

Userful Redefines Riachuelo's In-Store Shopping Experience

São Paulo, Brazil

Riachuelo, one of Brazil's largest department stores, inaugurated a new concept store in their São Paulo flagship store location. The goal of the installation was to bring an entirely digital shopping experience to the physical store. When shoppers enter the mall, they are pulled into the store by a combination of screens, colors and engaging content displayed throughout the entire 2,290m² space.



THE CHALLENGE

Shoppers are transitioning towards online shopping experiences over in-store experiences. Riachuelo wanted to find a way to personalize shoppers' experience across the entire path to purchase, meaning in-store and online. Riachuelo's goal was to bring an entirely digital shopping experience to the physical store with personalized features throughout every step in the path to purchase. Riachuelo proposed following challenge statements for the store redesign:

- Establish a personalized shopping experience throughout each step of the path to purchase,
- Strengthen brand equity by providing superior service,
- Engage shoppers by establishing a customization element to clothing sold in the store,
- Enhance brand image through stunning visual displays.

“ Riachuelo is thrilled with the outcome of our brand new flagship store. We are redefining the future of in-store shopping by providing our shoppers with an engaging experience and the ability to create outfits and pieces exactly as they desire. ”

- Riachuelo's Store Team



THE SOLUTION

Brazilian integrator, Motiv Content Design, harnessed the power of Useful to create the visually appealing and engaging space. The final deployment consisted of the following innovations and technologies:

Front register:

- 17.5m long iconic LED panel,
- Featuring beautiful and engaging content that tells the Riachuelo brand story.



Dressing rooms and RCHLO + Space:

- (27) 55-inch professional high-resolution displays,
- Inside the dressing rooms, the mirrors double as interactive screens, providing shoppers with alternate sizing and color options. If the in-store options do not entice them, shoppers can order alternate options directly to their homes with free shipping, eliminating the restrictive nature of traditional brick-and-mortar stores,
- In the RCHLO + Space, shoppers use screens to customize purchased pieces—paid directly from their mobile devices—to create one-of-a-kind fashion statements that are truly their own.

Total store:

- 67.8m² total of LED panels displayed throughout the store,
- An entirely redefined shopping experience for locals, tourists and the future of department stores globally.



THE RESULTS

The successful design and implementation of Riachuelo's flagship store have confirmed shopper's desires for an entertaining and engaging in-store experience. While shopping online can be easy and convenient, Riachuelo is bucking the online shopping trend by creating the ultimate shopping experience. Riachuelo has plans to integrate this new, digital experience concept into all 318 of its stores worldwide in 2020.

By harnessing the power of visual communication rather than printed signs and displays, Riachuelo reinforces its commitment to a sustainable future. The innovative and engaging displays, manufacturing and reuse of recycled plastic hangers earned the store a Health Building Certificate (HBC) seal.