

Defining the **21st Century Store**

Five elements
every retailer
should embrace



Over the past five years, the retail industry has been turbulent, to say the least. Many brands, both mature and novice alike, have been rocked by forces all around them – shifts in shopper behaviors, generational preferences, local nuance, economic pressures, commercial real estate values, and the infusion of private equity inducing influx of expensive corporate retail debt—which has put many retailers into a tailspin, if not out of business.

We all know that ecommerce is not putting companies out of business, it's simply changing the way customers connect to brands. Brands who are winning today have focused investments on mapping 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Let's cut to the chase—the old prototype store model is obsolete.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, which are difficult to replicate, may contain un-scalable experiences and/or operational challenges, posed by a lack of integration between their retail storefront and digital operations.

New formats will blend clicks & bricks so well, that they barely are distinguishable.

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 to help retail brands create a strategically designed system of integrated

parts and operations, to achieve synergy and scale, with both customers and their brand in mind.

New formats will blend clicks & bricks so well, that they barely are distinguishable. After all, to the customer, retail is retail. Brands will succeed by investing in integrated brand experience and technology strategies that map a shoppers' experience, agnostic to place, space, and time. Retailers know they must “get unstuck,” unshackle themselves

from old ways and change their approach to most everything. The hard part is to know where to begin and what it should look like.

At WD Partners, we are solving for the future of retail by breaking the mold of the past and reassembling the 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. In the meantime, purchase a copy of our newest white paper on this subject –

Defining the 21st Century Store.