“Clicks-to-Bricks” - A trend that continues to grow and evolve.

Digital retailers continue to find advantages to having a brick-and-mortar presence. Many digital-first retailers are utilizing an omnichannel business model that incorporates online technologies to drive traffic in store. Everyone continues to innovate including more traditional brick-and-mortar retailers.

Warby Parker, Bonobos, and Fabletics were online retail brands to be the first to test the waters with physical locations. Bonobos has plans to open 100 stores by 2020. Fabletics, an active sportswear brand, reportedly increases revenue two and a half times in areas 30 miles of a Fabletics location.

More and more online-first brands are testing out physical store locations.

Most of these brands have mid-to high price points and typically open first store locations in markets such as New York, Los Angeles, San Francisco or Chicago. Retailers continue to be creative in their approach to stay in front of their customers more frequently while also being easily accessible.

Casper Mattress, an e-commerce-focused retailer, was a brand that initially tested brick-and-mortar store markets with 18 pop-up locations. They continue to open 200 permanent stores across North America, paving the way for experiential retail. Their stores allow customers to book naps and test out mattresses before buying.

Allbirds is a well-known brand in Silicon Valley that provides trendy and environmentally-friendly sneakers. Similar to other brands such as Baublebar and Untuckit, they began as a direct-to-consumer online model until they expanded with brick-and-mortar locations. First physical store locations began in markets where customers were already very familiar with the brand.

Although not a digital only brand, Petco is expanding business through their new Pet Coach location which recently opened in San Marcos, California. Pet Coach hopes to offer
pet care services including grooming, training, veterinary care, day-care, self-wash, and dog washing. An example of a group that started with physical stores, grew their e-commerce business and now continues to find innovative ways to expand business in the brick-and-mortar space.

Online-first brands recognize that brick-and-mortar stores can provide instant gratification and the immersive experience that can not be duplicated online. Retailers seem to be capitalizing on BOPIS (Buy Online Pickup In Store) or fast home delivery for in-store purchases to provide the most efficient and easy service to customers.

There’s no doubt that we will continue to see retailers evolve, including digital-first groups and traditional brick-and-mortar retailers. Whether it’s pop-up or pilot stores, partnerships with existing retailers, an instagram worthy experience, or a new concept. Retailers are using various channels to reach their customers promoting a new world of opportunities for the leaders willing to innovate and integrate.