Retail Innovation Shout Out: Nordstrom and Shoes of Prey Partner to Help You Find the Perfect Shoe

by Sonia Parekh

Tired of searching high and low for the perfect shoe? Frustrated when you find that shoe and your size is out of stock?

Nordstrom and Shoes of Prey are partnering to capitalize on the growing desire of customers to participate in the design process while at the same time providing a memorable and engaging customer experience. In November, the first Shoes of Prey Design Studio opened at Nordstrom’s Bellevue Square store location in Washington. The Design Studio is set up to inspire creativity – with a shoe wall exhibiting many of the diverse design options, multiple iPads featuring the brand’s 3D design tool, material swatches to touch and feel, and expert shoe stylists to help guide a customer through the process. Given that there are over 70 trillion possible design combinations, customers are sure to feel that they have created something unique.

For Nordstrom, the Design Studio not only further strengthens their store brand as a “shoe destination” but also allows them to collect data on the features, colors and materials which customers are frequently selecting – and that data can be used to identify emerging trends.

Kudos to Nordstrom and Shoes of Prey for launching a concept that combines merchandise and customer experience innovation, and will likely make many of the shoe lovers out there very happy!


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