

# shop.finder technology

TOP SHOPS IN DÜSSELDORF AND COLOGNE – 2019



Photo: iStock/JIRAROI PRADITCHAROENKUL

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Messe  
Düsseldorf

**Imke Hahn**

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## Experiencing technological touchpoints live

Around 500 exhibitors from almost 30 countries are presenting themselves at the 2019 EuroCIS in Düsseldorf, Europe's largest trade fair for retail IT, and will be showing their newest IT solutions and innovations tailored specifically to the retail world. Many of the 12,000 trade visitors expected to attend will use the opportunity to take a look at technological innovations in the Düsseldorf and Cologne retail scene while they are there. In both of these Rhine metropolises, they will find "classic" stores as well as flagship stores of big chain store operators and will also encounter independent niche and trend concepts.

Our Shopfinder provides a curated selection of the most interesting stores in Cologne and Düsseldorf. From virtual reality to smart payment solutions to video shopping assistants – the focus is on experiencing technology that improves the shopping journey and the integration of the online and offline worlds.

Come with us on a trip through the retail scene of both cities.

*Imke Hahn*



## Düsseldorf

With its long tradition as a city of trade fairs and fashion, the retail scene in Düsseldorf profits from 625,000 residents, another 2.7 million potential customers in its immediate catchment area and high regional purchasing power. At the heart of the city centre is Germany's most frequented luxury-shopping street: Königsallee. The "Kö-Bogen", built in 2013 by renowned architect Daniel Libeskind, extends the "Kö", as Königsallee is affectionately known, at the northern end and connects it with Schadowstrasse. Here, Tommy Hilfiger and Nespresso, among others, present innovative digital services as part of their concepts for a store of the future. The neighbourhood around the Kö also benefits from the Zurheide supermarket, which opened March 2018 on Berliner Allee. With its premium culinary offerings, this retail space of over 10,000 sqm is a new magnet for shoppers in the city centre.



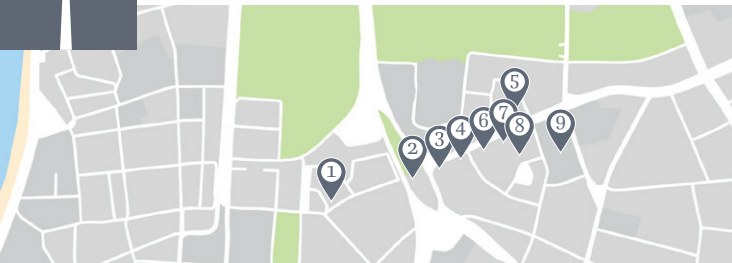
## Cologne

With one million inhabitants, Cologne is Germany's fourth-largest city and, thanks to its location, also a destination of interest for shopping tourists from the neighbouring Benelux states. The main shopping streets in Cologne's city centre merge with each other and can be "conquered" by making a loop starting at the cathedral. On Schildergasse, stores like Sport Scheck and Asics show us how brick-and-mortar stores can be seamlessly connected with the digital world. Hohe Strasse – Germany's oldest pedestrian zone – is home almost exclusively to young fashion concepts. Flagship stores like those of Hunkemöller and the new Saturn in the former Jacobi building showcase numerous innovative technologies. The Japanese fashion giant Uniqlo has also had an outlet in Cologne since the autumn of 2018.

# Düsseldorf



## Schadowstraße

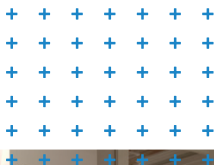




SCHADOWSTRASSE 14

## Tommy Hilfiger

**Video walls with a denim fit guide, RFID product information tool, digital shelf extension**



Tommy Hilfiger presents itself with a modern, friendly look in a 320-sqm space. Numerous digital touchpoints connect the brick-and-mortar store with the fashion retailer's online shop. Large touch screens enable customers to access the online shop. As a way of making it easier to choose the right fit, videos show what trousers look like while being worn. A shop-the-look application offers curated outfits that users can place in their digital shopping cart using a touch screen. An RFID product information tool allows customers to get information about an article's availability and its sizes. Additionally, customers can take advantage of an in-store embroidery service. They can choose an embroidery design on a tablet, thus individualising their article of clothing. The "People's Place by Tommy Hilfiger" concept café has been part of the store since 2018. Here, guests can combine their shopping outing with a culinary break and browse the online shop on a touch screen in the seated area while they enjoy coffee and cakes.



SCHADOWSTRASSE 39

## Telekom

### Interactive touch screen, screens

At Telekom's flagship store in Düsseldorf, a VR headset allows customers to try out virtual reality on location. Screens provide information on the merchandise. An interactive touch screen invites customers to try out headphones and provides information about the selected product. Numerous screens support the display of merchandise and point customers to sales offers. As an extra service, customers can book an in-store appointment online. A coffee bar invites customers to enjoy some refreshment.



Photo: Schuhhaus Juppen



SCHADOWSTRASSE 49

## Schuhhaus Juppen

### Digital shelf extension

A retailer with a long history embraces digital shelf extension. At a large, digital kiosk near the store entrance, customers can search the shoe retailer's collection in the online shop. The clean, friendly store design invites customers to discover its products on several floors. The colour concept is dominated by light, cream-coloured tones. The shoes themselves steal the show visually thanks to glass shelves. Juppen belongs to the Prange Group and has a total of three stores in the Düsseldorf area.







SCHADOWSTRASSE 53

## Orsay

**Digital shelf extension, screens, video walls, click & collect station, magic mirror**

"My fashion connection" is the slogan of Orsay's flagship store with a 400-sqm sales space. Digital features connect the online and offline shops. Customers can gather inspiration here and take advantage of the selection found in the online shop. A "magic mirror" is one of the store's highlights. This is a semi-transparent mirror, which reveals a display shimmering through it from behind. The digital touchpoints were implemented by the fashion retailer in cooperation with Bütema.



Photo: Orsay/lens pfisterer



SCHADOWSTRASSE 62

## Foto Koch

**ESL, digital shelf extension**

This historic company was established in 1920, and its store concept combines the strengths of an online channel and the physical presence of merchandise to create an atmospheric showroom. The idea is that the 220-sqm-large premises provide customers with a chance to physically experience the products from the approx. 25,000 articles in the online product range. Using touch screens, customers can get information about the products from Foto Koch's Internet platform. Digital price tags make it possible to change prices with speed and flexibility.



Photo: Foto Koch



SCHADOWSTRASSE 65

## Snipes

### Shoe mirror

The street wear and sneaker retailer Snipes gives customers the opportunity of looking at a pair of shoes in a digital mirror. A display at eye level allows the customer to look at the shoes they are trying on from all sides and from close-up and to take a photo. The customer can then view the photo on their mobile phone by scanning a QR code. The sneaker chain store operator opened a store with a new concept on Cologne's Hohe Strasse in late 2018, where it also presents its new digital services.



SCHADOWSTRASSE 67

## Deichmann

### Screens, video walls, omnichannel services

Order in-store, click & collect, and ship to home – in its outlet on Schadowstrasse, Deichmann uses a comprehensive set of omnichannel services to integrate its online and offline business. In addition to referring customers to the omnichannel services, large digital signage solutions also display product information and videos. The check-out counters are also equipped with screens. Customers can order shoes in the store and have them delivered to their homes or to an outlet.





SCHADOWSTRASSE 69

## Reno

### Foot scanner, digital shelf extension

In the children's section, Reno uses its patented "3E" children's shoe system. Among other things, this includes a foot-measuring device that is integrated into the store's play area. Since shoe sizes are not standardised, Reno measures the interior length of each children's shoe and identifies the shoe's "real size". While their feet are being measured, the littlest customers can watch a children's programme on a television. On the ground floor, adult customers can access the retailer's online shop at a large interactive kiosk.

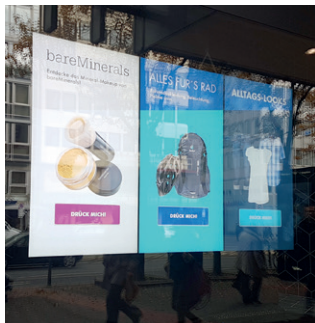


SCHADOWSTRASSE 93

## Karstadt

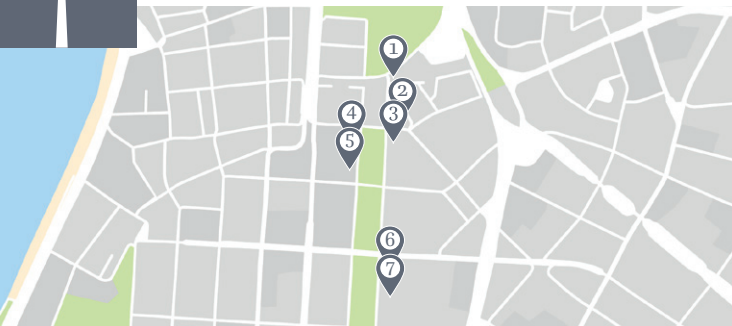
### Interactive window displays

Since early 2018, Karstadt has been testing an interactive window display in its Düsseldorf outlet, where customers can look at the department store's product range and place orders around the clock using a touch-screen interface. The integrated "beam basket" solution makes it possible to transfer the shopping cart to the customer's own mobile device. In this way, customers don't need to enter a password or their account details directly at the window display. Poseidon Digital is responsible for this cloud-based omnichannel solution.





# Königsallee



KÖNIGSALLEE 2

## Breuninger

**Customer review terminals, mobile payment**

Breuninger's store in the Kö-Bogen presents its brand on 15,000 sqm of sales space with a focus on fashion, beauty, shoes and accessories. A personal shopping service is aimed at customers who wish to shop in a private atmosphere with personalised advice. Internet access and digital terminals for providing advice to customers round out the service package. In cooperation with Wirecard, Breuninger has been offering the Chinese mobile payment methods Alipay and Wechat Pay since 2018.



KÖNIGSALLEE 14-16

## Calvin Klein

**Interactive screen with a denim fit guide, RFID product information tool**

In 2017, Calvin Klein opened its Düsseldorf flagship store with a new design that translates the brand's minimalist, modern signature style into fresh colours, premium materials and digital applications. Cobalt blue floor-to-ceiling curtains frame the entrance; geometrically shaped carpets use rich colours to accentuate the design. Customers can get information from interactive video walls and digital guides to the various denim fits.



Foto: Huly Nguyen



KÖNIGSALLEE 18

## Mayersche Droste bookstore

**Non-cash express checkout, screens**

The Mayersche Droste bookstore invites customers to browse and shop on six floors. A non-cash express checkout on the third floor enables customers to checkout and pay independently. Digital signage announces bookstore events. An e-book station allows customers to try out the digital e-readers. One of the store's highlights is a slide that children can use to get from the ground floor to the lower level, where the children's section is located. A café and lounge on the top floor afford a view of Königsallee.





KÖNIGSALLEE 19

## Nespresso

### Self-checkout (RFID)

At its store on Königsallee, the coffee seller offers customers the option to pay themselves via self-checkout. And that's not all; customers can choose the type of coffee they want from a self-service wall and pack it in a paper bag. When they place this bag on the automated payment machine, it recognises the products via RFID. Then the customer can pay by debit card or credit card. Alternatively, they can pay at a regular checkout with a cashier. Customers are also invited to try specialty coffees at the café on the top floor.



KÖNIGSALLEE 21-23

## Barbara Frères

### Live video chat

Customers can shop at Barbara Frères from home with the help of the "LiSA" live shopping assistant. "LiSA" can be positioned anywhere at the POS by a sales person. This allows the brick-and-mortar retailer to serve its customers online from the actual store via streaming video. The sales person "accompanies" the customer all the way to the checkout and scans the articles in view of the camera. Barbara Frères received the 2016 German Retailers' Prize for Innovation for this in-house solution.





KÖNIGSALLEE 56

## Sevens Home of Saturn

### LED globe, screens, video walls

An LED globe weighing 1.2 tonnes welcomes customers as they enter the Sevens Home of Saturn shopping center. With a diameter of 3 m and covered with 400,000 LEDs, this globe serves the shopping center as a 25-sqm advertising space. This installation was originally part of the German pavilion at Expo 2010 in Shanghai. In addition to a five-storey Saturn store, the center's seven floors are home to numerous retailers like Chanel and Christ, as well as a food court on the basement level.



KÖNIGSALLEE 60D, KÖ-GALERIE

## Vapiano

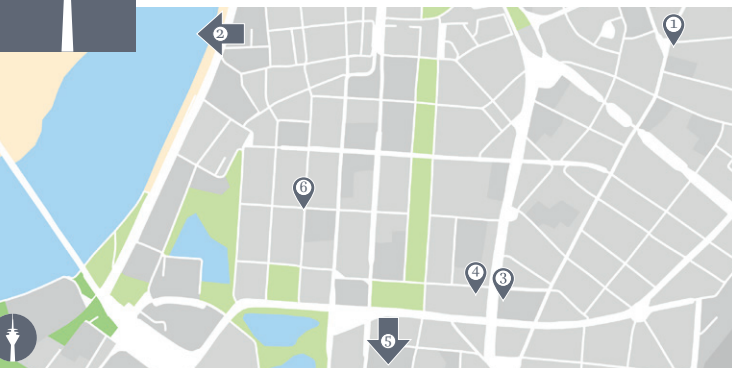
### Self-service kiosks

At its restaurant in the Kö-Galerie, the Vapiano chain has digitalised its ordering process. Using either digital kiosks or the Vapiano app, customers can choose what to eat and place their order. Vapiano wants to use this to improve processes at the restaurant and avoid long waits. An open kitchen enables guests to watch the cooks as they prepare the dishes. Wood, leather and marble dominate the restaurant's materials concept. Fresh herbs serve as a decorative and colourful accent.





## More exciting stores




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### OSTSTRASSE 36

## Afew

**Screens, media kiosks, glow-in-the-dark floors**

The sneaker store has adopted numerous technical solutions to create more space using magnetic walls that can be rearranged freely for events and checkout counters that are integrated into the furniture. Media kiosks in the store enable customers to order things from the warehouse on their own. In addition, customers can scan the shoes on display in order to obtain more information about them – such as which sizes are in stock. A fluorescent flooring surface is one of the store's highlights, and it glows neon green in the dark.



Photo: Afew



## 2 HANS-DIETRICH-GENSCHER-STR. 1 Ikea Kaarst

Self-checkouts, EV charging stations, 3D kitchen planner, lighting control system



Photos: Ikea Germany



Kaarst, about 20 minutes by car from Messe Düsseldorf, is the location of Ikea's pilot store for sustainability. Under the project heading "More sustainable store", this store employs various energy-efficient and environmentally friendly technologies. LED lighting is used throughout the entire furnishings store, and a lighting control system that adapts according to daylight conditions is still being tested. Covering an area of about 4,000 sqm, the furnishings store's roof is equipped with a solar power system. According to Ikea's information, the solar panels generate 273,000 kilowatt-hours of electricity per year. The company has set itself the goal of generating as much renewable power as is consumed at all its locations worldwide by 2020. In addition, special exhibits showcase practical ideas for living more sustainably as inspiration for customers. One of the highlights is the rooftop café that can be accessed directly from the showroom. There are 8 electric vehicle charging stations available to customers at Ikea Kaarst.



Photo: Reinhard Rosenbaum



BERLINER ALLEE 52

## Zurheide Feine Kost

### Self-checkout

With a total area of about 10,000 sqm and featuring several food sellers, Zurheide has been providing a special shopping experience in its Düsseldorf flagship store since March. A self-checkout system has been introduced – the first at a Zurheide store. There are nine Diebold Nixdorf self-checkout counters equipped with Magellan scanners that complement the 15 manned check-out counters, and it is the salad bar customers in particular who use them. Depending on how busy the store is, one to four employees provide support to customers scanning their purchases.



Photo: Gravis



BERLINER ALLEE 59

## Gravis

### RFID information stand, voice commerce

Across from the new Zurheide supermarket, Gravis presents consumer electronics products on the premises of what was once a cinema. Trying things out is this store's focus. A sampling of products is displayed on a "solution table". Each product displayed on this table has an RFID tag. When a customer places a product on the scanner, a comprehensive video about the product automatically starts playing on a screen. Virtual assistants like Amazon's Alexa can also be tested in the store.



SUITBERTUSSTRASSE 137

## Calumet Photographic

**Screens, in-store tablets, omnichannel services**

On its 600 sqm, the photography specialist Calumet Photographic offers a wide range of photography products – naturally, this means cameras, lenses and accessories first and foremost. Screens and tablets throughout the store inform customers about the products. A row of screens extends along the walls, with advertising films supporting the merchandise display. Services such as sensor cleaning and click & collect are also available, and the company offers workshops as well.



Photo: Calumet Photographic



HOHE STR. 27

## Urbanara

**In-store tablets, omnichannel services**

In the first brick-and-mortar store of this Berlin online shop, customers can purchase select home textiles and furnishings in person or order them via tablet and have them delivered. An “experience wall” gives customers the option of taking home highlights from the current collection in a post-card format and then ordering them online if desired. The cards also have QR codes. The store design, which changes seasonally, and a blend of wood and cement create the visual setting for the merchandise display.



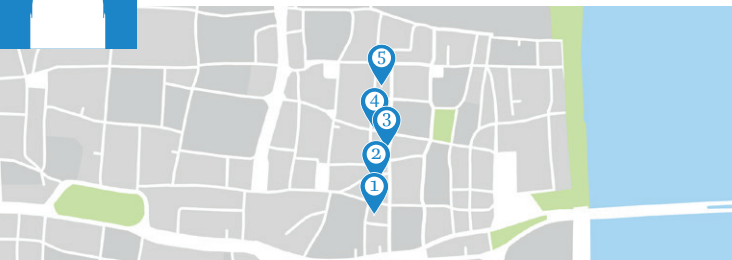
Photo: Melanie Zinn, via Dorfl



# Cologne



## Hohe Straße



1 HOHE STR. 46-50  
**Saturn**

**Virtual reality (VR), sales robots, LED walk**



Fotos: Webitz Markt Saturn



Experiencing technology is at the heart of Saturn's new flagship store in Cologne's city centre. On about 6,500 sqm, the display of products is supplemented by special thematic worlds, digital highlights and a new range of services. Customers enter the store via a 21-sqm area featuring digital LED effects that is integrated into the floor. A "Samsung Galaxy World", which includes a virtual reality demonstration, complements the staging of brands throughout the store. On the ground floor there is a 25-m-long service counter with a pick-up station for online orders. On the second floor, customers can have their photograph taken in a 3D photography studio and order lifelike miniature figurines of themselves. A world of action is also located on the second floor and includes a drone cage where customers can try out flying smart flying objects for themselves. Complimentary mobile charging stations are available to customers as a service on the ground and basement floors as well as in the lounge areas.



HOHE STR. 52

## Uniqlo

### Screens, video walls, omnichannel services

Germany's second-largest Uniqlo store opened in autumn 2018, directly across from the Saturn flagship store and with a sales area of 2,214 sqm. Just like its fashion style, the Japanese clothing retailer's interior design is minimalist. Screens supplement the merchandise display on the sales floor. Video walls placed right next to the articles stage the clothes as whole outfits. Photos next to the price tags of each article also show what the clothes look like when being worn. Click & collect rounds out the services offered.



HOHE STR. 68-82

## Lego Store

### Augmented reality

At the Cologne Lego store, augmented reality brings the figures to "life". When a customer holds a boxed product up to a special display, the display shows a 3D, animated version of that particular Lego set. In this way, the customer gets a picture of the fully built model before making their purchase. A "pick & build" wall enables customers to buy individual Lego bricks and seeks to inspire creative building. The sales floor also features oversized, eye-catching sculptures made of Lego bricks. The brand's yellow colour dominates the store's colour concept.





HOHE STR. 84-86

## Hunkemöller

### Interactive fitting room

A large glass façade provides a view into Hunkemöller's flagship store, which covers three floors and 465 sqm of sales space. All fitting rooms are equipped with bells customers can use to summon staff for assistance and advice. In addition, the store has an interactive fitting room in which customers can choose from among various types of lighting. Using a touch screen next to the mirror, customers can also add background music.



Photo: Hunkemöller



HOHE STR. 100/102

## Snipes

### Screens, LED panels, USB charging stations

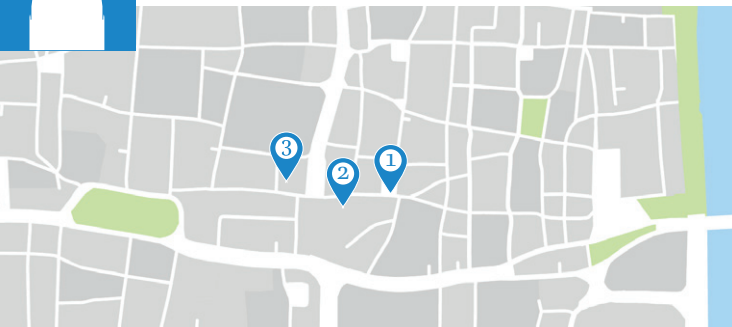
Asphalt flooring, corrugated metal walls and a cube-shaped screen like the kind you find in a basketball arena – the sneaker retailer Snipes has been presenting itself with a new store concept since late 2018, which revolves around the topic of “streets and street culture”. Customers can recharge their mobile devices at the seating provided. Snipes' new concept includes refraining from using paper and cardboard for sustainability reasons. The visual merchandising is all digital; paper has been replaced by LED panels and screens.



Photo: Snipes



# Schildergasse



SCHILDERGASSE 38-42

## Sportscheck

**Mobile checkout, gait analysis, print kiosk, click & collect**

Sportscheck redesigned its store in October 2018 to rely on numerous technologies. Mobile payment services allow customers to pay directly with the sales assistants. Customers can pick up the products they have ordered online at a click & collect terminal, try them on and decide whether to buy or return them. Customers can have jerseys, t-shirts or shoes printed with individualised designs at the print kiosk.





SCHILDERGASSE 55A

## Asics

### Gait analysis, interactive video wall

Technology dominates the Asics store's sales floor, including large screens in the window display that bring the collections to "life". A large, interactive video wall in the store provides virtual shelf extension. When the customer chooses a shoe on a tablet, it lights up on the display, and the screen also shows additional information about the shoe. A gait analysis service allows customers to find their best running shoe. Freelance trainers offer athletic courses on the top floor.



SCHILDERGASSE 84A

## Levi's

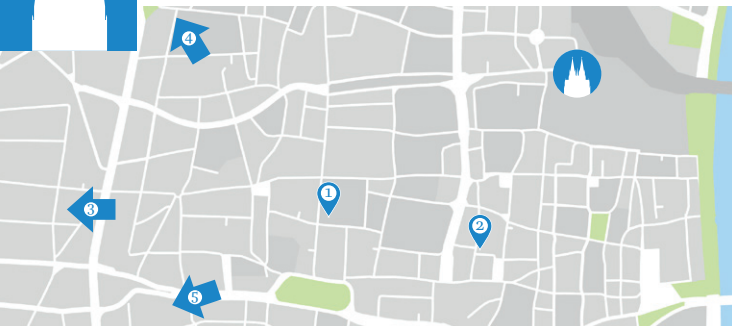
### Fitting screens, print bar

At the Levi's store on Hohe Strasse, "fitting screens" located on the shelves help customers find the right trousers. In addition to product information, short videos show what trousers look like when being worn. Customers can customise their own t-shirt at a "print bar". They can call up various designs via a touch-screen interface. A special feature of this store is that there is a "Levi's studio" on the basement level behind a large pane of glass. Here, customers can watch employees sewing clothes.





## More exciting stores



RICHMODSTRASSE 10

**Globetrotter**

**Staff tablets, review terminals**

For its largest branch, totalling 7,000 sqm over four floors, the outdoor goods specialist renovated a former shopping centre, which, at the time, comprised 60 separate shops. This is why the sales floors have an elegantly elliptical shape and are arranged around a large courtyard. The bottom floor is one large pool. In order to measure customer satisfaction, Globetrotter uses survey terminals provided by the Hamburg startup Qualitize. Staff carry tablets in order to advise customers and place in-store orders.



HERZOGSTRASSE 16-20

## Vivobarefoot

### Digital window display

Vivobarefoot's Cologne flagship store has a digital window display that enables customers to purchase barefoot shoes from varying product lines around the clock; the shoes imitate the feeling of walking barefoot. Customers can fill their shopping carts using touch-screen technology at the interactive window display, transfer the cart to their smartphone via a QR code, and pay. The technology is provided by Poseidon Digital. In the roughly 260-sqm store, customers can test the barefoot shoes on a "barefoot trail".



Photo: EOD



MAX-PLANCK-STRASSE 9

## Globus SB-Warenhaus

### Mobile self-scanning

At the entrance of the Globus DIY warehouse, hand-held scanners are available for customers to use as part of the "scan & go" system. Customers identify themselves with a customer card so that they can then use a mobile self-scanning device and scan purchased articles themselves. At checkout, the total amount due is merely read out. Customers can pay with cash, debit card or credit card. Support staff are ready to help customers easily access the new payment system at checkout.



Photo: Globus SB-Warenhaus



Photo: Snabble/Knauber



SIEMENSSTRASSE 2

## Knauber

### Mobile self-scanning, digital loyalty card

The DIY store Knauber in Pulheim near Cologne introduced the mobile self-scanning solution “Snabble” in July 2018. Customers can use the Knauber app to scan products as they walk through the store and put them straight into their shopping bag. When the customer is done shopping, the app generates a QR code, which the customer then scans at a special self-checkout counter for payment. The app also integrates a digital loyalty card that the customer can use to collect bonus points, among other things.



DÜRENER STR. 458

## Decathlon

### Digital shelf extension, self-checkout, RFID

Decathlon's store design for this 4,200-sqm space combines technology with flexible shopfitting. In addition to the cashier-manned checkouts, there are also 6 self-checkout counters where customers can complete their purchases themselves. All of the checkout systems are equipped with a wooden box; when Decathlon-brand articles with an RFID tag are placed inside, they are identified and the shoplifting protection is deactivated. A click & collect station is integrated in the checkout area. A digital kiosk takes customers to the online shop.





## Shops from A-Z

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