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Retail Highlights

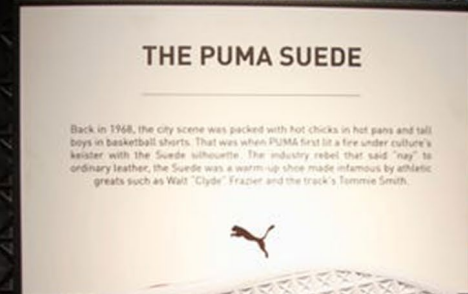
THE FOOTWEAR MARKET

By Lucy Mister





COMBINING MODERN DESIGN WITH BRAND STORY •



THE SUEDE SOLE PATTERN



Puma Flagship, New York

With a growth that cannot be ignored, not only is puma focusing on fusing sports and lifestyle apparel but they have also been dedicated to creating an exciting retail experience in their New York flagship, complete with giant shoes, displays of classic puma shoes, video games, a virtual football field and a coffee stand - with the most engaging and experiential elements located on the second floor to drive traffic up the escalator and into the mens section of the store.





allbirds

With sheep outnumbering people in New Zealand, allbirds footwear, which claims to be “light on the feet, easy on the planet”, is made primarily from sheep’s wool which uses 60% less energy than materials used in the typical synthetic shoe. Not only are allbird shoes better for the environment than most other shoes, but they also look good too.





La.Salle.De.Sport x Reebok, Paris

This experiential space really showcases a full ecosystem for consumers that invites visitors to relax, immerse in the brand, and expand their understanding of what the brand stands for. The Reebok concept cannot only be likened to a gym, but it is in fact a fully functioning gym which focusses on four pillars of practice: crossfit, boxing, cycling and yoga/pilates. As such, the store stocks only the best products from its performance ranges, including both limited editions and Reebok classics products.





Schuh store concept

Launching a new store concept, Schuh has transformed some of their stores, which are typically linear in layout, to be horizontally fluid - allowing for the seamless reconfiguration of categories depending on sector trends. This new store concept is not only multi-functional and digitally purposeful, but it also a platform and home for brands to express themselves.





Joseph Cheaney, London

With brand heritage at the forefront of Cheaney's flagship design, this shop contains elements from the Northamptonshire factory where all Cheaney Shoes are made. The store is divided into two distinct areas: the front echoes Cheaney's factory with references to the skill and craftsmanship that goes into making each shoe, while the second is a gallery-inspired showroom resembling a traditional gentleman's club with an eclectic mix of walnut and leather decor paired against a royal blue backdrop.



HERITAGE • HERITAGE • HERITAGE



Asics Flagship, Brussels

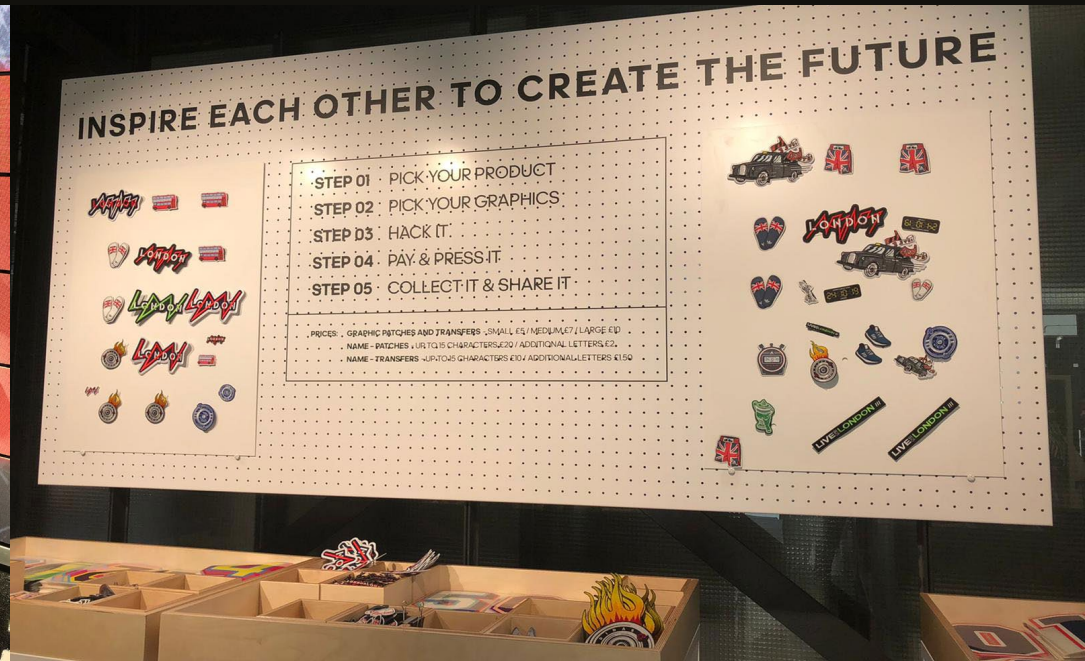
Establishing a retail digital experience strategy, asics flagship in Brussels comes complete with a full set of touch-points. Emotional journey mapping enabled asics to define the digital personality of the retail experience, helping customers to feel at ease with their selection, increasing the likelihood of a purchase as a result. This was achieved by using category-level screens to showcase the features of the shoes and a footwear selector allowing customers to define their running profile and thus, select the right footwear for their individual running needs, with interaction from staff woven into the strategy.





adidas, London Flagship

adidas open their most technologically advanced store in the world; adidas LDN. The four-storey, 27,000 sq ft, store located on Oxford Street boasts a huge range of forward thinking innovations from interactive changing room mirrors to their latest 'Bring It to Me' feature, all designed to provide a fast, tailored and seamless retail approach.

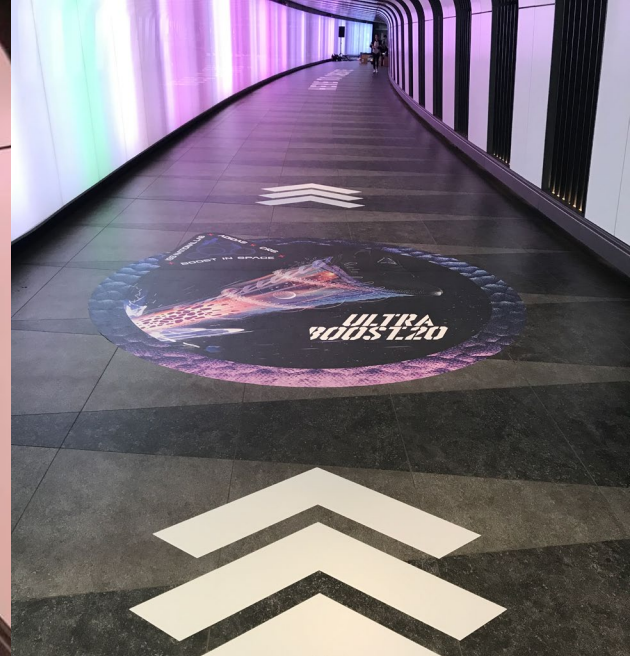




Reformation

Enjoying success in recent years for their position on planet-saving initiatives, Reformation provide a scoring system to inform consumers about the impact each product on their online marketplace is having on the environment. Furthermore, Reformation aim to have more products listed on their marketplace which have a score of either A or B, with A being made from natural fibers that are rapidly renewable, plant-based and have a potential for circularity, and B being fibers that are almost all natural or recycled fibers. Currently, the retailer boasts that 75% of their footwear conforms to these category definitions.





TSE x adidas, KX Light Tunnel

A recent collaboration with The Sports Edit saw athletes of all levels come together for a HIIT session and yoga class in the Kings Cross Light Tunnel, complete with live DJ. Invited to wear the new Ultraboost 20s for the event, participants were surrounded by Ultraboost 20 campaign activations installed by D4R to seamlessly support the coming together of sports and retail.





Vans, London flagship

November 2019 marked two exciting occasions, the retailer's largest global brand initiative 'Vans Checkerboard Day' (which encourages creative activations and supports creative expressions) and the opening of their largest Flagship store in Europe. Located on Oxford Street, the 4,714 square foot experience-driven store includes traditional retail space alongside a 'Custom Lab' which offers customers the opportunity to customise their purchases with in-store artists. The latest store launch is part of Vans' wider UK retail transformation.



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Let's Talk.

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