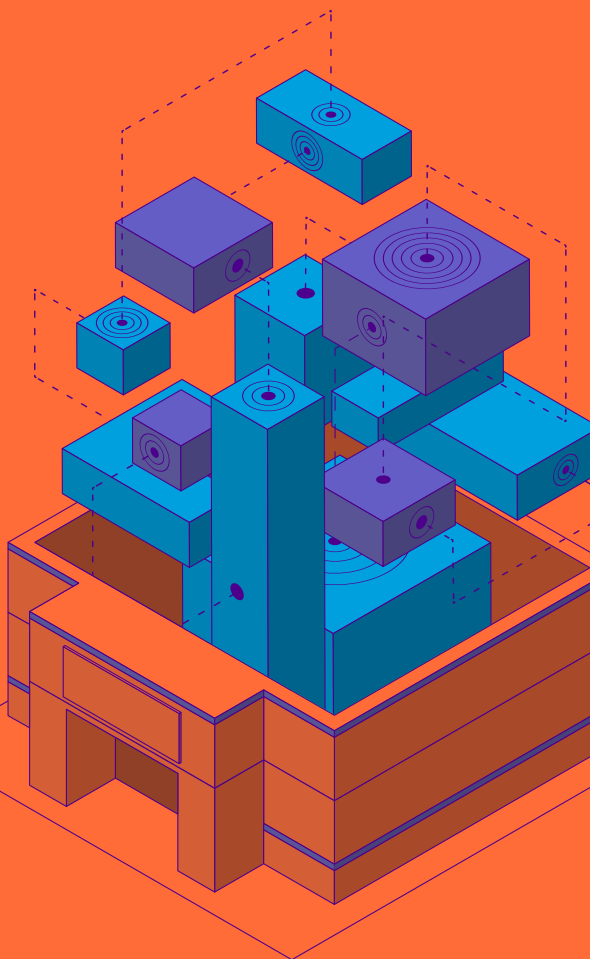


Defining the

# 21st Century Store

Five elements  
every retailer  
should embrace



**Over the past five years, the retail industry has been weathering quite the apocalyptic storm.**

Many brands, both mature and novice alike, have been recently rocked by a multitude of forces; shifts in shopper behaviors, generational preferences, local nuance, economic pressures, commercial real estate values, and the infusion of private equity inducing an influx of expensive corporate retail debt all have put many retailers into a tailspin, if not out of business.

We know that ecommerce is not causing these companies to go extinct, it's simply changing the way customers connect to brands. And those who are winning today have focused investments on aligning brand experience strategies to both the needs of the customer and to the overall health of the brand. Let's cut to the chase—the old prototype store model is obsolete. It is too inflexible and tone deaf to serve the needs of today's sophisticated customer.

This dated approach of one ideal-state design that's sized to small, medium or large leaves retailers stranded with anomaly stores that are difficult to replicate. In turn, they could potentially contain un-scalable experiences and/or operational challenges posed by a lack of integration between their retail storefront and digital operations.

A new strategic approach to concept, design and execution has emerged. At WD Partners, we call it a Retail Portfolio Strategy. It is a flexible set of modules that helps retail brands create a strategically designed system of integrated parts and operations, allowing them to achieve synergy and scale, with both customers and their brand in mind. There are five of these

## Experiences

Creating a personalized customer experience is now one of the cornerstones of this redevelopment strategy as the old prototype does not cater to consumer's desire to connect with brands on a deeper, experiential level. The most successful retail experiences are untethered to the challenge of establishing strict ROI on experience, yet the impact on the success of the brand is invaluable.

## Product

In a sea of dynamic products vying for the title of "The Next Best Thing", retailers need to work harder than ever to wow consumers and get ahead of the competition. Brands who excel at product innovation are those who have customer-centric insight driven designs that both delight customers and solve problems they didn't even know they had.

## Services

In the age of convenience and rewards, retailers need to ensure that they offer elevated services in order to stay at the top of their fidgety and on-the-run customer's minds. Brands that are looking for ways to stay relevant and build deeper customer relationships through value-added or convenient services are seeing increased momentum and opportunities to expand their reach to new customers through new format concepts.

## Local POV

The fact of the matter is that retail is no longer a one-design-fits-all industry; with the need for more personalized experiences and brands' desire to be culturally relevant to their stores' unique customer sets, a more localized approach to design will present endless possibilities for brands to speak meaningfully and directly to their customers based upon their specific needs.

## Integrated Technology

It should be known by now that if you aren't integrating technology into your business model, you are already behind technology offers a path forward for retail transformation and opens the door to omni-channel success. Many brands have already invested in integrating systems to encompass a single-view-of-customer, single-view-of-inventory, multichannel attribution, loyalty & rewards programs and mobile app optimization with the ultimate goal of delivering sharper personalization.

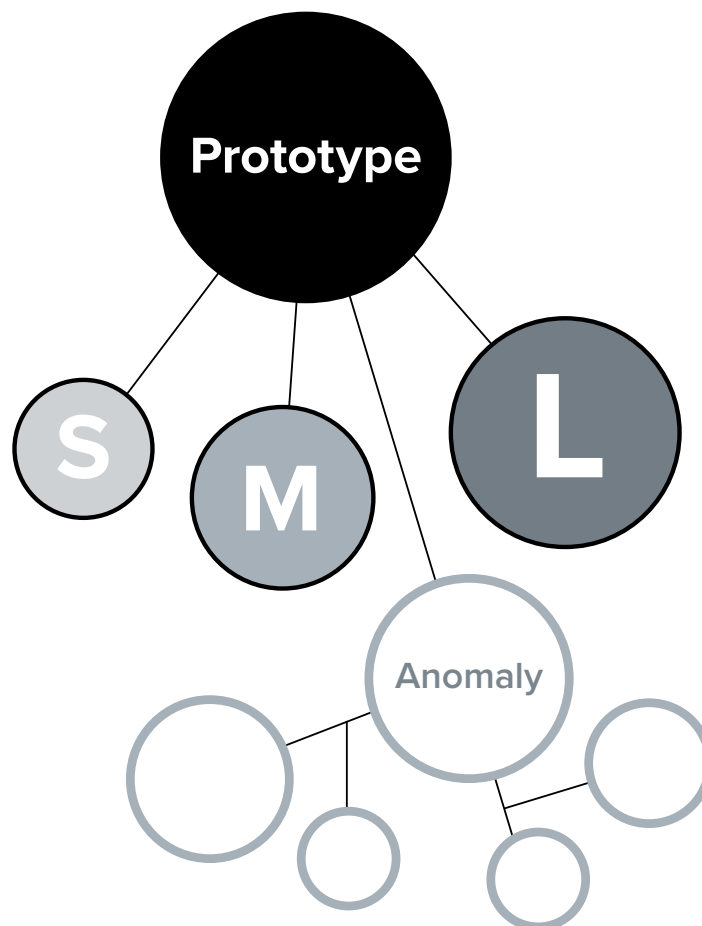
These new format concepts will blend clicks & bricks so well that the line separating the two will undeniably be blurred. After all, to the customer, retail is retail. Brands will succeed by investing in integrated brand experiences and technology strategies that map a shopper's experience, agnostic to place, space, and time. Retailers know they must "get unstuck," unshackling themselves from old ways and changing their approach to most everything. The hard part is to know where to begin and what this transformation should look like. We're confident these five modules are the strategically smart place to start.

# THE NEW RETAIL DEVELOPMENT MODEL

Flexible Configurations for Dynamic Conditions

## OLD

### Prototype Approach

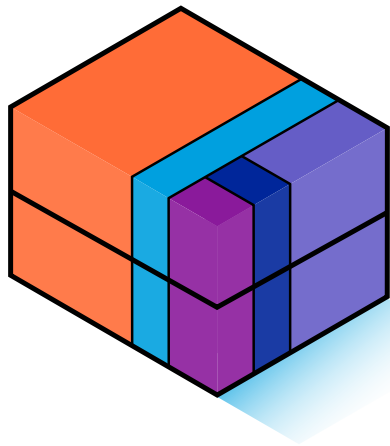


# Enter: A Retail Portfolio Strategy

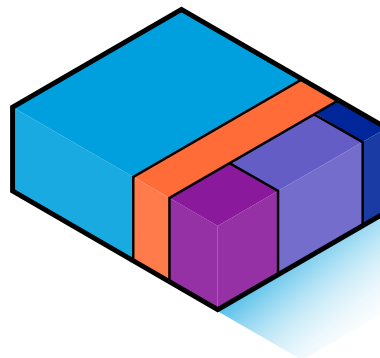
A flexible set of modules to help retail brands create a strategically designed system of integrated parts and operations, to achieve synergy and scale, with both customers and the brand—designing these functions to work in symbiosis with one another as a single, assemblage of clicks & bricks.

## NEW

### Modular Kit-of-Parts



**FLAGSHIP**



**MALL STORE**



**POP-UP**

**EXPERIENCE**

**PRODUCT**

**SERVICES**

**LOCAL POV**

**TECHNOLOGY**

At WD Partners, we are solving for the future of retail by breaking the mold of the past and reassembling clicks & bricks into a structured yet scalable model for brand resilience and growth. If you're stuck somewhere in the middle and looking for a partner to help you and your organization get unstuck, call us, we'd be happy to help. **To find out more email us at [TalkToUs@wdpartners.com](mailto:TalkToUs@wdpartners.com).**