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**THE ISG STORE
DESIGN OF THE YEAR**


Winner – Betterlife from LloydsPharmacy

LloydsPharmacy creates a better life for shoppers



The winning entry was the first bricks-and-mortar store of a successful, specialist online brand. The shop, Betterlife from LloydsPharmacy in New Wortley, Leeds, won the

backing of the judges for its originality and enterprise as much as its design.

Unveiled in August last year, the store was the result of an idea to provide a physical space in which to sell from the Betterlife range of healthcare products and mobility aids.

Retailing such products required a specialist and sensitive approach to design. As Grant Abrahams, head of Betterlife, said in the store's entry: "For many people, admitting that they need some help with their mobility can be an

overwhelming chapter in their lives, so our plans have always focused on how we can not only make the experience easy but also relaxing, enjoyable and informative."

The design of the 3,229 sq ft store, which has a LloydsPharmacy adjacent, was led by an internal team working with agency Blueshoes. Be Curious created the POP displays and communications technology. One judge noted that the fact that it was a mainly in-house design had been evident in the level of personal commitment and detail.

The store caught the judges' eyes for sticking so faithfully to the objective laid out in the design, and for the demonstrable success since opening.

One judge said: "It was built to bring

mobility to a physical space, and it does that. The fact that people have been travelling from quite a long way away to visit the store shows that it works."

Hundreds of products from the Betterlife website are on offer in-store, which also provides a click-and-collect service. As well as the more mainstream products such as recliners, mobility scooters and tri-walkers, the adoption of physical space has allowed Betterlife to showcase more specialised products that the retailer had found require more consideration by shoppers.

An aspect that stood out for the judges was the inclusion of many interactive features.

Designed to help shoppers try various specialist products in realistic settings, the store includes a multi-surface track for mobility scooters; kitchen, bedroom and lounge environments; and a wall-mounted car boot to show how well individual products can travel.

The level of detail impressed the judges. One said that it "really stood out", and "was something unique to the market". The judge added. "It's very important in a sector such as that to be able to see the products, to know what they're like to touch and feel and sit on. It's something different."

As part of the entry, Betterlife was able to demonstrate a keen social media following, with a high degree of success on Facebook standing as proof of the interactivity the shop had already encouraged. **BEN COOPER**

Highly Commended The White Company, Norwich

In a tough category, the judges also felt another retailer deserved recognition for its work on a "brave" and innovative store. The White Company's shop in Norwich, they agreed, represented an inspiring departure from the retailer's established look, fuelled by a desire for more lifestyle-driven designs.

The White Company created distinct 'rooms' in the store. In each area of the shop a subtly different set of materials, palettes and even lighting controls have been used to keep shoppers intrigued as they move through the space.

From the ground floor hallway with flagstone floor and grand circular table, to the fragrance area with an apothecary feel and the Little White Company nursery area, it was a journey which caught judges' imaginations. One said: "It really hits you between the eyes. It's very bold. It's definitely a step on from where it was before".

ISG

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