

# 2014 NRF store tour



# MakerBot

298 Mulberry St, New York, NY 10012

The MakerBot store is the first of its kind

## WHAT'S IN STORE?

To see:

- 3D printing devices to buy and see in action.
- The store is selling printers and products made on MakerBot Replicator 2 Desktop 3D Printers.
- The store is educating potential customers on 3D printing technology.
- Hands-on, demo.

Take away:

- Birth of a new technology, that will change retail.
- Lexmark will provide a give-away



## STORE KEY STATISTICS

Opening Date: September 2012

Opening times:

Mon-Sat 12pm-7pm

Sun 12pm-7pm

# MakerBot

Owned by Stratasys, a manufacturer of 3D Printers and 3D production systems

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## COMPANY INFORMATION

- MakerBot was founded in 2009 by Zack Smith and has grown to be the global leader in desktop 3D printing. In 2011, MakerBot had 21.6% market share.
- CEO Pettis sold MakerBot to Stratasys in June in a stock deal valued at roughly \$403 million.
- MakerBot also run Thingiverse where MakerBot owners can access and contribute to a database of projects, models and downloads.



## COMPANY KEY STATISTICS

Total sales 2012: \$15.7m

Forecast 2013 revenue: \$75m

3 store locations: Boston, New York and Greenwich

# Warby Parker

121 Greene Street, New York, NY 10012

## WHAT'S IN STORE?

To see:

- Traditionally a .com retailer.
- Photo Booth & Social Media Integration.
- Point of Sale – CRM.
- Digital Signage and Eye Exam Queuing.

## Take away:

- 360 degree customer service, across all channels.
- Know your customer.
- Viral marketing through social media integration.



## Store statistics

**Opening Date:** November 2013

## Opening times:

Mon – Sat 10am-8pm

Sun 11am-7pm

# Warby Parker

Privately owned, VC backed

## COMPANY INFORMATION

- CEO & Co-founder: Neil Blumenthal
- American company selling prescription eyeglasses and sunglasses
- Warby Parker sells online, and has a limited number of showrooms in the United States
- The company was started in the Venture Initiation Program in 2010 and received \$2,500 seed investment. By Fall 2012, it raised a \$41 million investment and attracted investors American Express and Mickey Drexler
- Warby Parker shipped more than 100,000 pairs of glasses in 2011, and had 60 employees. By the end of 2012, the company grew to over 113 employees.



**WARBY PARKER**  
eyewear

### Company key statistic

Sales 2011: \$31.5bn

Key store locations:  
New York, Los Angeles, Boston

## WHAT'S IN STORE?

### To see:

- New H&M flagship store in NYC
- Runway Photo Experience
- Digital Signage and Lighting
- Unique H&M Location:
- Open environment
- Well presented merchandise.

### Take away:

- CRM (Customers need to register for runway experience)
- Viral marketing through social media integration.



### Store statistics

Size: 42,000 sq ft

Opening Date: November 2013

## COMPANY INFORMATION

- Hennes & Mauritz AB is engaged in the sale of clothing, accessories, footwear, cosmetics, and home textiles. The company brands include COS, Weekday, Cheap Monday, Monki, and H&M Home
- H&M's business concept is to offer fashion and quality at the best price
- Established by Erling Persson who opened the first store in Vasteras, Sweden in 1947
- H&M launched its US online site in August 2013 following its success in numerous European countries
- CEO: Karl-Johan Persson



## COMPANY KEY STATISTICS

Sales 2012: SEK 120,799 (+11%)

Stores:

Approximately 3,000 stores in 53 markets

Key store locations:

Boston, New York and LA

Key Competitors:

TJX, Inditex, Gap, C&A

## WHAT'S IN STORE?

### To see:

- 24 Hour Vending Machine.
- iPad Shopping Experience – CRM:
- Try on glasses virtually
- Share with friends on social media.

### Take away:

- CRM: Know your customer
- Attack online channel with vending machine
- Viral marketing through social media integration.



### Store statistics

Opening Date: April 2010

Opening Times:

Mon - Thurs 10am-10pm

Fri - Sat 10am-11pm

Sun 10am-8pm

# Sunglass Hut

Owned by Luxottica, an Italian manufacturer which markets and distributes luxury frames and sunglasses

## COMPANY INFORMATION

- Sunglass Hut was founded in 1971 and retails sunglasses for men, women and children.
- A global brand with over 2,000 stores in North America, the UK, South Africa, the Middle East, Asia, India, Australia and New Zealand.



## COMPANY KEY STATISTICS

Net Sales 2013: \$9,645m (Luxottica)  
Stores: Approx. 2000  
Key Competitors: Charmant Group, De Rigo S.p.A., Marchon Eyewear, Inc., Marcolin S.p.A., Safilo Group S.p.A., Silhouette International Schmied AG and Viva International Group

# Best Buy

1880 Broadway, New York, NY 10023

## WHAT'S IN STORE?

### To see:

- In-Store Pickup
- Electronics Demos & Experience Stores
- Signage - Retail Signage with QR Codes
- Mobile Strategy for CRM

### Take away:

- 360 degree customer service, across all channels
- Comprehensive labels
- Shopping experience:
- Hands-on, demos
- “Living room“.



### Store statistics

Opening times:

Mon - Fri 9am-9pm

Sat 10am-9pm

Sun 11am-8pm

# Best Buy

Public company listed on the New York Stock Exchange

## COMPANY INFORMATION

- Best Buy is the world's largest multi-channel consumer electronics retailer with stores in the U.S., Canada, China and Mexico
- 10th largest online retailer in the U.S. and Canada
- On June 26, 2013, Best Buy completed the sale of its 50% interest in Best Buy Europe to Carphone Warehouse Group plc.



## COMPANY KEY STATISTICS

Revenue 2013: \$45,085bn

Stores: 2047

Key Competitors: Metro Group, DSGi, Expert, Euronics, Yamada Denki

# Whole Foods

10 Columbus Cir, New York, NY 10019

## WHAT'S IN STORE?

### To see:

Merchandise Presentation & Assortment:  
Retail Signage

Mobile Technology - Payment, Associate, etc.  
Point of Sale – Queuing advisor.

### Take away:

Shopping with all senses: visual, fragrance, touch,  
taste.

Superb merchandise presentation leads to up/x-  
selling.

Marketplace experience.



### Store statistics

Size: This is the largest grocery store in  
NYC

Opening times:

Mon – Sat 10am-9pm

Sun 11am-7pm

# Whole Foods

Public company, (NASDAQ: WFM)

## COMPANY INFORMATION

- Whole Foods Market owns and operates the chain of natural and organic foods supermarkets in the US, Canada and the UK
- The company was founded by John Mackey, Renee Lawson Hardy , Craig Weller and Mark Skiles on September 20, 1980 and is headquartered in Austin, TX.



## COMPANY KEY STATISTICS

Revenue 2012: \$11.699bn

Stores: 362

Key store locations: North America

Key Competitors: Walmart, Kroger, Tesco, Target, Carrefour