



A Future Thinking Wellness Store

O n a m i s s i o n t o

Disrupt traditional high street retail.

T h e . B r i e f

To create an experiential wellness store that looks to disrupt traditional high street retail, with future thinking design focused on providing an omnichannel store experience that's more appealing than virtual- retail.

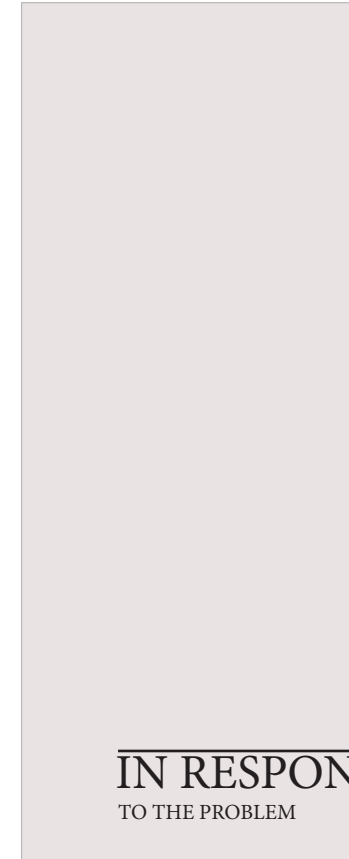
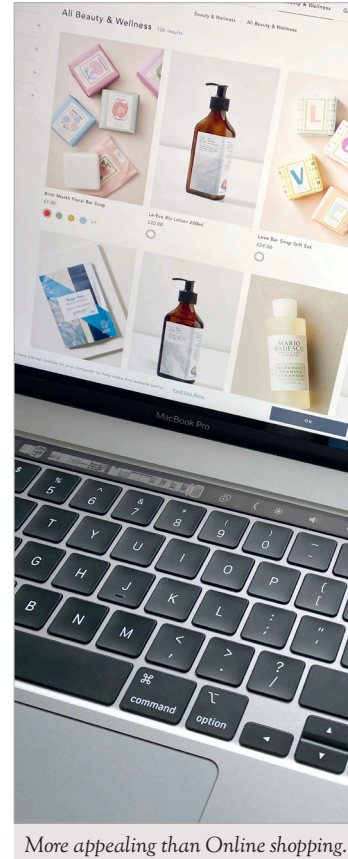
70%

Would go else ware if a retailer
didn't provide an exciting/
engaging environment


RetailEXPO (2018)

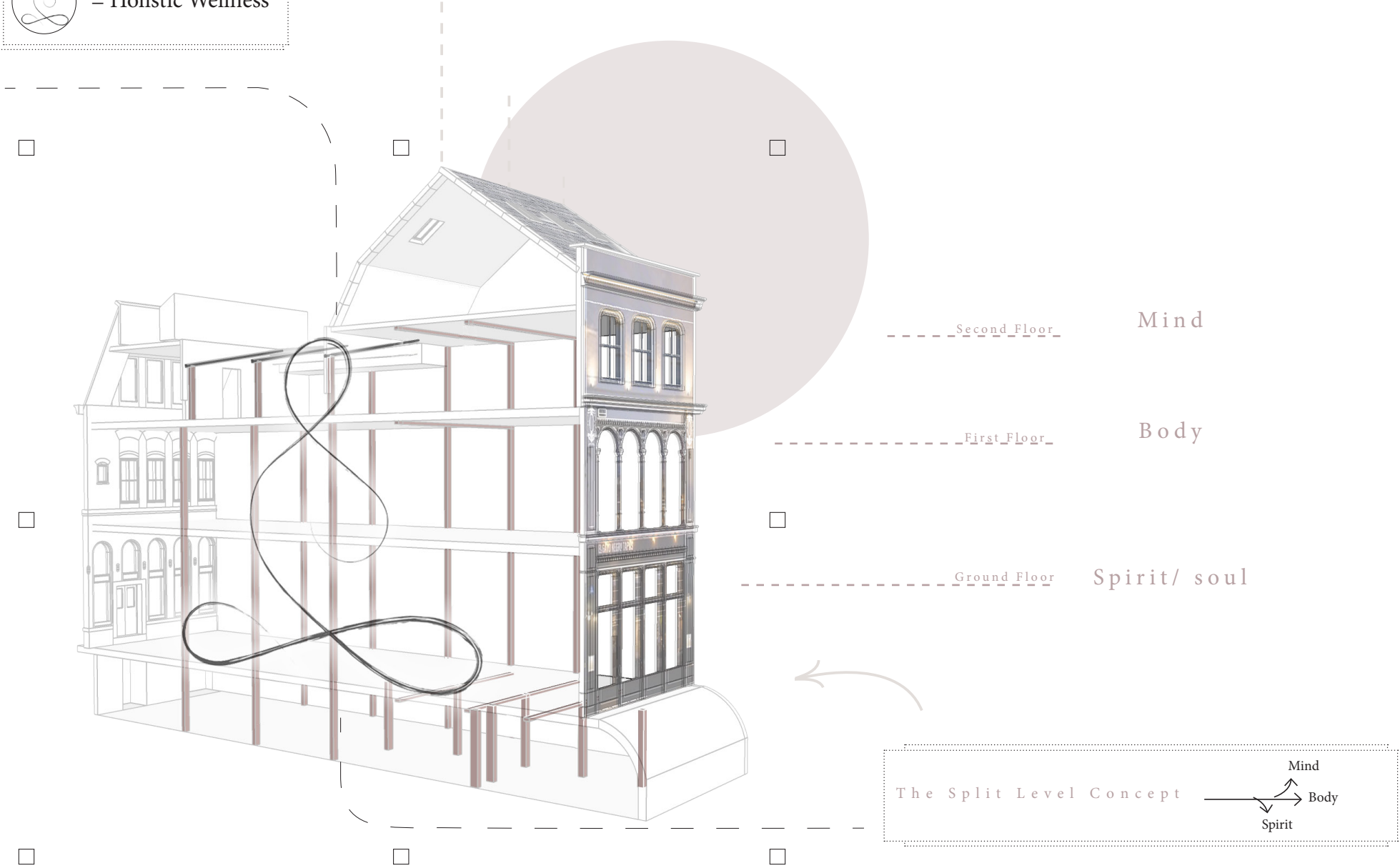


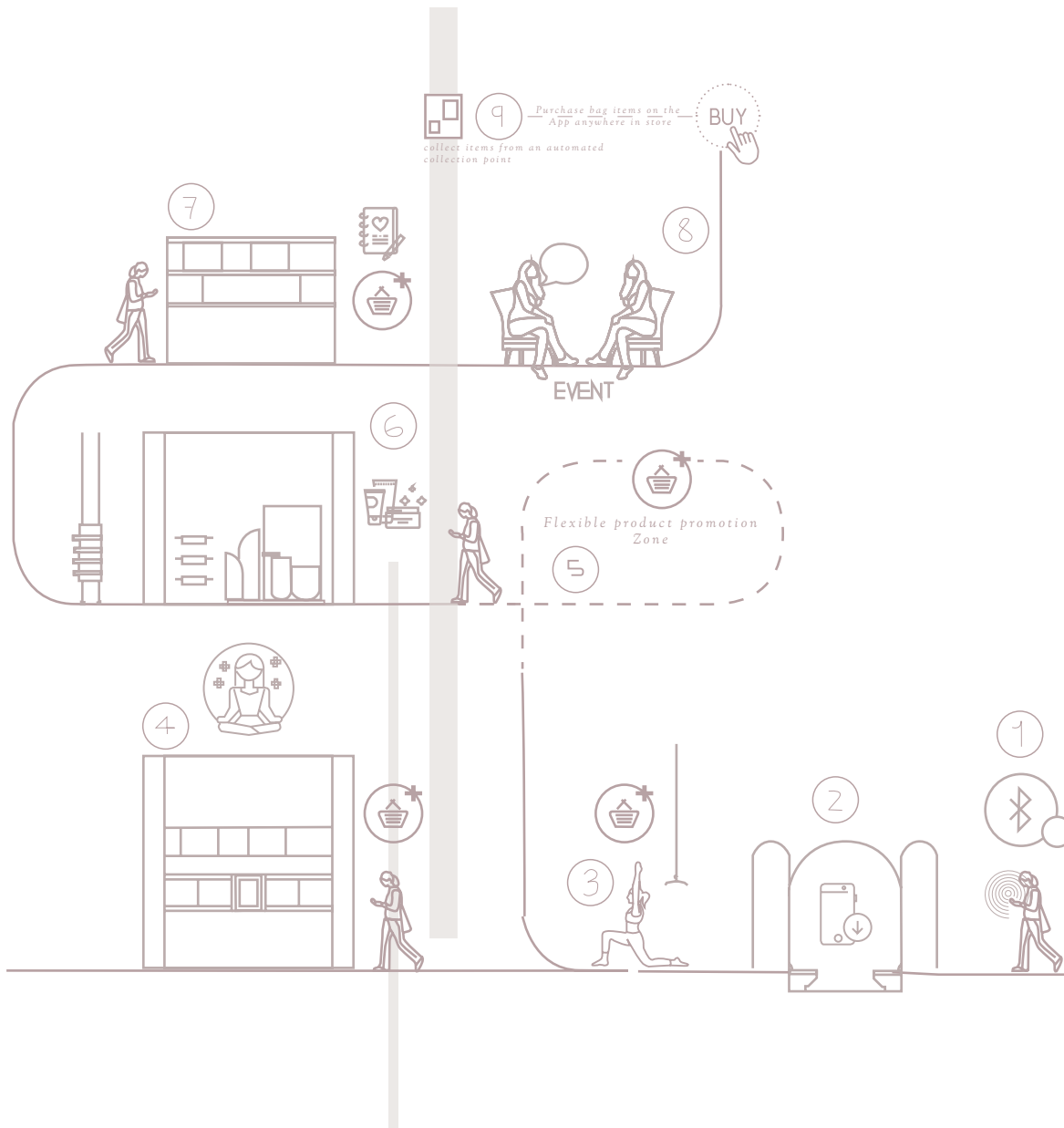
DESIGN DRIVERS



// . To reform how people perceive physical store shopping.

 = Holistic Wellness





// . Second Floor _ Mind

- 7 - Mindfulness Products
- 8 - Event Space / Talks About Wellness (Engages The Mind)

// . First Floor _ Body

- 5 - Product Promotion Zone
- 6 - Beauty, Cosmetics & Personal Care Products

// . Ground Floor _ Soul / Spirit

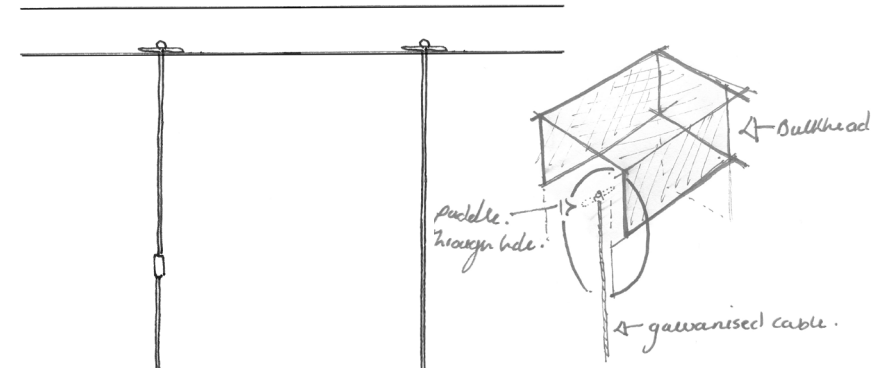
- 1 - Beacon Technology Window Display
- 2 - Welcome Lounge
- 3- Yoga / Fitness Apparel & Equipment
- 4- Meditation & Aromatherapy



THE FACADE

Setting the scene for the entire store, the facade is reactive, live and ever changing. Incorporating beacon technology to personalise advertising content and inspire individuals to venture inside.

BALANCE



PROXIMITY MARKETING

// . For instance, Amelia's walking down King Street and as she walks up to the store the display screen presents yoga towels. These are likely to be of interest to Amelia based on the transmitted data that she recently searched for yoga products Online.

Other transmitted data could include:

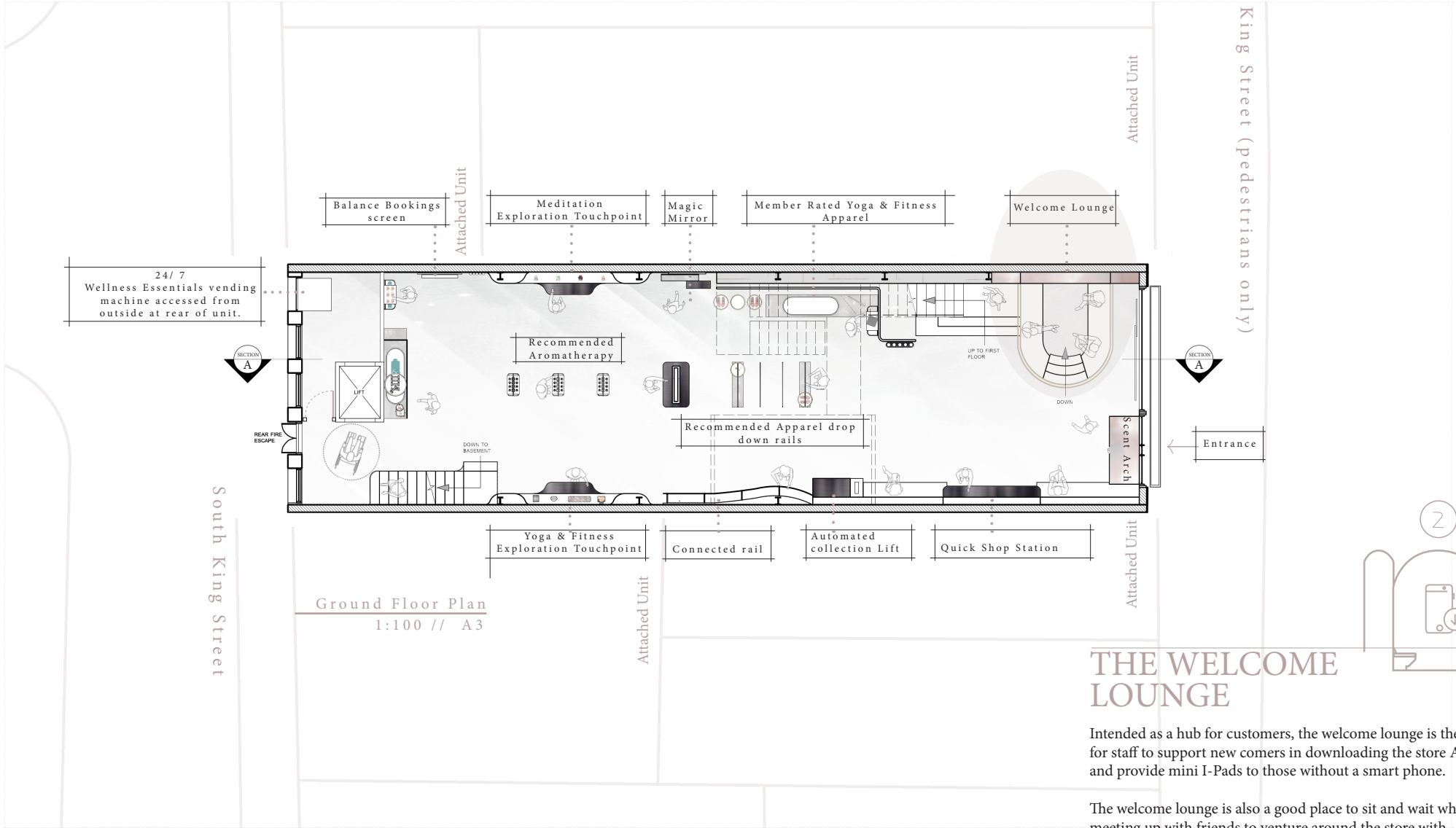
// . What she's added to her wish list on the BALANCE app
// . and even products that she's already purchased so these aren't displayed on screen or if there's anything that could go with these recent purchases.



BALANCE - MANCHESTER
 Hi Amelia, like what you see?
 Swipe left to quick shop your recommendation

now

NOTIFICATION DESIGN
 SMART PHONE APPLICATION



Ground Floor Plan
1:100 // A3

THE WELCOME LOUNGE

Intended as a hub for customers, the welcome lounge is there for staff to support new comers in downloading the store App and provide mini I-Pads to those without a smart phone.

The welcome lounge is also a good place to sit and wait when meeting up with friends to venture around the store with, perhaps killing the time by watching the kinetic lighting positioned directly above.

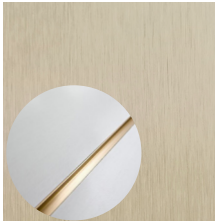
Welcome Lounge Visual

Mini I-Pad Loan . Staff Support . App Download location

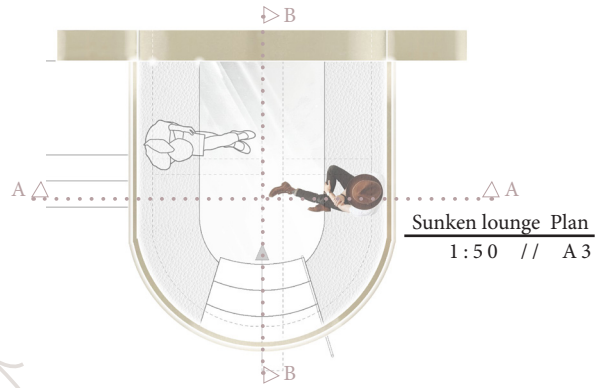




Flexible linear LED lighting
Panzeri, Line Collection



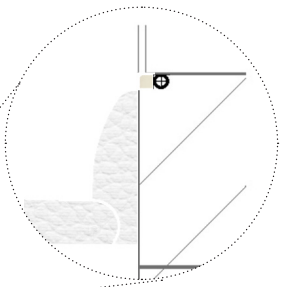
Rimmex Colour Tex Satin
Champagne floor inlay



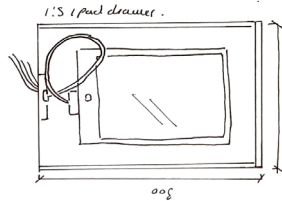
Sunken lounge Plan
1:50 // A3



Sunken lounge Section A-A
1:50 // A3



• We've got it covered
• Whether a customer's phone is out of charge or they're without one, the welcome lounge has Mini I-Pads ready and waiting to loan out.



• Not Just for Storing.

• Designed with function in mind the welcome Lounge fixture not only stores the I-Pads but charges them with power leads built into the drawers.



• Stylish security.
• To maintain a seamless finish staff each have a Magnetic fob key to unlock I-Pad drawers

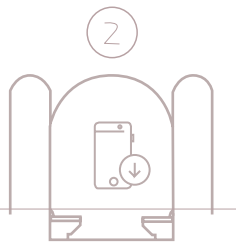


• Instant link to download App.

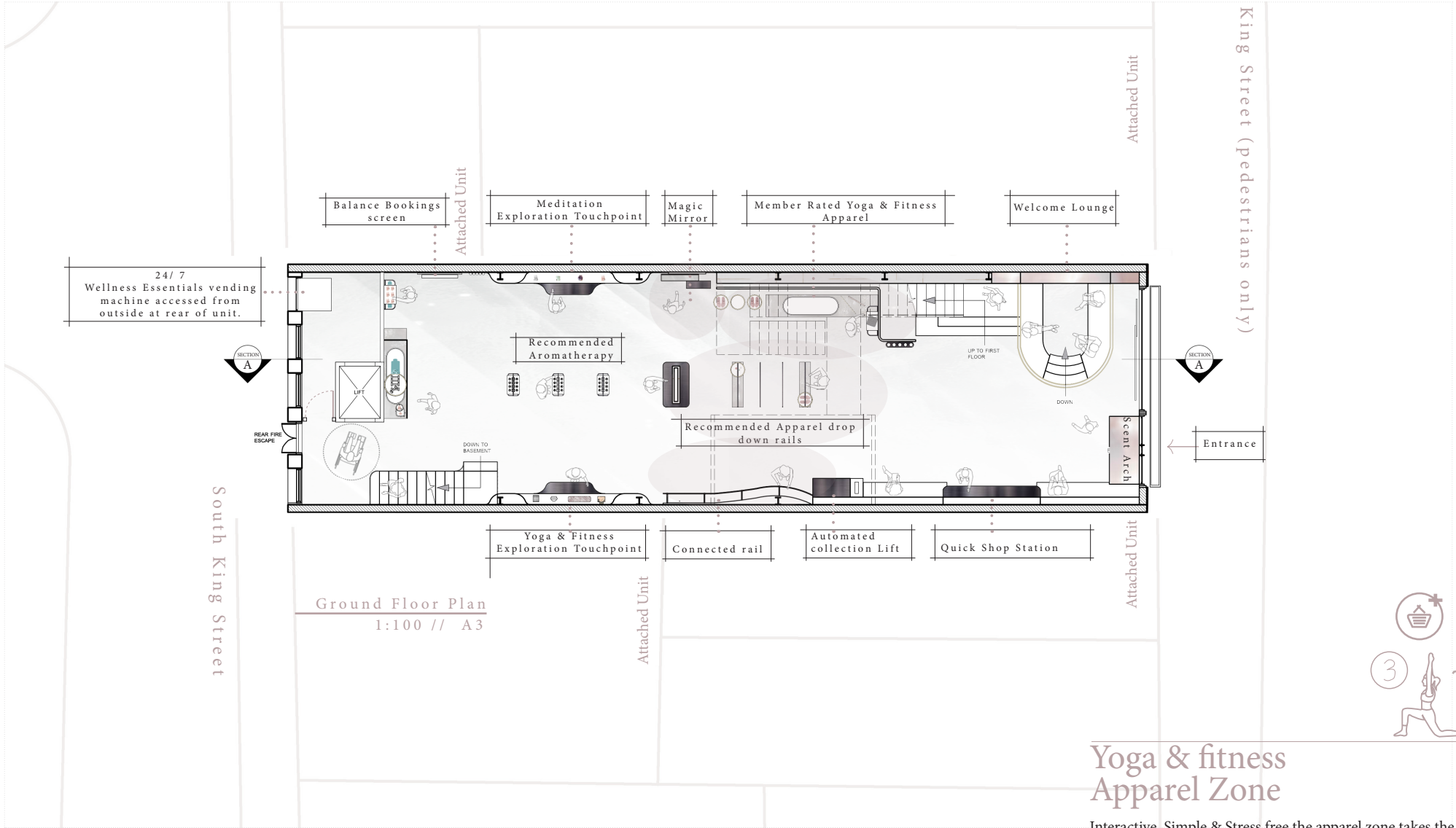
• The QR code provides a quick method for downloading the App. Visitors simply open their smart phone camera and point the lens at the QR sign.



Sunken lounge Section B-B
1:25 // A3



The
Welcome Lounge



Yoga & fitness Apparel Zone

Interactive, Simple & Stress free the apparel zone takes the chore out of clothes shopping. Supplying personalised collection recommendations that lower on rails
 A connected rail that shows the ins and outs of a picked up item
 And a VM display with product reviews, written by the Balance member community.

Apparel Zone Visual

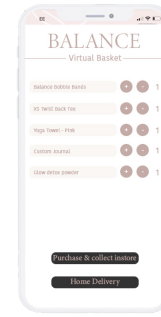
Drop Down Recommendation Rails . Review Shelving





Digital Review Shelving

Bringing the online instore the review shelving provides an omni-channel experience that goes beyond the typical endless aisle screens. The reviews are written by Balance members themselves building a store community that raises product confidence and takes the anxiety out of decision making.



No Rummaging

Items of clothing are presented face on in completed outfits taking out the chore of rummaging through rails with items that are sideways.

ADD TO BASKET TOUCHPOINT

RFID Technology makes adding items to the virtual basket and paying for them easy. This also removes the hassle of carrying products around as you Shop.

Indicates Touchpoint

Black surfaces across the store indicates an interactive touchpoint for customers.



Face Recognition Recommendation

A small camera is recessed into the Corian wrap designed to recognise the shoppers face and recommend an apparel collection based on their Balance store profile. This profile is built up with their past purchases and online activity the same way the beacon technology operates.



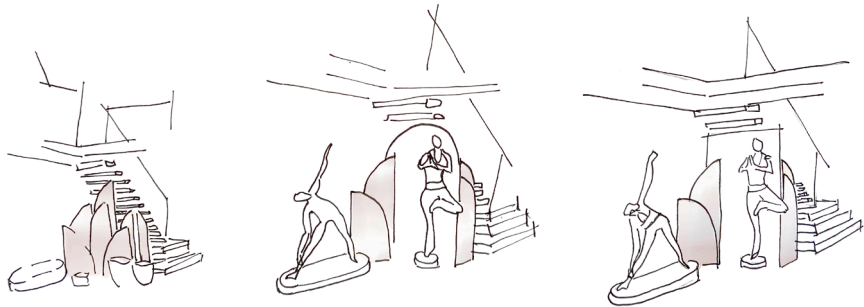
Rimmex Colour Tex Satin black Stainless steel



Rimmex Colour Tex Satin Champagne Stainless steel



Venaro white Corian from Dupont



Connected rail

All showcased items and products instore are RFID chipped including the connected rail. With this feature when a hanger is lifted off the rail the chip senses the movement and displays content about the product on the LED screen above.

Yoga & Fitness Apparel zone



Yoga & Meditation equipment zone

Informative Slide Screens . Review Shelving . Mood Reading Recommendation



Meditation Elevation
Not to scale //

Product Storytelling

Informative Exploration

Get to know about healing crystals, exploring what each type symbolizes and what it offers.

The transparent interactive screen slides in front of an item and displays the relevant content. Including video clips.

For instance current selected purple crystal Amethyst is said to be incredibly protective, healing, and purifying and is physically said to relieve pain and stress.



Informative Slide Screen



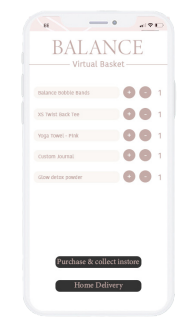
3M Headquarters Neuss - Case Study dreiform.de (<https://vimeo.com/60452612>)

Mood Reading Recommendation

A small camera is recessed into the Corian wrap designed to read a customers facial features and recommend a collection scent based on their determined mood. For instance if a customer appeared tired a pick me up scent such as peppermint could be recommended.



Yoga & Meditation zone

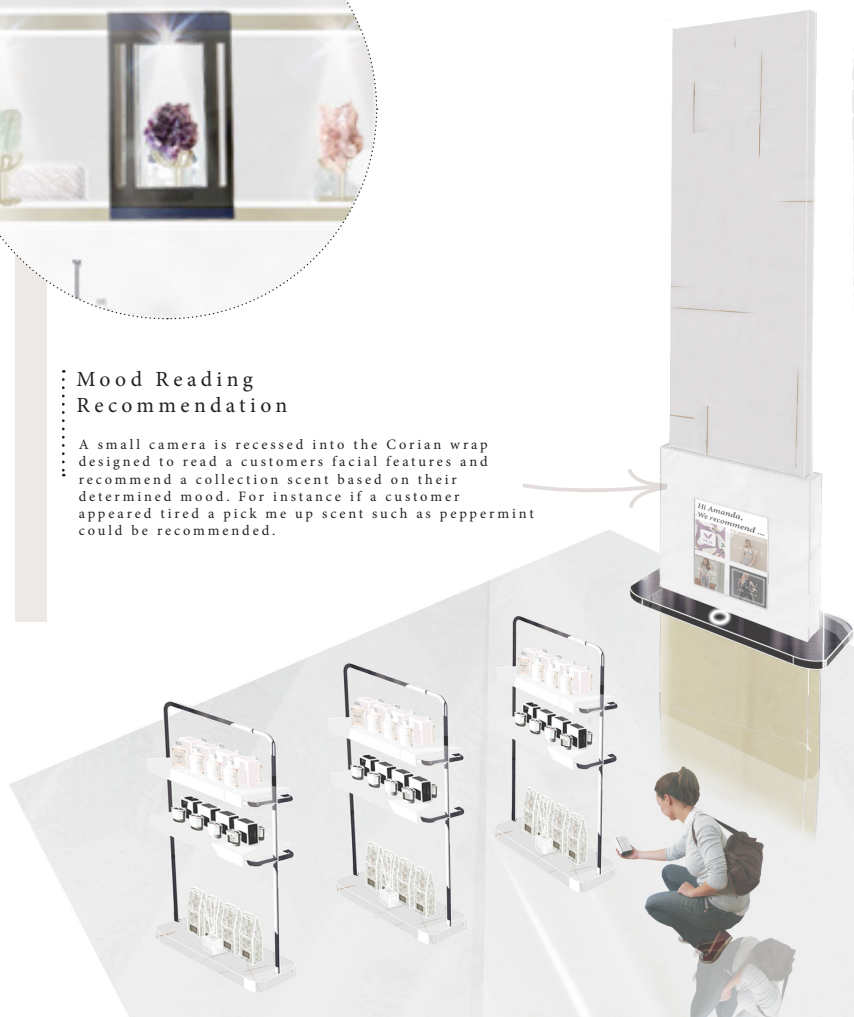


Add to Basket Touchpoint

RFID Technology makes adding items to the virtual basket and paying for them easy. This also removes the hassle of carrying products around as you Shop.

Aromatherapy Products

- // . Candles
- // . Essential oils
- // . Reed diffusers.





King Street (pedestrians only)

South King Street

Section AA
1:100 // A3

Section AA
The Complete journey to wellness. Mind. Body. Soul



King Street (pedestrians only)

South King Street

Section AA
1:100 // A3

Section AA
The Complete journey to wellness. Mind. Body. Soul

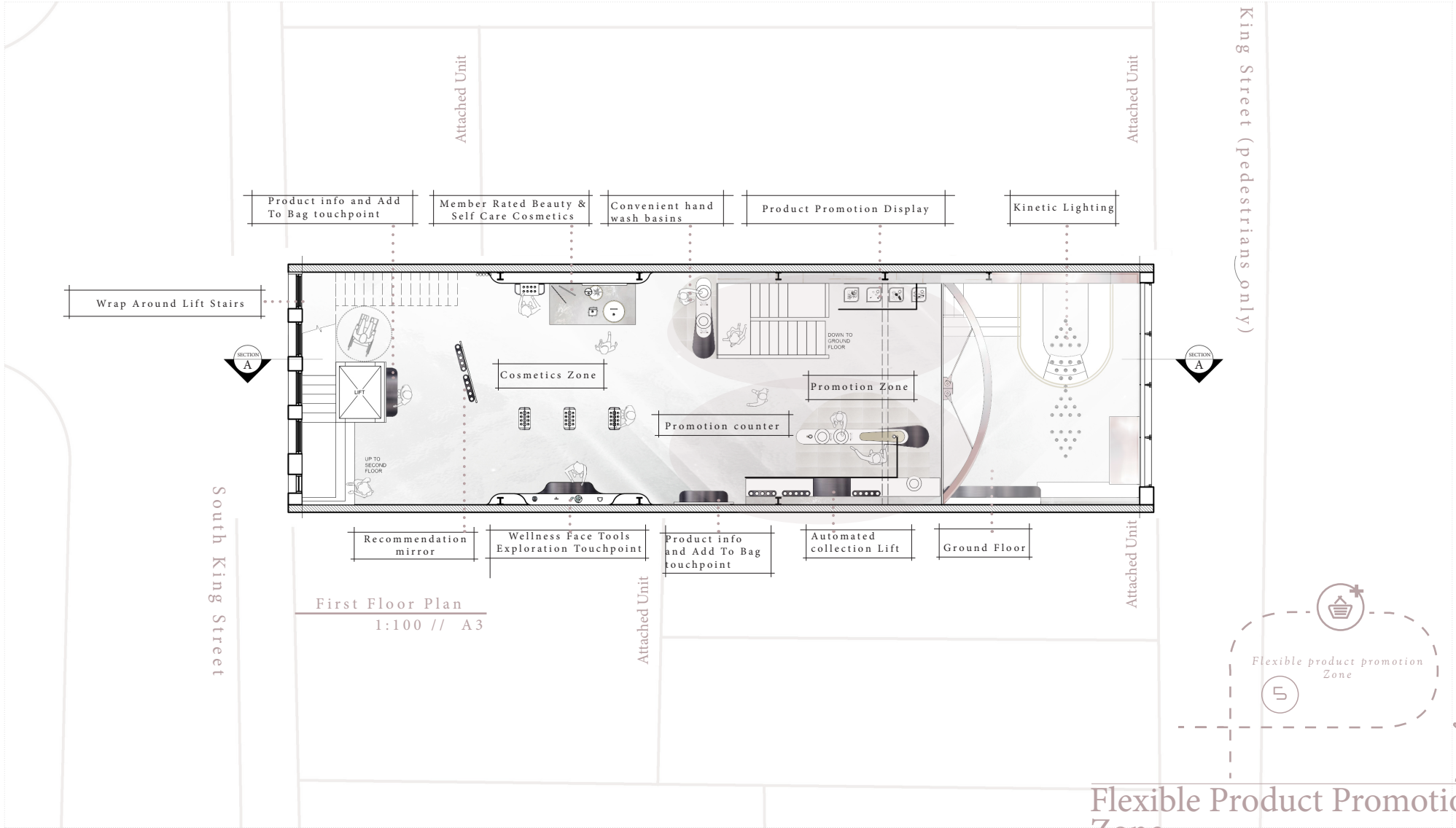
Studio Pod visual

to 1 sessions . Next Gen Changing room . Floor Transition shopping



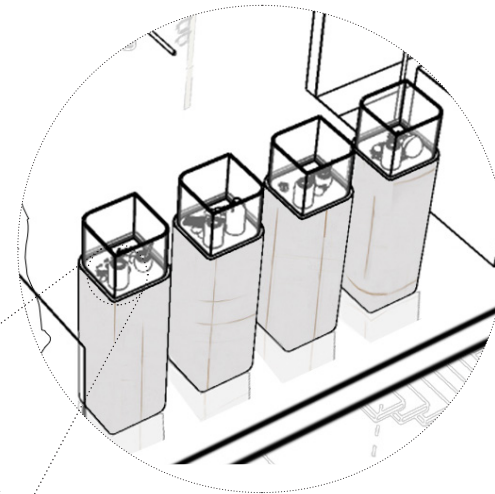
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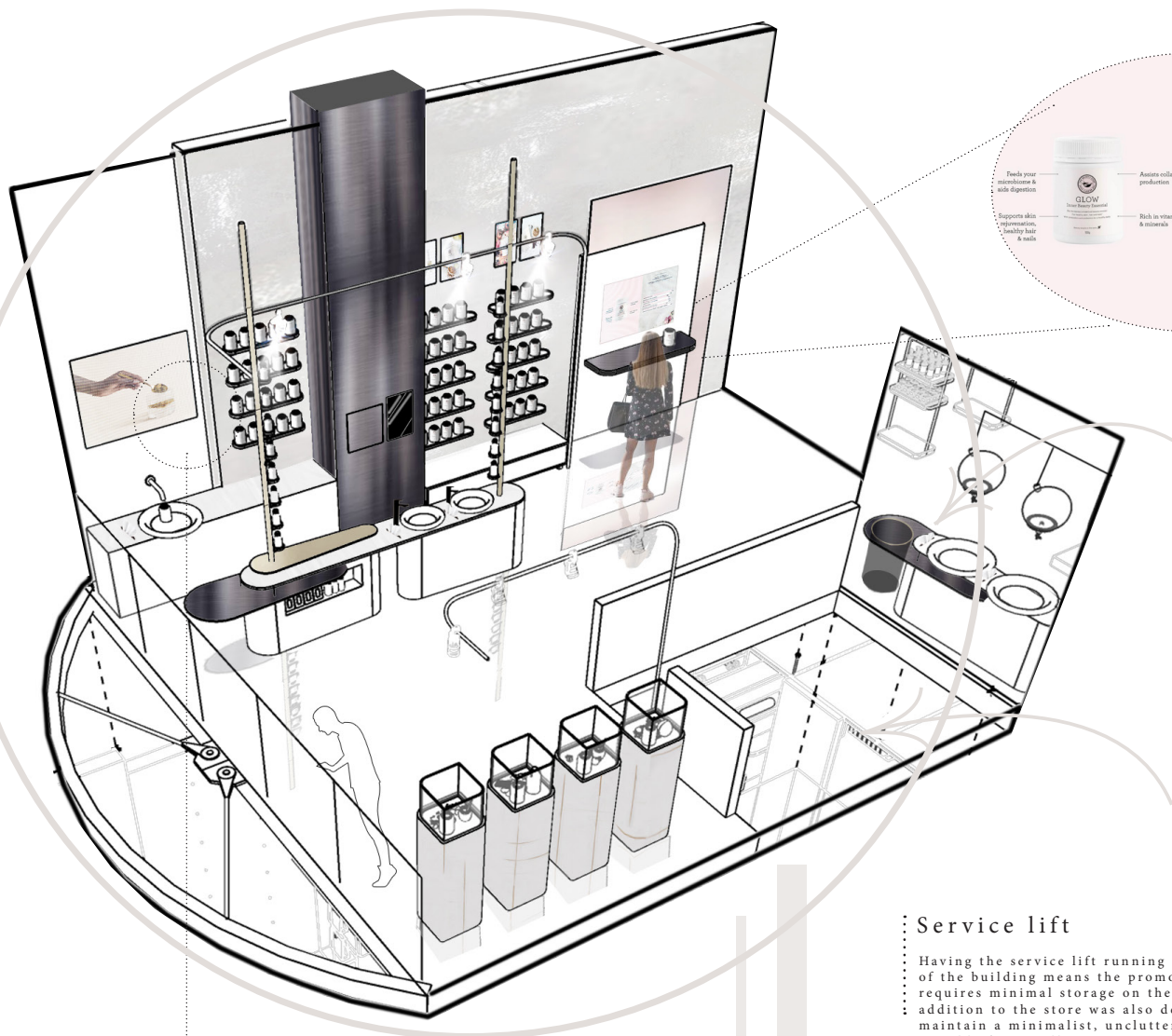
Flexible Product Promotion Zone

Intended to promote a particular product or range this space lets customers taste or interact with the product with added guidance from staff.



Promotion Space Visual

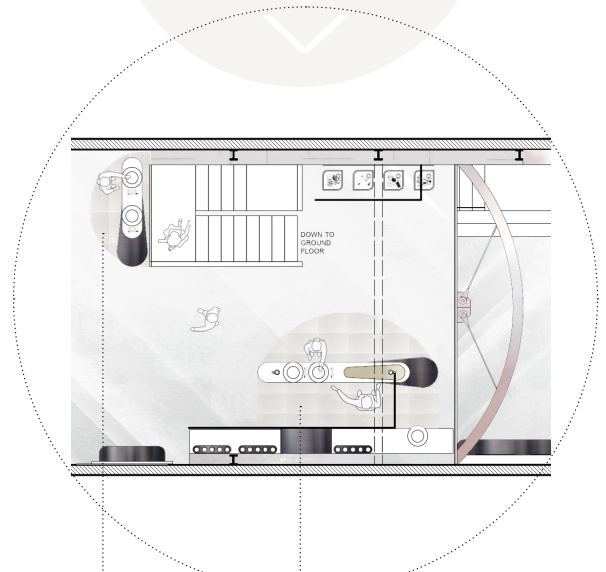
Display Cases. Convenient hand wash basins . flows onto beauty retail



70%
Would go elsewhere if a retailer didn't provide an exciting/engaging environment
RetailEXPO (2018)

// . Paper towels bin incorporated into basin counter

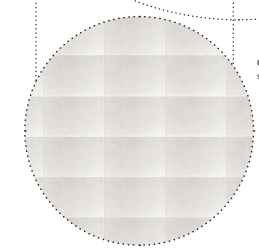
// . The basin counter was designed in this location allowing its use to be split between both the promotion area and a joining cosmetics space for washing hands when trying out multiple samples.



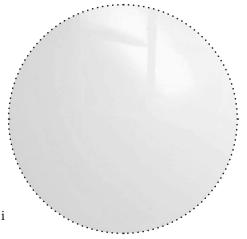
The display cases are the first touchpoint customers interact with on this floor, intentionally placed to be directly in front of them as they come up the stairs.

Service lift

Having the service lift running through all floors of the building means the promotion space only requires minimal storage on the shop floor. This addition to the store was also designed in to maintain a minimalist, uncluttered environment more suitable for a wellness store.



Camous White R12 Anti Slip Tiles supplied by direct tile warehouse



High Gloss MAX commercial grade laminate supplied by leader floors

Digital Comms Product Demonstrations

Media communication screens in this area allow for easy flexibility when the product being promoted is changed. These screens could even be used to demonstrate a product in action for instance in this example the screen shows a repeated video of someone adding the dextox powder to water, showing the simplicity of the product.



Dextox powders

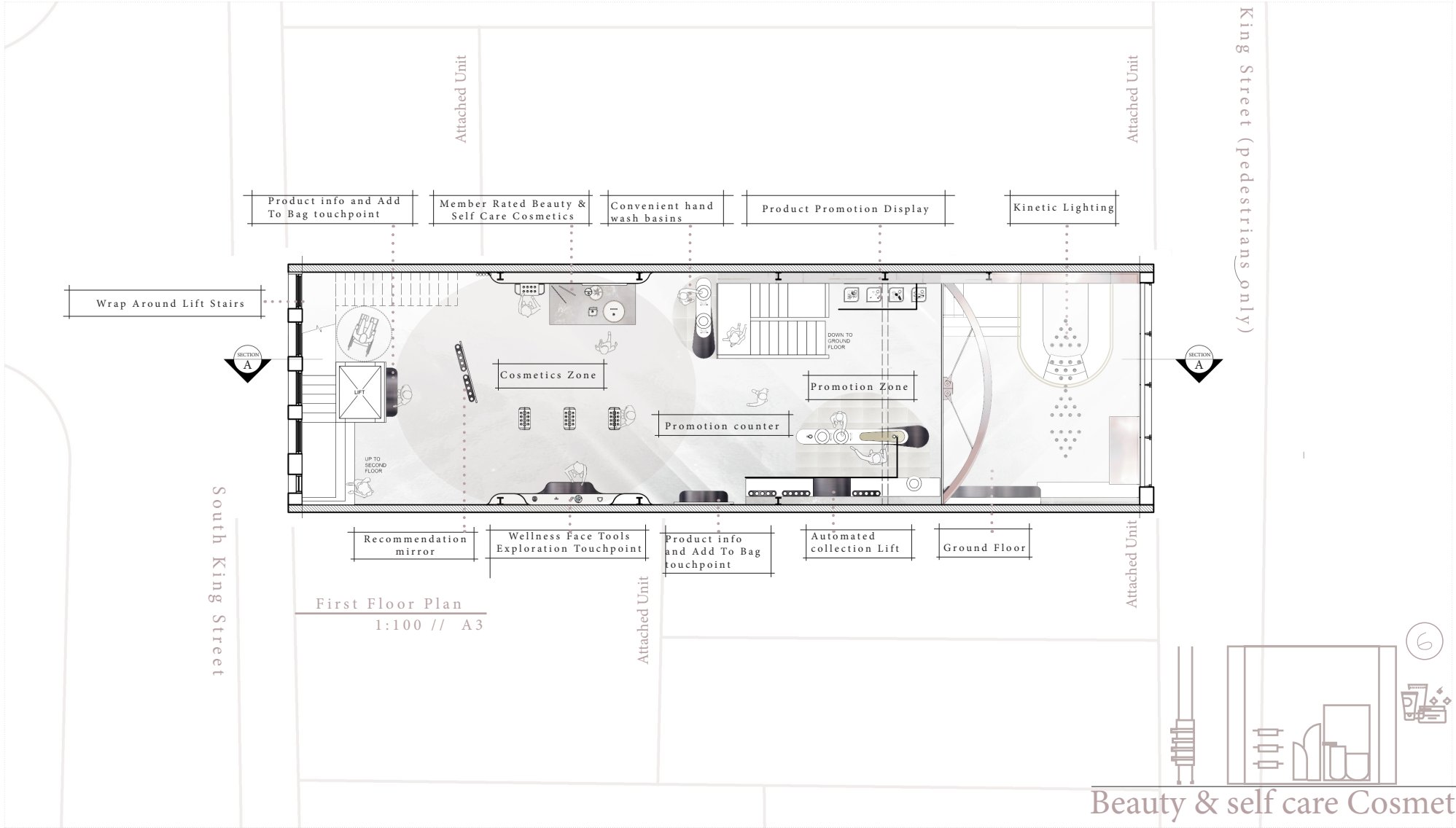
Just Add Water Products

Change in Flooring

With this experience incorporating water the design accounts for any splashes made from using the basins with R12 Anti Slip Tiles surrounding the tap areas.



Other beauty products to be tested in promotion area.



Beauty and self care cosmetics zone Visual
view shelving . recommendation mirror . interactive exploration screen



Beauty and self care cosmetics zone Visual

view shelving . recommendation mirror . interactive exploration screen

Product Demonstrations

Informative Exploration

Get to know about wellness tools and accessories, exploring what each item does and how it will benefit your wellbeing.

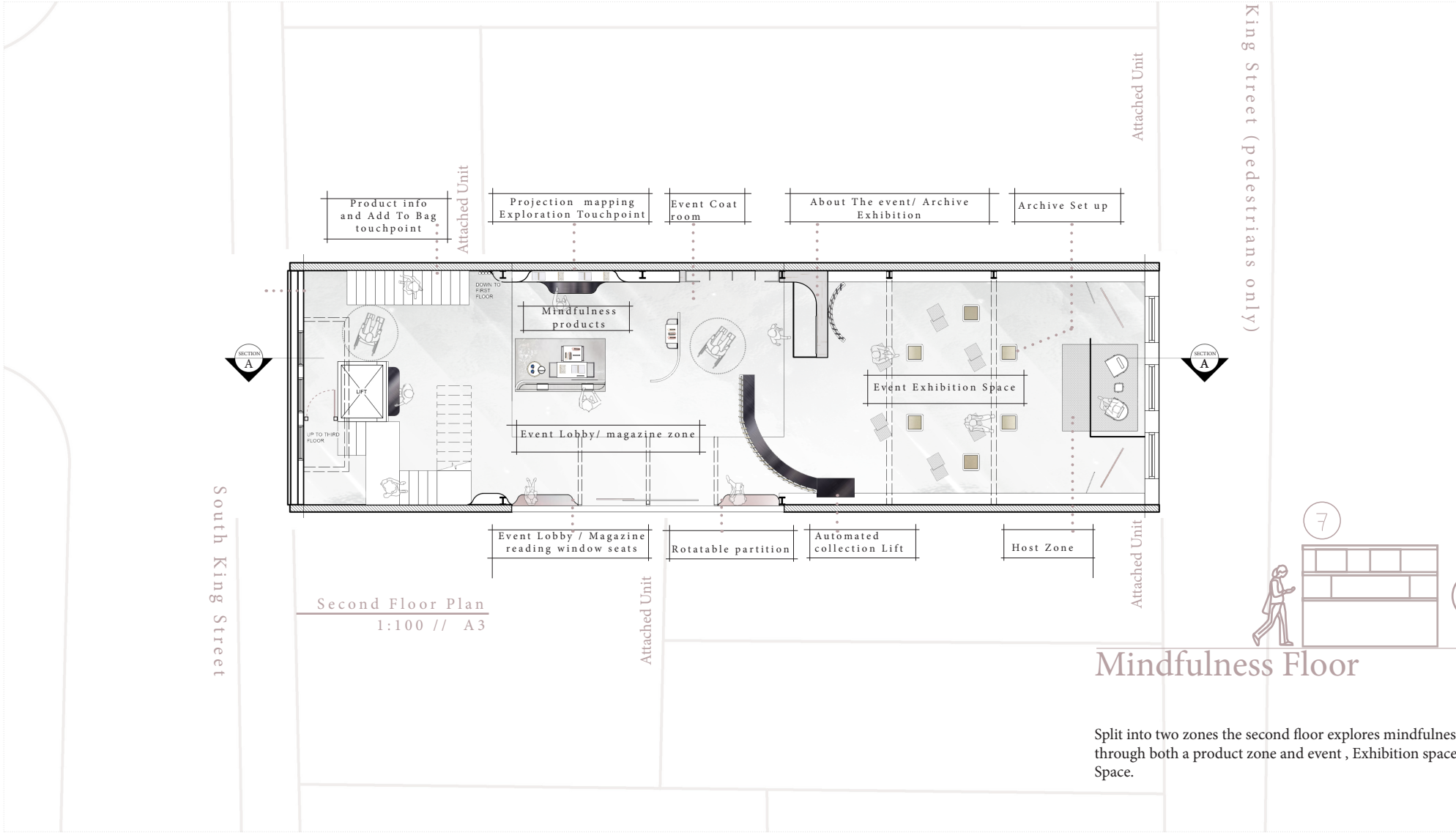
The transparent interactive screen slides in front of an item and displays the relevant content. Including video clips of how to use the below products.



Beauty Mirror
Recommending products
from face analysing the
customers face.

Review Shelving

VM display to work alongside review shelving





Section To explain Mindfulness floor

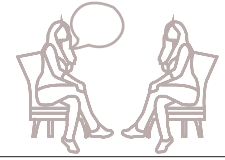


Parametric speaker domes to direct archive video sound directly to down visitor



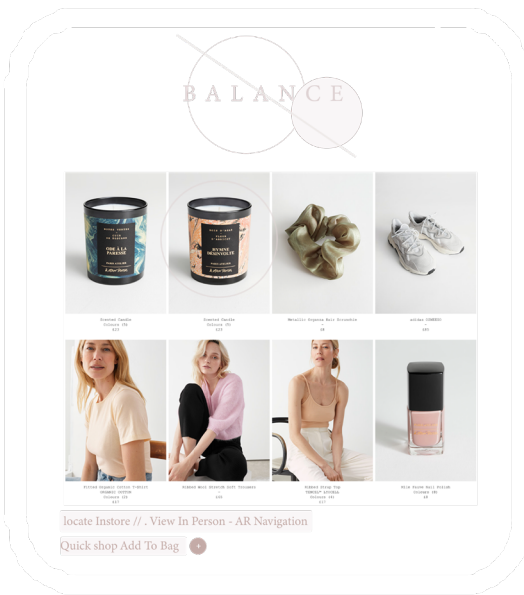
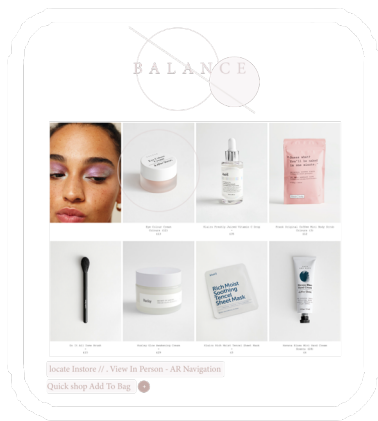
Flexible modular seating / video archive display

Host lounge / live talk stage
Specialists are welcomed to talk about areas of wellness



Event & Archive Exhibition Space

Flexible. Live Talks . Controlled audio. Archive video of past talks



Proposed quick shop touchscreen

don't like Going around the store or wanting a repeat purchase the quick shop on entrance has this covered

Quick Shop Elevation detailing the stores products in the above sliding glass Cabinet

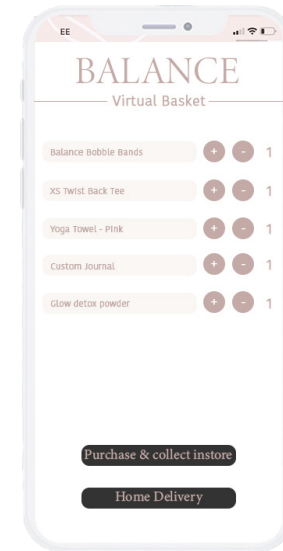


Automated collection service lift



TOUCHPOINT TO PAYMENT

RFID Technology makes adding items to the virtual basket and paying for them easy. This also removes the hassle of carrying products around as you Shop.



consumers see long ques at checkout counters as their main frustration with physical stores
(Capgemini. (2017))

No more queuing at the checkout !
With Seamless payment now in-place

Payment can be made at any time during the experience via the phone App

Purchase bag items on the app anywhere in store collect items from an automated collection point



Quick Shop & Payment Process

No more Ques. Automated Collection . Repeat purchases made simple

1:100 // A3
Basement Elevation



Attached Unit

Attached Unit

King Street (pedestrians only)

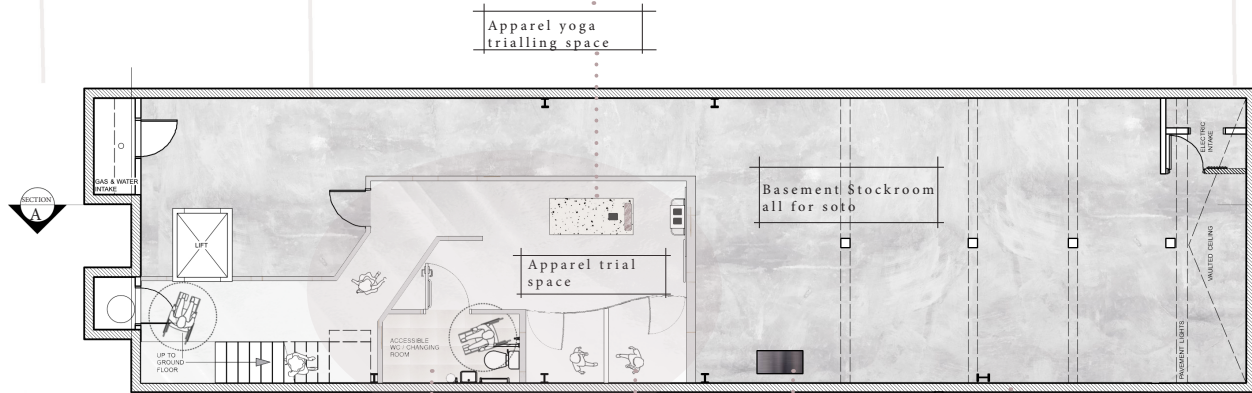
Meet SOTO

he's the new store product picker, taking what items the customer purchased from the stockroom and transporting it to shop able levels via the automated service lift.



Soto is here to improve not only the customers wellbeing with quick automated product collections but also for the staff members not needing to venture down to the artificially lit basement and retrieve the purchased goods.

South King Street



Basement
1:100 // A3

Attached Unit

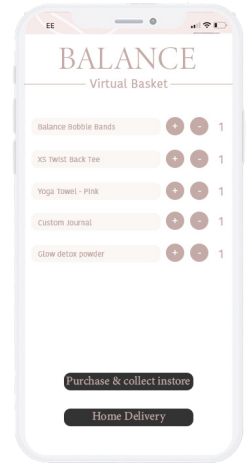
Attached Unit

DDA compliant wheel-chair accessible fitting room/ WC

Fitting rooms fit out with interactive mirror and controllable lighting

Automated collection Lift

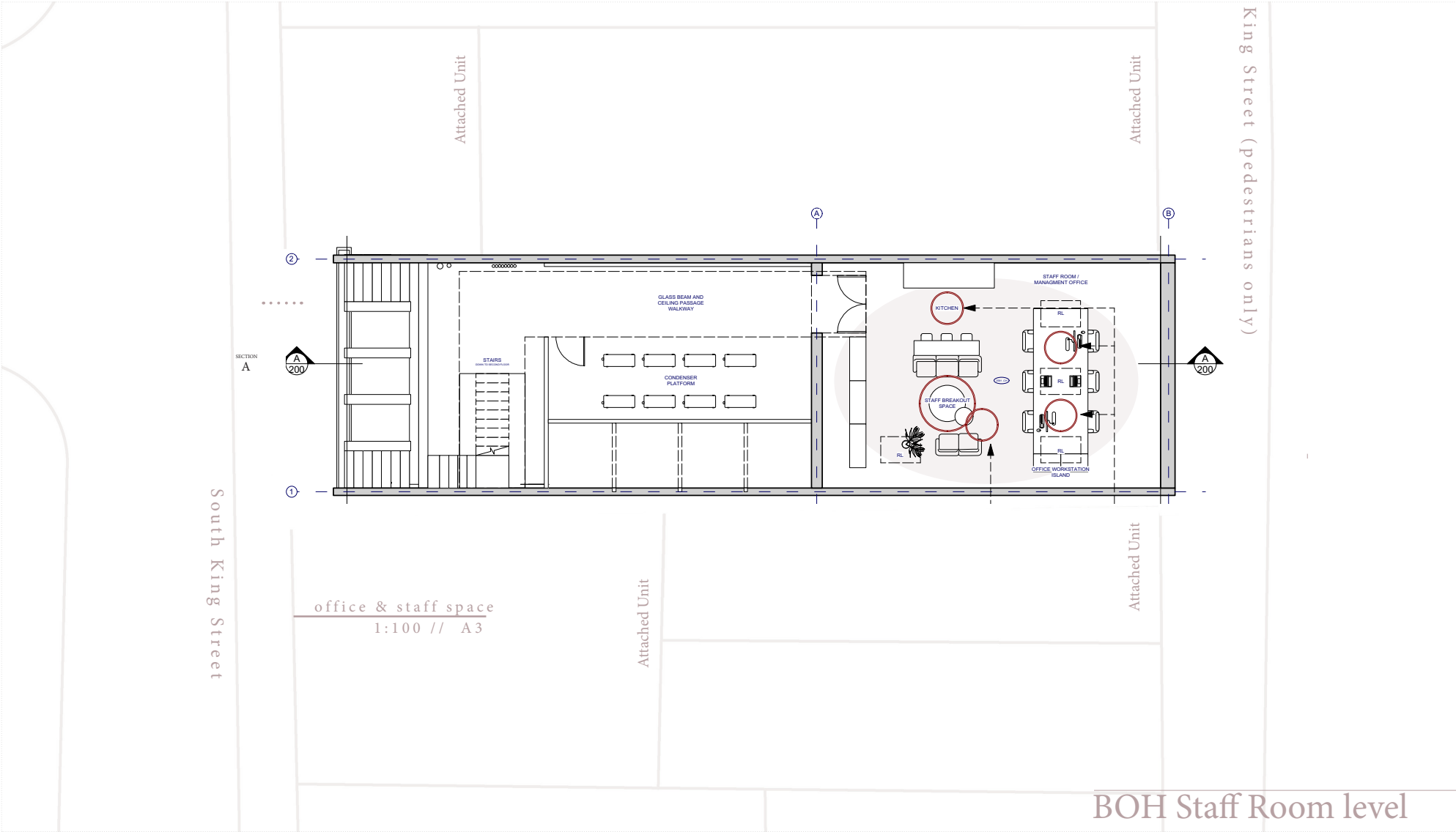
Basement Stockroom



Soto is activated when a payment is made on the balance store App for collection instore from the collection point.

BASEMENT

SOTO automated picker . Additional changing rooms & yoga space

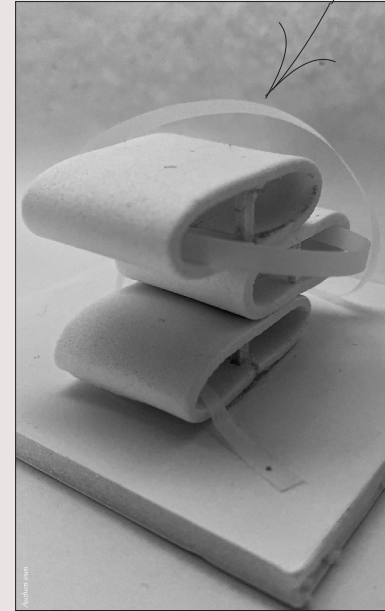
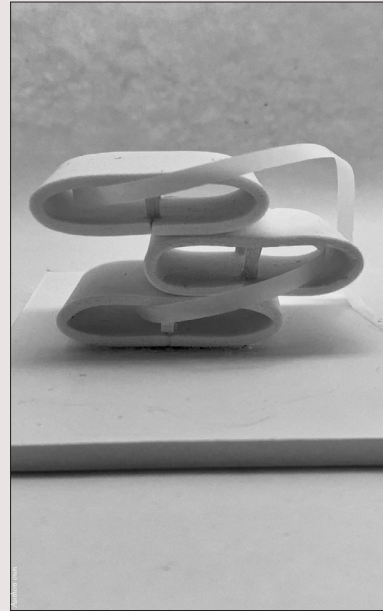
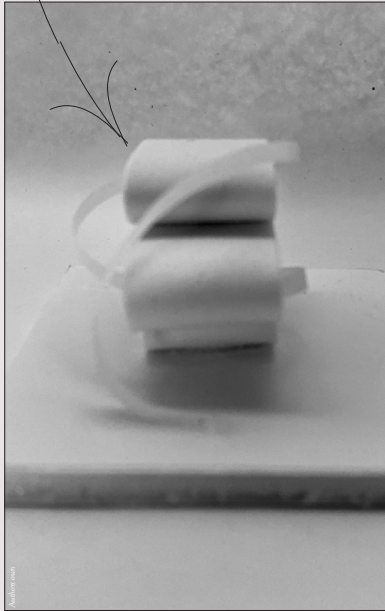


BOH Staff Room level

Smooth and seamless to represent
the future thinking stress free
experience.

Represents the service lift running
through all the building floors
connecting the mind body and spirit

BALANCE

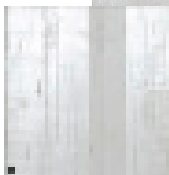
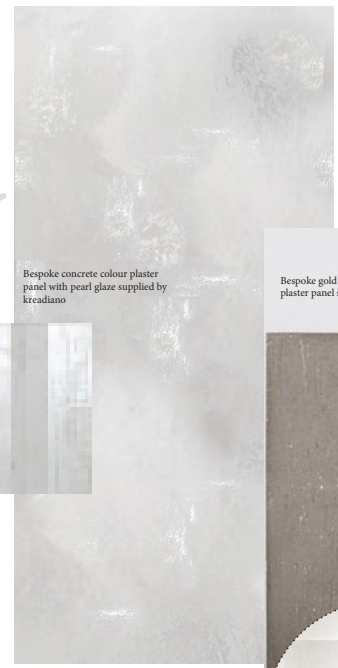


9 Purchase bag items on the
app anywhere in store
collect items from an automated
collection point



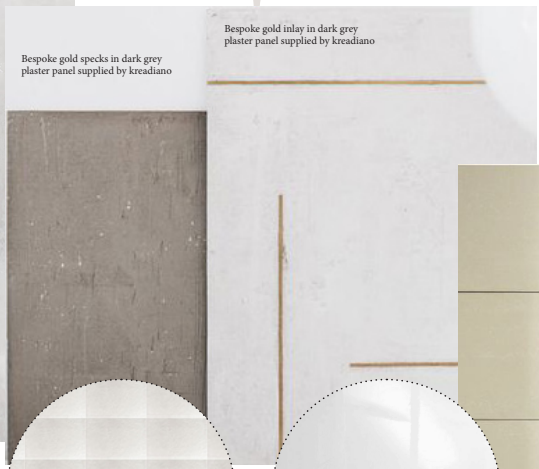
Abstract Final Model

Wall Finish
used throughout project scheme



Bespoke concrete colour plaster panel with pearl glaze supplied by kreadiano

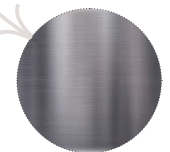
Luxury plaster
Gold inlay plaster used on wall surfaces and fixtures throughout design scheme



Bespoke gold specks in dark grey plaster panel supplied by kreadiano

Bespoke gold inlay in dark grey plaster panel supplied by kreadiano

Indicates Touchpoint
Black surfaces across the store indicates an interactive touchpoint for customers.

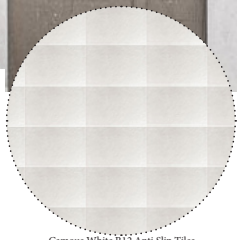


Rimmex Colour Tex Satin black Stainless steel

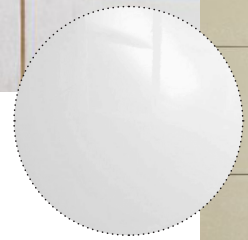


Venaro white Corian from Dupont

Anti Slip
Used around hand wash basins and wcs



Camous White R12 Anti Slip Tiles supplied by direct tile warehouse



High Gloss MAX commercial grade laminate supplied by leader floors

Main Flooring
Used throughout the scheme to brighten up the interior, perfect for creating a calm environment.



Rimmex Colour Tex Satin Champagne Stainless steel

Material Palette

Light and bright To Represent Wellness