

Samsung delivers an innovative in-store experience for KENZO shoppers

KENZO chooses Samsung to infuse its energetic brand into its retail store



Overview

Business issue

When the KENZO brand first launched, its vision was to take its fashions to the street, appealing to youthful, spirited individuals whose style was trendy and fun.

KENZO.com conveyed this image and greatly appealed to the brand's almost entirely under-forty customers. However, this energetic image didn't translate into its brick-and-mortar stores.

When two new KENZO creative directors joined forces, their goal was to revive the brand's youthful presence portrayed online into its retail establishments. Because their target customers typically use smartphones and tablets to shop and share information with friends, KENZO wanted a retail experience that integrated these devices into its retail-store shopping environment.

Solution

Samsung Retail Offerings was implemented in the KENZO store in Shanghai's L'avenue mall using high-impact video walls with rich content and interactive smart devices. Included in the offerings are the following solutions: Samsung UD46C VideoWalls with embedded Samsung Smart Signage Platform (SSSP) and MagicInfo® VideoWall software; Samsung GALAXY Note® 3 with S Pen; and Samsung GALAXY Tab® 3.

Results

Samsung VideoWalls successfully conveyed the same high-spirited, youthful brand image into the store as represented in the online experience by transforming the static retail environment into an immersive customer experience. Using staff-equipped Samsung GALAXY® devices, shoppers

are now thoroughly engaged in the store's merchandise as never before. Staff can personalize the experience by presenting products to shoppers on their handheld devices. Plus, the devices can serve as e-catalogs to boost sales.

“When it came to retail, we wanted to convey the same energy into the stores that we were able to bring to KENZO.com.”

– SOPHIE METZKER,
Marketing and Communications Director
(CMO), KENZO

KENZO lures online shoppers to its signature store with Samsung interactive digital solutions

Challenge

The vast majority of KENZO's customers are under forty and primarily like to browse and purchase products online and share information with friends using their smartphones or tablets. Realizing this, KENZO ambitiously wanted to transform its retail stores into a shopping environment that would appeal to its online shoppers by offering them a similar interactive experience.

“By looking at our customer base, we really wanted to propose a retail experience that would completely fit the customers' needs — and in a way that would engage them with the brand.”

- SOPHIE METZKER,
Marketing and Communications Director (CMO), KENZO

Because KENZO is a global brand with strong ambitions for future growth, it wanted to ensure tight control of its brand image, while being on the cutting-edge of pioneering technology. Its dynamic online content, showcasing videos and stunning pictures of products, appeals to its youthful audience. Hence, KENZO wanted to bring that energetic spirit into their real-world, in-store environment. In essence, KENZO wanted the retail store to serve as another vital media outlet, rather than simply a static storefront that housed its merchandise.

For a site to launch this new model, KENZO chose Shanghai's L'avenue mall, a very unique mall that was the ideal place to introduce its new concept retail store. However, KENZO needed to find the right company to pull their vision together into one cohesive brand image. It chose Samsung for its expertise in the retail industry.



Figure 1. Samsung VideoWall displays helped KENZO bring its energetic online spirit into its signature retail store with immersive video animations and pictures.

Solution

Immersive Samsung VideoWalls engage shoppers

Samsung VideoWalls were installed at the Shanghai's L'avenue mall store to display stunning visuals of KENZO products. The displays' superb picture quality, sleek design and ultra-narrow bezels add to the store's upscale ambiance while delighting shoppers with immersive video animations and pictures. Constantly moving and changing images grab shoppers' attention and engage them with the brand. Crisp, clear, high-definition (HD) images not only show the garment textures in fine detail, they deliver the brand's spirit of innovation and fun fashions into the store environment, previously unobtainable. Plus, the integrated content management solution included with the displays is easy to use.

Convenient Samsung tablets and smartphones speed product information delivery

In addition, Samsung tablets, equipped with Near Field Communication (NFC) technology, help staff provide personalized attention by giving customers the ability to browse e-catalogs and select merchandise that may not be on hand. Retailers can easily change and update content as needed. If they choose, customers can even use their own Samsung mobile phones to scan an item and find the product information themselves. These state-of-the-art digital aids bring the online shopping experience directly into the physical store.

The KENZO experience piques interest with interactive touchscreen technology

KENZO is able to provide real-time interaction between its customers, products and brand by encouraging engagement with its products through touchscreen displays. As a result, customers experience more than just the products being offered, they are able to relate to the lifestyle the brand projects, thereby building brand loyalty. Samsung digital technology also enables KENZO to have local control of the content and messaging for consistent branding throughout the world.

“We want to use all the digital tools that Samsung can bring to enable us to be more accessible, direct and in contact with our customers.”

- JR ETIENNE,
Art Director, KENZO

Impactful video walls and interactive tablets delight customers and build brand loyalty

Benefits

Samsung UDC Series large format displays (LFDs)

Attract shoppers with an immersive, interactive in-store experience

KENZO chose Samsung UDC Series premium LFDs for the in-store video walls because of their reliable, high-performance, 24/7 operation and true-to-life, accurate color and high definition. Plus, the displays' embedded SSSP and MagicInfo VideoWall software enable the retailer to create, display and manage content efficiently with impact and precision without an additional PC or software.

Captivate shoppers with superb color uniformity across multiple displays with factory color calibration and ACM

Every Samsung UDC Series LFD undergoes a meticulous factory color calibration process to ensure superb color accuracy with no image distortion or need for manual calibration. Improved color tuning for white balancing and color difference compensation at the factory ensure uniform color with color temperature matching. However, Samsung Advanced Color Management (ACM) provides more detailed management of color for those users who wish to fine-tune the color further. Calibration of color vibrancy can be managed automatically or manually and color values can be shared across multiple displays for impressive color intensity across the entire video wall. Plus, an anti-glare panel reduces light scatter for more legible message delivery in virtually any lighting environment.

Simplify display content creation, delivery and management with SSSP

With the built-in SSSP solution, there is no need to purchase a separate PC for each display in a video wall because it supports Samsung's MagicInfo VideoWall software, which plays content created in the wall's authoring program or console applications. Install up to 4 x 4 displays without additional PCs, video wall player software or a video wall processor with the embedded MagicInfo VideoWall S Player.

Provide a virtually undistracted view with ultrathin bezels

UDC Series displays boast a super-narrow (5.5 mm/0.22 in.) bezel design that creates a nearly seamless canvas for displaying impactful digital images with minimal distractions. The displays' sleek profile also blends into virtually any environment. The only thing noticed is the messaging.

Project superior picture quality for high-impact message delivery

Samsung UDC Series displays feature direct LED (d-LED) backlight unit (BLU) technology that incorporates a new backlight dimming solution for broader color definition and richer blacks. At the same time, d-LED BLU displays consume less energy than conventional cold cathode fluorescent lamp (CCFL) LFDs. UDC Series displays deliver high-quality, bright images with improved contrast ratios and full HD (FHD) resolution, ensuring a thoroughly immersive viewing experience.

Samsung GALAXY Note 3 and GALAXY Tab 3

Staff equipped with Samsung GALAXY Note 3 tablets can show product images and information to customers one-on-one, encouraging interaction and providing a personalized shopping experience. Powerful multitasking functions and the added benefit of an S Pen further engage customers in the buying experience.

The large screen, high performance and convenient mobility of Samsung GALAXY Tab 3 tablets make them ideal for engaging customers in e-catalogs. Browsing through e-catalogs boosts sales opportunities, even on products that are not available in the store.

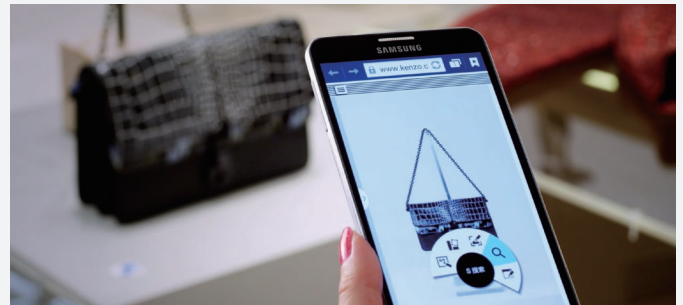


Figure 2. Equipped with Samsung GALAXY Note 3 tablets, KENZO staff engage shoppers in the buying experience by encouraging interaction.

“We started to work together with Samsung to create something that could really be a uniquely KENZO shopping experience.”

- MASSIMILIANO PIPOLO,
Head of Visual Identity and Concept Merchandising, KENZO

Legal and additional information

About the client

Founded in 1970 as Jungle Jap boutique, in Paris by Japanese-born fashion designer Kenzo Takada, the French luxury house of KENZO creates ladieswear and menswear, fragrances and skin care. A celebration of nature, diverse cultures and colors, KENZO merchandise merges bold images of flowers and ethnic elements and infuses them with both Japanese and Parisian influences.

Today, KENZO has retail locations spanning four continents: Europe, Asia, North America and Australia, and continues its founder's passion for creating fresh, spirited fashions and fragrances.

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For more information

For more information about Samsung Retail Offerings, visit www.samsung.com.

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