

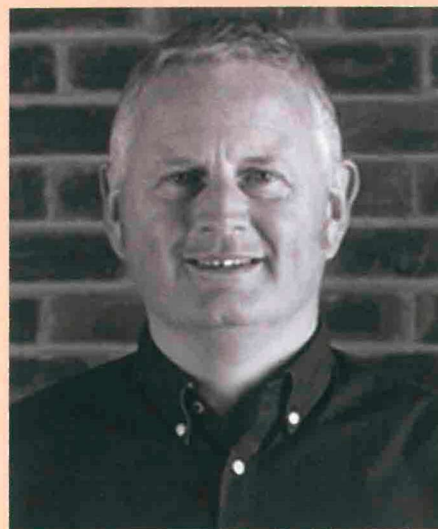
Making a Runner's Point

Global sports retailer Foot Locker acquired the Runners Point brand in 2013, adding over 200 successful technical running stores to its already considerable estate. With over 30 years experience in retail design, and holding numerous international retail clients, rpa:group was selected to create the new Runners Point Europe-wide interior concept. Runner's Point sought to augment their expertise and unique core values, align brands and build a consolidated vision.



The brand objective of the Runner's Point was attained by optimising the grounded and authentic tone reflective of a runners ethos; promoting focus, reducing distraction and attainment of specific individual goals.

In deploying an omni-channel response, the retail concept had to demonstrate Runners Point 'expert selector' credentials, deliver analysis space and a social hub as well as seamlessly connect the online retail and their social landscapes. To drive their 'inspire/analyse/activate' brand message, the physical space had to support superior levels of engagement by staff, customer and brand, both inside and outside the physical environment. The concept needed



Nigel Collett, CEO "This was a hugely exciting project for us, as from the start the client understood the need to blend the physical and digital environments. According to the team at Runners Point, the results have been extremely successful and it is exciting to see the concept being rolled out throughout Europe."



James Breaks, Head of Design: "Runners Point gave us the ability to create a truly flexible interior, one that connected with the extensive customer base and the rapidly expanding running community across Europe and worldwide."

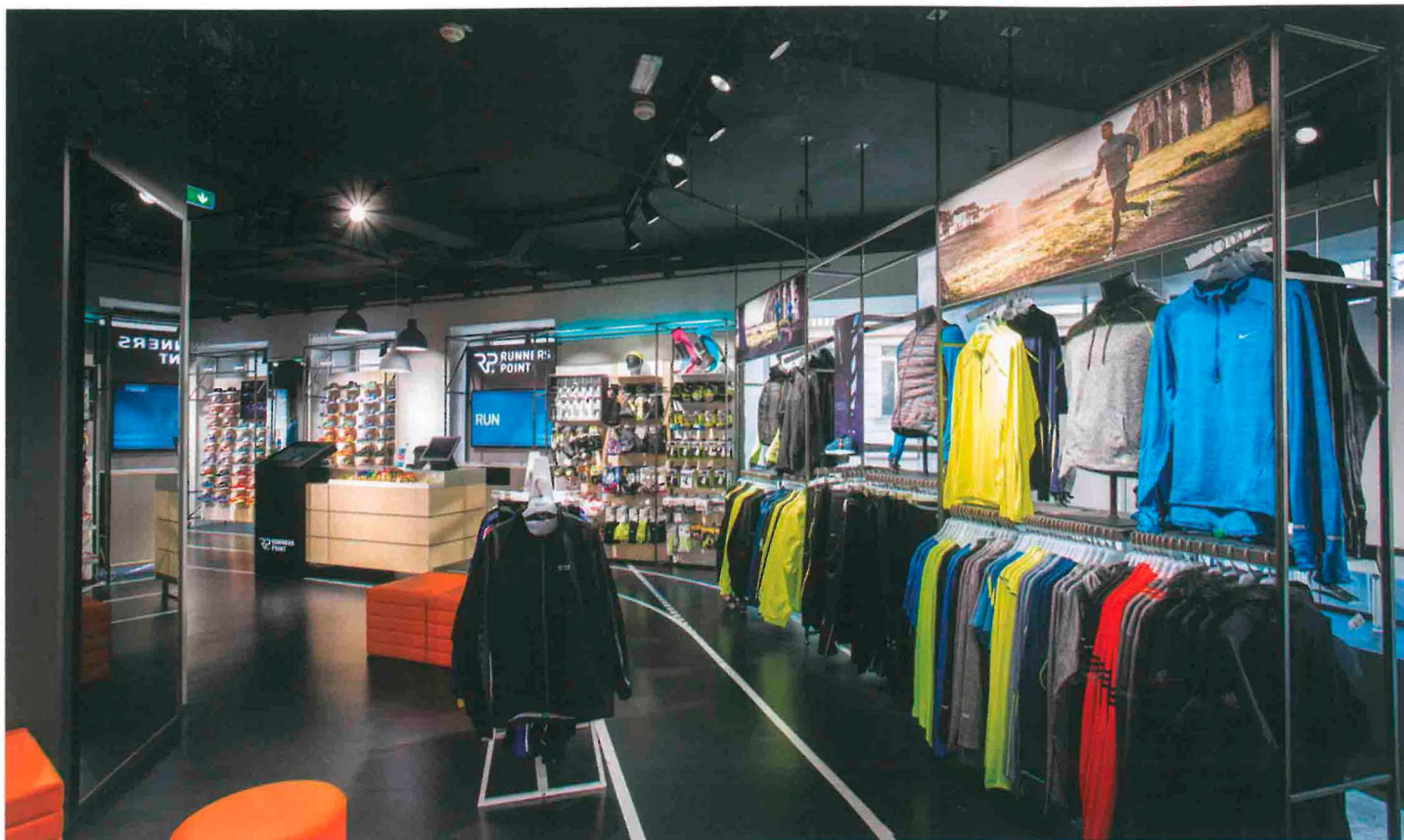
to be scalable to suit both flagship locations and standard high street and mall store locations.

In response to these requirements, the principles of the new concept are defined by agility and adaptation. Tailoring a visit to individual customer requirements demands a flexible kit of parts, that can be quickly augmented in direct response to feedback. Additionally it responds to localised demands of product, space and brand. To achieve maximum flexibility, the environmental aesthetic avoids visual clutter, encouraging freedom of movement within the space. Display furniture is self-supporting, suggestive of a temporary installation, mobility and potential flexibility of use.



Modern running footwear is a riot of colours, textures and patterns. To promote these attributes, outline the range and underpin the expert brand tone, the design direction creates framing, a method of introducing rhythm into the space, whilst celebrating the product. The perimeter incorporates slender, raw-metal frame profiles to delineate the wall-space, bringing order to the categories and flexibility to product display. Natural faced ply back-panels are propped within the frames to form the display 'canvas'. Semi-transparent voiles provide brand reinforcement.

The rhythm is further supported with a simplified hierarchy of information, using coloured light to define gender to either side of the store and simple bold category



headers of 'Live' 'Run' or 'Train'. Graphic numbering is abstracted to suggest a point of difference and individuality rather than define a prescriptive order to the otherwise flexible space.

With the product providing such a strong visual impact, the store concept palette is deliberately disciplined, and colour is used to punctuate rather than dominate space. Where the linear frame system creates order, the environment is augmented with gentle curves and tactile surfaces to soften the overall experience. The floor is a reconstituted rubber, bringing a natural spring to the step and painted with running lanes that aid analysis in a flagship store and guide customer flow in smaller stores. Seating blocks provide highly functional adjacencies to the shoe displays and analysis areas.

Customer flow is designed to allow for an effective 'unguided' purchasing experience. Screens provide online selection, stock checking and ordering. Yet customers also have the option to select a fully guided analysis and fitting session. The staff are all passionate runners with local knowledge and technical expertise, and the environment incorporates a full range of technology to aid this and serve the environment. Large-scale product selectors merge the online offer with in-store product, extending availability and customer service. State of the art gait analysis stations are positioned across the store, supported by



usable running track and running machines. This creates visual theatre and defines a truly integrated experience, combining physically dynamic and digital engagement as part of the same process.

At each point, the concept provides compelling physical and digital engagement. The overall customer experience is enduring; it delivers the flexibility to encourage multiple return visits and builds a long-lasting relationship. •



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