

Sharing Retail Management Experience since 1928

## LACOSTE FLAGSHIP STORE PARIS

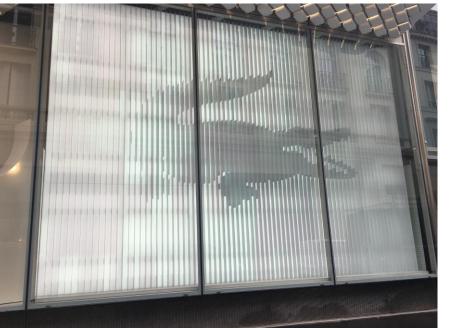
# **RETAIL TOUR**

June 2022

Store windows



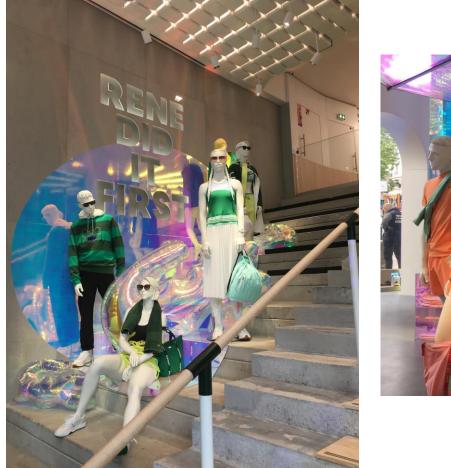








Store windows extensions





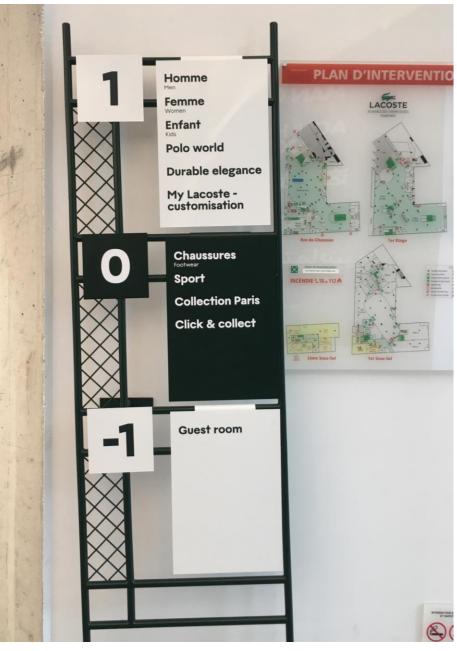




#### **Ground Floor - Augmented Reality**

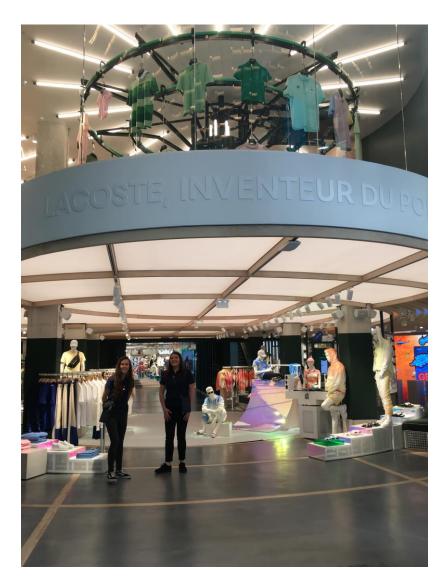






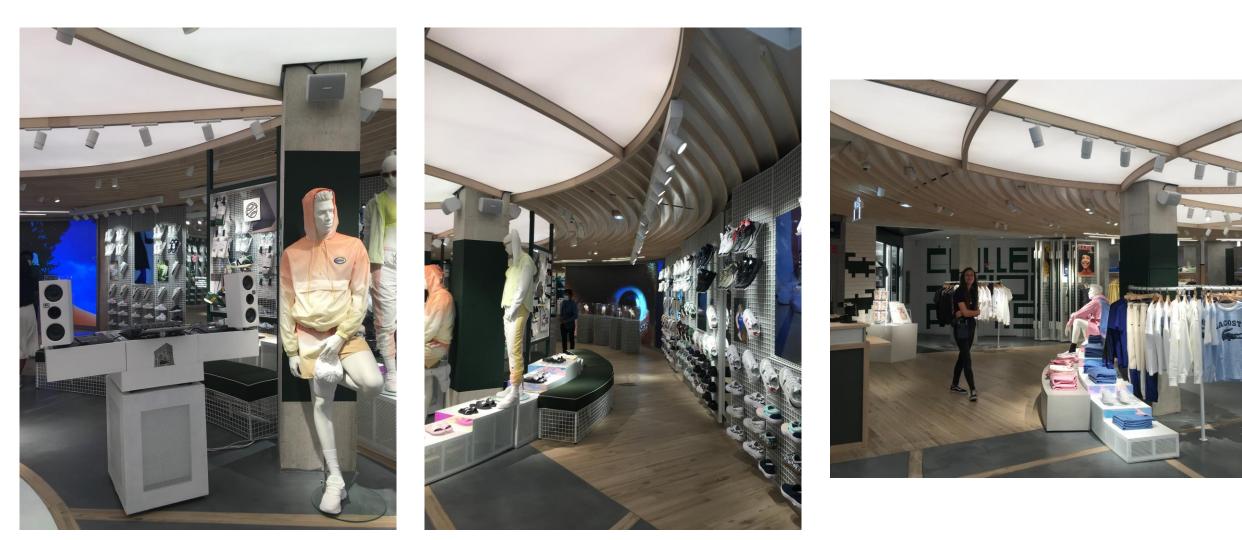
Floor indication signage







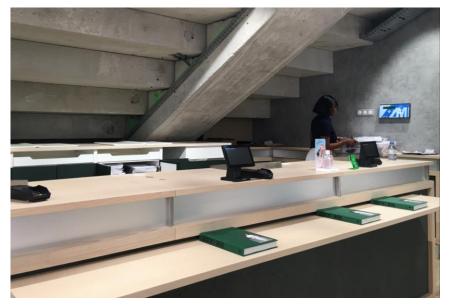




**DJ** Performances







Cash desk



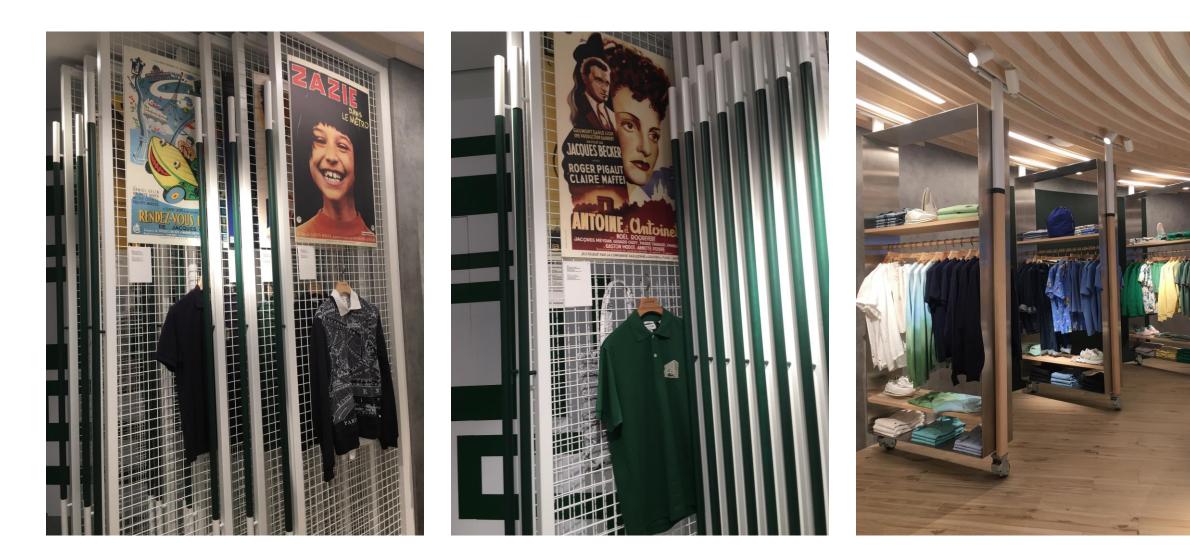




-Every employee carries a bag with both a phone and iPad to help clients with any of their needs.

-Equipped in digital.

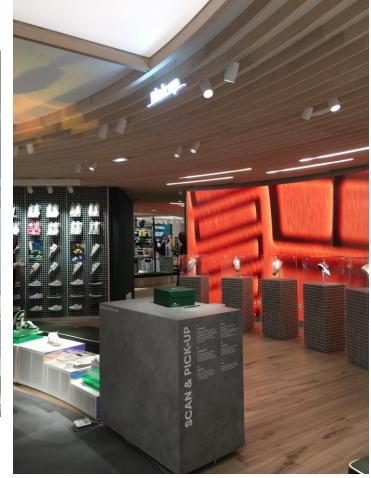






Ground Floor – 1<sup>st</sup> part Footwear Section



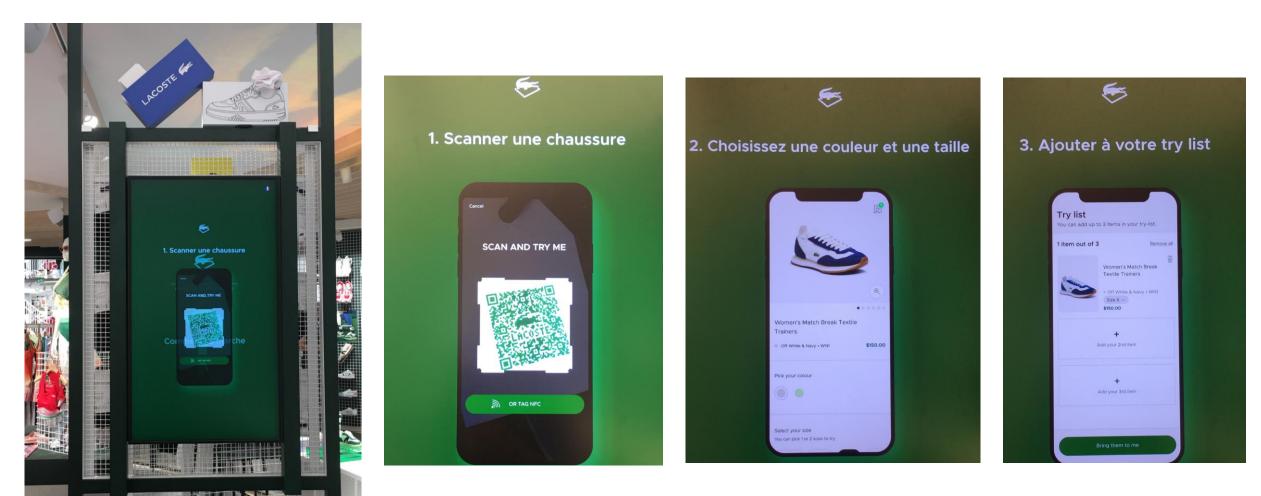




Personalization by artists

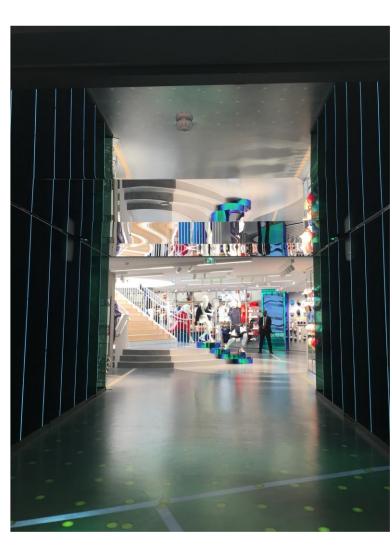


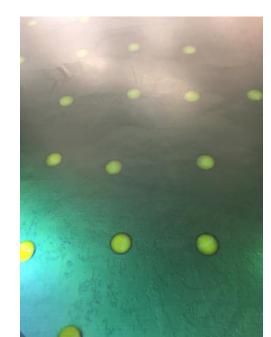
Ground Floor – 1<sup>st</sup> part 'Scan and try me' service





### Corridor to Ground Floor – 2<sup>nd</sup> part





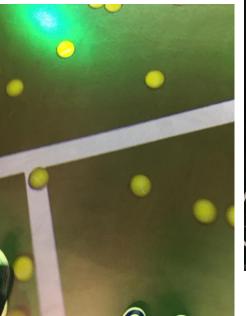
 $\leftarrow$  Projection of

floor

tennis balls on the

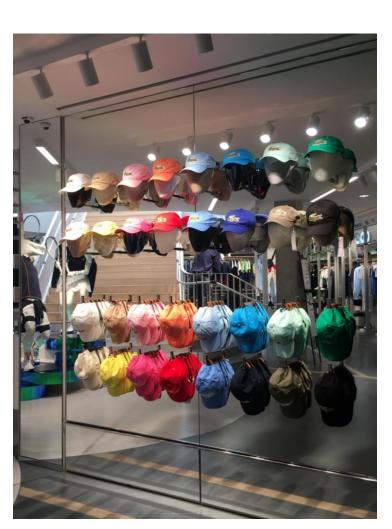
 ← Projection of tennis balls move when they are "kicked"

← Audio playing as if at a tennis match











Click & Collect









Ground Floor – 2<sup>nd</sup> part

Augmented reality

THE VIRTUAL CROC



STAND HERE SCAN THE GR CODE & THE WAL SCANNER LE OR CODE & LE MUI

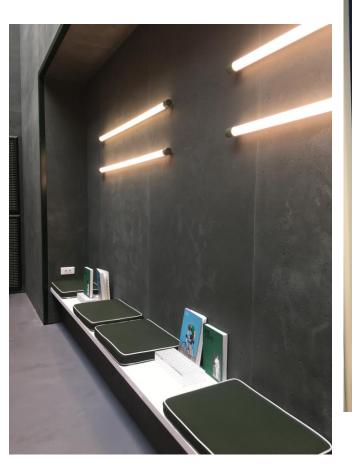


E CLUB LACOSTE «J'AI EU LA CHANCE D'ALLER À **ROLAND-GARROS** AVEC MON PÈRE.» FRÉDÉRIC, MEMBRE DU CLUB LACOSTE **DEPUIS1AN** CADEAUX DE BIENVENUE, VENTES PRIVÉES, SURPRISES... REJOIGNEZ LE CLUB LACOSTE. ON VOUS ATTEND.

QR code to become a member of the loyalty program



Ground Floor – 2<sup>nd</sup> part









#### RFID inventory equipped

Dressing rooms with infinity mirrors to give the impression of being in a locker room.



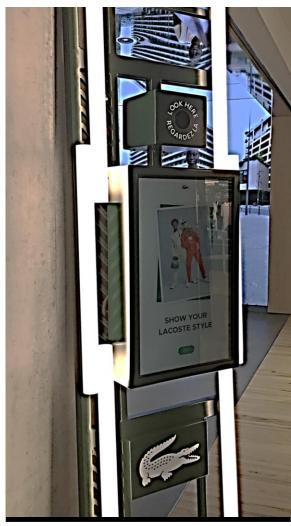
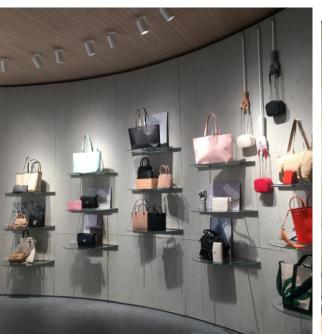
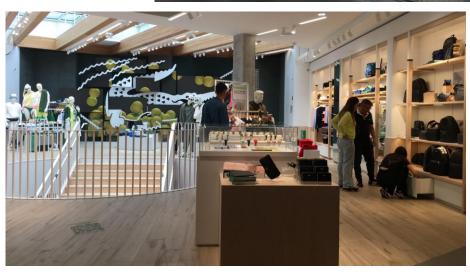


Photo booth for clients to have their pic displayed on the Croco Wall





#### Lacoste heritage: Collaboration with Lesage





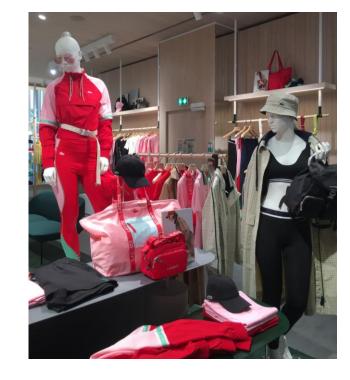
Croco Wall











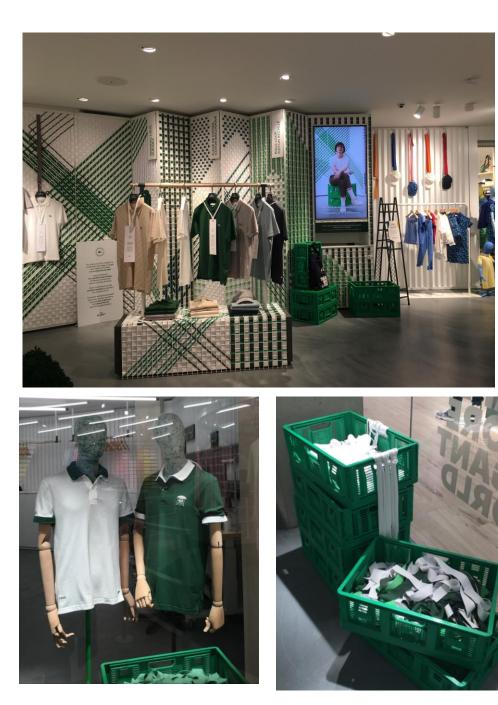




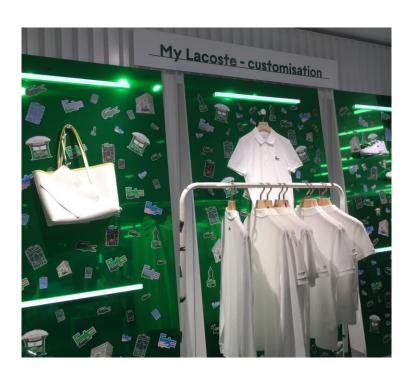
Mannequins are replicas of Lacoste employees.













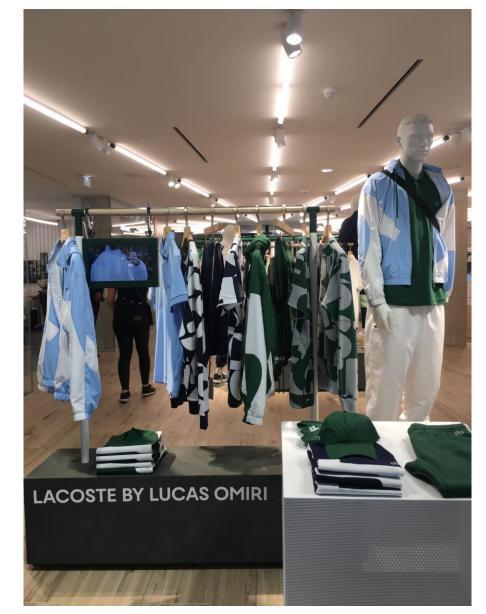






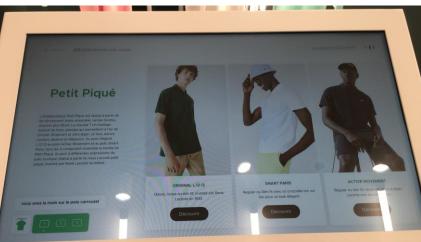


Collaboration with influencer Lucas Omiri that revolved around the iconic polo shirt





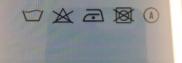


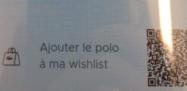


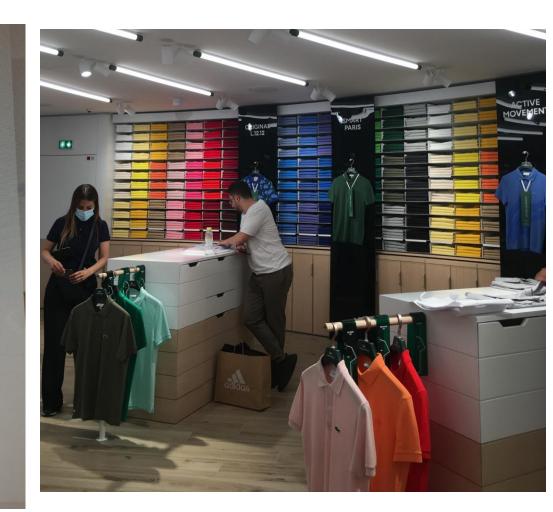
#### Description ref. L1250\_T03

Modèle iconique du vestiaire Lacoste, ce polo L.12.12 en petit piqué de coton allie confort et élégance. Chic et intemporel, vous porterez cet essentiel en toutes occasions. Ce polo taille grand, si vous hésitez entre deux tailles, nous vous conseillons de prendre la taille en dessous.

- Bord-côte sur le col et le ....anches
- Col à deux boutons nacrés
- Coupe droite
- Petit piqué de coton
- Crocodile vert brodé poitrine 2,5 cm
- Cotton (100%)
- Le mannequin mesure 1m87 e porte la taille 4









#### Basement: The Guest Room



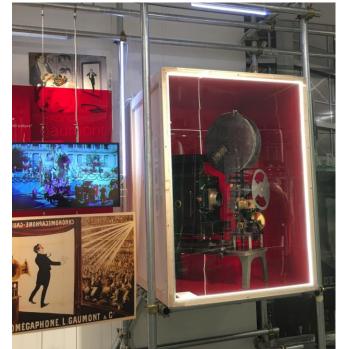




#### Basement: The Guest Room













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