

Online To The High Street

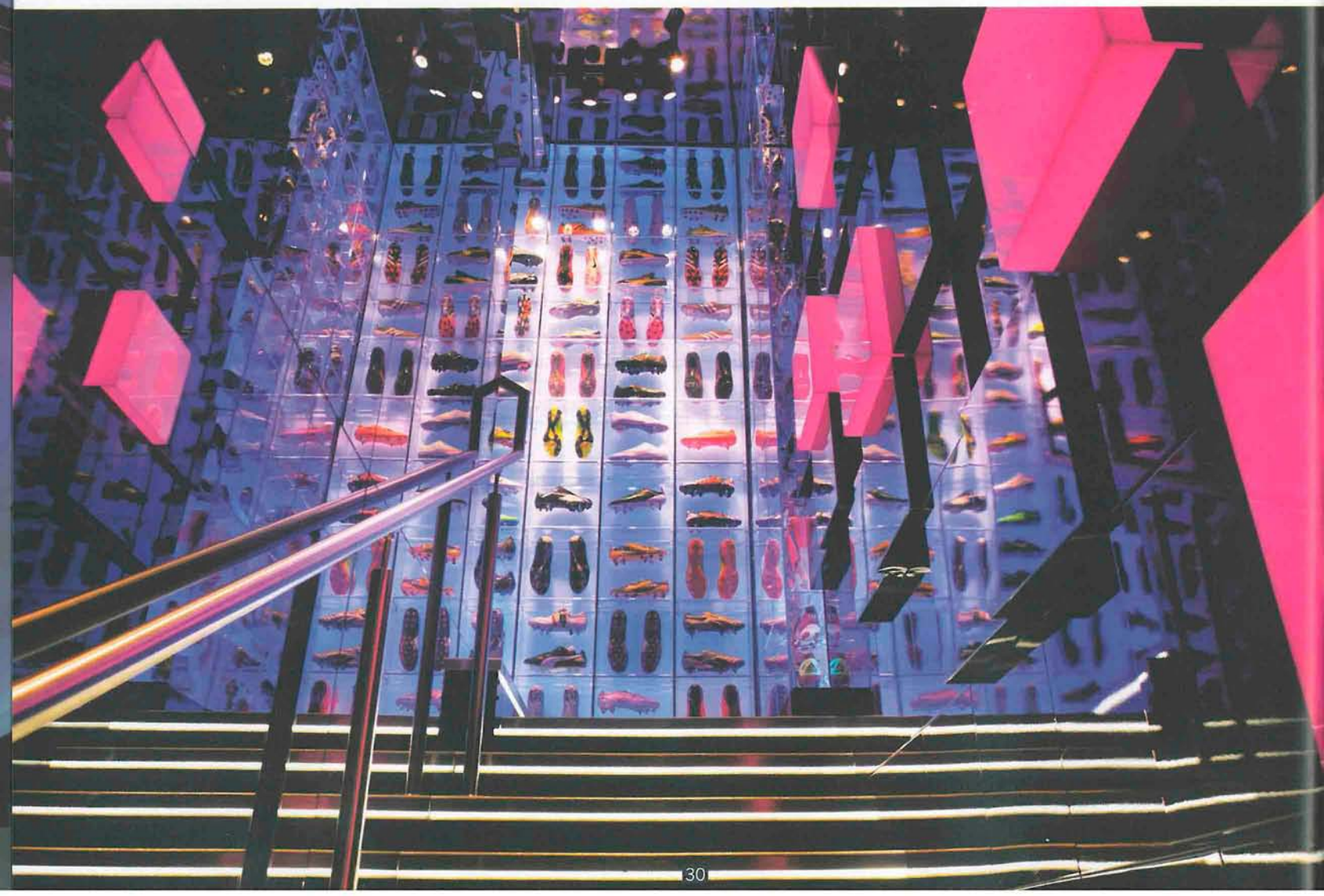
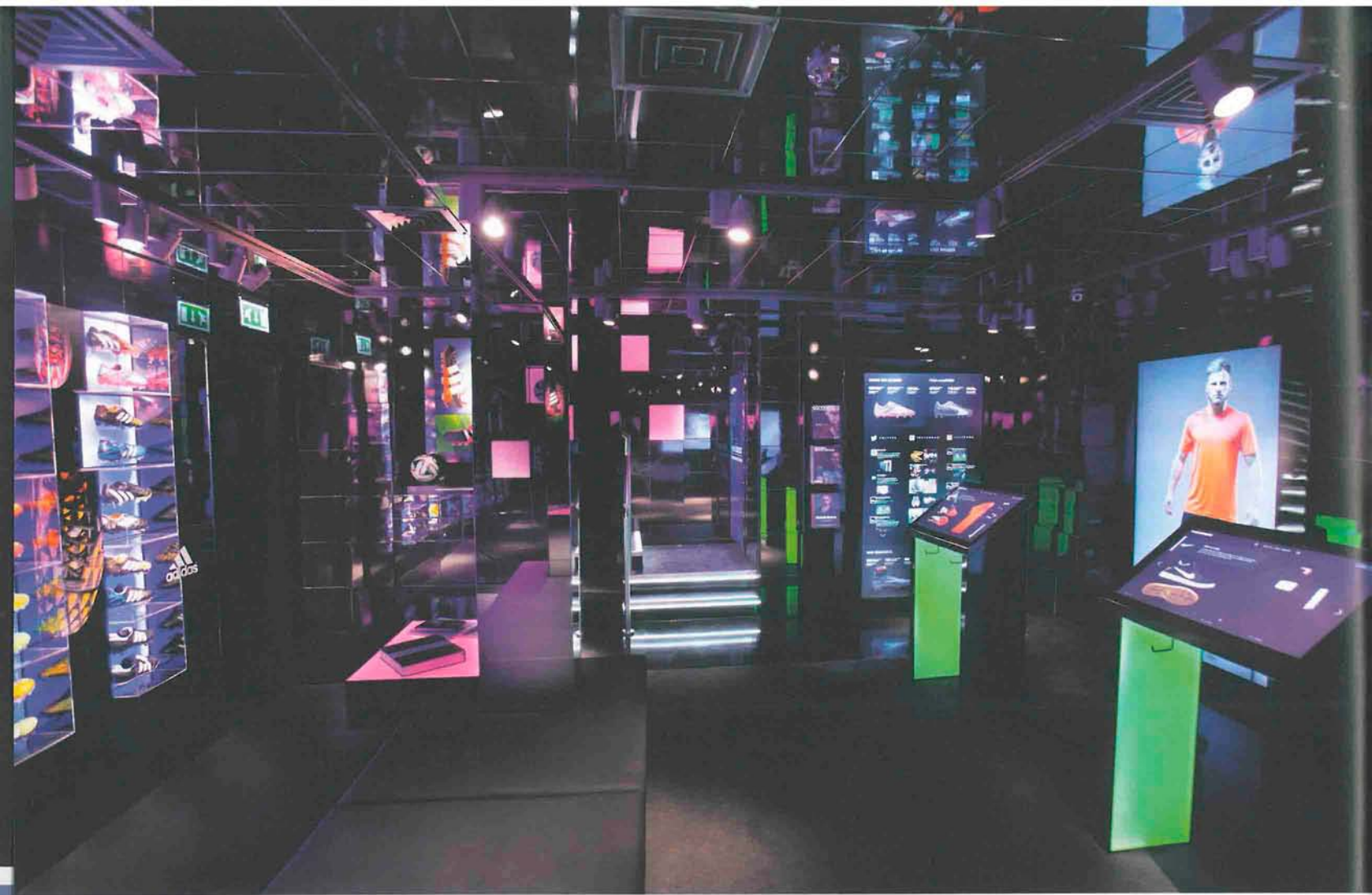
UK-based Pro Direct is a leading online platform catering to the sporting needs of customers. Today, with both online and offline platforms at neck to neck as retail channels, the footprint is bound to step further. As an avid response to the current global retail scene, Pro Direct has launched its first offline store at London's Foubert Place.

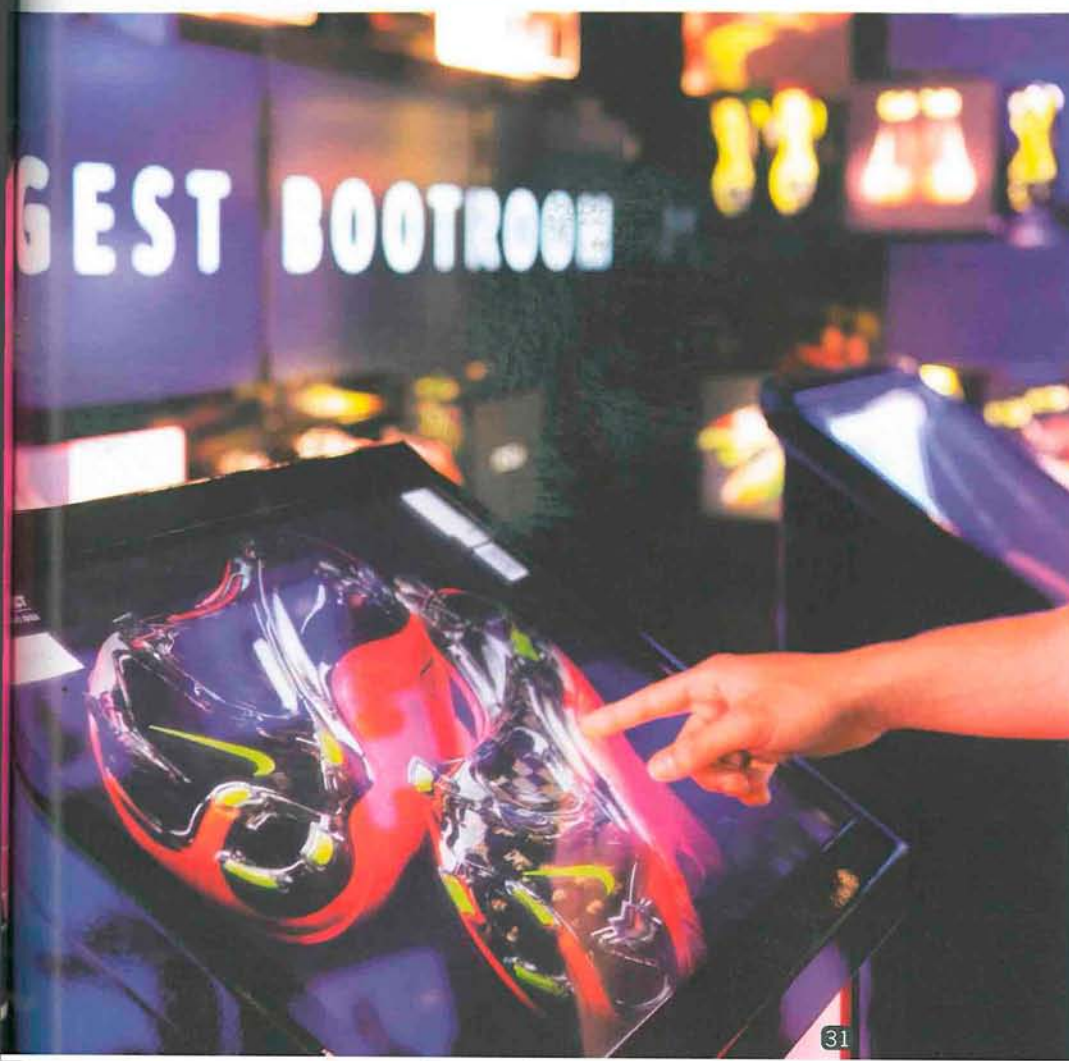
E-commerce is the brand's USP. An online experience is what they master in. Their offline store would be incomplete without a digital swank. Green Room, a retail design consultancy, has brought the online experience to life in a physical environment. The gist was to have the customer feel that he is walking into an actual realisation of Pro Direct's website. Thereby, London's premium 'digital mortar' space manifested. An immersive store which markets on the principle of customer engagement at all levels. Such a store with its conceptual appeal itself gains brownie points in the football fraternity, a sport which is the soul of Pro Direct.

With limitations in both the offline and online retail channels, the world is moving towards an omni-channel retail experience which provides a common platform for both virtual and physical retail experiences, and online and offline can thrive in harmony. A system emerges which is convenient, transparent and most importantly user-friendly. Loopholes of customer engagement are addressed and a seamless experience is crafted.

The online sphere has given the customer a preview of high convenience when it comes to shopping. The physical store is put up with the challenge of communicating real time information and innovation at every touchpoint. Adrian Lake of Pro Direct, said, "Our vision was to create a live, connected retail theatre for the world's most beautiful game. We went into a partnership with Green Room to lead the way in creating a digital store that lives and breathes through content working in pure synergy with our online presence."

A digital experience divulges in the physical store through digital screens presented in a grid system, with product display panels communicating brand stories. In a fast moving world, where speed is valued like money, immediate updation and a quick response are impressive points for the customers. The digital story at the store assures that products, news and stock are updated at all times. The presence of the virtual store exposes the customer to the world's largest virtual boot room.





Green Room's Creative Director, Paul Mynard, said, "With the biggest online boot room in the world, Green Room faced the unique challenge of creating a high-street presence for an established digital brand which reflected this wealth of information and product. By placing digital at the heart of the store – through digital window displays, product merchandising and immersive, interactive content – we have been able to present the beautiful game in a beautiful way."

The displays although digital have been approached in a similar fashion to physical displays to retain the natural feel. Every aspect of what one may expect in a retail store has been digitised. Actual mannequins have been replaced by digital ones which have the added feature of interactivity.

Life size videos of players and models sporting the apparel relay on these screens. When the aim is to create an entirely digitally supported environment, innovations and a holistic approach are bound to hold hands. Pro Direct is in the process of launching a mobile app that will use beacon technology to get customer profiles and thereby offer customers personalised service with personalised greetings, content and proactive product suggestions. It will also prompt the staff to



have products ready for trial in the right size, knowing size and preferences from customer profiles. To cater to its high profile segment, the store has an exclusive basement area used for player appearances, launch events, live match screenings and display of football art. It reflects the stature of the store as a premium one.

In a digitally controlled atmosphere, the digital operations had to be the highlight features. To maintain a keen focus on the digital dimension, the physicality of the store has been toned down. The entire store is done up in a material palette of black finishes from the floor to walls to ceiling. The store is made up of one thousand 350mm x 350mm removable powder coated metal fronted tiles and lit product display cases. The ceiling is a bespoke designed tongue and groove system sprayed in 2-pack black mirror gloss with invisible fixings. The floor is a poured polished resin floor matching the same RAL as the walls.

The experience through the store is gauged on digital interactivity and attraction points generated thereby. The lighting in the store as well is just neon lights in different colours hinting at the swanky feel of the store. Lighting for way-finding through the store is simply aided by the neon lights and digital screens.

Here an example sets foot in the retail realm which is an indication of the direction retail is moving towards! ●

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Design
Green Room Retail Ltd

Lighting
Atrium Lighting, London