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~~ an aspect of the present invention there is provided a retail marketing environment comprising: a retail store, the retail store comprising: a front facade including at least one front window and at least one door, and a plurality of display walls, each display wall including dividing material, the dividing material of each display wall consisting of

a plurality of spaced vertical members, each vertical member being spaced apart from each other vertical member a sufficient amount to allow a consumer to see through the display wall; ~~and~~ a layout for the retail store, the layout comprising a plurality of experience zones through which a consumer can pass during a retail purchasing experience, the plurality of experience zones comprising: a first experience zone located at a front of the retail store, the first experience zone including the front facade 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, the merchandise display area including one or more display cases mounted on the dividing material, and the at least one merchandise handling area including a communal table constructed and arranged for a plurality of customers to interact with one or more retail employees; 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, there is provided~~ Disclosed herein is 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 plurality of display walls, each display wall including at least one display case and dividing material; wherein the dividing material of each display wall consists of a plurality of spaced vertical members, and the at least one display case is mounted on at least one of the spaced vertical members; and a layout for the retail store, the layout comprising: a first experience zone located at a front of the retail store, the first experience zone including 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, the merchandise display area including one or more display cases mounted on a display wall and the at least one merchandise handling area including a communal table constructed and arranged for a plurality of customers to interact with one or more retail employees; and a fourth experience zone that includes a plurality of interaction areas in which consumers can interact with store employees.

[0005c] Disclosed herein is 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.

[0005d] Embodiments of the present invention relate 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 invention include retail

CLAIMS

1. A retail marketing environment comprising:

A. a retail store, the retail store comprising:

a front facade including at least one front window and at least one door, and

a plurality of display walls, each display wall including dividing material, the dividing material of each display wall consisting of a plurality of spaced vertical members, each vertical member being spaced apart from each other vertical member a sufficient amount to allow a consumer to see through the display wall; ~~and~~

B. a layout for the retail store, the layout comprising a plurality of experience zones through which a consumer can pass during a retail purchasing experience, the plurality of experience zones comprising:

a first experience zone located at a front of the retail store, the first experience zone including the front facade 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, the merchandise display area including one or more display cases mounted on ~~a display wall~~ the dividing material and the at least one merchandise handling area including a communal table constructed and arranged for a plurality of customers to interact with one or more retail employees; and

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

2. The retail marketing environment of claim 1, wherein the first experience zone further includes at least a portion of a first display wall.

~~3. The retail marketing environment of claim 1, wherein the retail store further comprises a plurality of display walls.~~

43. The retail marketing environment of claim ~~3~~1, wherein each experience zone is separated from the other experience zones by at least a portion of one display wall.

~~5. The retail marketing environment of claim 3, wherein each display wall includes at least one display case and dividing material, wherein the at least one display case is mounted to the dividing material.~~

~~6. The retail marketing environment of claim 5, wherein the dividing material of each display wall comprises a plurality of spaced vertical members.~~

~~7~~4. The retail marketing environment of claim ~~6~~1, wherein the spaced vertical members extend from a floor of the retail store into a ceiling of the retail store.

~~8~~5. The retail marketing environment of claim ~~7~~4, wherein each display wall further comprises at least one recessed light above the ceiling that is directed to shine light onto the spaced vertical members.

~~9~~6. The retail marketing environment of claim 1, wherein the interactive display comprises a plurality of touch screens.

~~10~~7. The retail marketing environment of claim 1, wherein the at least one merchandise display area comprises a standing display case.

~~11. The retail marketing environment of claim 6, wherein the at least one display case is mounted to the spaced vertical members.~~

~~12~~8. The retail marketing environment of claim 1, wherein the at least one merchandise handling area comprises a plurality of individual tables at which a consumer can view merchandise.

~~13~~9. The retail marketing environment of claim 1, wherein each interaction area comprises a table and a plurality of seats.

~~14. A retail marketing environment comprising:~~

~~A. a retail store, the retail store comprising:~~

~~a front façade including at least one front window and at least one door; and~~

~~a plurality of display walls, each display wall including at least one display case and dividing material;~~

~~wherein the dividing material of each display wall consists of a plurality of spaced vertical members, and the at least one display case is mounted on at least one of the spaced vertical members; and~~

~~B. a layout for the retail store, the layout comprising:~~

~~a first experience zone located at a front of the retail store, the first experience zone including 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, the merchandise display area including one or more display cases mounted on a display wall and the at least one merchandise handling area including a communal table constructed and arranged for a plurality of customers to interact with one or more retail employees; and~~

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

~~15. The retail marketing environment of claim 14, wherein the spaced vertical members comprise vertical members having at least two sizes of cross-sectional area.~~

10. The retail marketing environment of claim 1, wherein at least one of the one or more display cases comprises a display drawer configured to hold merchandise that can be viewed through a front viewing pane of the display case, the display drawer being slidable from a closed position enclosed within a display area of the display case to an open position in which the display drawer is extended outside of the display case.