

Locations



1. A/D/O
29 Norman Ave, Brooklyn
 A/D/O is a warehouse turned multi-use creative space in Greenpoint, Brooklyn. Throughout the day it transforms into restaurant, casual workspace, exhibition space, design store, and events venue.

2. Adidas
565 5th Avenue
 Unlike traditional Adidas stores, this one includes a print shop, a miniature track, and a turf field complete with soccer balls, kettle bells, and other workout equipment.

3. B8ta
20 Hudson Yards
 B8ta allows brands to connect customer behavior with immediate action. Brands are able to tweak display, marketing, customer service, and even product, based on 'interior analytics' data.



4. CoverGirl Flagship
719 7th Avenue
 With 10,000 square feet of retail space, the store offers more than just product - it is an experiential beauty playground.

5. Dyson Demo Store
640 5th Avenue
 Dyson's flagship demo store engages with customers in an educational and experiential way. Customers can test out many of the company's high tech-products in one single space.

6. Glossier
123 Lafayette Street
 Glossier's store highlights their products but keeps with the notion of selling only the essentials. The shelves hold just enough product for customers to determine the right one.



7. Neighborhood Goods
75 9th Avenue
 Neighborhood Goods is a new type of department store, featuring an ever-changing landscape of the world's most exciting brands, products, and concepts.

8. Nike House of Innovation
650 5th Avenue
 Nike NYC creates a digitally connected journey for shoppers to discover, learn and find the products they want with ease and speed.



9. Nordstrom Men's Store
235 West 57th Street
 Customizable experiences designed to meet shoppers on their terms and eliminate friction points, as well as services that bridge the convenience of e-Commerce shopping and the personal touch of a store visit.

10. Package Free
75 9th Avenue
 Founded by a pioneer of the zero-waste movement, Package Free offers everything that you need to live a zero-waste lifestyle in one place.

11. Samsung 837
837 Washington Street
 Samsung 837 is where culture and technology collide, delivering an experience that goes beyond the device. Discover concerts, screenings, immersive experiences, and more.



12. Showfields
11 Bond Street
 Showfields is a revolutionary retail concept built to engage and inspire your sense of discovery through revolving experiences with the brands and communities shaping our future.



13. Sonos
101 Greene Street
 Sonos products are barely visible but the store provides a unique audio immersion experience in pods that represent five different homes.

14. Starbucks Reserve Roastery
61 9th Avenue
 Opened in December 2018, the New York Roastery brings Starbucks's great passion for coffee to the greatest city in the world.

15. Story
151 West 34th Street, First Floor and Mezzanine
 Story was created with the mission to reinvent retail by adopting an approach that has the point of view of a magazine, changes like a gallery, and sells things like a store.

16. The Apartment, by The Line
76 Greene Street, #3
 The Apartment feels like you're in a SoHo apartment but everything is available to purchase—with carefully curated brands.



17. The Dreamery
196 Mercer Street
 Casper doesn't sell any mattresses here but provides a quiet escape from the urban hustle to take a mid-day nap.

18. Walmart Intelligent Retail Lab
3335 Hempstead Turnpike, Levittown, NY 11756
 IRL is Walmart's in-store AI lab, where they're using state-of-the-art hardware and software technologies to explore the potential of AI-powered retail.

