



WORKSHOP

NEXT GEN RETAIL



NORDICS
AMSTERDAM
PARIS

+ 250
EMPLOYEES

WORKSHOP

THE CONSUMER EXPERIENCE AGENCY

WORKSHOP CONCEPT

We are the agency that truly understands the perfect mix of concept design, customer experiences and digital integration. Always with a sustainable mindset.



NEXT GEN RETAIL

5 KEYS



01

**Connection
Central**

02

**Spatial Brand
Experience**

03

**Celebrate
Community**

04

**Media
Scene**

05

**New World,
New KPI's**

01 Connection Point

The physical store should be a fully integrated part of your echo system, offering not only the seamlessness your consumer expect, but also a unique relevance to why they are entering into your physical world.

From site to store and vice versa – with clear consumer values.



02 Spatial Brand Experience

Entertainment is merchandising their experiences. And retail is now creating entertainment through their merch.

The physical store can only compete with its digital counterpart by offering unique experiences.



NIKE ADAPT

TESTING LAB - v. 650.2.14

AN DATA:
SKELETON VELOCITY
HIP
SHOULDER
SHOULDER

HANDRIGHT	0.0000000
HANDLEFT	0.0000000
SPINEBASE	0.0000000
HIPRIGHT	0.0000000
HIPLEFT	0.0000000
KNEERIGHT	0.0000000
KNEELEFT	0.0000000
ANKLERIGHT	0.0000000
ANKLELEFT	0.0000000
FOOTRIGHT	0.0000000
FOOTLEFT	0.0000000
ZMPO	
SUBJECT ID	834641
USER ACTIVE	TRUE
USED TIME	430.768s
POSITION	
SPEED	1.6588818
POSITION X	0.0682814
POSITION Y	0.0682800
POSITION Z	1.0470088
CAMERAS	
DEPTH_PIXELS	
CAM1 ACTIVITY	0.0000000
CAM2 ACTIVITY	0.0000000
CAM3 ACTIVITY	0.0515888
CAM4 ACTIVITY	0.0000000

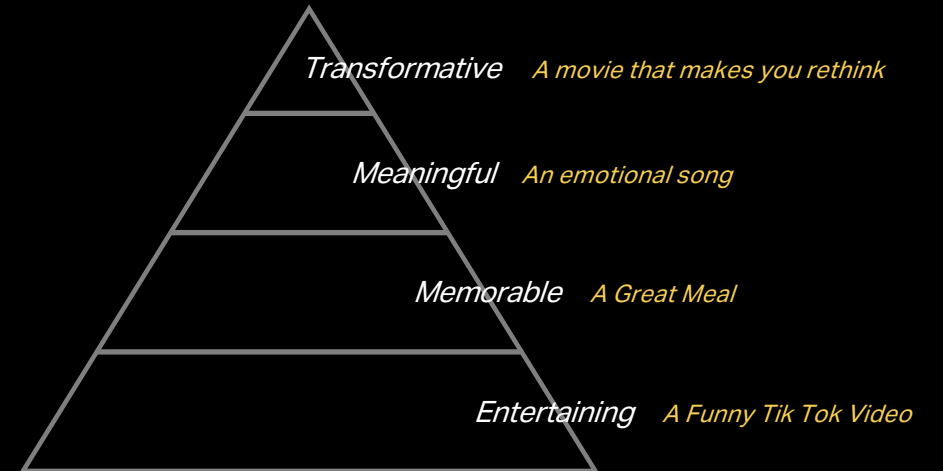
localhost:650 /nyc@nike

What is an experience?

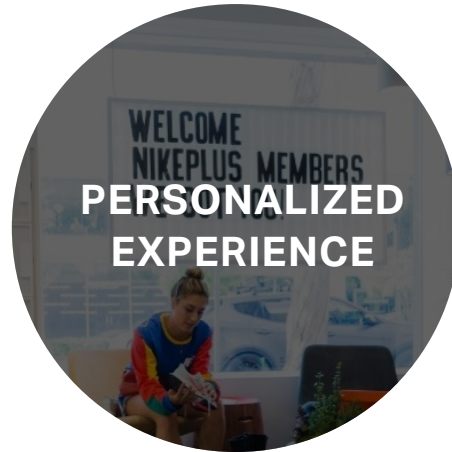
An experience always involves an interaction between two parts.

It is not passive but a co-creation. In the hierarchy of experiences, the highest form is defined as transformative.

The Experience Pyramid



Experience Dimensions



02 Spatial Brand Experience

Design Through Storytelling

Taking stories and bringing them to life in a physical space, making the visitor/guest/consumer the main character in their own adventure.



03 Celebrate Community

The physical retail offers unique values to build strong consumer relations.

We meet our audience in person and share our knowledge and passion in a physical multisensory context – together.

Turn visitor to members and members into fans.



04 Media Scene

The physical store has all the ingredients to play a role as a Media Scene, sharing the experience outside the walls of the store.

The Media scene could be seen from two perspectives:

Consumer generated

Brand generated



05 New World, New KPI's

Reinvented retail concepts means reinvented KPIs with a holistic approach.

Examples of new KPI's:

- Halo sales effects
- Customer acquisition
- Social engagement/media effects
- NPS





**Store as
distribution
channel**



**Store
as media
channel**





POMELO

Digital first fast fashion brand in south east asia.

Strategy, Concept & Design



FROM:

**A fashion retail store with
integrated digital services**



TO:

**A commercial environment for
the digital community, celebrating
seamless as the way to shop**

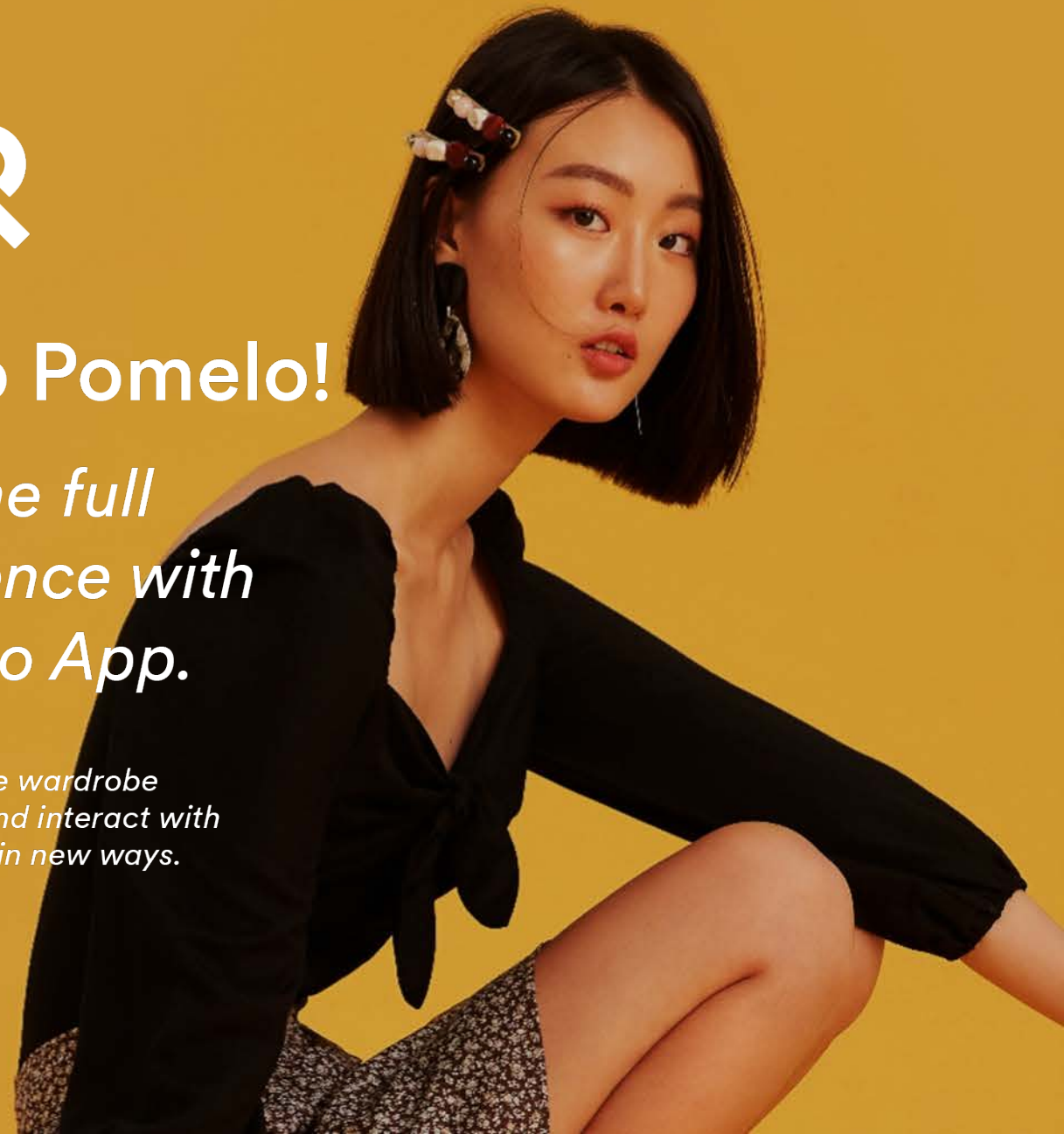


Welcome to Pomelo!

*Unlock the full
store experience with
the Pomelo App.*



*Try our unique wardrobe
experience and interact with
our products in new ways.*



Pomelo.

Tap. Try. Buy.

Shop thousands of styles on our app.
Reserve online and try on in store for free.
Only pay for the items you keep!



Tap.Try.Buy.

Shop thousands of styles on our app.
Reserve online and try on in store for free.
Only pay for the items you keep!



Pomelo
ANTREAN FITTING ROOM

NOW CALLING
P002
NEXT

Tap.
Try.
Buy.

WHAT WOULD YOU LIKE TO DO TODAY?

- Book a Fitting Room
- Tap To Buy

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Available on the App Store and Google Play

Tap. & pilih item impianmu di Pomelo App.

Try. untuk merasakan langsung di Pomelo pakaianmu

Buy. pilihlah item yang kamu sukai!



CONTACTS

Hope we gave you some new perspectives, please don't hesitate to reach out if you would like to continue the discussion about Next Gen Retail .

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THANKS