

d2c brands getting physical

how direct-to-consumer brands can utilise
physical stores to drive online sales



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Direct to consumer (DTC) brands that traditionally started online are now branching out into physical stores, as they look to develop alternative methods of driving traffic to digital storefronts.

For these retailers that started online, brick and mortar stores have become more than another point of sale but a way to build the brand and build relationships with new consumers. Stores are now becoming interactive billboards for brands to promote the company to passers-by.

Consumers are becoming increasingly frustrated at purchasing products online that are of low quality. There is a demand from consumers to experience the product before purchasing. By having a physical store, it provides brands with an opportunity to provide their consumer with confidence in the quality of the product.

Physical stores have allowed DTC brands to reach their target audience, without having to spend a large sum of money on social media advertising. Having an offline presence also helps brands sell products directly to customers and avoid huge shipping costs.

The drawbacks

1

real-estate costs

2

staffing costs

3

brand consistency

Case studies

Away

Away has opened stores in NYC, LA, SF, AUSTIN & LDN and has subsequently noticed online sales grow by 40% in these regions.

Warby Parker

One of the first DTC brands to create retail stores. The eyewear company now has over 60 retail stores.

Casper

The mattress retailer has seen a significant increase in e-commerce sales in cities where there 19 stores are placed- in comparison to cities where it only has a digital presence.

Toolkit

01 create a memorable experience

02 showcase products and all their capabilities.

03 Build personal relationships with consumer

04 Digital solutions in-store to create consistency

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