

# MONTHLY DIRECTIVE: HOW TO BECOME ARTIFICIAL INTELLIGENCE FOCUSED

(STORE EDITION)



# NIKE

*Autumn West*



*Unexpected*

*Creating the*

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Starting from Summer 2020 Nike will deliver the first fully functional Artificial Intelligent Friendly store. This is something Nike has developed over a long period of time.

- ❑ In order to set our brand aside from the competition improving the brand and making our consumers want more.
- ❑ Make sure you make it Personal and Develop on what you see within this guide.
- ❑ We are keeping up with the times in order to stay on top and give consumers a new way of shopping in the real world whilst adding a twist on modern day shopping.
- ❑ Offer service that enhances the changes and coach each Athlete within their section to enhance the consumers likelihood of using the AI advances.
- ❑ Show the detail throughout all the areas of the store, (Men's, Women's, Kids, Training, NSW, Running, and Footwear)

■ The Priority is to make consumers feel a sense of belonging through service as well as the new campaign displayed, utilizing the space you have to bring out key styles to add additional energy for the consumers to engage with while telling the Nike Sportswear Story.

## AI EXCLUSIVE COMPONENT'S

- ❑ A new feature to stores will be the installation of Holograms instead of Mannequins. This will engage the consumers and help them to be interactive with clothing rather than seeing a still silhouette. The movement provides different views from fitting, to how a garment sits on an individual as well as how it can be styled to fit out Nike aesthetic.
- ❑ Feedback is encourage to see how engaged the consumers are with these elements and to see how pro-active it is in contributing to the stores aesthetic.
- ❑ Please refer to the installation guide in order to gain knowledge on how to make this a focus point within the stores and with the drive isle.
- ❑ Scan to play elements will be positions in strategic places around the store so while the consumer is on their journey they can unlock an Augmented reality through their devices and gain a further discount by doing this.

- ❑ The objective is to show the importance of sportswear in a new AI friendly way across all genders and keep up the momentum of Nike's innovations and how futuristic they are becoming.
- ❑ All sportswear is a priority in the direction as it is an everyday style for everyone and not a specific sporting apparel. It allow consumer to know their place within Nike.

- New Installations
- New Gallery Images
- New Flow Updates



STORE LIST

- NIKE RUMBA FACTORY STORE
- NIKE ORION FACTORY STORE
- NIKE BELAYA DACHA FACTORY STORE
- NIKE KAZAN XL FACTORY STORE
- NIKE KRAZODAR MERIDIAN FACTORY STORE
- NIKE MOSCOW FASHION HOUSE STORE
- NIKE SOUTH POLE FACTORY
- NIKE VNUKOV FACTORY
- NIKE SAMARA VIVALAND
- NIKE NOVOSIBIRSK CONTINENT 2 FACTORY STORE
- NIKE ROSTOV TALER FACTORY STORE
- NIKE UFA TCENTRALNY FACTORY STORE
- NIKE PARNDORF FACTORY STORE
- NIKE GRAZ MURPARK FACTORY STORE
- NIKE KLAGENFRUT FACTORY STORE
- NIKE ANTWERP FACTORY STORE
- NIKE LIEGE FACTORY STORE
- NIKE BARCELONA FACTORY STORE BIGBOX
- NIKE BARCA PARQUE MONTIGALA
- NIKE LA JONQUERA FACTORY STORE
- NIKE PARC VALLES FACTORY STORE
- NIKE BARCELONA VILADECANS FACTORY STORE
- NIKE AUBONNE FACTORY STORE
- NIKE MEDRISIO FACTORY STORE
- NIKE PRAGUE AIRPORT
- NIKE RINGSTED FACTORY STORE
- NIKE COPENHAGEN CITY || FACTORY STORE
- NIKE COEPNHAGEN DISA FACTORY STORE
- NIKE BORDEAUX FACTORY STORE
- NIKE CORBEIL FACTORY STORE
- NIKE MARSEILLE FACTORY STORE
- NIKE PLAISR FACTORY STORE
- NIKE ST DENIS FACTORY STORE
- NIKE TALANGE FACTORY STORE
- NIKE TOULOUSE FACTORY STORE
- NIKE TROYES FACTORY STORE
- NIKE ROPPENHEIM FACTORY STORE

- NIKE NICE FACTORY STORE
- NIKE AVIGNON FACTORY STORE
- NIKE CROIC BLANCHE FACTORY STORE
- NIKE PERPIGNAN FACTORY STORE
- NIKE CLAYE SOUILLY FACTORY STORE
- NIKE MARSEILLE LA VALENTINE FACTORY STORE
- NIKE BORDEAUX LES ARCHES FACTORY STORE
- NIKE ANGERS ATOLL FACTORY STORE
- NIKE LILLE FACTORY
- NIKE METZ FACTORY STORE
- NIKE AUBERGENVILLE FACTORY STORE
- NIKE GENNEVILLERS FACTORY STORE
- NIKE CREIL ST MAXIMIN FACTORY STORE
- NIKE TOULON FACTORY STORE
- NIKE TOURS FACTORY STORE
- NIKE LYON CARRE DE SOIE FACTORY STORE
- NIKE PARIS USINES FACTORY STORE
- NIKE PROVENCE FACTORY STORE
- NIKE HONFLEUR FACTORY STORE
- NIKE LYON VILLEFONTAINE
- NIKE HERBLAY
- NIKE BERLIN B5 FACTORY STORE
- NIKE HORZOGENAURACH FACTORY STORE
- NIKE PIDING FACTORY STORE
- NIKE ZWEIBRUCKEN FACTORY STORE
- NIKE NUMUNSTER FACTORY STORE
- NIKE EICHE BERLIN FACTORY STORE
- NIKE METZINGEN FACTORY STORE NEW
- NIKE GETTINGEN SCHEPPACH FACTORY STORE
- NIKE MUNICH BRUNNTHAL FACTORY STORE
- NIKE RODOLFZELL FACTORY STORE
- NIKE LEIPZIG BREHNA FACTORY STORE
- NIKE DRESDEN SEENLAND
- NIKE ATHENS FACTORY STORE
- NIKE PIRAEUS FACTORY STORE
- NIKE CRETE FACTORY STORE
- NIKE KORINTHOS MARE WEST
- NIKE NFS SPLIT
- NIKE BUDAPEST FACTORY STORE

- NIKE BILU TEL AVIV FACTORY STORE
- NIKE EILAT FACTORY STORE
- NIKE JERUSALEM FACTORY STORE
- NIKE BRESCIA FACTORY STORE
- NIKE CASTEL GUELFO FACTORY STORE
- NIKE CASTEL ROMANO FACTORY STORE
- NIKE MANTOVA FACTORY STORE
- NIKE MOLFETTA FACTORY STORE
- NIKE LA REGGIA FACTORY STORE
- NIKE NOVENTA FACTORY STORE
- NIKE PALMANOVA FACTORY STORE
- NIKE SERRAVALLE FACTORY STORE
- NIKE SICILY FACTORY STORE
- NIKE VALDICHIANA FACTORY STORE
- NIKE VICOLUNGO FACTORY STORE
- NIKE ROME DA VINCI FACTORY STORE
- NIKE VALMONTONE FACTORY STORE
- NIKE FLORENCE THE MALL FACTORY STORE
- NIKE TORINO FACTORY STORE
- NIKE AMSTERDAM FACTORY STORE
- NIKE LELYSTAD FACTORY STORE
- NIKE ROERMOND FACTORY STORE
- NIKE MUIDEN FACTORY STORE
- NIKE GRONINGEN FACTORY STORE
- NIKE OSLO FACTORY STORE
- NIKE STAVANGER FACTORY STORE
- NIKE SOSNOWIEC FACTORY STORE
- NIKE WROCLAW FACTORY STORE
- NIKE WARSAW FACTORY STORE 2.0
- NIKE ALBUFERIA FACTORY STORE
- NIKE LISBON FREEPORT FACTORY STORE
- NIKE LISBON STRADA FACTORY STORE
- NIKE PORTO FACTORY STORE NEW
- NIKE BARKARBY FACTORY STORE
- NIKE CASTELLON FACTORY STORE
- NIKE GETAFE FACTORY STORE
- NIKE LA CORUNA FACTORY STORE
- NIKE MADRID LAS ROZA FACTORY STORE
- NIKE MALAGA FACTORY STORE
- NIKE MALLORCA FACTORY STORE

- NIKE MURICA FACTORY STORE
- NIKE TUI FACTORY STORE
- NIKE ZARAGOZA FACTORY STORE
- NIKE H20 MADRID FACTORY STORE
- NIKE MADRID SSR FACTORY STORE
- NIKE MADRID PARQUE OESTE
- NIKE ANKARA FACTORY STORE
- NIKE IZMIR FACTORY STORE
- NIKE ISTANBIL VIAPORT FACTORY STORE
- NIKE ISTANBUL VENEZIA FACTORY STORE
- NIKE ISTAN BIL 212 FACTORY STORE
- NIKE ASHFORD FACTORY STORE
- NIKE ATLANTIC VILLAGE
- NIKE BRAINTREE FACTORY STORE
- NIKE BRIDGEWATER FACTORY STORE
- NIKE CHESIRE OAKS FACTORY STORE
- NIKE GRETNA GATEWAY FACTORY STORE
- NIKE JUNCTION1 FACTORY STORE
- NIKE KAALDARE FACTORY STORE
- NIKE LIVINGSTON FACTORY STORE
- NIKE MANSFIELD FACTORY STORE
- NIKE PORTSMOUTH FACTORY STORE
- NIKE SWINDON FACTORY STORE
- NIKE TILLICOUNTRY FACTORY STORE
- NIKE YORK FACTORY STORE
- NIKE WEST THURROCK FACTORY STORE
- NIKE DUBLIN FACTORY STORE
- NIKE EDINBURGH CRAIGLEITH FACTORY STORE
- NIKE MANCHESTER FORT FACTORY STORE
- NIKE GLASGOW FACTORY STORE
- NIKE WEMBLEY FACTORY STORE
- NIKE DURHAM FACTORY STORE
- NIKE ROTHERHAM FACTORY STORE
- NIKE FACTORY STORE NORWICH
- NIKE EDINGBRUGH LOANHEAD FACTORY STORE
- NIKE EAST KILBRIDE FACTORY STORE
- NIKE LONDON TAPLOW FACTORY STORE
- NIKE BIRMINGHAM OUTLET FACTORY STORE
- NIKE LEEDS CROWN POINT FACTORY STORE
- NIKE HACKNEY FACTORY STORE

- NIKE LONDON KING'S CROSS
- NIKE LONDON ORPINGTON FACTORY STORE
- NIKE RUGBY FACTORY STORE
- NIKE LONDON ICON FACTORY STORE
- NIKE BICESTER GATEWAY





# STEP 1

**CHECK PACKAGING LIST**  
**CHECK DELIVERY FOR STOCK**  
**TIME-LINE OF INSTILLING**

# STEP 1

## CHECK PLANNING | CHECK DELIVERY | TIME-LINE

### CHECK STORE PACKAGES TO SEE IF CORRECT MERCHANDISE WAS RECEIVED ON DELIVERY

- Have you received all of the elements that were sent to your store?
- Do the elements on the list reflect the physical elements in your store?

### TIME-LINES

**DELIVERY:** 30.04.2020  
**LAUNCH:** 03.05.2020

**NOTE:** Delivery date might change external factors.  
All store need to be installed by at least  
06.05.2020 to be ready as soon as possible

# STEP 2

## REPORT

# STEP 2

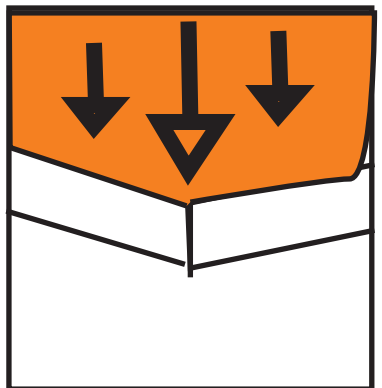
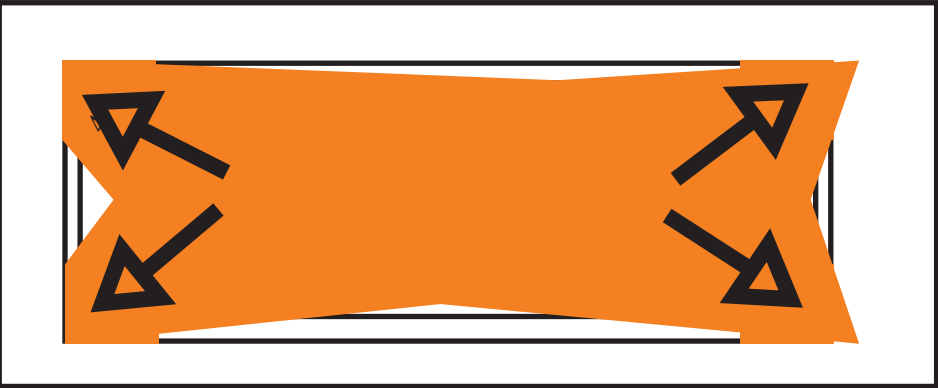
When receiving the delivery immediately check, if any parts are missing they can be re-ordered and set out immediately through the appropriate sources

Any Missing/Damaged/Defective/Undelivered **NEEDS TO BE REPORTED**  
Also report if any inconsistencies are made from the order.

# STEP 3

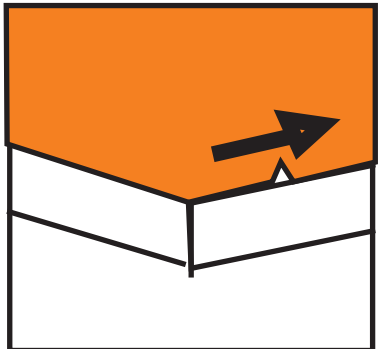
## SETUP WINDOW(S)





2 Start with inserting the corners of the sheet into the gaps. Put the rubber gaps into the corners and the work your way along the sides till it is installed efficiently.

Start on the corner of the frame work, then work on the opposite sides. Push the rubber lips into the metal framework to hold in place



If a wrinkle appears, simply smooth it out with your fingers following the line.

### STEP 3.1

#### SETUP WINDOW(S)

Start by putting the Window Canvas up. Here is a Demo:

# WINDOW SIGNAGE Types Of Windows

## STEP 3.2

### SETUP WINDOW(S)

EXTRA LARGE

#### INSTRUCTIONS

After you have installed the new Window Canvas add;

- The correct amount of podiums and covers
- The Holograms
- Add FTW risers and correct footwear



## STEP 3.3

### SETUP WINDOW(S)

LARGE

#### INSTRUCTIONS

- After you have installed the new Window Canvas add;
- The correct amount of podiums and covers
  - The Holograms
  - Add FTW risers and correct footwear





**STEP 3.4**  
**SETUP WINDOW(S)**

MEDIUM

- INSTRUCTIONS**
- After you have installed the new Window Canvas add;
- The correct amount of podiums and covers
  - The Holograms
  - Add FTW risers and correct footwear



## STEP 3.5

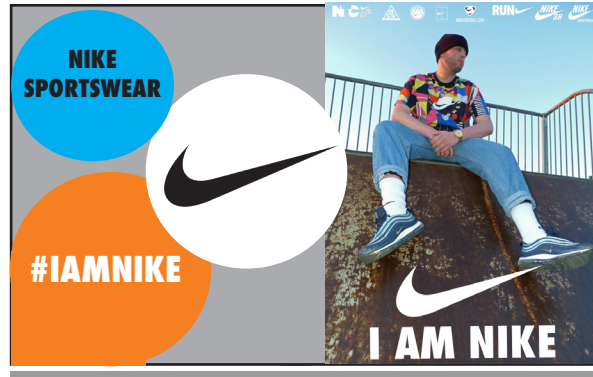
## SETUP WINDOW(S)

SMALL

## INSTRUCTIONS

After you have installed the new Window Canvas add;

- The correct amount of podiums and covers
- The Holograms
- Add FTW risers and correct footwear



# STEP 4

## DIVE ISLE | SPECIFIC ELEMENTS

### STEP 4.1

#### FOCUS POINT | DRIVE ISLE ELEMENTS | IN-STORE



### INSTRUCTIONS

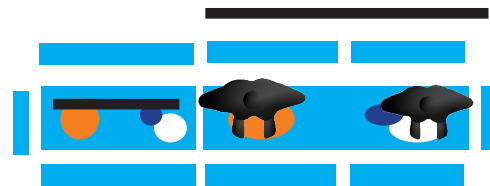
- After you have installed the new Drive Isle add;
- The correct amount of podiums and covers
  - The Holograms
  - Add FTW risers and correct footwear





## STEP 4.2

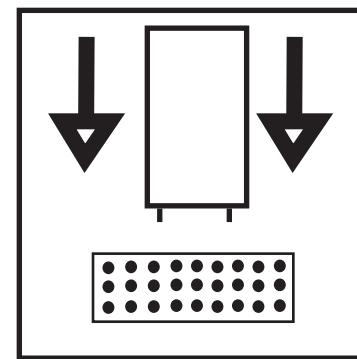
### FOCUS POINT | DRIVE ISLE ELEMENTS | IN-STORE



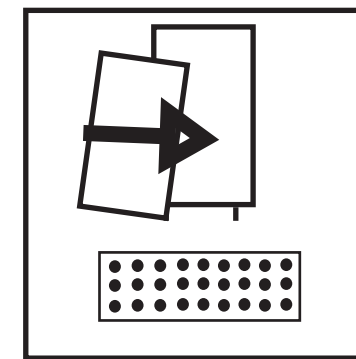
#### INSTRUCTIONS

After you have installed the new Drive Isle add;

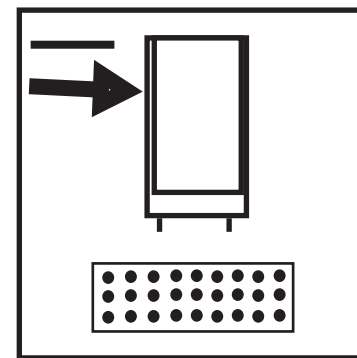
- The correct amount of podiums and covers
- The Holograms
- Add FTW risers and correct footwear



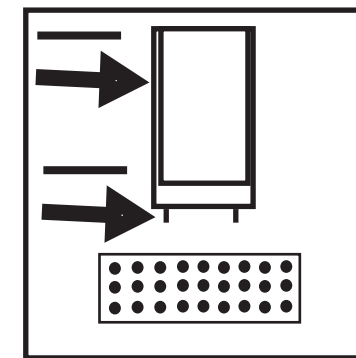
1. Place frame on the podium



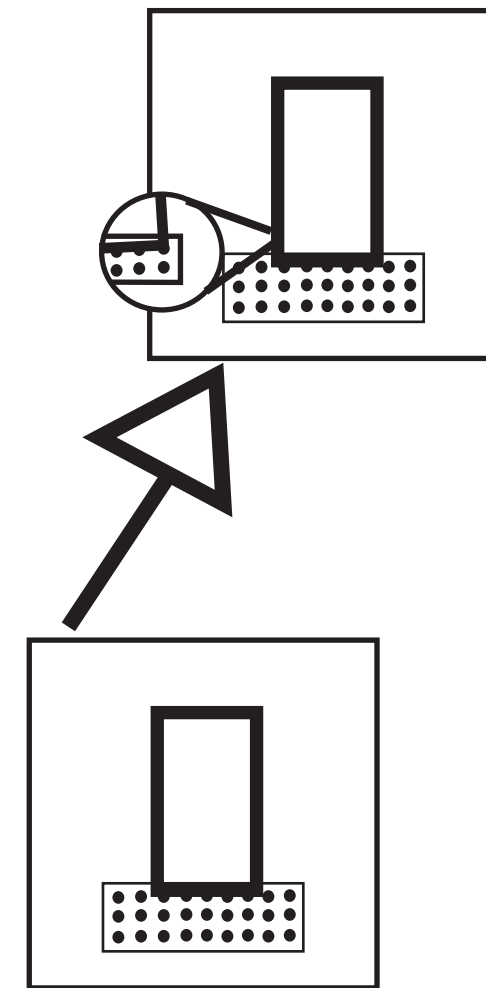
2. Hold banner in place



3. Place supportive bar through the top



4. Place supporting bar throughout the bottom



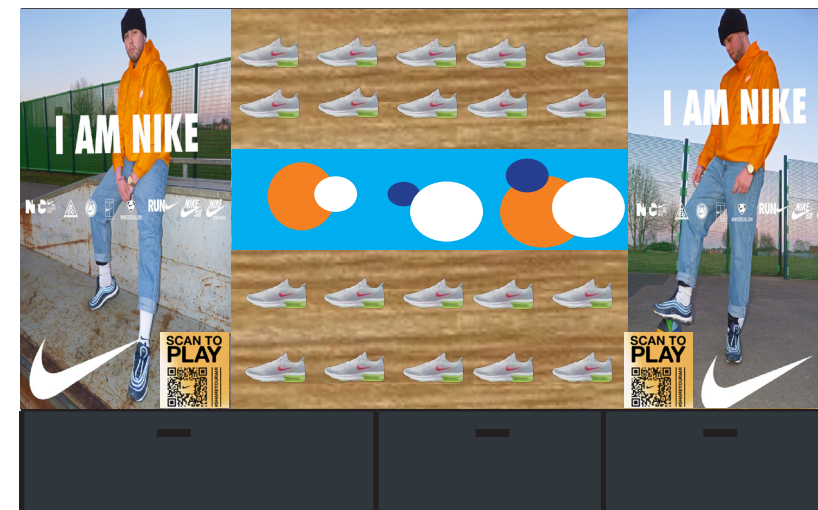
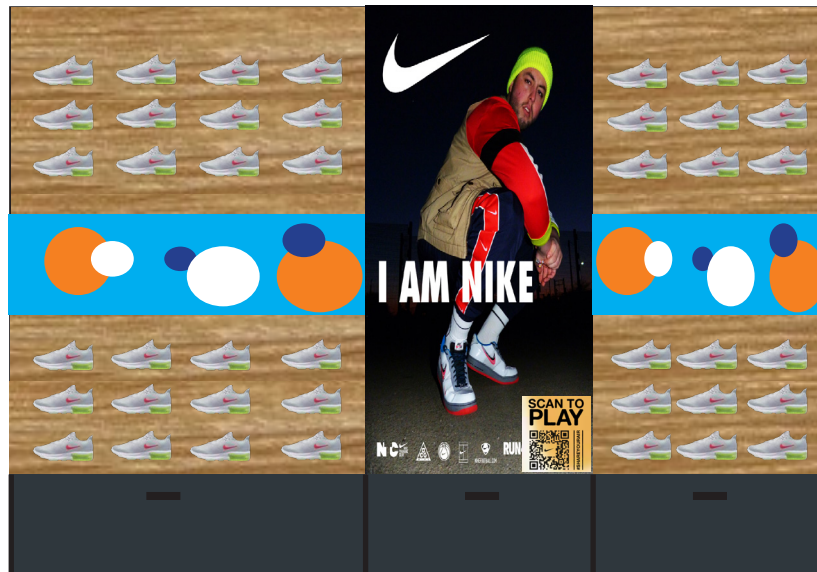
5. Place pins into holes to hold in place

# STEP 5

## FTW WALLS

### STEP 5.1

FOCUS POINT | DRIVE FTW ISLE ELEMENTS |  
IN-STORE |  
LARGE

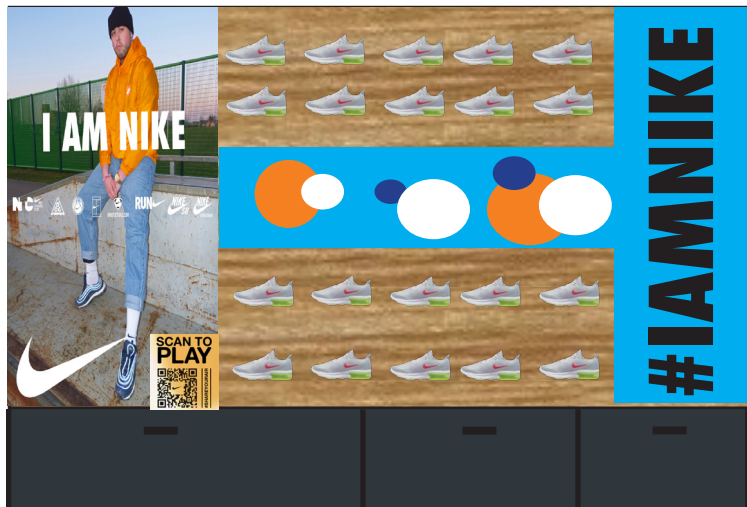


### INSTRUCTIONS

INSTALLING THE NEW FTW WALL;

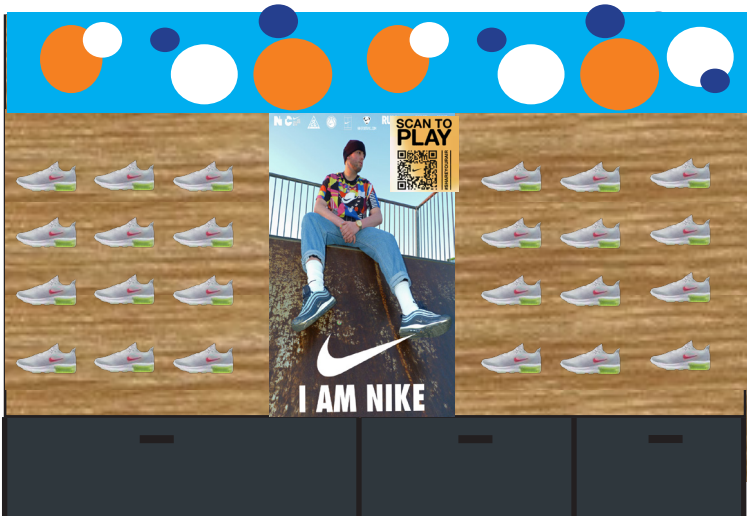
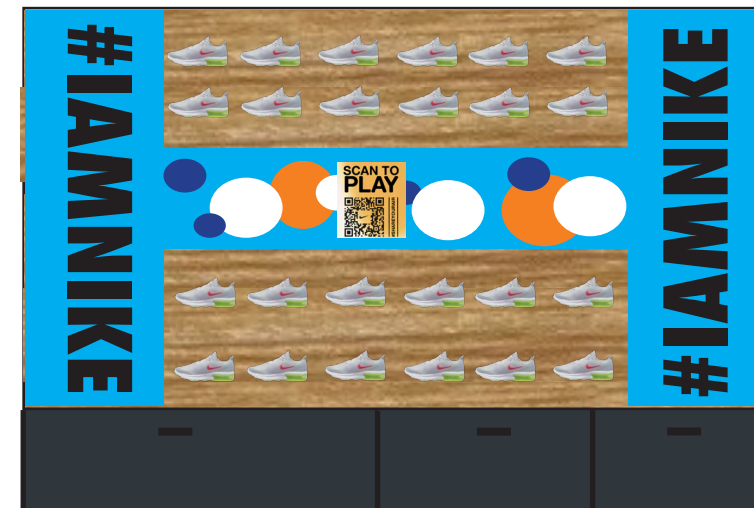
- Light-box Graphics
- Alcove inlay back
- Alcove inlay bottom
- FTW strips
- Add right price point

PLEASE NOTE THE ALCOVE INLAY BACK NEEDS TO BE  
INSTALLED BEFORE THE ALCOVE INLAY BOTTOM.



## STEP 5.2

FOCUS POINT | DRIVE FTW ISLE  
ELEMENTS | IN-STORE |  
MEDIUM

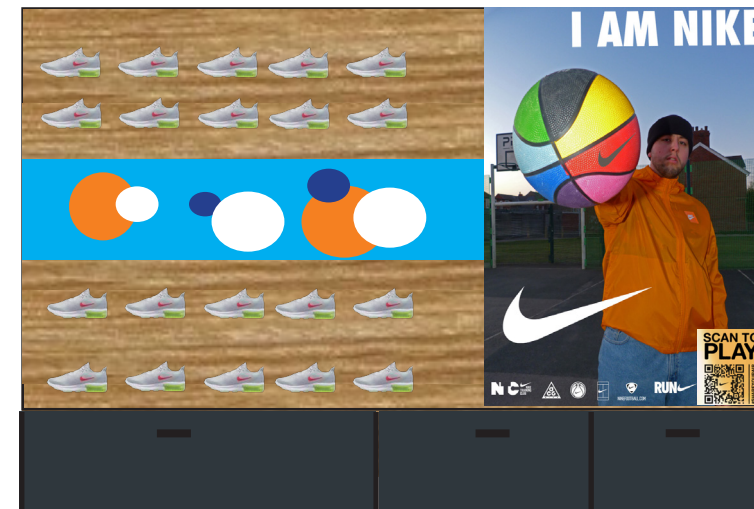


### INSTRUCTIONS

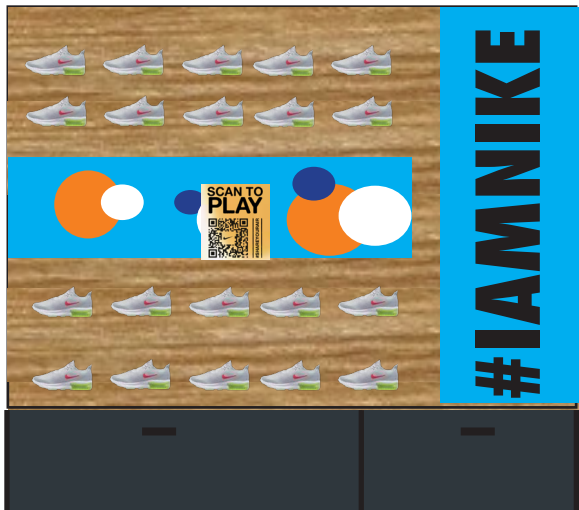
INSTALLING THE NEW FTW WALL;

- Light-box Graphics
- Alcove inlay back
- Alcove inlay bottom
- FTW strips
- Add right price point

PLEASE NOT THE ALCOVE INLAY BACK NEEDS TO BE  
INSTALLED BEFORE THE ALCOVE INLAY BOTTOM.

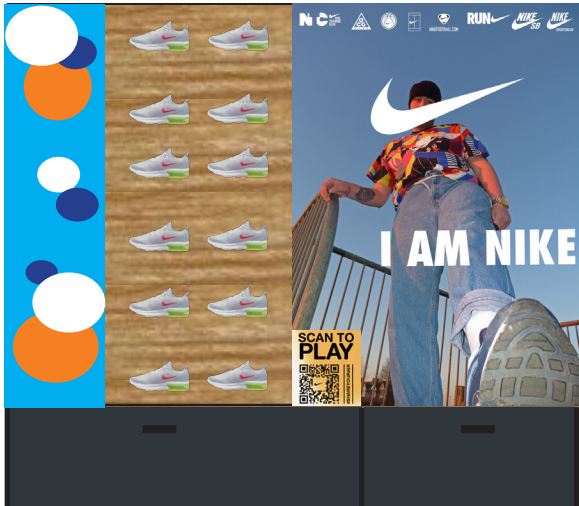






## STEP 5.3

FOCUS POINT | DRIVE FTW ISLE  
ELEMENTS | IN-STORE |  
SMALL

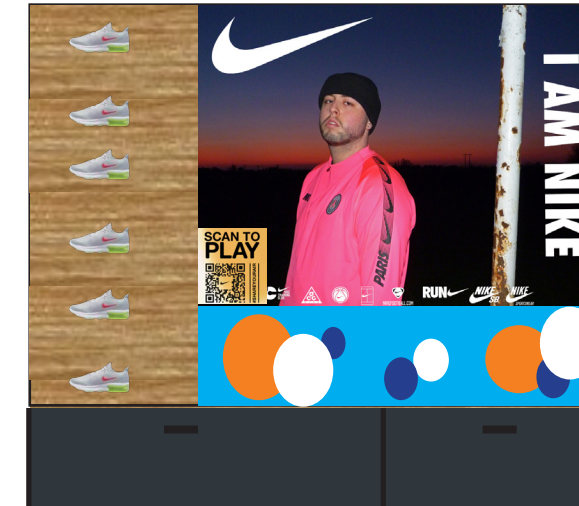
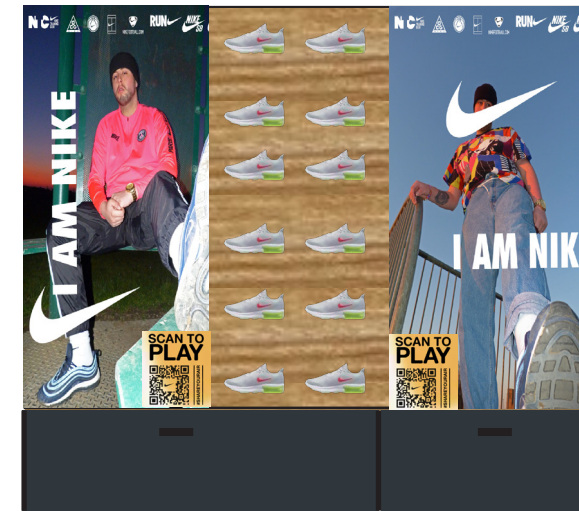


### INSTRUCTIONS

INSTALLING THE NEW FTW WALL;

- Light-box Graphics
- Alcove inlay back
- Alcove inlay bottom
- FTW strips
- Add right price point

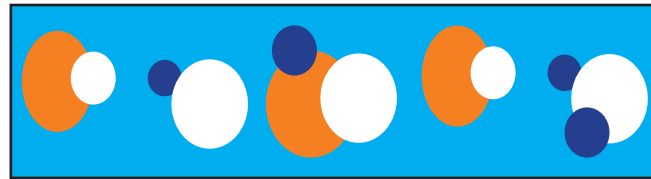
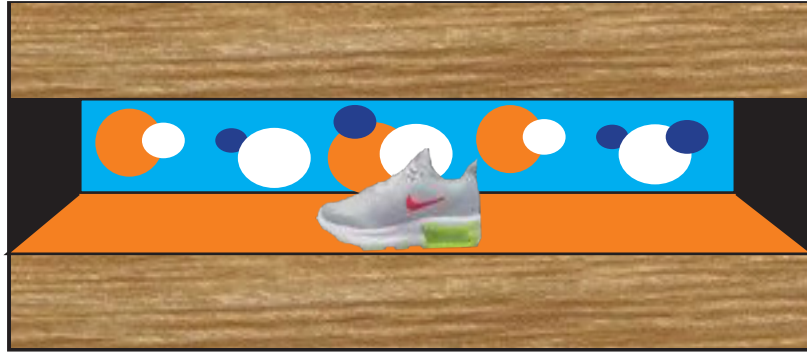
PLEASE NOT THE ALCOVE INLAY BACK NEEDS TO BE  
INSTALLED BEFORE THE ALCOVE INLAY BOTTOM.



## STEP 5.4

FTW ISLE ELEMENTS OVERVIEW |  
SET-UP IN-STORE |

Alcove



34

Covers for the Alcove

## STEP 5.5

FTW ISLE ELEMENTS OVERVIEW |  
SET-UP IN-STORE | FTW STRIPS



KIDS- Gender Call-Out & Price



WOMEN'S- Gender Call-Out & Price



MEN'S- Gender Call-Out & Price



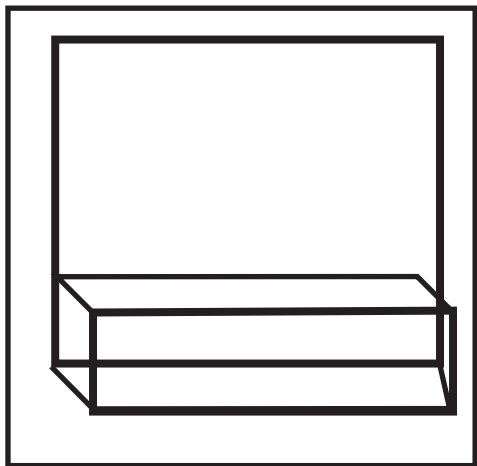
BLANK- Gender Call-Out & Price



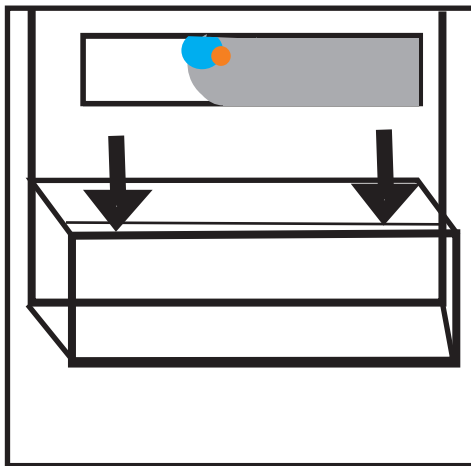
35

## STEP 5.6

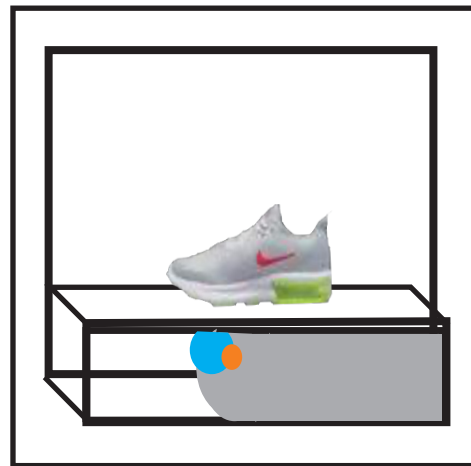
FTW ISLE ELEMENTS OVERVIEW |  
SET-UP IN-STORE | FTW STRIPS



Take A FTW Board



Place the strip in the gap and slide  
DOWN

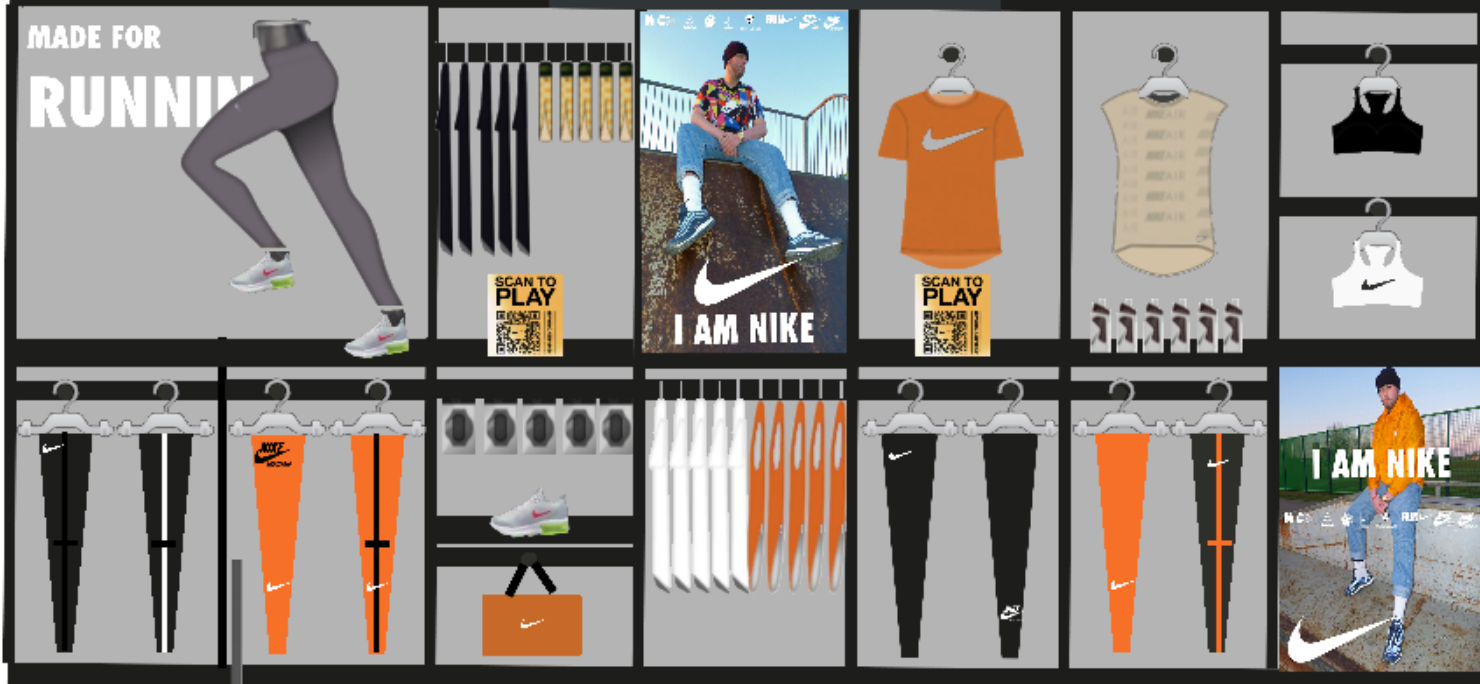


Place FTW Board on Display and  
add a Show for Presentation

# STEP 6

## WALL LAYOUTS/ CLOTHING ROUNDERS WOMEN'S

# RUNNING



Large:

- 7 Wall Bays
- 2 Gallery Images
- Pant Bar

Medium:

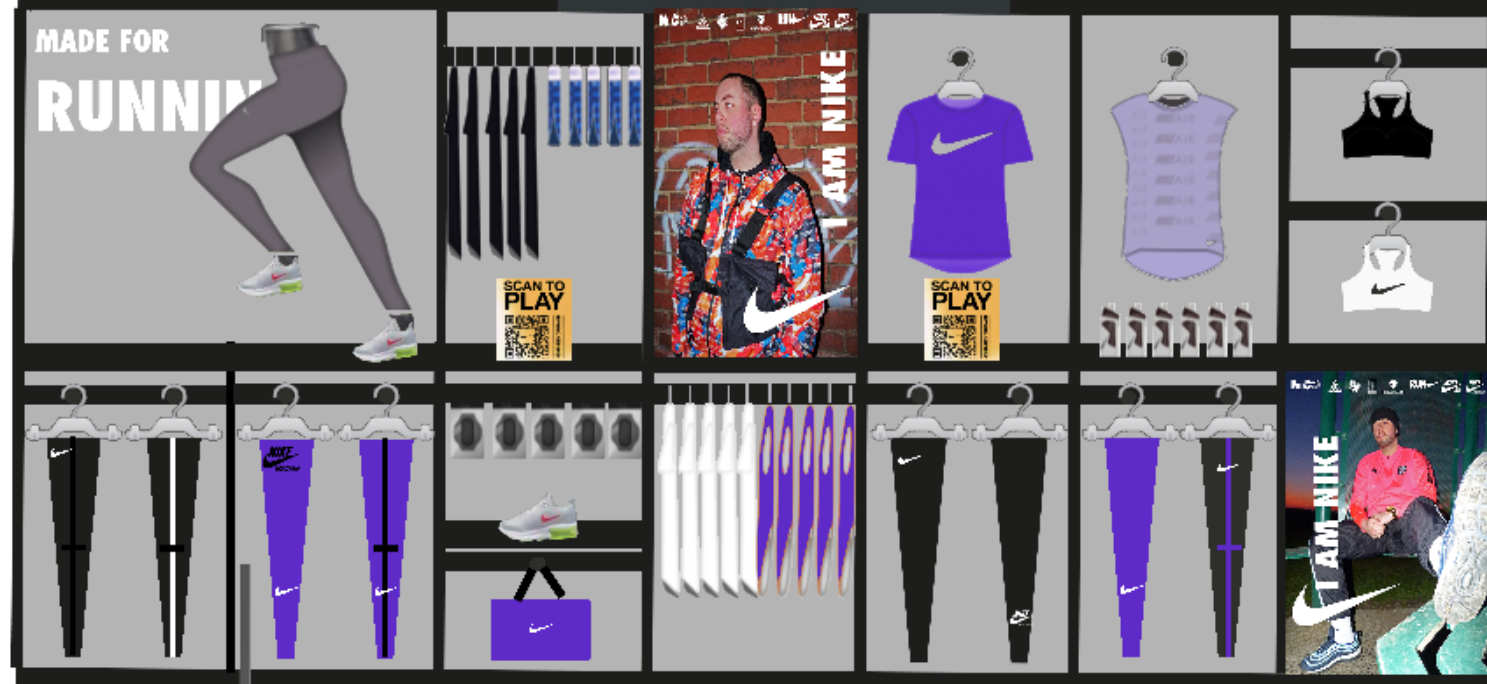
- 4 Wall Bays
- 2 Gallery Images

Small:

- 3 Wall Bays
- 2 Gallery Images

## STEP 6.1

# RUNNING



Large:

- 7 Wall Bays
- 2 Gallery Images
- Pant Bar

Medium:

- 4 Wall Bays
- 2 Gallery Images

Small:

- 3 Wall Bays
- 2 Gallery Images

## STEP 6.1

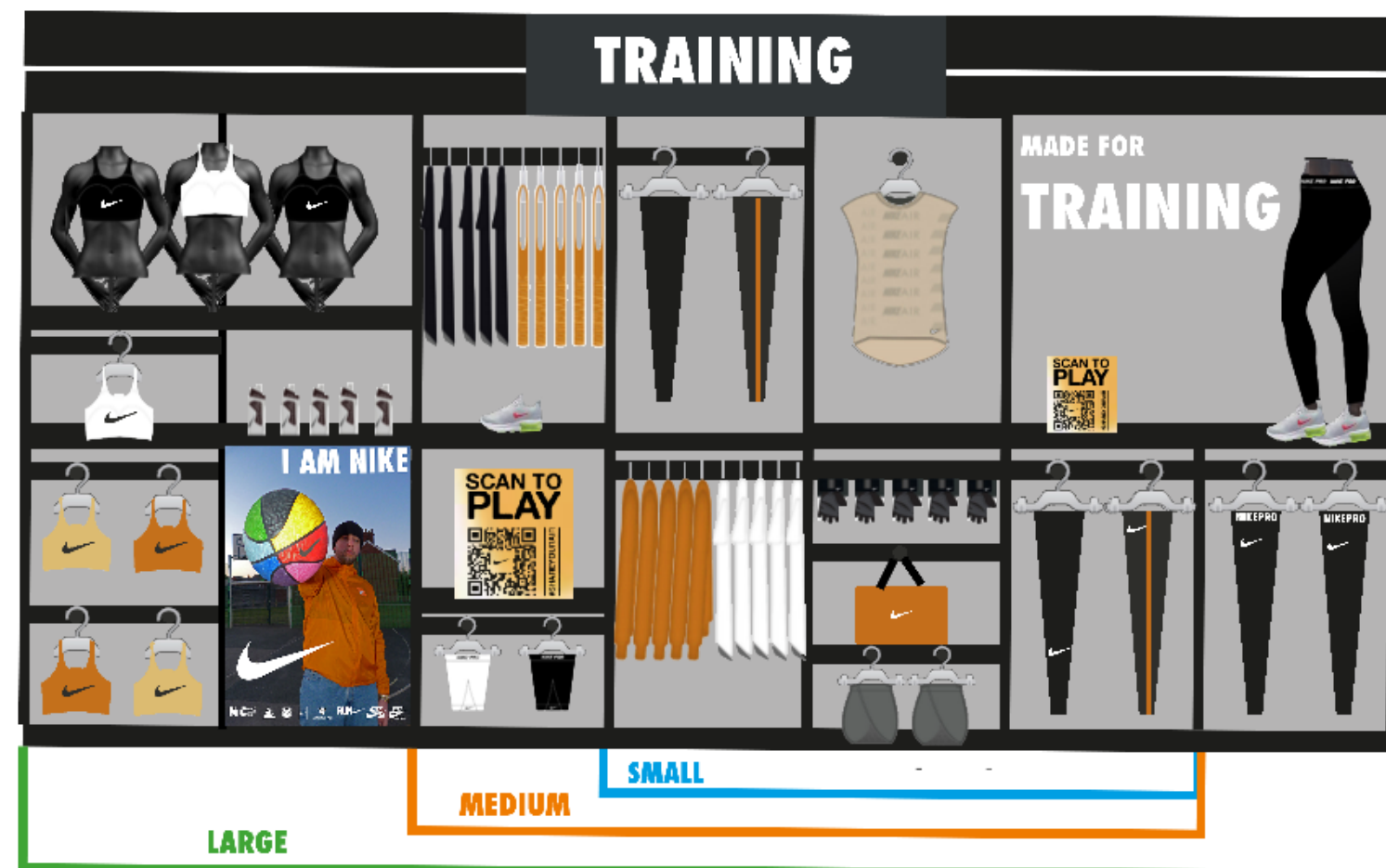


Large:  
- 7 Wall Bays  
- 1 Gallery Images  
- Bra Wall

Medium:  
- 4 Wall Bays

Small:  
- 3 Wall Bays

## STEP 6.2



Large:  
- 7 Wall Bays  
- 1 Gallery Images  
- Bra Wall

Medium:  
- 4 Wall Bays

Small:  
- 3 Wall Bays

## STEP 6.3





Large:  
- 6 Wall Bays  
- 1 Gallery Images

Small:  
- 4 Wall Bays  
- 1 Gallery Image

## STEP 6.3

# STEP 6

## WALL LAYOUTS/ CLOTHING ROUNDERS MEN'S





Large:  
- 7 Wall Bays  
- 4 Bust-forms  
- Short Module

Medium:  
- 4 Wall Bays  
- 2 Bust-forms  
- Short Module

Small:  
- 3 Wall Bays  
- 1 Bust-form

**STEP 6.4**



Large:  
- 7 Wall Bays  
- 4 Bust-forms  
- Short Module

Medium:  
- 4 Wall Bays  
- 2 Bust-forms  
- Short Module

Small:  
- 3 Wall Bays  
- 1 Bust-form

**STEP 6.4**



**LARGE**

Large:

- 7 Wall Bays
- 2 Bust-forms
- Short Module
- Bag Wall

**SMALL**

Medium:

- 4 Wall Bays
- 2 Bust-forms

Small:

- 3 Wall Bays
- 1 Bust-form

**STEP 6.5**



**LARGE**

Large:

- 7 Wall Bays
- 2 Bust-forms
- Short Module
- Bag Wall

**SMALL**

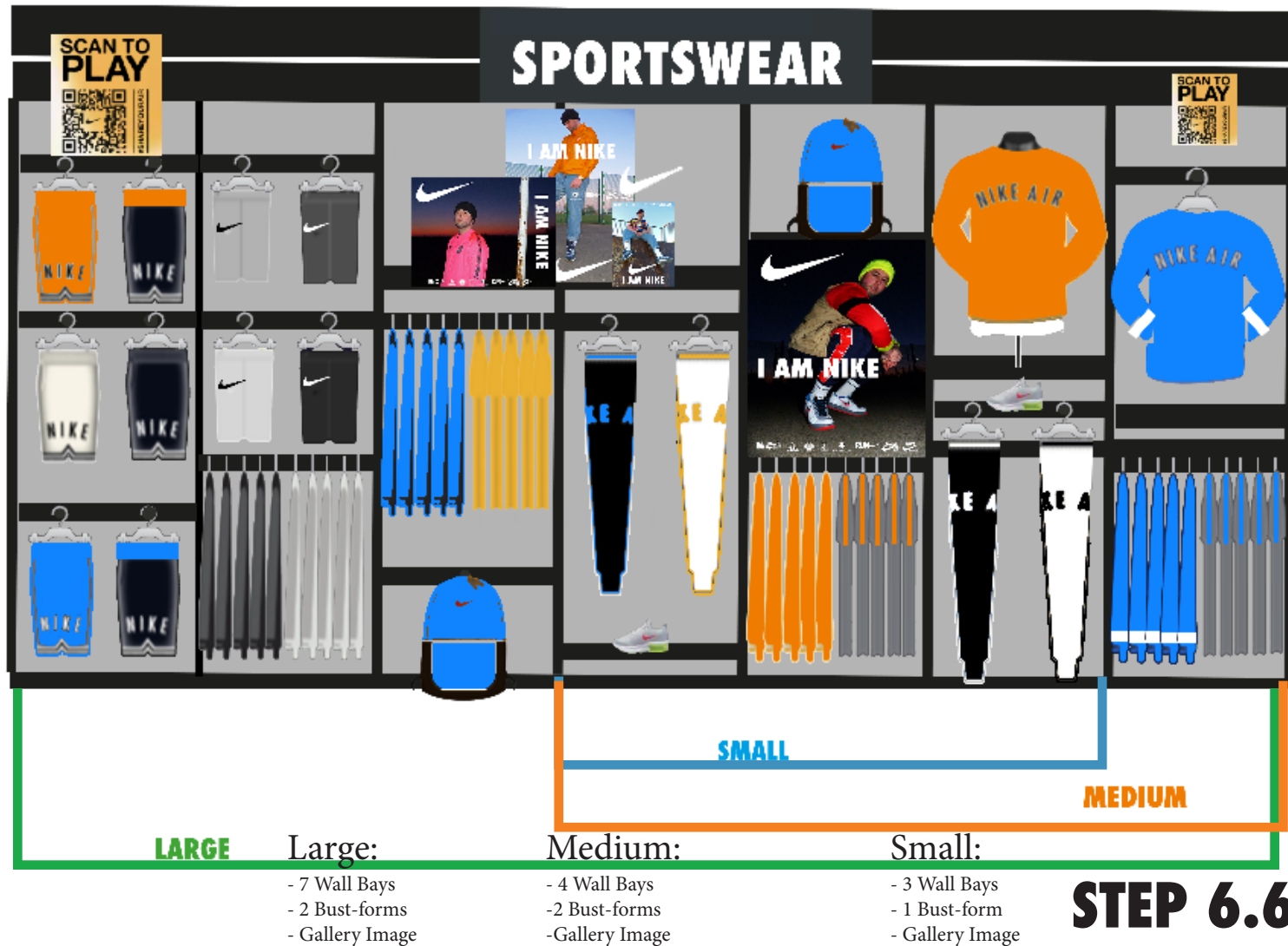
Medium:

- 4 Wall Bays
- 2 Bust-forms

Small:

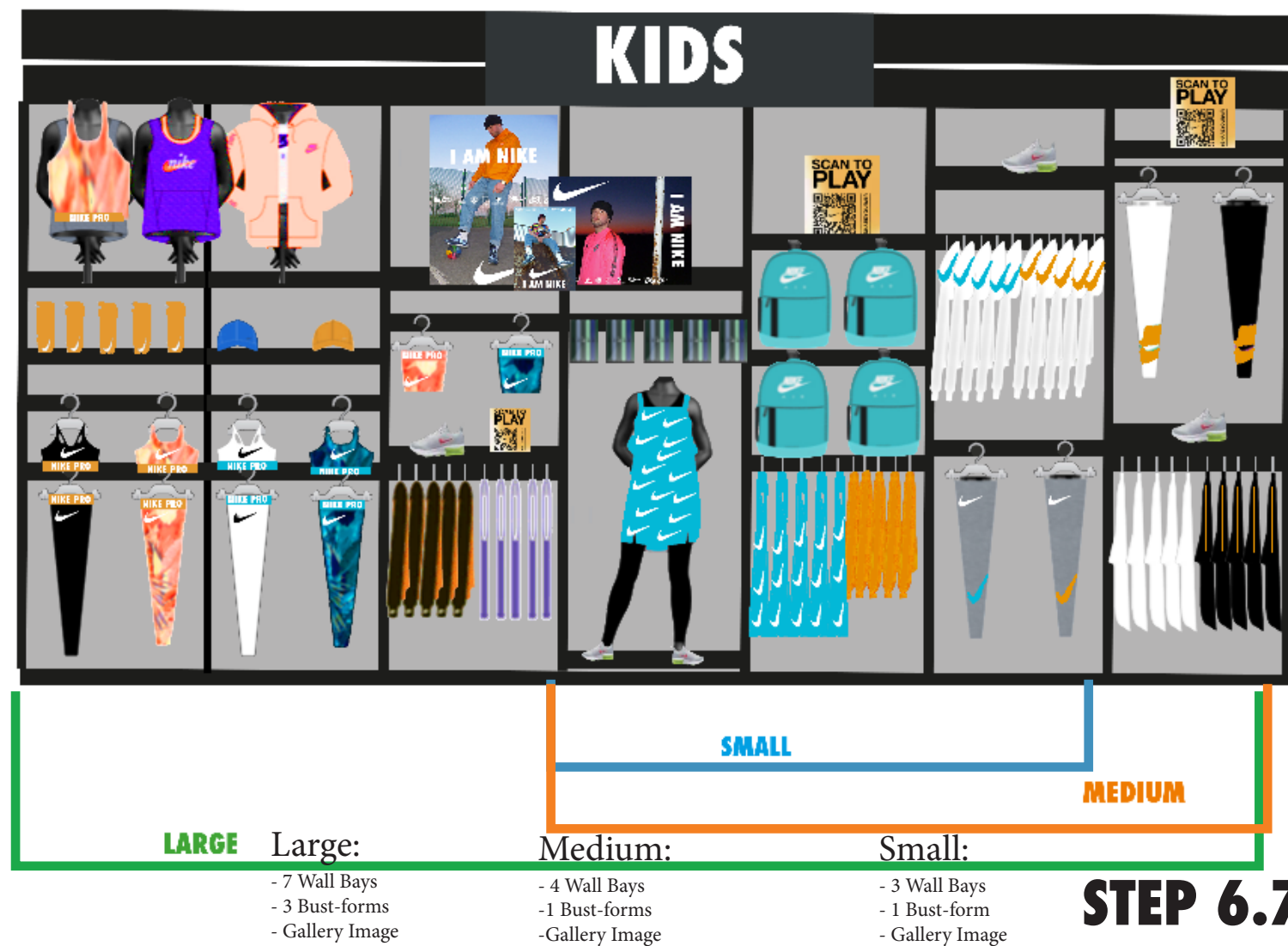
- 3 Wall Bays
- 1 Bust-form

**STEP 6.5**



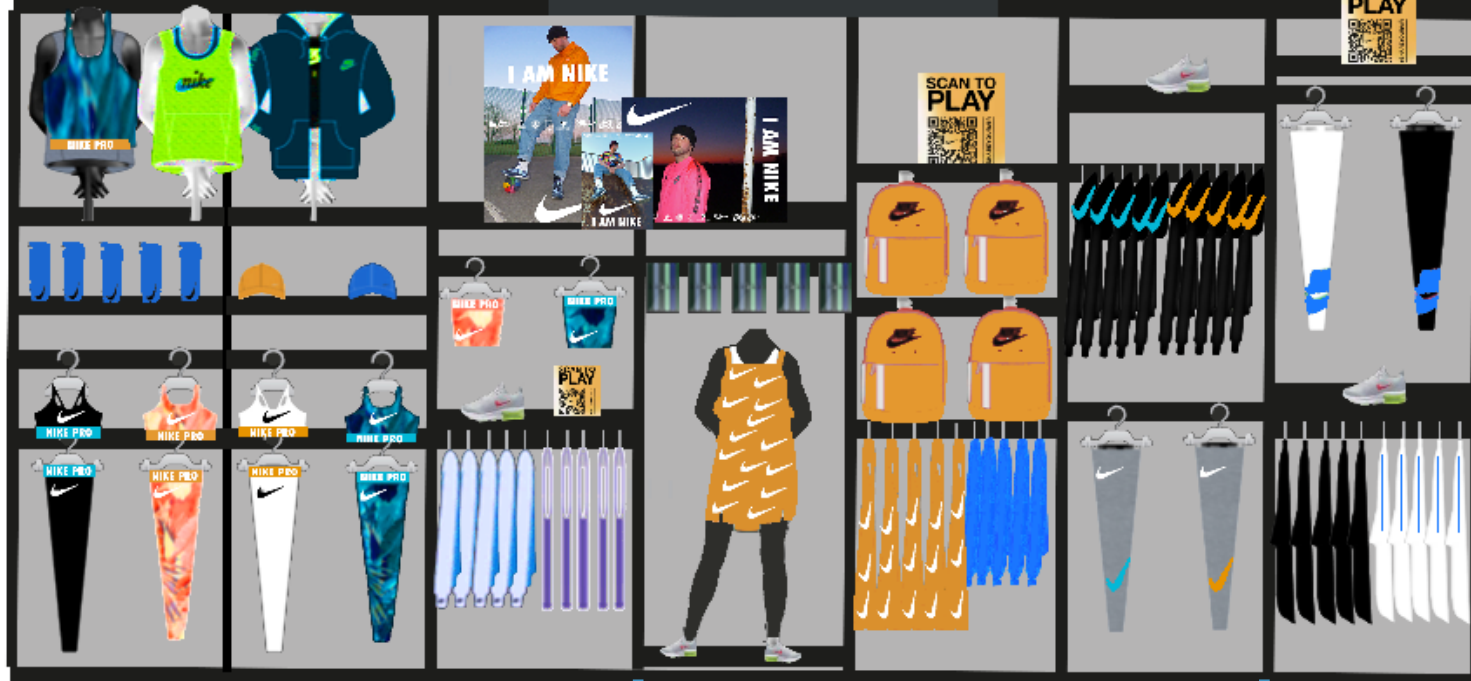
# STEP 6

## WALL LAYOUTS/ CLOTHING ROUNDERS KIDS





# KIDS



SMALL

MEDIUM

LARGE

Large:

- 7 Wall Bays
- 3 Bust-forms
- Gallery Image

Medium:

- 4 Wall Bays
- 1 Bust-forms
- Gallery Image

Small:

- 3 Wall Bays
- 1 Bust-form
- Gallery Image

STEP 6.7

# KIDS



SMALL

MEDIUM

LARGE

Large:

- 7 Wall Bays
- 3 Bust-forms
- Gallery Image

Medium:

- 4 Wall Bays
- 1 Bust-forms
- Gallery Image

Small:

- 3 Wall Bays
- 1 Bust-form
- Gallery Image

STEP 6.8

# KIDS



**LARGE**

Large:

- 7 Wall Bays
- 3 Bust-forms
- Gallery Image

Medium:

- 4 Wall Bays
- 1 Bust-form
- Gallery Image

Small:

- 3 Wall Bays
- 1 Bust-form
- Gallery Image

**STEP 6.8**

## STEP 7 FLOOR LAYOUTS/ CLOTHING ROUNDERS (WOMEN'S, MEN'S, KIDS)

## WOMEN'S RUNNING



**STEP 7.1**

## WOMEN'S TRAINING



**STEP 7.2**



## WOMEN'S SPORTSWEAR



### STEP 7.3



## MEN'S RUNNING



### STEP 7.4





## MEN'S TRAINING



## STEP 7.5



## MEN'S SPORTSWEAR



## STEP 7.6

## KIDS (BOYS AND GIRLS)



**STEP 7.7**

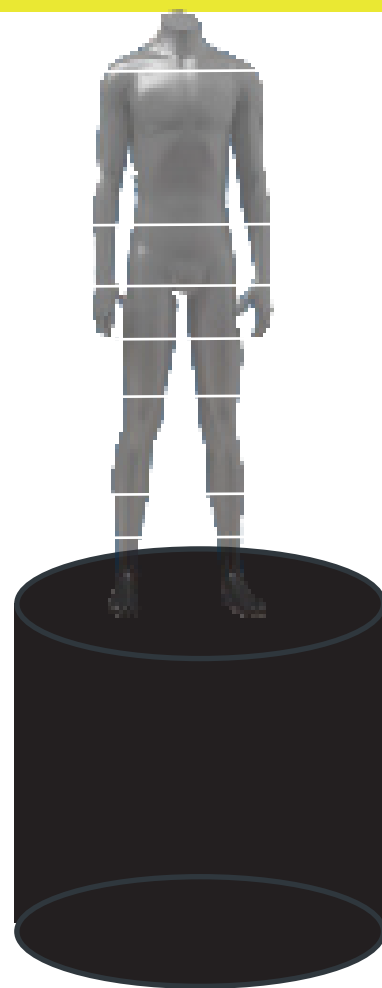


**STEP 7.8**

# STEP 8: VISUAL MERCHANDISING

## WHAT'S NEW

- ❑ Nike have developed a new never seen before Visual Merchandising style to give our consumers a new look into our heritage and brand by showing them a realistic view of out garments and footwear.
- ❑ We want to present this new outlook to allow consumers to physically see what the garments look like on an individual, and how they fit when moving and being active.
- ❑ It helps us to bring a new wave of AI to the consumers but also helps them choose the garments without having to try them on what so ever.
- ❑ These holographic mannequins will come in two forms;
  1. A mannequin that is for display only which moves on a 15 second loop, to show slight movement and slight but still show off our style
  2. An interactive mannequin which is based in each category of the store. (Running, Sportswear and Training) This is controlled by a tablet screen so the consumer can see the garment on different body shapes and different Genders. Whatever outcome they choose their will be a 30 second loop of that individual playing the accurate sport or movement, all while being styled traditionally Nike.
- ❑ Every Nike consumer will gain access to these features in order to spread the word about Nike's AI innovations. Also seeing our style or viewing their own outfit they have put together element by element.



## FAQ'S

## **ARE WE THE FIRST TO HAVE THIS TECHNOLOGY?**

Yes Nike stride in innovation and heritage. While we like to keep things traditional we are the future and leaders in innovation first. No other store has developed a fully holographic VM section in their store. Nike is the FIRST and ONLY company to have these elements in all stores across the world.

## **HOW DOES THIS PRODUCT WORK?**

Their will be a step by step guide within this directive to explain all elements and a step by step installation guide.

## **WILL ONLY OUR STORES PRODUCT BE PUT ON THE TABLET?**

Yes. Each stores tablets will be specific for them. The apparel and footwear you have will downloaded to the tablet in order to show the product you have in your store to the customer. Specific stores will get specific products these will be styled and photographed to allow the holograms to represent what you have in your specific store.

## **WILL THE PRODUCT'S CHANGING IN STORE EFFECT THE ABILITY TO USE THE HOLOGRAM?**

No. Each stores tablet will be updated on once new stock has been delivered and signed for on delivery. When scanning in delivery boxes by 8:00am the tablet will update automatically. This will allow the consumers to see what is in store and available to buy.

## **WHAT HAPPENS WHEN A PRODUCT SELLS THROUGH?**

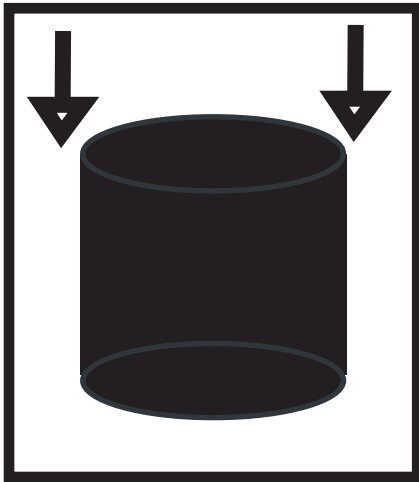
When a product sells through the system will update due to the amount of units sold compared to that what has been delivered. This will update by the next morning so when the delivery is scanned in this will update cohesively.

## **WHAT HAPPENS IF IT BREAKS?**

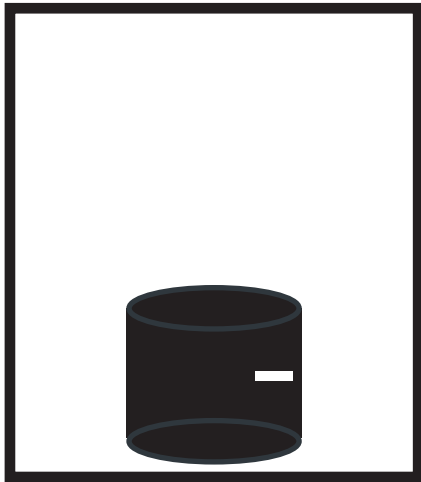
Contact Nike's Tech Department by E-mail or Phone and they will instruct you on what to do, or send a Tech Specialist out to your store with-in 24 hours.

# STEP 8.1 HOLOGRAM SET UP

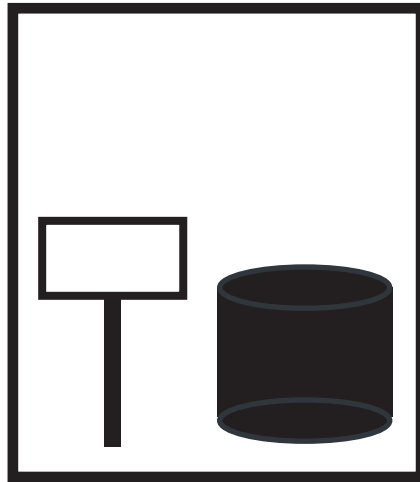




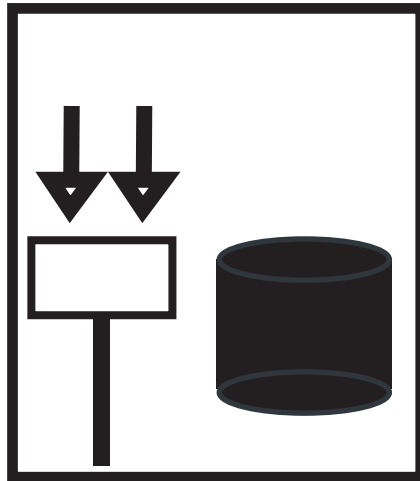
Place base on the shop floor in selected area.



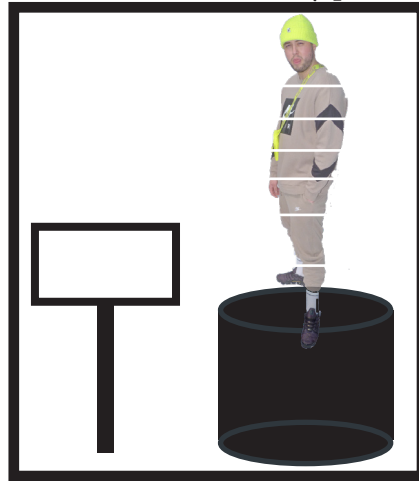
Switch the switch to on.



Place tablet beside the base and blue-tooth will automatically pair the devices



Select the category on the tablet to bring the animation to life



**Any issues contact IT Support or report it on Nike HR platforms**

**Talk on Yammer with other stores for advise and guidance if you struggle**

**Send Photography to Nike EHQ in order for them to see your store and what you have created with the Holograms. Share your stories with us so we can see the public's reaction and usage.**

**Call Nike HQ for advice on: 02095 67529**

# **STEP 8.3**

# **HOLOGRAM**

# **CAPABILITIES**

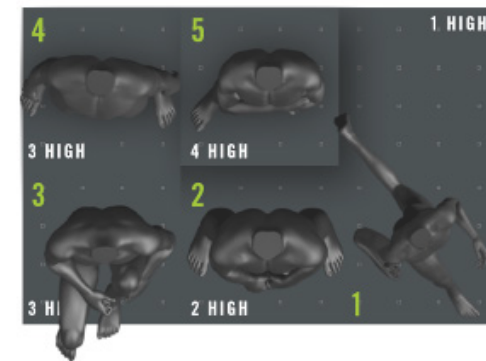
Holograms will display various positions to allow consumers to see the clothing fit/ style / and movement whilst on an individual. The positions that the model will make will represent the specific clothing area that the clothing represents.



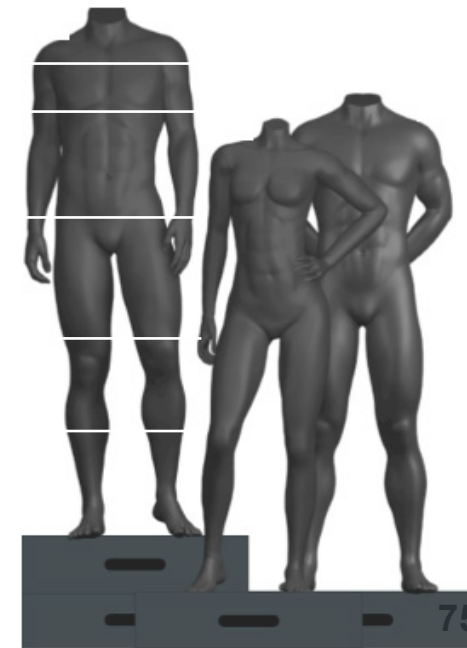
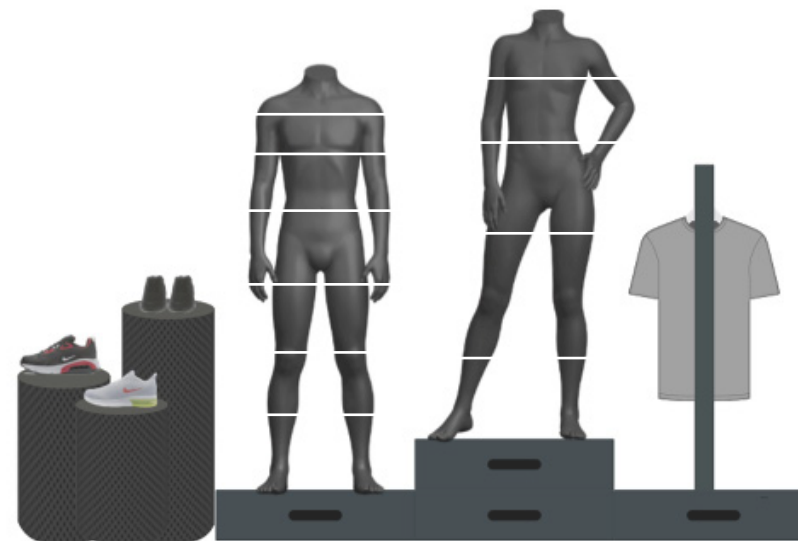
- ❑ The hologram allows the tablet to choose any image to show on display
- ❑ It allows consumers to make their own outfit by selecting specific items to be displayed
- ❑ The gender of the individual can be changed in each section. A men's item CAN be placed onto a woman model.
- ❑ Different shape models can be chosen to allow diversity, and showcase our products can be worn by anyone.
- ❑ The consumer can also choose the height of the model such as Tall, Small, Average. To showcase the products on various heights.
- ❑ You can add more clothing and accessories to create a full outfit
- ❑ You can choose various ethnicities, and skin type to see the colour on a skin tone that matches the consumer
- ❑ While no consumer is using the tablet or hologram it will automatically play the latest products on the model



# STEP 8.4: HOW TO DISPLAY THE HOLOGRAM



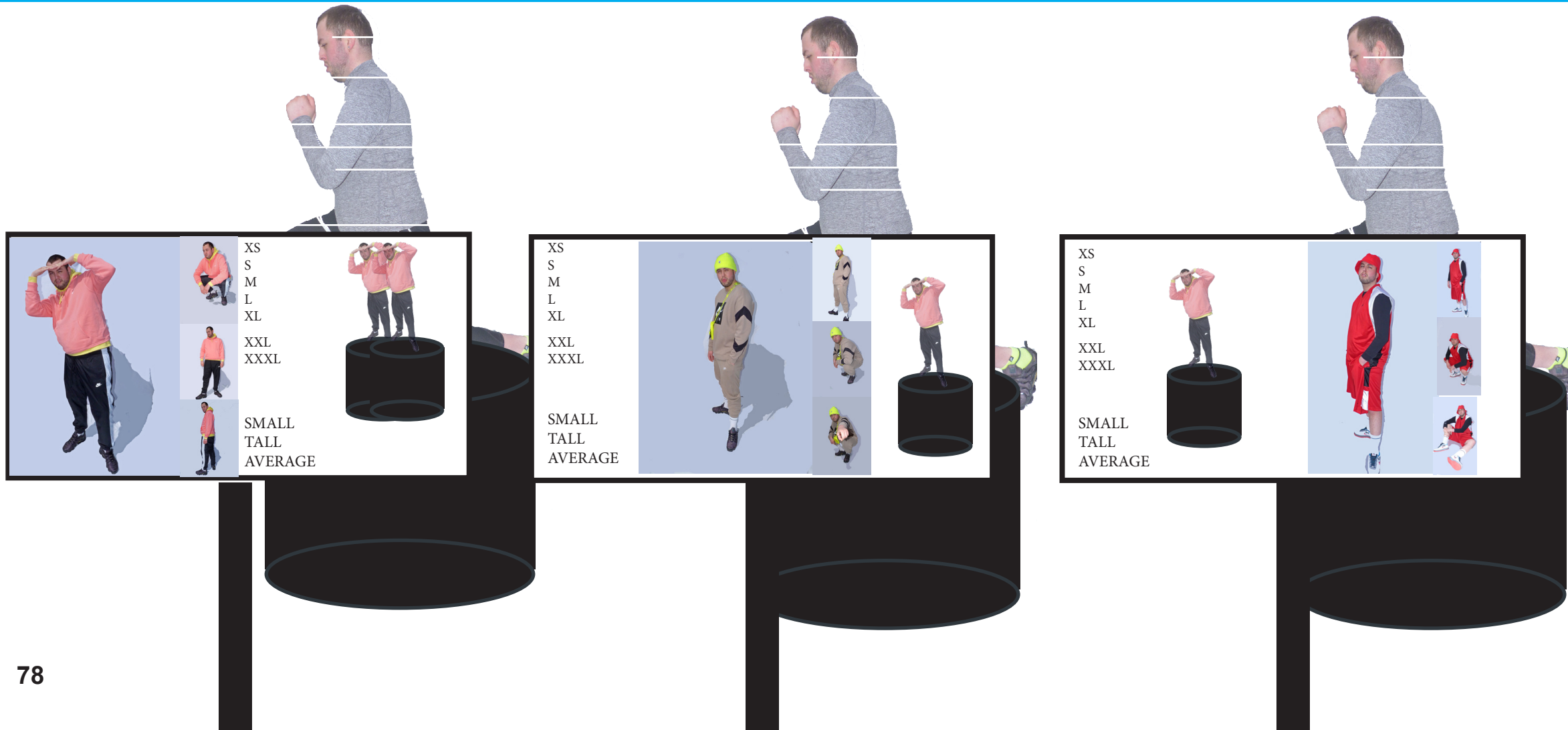
Place Holograms amongst still mannequins to allow more than one item of clothing to be displayed and shown





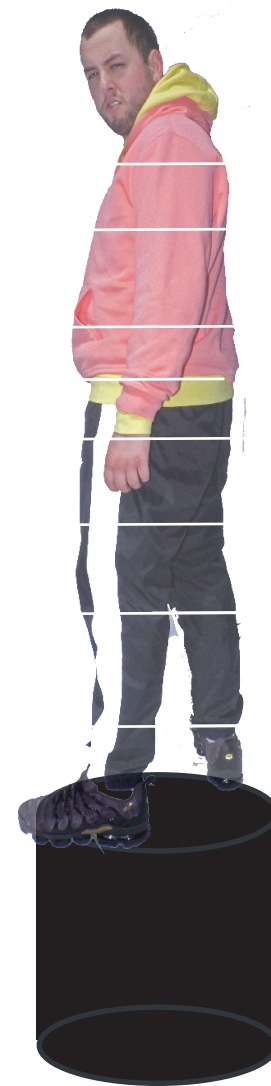
# STEP 8.5: TABLET USAGE





- ❑ The tablet does not need charging or an electrical power source
- ❑ It allows consumers to have a first hand look at designing and creating outfits that other Nike consumers will see
- ❑ It allows people to see new and old products and see the outfit on their own body type and skin tone to see the fit of an outfit on a person that is similar to them without having to try them on.
- ❑ It gives every consumer a chance to be interactive rather than have a standard shopping experience
- ❑ One staff member needs to be present near the hologram at all times to ensure there is no misuse. Also to draw individuals attention to the new hologram element.

# STEP 8.6: VIDEO CAPABILITIES



**360 VIEW**



## MOVEMENT VIDEOS

□ The video allows consumers to see the clothing move on an individual to see how the clothing moves, stretches and lifts all while performing sporting movements.

□ It provides the feel and physical ability to see how clothes move without trying on and performing these movements in the fitting room.

It helps consumers to see first hand  
□ what the products provide before a purchase, yet also helps them to decide on different products.



**Each department should have a hologram placed among them;**

**NSW  
RUNNING  
TRAINING  
KIDS  
MEN'S  
WOMEN'S**

**It will give consumers a chance in each area to select clothing items and place them on different individuals.**

**Ensure you push the usage of these Holograms, make this your priority**

**Any issues contact us directly or through IT support or yammer**

# MERCHANDISING GUIDELINES

- ❑ Use the spring summer 2020 styles to inspire you to create a cohesive and impactful looks and presentation
- ❑ Keep looks Youthful and Street inspired
- ❑ Ensure to incorporate bras on girls mannequins
- ❑ Refer to the 2020 seasonal guide to ensure full alignment across all mannequins
- ❑ Keep the same colour flow
- ❑ Match all mannequins across categories



# STEP 9: EXTRA ELEMENTS

Each item will only have one of each size hung. The hanger will have an electrical pad which is interactive to touch. The consumer will use this to select a size if not available. It will send a message to the back of house workers to pick that item and the staff member on that section will bring this to the consumer.

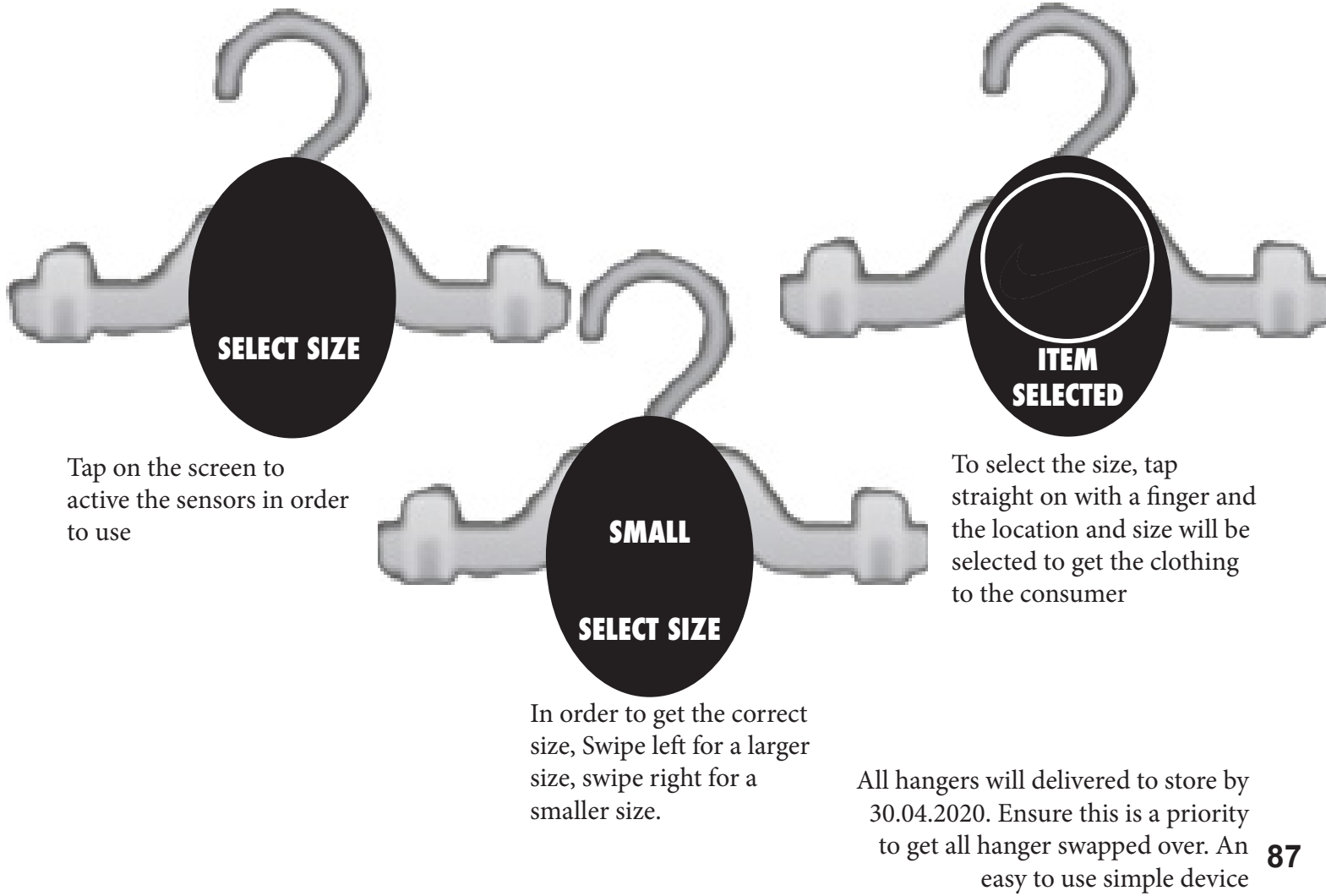
It allows the consumer to not have to wait for the item yet it adds another AI element to the store.

It prevents the shop floor for having to many items out and eliminates clutter and over stocking.



# HANGER CLIPS

## STEP 9.1



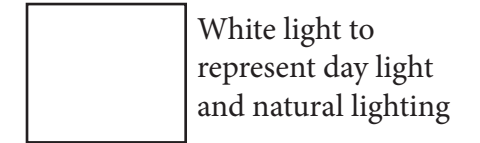
All hangers will delivered to store by 30.04.2020. Ensure this is a priority to get all hanger swapped over. An easy to use simple device



# STEP 9.2: EXTRA IN-STORE

## STEP 9.2 IN-STORE STYLE STUDIO

- Within all stores a style studio will be created. It will help harness the relationship between Nike and the consumers by giving them a one-on-one personal experience into Nike's style and heritage. It provides an immersive space for them feel apart of Nike's brand and be at one with their inner style.
- Giving them the space to feel motivated and like they are a Nike athlete. It helps give them the VIP treatment without having to pay.
- It helps consumers to develop their style all while giving them a Nike twist and edge.
- The rooms will have colour changing lights to help see the clothing in different settings. This will help display the reflective elements and showcase elements which will help the consumers stay protected.
- It allows consumers to feel at one with Nike and gives them the chance to become part of our story



White light to represent day light and natural lighting



Blue light to represent the early evening lighting

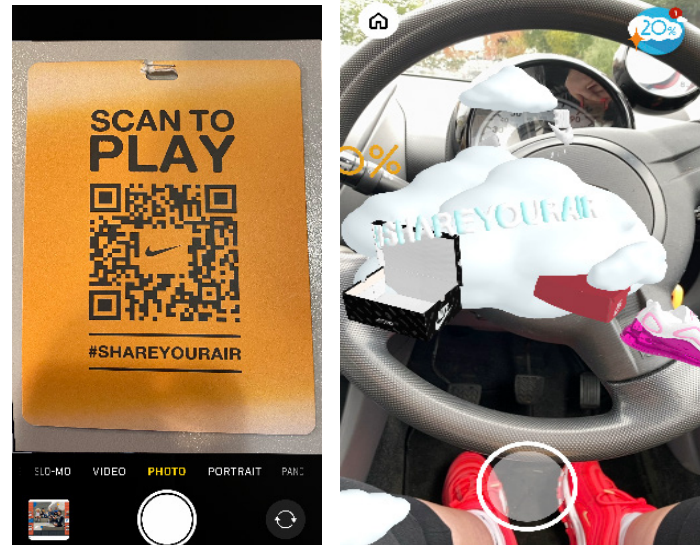


Bright dark light to represent night lighting and being out in the dark



## SCAN TO PLAY STEP 9.2

- Scan to play allows consumers to unlock discounts and play in an augmented reality world while shopping in the store..
- They scan the QR code to unlock the camera which shows animations of different Nike products
- When specific animations are selected it unlocks a 30% off discount off the entire store. To drive consumers to use the QR codes and push our online statistics
- It creates a virtual world for the consumer to visit whilst being in store. However it makes them inclined to use the virtual elements in-store as they can see that AI is a fun element we can add into their day to day lives

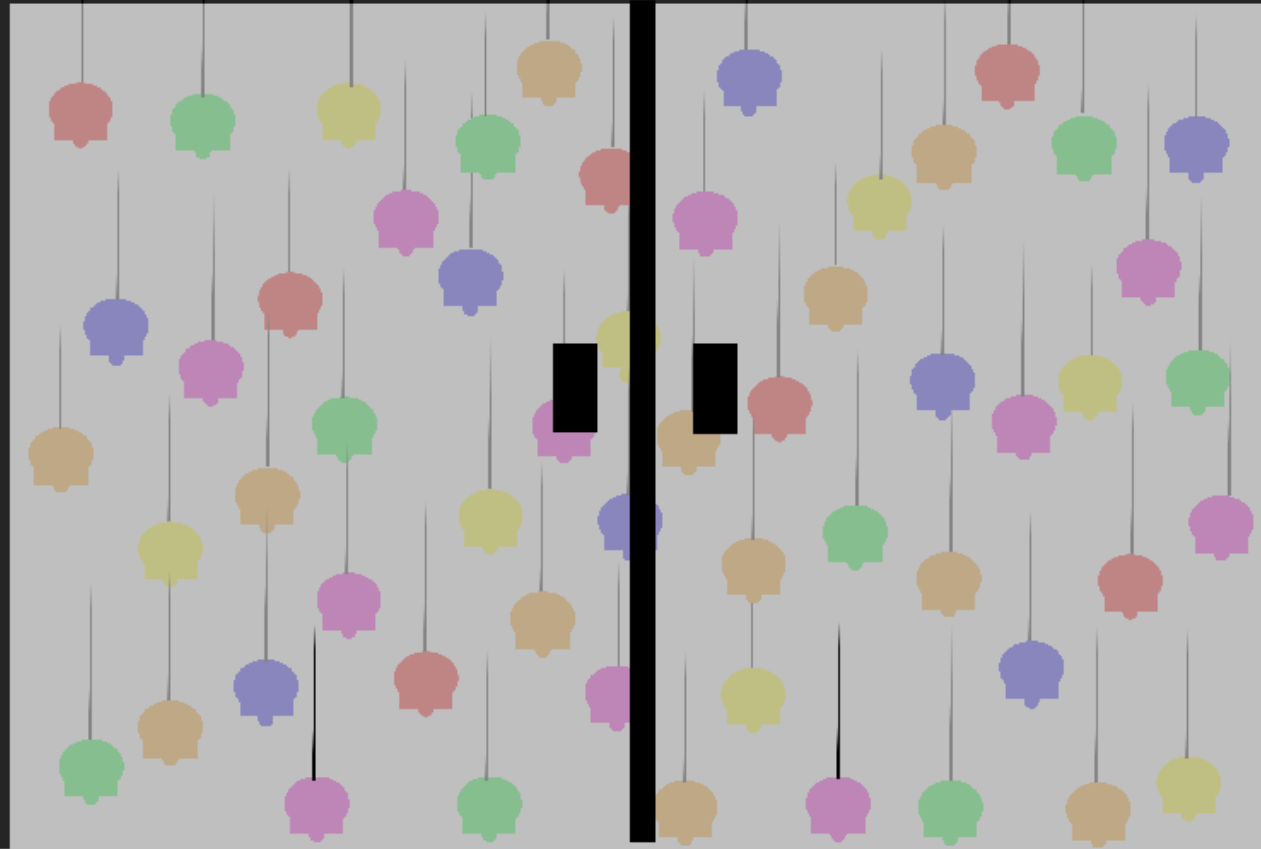


- Creating immersive spaces for consumers to travel through. In order to boost store footfall and gain more following a new generation.
- We have consumers of many ages but nothing to link them all together, this will allow our most loyal consumers and our new consumer base to join as one.
- Each store will hold events where consumers can try on the latest products and travel through this instagram worth space, to promote the New seasonal stock and the stores benefits
- These events will be booked through the New Nike app.
- The layout will be set up by 30.04.2020 however the setup will be completed by an outside party. This will be completed over the duration of 23.04.2020 to the 29.04.2020
- You will need 3 Staff members to work on this station at all times.
- This station will be open 12-6 every day in every store.

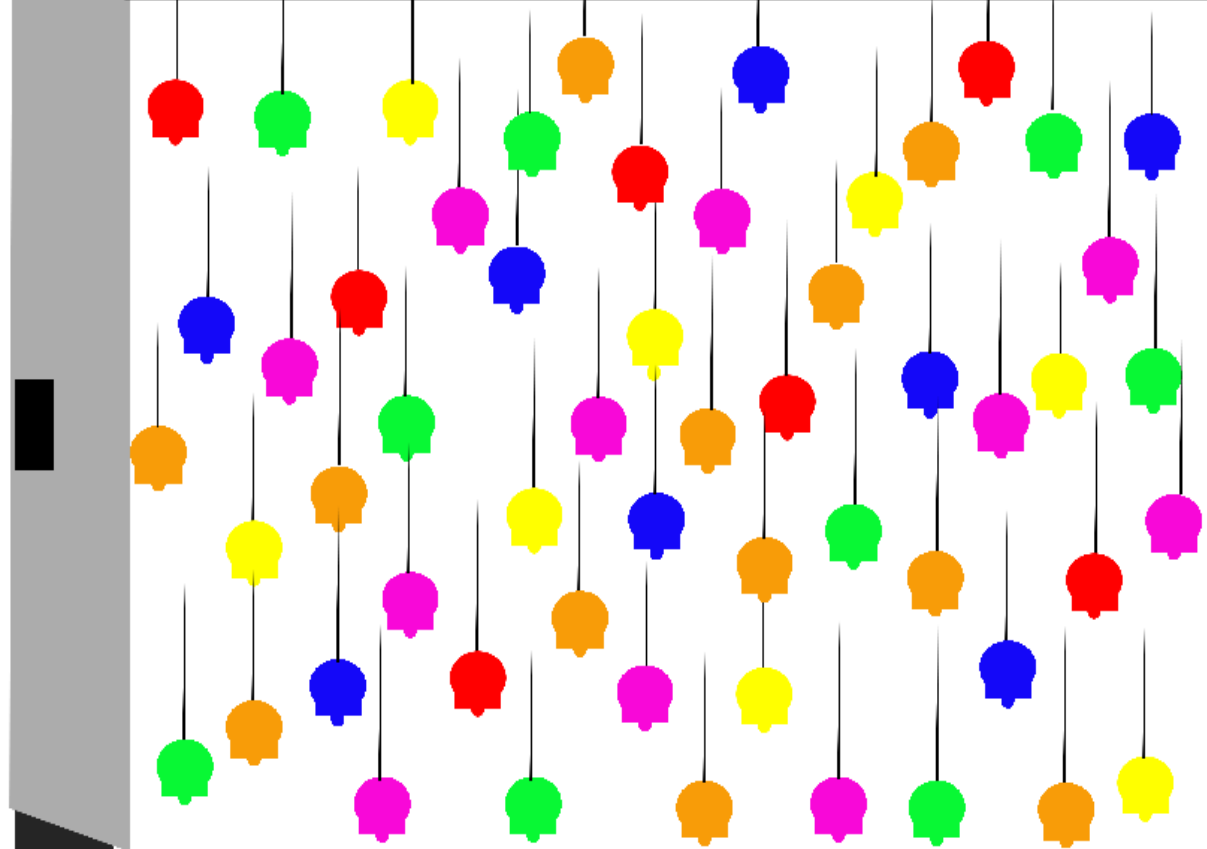
## IMMERSIVE INSTAGRAM-ABLE STORE LAYOUT STEP 9.3



# WELCOME TO NIKE IMMERSIVE



# WELCOME TO NIKE IMMERSIVE



- A mirrored room filled with coloured hanging lights
- This creates an AI world for the consumer to travel through
- It will allow pictures to be created in the newest Nike products.
- The lights will change colours to create a dream like feel in the stores environment
- It will bring the stores immersive elements to light yet create a larger footfall within all our retail stores

## STORE FLOW STEP 9.4

### □ PLAN IT | AI

To continue the storytelling of AI priorities the new improved features within the store. This is to be executed in time for the launch of 30.04.2020

### □ MERCHANDISE IT |

Stores are to priorities the AI launch then focus on other styles and features. These focus points need to be move to the main drive isles and the lower section on apparel. Replace old stock with the new 2020 stock and make it a focus point

### □ STORES WITH ONLY HIGH BINS |

Move all styles to the centre and most focal footwear bins

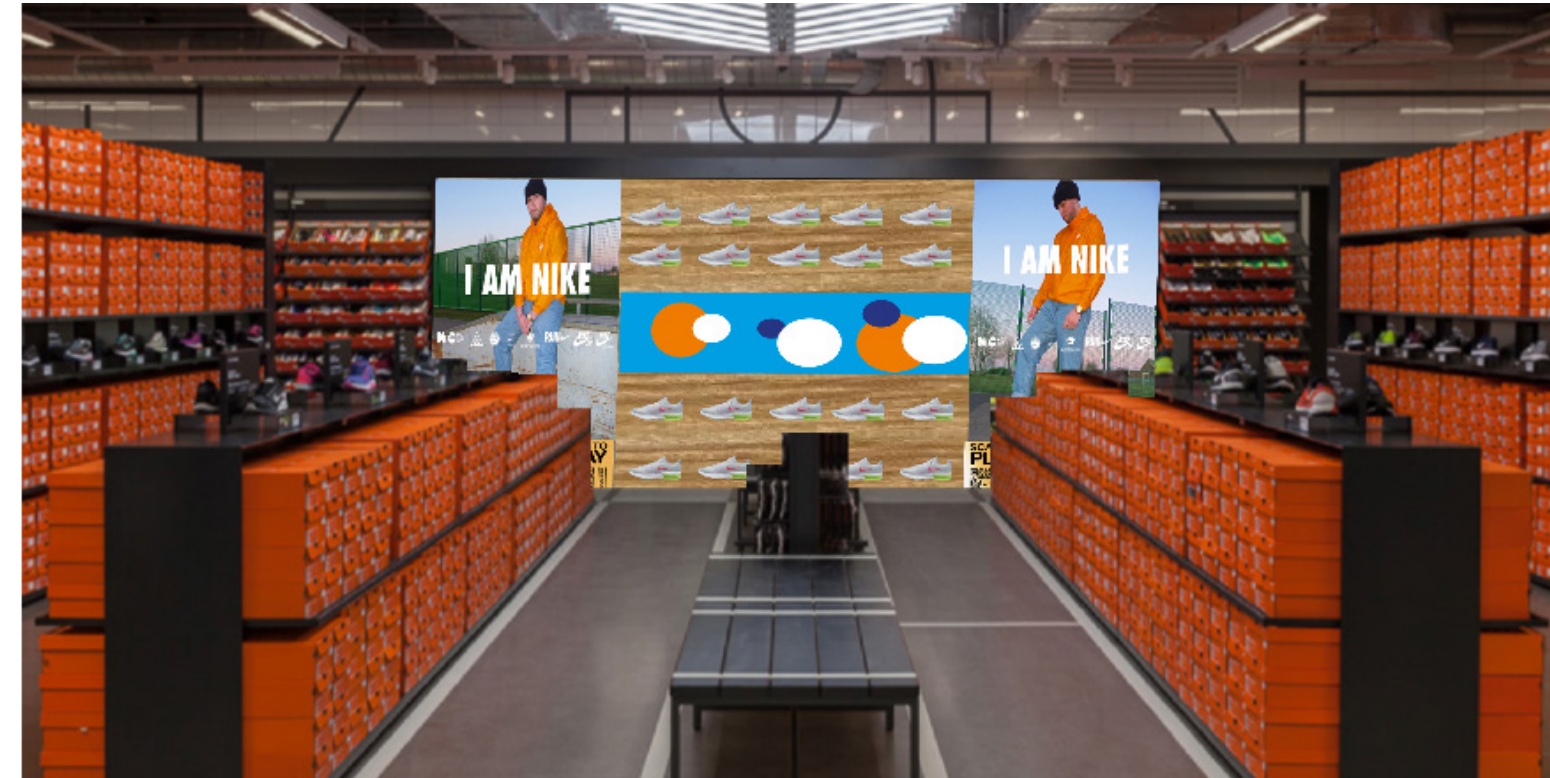
### □ STORE OVERVIEW |

Use zoning to build a journey in your store based on the priority styles. Over head Floor plans will be given on the spacial design booklet take this as inspiration on how to ensure your store is layout appropriately

### □ WEEKLY UPDATES

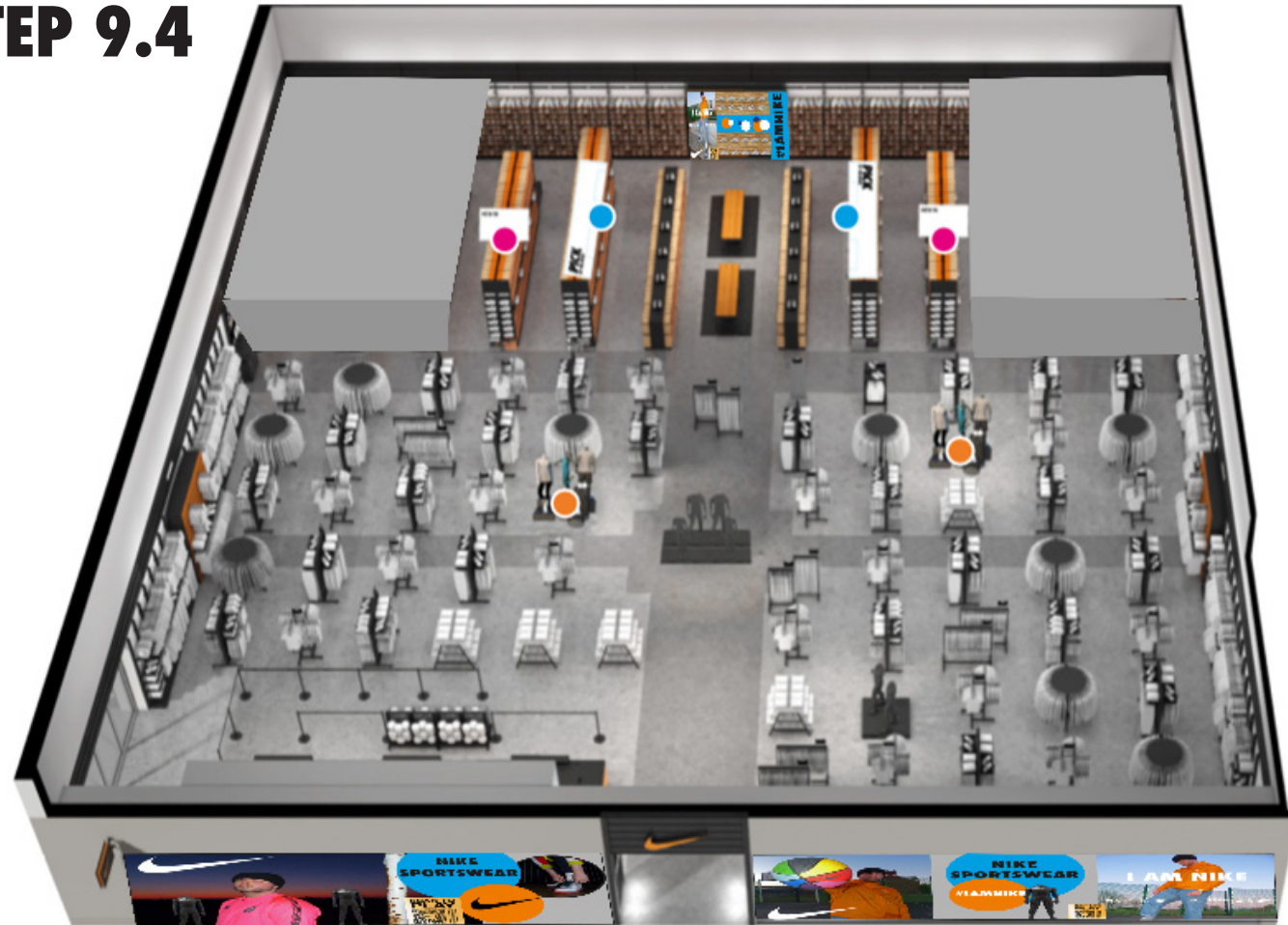
- Priorities AI Features
- Priorities Hologram fittings
- Priorities New hangers
- Prioritise New AI setup

## STEP 9.4





## STEP 9.4



# STEP 10: PHOTO FEEDBACK



# PHOTO FEEDBACK

## STEP 10.1

### □ Monthly Photo Feedback

- Provide photo feedback and share your stores story!  
The reason for monthly feedback is not only to share your work but to help use see the changes in store and how much the consumer is engaging with the New AI elements.

- It is important to capture photos each month to provide a different style to your store and see your capabilities.

- Please refer to Window Displays and set up form guideline.

- Please make sure the image quality is good, sharp and NOT blurry, well lit and relevant

- Upload photos to BOX using the like;  
<https://nike.ent..box.com/folder/24070569225>

## PHOTOS REQUESTED

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When uploading photos label all photos as the name appears on the list.



### PHOTOS OF ALL WINDOWS

Primary, Secondary etc.. All window displays (only show the windows that are relevant to this monthly campaign)

- x1 of each window for the outside of the store at an angle so the mannequins can be seen
- x1 of each window from the inside of the store



### OVERVIEW OF INITIATIVE ZONE AND DRIVE ISLE

Include working Hologram images and mannequins, as well as initiative walls and store layout.

- x1 image from the inside of the store showing all the features
- x1 image of each wall display and new stock laid out
- x1 image of each working hologram in each category
- x1 image of the holograms with styled mannequins
- x1 image of drive isle with working hologram in place
- x1 image of footwear drive isle located at the back of the store
- x1 image of the new immersive store room fully set up
- x1 image of the style studio up and running.



### Men's:

- x1 holograms and mannequins
- x1 wall display and stock layout



### Women's:

- x1 holograms and mannequins
- x1 wall display and stock layout



### Kids:

- x1 holograms and mannequins
- x1 wall display and stock layout

