



WHY INSPIRATION IS THE NEW RETAIL CURRENCY ?

The 5 Masters of Inspirational Retail



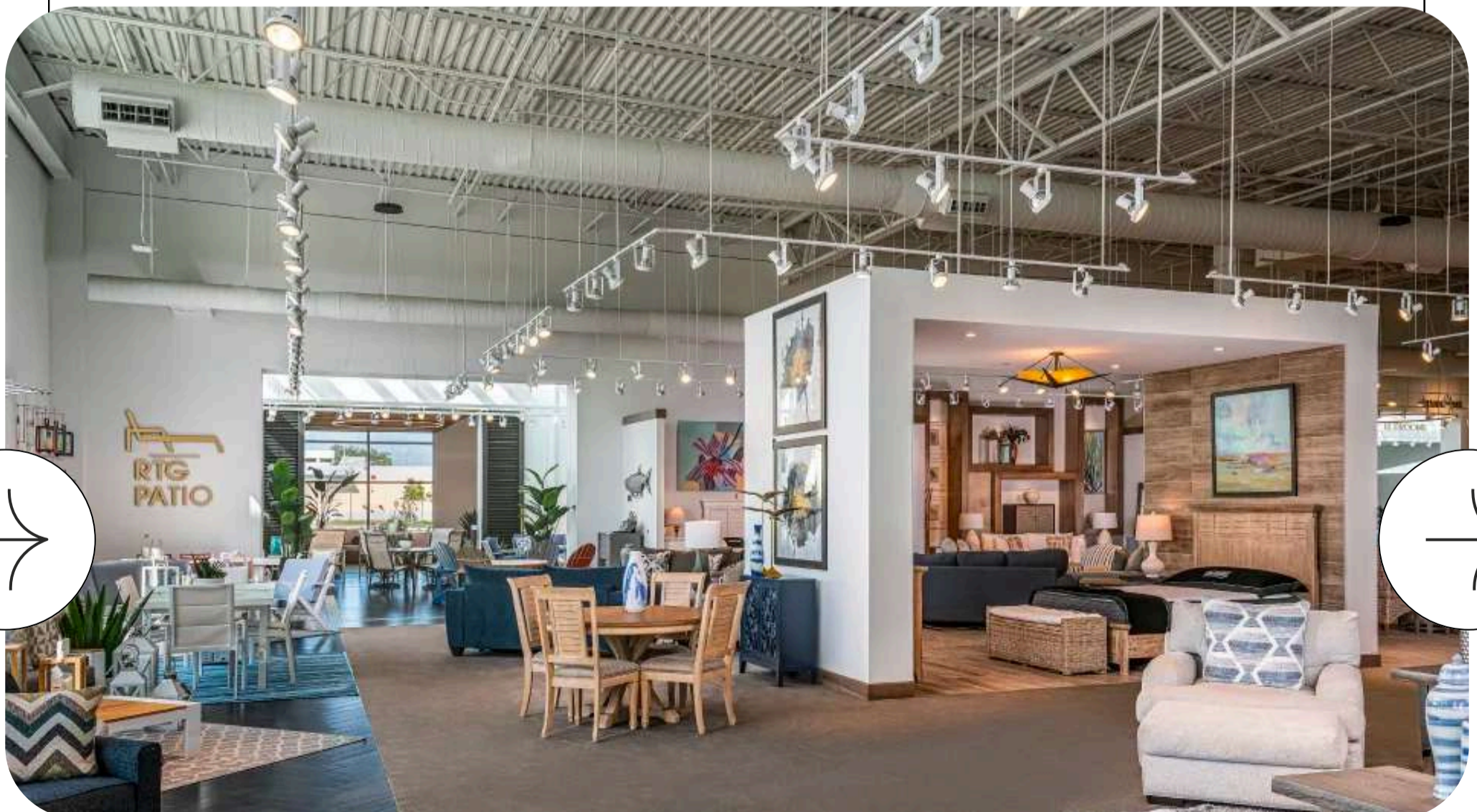
1

ROOMS TO GO



COMPLETE ROOM LAYOUTS FOR SEAMLESS INSPIRATION

Rooms To Go redefines retail by showcasing complete room layouts instead of individual furniture items. This strategy helps shoppers visualize cohesive designs without the stress of assembling pieces themselves. By pricing these layouts at a discount compared to individual items, they make it easier for customers to afford the entire look, increasing their average transaction size. This form of solution selling encourages customers to buy more by providing ready-made inspiration.



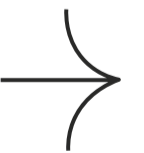
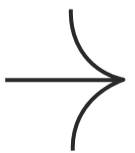
2

CRATE & BARREL



ENGAGING DISPLAYS AND IN-STORE DINING EXPERIENCES

Crate and Barrel excel in creating inspirational displays for kitchenware, adding sizzle to tabletop layouts and glassware. Their Chicago store features a restaurant - "The Table at Crate", that keeps customers in-store longer and turns them into repeat visitors. The restaurant showcases items available for purchase, and the space is used for cooking demonstrations, further driving engagement and sales through inspirational displays.



3

IKEA



THE INSPIRATION JOURNEY THROUGH METICULOUS DESIGN

IKEA is a pioneer of the "inspiration journey," offering meticulously designed room setups that encourage customers to touch, feel, and imagine products in their own homes. Their stores guide shoppers through a maze of possibilities, sparking unplanned purchases and creating a memorable shopping experience. IKEA's cafes and loyalty programs enhance this experience, making each visit enjoyable and inspiring



4

DISNEY



IMMERSIVE MAGIC WITH THEMED ENVIRONMENTS

Disney Stores create immersive environments that transport customers into the magical world of Disney. Detailed themed environments and interactive displays captivate both children and adults. With character meet-and-greets, movie screenings, and exclusive merchandise, Disney Stores inspire imagination and make shopping a delightful experience that encourages purchasing through emotional connection and nostalgia





5 LEGO

INTERACTIVE PLAY AREAS TO FOSTER CREATIVITY

LEGO Stores are designed to inspire creativity and play. Featuring interactive play areas, children and adults can build and test their creations. Impressive LEGO models and hands-on building events engage customers, fostering a community of enthusiasts. These inspirational areas not only make the shopping experience fun but also drive sales by encouraging hands-on interaction and creativity





WHICH BRANDS DO
YOU THINK HAVE THE
MOST INSPIRING
RETAIL SPACES?

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