

CONCEPT STORE

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Starting Position

- We've created three possibilities to activate on the retail level
- These options rely on involvement of retailer, order volume and potential on the mid to long term relationship
- We define how to finance the floor activation and look into investment on both retailer and Stromer side

Concept Store

- Individual planning on surface 50m2 +
- Digital integration Smartphone, Tablet, TV
- Order zone



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Concept Corner

- 36m² on 6m x 6m
- Digital integration Smartphone, Tablet, TV
- Order zone



Concept Window

- 15m² on 5m x 3m
- Digital integration Smartphone, TV



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