

LIDS - LEADING WITH THE PHYGITAL FORMAT

NEW YORK

US-based sports accessories brand Lids, in a bid to bring their customisation offerings to offline channel, has recently rolled out a “Phygital” format at Times Square, New York. Spread across 700 sq ft and designed by Ohio-based design agency Chute Gardeman, the store blurs the line between physical and digital displays with clever use of various digital interfaces.

Lids’ latest format is designed and executed as a solution to Lids’ current objective: to enhance brand positioning and awareness. It’s an approach that began by uncovering a new target, elevating current brand material for a more engaging store environment, and providing more options to shoppers for a more cohesive branded experience. The space provided a customisation beacon, which is often viewed as a challenge in the way to offering a seamless, more engaging customer journey.

The new format was the first to collate extensive consumer data and insights to formulate the store design. The mission was to drastically change the way all current

and potential shoppers perceived and interacted with the entirety of the brand, which is why a necessary pivot in the target market was instituted to help guide the conceptual and strategic direction.

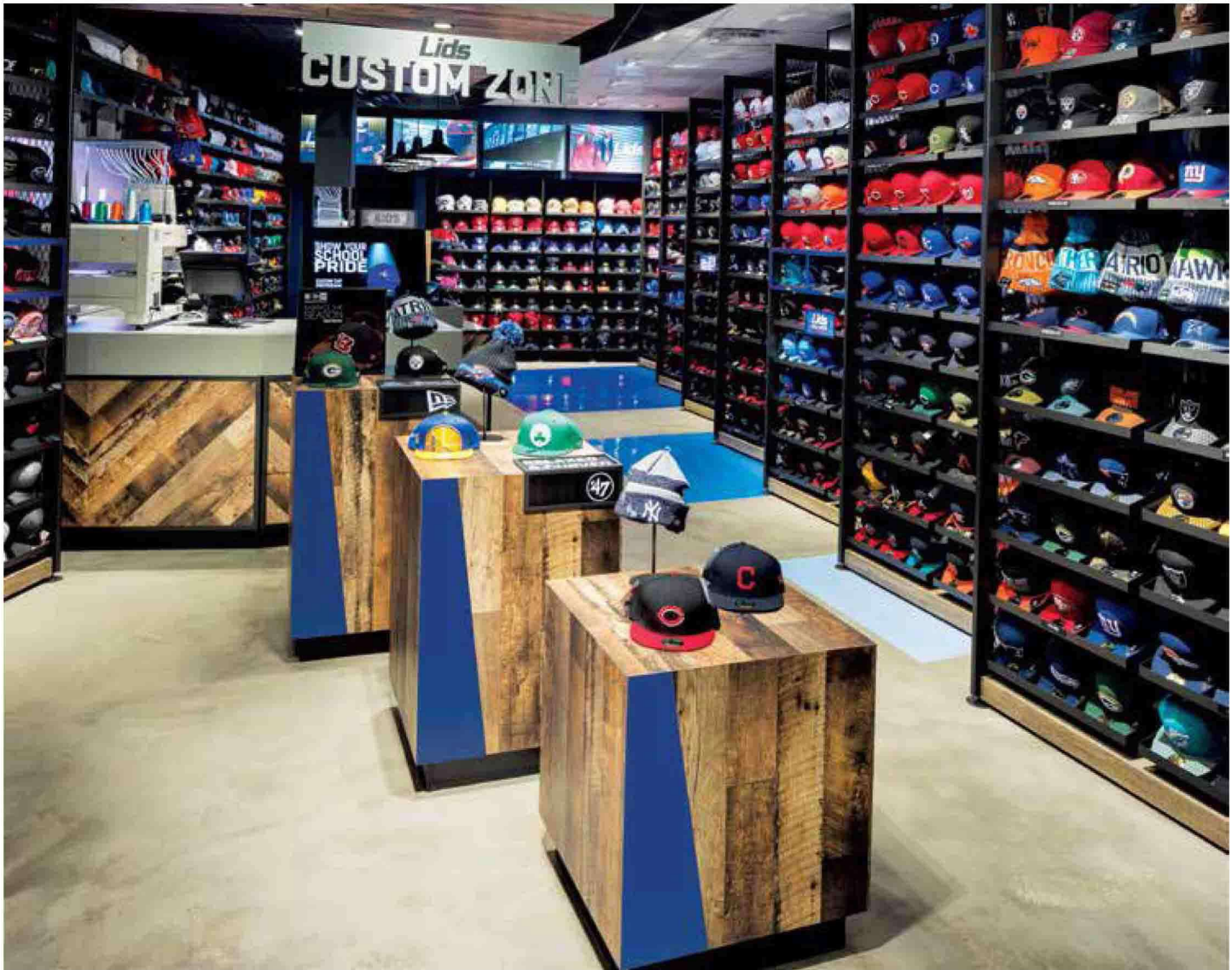
The instillation of both digital and physical displays throughout the stores engages with an entirely new audience. Customisable areas are strategically placed throughout the store to give the customer opportunities to browse, create and purchase. The “Lids Custom Zone” has forged a tech-forward approach to the design behind the hat. A touchscreen for endless aisle browsing provides every customer with the opportunity to browse



Lynn Rosenbaum, VP, Brand Environments, Chute Gardeman

Customisation was huge with Lids, but the execution of that service wasn't made as evident as the brand wanted. We helped provide a design that did just that, but also fit in the store in a way that still worked with our proposed customer journey.





for products. An embroidery machine is made visible to customers to provide a more transparent shopping experience. Online and in-store pick up enables a more efficient process overall. The entire journey is lined with striking graphics, copy, fixtures and environmental aesthetics to both inform and allure Lids' new target in this revamped design.

The end result, a dynamic new store design that not only surprises every shopper but has also doubled YoY sales. Most importantly, the design remarkably fortified the dialogue between the brand and its customers while pushing the brand's value in new markets as well. This combination of personalised and tailored shopping experiences is planned to be taken to 30-40 locations across North America in a year or so, as reported by the brand.●

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Design
Chute Gardeman

Lighting
37 Volts Lighting Design, Power Secure
Lighting Fixtures

Fixtures
Opto, Gabriel Logan

Photos
Chute Gardeman