NEWSTORE

OMNICHANNEL LEADERSHIP REPORT

2021

CONTENTS

INTRODUCTION

When COVID-19 hit in the first quarter of 2020, every area of the retail industry was disrupted - from consumer behavior, to supply chains, to stores, to logistics. It's hard to pinpoint another time in which these functions either pivoted or came to a screeching halt all at once. While the early days of the pandemic paralyzed some retail brands, it presented an opportunity to others to push their digital transformation efforts forward.

The resounding focus has been on omnichannel. This is the mentality of every shopper right now. They are looking at what they can buy, from where, and how quickly. Better yet, does the experience keep them safe? These will be their motivators for the foreseeable future.

The pandemic has forced a lot of change. To come out stronger, retail brands need to future-proof their businesses with an integrated digital strategy.

Almost all brands have been responsive to these needs, at least in their messaging. There are many brands that have used the pandemic to speed up the implementation of new ways to shop - for some it has worked, for others not so much. The most critical requirement is that a solution is seamless; it needs to provide the customer choice, convenience, and flexibility. The risks are too high right now for an experience that includes anything less.

With the pandemic edition of the 2021 Omnichannel Leadership Report, we demonstrate at large how retail brands have responded to COVID-19, from avoiding it to thriving through it. The research specifically looks at which brands are utilizing omnichannel features, a reflection of their overall digital efforts and investments. The pandemic has forced a lot of change. To come out stronger, retail brands need to future-proof their businesses with an integrated digital strategy. It is the only way to chart a path forward with profitable customer relationships in tow.

METHODOLOGY

The Omnichannel Leadership Report is a critical assessment of nearly 200 luxury, premium, and lifestyle brands' omnichannel competence. In this pandemic edition, our team of researchers audited each brand for the availability of 14 core omnichannel capabilities. We conducted research to determine if and how each brand is providing safe and socially distanced shopping. The specific focus of our analysis is on the seamlessness of each function and how brands integrate their digital and physical storefronts to deliver on customer needs and expectations.

RESEARCH OBJECTIVES

- Demonstrate how the coronavirus pandemic has affected the pace of omnichannel adoption among retailers
- Review the availability of the most desired no-touch or low-touch shopping capabilities
- Assess whether the omnichannel solutions brands offer truly integrate online and offline
- Examine how brands are adapting their business and store associate responsibilities to accommodate the new shopper

1 Contactless Engagement

Opportunities to engage with and service customers securely without physical contact.

2 Omnichannel Convenience

Solutions that make engaging and transacting across channels simple and easy.

3 Customer Experience

Reimagined capabilities for a mobile omnichannel shopper that boost the overall shopper-brand relationship.

At the onset of the pandemic, consumers quickly adopted digital-first shopping behaviors. It also became more important than ever before for retail brands to stay connected to their customers in contextually relevant and supportive ways. That's why this report maps data into three categories: Contactless Engagement, Omnichannel Convenience, and Customer Experience.

Using expert opinion, each data point was weighted based on its relevance to omnichannel and the current retail environment, with the total for all questions equaling 100. The weights determined the maximum score for each category as well as an overall score. In each category, instead of identifying individual leaders, we applied a scoring scale to demonstrate the vitality of the group. Five cohorts were created to help cluster like retailers. These include: Avoiding, Struggling, Surviving, Evolving, and Thriving.

Thriving

Brands that have been able to seamlessly serve customers throughout the pandemic because of previous investments in omnichannel or the rapid deployment of new capabilities.

Evolving

Brands that are quickly changing their business to offer omnichannel solutions that meet shoppers' needs and expectations, but would benefit from acceleration.

Surviving

Brands that are likely to make it through the pandemic but have not seriously committed to putting a customer experience in place to grow through adversity.

Struggling

Brands performing way below their potential and facing an uncertain future because they haven't or aren't able to adapt to shifting consumer behaviors.

Avoiding

Brands that are ignoring the realities of the pandemic with no capabilities to support the new ways people shop.

OMNICHANNEL HAS NEVER BEEN MORE ESSENTIAL THAN IT IS RIGHT NOW

EXECUTIVE SUMMARY

Omnichannel has never been more essential than it is right now. It is the approach that is absolutely necessary for brands to withstand this unparalleled cycle of retail. While we've observed a number of omnichannel leaders in past annual reports, the need for seamless and convenient shopping has never been so high on every single retail brand's priority list.

The majority of 2020 has been about striking a balance between safety and sales. For those who previously invested in an omnichannel foundation, it's been an easy adjustment. Solutions like store pickup and contactless payments were already part of their customer experiences. For those who have put off omnichannel because of organizational and/or technological hurdles, it's been a struggle to evolve. They may have found the wherewithal to implement an offering here or there, but they are band-aid solutions. Especially right now, customers require simple and easy.

As the pandemic continues, and with no defined end in sight, retail brands need to continue to fast-track omnichannel within their businesses. It aligns with today's purposeful shopper and opens up the potential for an immediate uplift from the omnichannel capabilities that are here to stay. The current retail environment requires more agility from across the industry - not just in the moment, but for the long-haul.

As the pandemic continues, and with no defined end in sight, retail brands need to continue to fast-track omnichannel within their businesses.

The current retail environment requires more agility from across the industry - not just in the moment, but for the long-haul.

DATA HIGHLIGHTS

CONTACTLESS ENGAGEMENT

63%

of brands have live web chat versus **38% in 2019 and 33% in 2018**.

83%

of brands offer contactless pay versus **75% in 2019 and 57% in 2018**.

OMNICHANNEL CONVENIENCE

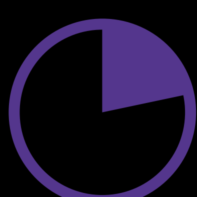
40%

of brands offer buy online pickup in-store (BOPIS) versus **25% in 2019**.

45%

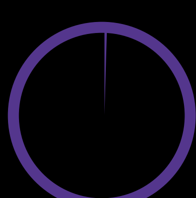
of store associates can contact customers outside the store versus **25% in 2019 and 13% in 2018**.

CUSTOMER EXPERIENCE



20%

of brands offer online appointment booking versus **9% in 2019**.



<1%

of brands allow shoppers to schedule a time to pick up their BOPIS orders.

TAKEAWAYS

COVID-19 has measurably accelerated omnichannel.

Throughout the pandemic, “accelerated” has been used almost as often as “unprecedented.” They’ll both go down on the list of pandemic words and phrases people never want to hear again. But they’re both reality and when it comes to acceleration specifically, COVID has absolutely sped up the prioritization and implementation of omnichannel capabilities - from live web chat and contactless payments to appointment scheduling and remote customer service. While these solutions have appeared in brands’ customer experiences here and there, their adoption across the industry was nominal. Now, we see the hockey stick effect - sudden and rapid growth since February driven by the stark new reality created by COVID-19.

Seamless omnichannel is still rare.

Seamlessness is a required quality of the omnichannel customer journey. It needs to be simple and easy for shoppers to transition from online to in-store - and at every other brand interaction in between. Many brands made attempts to implement omnichannel capabilities like BOPIS and curbside pickup during the height of the pandemic; however, most don’t have a solution that truly integrates their web storefront and their physical locations. Their solutions are also inconsistent across their store network, meaning they can only support some of their customer base. Brands need to close the gap between expectations and reality or risk brand erosion and lost revenue.

The struggle to blend digital and physical is real.

More and more consumers are shifting the majority of their buying online but as of August 2020, 62% of shoppers said they are still willing to visit brick-and-mortar stores. We spoke with one brand for the report that said they weren’t offering curbside pickup anymore because its doors have reopened. Just because restrictions are easing and retail is back up and running doesn’t mean you turn a blind eye to the fact that your shoppers are still digital-first. Consumers have been pushed out of their normal buying routines and their new behaviors are here to stay. It’s essential for retail brands to continue to use the pandemic as a catalyst for change. Adapt and evolve according to who your customers are now, don’t fall back on who they were.

OMNI LEADERS

Louis Vuitton has invested in its digital strategy for many years now with a focus on customer-centric service. It's no surprise then that it had the omnichannel foundation in place to successfully support customers through the COVID-19 pandemic. The luxury brand's website prominently offers both virtual and in-store appointments, both of which can be booked online in just a few clicks. Further, the brand is offering curbside and collect-in-store at select locations, making it easy and simple for customers to safely pick up their goods.

LOUIS VUITTON

Nordstrom prides itself on service and it didn't let the pandemic get in the way of maintaining relationships with its shoppers. Throughout COVID, Nordstrom expanded its shipping and pickup options to give customers safe and easy ways to get their items - from curbside and store pickup to ship-to-store and same-day delivery in NYC. The retailer is also offering 1:1 personalized style appointments with its team of in-store fashion experts. You can also chat with them online for a truly integrated online and offline shopping experience.

NORDSTROM

Saks Fifth Avenue "Saks at your service" is the retailer's leading message right now. Between stores and the web, it is focused on safety and ease of shopping. Online, there is a virtual shopping feature that allows you to shop its New York flagship store via video chat. Even more, its online chat widget lets you know which style advisors near you are online and available to give advice. If you're heading to the store, you can book an appointment for before or after store hours. You can also avoid crowds with their curbside option for both pickup and returns.

Saks Fifth Avenue

Cuyana has long been innovative about its brand experience, using its stores to build a loyal community. Once its stores reopened after the initial COVID spike, Cuyana launched a list of retail services for shoppers. For example, it has a seamless solution for curbside pickup when checking out online. This is true for same-day delivery, an option for items available in-store and within certain zip codes of Cuyana stores. The brand makes it easy to work with its retail members, too - they are ready to help via in-store and virtual shopping sessions.

CUYANA

Michael Kors has been embracing omnichannel for several years thanks to a holistic strategy encompassing digital, stores, mobile, social media, and more. During quarantine, it tapped into live streaming video to help it launch new customizable handbags. With stores now open, it's making it easy for customers to shop these new arrivals with peace of mind. It offers buy online and pick up in-store from a can't-miss button on the product page. Orders are then ready at a store near you within just a few hours.

MICHAEL KORS

CONTACTLESS ENGAGEMENT

When the COVID-19 pandemic hit, it brought a lot of unknowns - especially around health and safety. To err on the side of caution and avoid direct contact with others, consumers of all demographics quickly shifted their buying to online. They became intentional in their shopping journeys, only engaging with brands that could support them with contactless and low-touch options. Not only do these solutions minimize risk and keep customers and retail employees safe, but they also maximize efficiency - fewer lines, quicker transactions, more sales.

Contactless Engagement: Opportunities to engage with and service customers securely without physical contact.

Analysis

The focus for most retail brands since February 2020 has been driving contactless sales while still fostering customer engagement. Most brands have done this by clearly communicating - on their website homepages, through social media advertising, with email marketing - how they are set up to safely serve shoppers. And the data suggests there are retail brands that are doing just that. They've adopted solutions so customers feel at ease when they shop.

CLICK TO CHAT

63%

of brands offer web chat capabilities

One of the benefits of shopping in-store is having an associate within arm's length to ask questions or seek out advice. This experience can be simulated online with web chat, especially if you involve real humans and not bots. 63% of brands offer a live chat option, up from 38% in 2019 and 33% in 2018. With stores closed for several months, many brands evolved their store teams, making them "omnichannel associates" who can connect with customers directly for a more personalized and memorable experience.

SELF-SUFFICIENCY WANTED

3%

of brands offer self-checkout in-store

A McKinsey survey from mid-June found 79% of U.S. consumers intend to continue or increase their usage of self-checkout in retail. The popularity seems to be in CPG and grocery more than in fashion, though; only 3% of brands offer self-checkout, whether at a kiosk or through an app. However, this number is up from 1% in 2019. This is likely because self-checkout is an easy way to avoid contact with others. That's a huge value proposition as shoppers navigate how to safely buy in-store moving forward.

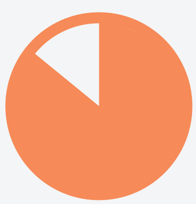
MEET YOU AT THE CURB

32%

of brands offer curbside pickup

An alternative to BOPIS, curbside pickup saw a flurry of interest as stores were forced by government mandate to close; nearly a third now offer it. Even though many doors have since reopened, it's still a service many customers are looking for - especially those who aren't able to or aren't yet comfortable being around others. To make curbside quick and simple, it's key to clearly communicate your process, such as where to go or what number to call. This will eliminate the guesswork and make the pickup seamless.

MORE WAYS TO PAY



83%

of brands have contactless payment options

How we pay was one of the first behaviors to shift at the start of the pandemic. Shoppers didn't want to handle cards and cash so they swiftly turned their phones into their wallets. This has been a long time coming. Contactless payment methods are now available at 83% of brands. This is up from 75% in 2019 and 57% in 2018. Advertisements for contactless pay are also up 152% from last year; many brands incorporated messages into their FAQ pages about touchless or low-touch ways to pay.

Contactless payment methods are now available at 83% of brands. This is up from 75% in 2019 and 57% in 2018.

Our Take

As we see in the data, the majority of brands aren't winning in the contactless engagement category - even though this is exactly how customers want to shop. Pickup options like curbside are in high demand, but they can't be deployed overnight. Online and offline systems need to be tightly integrated and inventory needs to be precise. There are still many retail brands today that don't have these native omnichannel capabilities; instead, they're offering duct-tape solutions, whether it's curbside pickup arranged over the phone or chat widgets that only enable email. However, COVID is accelerating digital transformation so we expect contactless options to become more ubiquitous in the years ahead.

How are brands performing in Contactless Engagement?

30%	23%	28%	17%	2%
Avoiding	Struggling	Surviving	Evolving	Thriving

OMNICHANNEL CONVENIENCE

Being able to search and shop products across any channel, anytime, and anywhere has dramatically changed the relationship between shoppers and brands - especially in the midst of the pandemic. The convenience factor has never been more necessary than it is today. With health and safety top of mind for everyone, buyers need the freedom to choose the shopping path that works best for them and is the most flexible to their needs. But the journey needs to be simple and easy. Where there is friction there is frustration, so every interaction - whether it's navigating the website or completing a transaction - needs to be rooted in convenience.

Omnichannel Convenience: Solutions that make engaging and transacting across channels simple and easy.

Analysis

We've seen an increasing number of brands roll out omnichannel offerings in recent years. They've had to. It's the only way to keep up with evolving customer expectations and keep stores relevant. But we aren't seeing omnichannel convenience at scale yet. Consumers will continue to be conscious of what they buy and how they buy it. Time is precious, and now health and safety are, too. Brands need to elevate choice and convenience to get ahead.

SORRY, NO RESERVATIONS

7%
of brands enable reserve online

Physical retail stores play an important role in the touch and feel experience. Even for the many digital-first shoppers, there is a desire to try on apparel, footwear, and accessories before they buy it - it's how people know what they like. But only 7% of brands provide the option to reserve online to try and buy in-store, down 68% from 2019. That said, 36% of brands offer the ability to call a store or book an appointment with a stylist to reserve items. While this is something, it doesn't truly offer the convenience consumers want as far as doing things simply online.

LIMITED STOCK AVAILABLE

44%
of brands show store inventory online

The pandemic has produced a new kind of shopper who is very intentional. They will search and discover items online to make the most of their shorter visit to a physical store. 44% of brands help shoppers with this by surfacing store-level inventory on their product detail pages. This is up from 32% in 2019 and 36% in 2018. With inventory visibility, you can convert your shoppers' intent into revenue. However, a good number of brands are leaving these dollars on the table.

SKIPPING THE SHIPPING

40%
of brands offer buy online pickup in-store (BOPIS)

According to Salesforce's Q2 2020 Shopping Index, sites advertising BOPIS and curbside pickup options saw digital revenues grow by 127% year-over-year. But only 40% of brands researched offer BOPIS. While up from 25% in 2019, it is clear most brands don't have the foundation to properly deploy store pickup. As a result, 23% of brands have been forced to offer a band-aid solution where you call or email the store to arrange the pickup. This is one step too many for shoppers who want convenience.

RETURN TODAY, REFUND TOMORROW

55%
of brands offer buy online return in-store (BORIS)

Omnichannel is all about buying anywhere, fulfilling from anywhere, and yes, returning to anywhere. Returns are often perceived as a negative when in reality, they're an opportunity. That said, only 55% of brands allow shoppers to return in-store, which is down slightly from 56% last year. While many brands relaxed return policies to account for store closures, some eliminated returns all together over concerns around garment handling. After the pandemic, we expect to see a positive trend again. Returns are inevitable, and it's necessary to facilitate them with the same friction-free experience as a transaction.

The convenience factor has never been more necessary than it is today.

With health and safety top of mind for everyone, buyers need the freedom to choose the shopping path that works best for them and is the most flexible to their needs.

Consumers will continue to be conscious of what they buy and how they buy it.

ALWAYS BE SELLING

45%

of brands can contact customers outside of the store

Retail clienteling has been around since the black book. But its new digital incarnation through mobile has been integrated into the modern associate arsenal. When stores closed in Q1 2020, customer communication became critical not only for marketing but also remote selling. 45% of brands give their associates a way to contact customers outside of the store - an 80% year-over-year increase and a 246% increase from 2018. Clienteling is no longer just a sexy solution. It is a must-have to build long-term, profitable customer relationships.

Our Take

Safety is the new convenience, especially in the face of COVID-19 where people are looking to social distance and make every brand interaction count. Recent data, especially from past holiday seasons, have proven the allure of BOPIS - not only is it convenient for the customer but it also drives store traffic and incremental revenue. More brands need to evolve their retail technology to leverage stores to satisfy demand. Additionally, the pandemic has proven the need for connected associate tools. Whether in-store or at home, associates can drive value for the business but they need the right tools and insights to be truly productive.

How are brands performing in **Omnichannel Convenience?**

39%	17%	16%	24%	4%
Avoiding	**Struggling**	**Surviving**	**Evolving**	**Thriving**

CUSTOMER EXPERIENCE

Retail has been laser-focused on the customer for several years now. Even so, no one could have predicted how quickly the pandemic would change customer behaviors. Confidence slipped early, jobs were lost, and purse strings tightened, putting pressure on brands to lead with empathy and care. Not only for their customers, but for their employees, too. This is the new barometer for experience. Of course, there are non-negotiables that must exist today, like social distancing policies and sanitization practices. But there are other ways to show your customers your true brand colors, including reimagining your operations for the new digital way of life. The pandemic is an opportunity to fill in the gaps and win a lifetime of loyalty.

Customer Experience: Reimagined capabilities for a mobile omnichannel shopper that boost the overall shopper-brand relationship.

Analysis

Brands can empathetically engage customers through these challenging times with high-touch service, especially in-store. Shoppers may measure experience differently right now, but they are still looking to connect with brands that share their values and can make their lives easier in both big and small ways. It is critical to not lose sight of the little things or those offerings in the last-mile. Like any relationship, you have to keep the spark alive from end-to-end.

PICK A TIME ANY TIME

20%
of brands have appointment booking buttons online

One-on-one appointments with a brand give every customer the chance to feel like a VIP. In the current retail environment, it's also a way to ensure a predictable store environment. 20% of brands enable appointment setting on their websites with a booking widget and quick form. For a shopper already on your site, this is the ideal setup. However, 22% of brands that advertise in-store appointments require you to call or email the store. This is one extra action for shoppers who are ultimately looking for brands to make their lives easier.

NO AVAILABILITY

<1%
of brands let shoppers schedule their pickup times

Buy online pickup in-store (BOPIS) and curbside pickup are growing in popularity, but nearly no brands allow customers to schedule their pickup time. The majority of shoppers want to avoid crowds and limit their time around others, so we can't expect them to be at ease about standing in line to pick up their order. Allowing shoppers to choose their arrival time can not only help instill brand confidence, but also give them back some control that otherwise might feel lost. However, there is no doubt that real-time inventory accuracy is required to shorten the pick-up windows and the lack thereof is driving store behavior.

THE LAST MILE HOME

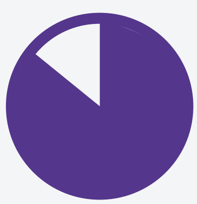
46%

of brands ship from store to the customer's door

Shipping a product from the store to the customer's home is the perfect last-mile effort to seal the deal on the customer experience. It enables customers to walk out of the store hands-free but know the item they bought and love will be at their doorstep in no time. 46% of brands offer this service in-store via local courier providers. This is one of the store-level perks that can set a brand apart but we might not see it across the majority anytime soon as brands play it cautiously.

Now is the time to be proactive about customer needs and expectations and give people a compelling reason to visit stores.

NO RECEIPT, NO PROBLEM



83%

of brand associates can look up a receipt

The best customer experiences are those in which you never say no. That's why being able to look up past purchase history when a receipt is missing is so important. Returns and exchanges will happen, and if a brand doesn't make it a hassle-free process, 73% of shoppers will opt not to make a repeat purchase. Good news is, 83% of brands can look up a receipt to facilitate a return. By investing in a 360-degree view of the customer, they're investing in customer experience.

Our Take

The customer experience section might look at the seemingly "extra" things brands can do to set them apart from competitors, but they are just as important as the core retail services. Many brands are avoiding or struggling to deliver on the small touches that create lasting impressions in customers' minds - especially those in-store. It's absolutely necessary to meet basic customer expectations around health and safety. Nonetheless, now is the time to be proactive about customer needs and expectations and give people a compelling reason to visit stores. Remember, Amazon has only grown stronger since the pandemic started.

How are brands performing in **Customer Experience?**

50%	30%	7%	12%	1%
Avoiding	**Struggling**	**Surviving**	**Evolving**	**Thriving**

CONCLUSION

Omnichannel has proven itself to be the only way forward for the industry. If the high-performing brands in recent years haven't been enough of a sign of its value, the pandemic has proven what's at stake to lose. It is positive to see brands accelerate their online and in-store innovation, especially around the core omnichannel solutions. We need to see large-scale adoption of these capabilities or else brands risk getting squeezed out of the market.

Whereas pre-pandemic omnichannel was used to optimize revenue and experience, now omnichannel is required to survive. This is the reality of the retail industry right now and in the future. Consumers are looking for very specific contactless and convenient ways to shop; if they don't exist at one brand, they'll find them at the next one.

History will look back at the year 2020 as a tumultuous one. The overall resilience of consumers, brands, and their store associates has been impressive. And the efforts to remediate short-term challenges have not been for nothing. That said, every retail organization needs to strategically plan for the long-term implications of the pandemic. Talk to shoppers, talk to employees. Serving the new purposeful shopper with an omnichannel store and associate will separate the retailers that thrive from the ones that could have made it. There's never been a greater need for a new store for the new normal.

BRAND LIST

7 for All Mankind

A

A Pea in the Pod Maternity
A.P.C.
Abercrombie & Fitch
Acne Studios
Adidas
Aesop
AG Jeans
Aldo
Alexander McQueen
Alexander Wang
Alexis Bittar
Alice and Olivia
Allbirds
Allen Edmonds
AllSaints
American Eagle
Ann Taylor
Anthropologie
Aritzia
Athleta
AWAY

B

ba&sh
Balenciaga
Balmain
Banana Republic
Bandier
Barbour
Bergdorf Goodman
BIRKENSTOCK
Bonobos
Brandy Melville
Brooks Brothers
Brunello Cucinelli
Buck Mason
Burberry
BVLGARI

C

CAMPER
Canada Goose
Carolina Herrera
Champion
Chanel
Charles Tyrwhitt
Christian Louboutin
Clarks
Club Monaco
Coach
Cole Haan
Columbia Sportswear
Converse
Crate & Barrel
Cuyana

D

David Yurman
Deciem
Desigual
Diesel
Dior
Dolce & Gabbana
Dover Street Market
DVF

E

Eileen Fisher
Elie Tahari
Ermenegildo Zegna
Escada
Everlane
Express

F

Fendi
Filson
Fjallraven
Frame
Free People
Fresh
Furla

G

G-Star RAW
Gap
Giorgio Armani
Givenchy
Glossier
Gucci

H

H&M
Hammer Made
Hanna Andersson
Hermès
Hollister
Hugo Boss

I

Indochino
INTERMIX

J

J.Crew
J.Jill
James Perse
Jimmy Choo
Joe's Jeans
John Hardy
John Varvatos
Johnny Was
Johnston & Murphy
Joie

K

Karen Millen
Kate Spade
Kendra Scott
Kenneth Cole
Kiehl's
Kith

L

L'Occitane en Provence
La Perla
Lacoste
Lafayette 148
Levi Strauss & Co
Lilly Pulitzer
L.L. Bean
LOFT
Lou & Grey
Louis Vuitton
Lucky Brand Jeans
Lululemon
LUSH

M

MAC Cosmetics
Madewell
Marc Jacobs
Michael Kors
MM.LaFleur
Modcloth, Inc.
Moncler
Monica + Andy

N

NARS Cosmetics
New Balance
Nike
Nordstrom

O

Oakley
Oliver Peoples
Oscar de la Renta

P

Paige Denim
Patagonia
Paul Stuart
Peruvian Connection
Prada

R

Rag & Bone
Ralph Lauren
Rebecca Minkoff
Rebecca Taylor
Reebok
REI
REISS
Restoration Hardware
Rhone
Rimowa
RITUALS
Roots

S

Saks Fifth Avenue
Saint Laurent
Sam Edelman
Samsonite
Sandro
Saturdays NYC
Scotch & Soda
Sephora
Shinola
St. John Knits
Stadium Goods
Steve Madden
Stone Island
Stuart Weitzman
SuitSupply
Superdry
Sur La Table
Swatch
Sweaty Betty

T

Talbots
Ted Baker
The Frye Company
The Kooples
The North Face
The RealReal
The Reformation
The Tie Bar
Theory
Thom Browne
Tiffany & Co.
Timberland
Tod's
Todd Snyder
Tommy Bahama
Tory Burch
Trina Turk
Tumi

U

Under Armour
Uniqlo
Urban Outfitters

V

Valentino
Vans
Versace
Victoria's Secret
Vilebrequin
Vineyard Vines

W

Williams Sonoma
Wolford
Woolrich

Z

Zara

YOUR RESULTS

WANT TO KNOW HOW YOUR BRAND DID IN THE PANDEMIC EDITION OF THE OMNICHANNEL LEADERSHIP REPORT?

We can produce a brief for you that includes:

- Your score among the nearly 200 brands researched
- Your results for the 14 omnichannel capabilities we analyzed
- Anecdotal commentary and analysis based on our research experience

REQUEST A CUSTOM REPORT TODAY AT OLR@NEWSTORE.COM.

NEWSTORE

OMNICHANNEL LEADERSHIP REPORT

NewStore is the essential omnichannel store solution for vertically integrated retailers. The company delivers Omnichannel-as-a-Service with the first global platform combining POS, order management, clienteling and inventory. Store operations from endless aisle to mobile checkout to fulfillment are possible with just two remarkably intuitive iPhone apps.

NewStore customers include brands such as Burton Snowboards, Decathlon, GANNI, Goorin Bros, Outdoor Voices, and UNTUCKit. It is backed by General Catalyst, Activant Capital, and Salesforce Ventures. Learn more at www.newstore.com.

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