a brand in a **non-traditional** setting and **drives curiosity**.

Placement next to another **high-profile brand** can elevate an existing **perception of quality** in a premium brand.

The low **product risers** and **openness** of the space allows for **customer interaction** with the product.



Experiential Retail

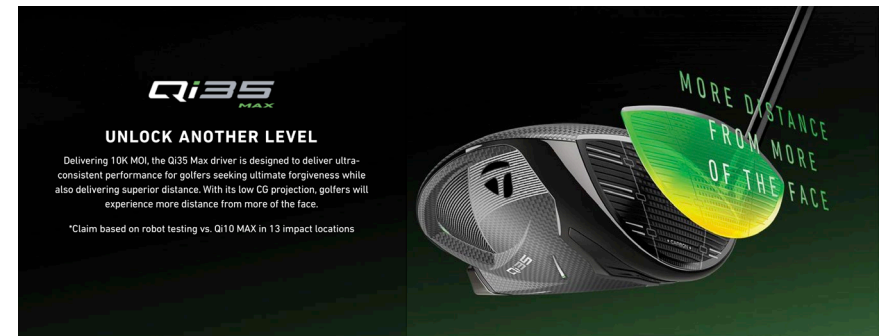


In-store Incentives

Contests with **in-store only activation** can promote **foot traffic** and invites product demos with memorable **brand interaction**.

Engage store staff to generate **excitement** around the **event**.

Make a clear **connection** to the **marketing message**.



Adaptive Retail in Urban spaces



Reuse of Urban Retail Space

FWD at Stackt Market



Adaptive Environments

Modular displays can transform a space into a **multi-functional** environment.



Multi-Layered Customer Interaction

An **agile space** can provide opportunity for **extended shopper engagement** through **social events** and **community awareness**.

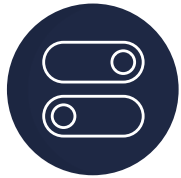


Exclusive Promotions

Exclusive product offerings can **drive shopper traffic** and a sense of **uniqueness** to the brand.



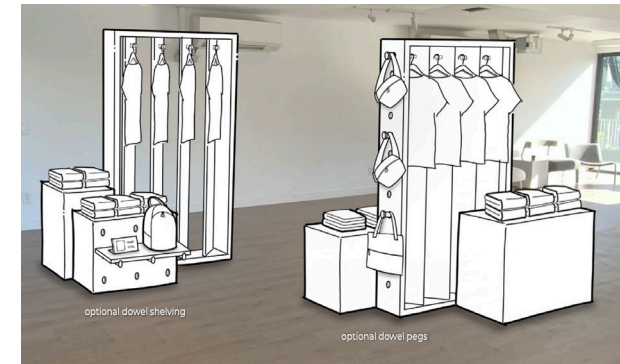
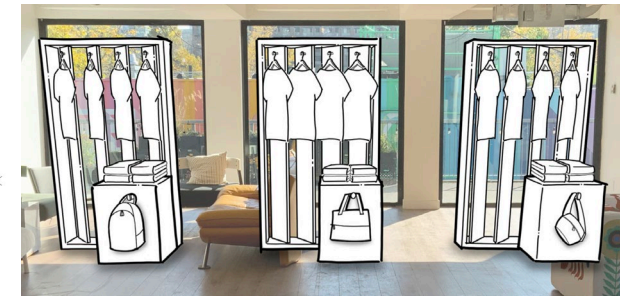
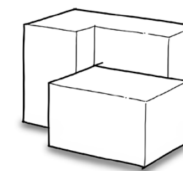
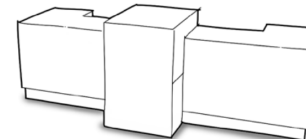
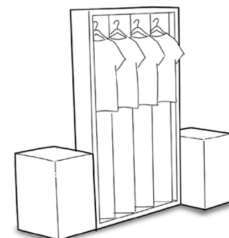
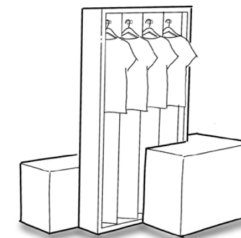
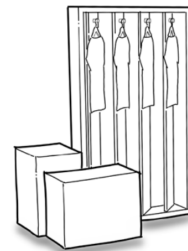
Reuse of Urban Retail Space - FWD



Adaptive Environments

Flexible display elements allow for ease of **mobility** for **diverse** applications.

Various configuration can be achieved by using modular components and allow for **agility** when **merchandising**.



Reuse of Urban Retail Space - FWD



Multi-Layered Customer Interaction

Allow the space to be agile enough to be a retail destination yet allow for **social events** and **community** awareness.

Reduce complexity to maximize. a quick **transition** from one **configuration** to another.

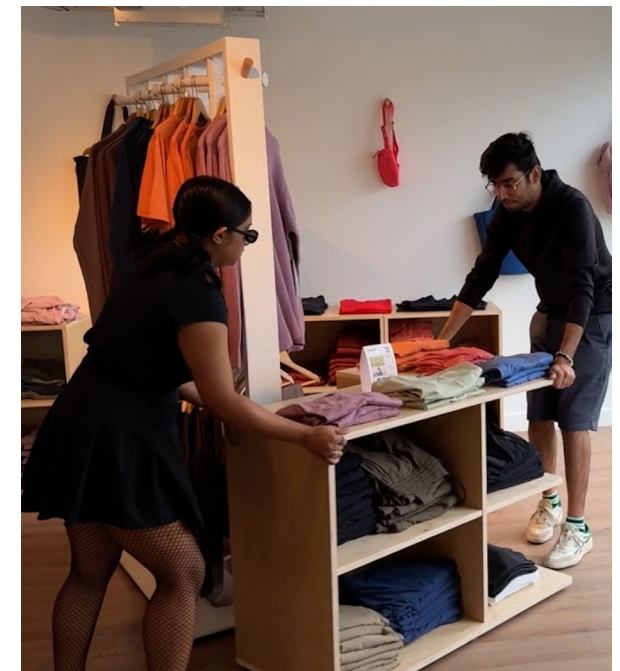
Placement **away** from **traditional** setting opens **new markets** and drives **brand loyalty** and **awareness**.



retail configuration



active configuration



Reuse of Urban Retail Space - FWD



Exclusive promotions

Add a sense of **exclusivity** by offering unique products at **specific locations**.

Highlight exclusive items by **transforming fixtures** into **feature** areas and drive **awareness** through messaging.



tc ● **Transcontinental**

Transforming retail space with design



Catering to customers through key design elements in the retail space



Elements of Retail Design

Define the **purpose** and use elements to **promote product knowledge**, **navigation** and shopper **interaction**.



Customer Connection

Connect with the customer on a **deeper level** by sharing a story behind the product/service and/or promoting **relevant** advantages that are **top-of-mind** for shoppers.



Shop-in-Shop

Designating an environment within an existing retail space can elevate **shopper focus**, **consolidate product offering** and strengthen **brand awareness**.



Design

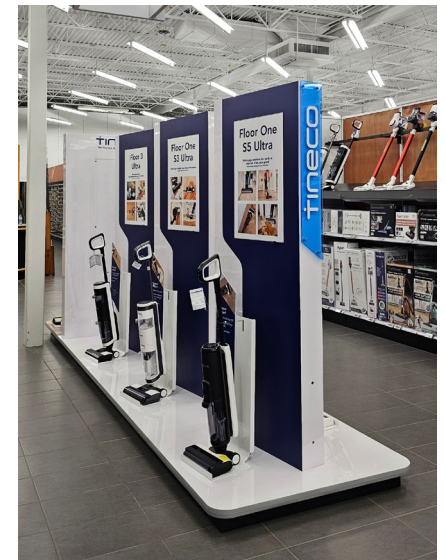


tineco

Tineco Shop-in- Shop Island

Define the **purpose** and use elements to promote **brand awareness**, **product knowledge**, **navigation** and **shopper interaction**.

Use **design** to solve for these factors in a way that **elevates** the shopper **experience** and **reinforces** a sound **purchase**.



Design



tineco

Design Elements

Hanging halo sign **defines** the space and provides **navigation** from a distance.

All signage elements were **easily updatable** for **new** products.

Digital content extends product **knowledge and features**.

Side-by-side **product placement** allows for shopper **comparison**.



Connect



Kind Matter Shop-in-Shop

Connect with the shopper on a **deeper level** by **sharing a story** behind the product/service and/or promoting relevant **values** that are **top-of-mind**.



Connect



TERO kind
matter

Connect with the Shopper

Express **brand values** in an **authentic** way

Promote a **unique aspect** of the product that will relate to the shopper.

The shopper experience is **more curated** with a more **personal** approach.

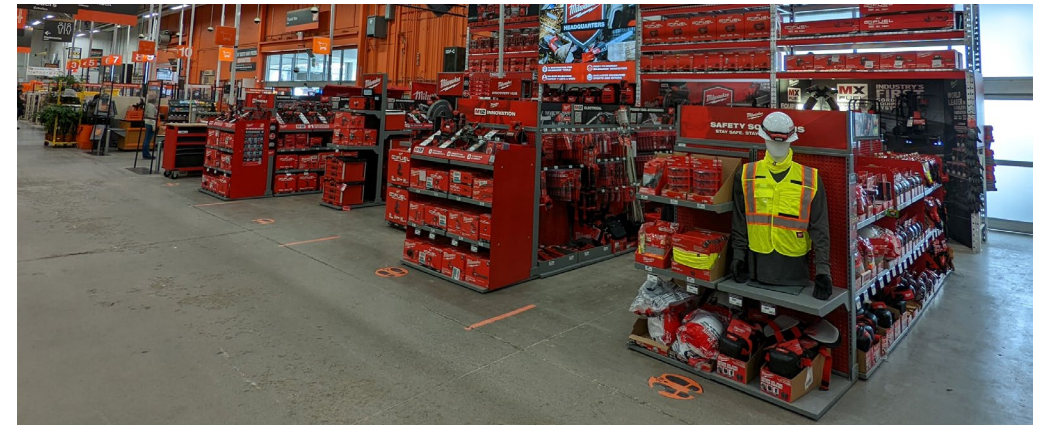


Shop-in-Shop



Milwaukee – HQ Shop-in-Shop

Designating an environment within an existing retail space can elevate **shopper focus**, **consolidate product** offering and strengthen **brand awareness**.



Shop-in-Shop

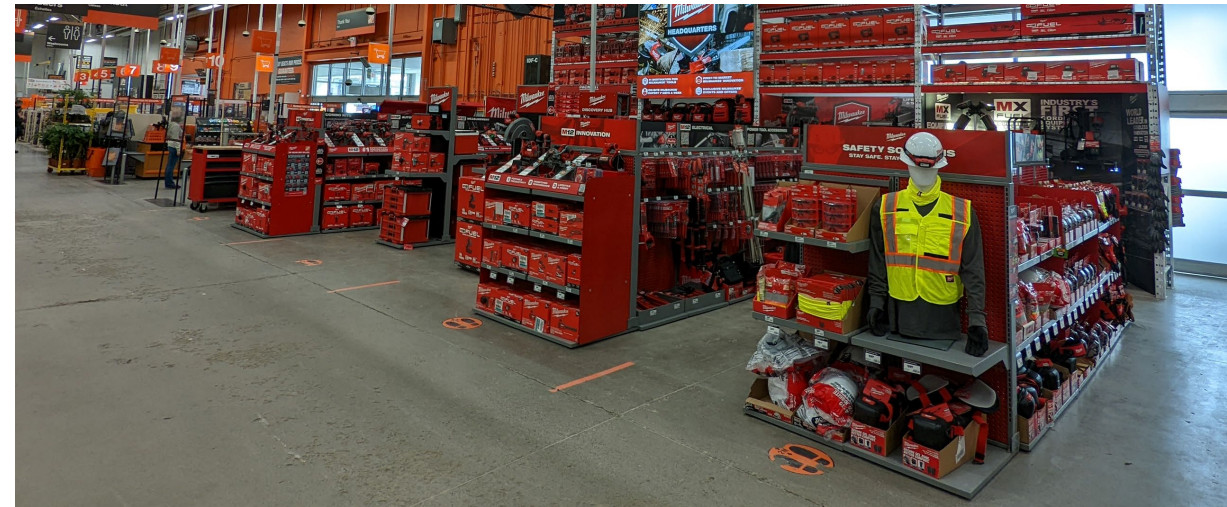


Brand Destination.

"Discovery Hubs" provide mini **destinations** to **experience** products.

Some **product** assortment was **available in-store only**.

The space was supported with **expert Milwaukee staff** to **engage customers** and assess their needs.



Better Retail

Experiential retail

Engage with the shopper and drive excitement about a brand's offering and make it memorable.

Adaptive retail spaces

Create brand excitement using multi-functional spaces that connect the brand to social and community events.

Design at retail

Use innovative design to align the aspects of in-store marketing and guide the customer for a better shopping experience.



Thank you!