

ShopWithMe Chicago

shapeshifter wall

Pioneer Court, Chicago

When A.R.E. Design Awards judges laud a fixture for “selling” the merchandise it holds, they don’t mean literally. Until now.

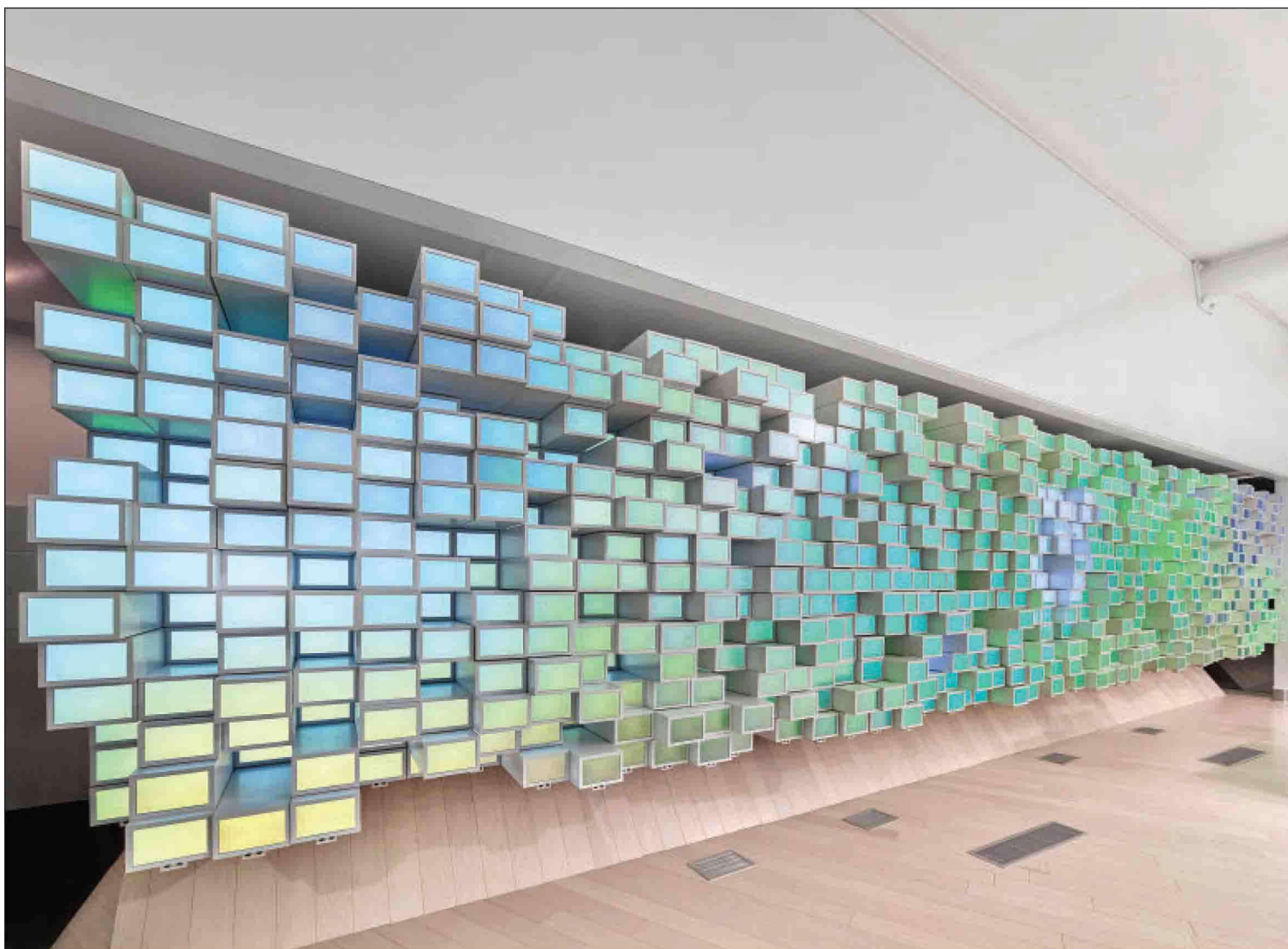
The functionality of this wall in the popup ShopWithMe store goes far beyond providing a place for goods to sit or hang. Sure, like many great fixtures today, it provides flexibility for merchandise change-outs, is self-illuminating to draw the eye, and is designed for easy assembly—and disassembly.

But it also has some traits of a great store associate: bringing product to a shopper to show her something new and interesting, providing details about products or suggesting accompanying items, and learning an individual shopper’s taste.

Like the store in which it resides, it seamlessly integrates technology, merchandise display, and brand building.

This floor-to-ceiling immersive smart display and fixture features 900 individual screens, which can move independently or group together to form shelves and hanging racks. It can adapt to any merchandising layout.

The wall can also respond to shoppers using the ShopWithMe mobile app to suggest products or display brand content such as personalized product and pricing data. As the customer walks by, a shelf on the wall will move forward to recommend items held within the wall. The system tracks what the shopper browses and bases recommendations on the shopper’s behavior.



3dar technology, int. graphics

Benny Chan/Fotoworks photography

D4C Product Development int. signage,
fixtures, technology

FabriTec Structures consultant

Giorgio Borruso Design architect, design

Reggiani Lighting lighting

Spectrum Oak Products consultant

T. Alongi millwork

WithMe retailer/brand, technology,
int. graphics

Xtreme Manufacturing MEP, metalwork

The wall can be disassembled, packed up with the rest of the store, and shipped to another location around the world in a matter of days. There, it may accommodate a different merchandising layout, display different products, and promote a different brand or brands.

The store also includes other smart fixtures, such as glass-top digital displays and LED-driven décor. The 3,000-sq.-ft. structures, composed of four self-contained units connected by a bridge spanning 43 ft., are designed to host various retail brands and can house nearly any type of merchandise, including apparel, footwear, jewelry, and even motorcycles.

Founders envision a network of smart stores across the world, which retailers can activate and deactivate within days. This will allow brands to go from zero stores to 50 overnight, and then back to zero again a few weeks later.

“Our promise is to make retail simple and beautiful,” says Jonathan Jenkins, founder and CEO of WithMe. “We provide the infrastructure and technology that brands need to activate a turnkey, interactive retail store and begin selling seamlessly, overnight. This is something that hasn’t been achieved by any retailer before.”

