

Is Lobo Mau a good source of inspiration for you?

Philadelphia-based sustainable fashion brand Lobo Mau could teach a master class on how to ensure passersby don't just browse window displays, but shop them.

“When the pandemic caused all non-essential businesses in Philadelphia to close, we had to think of a way to keep people engaged with our brand and to also make it easy for people to shop the store,” says co-owner and Designer Nicole Haddad. Co-owner and CEO Jordan Haddad came up with the idea of using QR codes in our windows to allow customers to view the products and then order them straight from our website.

“Our boutique is situated on a corner, and it has four big windows. It's prime real estate for window displays,” says Nicole. “When building out the store we asked our architects to create modular displays that we could constantly update and change around. One week we could have a sweatshirt hanging in the window, and then the next week the same window can be all shelves to display our ceramics.”

Inspiration: Create a QR code label for every item in your display. Link the QR codes to corresponding product pages to drive sales at all times of day.



“We painted a mural on the outside of the store that looks like we splashed paint splatter all over the building. It's our way to draw in the customer—to get them to take a closer look so that they want to check out the store on the inside,” said Nicole Haddad, Co-owner.

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Otázka před čtením – uvedení do tématu

In the pandemic, a lot of shops had to close. No customers, no money!
If you ran a shop, what would you do to save your business?

Otázky po čtení

Odst. 1:

Lobo Mau is a sustainable fashion brand. Do you know what it means?

They make fashionable clothes and also want to minimize its impact on the environment.

Odst. 2:

What was Jordan Haddad's idea when pandemic caused shops to close?

He came up with the idea of using QR codes in the windows to allow customers to view the products and then order them straight from the website.

Odst. 3:

What is the main advantage of the location of the shop?

It is situated on a corner, and it has four big windows.

Why could they easily change display content every week?

When building out the store they asked their architects to create modular displays that they could constantly update and change around.

Odst. 4 (advice):

If you decided to use this idea, how would you make a QR code?

On the internet, e.g. <https://www.qr-code-generator.com> or <https://www.qikni.cz>.

Odst. 5 (popisek fotky):

Why did Nicole Haddad use the word „store“ instead of „shop“ which you have learnt at school?

It is American English. In the first paragraph it is mentioned that the brand is Philadelphia-based.

What is your idea to make a shop exterior eye-catching?