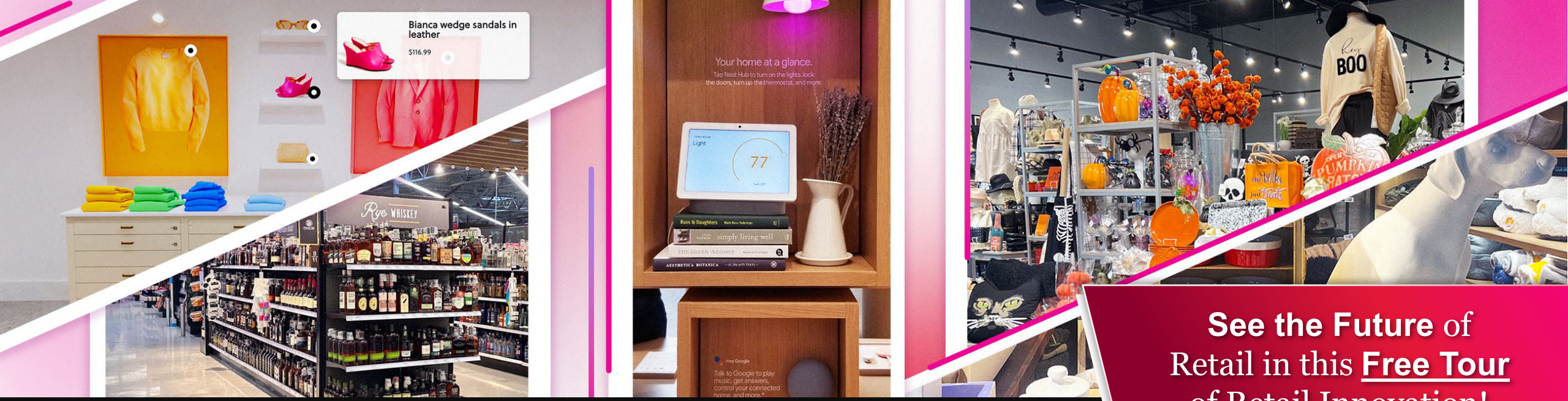


See the Future of Retail in this **Free Tour** of Retail Innovation!

WSL RETAIL SAFARI®

WHY TO SEE IT

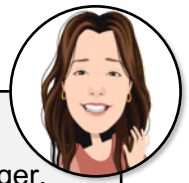
Categories Reimagined:

Merchandising Creates a Discovery Zone to Let Shoppers Find Something **NEW!**

The physical store is the discovery zone where 2/3 of shoppers go to find something new.*

This Retail Safari® identifies retailers and brands who have reimagined category merchandising to create **destinations** where shoppers find, envision, and (most importantly) experience products. Also included is one brand that has created a **virtual storefront** that helps shoppers envision the brand in their lives.

Source: WSL How America Shops® Planned Disruption, December 2022.



Contact us for more information:
Alexandra Chilicki, Retail Innovation Manager,
achilicki@wslstrategicretail.com



But first, an introduction

If you want to build a successful **shopper-centric growth strategy for the future, WSL** is the company for you.

It's all we do.

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WSL RETAIL SAFARI® INNOVATION

Why You Need It

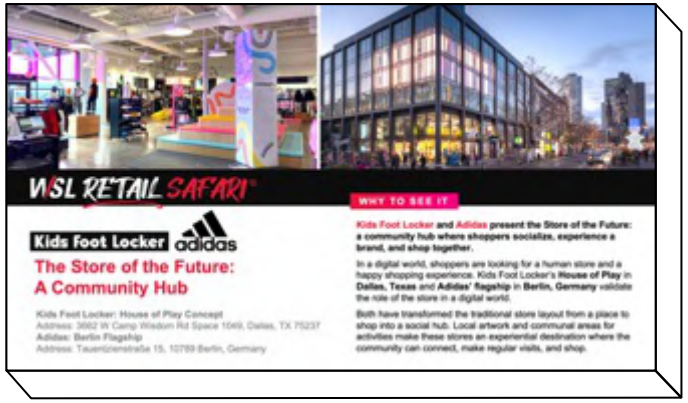
1. A one-stop source **to build a culture of innovation and creative thinking in your organization.**
2. **Supports innovation leadership at** account meetings.
3. **Inspires change and action plans** to follow your shopper and meet their expectations.

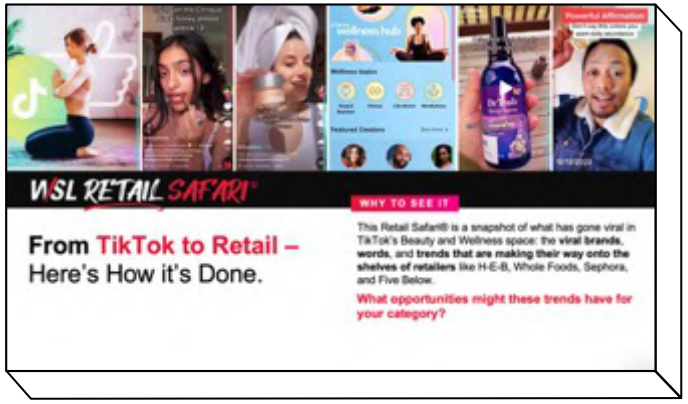
What You Get

Global and US **Retail Innovations**









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*The **Retail Safari®** was so value-add, especially in light of how insanely busy schedules are – **the opportunity to immerse, learn in the 'wild', and drive connections with peers and key customers was invaluable.***

• VP OMNI MARKETING, GLOBAL HEALTHCARE COMPANY •

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1

Categories Reimagined:

Visual Merchandising
Creates a Discovery Zone.

RETAILER

meijer

Lake Orion, MI

In January 2023, Meijer opened Meijer Grocery, a new concept store that emphasizes an easy shop for groceries.

This smaller format is 90,000 square feet (vs. a supercenter Meijer that spans 200,000 square feet).

What's Special: Non-food categories shine in their own category shops and make shopping easier by giving shoppers the option to enter, or not.



2/3 of shoppers, regardless of age, still discover what's new by looking in the store, on the shelves, and displays.

Source: WSL How America Shops® Planned Disruption, December 2022.

Let's have a look inside…

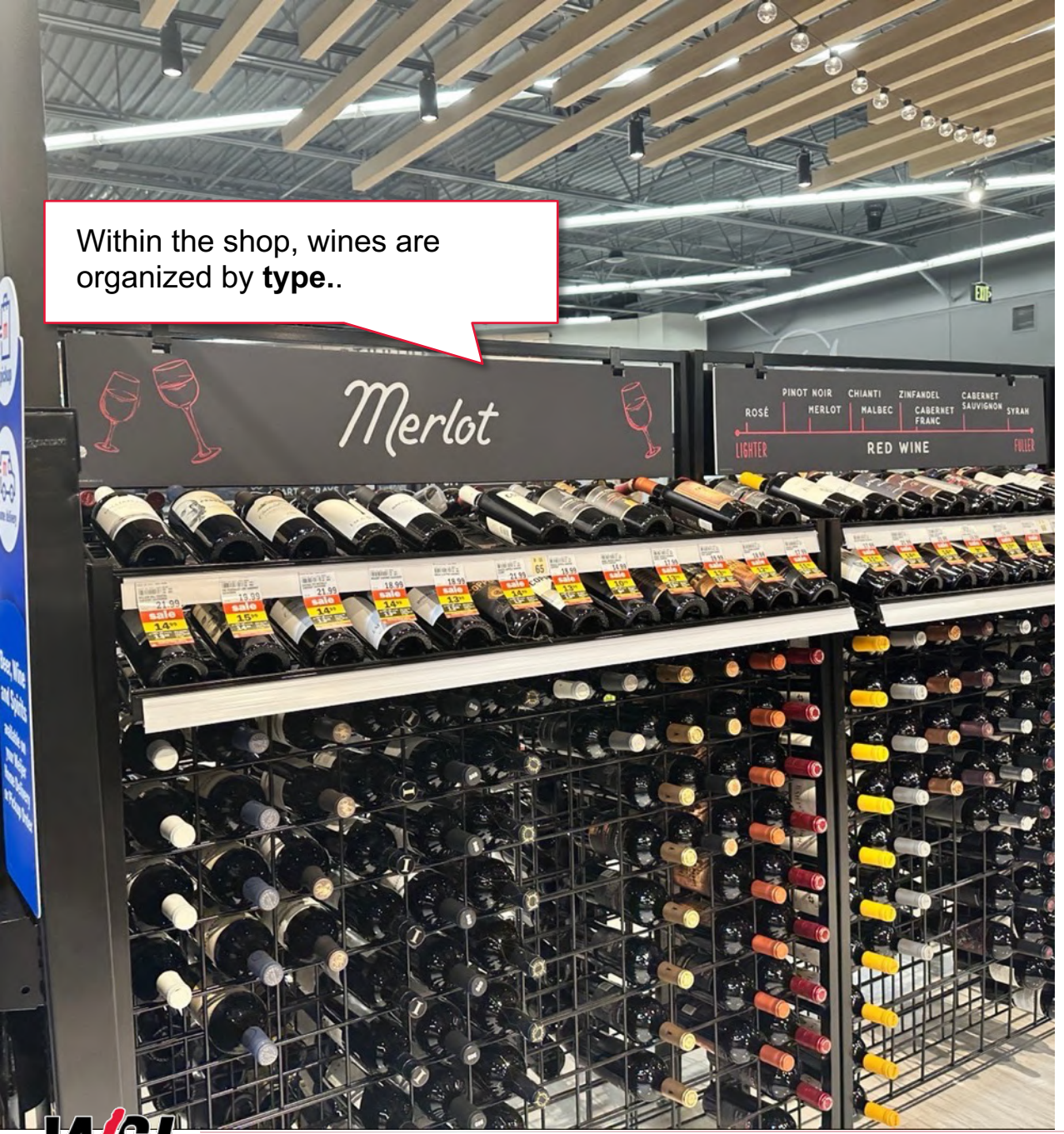
2023, January 27. Meijer Debuts Grocery Concept Stores in Lake Orion and Macomb Township. DBusiness.

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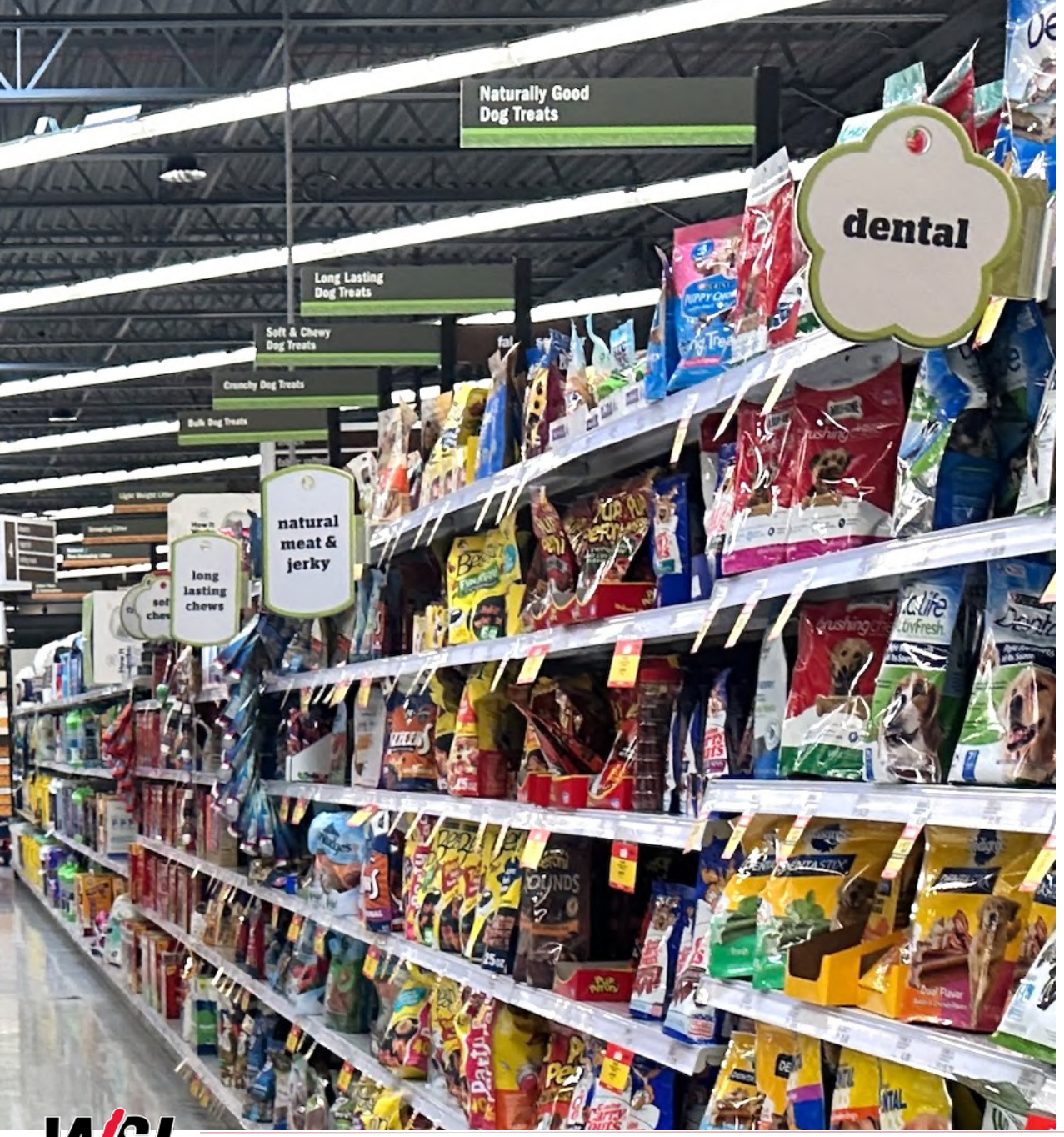
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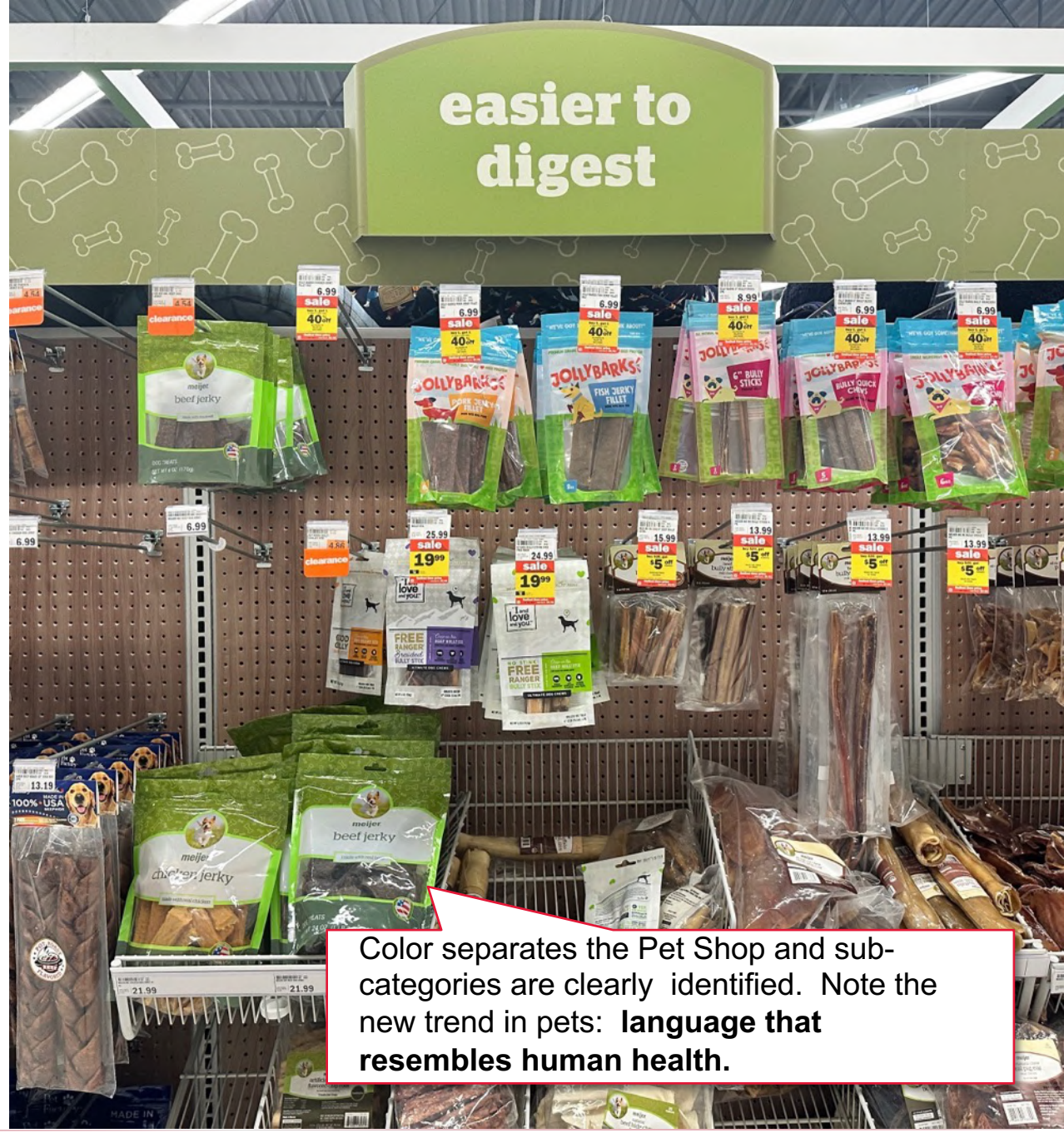
Within the shop, wines are organized by **type.**.





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Color separates the Pet Shop and sub-categories are clearly identified. Note the new trend in pets: **language that resembles human health.**

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RETAILER

petco

Union Square, NYC

In June 2023, Petco opened a 25,000 square foot flagship store in New York City.

This store mixes pet services and merchandise all under one roof, which makes it a convenient destination.

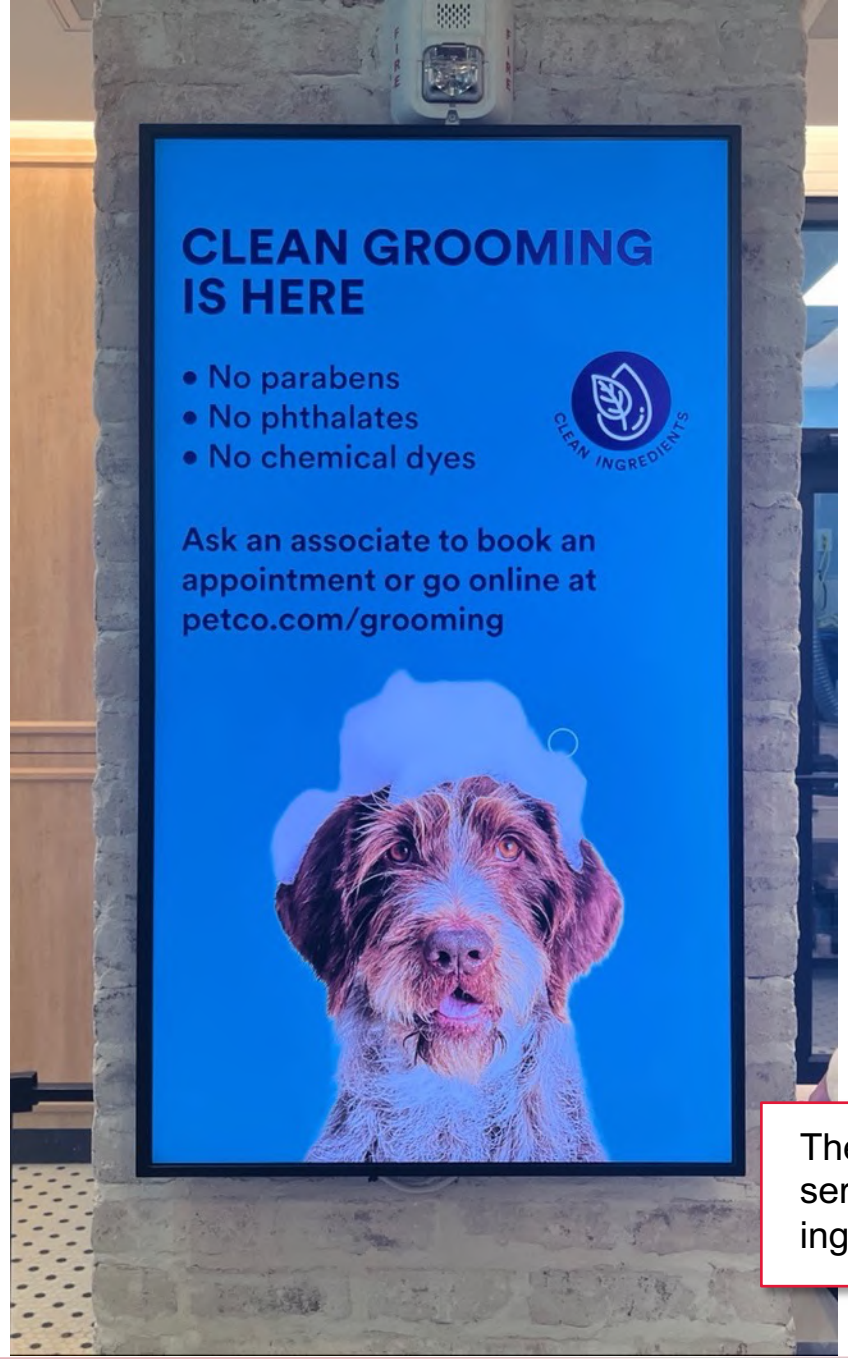
What's Special: Petco appeals to pet owners by humanizing the pet category through merchandising and messaging.



2023, June 5. First Look: Petco's New NYC Flagship. RIS Retail Info Systems.

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The first floor is focused on **services.** Grooming services use **human health terms** like clean ingredients, personalized, and whole health.

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Fashion and **accessories** are presented prominently at the store's entrance.

Dog shampoos with **sustainable ingredients** (this one from Pride+Groom)

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The **home category** on the second floor is in its **own shop.**



The home shop has bowls from **17th & Bark,** a Petco flagship collection.

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The **checkout line** has treats that entice a quick add-to-cart.



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five BELOW

RETAILER

Times Square, NYC

In November 2022, Five Below opened a 10,000 square foot store in Times Square, NYC.

The store spans multiple Five Below worlds (category shops) like New & Now (seasonal) and Five Beyond.

What's Special: Five Below creates energy in its categories by letting its personality shine with the help of messaging, imagery, and design elements.



Let's have a look inside…

2022, November 5. Five Below Celebrate New Times Square Opening. Times Square Chronicles.

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The **Five Beyond shop** has merchandise over $5. Light fixtures and a yellow and black color scheme **distinguish this shop from the rest of the store.**

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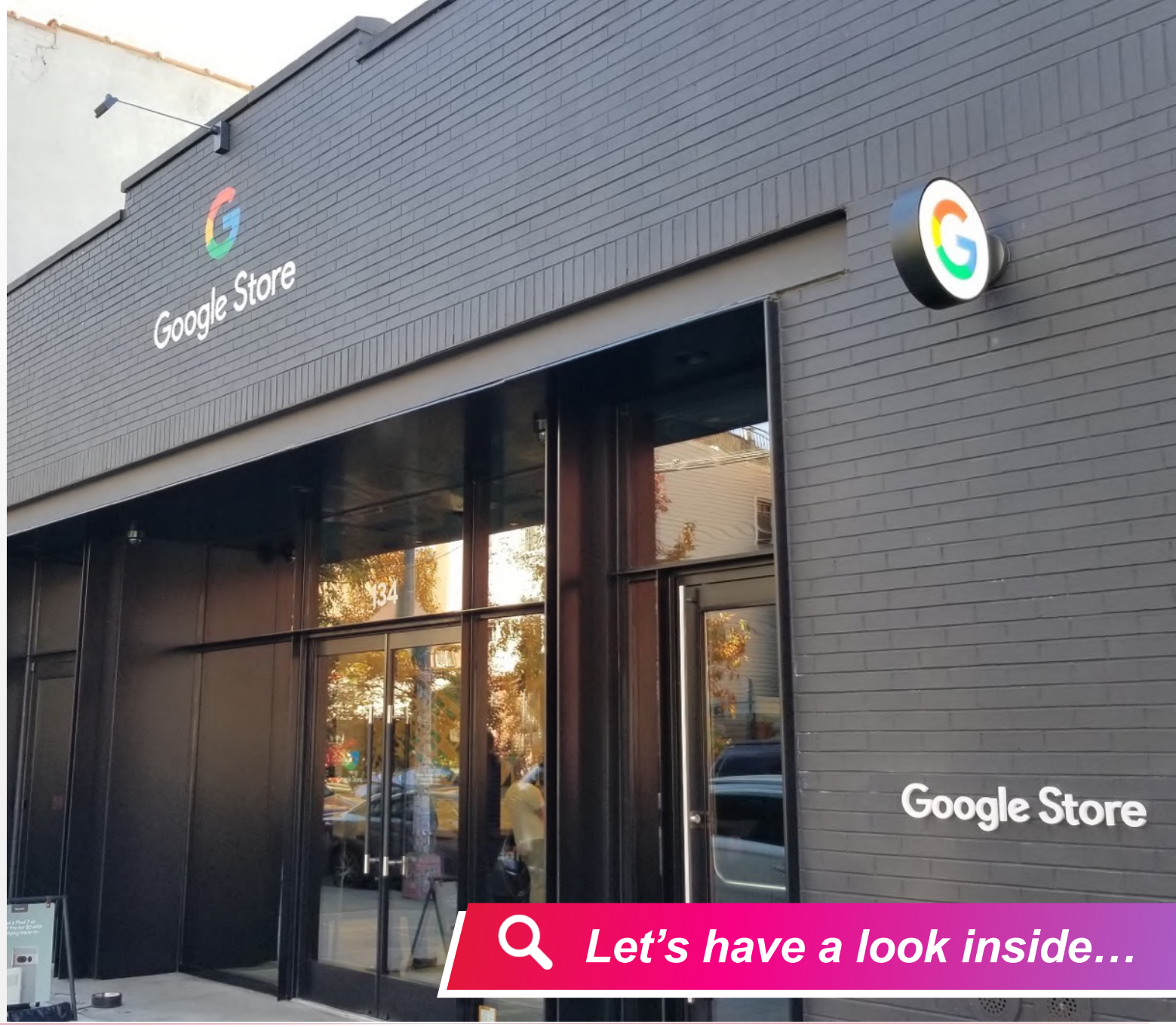
BRAND

Google

Williamsburg, Brooklyn

In June 2021, Google launched into physical retail with its first store in Chelsea, NYC where its offices are located. One year later, Google opened this second store in Williamsburg, Brooklyn.

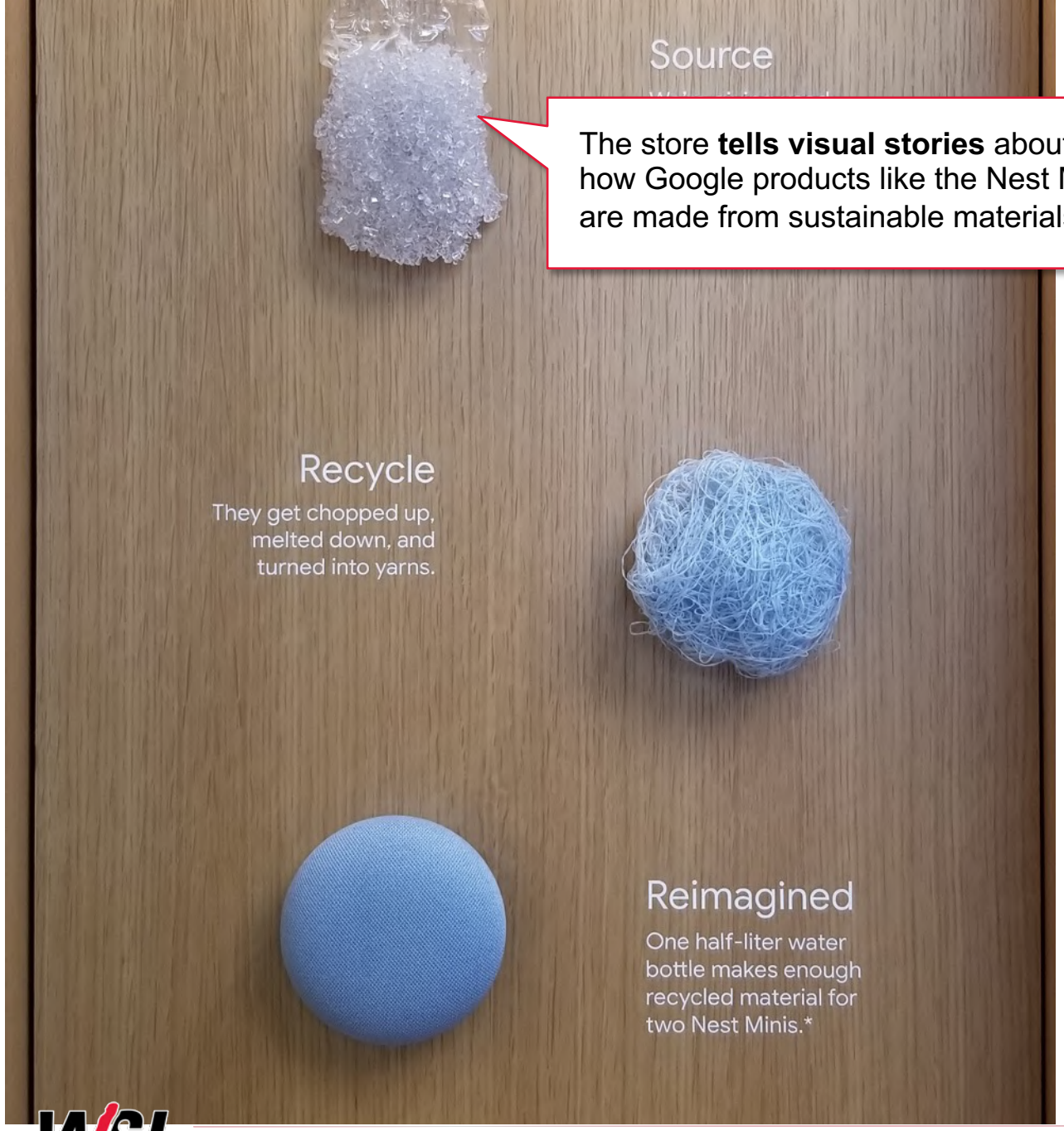
What's Special: This store brings Google products to life by merchandising them as part of the home and uses clear messaging to demonstrate its commitment to sustainability.



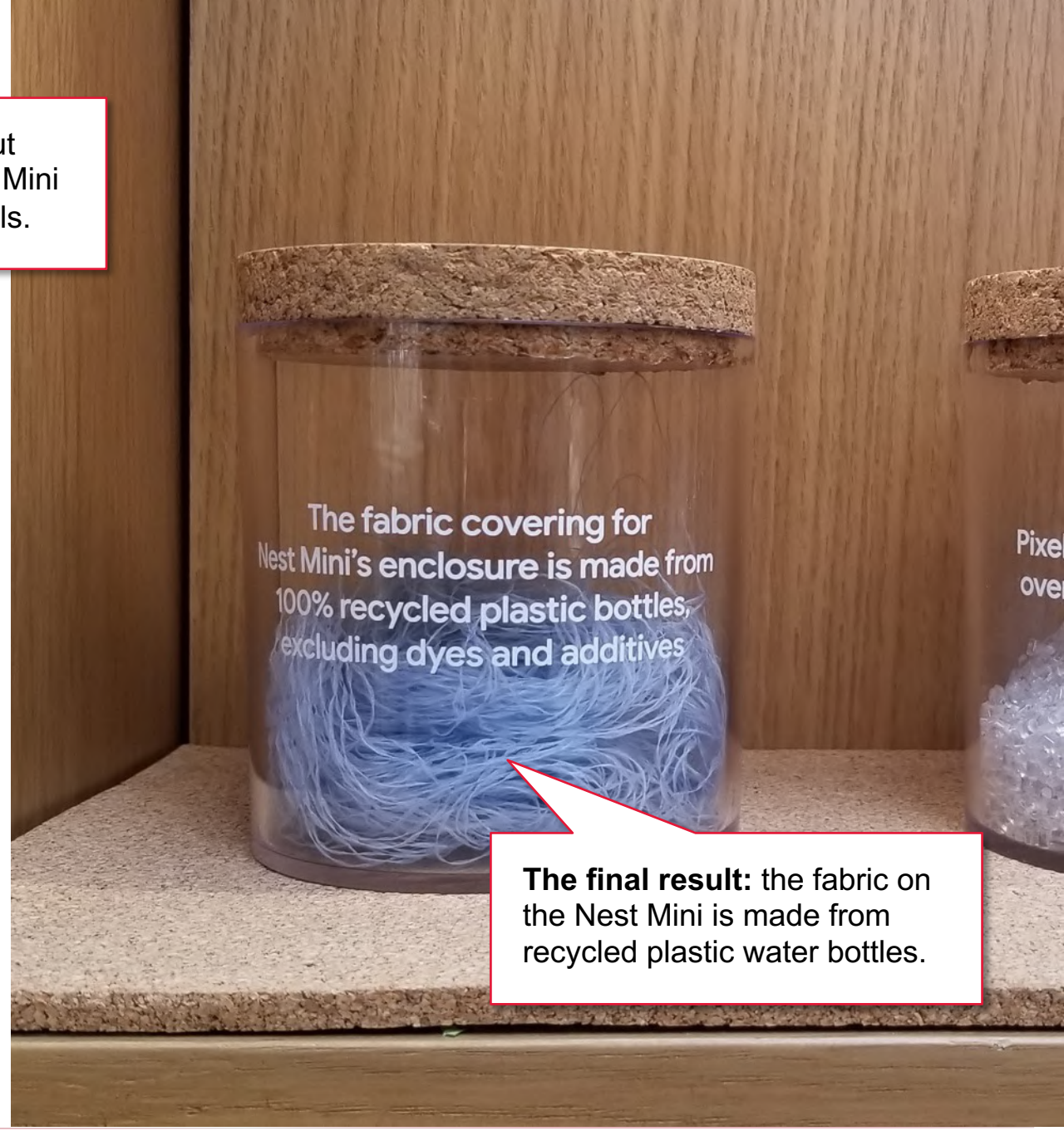
Let's have a look inside…

2022, June 17. See inside the new Google Store in Williamsburg. Time Out.

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The store **tells visual stories** about how Google products like the Nest Mini are made from sustainable materials.



The final result: the fabric on the Nest Mini is made from recycled plastic water bottles.

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The store is staged like a home to help shoppers **envision the products in their own homes.**





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RETAILER

bloomies

2920 District Ave, Fairfax, VA

This is Bloomingdales' first small-format concept store. This store is 22,000 square feet (vs. a traditional Bloomingdales that can span over 200,000 square-feet).

What's Special: Bloomie's is a convenient hub of services and an edited product selection.

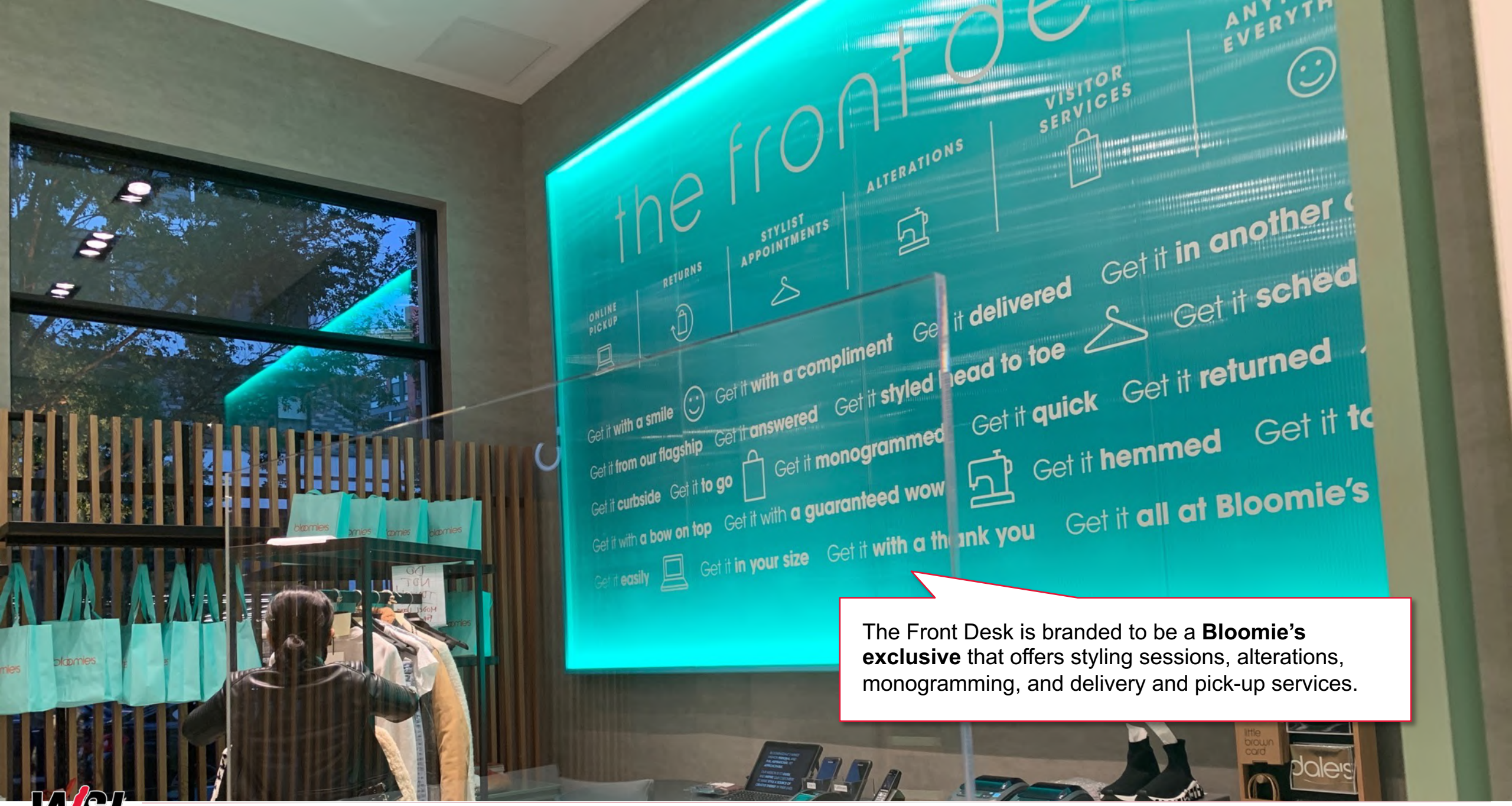


Let's have a look inside…

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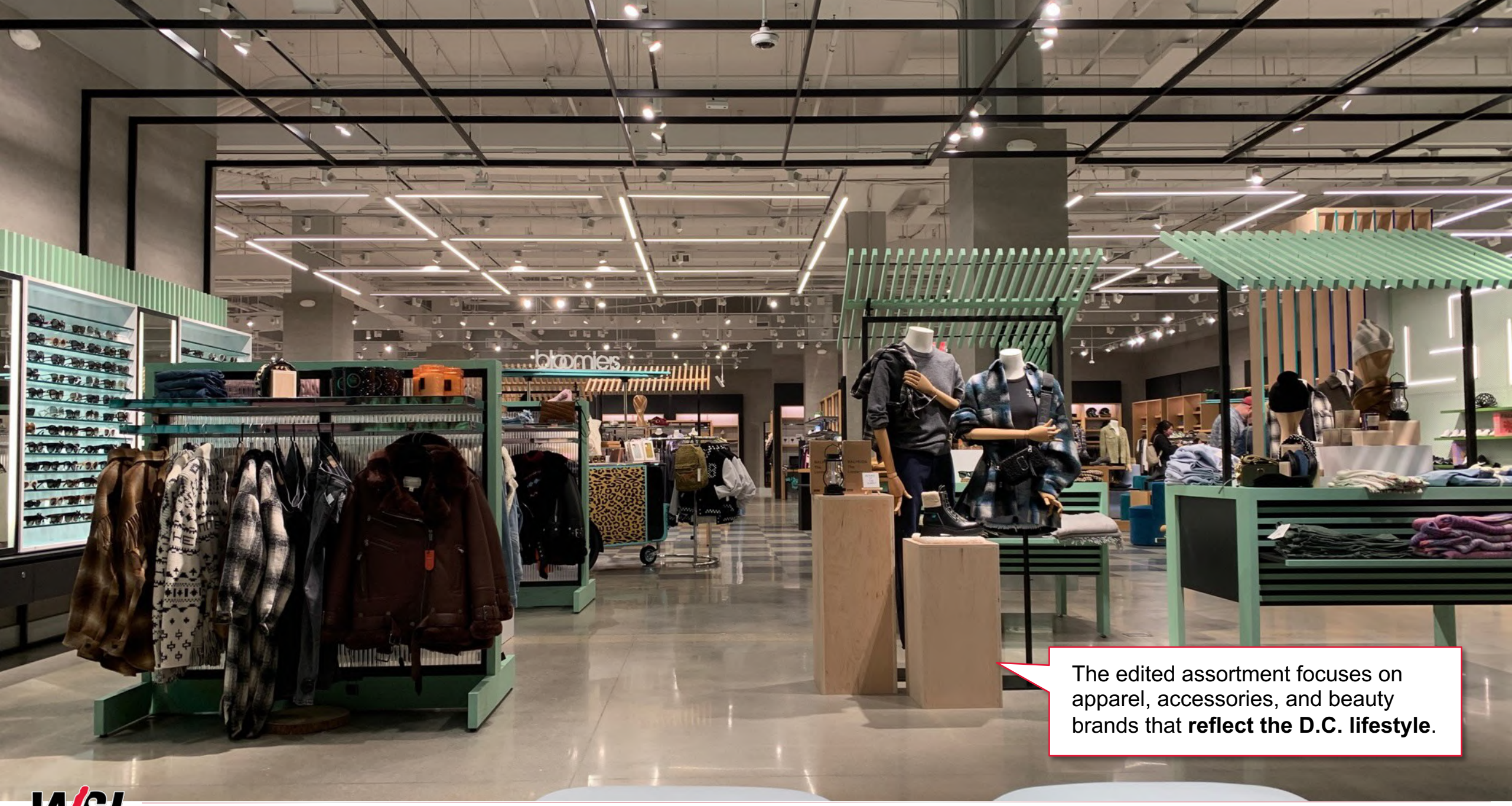


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The Front Desk is branded to be a **Bloomie's exclusive** that offers styling sessions, alterations, monogramming, and delivery and pick-up services.

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The edited assortment focuses on apparel, accessories, and beauty brands that **reflect the D.C. lifestyle**.

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Carts **rotate surprising finds** with weekly drops that showcase the newest trends.



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Sendik's FOOD MARKET

RETAILER

1450 Olympia Fields Dr,
Oconomowoc, WI 53066

With eighteen stores serving the Greater Milwaukee community, this Sendik's Food Market location makes food shopping a personal adventure.

In October 2022, Sendik's opened its 18th store in Oconomowoc, WI at 60,000 square-feet.

What's Special: Sendik's is elevating the shopping experience with personalized choices, the addition of non-food categories, and futuristic technologies.



Let's explore what's new…

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Bread from the oven! The BreadBot bakes three types of fresh bread (homestyle, multigrain, and honey oat) on demand at the affordable price of $4.99.

Shoppers can pick their bread of choice on the screen, bag it, and get it sliced to take home.

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The Home Shop turns the supermarket into a fun boutique with a **rotating assortment of seasonal, home, and fashion.**

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DIGITAL

J.CREW

Virtual Beach House

In June 2023, J. Crew inspired a new online "store," a Virtual Beach House, to celebrate its 40th anniversary.

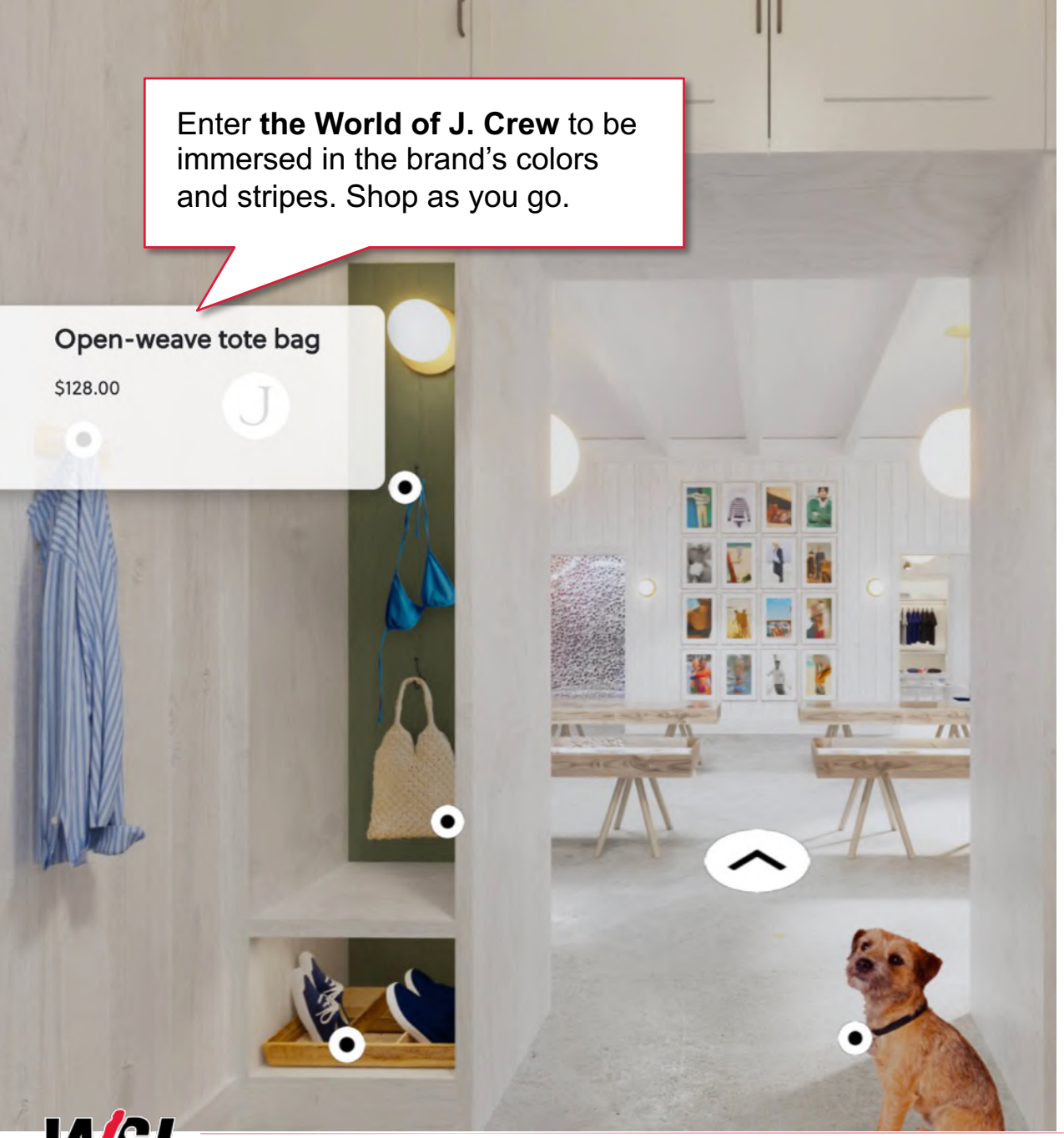
What's Special: This virtual beach house is easily accessible on J. Crew's website and is more user-friendly than a metaverse experience.

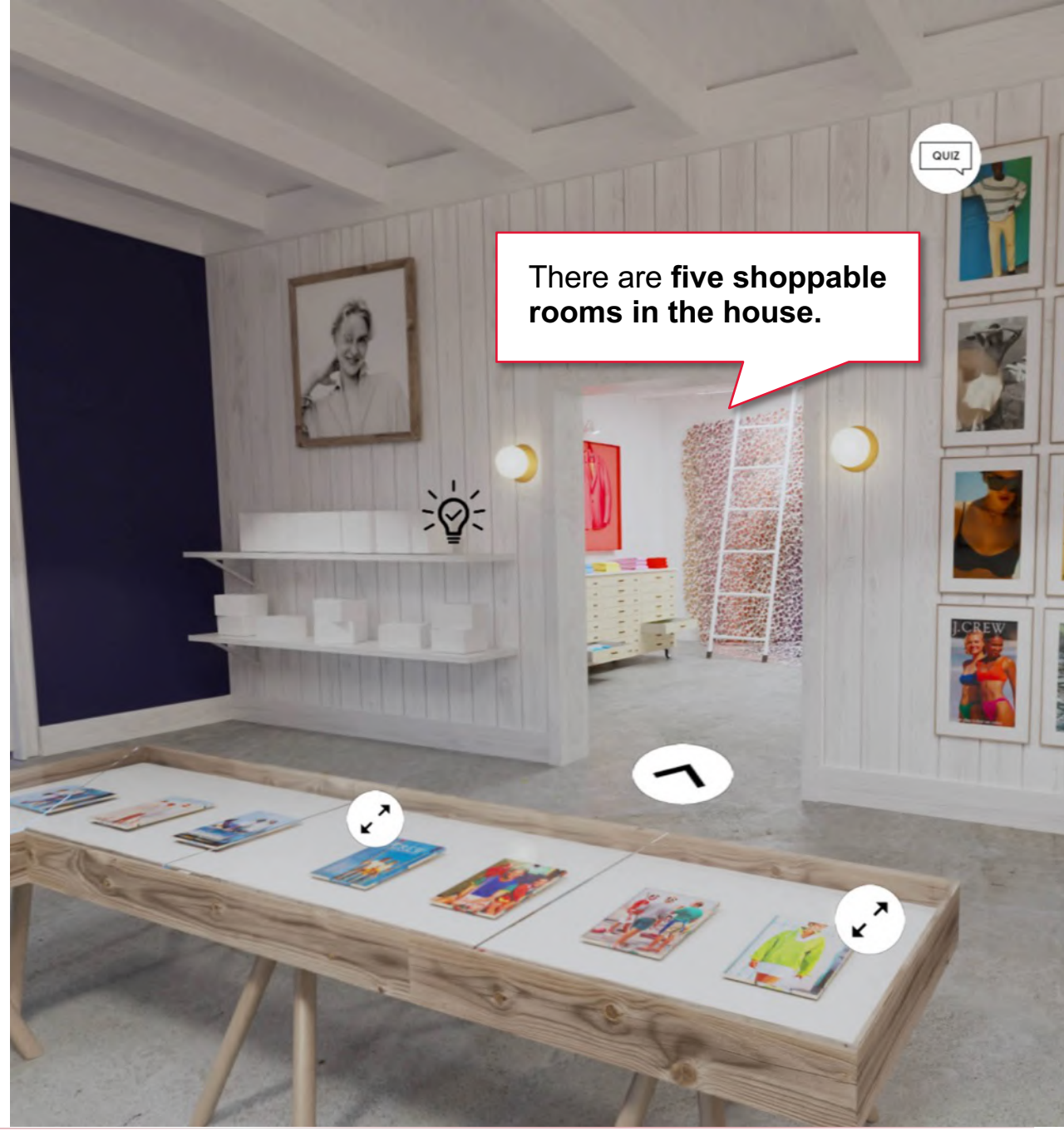


2023, June 9. J.Crew Partners with Obsess to Launch Immersive Virtual Experience Celebrating Brand's 40th Anniversary. Cision PRWeb.

2023, June 9. Retailers are gamifying shopping with virtual storefronts to boost engagement, loyalty. CNBC.

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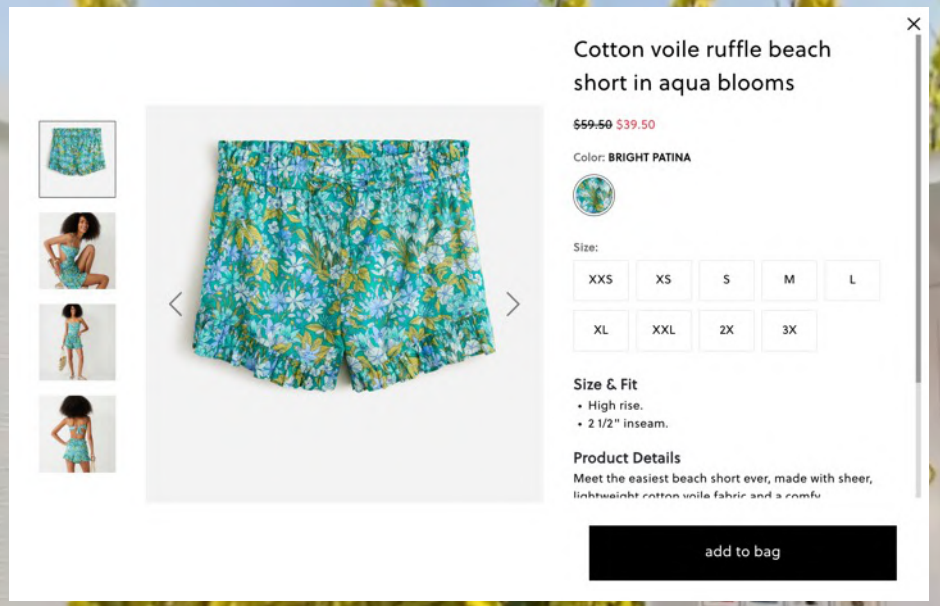
J.CREW

Each room has its **own theme** and merchandise.

The Floral Room

Around here, flowers are a perennial favorite...and pair perfectly with more natural beauties.

Click the circles to **add to bag.**



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The Bottom Line

2/3 of shoppers, regardless of age, still discover **what's new by looking in the store, on the shelves, and displays, but online searches are always an option.**

Source: WSL How America Shops® Planned Disruption, December 2022.

These **innovators** are doing **four things** to **reimagine the shelf** as a **discovery zone** that showcases different categories, brands, and price points with the help of…



SHOP-IN-SHOPS

These retailers have taken a category, brand, or price point and turned it into an **exclusive destination**, distinguished from the rest of the store, for shoppers to experience and make shopping faster and easier.

- **Meijer Grocery** condensed the size of its store, but highlights some non-food categories like beverages in their own shops.
- **Five Below** merchandises its categories into different "worlds" (shops) with fun messaging and imagery to create a category personality.
- **Petco** brings its brand, Reddy, to life inside of the Reddy shop with services and more.



DESIGN ELEMENTS

These retailers use design elements and messaging to **distinguish** some shop-in-shops from the rest of the store.

- **Meijer Grocery** uses wood panels and a black color scheme to separate the wine, beer, and spirits shop from the rest of the store's design.
- **Petco's** Reddy shop is housed in its own room, decorated with the Reddy brand's signature red.



SETTING A PRODUCT IN CONTEXT

These retailers and brands have put their merchandise into context to **help shoppers envision how the products would fit into their lives and homes.**

- **Google** lets shoppers visualize the sustainable impact of their products and how they will fit into their homes.



VIRTUAL EXPERIENCES

Beyond stores, retailers **compete with new virtual experiences** that are **easy to access.**

- **J. Crew's** virtual beach house is easily accessible on J. Crew's website and is user-friendly, unlike metaverse experiences.

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And There is Lots More...

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RETAIL SAFARI® INNOVATION

Any Way You Want to Buy It!

Virtual Tours

Innovative global retail trends **inspire innovation.** Customized to your goals and delivered virtually..

Retail Safari® Live

Build innovation together with your team and retailers. Designed to meet your **specific goals.** Led by WSL

Retail Safari® in a Box

We provide the places to see, with **guidance for you** to conduct your own tour.

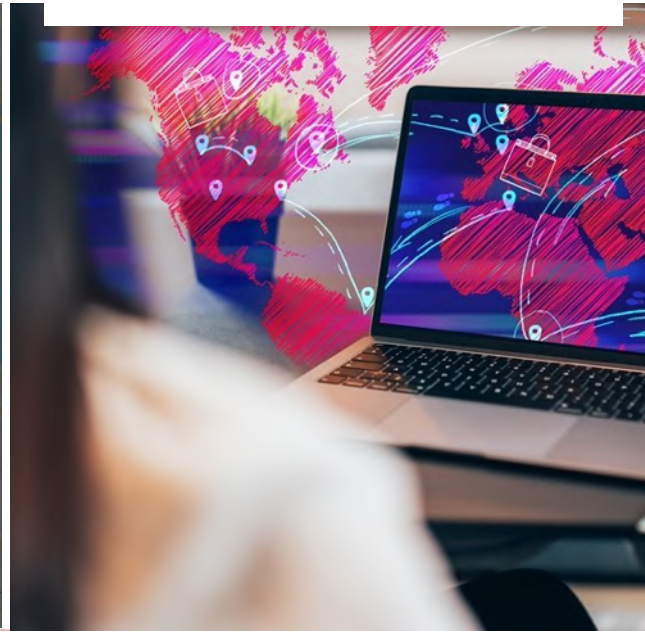
Retail Safari® Photo Library

Searchable Library of retail innovation. Over 400 photos/year all tagged for easy search.









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New!

WSL RETAIL SAFARI® PHOTO LIBRARY

Why You Need It

1. **Innovate** shopper marketing **ideas.**
2. **Inspire** account leadership.
3. **Support change** in your organization.

What You Get

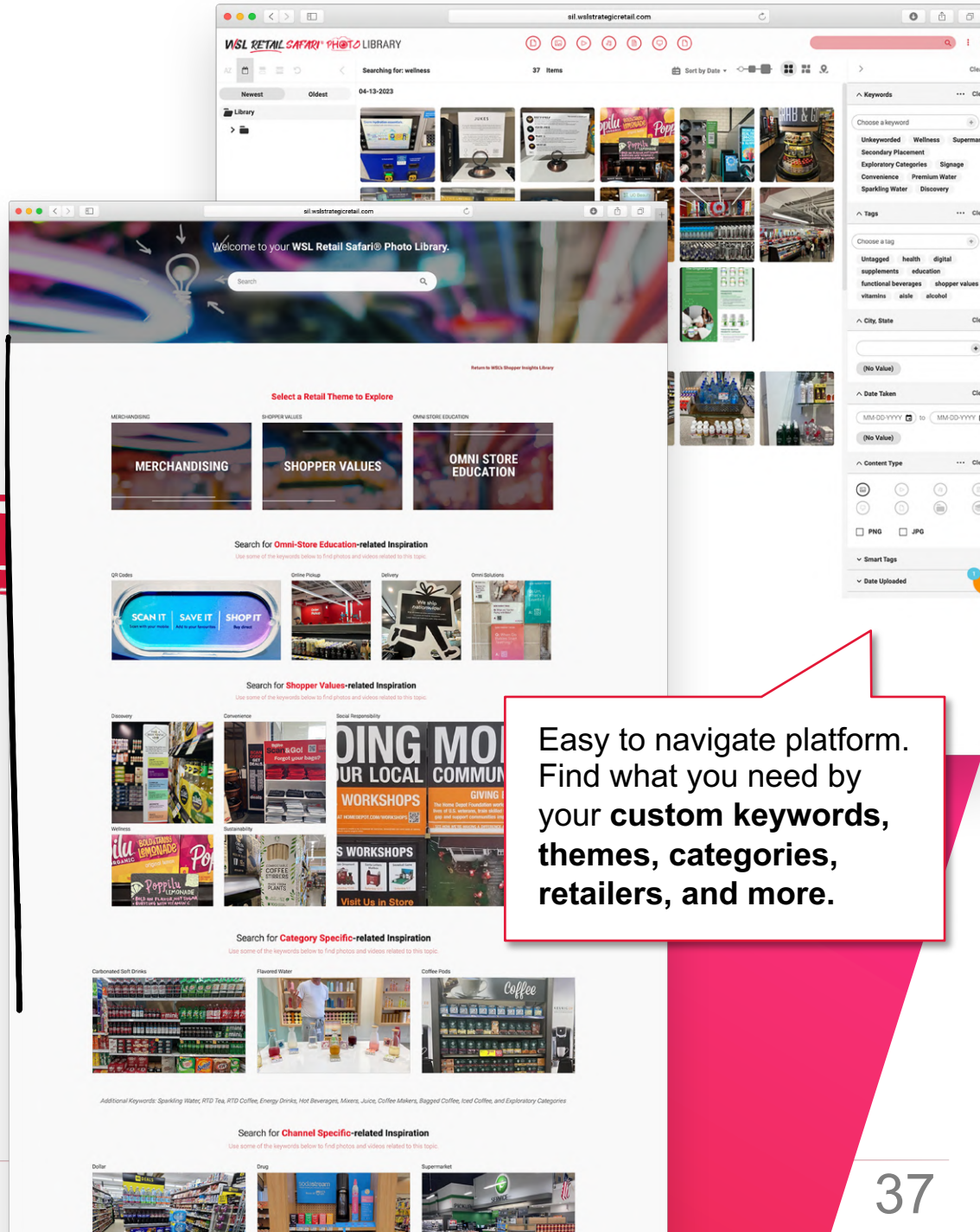
400+ photos/year, refreshed monthly.

A Searchable Digital Library of photos showing global retail innovation.

Custom keywords to search what you are looking for.

Organized by Category, Retailer Shelf, Displays and more

Download as PowerPoint for easy additions to presentations.



Easy to navigate platform. Find what you need by your **custom keywords, themes, categories, retailers, and more.**

Contact us to access the Photo Library:
achilicki@wslstrategicretail.com



Retail Safari® *is a much smarter way to tour stores.* ***We go to stores that make us think outside our walls*** *and using your guidebook taught my team how to look at the elements of a stores that impact shoppers.* ***It's a productive tool to find new ideas we can take to retailers to impact our brands in their stores.***

• VP CUSTOMER DEVELOPMENT, GLOBAL HEALTHCARE COMPANY •

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Let us help you **prepare for the** *Future.*







Visit our **website** for more: https://wslstrategicretail.com/**retail-innovators/**