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

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

- **Purpose**: 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.

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

- **Automation**: In the inevitable march towards autonomous stores, retail spaces must be able to automate while preserving the customer experience.

- **Augmentation**: 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 ...

**The Corner Shop 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: AI, 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

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

**Automated Barista**
Offers automated bespoke drinks and exclusive marketing content without a server

**Tech**
Bluetooth Proximity, AI & Machine Learning

**Tech**
Computer Vision

**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.