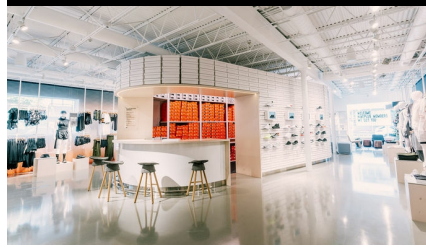


NIKE USES LIVE DATA TO STOCK ITS NEW STORE

By Livvy Houghton

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Los Angeles – **Nike**'s new concept store uses the real-time data of local shoppers to adapt its merchandise.

Nike Live by Melrose, situated on Melrose Avenue in west Los Angeles, will offer a selection of styles that are determined by locals' digital commerce data. The store will change its stock on a bi-weekly basis to reflect the preferences of local NikePlus members, while bestsellers will be stocked all year around. The brand anticipates that the store will offer a range of running products in bright colourways, such as its Cortez trainers, due to the area's 'sport and style obsessed' consumers.

Customer can receive advice on lifestyle and performance footwear at the store's sneaker bar, while the vending machine-style Unlock Box will allow NikePlus users to scan their membership pass every two weeks for free Nike products. 'As well as being the first Nike Live destination, we will also test services that can then roll out to other Nike stores, combining digital features with a unique physical environment to create the future of Nike retail,' says Heidi O'Neill, president of Nike Direct.

Globally, brands are reconsidering the purpose of bricks-and-mortar stores, combining physical touchpoints and digital technology to make the retail experience more intuitive, meaningful and compelling. Discover more about the future store with our **Storefront Salvation** macrotrend.