



DYNAMITE





AFTER 46 YEARS IN THE FASHION INDUSTRY, GROUPE DYNAMITE INC. HAS SUCCESSFULLY LAUNCHED SOME OF THE MOST RENOWNED FASHION BRANDS IN CANADA, DYNAMITE AND GARAGE. THIS SPIRITED GROUP CREATES, DESIGNS, MARKETS AND DISTRIBUTES FROM ITS HEAD OFFICE LOCATED IN MONTRÉAL, QUÉBEC. IT OPERATES MORE THAN 300 STORES IN CANADA AND WORLDWIDE AND EMPLOYS MORE THAN 5000 PEOPLE. THE TEAM'S PASSION CONTINUES TO LEAD THE EXPANSION IN NEW MARKETS INCLUDING E-COMMERCE.

DRIVEN BY CREATIVITY AND INNOVATION, THE GARAGE AND DYNAMITE BRANDS HAVE GOTTEN A MAKEOVER! IN ORDER TO THRIVE WITH TODAY'S HYPERCONNECTED CONSUMER, WE SAW NO BETTER OPPORTUNITY TO DELIVER A SEAMLESS CROSS-CHANNEL EXPERIENCE BY CONNECTING BOTH DIGITAL AND PHYSICAL WORLDS.

WE ARE HAPPY TO ANNOUNCE THE OPENING OF THE FIRST **DYNAMITE SHOWROOM** IN CHERRY HILL, NEW JERSEY! ACTING AS A LAB FOR A DIGITALLY ENABLED STORE, THE SPACE IS SET UP AS A SHOWROOM AND IS CAPTURING DIGITALLY ALL CUSTOMER INTERACTIONS. THIS BRAND NEW SHOPPING EXPERIENCE IS A FINE BALANCE BETWEEN THE IMMERSIVE MOMENTS AND THE INVISIBLE SMART TECHNOLOGIES. THIS FIRST ITERATION OF CONCEPT INCLUDES:

- AN **IN-STORE MOBILE EXPERIENCE** (CLICK&TRY/IN-STORE MODE) ALLOWING CUSTOMERS TO SCAN ANY FASHION CAPSULE (DROP) TO DISCOVER CONTENT, SHOP HANDS-FREE AND BOOK A FITTING ROOM WHILE CONTINUING BROWSING OUR COLLECTION.

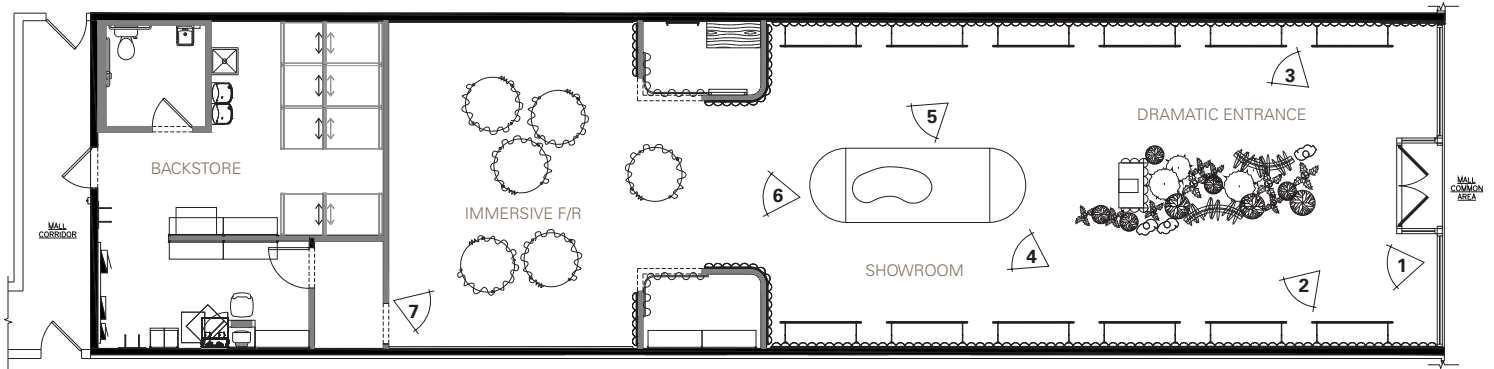
- A **NEW CONNECTED SERVICE MODEL** ALLOWING EACH ASSOCIATE TO INTERACT WITH CUSTOMERS USING A DIGITAL-FIRST APPROACH.

- A **MOBILE WI-FI POS** THAT CAN BE PLACED ANYWHERE IN THE SPACE, ALLOWING US TO GRADUALLY TRANSITION TO A CASHLESS STORE.

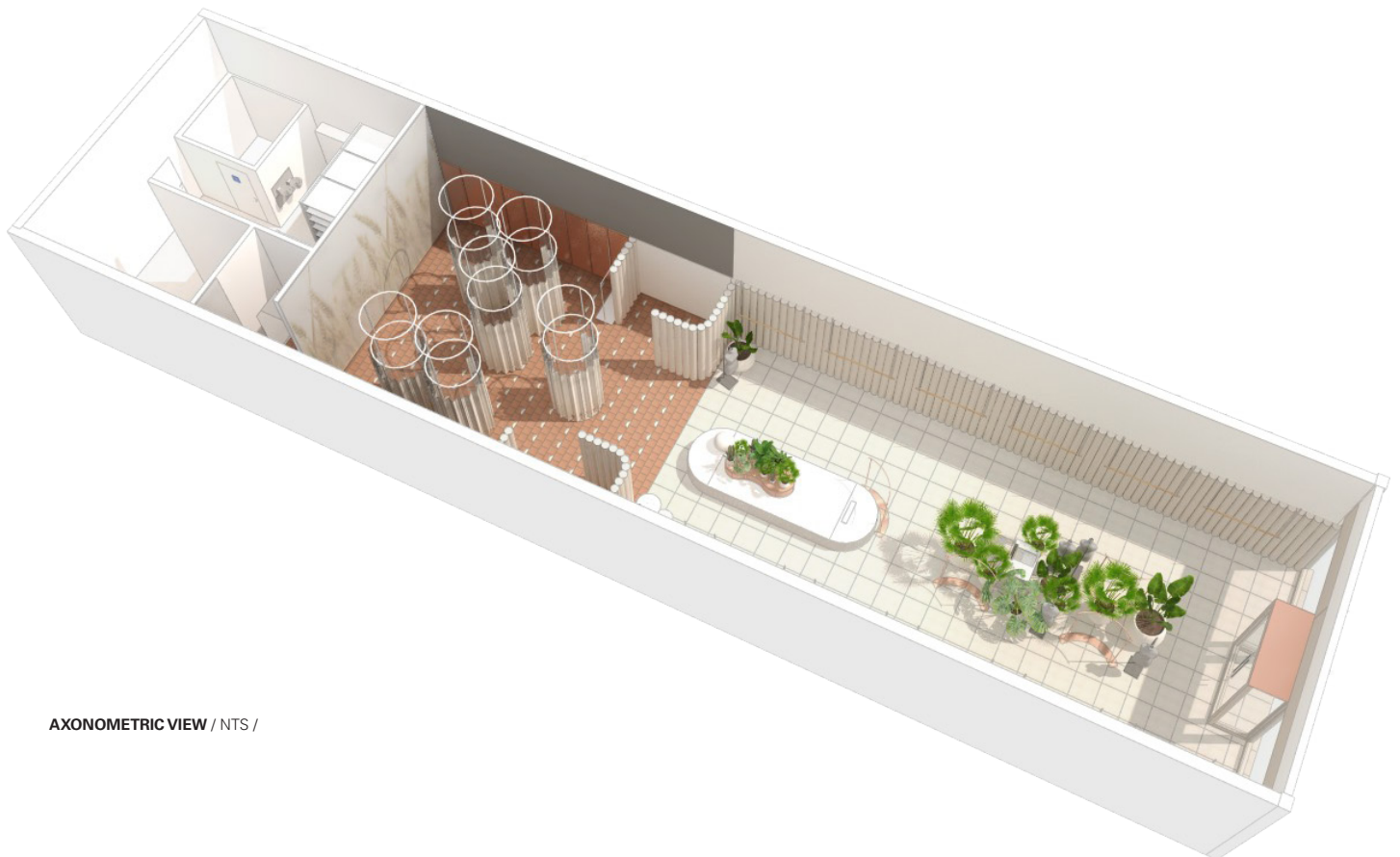
- AN **IMMERSIVE VIDEO WALL PROJECTION** CREATING A STRONG BRAND AMPLIFICATION MOMENT.

- A **NEW UNIQUE PHYSICAL ENVIRONMENT** ALLOWING FLEXIBILITY AND ADAPTATION.

HAPTIC EXPERIENCES ARE GAINING IN IMPORTANCE AND CUSTOMERS EXPECT A SEAMLESS DIGITAL EXPERIENCE EVERYWHERE! DEVELOPED BY OUR CROSS-FUNCTIONAL IN-HOUSE CREATIVE STUDIO IN LESS THAN 6 MONTHS (FROM CONCEPT TO BUILD OUT) USING AN AGILE METHODOLOGY, THIS CONCEPT IS THE FIRST OF MULTIPLE ITERATIONS OF IN-STORE DIGITAL TRANSFORMATION.



FLOOR PLAN / NTS /



AXONOMETRIC VIEW / NTS /



1 GENERAL SALE AREA





## 2 FEATURE WALL





3 FEATURE RACK





4 GENERAL SALE AREA









6 FITTING ROOM AREA





7 FITTING ROOM AREA





**THANK YOU FOR YOUR TIME  
AND ATTENTION  
IN REVIEWING THIS PRESENTATION**