



GLOBAL RETAIL ALLIANCE

MEETING, EDUCATING and CREATING OPPORTUNITIES

SPOTLIGHT: NEW YORK RETAIL

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Welcome to the GRA Spotlight. A quick highlight of where we have been or what we have seen.

This month: New York City

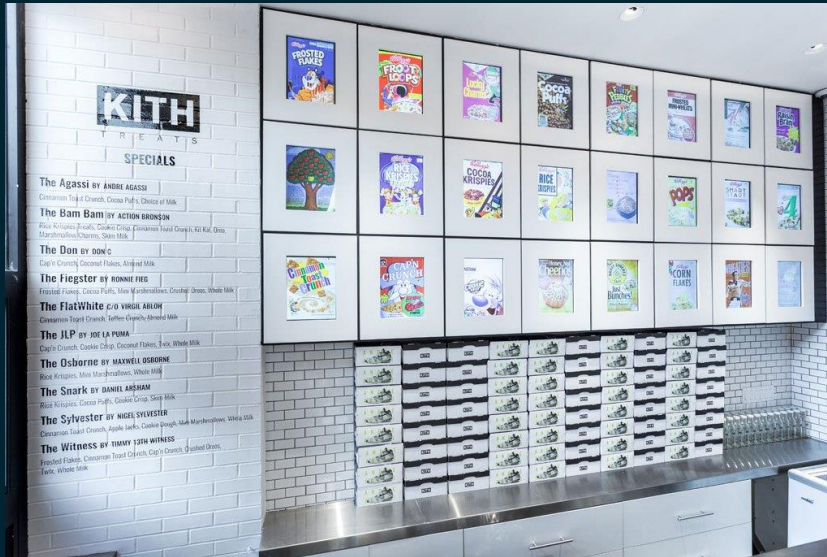
Here are the top 10 innovative retail spaces we found in the city, in no particular order.





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1. KITH

233 Flatbush Ave, Brooklyn, NY 11217

Kith opens the doors to a revamped Brooklyn flagship store. This redesign included an expansion of space from 800-square-feet to 3,000-square-feet, as well as completely custom architecture by Snarkitecture. With the opening of Kith Brooklyn, we also introduce Kith Treats, which is New York's very first cereal bar. Kith Treats offers a wide variety of cereal options, ice cream, in addition to coffee from La Colombe.



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2. SPRINKLES CUPCAKE ATM

780 Lexington Ave, New York, NY 10065

New York's first Cupcake ATM, which can hold 760 cupcakes at a time in 20 different varieties, is located next to the Sprinkles Cupcakes bakery on the Upper East Side. The cupcakes cost \$4.25 each in flavors like red velvet, Cuban coffee, banana dark chocolate and cinnamon sugar. You can also get two special mini cupcakes designed for your dog for \$5



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3. THE APARTMENT BY THE LINE

76 Greene St, New York, NY 10012

The Apartment is the physical space for online editorial and e-commerce retailer The Line. Unlike a traditional store, the website's products are displayed in a light-filled loft, set up like someone's personal apartment, and anything you purchase gets shipped to you.



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4. WHOLE FOODS GOWANUS

214 3rd St, Brooklyn, NY 11215

Newest location in NYC area, and a highlight of the whole chain. Lots of local products, eco friendly materials and a solar/wind powered parking lot lighting and a record store shop in shop. Lots of food options to eat in store with views of Manhattan. Gotham Greens rooftop garden which supplies food to the store downstairs (a whole refrigerator section set aside for salads grown upstairs).



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5. REBECCA MINKOFF

96 Greene St, New York, NY 10012

An oversized digital piece at entry where customers can browse merchandise or request items in specific sizes to try on. The store will text shoppers when their fitting room is available. And inside the fitting room, a touch screen mirror can be used to request more items or ask for assistance. Merchandise with RFID tags track which items customers try on, and provide the store with a precise, real-time view of inventory. Meanwhile, employees use iPads to handle shoppers' requests and check out from anywhere in the store.





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6. FREEMAN'S SPORTING CLUB

8 Rivington St, New York, NY 10002

Freemans Sporting Club was started by a group of friends who were just casually whipping up bespoke American-made suits for their friends. A men's clothing store that's fond of the whole "make local, buy local" ethos, Freemans SC is keeping the vanishing art of handmade goods alive. After opening two locations (one with a barber shop) in Manhattan, they recently opened a Freemans in Tokyo as well.



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7. LOWERS URBAN FORMAT

635 – 641 Avenue of the Americas, NY 10011

A 30,000 sq ft urban format and about 1/3 the size of a traditional lowes. The store is focusing on key categories: storage and organization, a remodeling section, paint, and an appliances section. Within those areas of the store, the retailer's team pointed out several new partners that Lowe's will work with for the first time when entering New York City, including closet organizer Space Pro, appliance makers Smeg and Liebherr, as well as the Jessica Alba-founded The Honest Company. Other items will be available for delivery via online. The store features old scholl display windows and new school technology including touchscreens with 3D views of appliances.





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8. SONOS STORE

101 Greene St, New York, NY 10012

The Sonos store has dedicated the majority of its floor plan to little houses which allow shoppers to listen to music on Sonos speakers inside at atmosphere that feels much more like home than a store. The walls are covered with nods to the history of New York Music, making the atmosphere even less like a store. Customers are given the opportunity to email themselves information about the devices as the company doesn't expect spontaneous purchases.



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9. SAMSUNG 837

837 Washington St, New York, NY 10014



A store whose focus is "not" retail, some call it a "flagship of the future" or a living lab and digital playground". Instead of endless product shelves, the space, which is named for its address, 837, features a three-story digital screen composed of 96 of Samsung's 55-inch visual displays; a 90-seat theater; a portable demo kitchen; an art gallery; a multimedia studio; and a café. In it, Samsung will host events like film screenings, book launches, DJ sets, and, already on the schedule, an Oscars viewing party for Galaxy owners. The Stand coffee shop offers coffee and lite food. Situated on a hot piece of real estate across from the Whitney and the High Line.



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RENT THE RUNWAY



10. RENT THE RUNWAY

16 W 18th St, New York, NY 10011

Shoppers looking for a special occasion dress are able to peruse the 50,000 dresses and 10,000 accessories from over 200 designer partners. Initially an e-commerce concept the now have four stores, this is their first in NYC at 1,700-sq ft store, others are in DC, Chicago and Vegas. Book an appointment online and fill out a style profile that includes sizing, body shape, and fitting preferences so that a personal shopper can have a selection of the dresses at the ready when you come in, as well as complementary accessories.



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