

# BEAUTY BY BOOZT.COM



## **ELECTRONIC SHELF LABELS HELP BOOZT.COM IN NEW PHYSICAL STORE**

*The fashion giant Boozt.com has opened a new, big cosmetics store at Købmagergade in Copenhagen - the capital's center for shopping. The fashionable and well-appointed environment gives Boozt.com a new flagship store with, among other things, electronic shelf labels, which will give customers a different and better shopping experience in a digital world.*

Located at one of Copenhagen's best and most expensive addresses, surrounded by the strong competing brands, a new 500 square-foot 'Beauty by Boozt.com' cosmetics store has opened. The online store already has a physical store at Ro's Torv in Roskilde, which opened in March 2017. The store in Roskilde was the first physical store that Boozt.com opened, and it was also a kind of test for the physical presence. Here, Boozt has experimented and taken the best experiences to the new store at Købmagergade in Copenhagen, says Christian Schreiber, Retail Director at Boozt.com.

- When we opened the first physical store last year, we decided to label all the products with the price at the bottom of the product to avoid a large amount of paper throughout the store. However, we have learned that the customers prefer to see the price when they stand in front of the product and if they can't, they may think that the product does not have a price or that the item may be too expensive, although it's not the case. We have brought this experience to Købmagergade, where we do not have to label all the products. Now, instead, we show the price on electronic shelf labels, which are always updated with price, promotions and product info link directly to our internet platform.

## **ONLINE STORE GOING FOR SYNERGY WITH PHYSICAL PRESENCE**

At Boozt.com, the synergy between the online and physical presence is an important reason for opening physical stores today. In a physical store, the customer has the opportunity to come and try the product before purchase - an option you do not have online. The other way around, there is the time factor and it is convenient to shop online if you know what you want. The best of two worlds has become a

reality in Boozt.com's new beauty universe.

-The Boozt philosophy is that the service must be in top and the employees must spend time on the customers what have prioritized to visit us in an otherwise digital life. It's about getting the employees to provide the best service to the customers and guide customers even better. We can



not expect our employees to be 100% focused on helping our customers - or guests as we refer to them at 'Beauty by Boozt' - if they also need to handle a lot of practical tasks such as pricing, changing signs and campaigns. Therefore, we looked for a solution where we use the technology and our data to free up time for employees for service instead, says Christian Schreiber.

Boozt.com has chosen to integrate the electronic shelf labels within the store interior, so they naturally blend together with the decor and cosmetics products. The entire online and "offline" set-up is synchronized and links the two worlds together.

- We already have all the product infor-

mation in our online store and it's linked to the electronic shelf labels, so they are always updated. The electronic shelf labels are a brilliant match. We also avoid a large forest of signs as we have made it easy and stylish by combining more products on one display.

## **FLEXIBILITY AND DESIGN FREEDOM**

The partnership with Delfi Technologies started when Christian researched the market for electronic shelf labels. Christian explains that there were several reasons for choosing Delfi Technologies as a supplier:

- We chose Delfi Technologies because the other suppliers could not live up to the demands we had – to have a lot of prices on one sign, the flexibility to design the entire layout of the display and, at the same time, the possibility of having individual product lines to be updated automatically, says Christian Schreiber enthusiastically.

The new cosmetics store has gained much attention from international retailers, who come to see and get inspiration from the new beauty universe and the way to use electronic shelf labels, which, according to many, looks like ordinary paper with its white color and easy-to-read product information.