



The image shows a 3D architectural model of a retail building. The building has several sections: a 'CURBSIDE PICK UP' area with a car, a 'MARKET' section, and a 'FASHION' section. A central tower features a 'click & collect' sign. Annotations include: 'Clear wayfinding, intuitive and impactful' near the curbside area; 'Full 450-0° from top of building' pointing to the tower; 'Improved landscape design' near some trees; and 'Integrated area click & collect' near the base of the tower. The word 'REINVENT' is written in large, stylized letters across the bottom of the image, with 'RE' in yellow and 'INVENT' in white.

REINVENT

The traditional retailer is being challenged on many fronts. The brands that thrive will be the ones willing to meet the expectations and desires of the changing shopper.

EXTERIOR



Re invent

The traditional retailer is being challenged on many fronts.

As the industry adapts to new competition and changing shopping habits, brands are seeking ways to evolve their environments to align to a shifting landscape. With the increasing convergence between the physical and digital channels, retailers as well as property owners must find the balance between the two to create a space that satisfies a shopper's need for convenience and safety. Solutions need to be flexible, scalable, and customizable. The brands that thrive will be the ones willing to meet the expectations and desires of the progressive shopper. That's where a fresh set of eyes can help.



EXTERIOR



Re imagine

Shopping in the Fast Lane

Many retailers are embracing the shifting paradigm by offering online shopping. While buying online and picking up at curbside (BOPAC) is far from a new concept, it is undoubtedly a trend that will continue to grow. The convenience of the click and collect factor is hard to beat. As such, consideration should be given to where those designated spots will be located. This important staging area should not seem like an afterthought. The design should seem intentional and cohesive with the overall environment with clearly delineated zones to reduce the conflict between vehicular traffic and pedestrians.



EXTERIOR



Reinforce

First Impressions

A great first impression from the curb can get potential shoppers to take a closer look. As companies need to be conservative on where to spend renovation dollars, it is important to make the most of your initial glimpse. When implemented successfully, simple architectural enhancements through signage, lighting, finishes, and color can reinforce a brand's identity. Now is also the time to consider a landscaping overhaul. Boosting your presence through this eco-friendly initiative can enhance a shopper's opinion of a brand as well as create a synergistic effect to the natural environment.



EXTERIOR

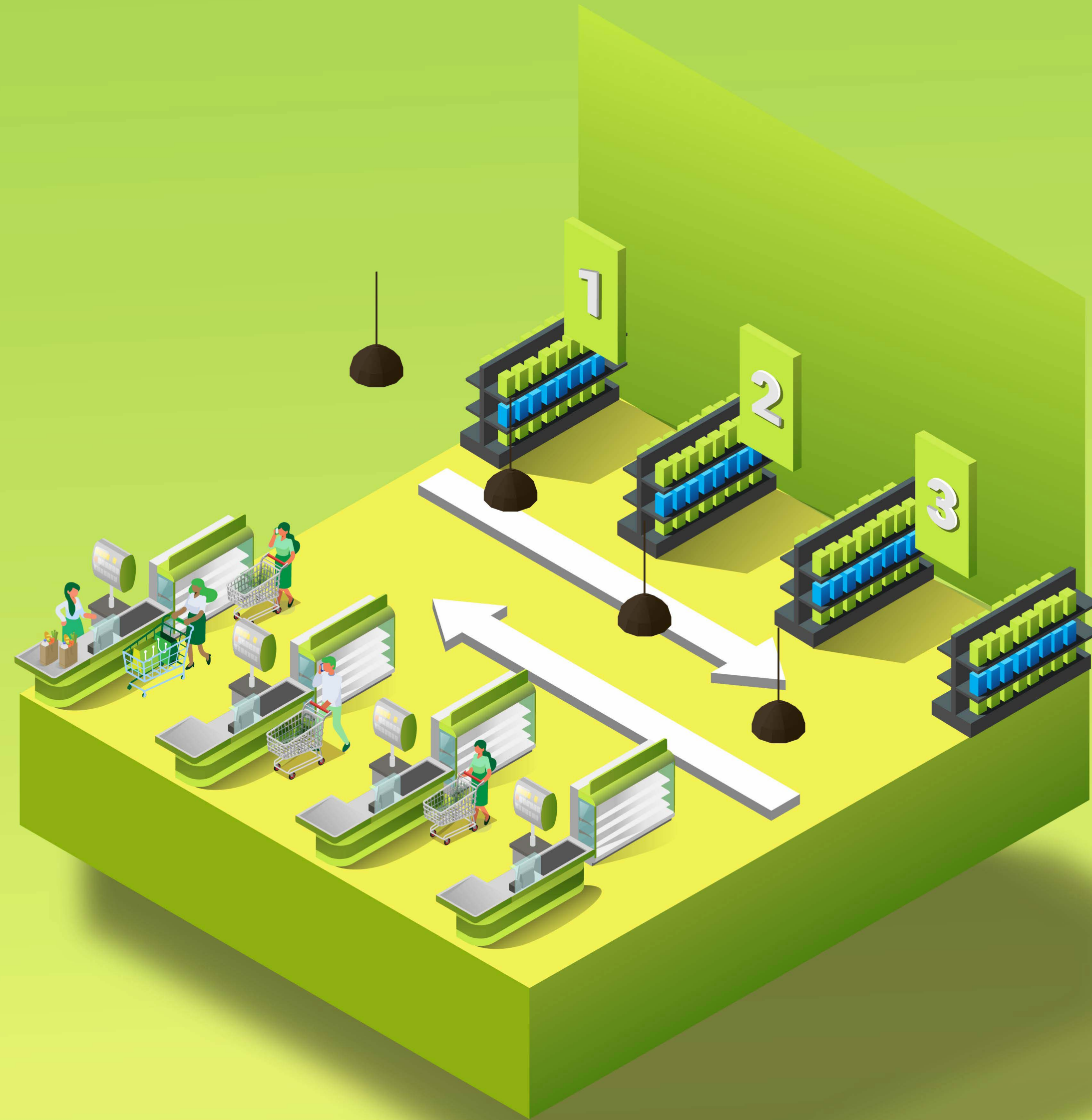


Re purpose

Bigger is Not Always Better

As delivery options rise, brands seek different approaches to get their products into the hands of shoppers more efficiently. Small warehouses provide an opportunity to not only increase delivery options but serve as a source of additional storage for the volume of merchandise needed on-hand. Micro fulfillment centers can be placed in close proximity to existing brick-and-mortar locations to help fulfill online orders both efficiently and expediently. These smaller scale powerhouses can fill roughly 4,000 orders weekly. Vacant properties situated in prime locations can be repurposed and converted to help fill this need.





Re allocate

Wide Open Spaces

From the moment a shopper enters a store, the goal is to create the best experience possible. Traffic should be funneled so that they can see as much inventory as possible. The configuration should provide plenty of room to browse up and down the aisles without awkwardly bumping into other shoppers while also complying accessibility requirements. A clear sightline to the checkout area is important. In addition to selecting an area that is conveniently positioned, be sure ample room is provided for line queuing.



INTERIOR



Re fine

Moments Matter

Do not lose sight of the physical store as an opportunity for innovation. Considerations should not only be functional but visually appealing. Fixtures, colors, textures, and patterns that align with a brand's palette help position an inviting atmosphere. Eye-catching branded graphics can both inspire as well as serve as communication vehicles.



Thank You!

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