



Sneakerboy is a physical manifestation of an online store; shoppers scan products with smartphones to buy.

Walk In, Check Out

For a concept shoe store in Melbourne, March Studio fuses the benefits of online shopping with those of buying in the real world.

Words Riya Patel
Photos Peter Bennetts

'Adapt or die' seems to be the choice facing high street retailers, as more shoppers are attracted by the convenience of buying online. With its concept store for Melbourne brand Sneakerboy, March Studio has hit upon a hybrid – the store is full of real shoes for customers to see, touch and try on for size, but the twist is they don't take their purchases home with them. Scanning each model with the Sneakerboy app on a smart phone or in-store iPad takes shoppers to an online store where they can make an order.

The store is designed to reflect the revolutionary aim of the retail concept. A display area is decked out with illuminated curved glass shelving; under each shoe, a scrolling LED ticker provides information about design, sizing and price. With no need to store stock in the shop itself, there's plenty of room for an attractive presentation of all 162 shoe types. The archive-like fitting room is constructed from 300 black-steel pigeonholes – an inner chamber that is entered through a secret door in the shoe display.

marchstudio.com.au



See the secret door to Sneakerboy's fitting room swing open with Layar