

# HOW TO SET-UP AN AI FOCUSED STORE FLOOR LAYOUT

(STORE EDITION)



*Autumn West*

*Creating the*

*Unexpected*

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STORE LIST

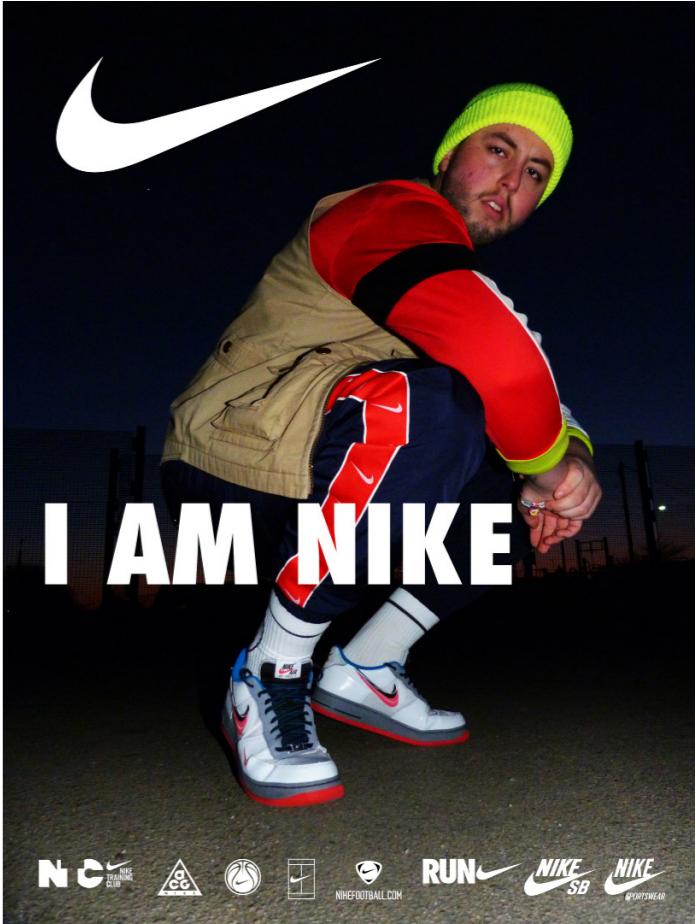
- NIKE RUMBA FACTORY STORE
- NIKE ORION FACTORY STORE
- NIKE BELAYA DACHA FACTORY STORE
- NIKE KAZAN XL FACTORY STORE
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- NIKE KLAGENFRUT FACTORY STORE
- NIKE ANTWERP FACTORY STORE
- NIKE LIEGE FACTORY STORE
- NIKE BARCELONA FACTORY STORE BIGBOX
- NIKE BARCA PARQUE MONTIGALA
- NIKE LA JONQUERA FACTORY STORE
- NIKE PARC VALLES FACTORY STORE
- NIKE BARCELONA VILADECANS FACTORY STORE
- NIKE AUBONNE FACTORY STORE
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- 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
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- NIKE LILLE FACTORY
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- NIKE TOURS FACTORY STORE
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- 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
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- NIKE NFS SPLIT
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- NIKE BILU TEL AVIV FACTORY STORE
- NIKE EILAT FACTORY STORE
- NIKE JERUSALEM FACTORY STORE
- NIKE BRESCIA FACTORY STORE
- NIKE CASTEL GUELFO FACTORY STORE
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- 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
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- NIKE IZMIR FACTORY STORE
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- NIKE CHESIRE OAKS FACTORY STORE
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- NIKE KAALDARE FACTORY STORE
- NIKE LIVINGSTON FACTORY STORE
- NIKE MANSFIELD FACTORY STORE
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- NIKE SWINDON FACTORY STORE
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- 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





## WHAT'S NEW

- 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)

## NIKE SPORTSWEAR

- 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.

## NEW FEATURES

### 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 atheistic.
- 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 atheistic.
- 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 though their devices and gain a further discount by doing this.

### DETAIL:

- 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

# STEP 1

**CHECK FLOOR PLANS**

**CHECK YOU HAVE THE APPROPRIATE FIXTURES**

**CHECK THIS IS COMPLETED**

## STEP 1.1

**CHECK PLANNING | CHECK FIXTURES | TIME-LINE**

**CHECK STORE FIXTURES TO SEE IF CORRECT EQUIPMENT IS AVAILABLE AND READY TO USE FOR SET-UP**

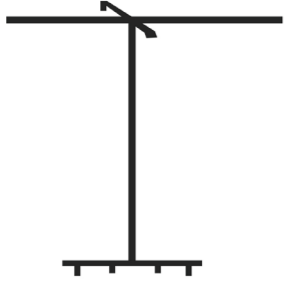
- Have you got all of the elements in your store?
- Do the elements on the images reflect the physical elements in your store?

### TIME-LINES

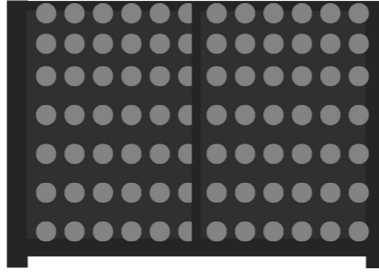
**SET-UP:** 30.04.2020  
**LAUNCH:** 03.05.2020

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

# 1.2 ITEM CHECK LIST



A four way fixture



A floor back board fixture



A double back bar



A single and double shelf



A hanging bar



A single back bar

## STEP 2

### REPORT

# STEP 2

Check the equipment immediately, if any elements are missing they can be re-ordered and set out immediately through the appropriate sources

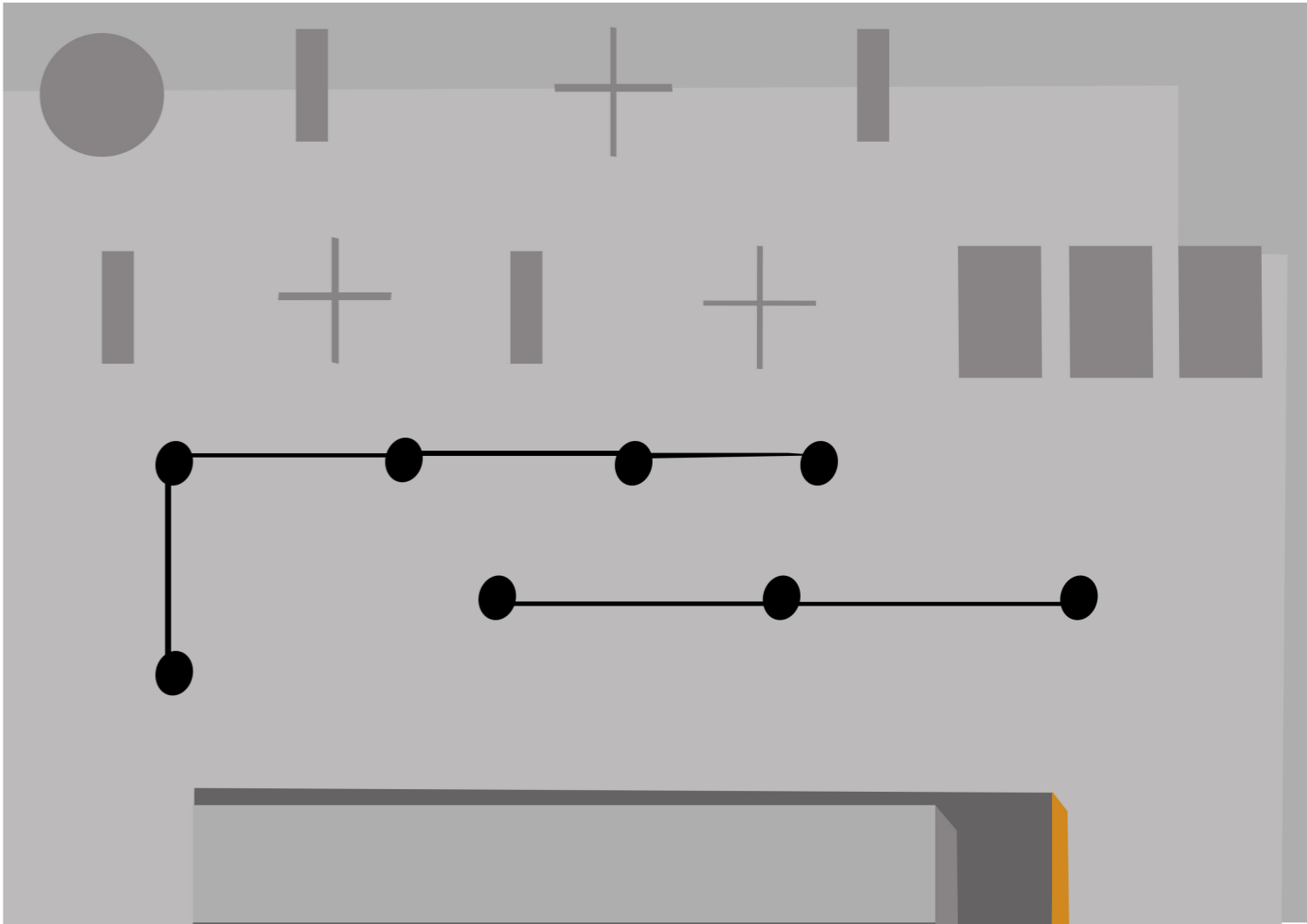
Any Missing/Damaged/Defective/Undelivered **NEEDS TO BE REPORTED**  
Also report if any inconsistencies are made from the order.

# STEP 3

## STORE APPAREL SET-UP

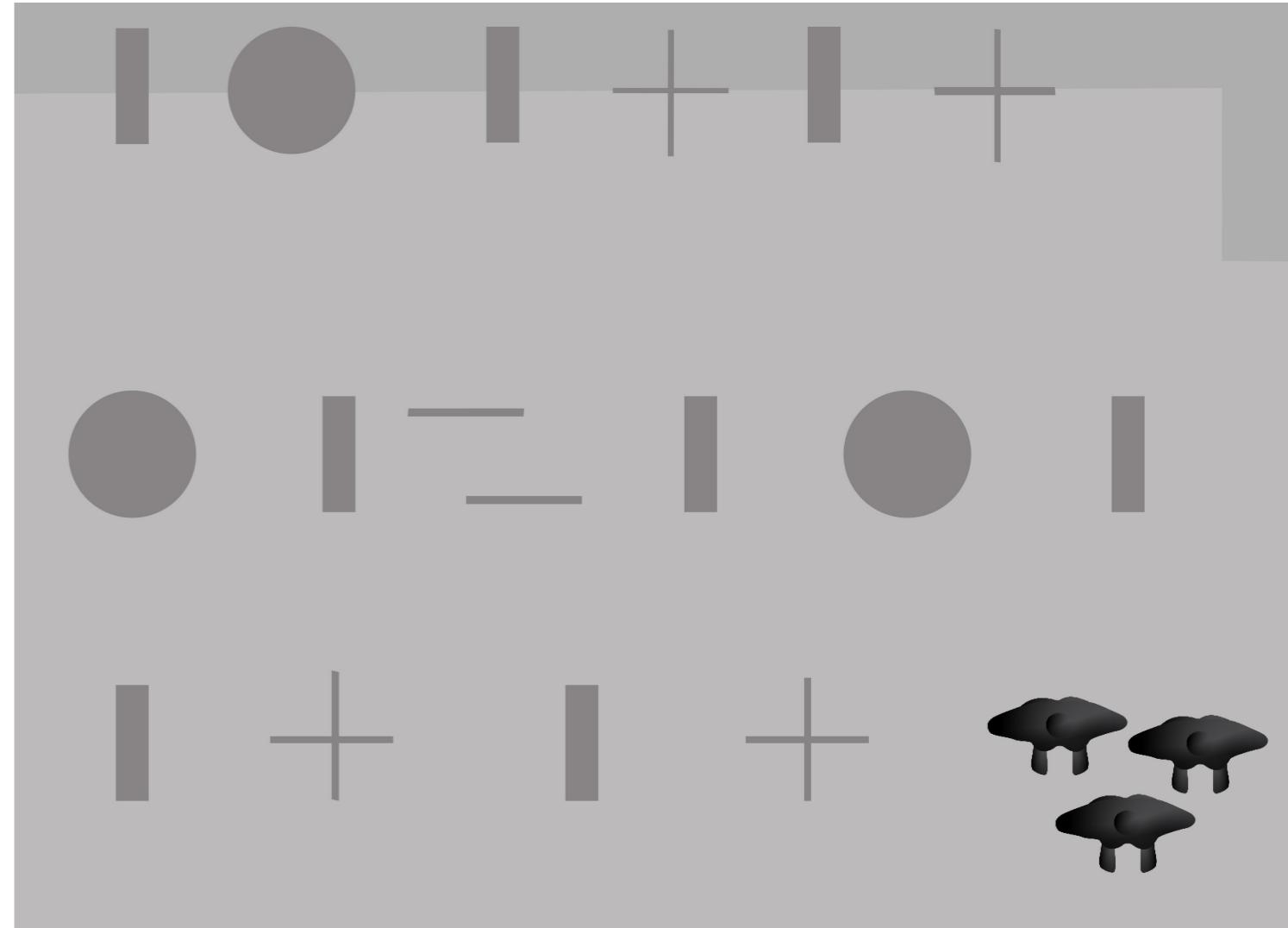
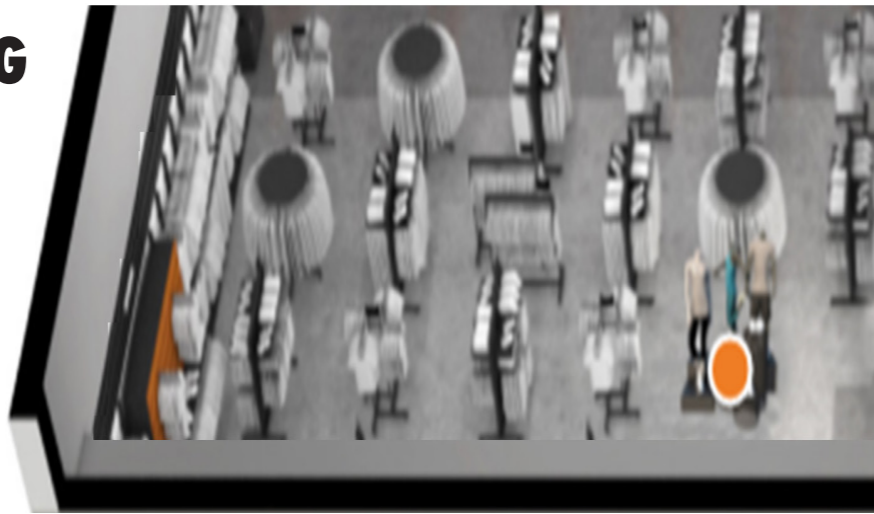
# 3.1 WOMEN'S RUNNING

Layout the fixtures to match the floor plan in order to make a journey for the consumer to follow and create a consistent flow. Each section will have holograms placed within the specific categories. This is shown in the guidelines to the right. Place them in the same places in order to catch the consumers attention. Make sure you follow all guidelines.



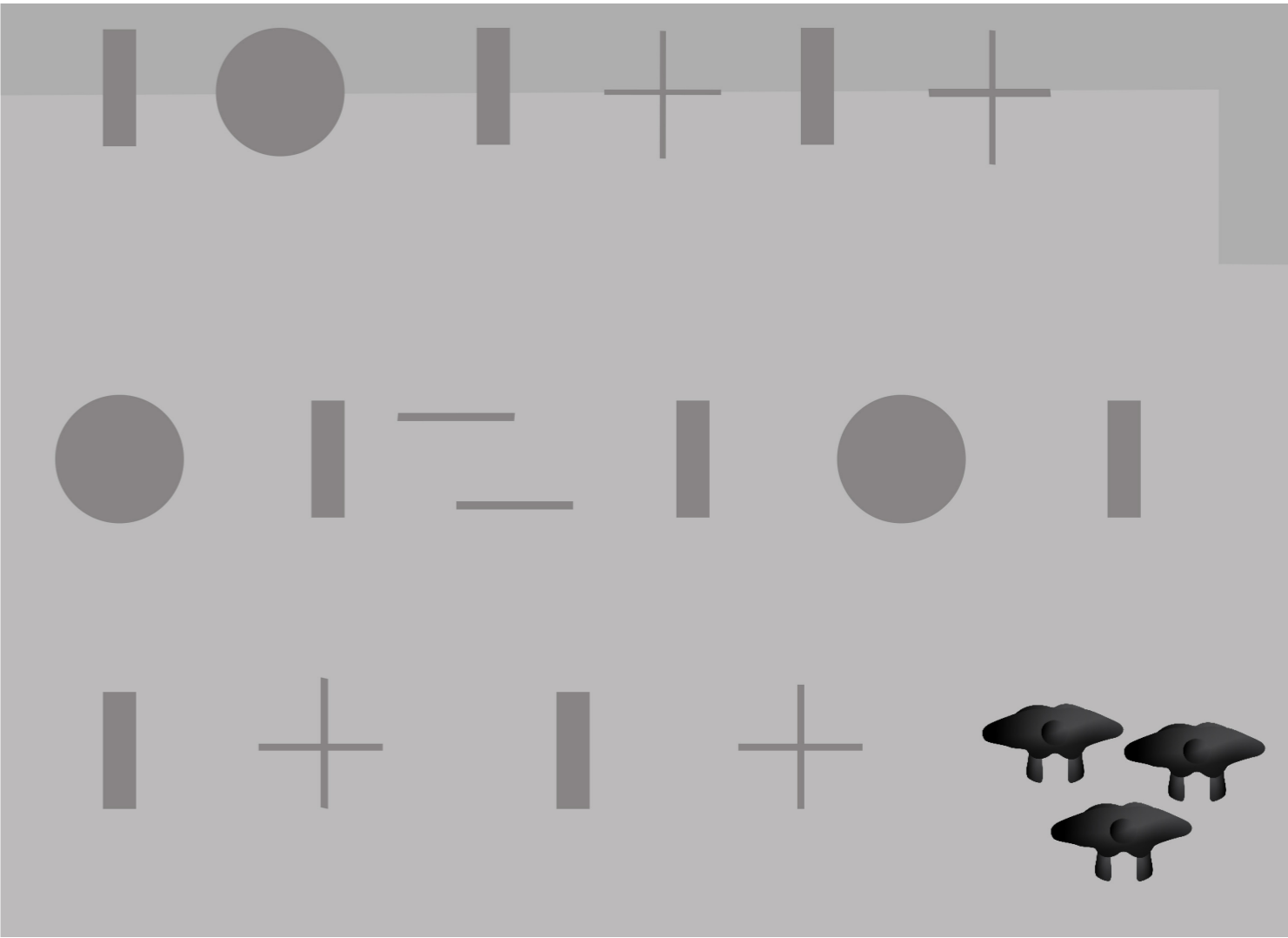
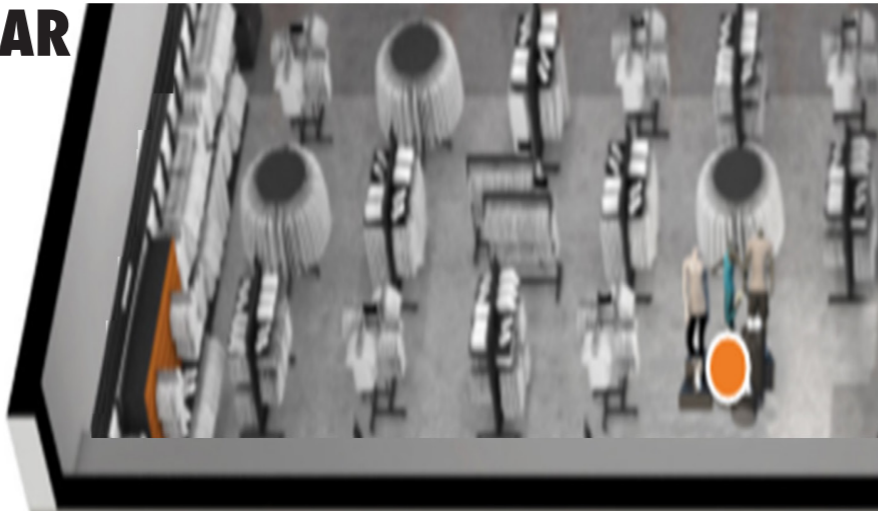
## 3.2 WOMEN'S TRAINING

Layout the fixtures to match the floor plan in order to make a journey for the consumer to follow and create a consistent flow. Each section will have holograms placed within the specific categories. This is shown in the guidelines to the right. Place them in the same places in order to catch the consumers attention. Make sure you follow all guidelines.



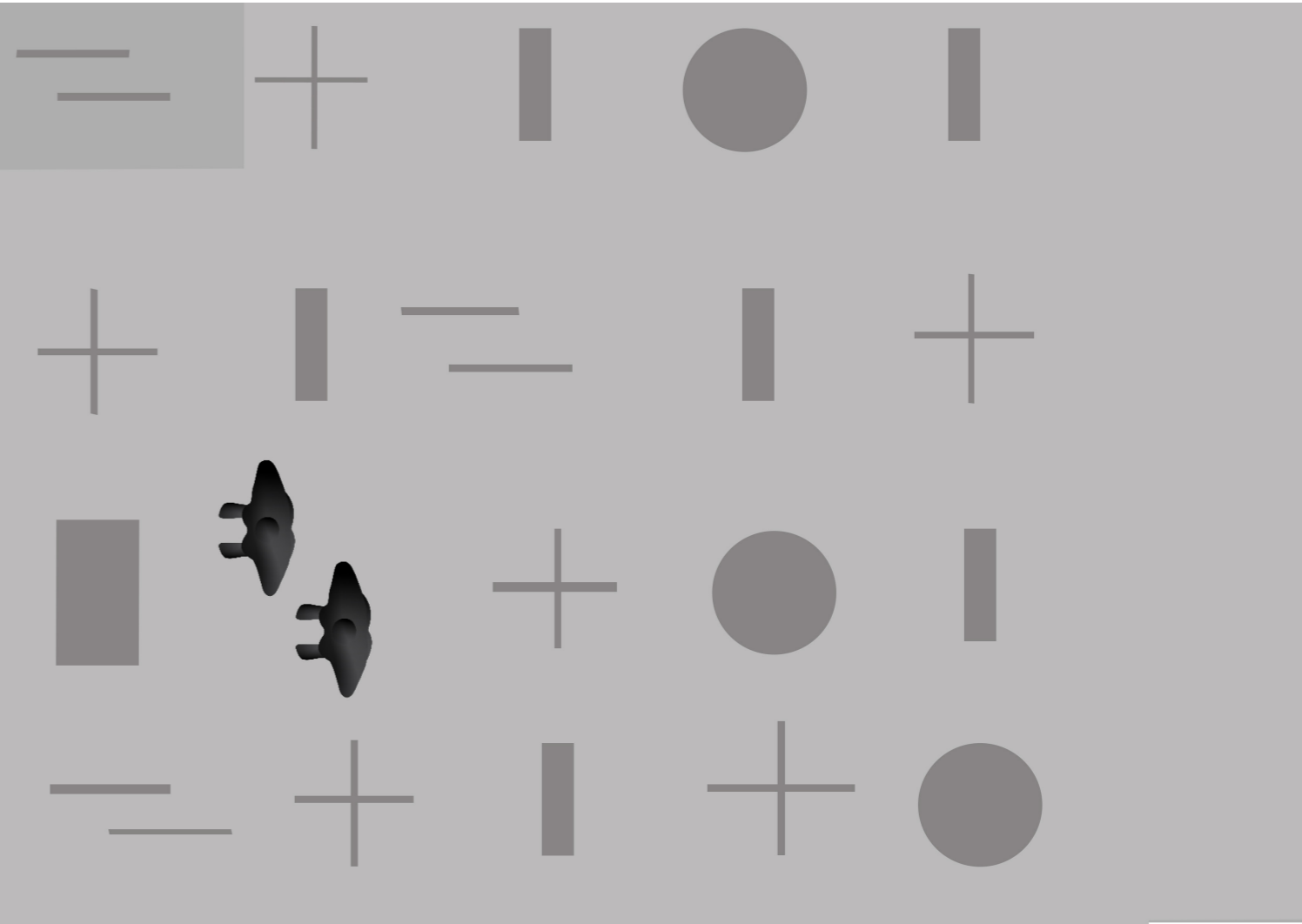
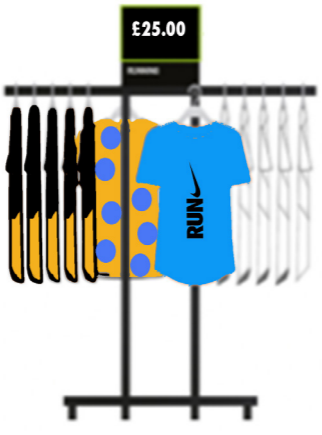
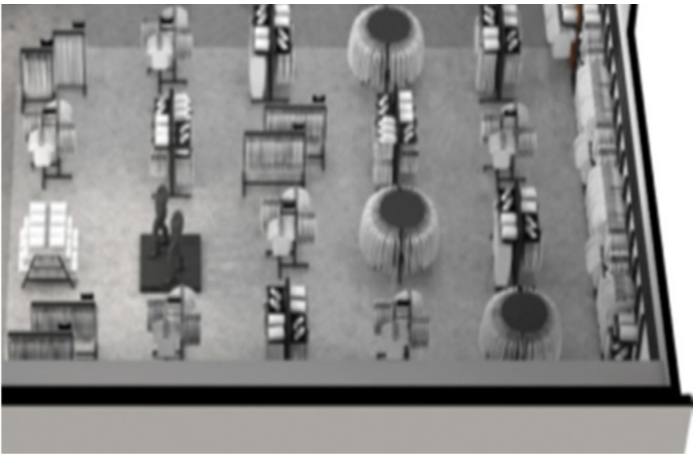
# 3.3 WOMEN'S SPORTSWEAR

Layout the fixtures to match the floor plan in order to make a journey for the consumer to follow and create a consistent flow. Each section will have holograms placed within the specific categories. This is shown in the guidelines to the right. Place them in the same places in order to catch the consumers attention. Make sure you follow all guidelines.



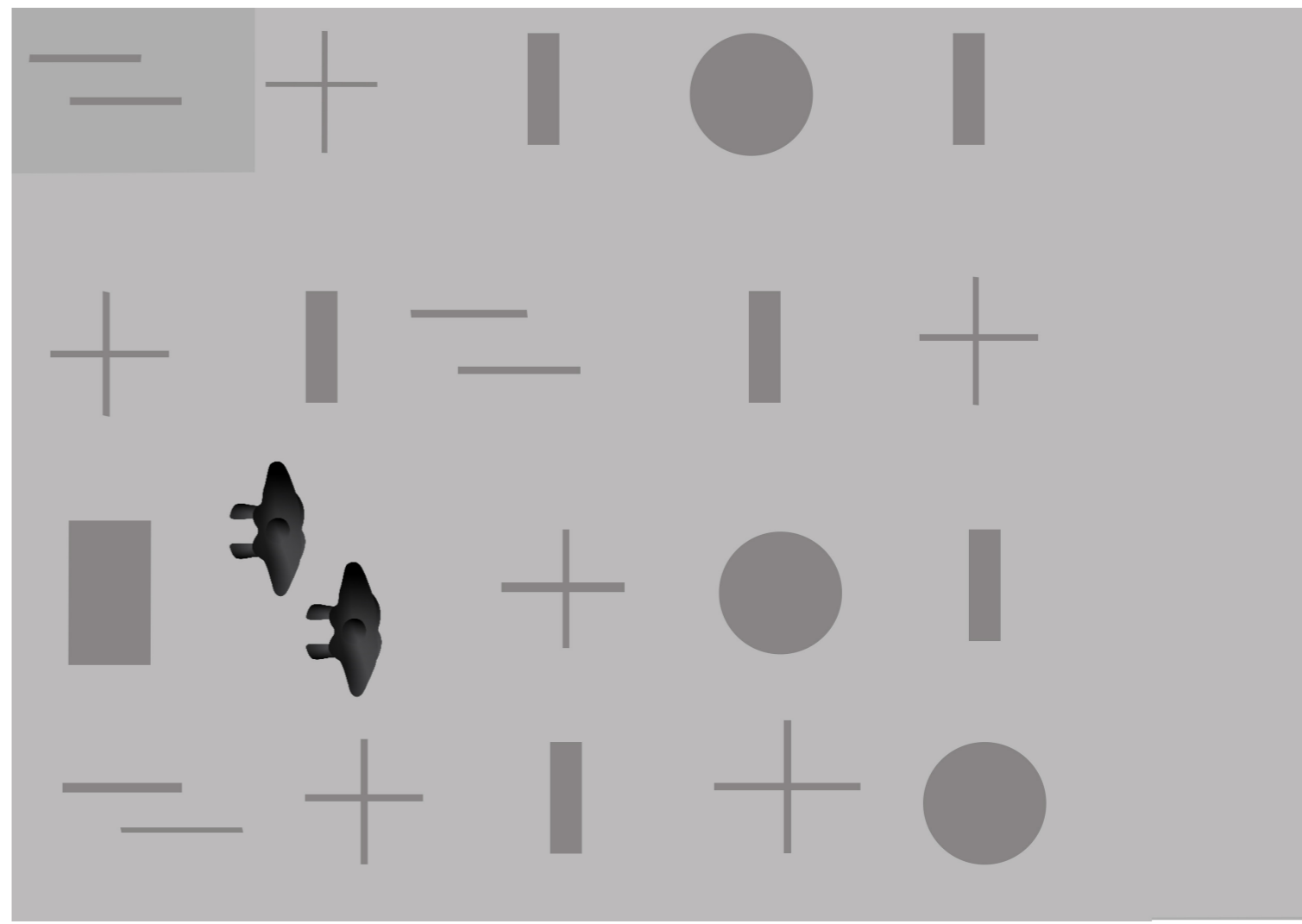
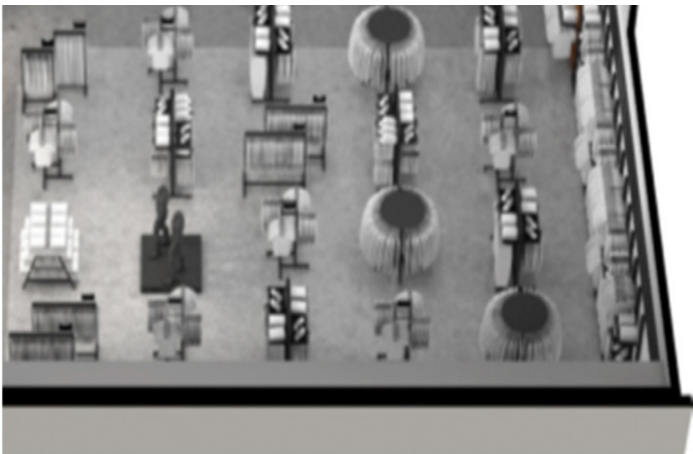
# 3.4 MEN'S RUNNING

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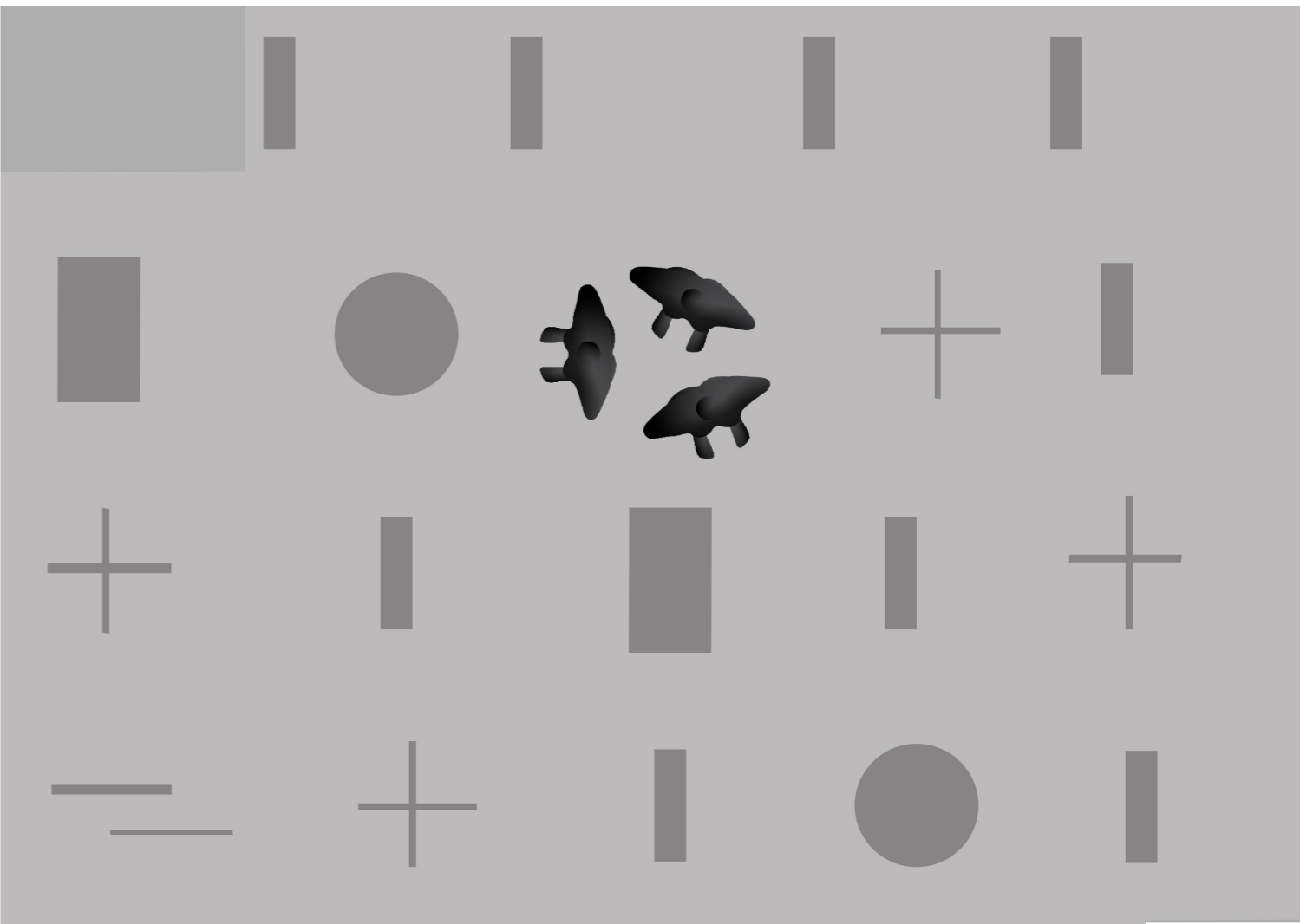
# 3.5 MEN'S TRAINING

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# 3.6 MEN'S SPORTSWEAR

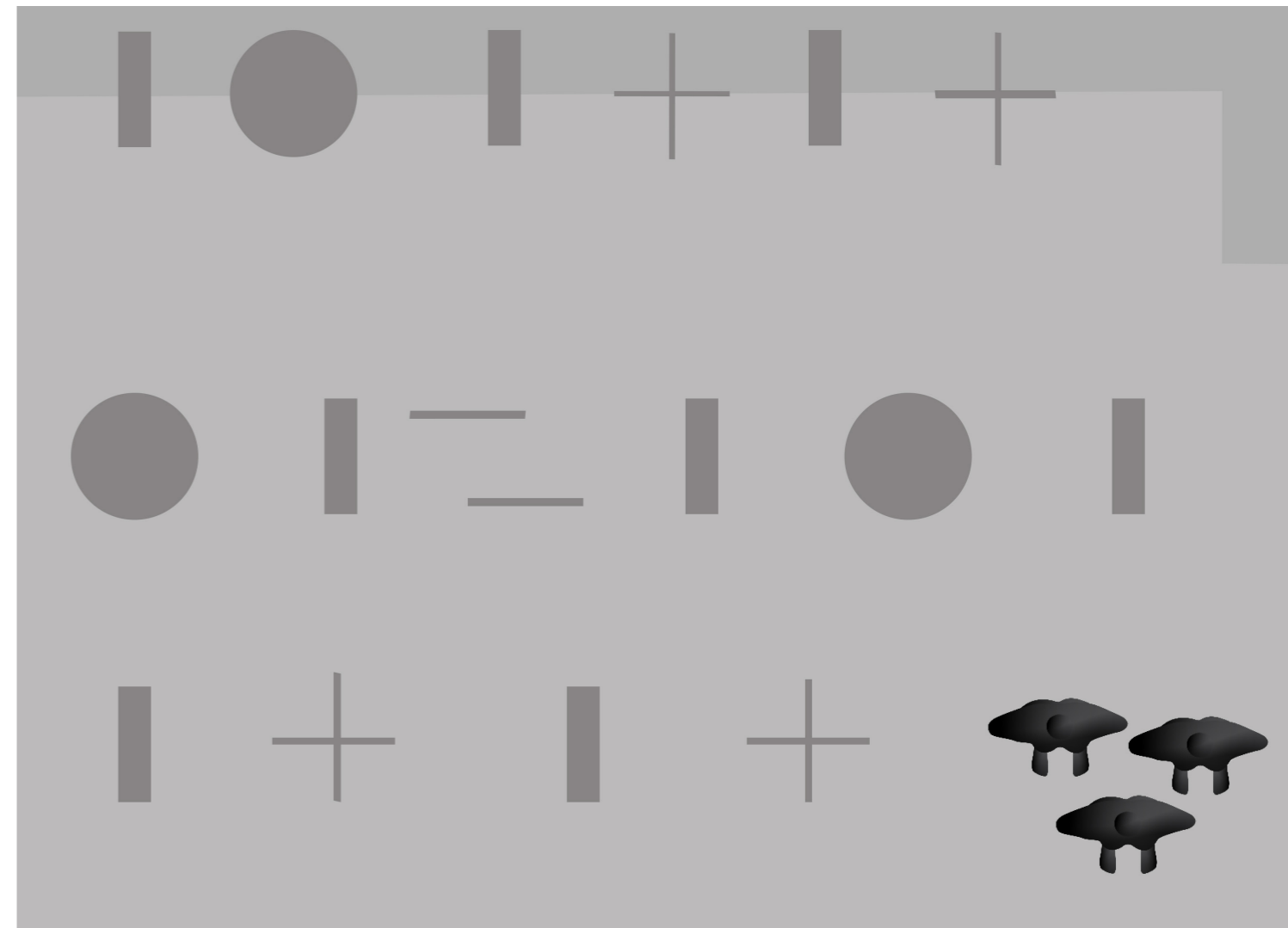
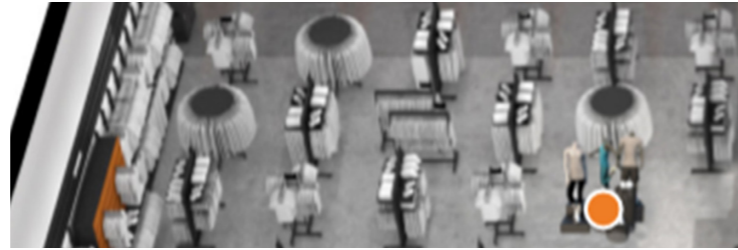
Layout the fixtures to match the floor plan in order to make a journey for the consumer to follow and create a consistent flow. Each section will have holograms placed within the specific categories. This is shown in the guidelines to the right. Place them in the same places in order to catch the consumers attention. Make sure you follow all guidelines.



## 3.7 KIDS



Layout the fixtures to match the floor plan in order to make a journey for the consumer to follow and create a consistent flow. Each section will have holograms placed within the specific categories. This is shown in the guidelines to the right. Place them in the same places in order to catch the consumers attention. Make sure you follow all guidelines.



# STEP 4

## 3-D STORE OVERVIEW

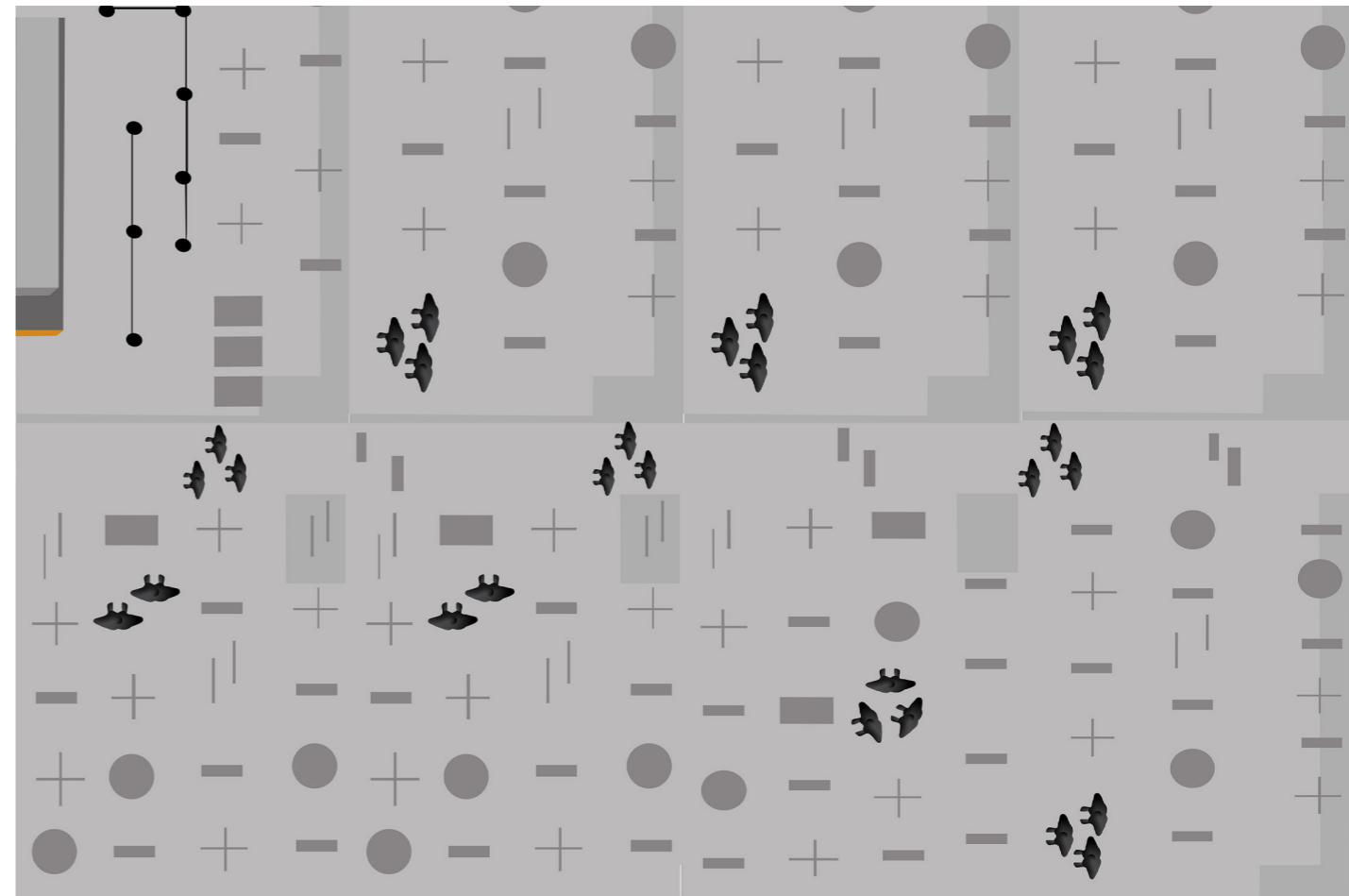
### 4.1 3-D STORE LAYOUT



# STEP 5

## 2-D STORE OVERVIEW

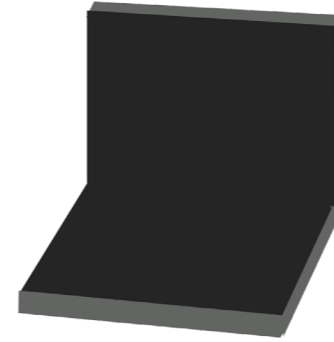
### 5.1 2-D STORE LAYOUT



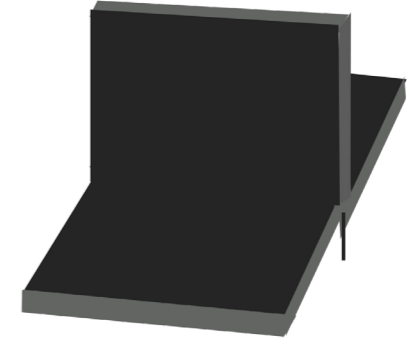
# STEP 6

## FOOTWEAR SET-UP

### 6.1 ITEM CHECK LIST



Single Footwear plates



Double Footwear plates



Footwear strips

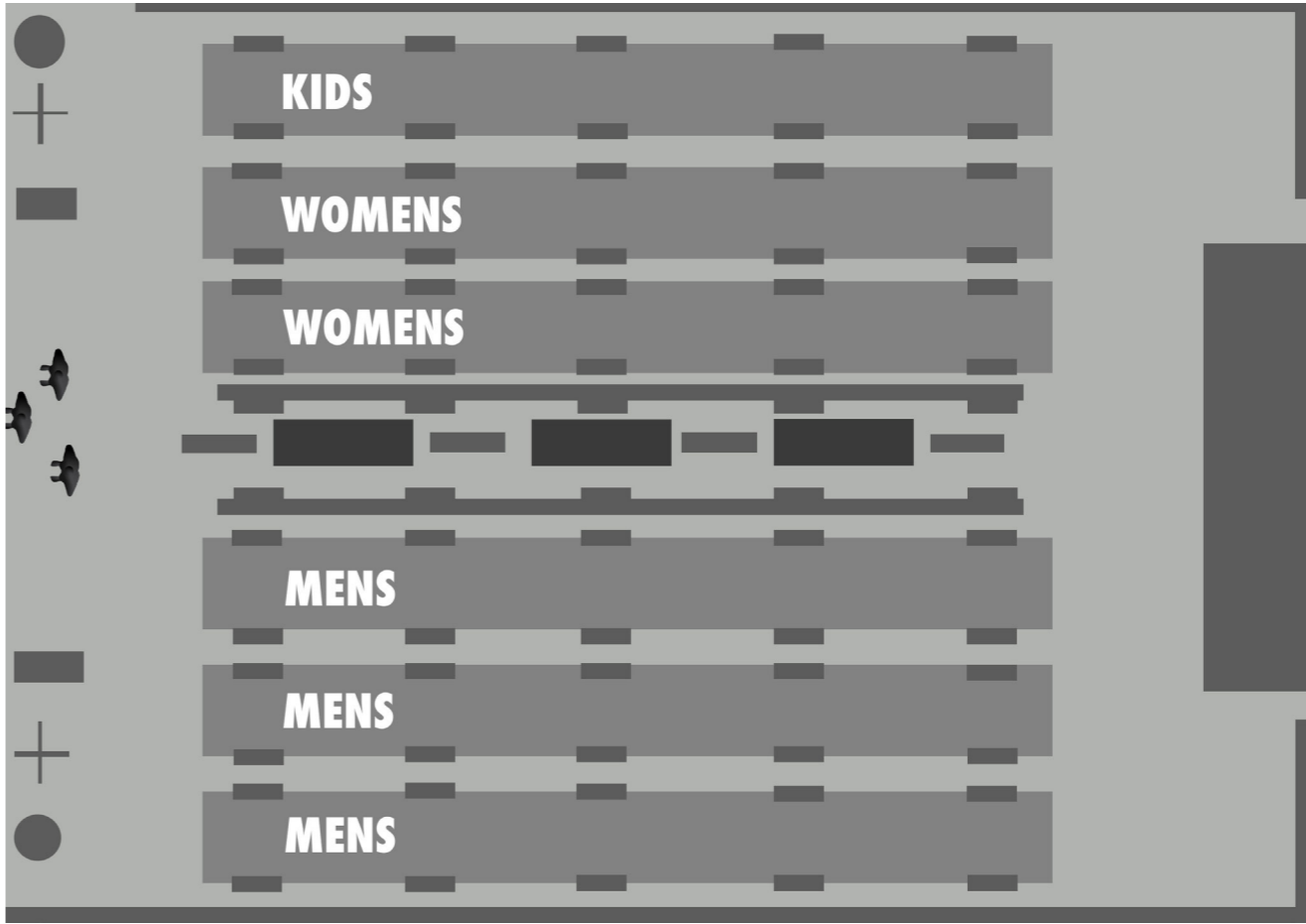


Footwear full length shelves

# 6.2 3-D FOOTWEAR LAYOUT



# 6.3 2-D FOOTWEAR LAYOUT



# STEP 7

## INSTAGRAM-ABLE ROOM SET UP

- ❑ 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-worthy space, to promote the New seasonal stock and the store's 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.

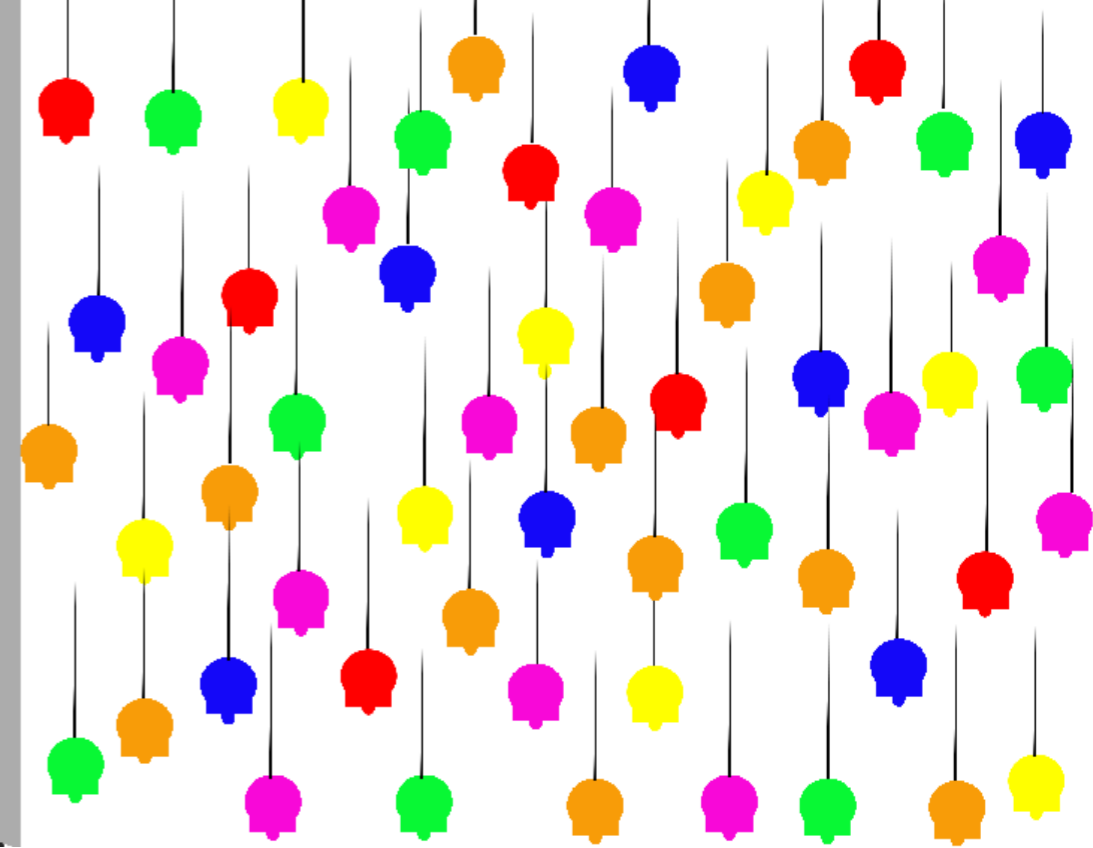
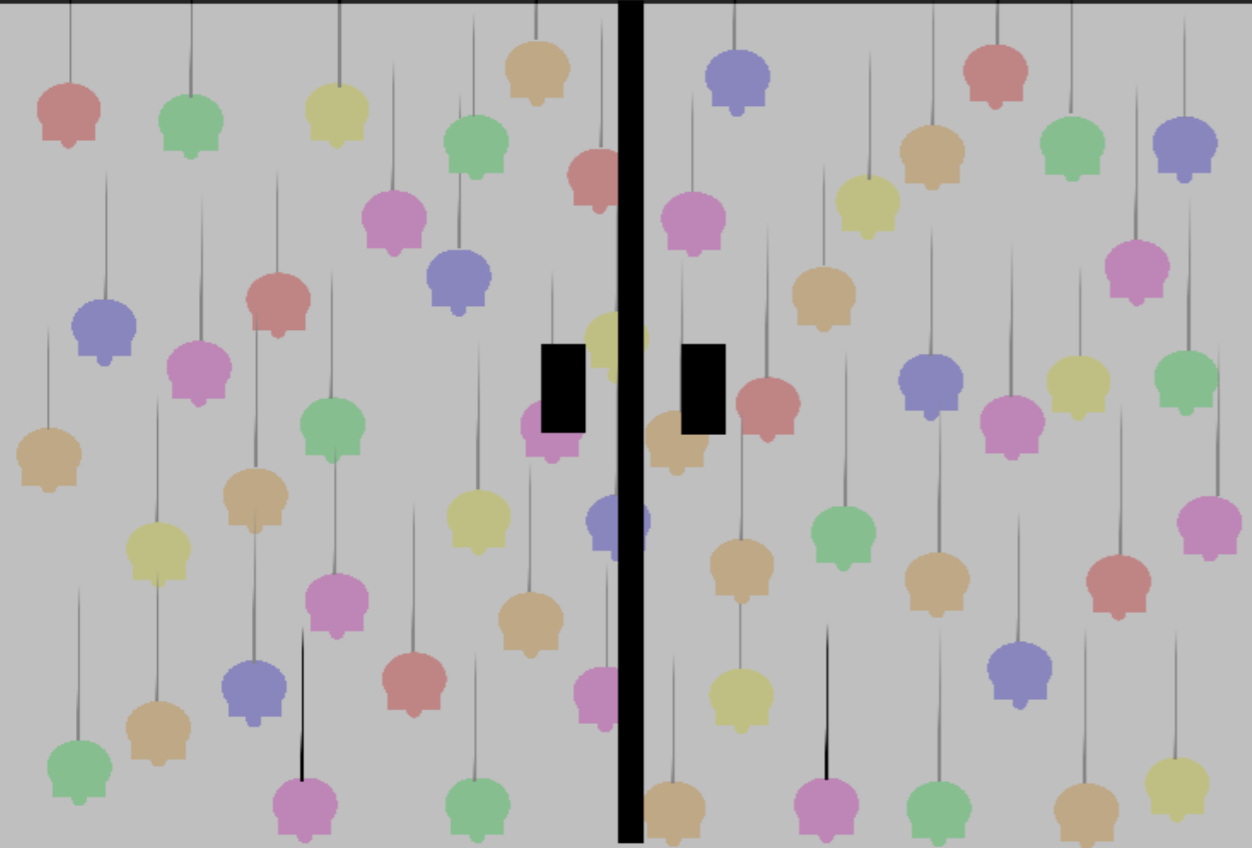
## IMMERSIVE INSTAGRAM-ABLE STORE LAYOUT STEP 7.1



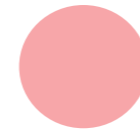
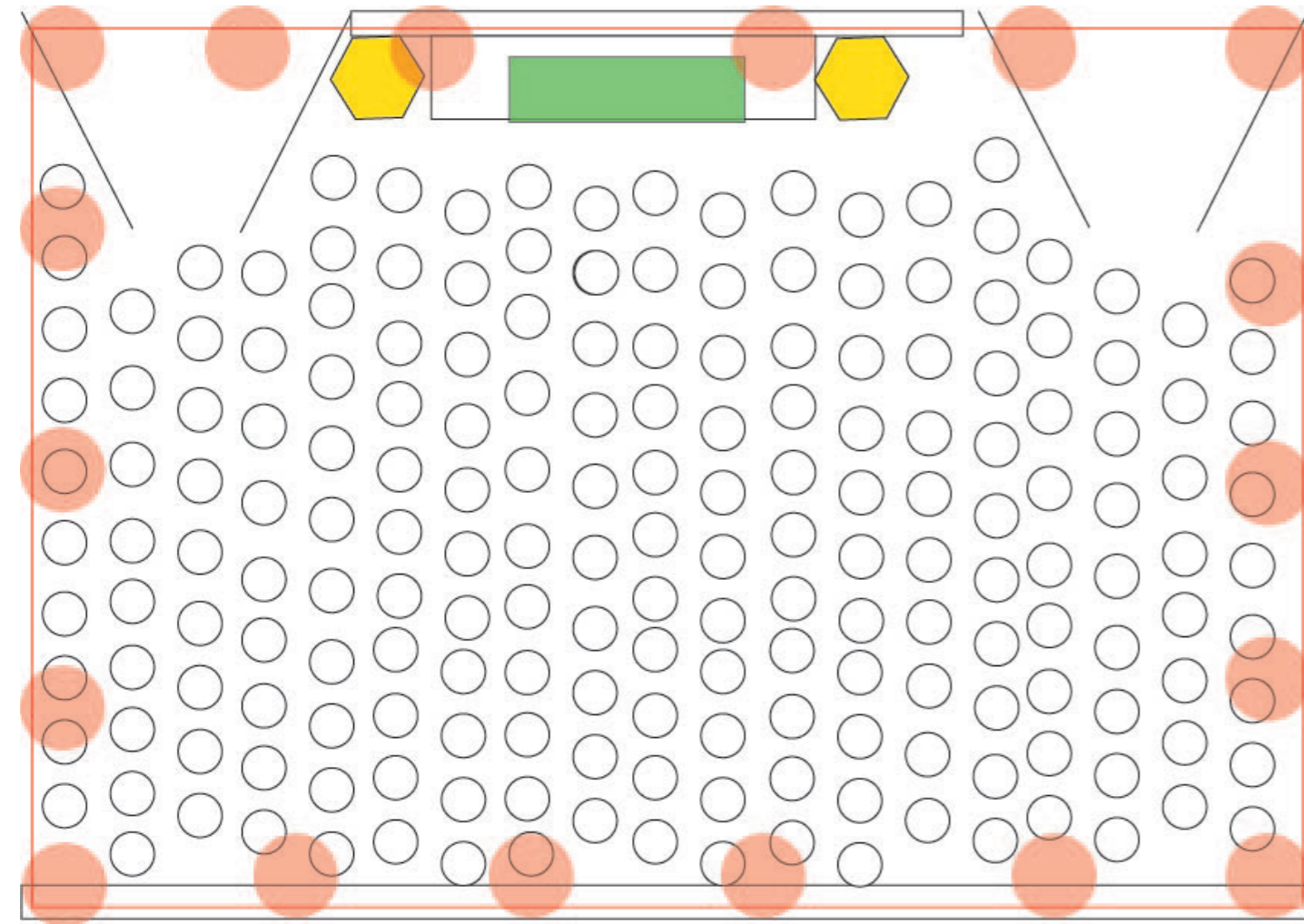
# WELCOME TO NIKE IMMERSIVE

## 7.2 3-D LAYOUT

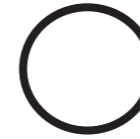
# WELCOME TO NIKE IMMERSIVE



## 7.3 2-D LAYOUT



Speakers for music to create an atmosphere for the consumers in order for the room to become a sensual room



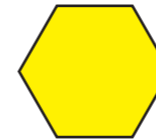
Lights to create an atmosphere for the consumers in order for the room to become a sensual room to walk through adding a backdrop for photos



Doors to enter and leave the room. opposite ends to allow consumers easy access and exit points. To make a clear journey for them to travel through



A set station with new Nike products for consumers to try on take photos in. These will be added after each session, to allow consumers to purchase what they try on



Podiums with footwear to add to the outfits. In order to make a full Nike styled outfit.

**Please note this will be installed by a trusted contracted company. However you are responsible for checking the installation to ensure it looks exactly like the layouts**

# STEP 8

## STYLE STUDIO SET UP

### STEP 8.1

#### 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

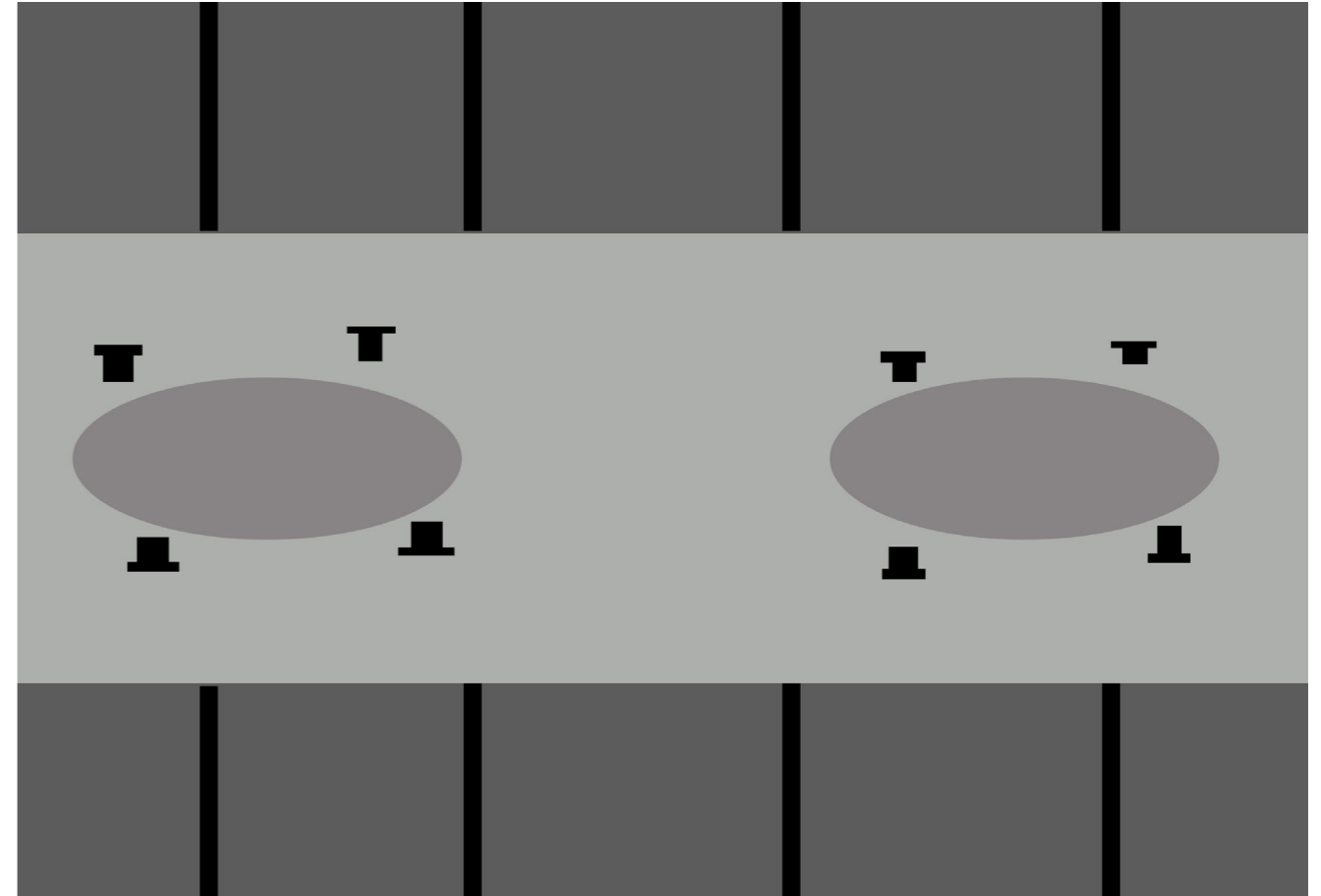
## STEP 8.2

### 3-D LAYOUT



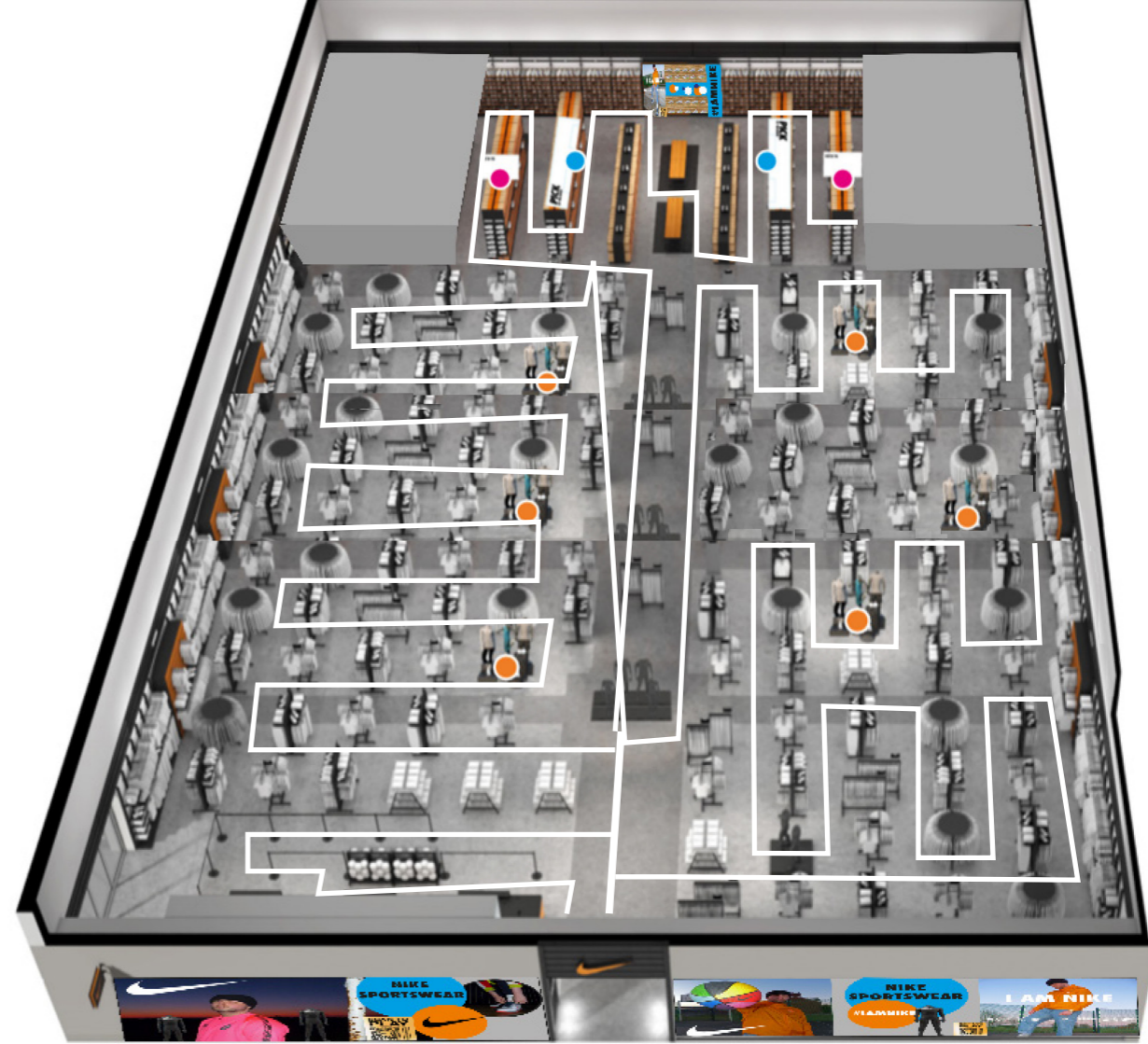
## STEP 8.3

### 2-D LAYOUT

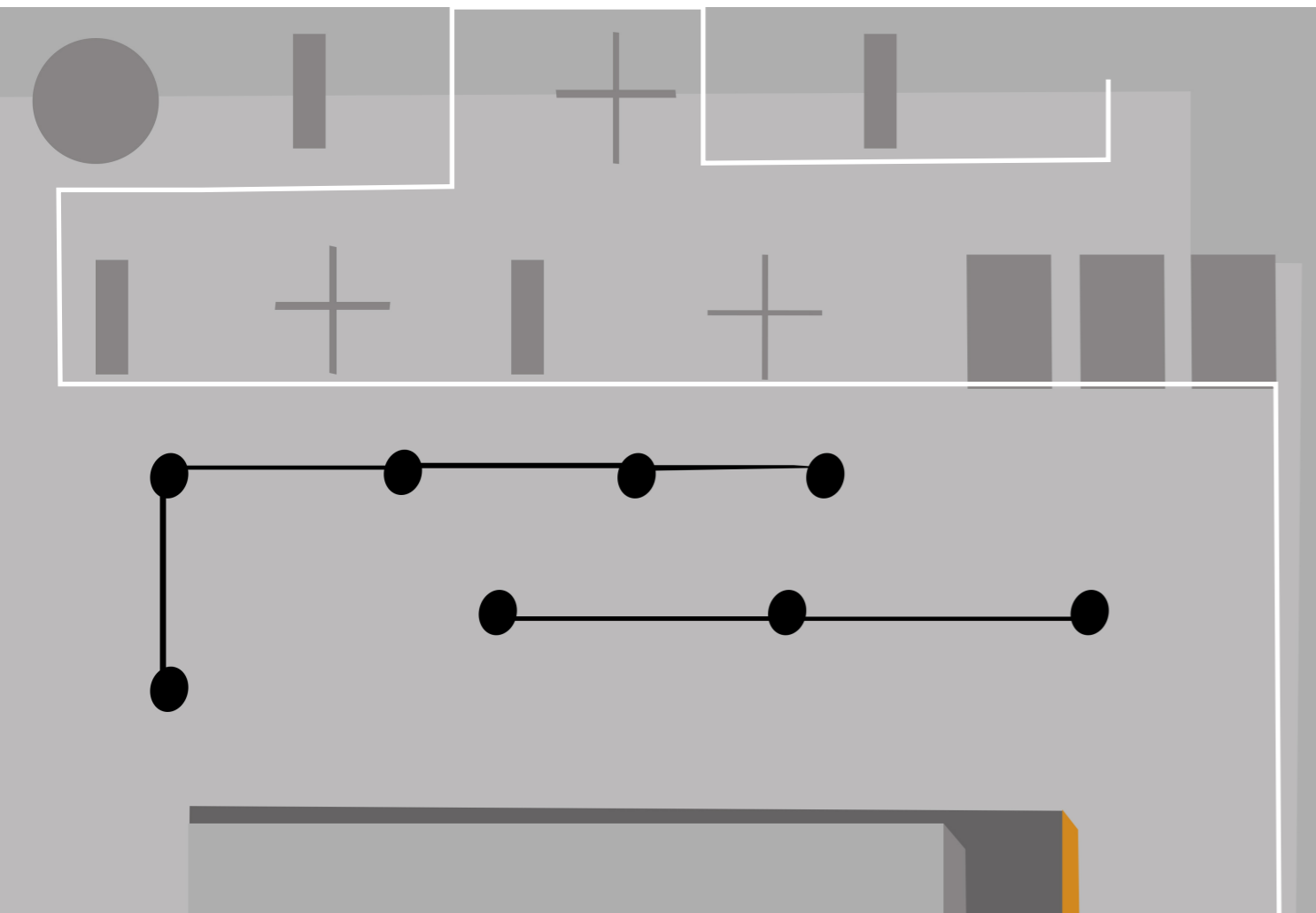


# STEP 9

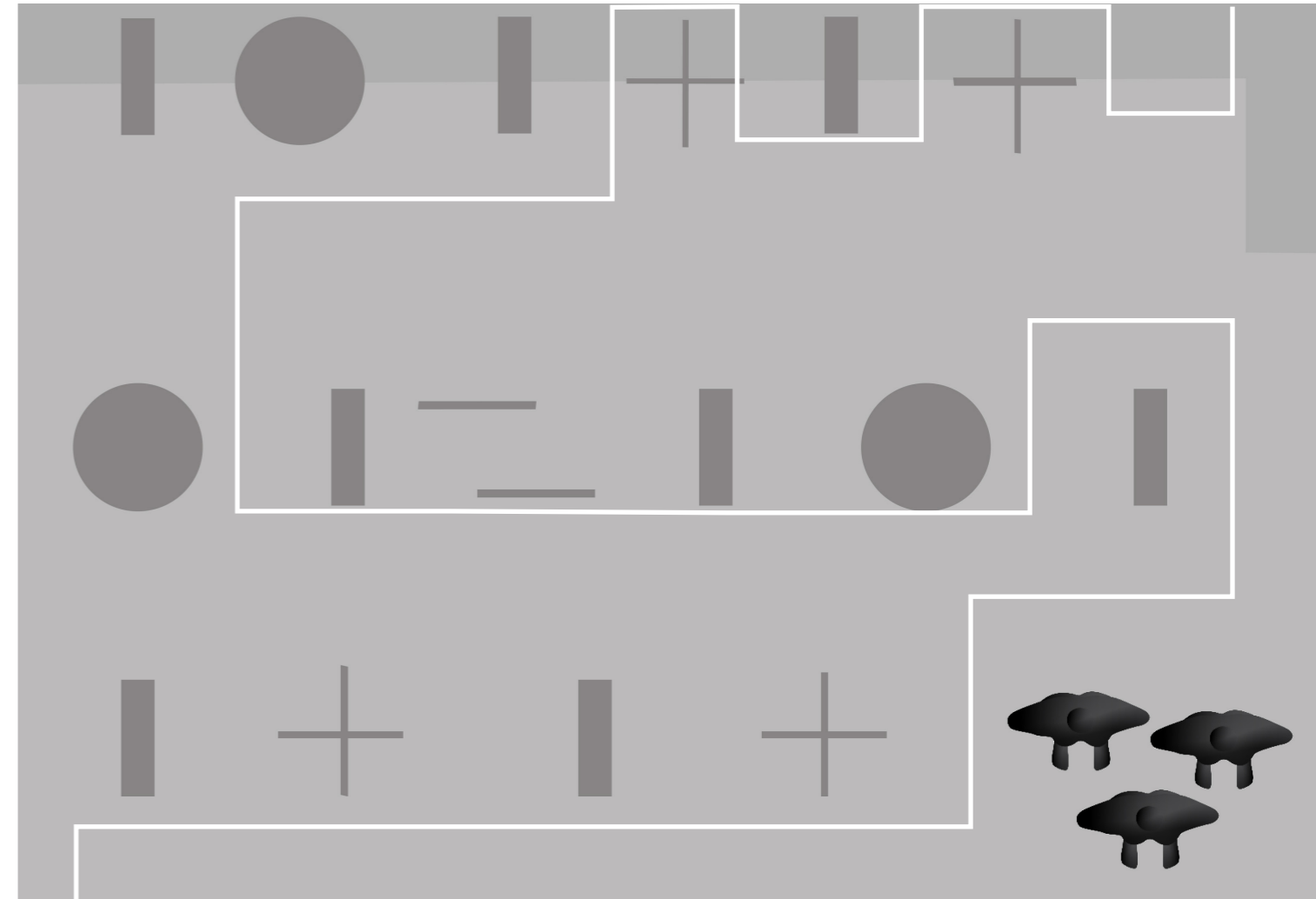
## WHOLE STORE FLOW PLAN



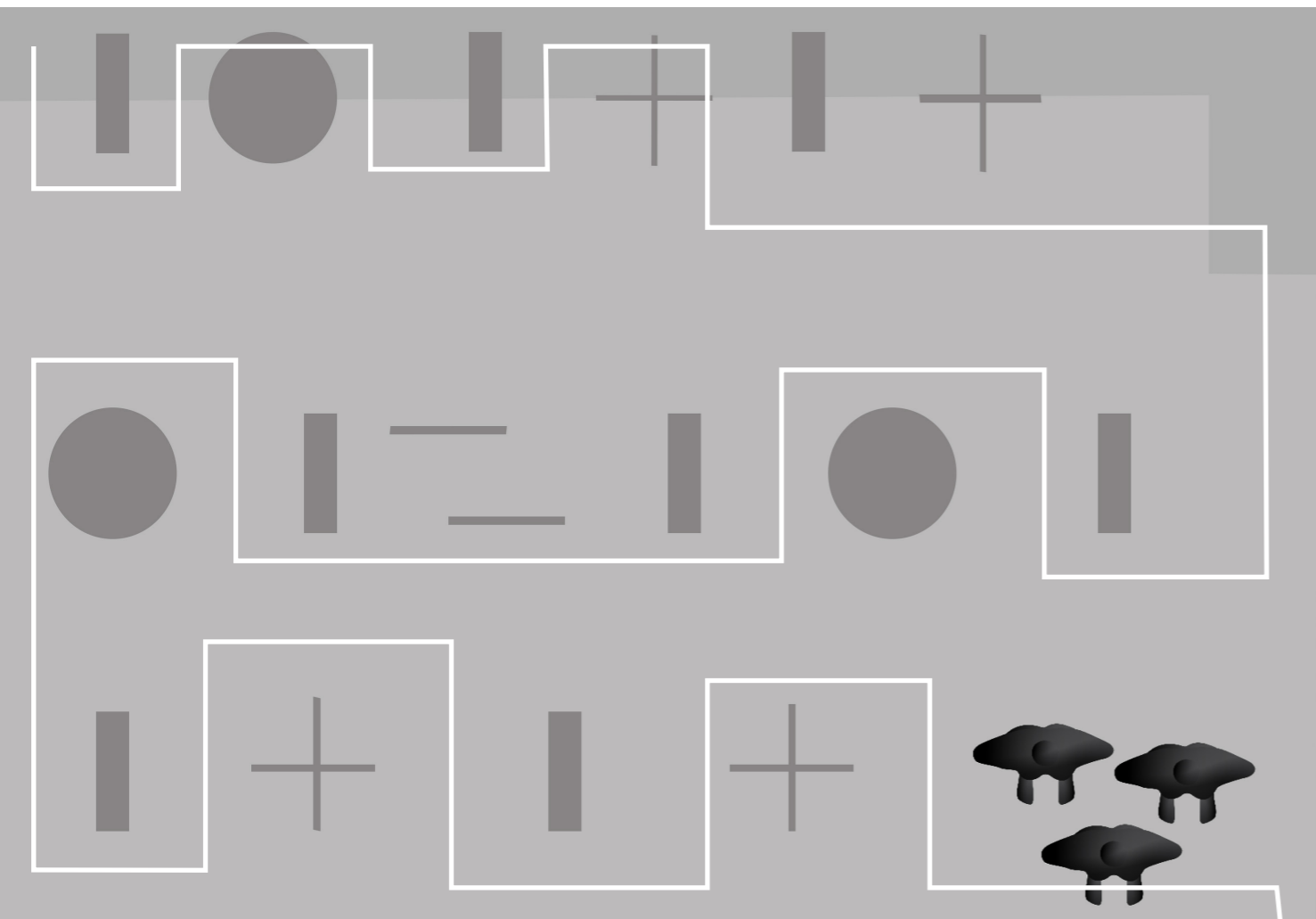
## STEP 9.1 WOMEN'S RUNNING



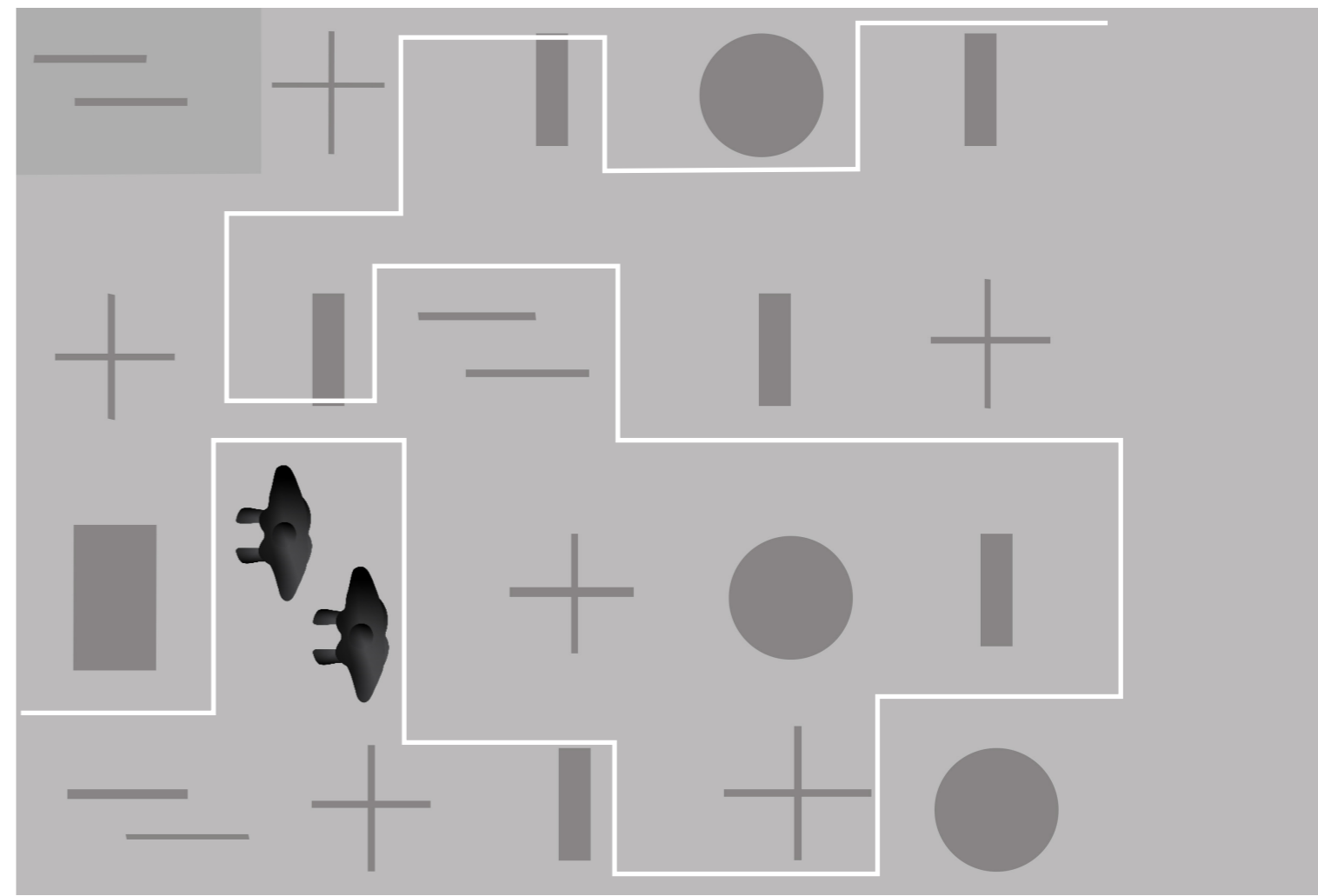
## STEP 9.2 WOMEN'S TRAINING



## STEP 9.3 WOMEN'S SPORTSWEAR



## STEP 9.4 MEN'S RUNNING







## 9.9 FLOW PLANS

- ❑ Ensure all flow plans are followed to create the optimum journey for consumer to travel
- ❑ You may find some consumers do not follow this plan as they have a direct product they are trying to locate. However do not let this distract you from creating the journey they are supposed to travel through
- ❑ These flow plans allow consumers to walk through the store seeing all products and maximises their intake of their surrounding while in- store to make the most out of their visit in your Nike store.
- ❑ Try to get consumers to follow the journey as much as possible. Do this by offering service in category's and show products in specific orders that relate to the journey they need to take.
- ❑ Allow the consumers to move around freely if they do not want to follow these paths but try as much as possible to help them follow this.

**“THE  
CONSUMERS  
JOURNEY IS KEY  
IN ORDER TO  
OPTIMISE THEIR  
TIME IN STORE”**

**STEP 10**

**SPORTSWEAR CONSUMER TYPES**

# 10.1 WHO ARE THE CONSUMERS USING THIS LAYOUT

## The Young And The Faster

- They are the heart of Nike sportswear, you need to serve them though all dimensions of their lives. Knowing and understanding them can help you serve them to their needs.
- They have a quick metabolism, so you need to catch their attentions with relevant purpose. Get to know their interests and style in order to share the latest looks and trends that suit their needs.
- They all have the desire for real and can see if you are not authentic. so connect to them authentical-ly, Speak using your own unique voice and share your genuine passions for sport, style and Nike with them where ever possible
- They are a generation of Creative Directors, embrace and empower their creativity and let them flourish. Invite them to customize products though NIKE ID and custom services such as the Style Studio or Immersive room.
- They have a passion for sport so ask their sport-ing style and invite them in though that. Connect through your genuine passion for sport and show them how to represent sporting style just like Nike do on and off the field.
- They are early adapters help to ensure they have it first. Show the latest products and share whets coming next to but do not be surprised if they already know.

# The Four Young And The Faster Categories

Generally there are four mid-sets for our consumers to fit into. These categories repre-sent their behaviour and engagement with Nike as a brand. You need to know the impor-tance of all these categories to understand who we are targeting with our ides.

	THE TECH CREATOR	THE SNEAKERS OBSESSED	THE STYLE EDITOR	THE SPORT INSPIRED
WHAT THEY VALUE?	-New style innovation -Being the first to know	- Knowing the story - Having bragging rights	- Unique looks	- Being perceived as cool
THEIR CURRENCY IS?	Knowledge	Access	Discovery	Cool
THEY ARE LOOKING?	Ahead	Down	In the mirror	Around

## 10.2 SNEAKERS OBSESSED

- They value exclusivity and immersive experiences yet are tired of the hype of products when they are not hard to get. They value shoes more than a whole outfit, but stride for irreverence and rarity.
- They prioritise what is on their feet and follow brands that do not follow the stereotypical rules of fashion. They have a need to get the latest rare products so they know they have the latest fire products, leading to them not necessarily caring about what others say or think to them. They follow the stories and acknowledgment that as credibility as they know the value behind the product's they are obsessed with.

### HOW TO FUEL THEIR FIRE

- Invite them to exclusive launch events and crucial brand moments.
- Share upcoming releases with them
- Provide detailed information about new styles and inspiration
- Offer in-store services they can benefit from such as the immersive room and sneaker cleaning
- Be authentic as they will know if you are faking it

### HOW TO STYLE THEM

- Start with the newest and freshest sneakers and work your way up
- Take inspiration from the shoes by using complementary colours for a coordinated look or contrast colours to catch peoples attention

**Sneaker obsessed  
are the original  
sportswear fans.  
They are shoes  
first, always. They  
crave access to  
these exclusive  
products and the  
stories behind  
them**

## 10.3 STYLE EDITOR

- They value making their own expression and unique contrasts high or low in price. Looking for a holistic silhouette they value unique touch-points and unexpected accents by being modern and original.
- They prioritise exploring and discovering hidden gems that nobody else would see. They care about full expressions and love to incorporate the unexpected. They enjoy the balance of uniqueness and style all while adding in sophistication as the details make a difference

### HOW TO FUEL THEIR FIRE

- Recommend unexpected or unconventional options
- Show them distinctive details and sophisticated prices
- Show them all the available colour-ways
- Allow them to discover all possibilities and products

### HOW TO STYLE THEM

- Help them express their personalities with distinctive look and sophisticated style
- Pair unexpected items for an extra impact mix modern with retro, neutrals with pops of colour, colour blocking with prints and high and low price point items
- Encourage them to feature Nike pieces alongside their favourite designers, vintage items and high-street products.
- Ask them what they are planning to wear and item with and suggest other items that would match well with these
- Learn their style icons and recommend options based on those

**Style editors are  
more concerned  
with their own  
expression than  
what is perceived  
as cool. They  
are looking  
for products to  
amplify their voice  
but they are not  
walking billboards**

## 10.4 SPORT INSPIRED

- They value their community and their core crew. The friendship group they belong to is large due to the teams they are apart of. They value the confidence they get from having the new coolest sports gear.
- They prioritise their group and crave the validation that they are cool from their inner circle. They also prioritise the accessibility to get these products, but most importantly getting conformation that it is cool.

### HOW TO FUEL THEIR FIRE

- Ask who they style themselves after which Athletes, Celebrities, and Social Media icons
- Show them what is popular and how to style it
- Establish credibility through your knowledge of sport and style
- Give them the confidence to wear heritage priced products alongside modern classics

### HOW TO STYLE THEM

- Recommend on-tend and head-to-toe looks that fit their active lifestyles and add to their connection with sport, athletes and influences
- Show them the hottest items and how to wear them
- Make it easy to complete looks and mix and match options
- Mix must have items from their favourite performance categories
- Take cues from their friends and style icons

**The sports inspired seeks inspiration from sports and culture. Generally younger looking and still trying to find their voice. They want to express themselves but need guidance on how**

## 10.5 TECH CREATOR

- They crave innovation and style in new forms and accept all Nike's new innovations. They take streetwear and incorporate technology and a futuristic feel to become technologically styled.
- They prioritise forward thinking and new outstanding designs while focusing on functional solutions. They prioritise the mix of sport style and technology to create a cohesive futuristic style.

### HOW TO FUEL THEIR FIRE

- Show them the latest technology and explain the benefits they can gain from using them
- Show them what is new and advanced for the market
- Establish credibility through your knowledge of new and all technology within products
- Give them advice on new tech styles that are coming out to allow them to think ahead of purchasing

### HOW TO STYLE THEM

- Recommend futuristic styles that are shown within our new sportswear
- Show them the most advanced items you have in store
- Mix new items with technology to create a slick style
- Give the assurance that this is the newest and best product around
- Be genuine they will know if you do not know about the technology as they will probably already know and will have done a lot of research into it.

**The tech creator gain inspiration from technology and their advances. They research new innovative product and can tell you first hand what benefits each feature has**

# WELCOME

- Authentic and personal greeting
- Tour the sportswear zone/ store and what is new

# LISTEN

- Learn their mindset
- Learn their style needs and preferences

# RECOMMEND

- Product that matches their needs and preferences
- Personalized Footwear fitting
- Bra fitting
- Use environmental storytelling to share benefits, history and heritage



# ENCOURAGE

- Try on and validate fit and feel
- Use holograms to encourage a choice of products
- Make recommendations
- Present product and offer personalized service



# SALE

- Use try on and trial feedback
- Gain commitment to the purchase
- Meet them where they are with mobile POS



# INVITE

- Nike +
- SNKRS App
- Invite to events
- Invite them to return and share product stories
- Invite to stores
- Immersive opportunities



# STEP 11

## SCAN TO PLAY

# SCAN TO PLAY STEP 10.1

- 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



## WHERE TO PLACE THE SCAN TO PLAY SIGNS



# STORE FLOW

## ▣ **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 12

## 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

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

