



CORNER ▸ SHOP

25-27

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The Drum.
Labs

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Capgemini

The Drum

SharpEnd

A narrow street scene with a vibrant, multi-colored graffiti wall on the left and a dark brick building on the right. The street is paved with cobblestones and has a few people walking in the distance. The text is overlaid on the image.

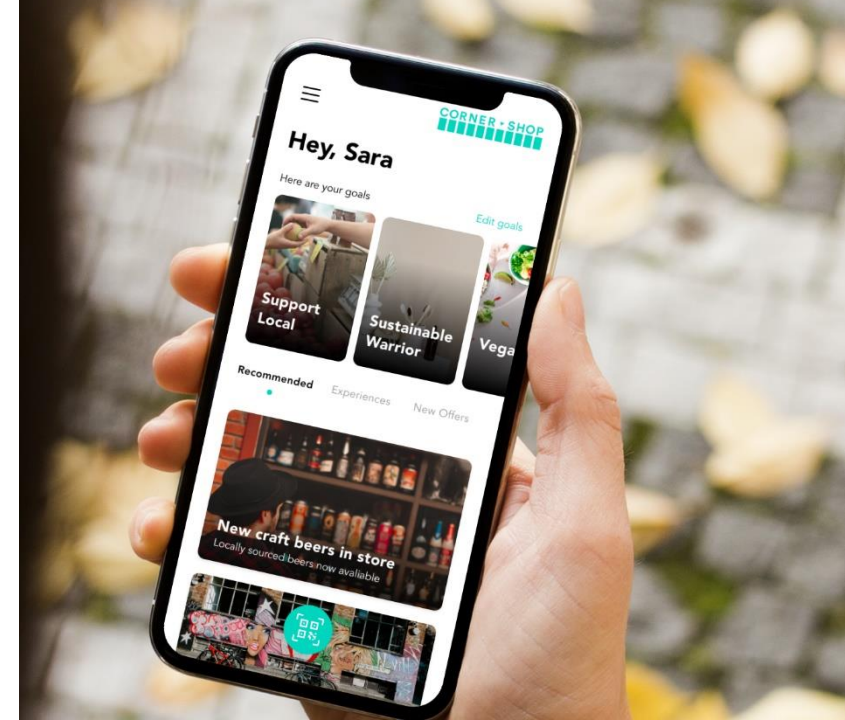
The **world of retailing** is facing fundamental transformation

In order to help our retail clients survive & thrive, we have put our experience and capabilities together to design & launch a new hybrid retail experience, to test **new ways to shop, engage, and loyalty building**



The CornerShop is a live retail space, in which retailers & brands can **explore, develop and test** tomorrow's shopping innovations, **today.**

Getting feedback from real customers in the **heart of London.**



Why CornerShop ?

CornerShop is a live space that sits at the intersection of technology, retail and innovation, just as a traditional British CornerShop sits at an intersection within its community.

CornerShop is a nod to the traditional UK CornerShop which has been replicated around the world as 'one stops', mom and pop stores, grocery stores or convenience stores.

“The traditional corner shop is a place where the everyday and the extraordinary converge”

The CornerShop is also a cornerstone of pop culture. Over the years, the cosy setting has been portrayed in numerous soap operas, sitcoms and movies, as a social hub and often a spot for gossip.

In recent times, this ubiquitous local store has emerged as a comforting landmark amid the chaos of the Coronavirus pandemic and we've seen the innate adaptability of these spaces.

Arwa Haider, BBC Culture 2020



The CornerShop is located in Shoreditch, London: a hub for digital adopters



The Drum HQ

Amazon HQ

The Horse & Groom

Queen of Hoxton

Liverpool Street

Curtain Club

BoxPark

Shoreditch High Street

Spitalfields



Over indexing on Gen Z / Millennial audience

Age: 25 - 35

Personality Traits: Creative, Energetic and Time Efficient

Personal Values: Fashionable, Sustainably Focused, Health Conscious and Quality focused.



Walking Times

BoxPark	5 min
⌚ Liverpool Street	6 min
⌚ Shoreditch High Street	8 min
⌚ Old Street	9 min
⌚ Hoxton	10 min
Spitalfields	10 min



Destination for Urbanites

The Drum Labs and CornerShop is located in the heart of **Shoreditch** on Curtain Road. A prime location, surrounded by some of London's top creative studios and technology companies, with nearby connections to tube and overground.

Curtain Road

From entertaining the first performances of Shakespeare at recently excavated Curtain Theatre, becoming a haven to a thriving trade industry, to breaking boundaries in the world of music, this area has always been at the heart of creativity and innovation.

Nearby

The immediate and surrounding area has a rich history of enterprise and trade, home to the famous Spitalfields Market and Old Truman Brewery and more recently the thriving Boxpark space and Shoreditch House.

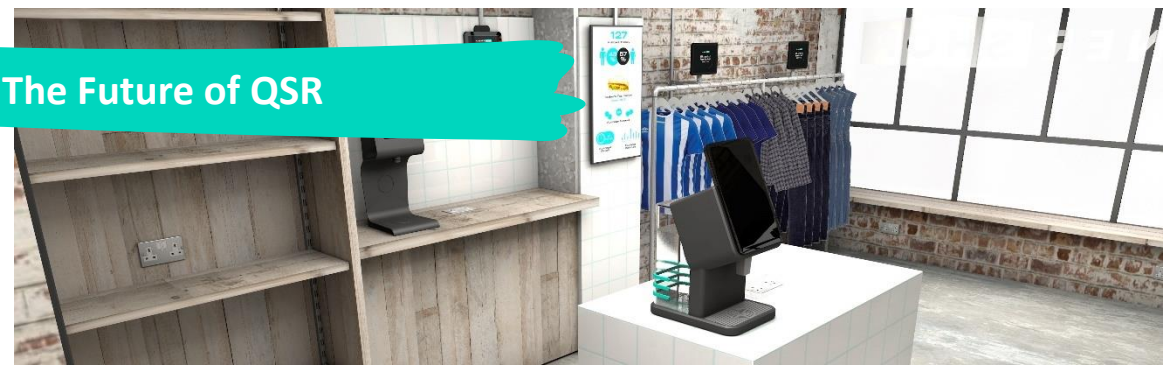


The CornerShop delivers experiences that bring to life aspects of a store of future in a mixed category environment

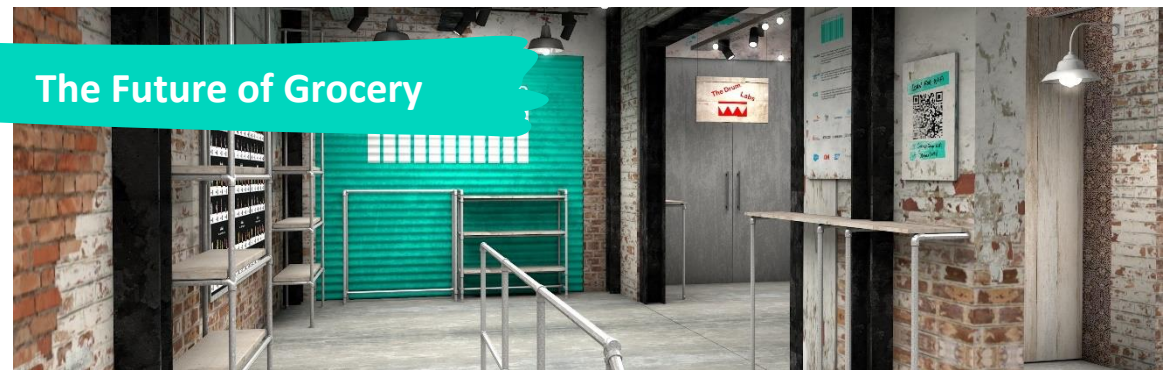
The Future of Fashion



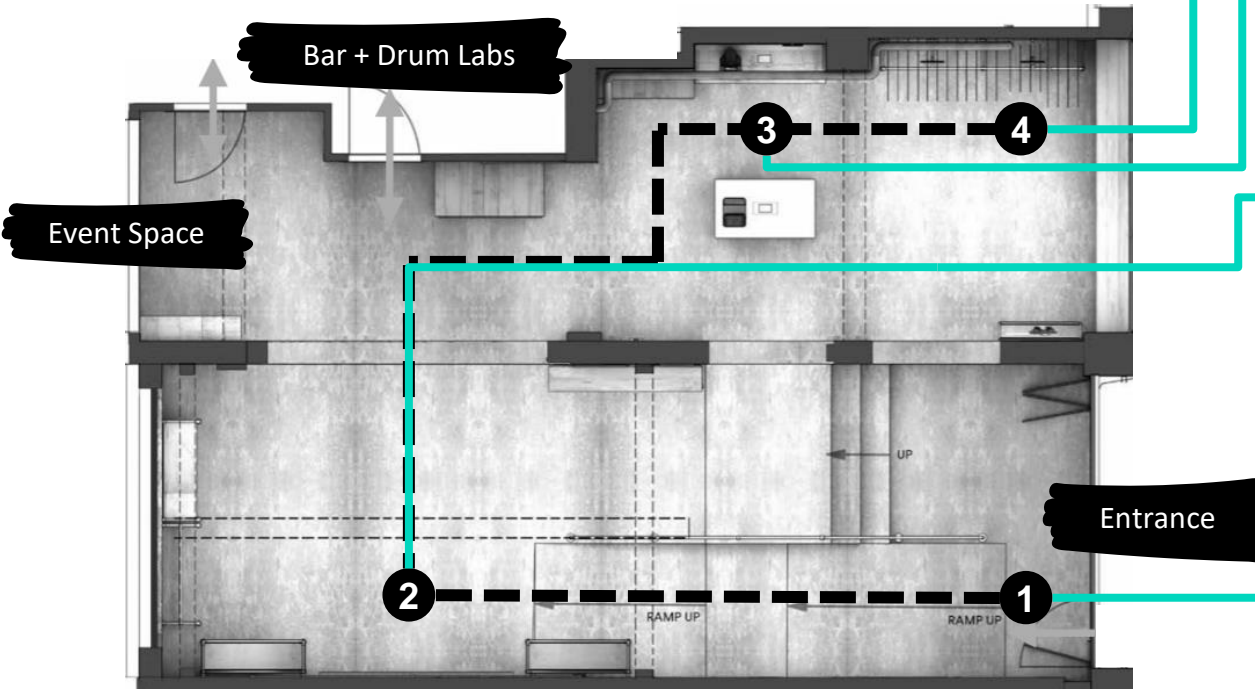
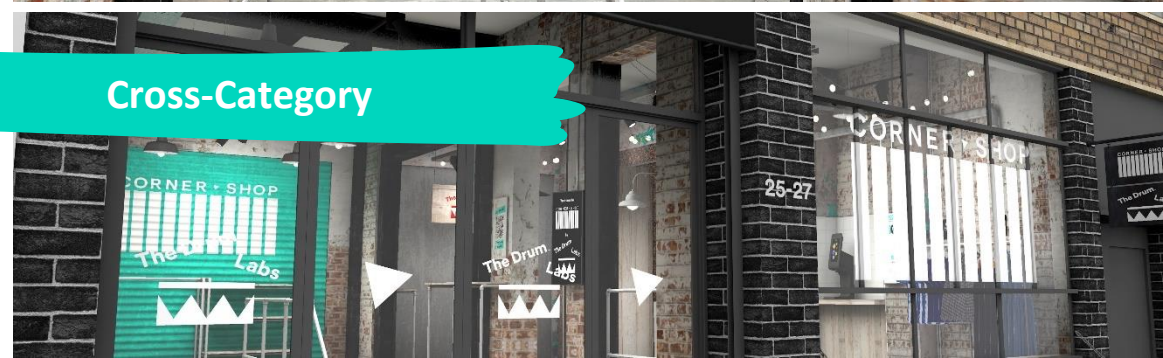
The Future of QSR



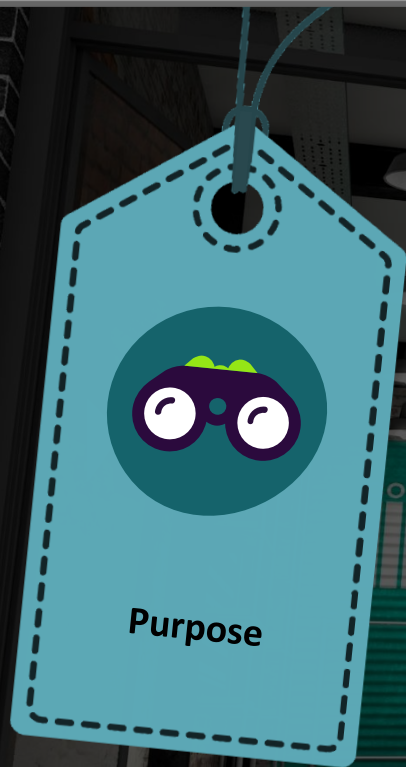
The Future of Grocery



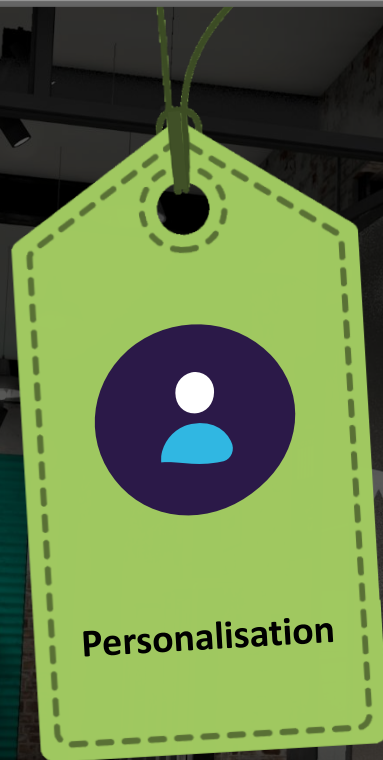
Cross-Category



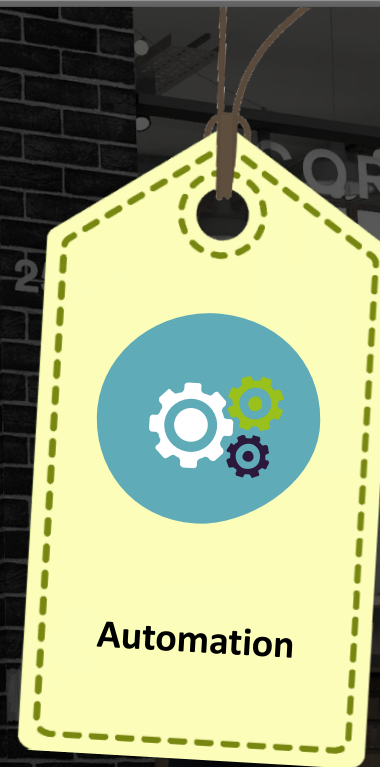
The setup of the store explores the opportunities & intersections of 4 fundamental aspects of future shopping experiences



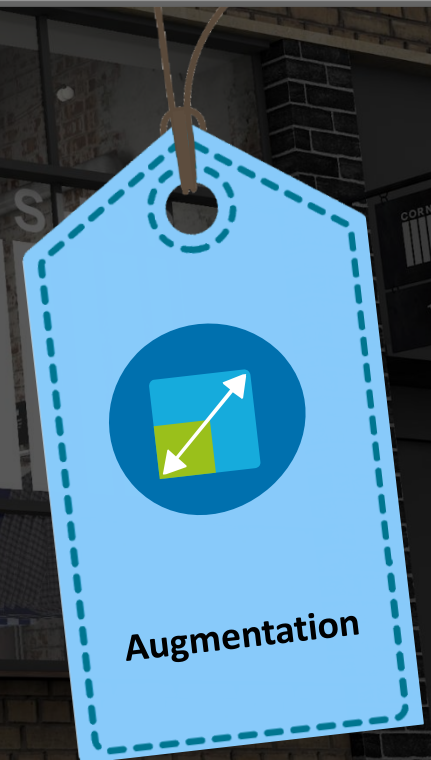
The store of the future needs to anchor itself closely to a purpose, which can be anything from sustainability to dietary needs to self expression



Retail spaces must get better at delivering personalisation that is meaningful to customers and which rises to the levels of online experiences



In the inevitable march towards autonomous stores, retail spaces must be able to automate while preserving the customer experience



Through augmentation, retail spaces can create new ways of engaging with customers and empowering colleagues to deliver great experiences



A quick glimpse at the **CornerShop concepts** ...



CornerShop App

The Corner Shop App is the experience hub for all the store concepts

Tech

AI,
Cloud Native



Personal Control

Gives customers control of artwork, music and lighting from the moment they arrive in store

Tech

Bluetooth
Proximity



Safe Shopping

Provides technology to protect customers and staff by ensuring they maintain social distancing

Tech

Computer
Vision



Sentient Store

Brings web analytics to the brick-and-mortar store to collect insights that benefit everyone

Tech

Bluetooth Proximity, AI
& Machine Learning



Virtual Store

Enables customers to visit the stores they love even when they can't get to them

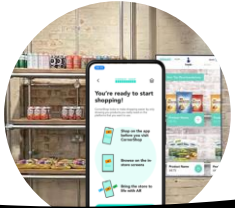
Tech

Augmented Reality &
LIDAR Scanning





A quick glimpse at the **CornerShop concepts** ...



Fluid Baskets

Offers truly fluid basket building, with customers able to use online baskets in-store, to top-up, modify or just grab & go

Tech

Headless Commerce, Computer Vision

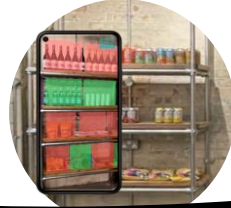


Shoppable Screens

Creates big shopping experiences in small places by enabling customers to discover more products in store with digital shelving

Tech

Augmented Reality & Bluetooth Proximity



Purposeful Wayfinding

Showcases products that meet the customer's personal and sustainable goals through augmented reality

Tech

Augmented Reality & Bluetooth Proximity



Connected Packaging

Utilises QR scanning to let customers unlock exclusive product content post purchase

Tech

QR Scanning & Augmented Reality



Grown in Store

Uses technology to sustainably bring farms direct to the shop where customers can pick & pay

Tech

Vertical Farm Automation





A quick glimpse at the **CornerShop concepts** ...



Virtual Try-On

Enables customers to try-on clothes virtually in a quick and contactless way

Tech

Bluetooth Proximity, AI & Machine Learning



Circular Fashion

Gives new life to old clothes by digitally assessing and exchanging second hand items for store credit

Tech

Computer Vision



Automated Barista

Offers automated bespoke drinks and exclusive marketing content without a server

Tech

Bluetooth Proximity





Brought to you by..



Global leaders in retail, brand, customer experience innovation and transformation with a team of designers, emerging technology experts and data specialists to innovate, integrate and deliver at speed and scale.

- Innovation strategy
- Customer engagement
- Cross sector expertise
- Prototype, MVP/MVB, at scale
- Ecosystem curation



Agency of things, connecting brands and consumers via the internet of things for some of the largest global brand owners across fashion and apparel, spirits, luxury and FMCG

- Concept Development
- Prototyping
- Product launches
- User Testing
- Data and insights



The Drum is the biggest media website in Europe. Drum Labs will be a central destination for brands, marketers, creatives and tech innovators and curious marketers to learn about innovation and digital transformation.

- Amplification
- Content
- Events
- Education

How could you use the CornerShop?

Inspire

Explore in-store concepts by beaming-in virtually or physically meeting, to share the concepts & inspire future strategies, propositions & initiatives.

Experiment

Innovate with us by testing existing concepts you may have or building new ones, while getting live customer feedback in an adaptive store.

Campaign

Launch new products or campaigns within the store to generate excitement and awareness, powered by the latest technologies.

Accelerate

Build on the knowledge & assets we have to adapt/scale one of our concepts to your environment.

Build new foundations

Learn from and leverage the architecture, technologies & approaches of CornerShop to build your own future retail foundations.



People matter, results count.

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