

## Curated For Omni Channel

Online Fashion retailer Myntra leads its debuts into the omnichannel domain with its star performing private label Roadster Life Co. in a concept physical store in Bangalore, India. The store experience strategy is to use very innovative technology in an inspiring environment to democratize its very successful fashion offerings.



**B**rand Roadster Life Co., from the private label portfolio of Myntra, has been showing great potential in terms of its overall contribution to Myntra and its aggressive growth year on year. It therefore made good business strategy for Myntra to use brand Roadster Life Co. to debut into the omnichannel store domain. With its strength in technology and user experience, it made logical sense to bring its Fashion Quotient and Tech strength together in a tactile physical store.

The futuristic store spread over 4000 sft combines the accessibility of touch-and-feel along with integrating technology like

**Ananth Narayanan, CEO of Myntra & Jabong,** said, It's our entry into the offline segment will further boost its prospects. With this move, customers will receive an exceptional brand experience transformed by technology and a new avenue for shopping. This is our first step in curating an omnichannel presence and will be a major area of focus for us in the months to come.





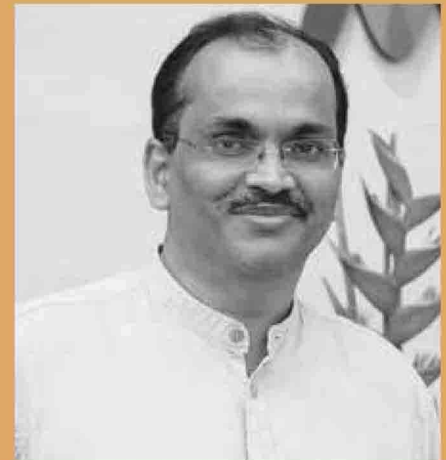
never before in order to achieve maximum customer engagement.

The technology driven experiential store is loaded onto two floors - the ground floor focuses more on creating a unique customer engagement through environment design and game changing futuristic technology while the first floor focuses on presenting the fashion offerings.

Technology is the backbone of this futuristic store experience and the store concept does have quite a few 'firsts' in the Indian retail marketplace. The first customer touch point is the LED façade which displays dynamic content throughout the day showcasing pictures from the selfie zone and live streams events from inside the store.

A video wall, controlled by shoppers through a futuristic, multitaction touch-interface to communicate the brand story, showcase the intricate details of Roadster products and keep fashion seeking customers updated on key international trends. The multitaction interactive interface is a revolutionary optical technology that supports unlimited touch points and scalability along with object recognition. The interactive surface allows the Roadster customers to explore the brand more via interesting games, browsing looks, travelling to different destinations and the option to shop as well. The video wall brings everything customers do on the multitaction surface alive. It also creates a visual extension of the store. The Virtual Reality zone with specified VR content sets an immediate

**Manohar Kamath, Head, Myntra Fashion Brands** "Curation of the offline segment is an important step for our private label business which is an integral part of our portfolio of offerings. The concept of this store is a game changer in the industry and our franchisee partner has specifically designed it, keeping in mind the philosophy of the brand and the future of fashion retail."



dialogue between the customers and the brand.

The green screen technology (Chroma) also makes a debut on the Indian retail landscape for the first time. Customers get a chance to pose and get their picture clicked in the front of the Pyramids of Giza and many more destinations at the click of a button. They can get these pictures on their smartphone for sharing it on social media or just as memories.

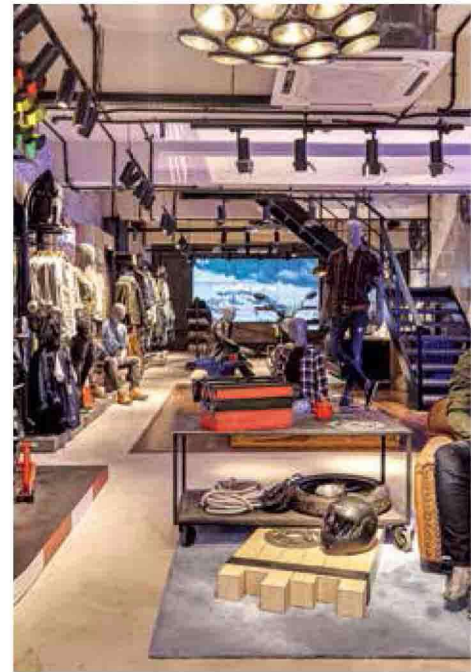
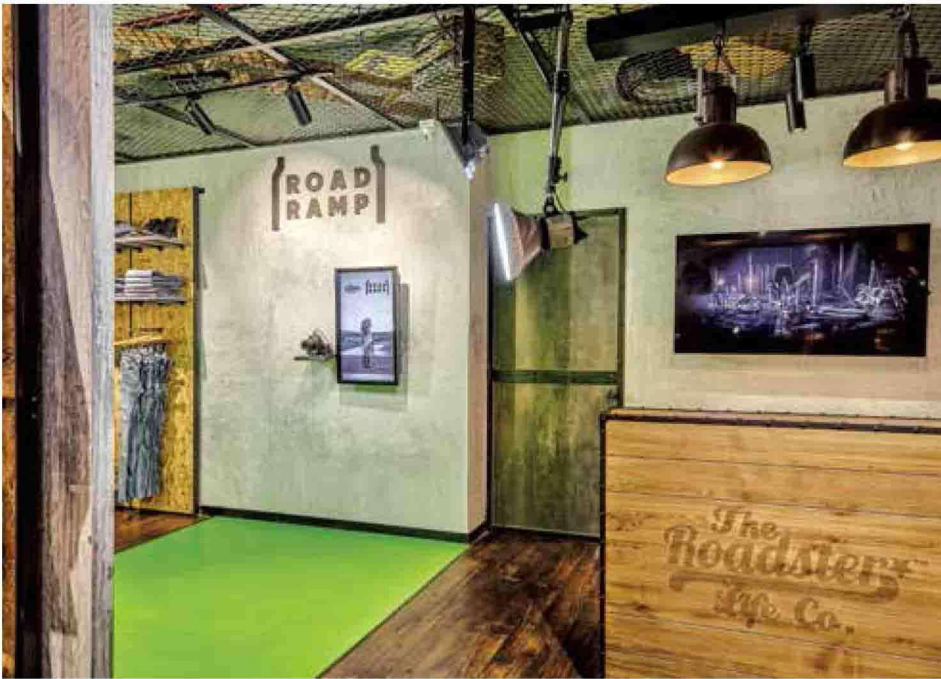
Sapient Razorfish Singapore team in partnership with Xenium Digital India have deployed the best-in-class digital technologies and engaging content at this tech driven flagship of Roadster Life Co.

The installation of a unique 'Scan & Go' purchase mechanism allows shoppers to add their favourites to their shopping cart on the

Myntra App, doing away with shopping bags, checkout counters or billing queues.

The store concept, created to house all the technology and create an inspiring environment for the brand, is based on a garage look to bring out the brand's inherent connection with the road. This is interestingly interpreted with elements inspired from a garage like tyres and garage tools. Individual brand stories are crafted through engaging VM displays through digital and non-digital props.

To further stretch the rugged road-inspired storytelling, the mannequins bear the distressed look while a 'deconstructed' bike is suspended from the double height area adds to the drama. Visuals framed in raw wood and metal add to the concept's visualization. Fitting rooms in a distressed workshop theme



**Manish Bhan, Regional Account Director, Sapient Razorfish Singapore explains,** “ The execution was aimed at enhancing customer shopping experience and building true omni-channel solutions for the brand. From Immersive Multitaction to multiple touch screen product catalogues to mobile checkout, shoppers can expect this retail space to transport them to a visual wonderland packed with technology wizardry and stimulating experiences”.

house well-lit spaces for a physical store brand ritual – the trial and fitting of fashion.

The store design palette is a combination of micro concrete flooring and stripped down ceiling with raw wood highlights. The store fixtures have interesting elements like raw wood & metal with welding marks, corrugated sheets and OSB board puck system. A touch of this theme is extended into service areas with a burn branded logo and vice pressed messages on wooden nested table.

For brand Myntra, the Roadster Life Co.'s curated offline experience is an important milestone for their private label business to succeed by helping increase margins and business sustainability •

**Satarupa Chakraborty**



**Interiors**

Store Fit Project Pvt. Ltd.

**Fixtures**

Elemental Fixture Pvt. Ltd.

**VM**

Creative Sourcz

**Lighting**

Focus Lighting & Fixtures Pvt. Ltd.

**Flooring**

Green Heart Floors

**Painting**

Asian Paints Pvt. Ltd.  
Royale Play Texture Paint

**Custom Lights**

Luz Light Design Studio Pvt. Ltd.

**Main Signage**

Micro Design

**Lisa Mukhedkar, Co-founder, Restore Design.** Roadster wanted the customer engagement to be at the highest level and then grow from there. The brand is modelled on an outdoor lifestyle, thus creating a sense of freedom among its customers. The brief was to bring the core of the brand alive by merging elements of design and technology.

