RETAIL MARKETING ENVIRONMENT

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is based on and derives the benefit of the filing date of United States Provisional Patent Application No. 61/581,424, filed December 29, 2011. The entire content of this application is herein incorporated by reference in its entirety.

FIELD OF THE INVENTION

[0002] The present technology relates to retail marketing environments, and in particular to a retail store layout that provides a plurality of experience zones to guide a consumer through a purchasing experience.

DESCRIPTION OF RELATED ART

[0003] Retail marketing environments for articles of merchandise that are particularly valuable, such as small electronics and jewelry, present the articles on display and require a customer to interact with a sales employee in order to actually procure an article that they desire to purchase.

[0004] Such retail marketing environments generally have a plurality of display cases that sit on the floor and include at least one clear front window through which a customer can view the merchandise displayed within the case, creating a counter where a store employee is on one side of the display case and the customer on the opposite side. Such display cases normally have a lockable sliding back panel that can be opened by the employee, who can then reach into the display case to either stock the case or remove merchandise for inspection by a customer.

SUMMARY OF THE INVENTION

[0005a] According to a first aspect of the present invention there is provided a retail marketing environment comprising: a retail store, the retail store comprising: a front façade including at least one front window and at least one door; and a layout for the retail store, the layout comprising: a first experience zone that includes the front façade and at least one window display case displaying merchandise that can be viewed through the front window; a second experience zone that includes an interactive display that provides product information; a third experience zone that includes at least one merchandise display area and at least one merchandise handling

area; and a fourth experience zone that includes a plurality of interaction areas in which consumers can interact with store employees.

[0005b] According to a second aspect of the present invention there is provided a veil wall comprising: a plurality of vertical members, each vertical member being spaced apart from each other vertical member a sufficient amount to allow a consumer to see through the veil wall; and at least one light adjacent to one end of a vertical member, the light being directed to shine onto the vertical member.

~~[0005]~~**[0005c]** ~~The~~Embodiments of the present ~~technology~~ invention relate~~s~~ to retail marketing environments in which consumers peruse articles of merchandise displayed in display cases and then interact with an employee in order to inspect and/or procure a particular article of merchandise. Retail marketing environments according to embodiments of the present ~~technology~~invention include retail

stores and store layouts that provide a plurality of experience zones to guide a consumer through a purchasing experience.

[0006] Retail marketing environments according to embodiments of the present ~~technology~~ invention include a retail store and a layout for the retail store. The retail store includes a front façade including at least one front window and at least one door, a first outer side wall connected to the front façade, and a second outer side wall connected to the front façade. The layout for the retail store includes a first experience zone, a second experience zone, a third experience zone and a fourth experience zone. The first experience zone includes the front façade and at least one window display case displaying merchandise that can be viewed through the front window. The second experience zone includes an interactive display that provides product information. The third experience zone includes at least one merchandise display area and at least one merchandise handling area. The fourth experience zone includes a plurality of interaction areas in which consumers can interact with store employees.

[0007] In some examples, a veil wall can be employed to separate one or more of the experience zones in a retail marketing environment of the present technology. A veil wall can include a plurality of vertical members, each vertical member being spaced apart from each other vertical member a sufficient amount to allow a consumer to see through the veil wall. A veil wall can also include at least one light adjacent to one end of a vertical member, the light being directed to shine onto the vertical member.

BRIEF DESCRIPTION OF THE DRAWINGS

[0008] Specific examples have been chosen for purposes of illustration and description, and are shown in the accompanying drawings, forming a part of the specification.

[0009] Figure 1 illustrates a diagram of one example of a retail marketing environment of the present technology.

[0010] Figure 2 illustrates a front view of the retail marketing environment of Figure 1.