



# STORE OF THE FUTURE: TOMMY HILFIGER'S FLAGSHIP

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Recent years have seen the emergence of exciting new concepts in retail: omnichannel tools, experiential features and digital innovations are getting a lot of attention. But how does one actually use these developments in a real store? In this new section, **WeAr** will be looking at how forward-thinking retailers implement the latest ideas in physical environments.

Spanning over 1,025 m<sup>2</sup>, **Tommy Hilfiger's** redesigned London flagship store is inspired by the label's omnichannel vision. It makes the most of both the digital and the real; both the privacy provided by virtual shopping experiences and the joy of being in a stimulating physical environment.

A visitor's journey starts outside the store where digital interactive windows allow them to engage with the brand in a fun way without actually shopping. Last autumn, for instance, there was a slot-machine-like game running on the shop window

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where customers could win prizes that ranged from tickets to the 'TOMMYNOW' catwalk show to a Bluetooth-connected beanie hat.

Once the client is in the store, the browsing begins. Despite its size, the shop floor cannot always hold all the color options available in the brand's vast collections; for this reason, the digital visual merchandising fixtures complement the physical display of garments, allowing the customer to access additional color options. In the denim section, Digital Denim Fit Guides help consumers navigate the brand's extensive jeans offering and select their perfect fit.

Having made a selection, the customer heads to the Smart Fitting Room that will instantly recognize the items brought in via RFID tracking. Smart mirrors suggest inspiring combinations that incor-

porate these garments; to request items to complete the look, the shopper simply needs to press a button on the mirror.

Finally, once the decision is made, the customer might want to add a personal touch to the items they have picked. For this, the store offers 'TommyXYou', a customization experience that includes embroidering, applying patches and embossing leather pieces.

What can other retailers learn from this? That customer experience can start before the client even enters the store; that there is a way to display multiple color and style options even if shop floor space is limited; and that the fitting-room space, where the consumer engages with the garments, is a crucial point of product encounter that should be used to inspire styling ideas and stimulate sales.