

June 2013

Global Retail Trends Report



Clicks to bricks

GDR CREATIVE INTELLIGENCE

presents a quarterly Global Retail Trends Report, created exclusively for POPAI members



Clicks to bricks

Online shopping may be convenient but the physical store is having a renaissance. Most notably, online retailers are setting up bricks-and-mortar stores that offer a real-world experience of their e-commerce sites, a strategy that some traditional brands are adopting, too. The following case studies show best practice examples of how to achieve the best of both worlds.

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Clicks to bricks Moo Shop

Location_2-4 Bethnal Green Road, London E1 6GY, UK
Date_February-July 2013
Design_Moo
Website_moo.com

Moo.com, an online print business that offers an easy interface for customising identity products like business cards, has opened a physical store at London's pop-up mall, Boxpark. The brand wanted to create a space where customers could interact with products and be able to touch and feel what they see online.

As well as customising products and comparing materials, customers can scan QR codes next to the options and ideas they like to access product pages on moo.com. They can also buy vouchers and accessories in-store. The store design replicates the website layout through interactive installations. One wall references drop-down menus on the home page, for instance. And in contrast to the brand's digital interface, the

store has an analogue tape recorder playing testimonies from businesses that use Moo. The Inspiration area of the website, where customers can browse cards and stickers made by other people, is recreated, too.

Flavours.me – a website acquired by Moo that aggregates users' social media posts – is also present in-store. A photo booth prompts visitors to take a picture to have it used as their Flavour identity, that can be created online in-store. The pop-up also hosts events and talks about small businesses, entrepreneurship and start-ups, aiming to connect creative professionals. The events will be streamed online at moo.com.



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Kiddicare

Location_ Castle Marina Retail Park, Castle Bridge Road, Nottingham NG7 1GX, UK

Date_ September 2012

Design_ 20.20 – 20.20.co.uk

Website_ kiddicare.com

Online baby and child lifestyle retailer Kiddicare has opened a new flagship store that translates its e-commerce experience into a physical cross-channel model. The 3,065sqm store is located in an out-of-town shopping park in Nottingham, UK. Kiddicare's brand identity, which is familiar to its online shoppers, has been replicated in the store signage by using the same tab devices and colours to represent product categories.

The new store has interactive features such as the Walk in the Park indoor track, enabling parents to try out the latest buggies, and Pit Stop, where shoppers can get help and safety advice on fitting their new car seat. Family-friendly features include a community room offering free parenting support classes, mother and baby events and a nursing room. The

Kiddicare has a healthy menu catering for children and expectant mothers. It has been designed as a place for parents to meet, chat and share advice with others, while their children entertain themselves in the adjacent soft-play area.

There are Baby Gift List and VIB (Very Important Baby) personal shopping services available, and free wi-fi throughout the store allowing customers to check prices and read reviews. Browse-and-buy kiosks in-store also provide access to the Kiddicare catalogue online.

This is the first of ten out-of-town superstores to be opened by Kiddicare in the coming months. The sites were previously owned by Best Buy and were acquired by Kiddicare parent company Morrisons in 2012.



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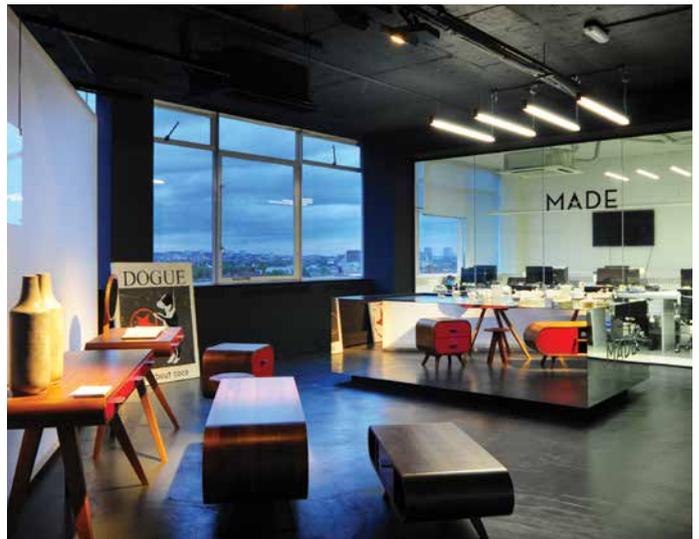


Made.com, the UK online furniture retailer, has opened a physical showroom in the same 1970s office block building as its headquarters in London. The company was launched in 2010 and offers crowd-funded designer furniture. Every seven days, orders for a piece are collated, then it goes into production in China. By only manufacturing what's ordered, costs are reduced and retail prices are kept well below the high street.

The simple showroom showcases the brand's new designs and is a space where both customers and staff can interact with the physical products. The showroom is divided into room sets by translucent fabric stretched across aluminium frames.

Visits to the showroom are booked by email and have to take place during office hours. The results have exceeded expectations with the average order value much higher from customers who have visited the showroom. Conversion rate is also much higher in the showroom and return rate lower than on the website.

Made.com is planning pop-up events and installations for 2013 but no more showrooms. The brand now connects over 100,000 customers with homeware items by well-known designers including Stuart Padwick, John Stefanidis and Sean Dare.



Piperlime

Location_ 121 Wooster Street, New York 10012, US

Date_ September 2012

Design_ Piperlime

Website_ piperlime.gap.com

Gap-owned, premium online fashion retailer Piperlime has opened its first physical retail space in SoHo, New York. The 372sqm store is merchandised like the website, with items grouped into seasonal trends and categories such as 'Colour clashing' and 'Wear the pants', with a sign above each to help shoppers navigate the space. Fashion picks from stylist Rachel Zoe and actors Olivia Palermo and Rachel Bilson have also been used in the physical store as they are online.

Kiosks are available in-store for customers to place orders online if their size is not available. There is also a phone in-store to connect shoppers with piperlime.com customer

service representatives. Items bought online can be delivered and returned to the store. A permanent brick-and-mortar presence strengthens the relationship Piperlime has with its customers through face-to-face style advice. There are four fitting rooms located at the rear of the store and a large shoe display in the centre, showcasing the brand's popular range.

Piperlime offers a selection of fashion and accessories for women, men and children from brands including Steve Madden, Alberto Fermani and Kenneth Cole. It was founded by Gap in 2006 for shoes and accessories, extending to fashion in 2009.



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Surf & Dress

Location_42 Rue Saint Antoine, 75004 Paris, France

Date_June 2012

Design_Sauver le Monde des Hommes

Website_sauverlemondedeshommes.com

The Surf & Dress service by Parisian fashion store Sauver le Monde des Hommes (Save the World of Men) allows online shoppers to book an appointment in-store where they can try on the clothing they have browsed online.

When browsing on the e-commerce site and before they buy an item, customers can opt for a free Surf & Dress session instead of postal delivery. An email is sent to the shopper inviting them to select a date and time for the fitting within 48 hours. Customers can also leave a personal message for the store attendant, creating conversation between them and brand.

The store incorporates other digital tools that aim to replicate actions associated with online shopping. Its Dressomaton touchscreen, for example, enables shoppers to photograph

themselves in an outfit and share with friends by email or social networks. Shoppers can also browse the archive of previous customers' images for fashion inspiration.

Another touchscreen, Dresspad, is an interactive catalogue, showcasing the store's products with images of singers and actors wearing similar outfits. A young Sean Connery in a Lacoste polo shirt and Steve McQueen in a Harrington jacket, for example. Users can email favourites to friends, share on social networks, buy items via e-commerce or create a wish list.

The store was opened in June 2012 by two graduates from Parisian university Sciences Pro which specialises in social sciences. Another branch in Paris is due to open in March 2013.



Clicks to bricks

Normann Copenhagen

Location_ Østerbrogade 70, 2100 Copenhagen, Denmark

Date_ May 2012

Design_ Normann Copenhagen ApS

Website_ normann-copenhagen.com

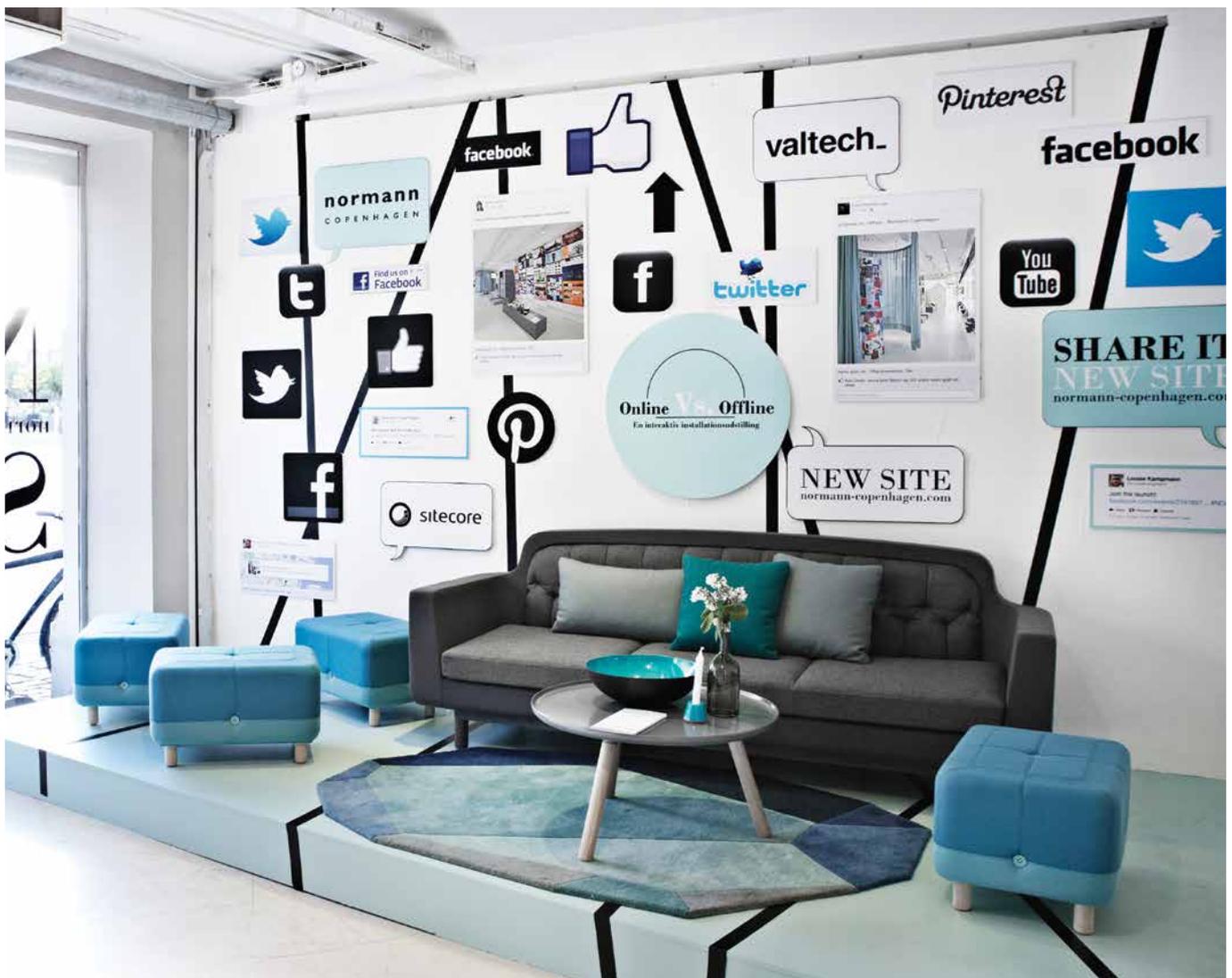
To familiarise customers with its newly editorialised website, Danish homeware and lifestyle retailer Normann Copenhagen set up a physical interpretation of the online experience in its flagship store in Copenhagen.

The exhibition, which ran for four weeks in a large area at the store entrance, was divided into eight interactive features that took customers on a journey through the brand's new online world. Visitors were encouraged to share images, Tweet and engage with the brand through its social networks.

A short film was shown in a projection room to explain the website's shopping features. One wall of the exhibition space

replicated the website's Galleria section, where customers can go for design inspiration, while another introduced the designers whose products are sold in-store. At the end, visitors were encouraged to sign up to Normann Copenhagen's newsletter.

During the website's development, Normann Copenhagen set up a blog – wemosocialbusiness.com – to engage with the company's followers and source opinion on features. It will continue to be updated with brand news.



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