



**G★RAGE®**





AFTER 46 YEARS IN THE FASHION INDUSTRY, GROUPE DYNAMITE INC. HAS SUCCESSFULLY LAUNCHED TWO 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 5,000 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 THAN BY CONNECTING BOTH DIGITAL AND PHYSICAL WORLDS.

WE ARE HAPPY TO ANNOUNCE THE OPENING OF THE FIRST **GARAGE POP-UP STORE** ON QUEEN STREET WEST IN TORONTO, ONTARIO. IN A WORLD WHERE SELF-BROADCASTING NETWORKS ARE CRITICAL IN DEFINING OUR CUSTOMER'S SOCIAL IDENTITY, WE WANT THE NEW GARAGE STORE TO BE A PLACE TO NOT ONLY SHOP, BUT ALSO CREATE AND EXPRESS THE ULTIMATE UGC MOMENTS. ACTING AS A LAB FOR A DIGITALLY ENABLED STORE, THE SPACE DIGITALLY CAPTURES ALL CUSTOMER INTERACTIONS AND BUILDS ON THE BRAND VISION THAT ENCOURAGES EVERYONE TO BE THEMSELVES AND LIVE WITH CONFIDENCE. THIS STORE IS A COMMUNITY PLATFORM; A PLATFORM TO BROADCAST, A PLATFORM TO CONNECT, A PLATFORM TO AMPLIFY.

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 **CONVEYOR BELT** ALLOWING A FUN AND UNIQUE WAY FOR THE CUSTOMERS TO RECEIVE THEIR VIRTUALLY SELECTED STYLES, IN A PERSONALIZED PACKAGE.

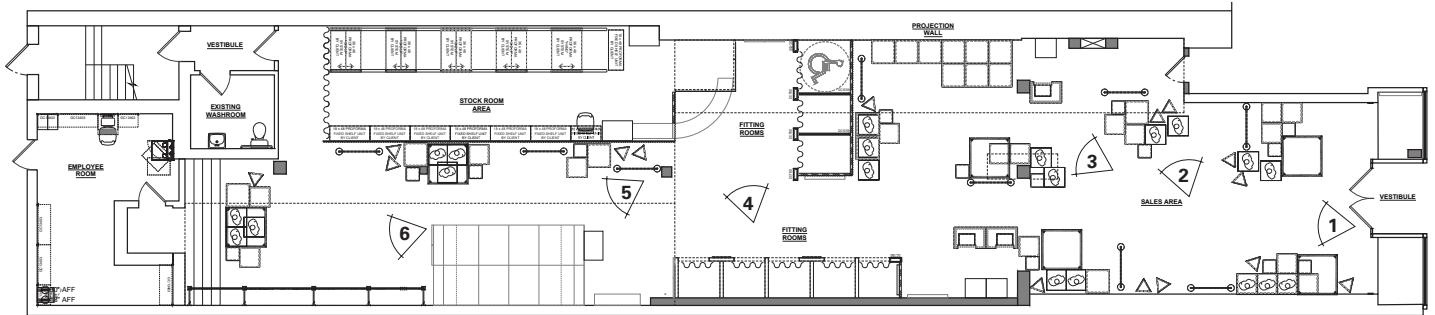
- A **NEW CONNECTED SERVICE MODEL** ALLOWING EACH ASSOCIATE TO INTERACT WITH CUSTOMERS USING A DIGITAL FIRST APPROACH.

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

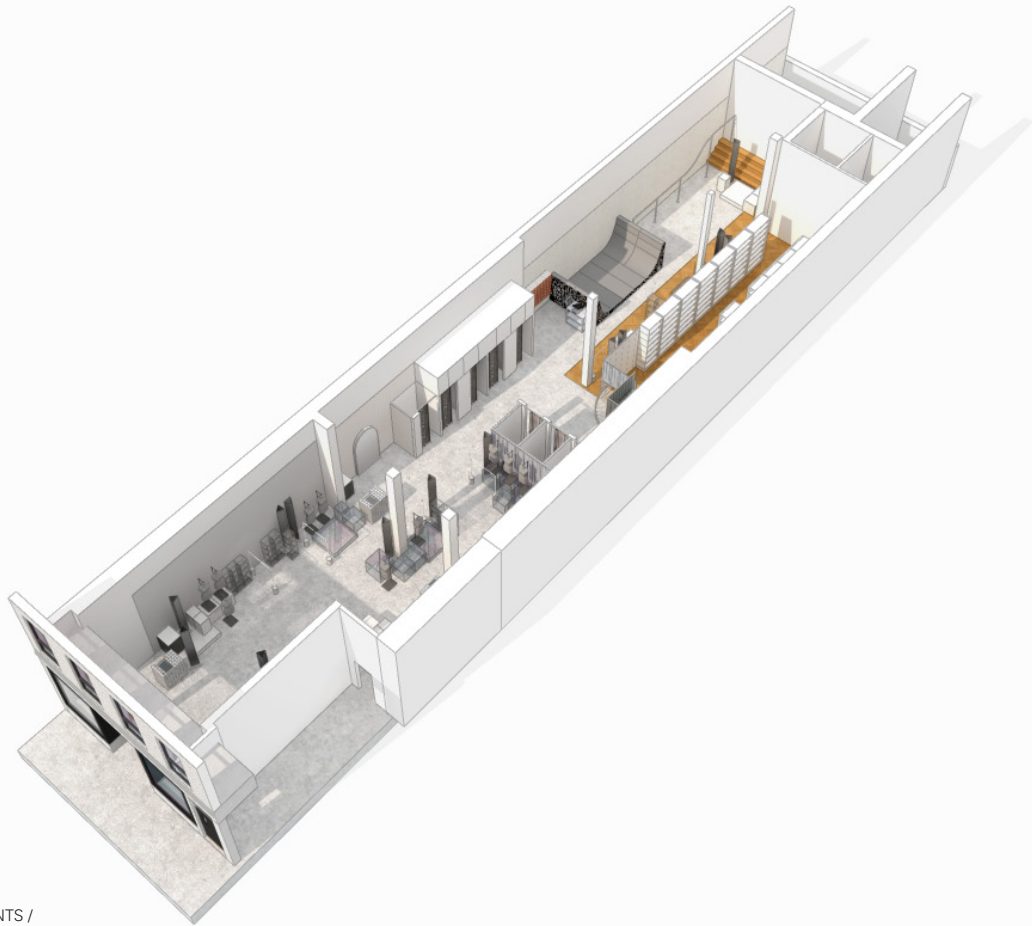
- AN **IMMERSIVE ZONE** WITH ARTIST COLLABORATION CREATING A STRONG BRAND AMPLIFICATION MOMENT.

- A **NEW UNIQUE PHYSICAL ENVIRONMENT** ENCOURAGING 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 SALES AREA





2 GENERAL SALES AREA







3 IMMERSIVE VIDEO WALL PROJECTION





4 CONVEYOR AREA







5 EPHEMERAL INSTALLATION





6 FEATURE RACK







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