

Store Layouts

Brand is what we sell, Layout is how we want them to buy



Why Layout matter

Studies show that a customer's attention is attributed to layout and visuals, so implementing these will increase footfall and sales.

- Front Showcases and Back wall to invite Customers from outside.
- Place B rank Brand(s) visible at middle showcases.
- Grouping based on Layout for easier frame recommendation.
- Layout guides Customer on how to shop at our Stores.

Typical Customer Buying Flow (Area Key Points)

Area	Customer engagement	Frames Placement
Store Front (Hotspot)	Make the selection of frames faster	Top Selling Prescription Frames
Middle Fixture (Warmspot)	Make the selection of frames faster	Flow of Mid to High price Frames
Wall Shelves (Warmspot)	Sunglass & CLs selection faster	Colored Lenses/Sunglasses
Back Showcase (Coldspot)	Special frames that are lower priced	Lower Priced Frames & Previous Collabs
Reception Area	Share to Cx our Option Lens benefits	Option Lenses & Knowledge
Refraction Room	Focused learning & upselling of option lens	Option Lenses & Knowledge
Cashier Counter	Last point decisions and impulse buys	Add-ons & OD Care+

Recommended Layouts to guide your customer inside the shop

Types of Layout



Style-Based Grouping

Focuses on grouping brands based on the Style, Material and Age Group

Customers can see and touch all the nearby collection for them.

Recognizable by even new customer as it is similar to how we buy clothing apparel.

OWNDAYS

| Graph Belle



Casual



Kids



CLs



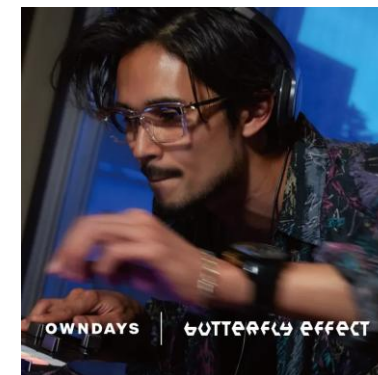
Vintage



Professional



Trendy

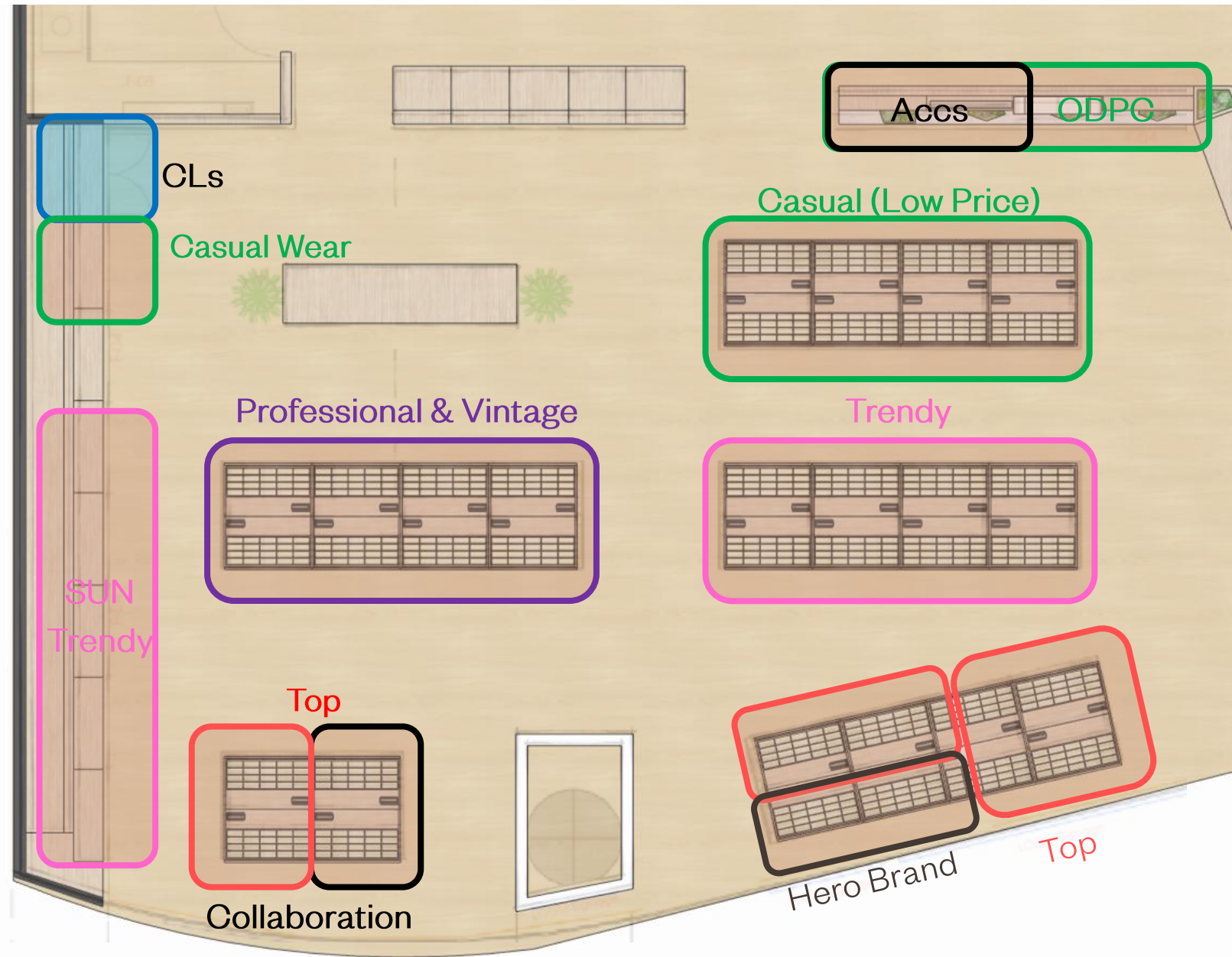


Trendy (Premium Store Only)

Style-Based Grouping

Our brands will be group into various styles under material and over-all look.

Customers will be able to select frames which complement with their style similar strategy as a clothing store.



Style-Based Grouping

Detailed placement of brands within the grouping area.

Refer to this sample to implement in your store this Layout

