

02 Field Notes

from **Future Commerce⁺**

swatch[®]+

LOCATION: NYC, Times Square
VISIT DATE: Spring 2025
FORMAT: Free-Standing Store/Flagship (Metro)
ADJACENT STORES: Levis, Sephora, Disney, Forever 21
OVERALL BRANDING: 10 (out of 10)
COMPETITION: Fossil, Timex, Casio
WEBSITE: www.swatch.com
SOCIAL: @SWATCH

About the Brand: Since 1983, Swatch has shaken up the watch industry with striking designs that reflect the zeitgeist. With modern designs, fresh cultural collabs, and a dedication to product quality, the brand continues to surprise and win over new consumers.

Cultural “Feel”: Genuinely fun customer experience and visually stimulating with many colors and collections featured. Genuine sense of wonder and discovery, as well as “throwback” to Gen X+ remembering Swatch popularity/trend of the 80s and 90s. Strong branded storytelling through visuals, salespeople, interactive engagement, and embracing their own brand and being affordable, fun and unique.

RATINGS

CULTURE



COMMERCE



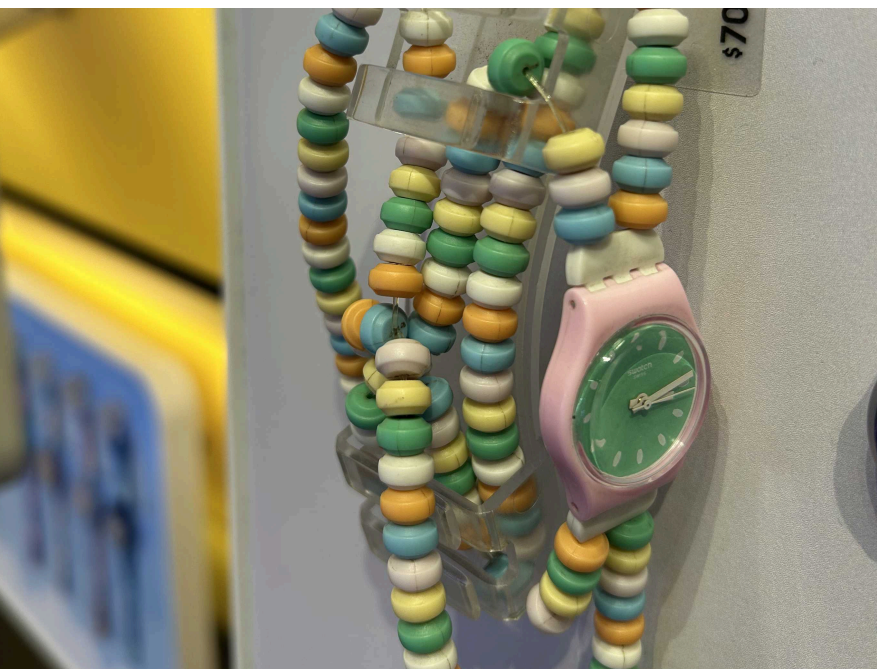
STORE DETAILS

BRANDING & STORE DESIGN

- Fun, colorful, welcoming environment, and various displays highlighted individual pieces and collections
- Variety of merchandising elements: windows, wall displays by collection/category, free-standing podiums, and round spinners
- Greeted by security at door; wandered before approached by salesperson who asked my name and introduced herself
- Very clean, well lit, and subtle music matching ethos of brand; mirrors to “try on” watches
- All watches secured to wall/display and required salesperson to unlock and purposely engage with customer

PRODUCT RELATED

- Wide assortment, merchandised by collection and using related props to highlight collaboration
- Variety of collaborations at all levels (e.g., Omega, Flik Flak, Blancpain, Keith Haring, The Simpsons) and an exclusive collection for NYC
- Lifetime battery guarantee, clearly explained by salesperson

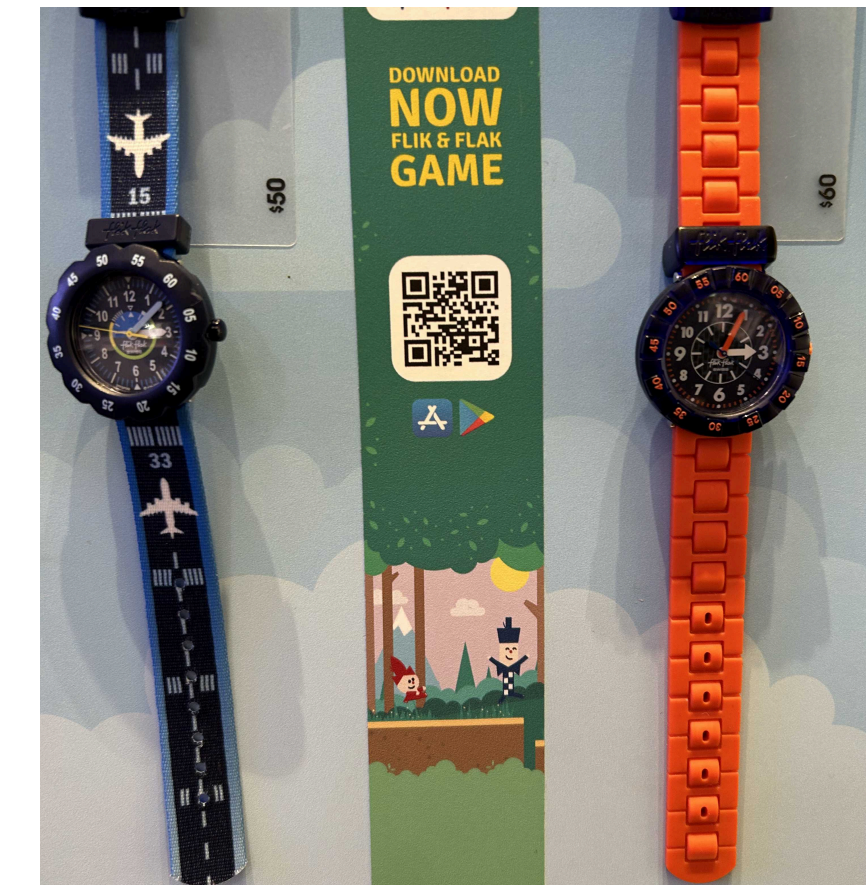


EXPERIENTIAL 'WOWs'

- “Swatch x YOU” kiosk to design a custom watch; somewhat limited styles/sizes but many backgrounds and images to choose from
- Very fun interactive and oversized “gear crank” that salespeople encouraged customers to try
- Salespeople are extremely engaging and knowledgeable about all collections and knew sizing; also demonstrated how to personalize bands
 - Kids Flik Flak collection included coloring pages and pencils
 - In-store repairs, and when I mentioned moving away from a store (required for battery replacement), he gave me two extra batteries!
- Print ad in WSJ magazine featuring “MOONSWATCH” Collection (Omega x Swatch)

EXPERIENTIAL NOTABLES

- Brand storytelling mainly communicated through displays and salespeople
- Consumer Psychographic – all ages with “youthful” spirit seeking affordable but fun/trendy pieces; obviously many tourists due to locations (Times Square and GCT)
- Other Retail Tech (in addition to Swatch x YOU kiosk):
 - 1]Two very large external screens showing product videos
 - 2]QR code for kids to download Flik Flak game
 - 3]Marketing screen behind POS
 - 4]Standard Tap & Pay
- OPPORTUNITY: No data capture = no follow-up (email, text)
- OPPORTUNITY: Offer/promote gifting options, especially upcoming holidays (e.g., Mother’s Day)



THE SENSES MATRIX

SIGHT

- The visual storytelling in the store is very rich, including dynamic digital screens that draw in customers from the street
- Product displays are visually engaging and dynamic, tied to the theme of a specific collab or design subject

SOUND

- Subtle music matches the ethos of the story; it's welcoming, not overwhelming
- Associates are informed and conversational, which makes the store feel more friendly and dynamic

TOUCH

- The interactive and oversized "gear crank" adds a fun, kid-friendly interactive element
- The "Swatch x YOU" kiosk adds customization to the shopping experience; another feature that'll draw in kids and families

PALATE

- While there are no distinct smells or opportunities to taste in-store, the visual aesthetics and interactive elements are strong enough to stand on their own

SIXTH SENSE

- There is no data capture in-store, which means Swatch misses out on the opportunity to onboard customers and create a clear path to digital engagement

FIELD TEST

Ask these questions to benchmark key learnings against your branded environments

- 1 If you want to engage consumers of all ages, are you creating spaces that they'll truly want to engage with?
- 2 Are you creating clear opportunities for associates to collect more data about customers?
- 3 What services are key differentiators for your brand? How can you present and promote these services in-store?

About the Analyst: Kate Fannin is a strategic Retail Realist passionate about customer-first, immersive experiences that engage shoppers (or don't!). With her strong focus on ROE (Return on Experience) and "connecting the dots" between customers and brands, she reinforces the mantra "People Buy Things. They Pay for Experiences." Kate has 18+ years of expertise in Marketing, Retail, and Consumer Behavior at The Estee Lauder Company, Nordstrom, Neiman Marcus, and Gap.

