

Unparalleled shopping experience after full-store renovation of INNO Woluwe

The INNO department store in Woluwe Shopping Center has recently undergone a major makeover, comprising a remodel and a radical redesign of the store's layout. In so doing, INNO Woluwe has become a premium department store, pairing a high-end look and feel with unrivalled comfort for shoppers, just like INNO's previously remodelled department stores.

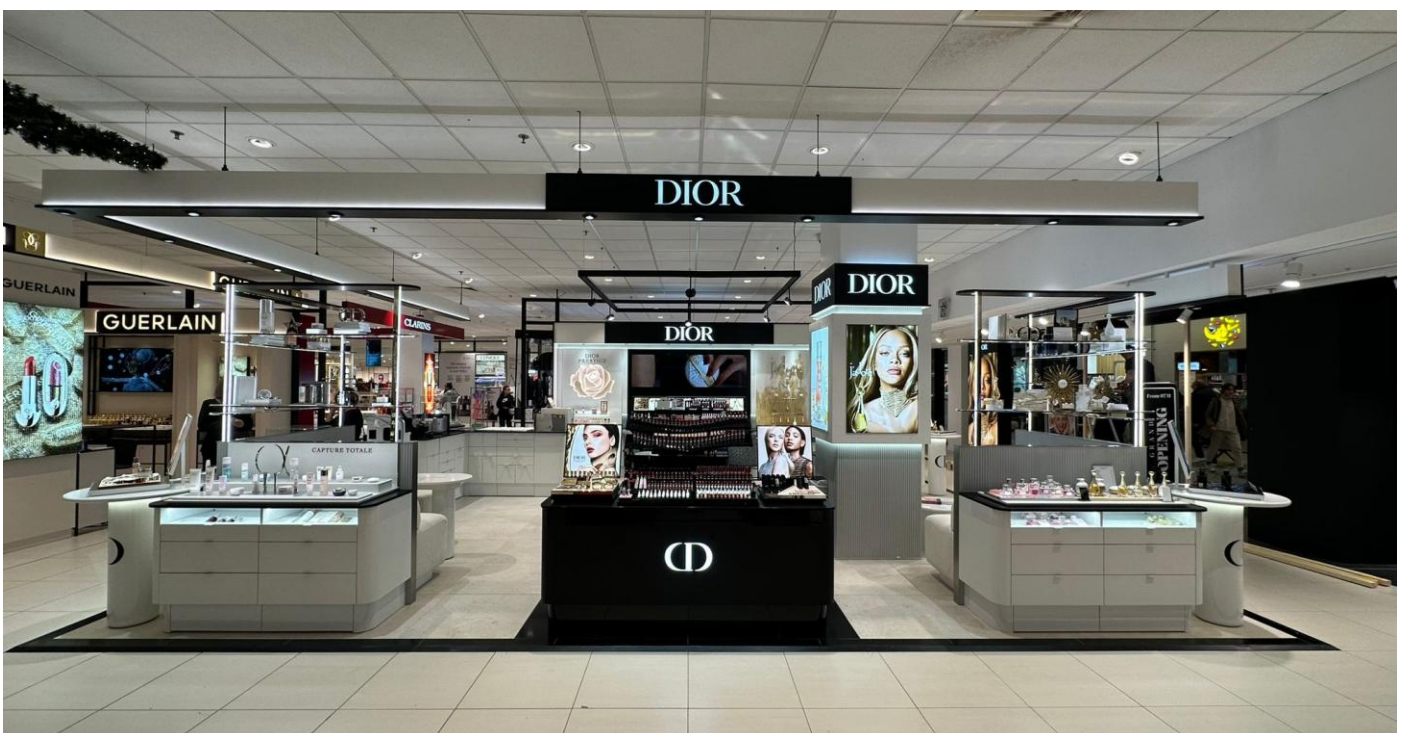
"The gradual remodelling of our department stores is part of INNO's strategic repositioning. Our clear positioning at the luxury level in the perfumery sector is complemented by premium fashion and mainstream brands in the areas where the customer wants them. We are very pleased to now offer our own brands as well. Thanks to our new owners and the support of Åhléns, we are able to fill this gap in our product range. Following the excellent results of recent years, we also expect favorable outcomes for the recently concluded financial year."

Armin Devender, CEO INNO

The reinvented INNO Woluwe department store delivers the ultimate retail experience, combining a contemporary look and feel with a chic and stylish design while retaining a relaxing ambience. This is due in part to the trendy, warm interior, which makes shoppers feel right at home.

"The store architecture and interior decoration enhance the experience with digital screens throughout the store guiding and inspiring our shoppers as they make their way around INNO Woluwe."

Elly Zwinnen, Merchandise - Marketing Director INNO



INNO optimises its new store concept with each remodel. After shoppers indicated that they find the previously refurbished department stores easier to navigate and that they like the sitting areas, INNO has gone even further in its Woluwe store, creating an even more modern and luxurious look and feel and greater comfort.

Digital wayfinding

Shoppers will appreciate the cosy sitting areas as well as the digital screens throughout the store. These facilitate in-store navigation, guiding shoppers as they make their way through the department store.

- Touchscreens near the escalators and lifts point customers in the right direction
- Screens above the pathways and near the central tills inform customers about exciting promotions
- Inspiring videos in the display windows project the in-store ambience to passers-by
- INNO's luxury brands also use screens to communicate with customers

Shoppers now move seamlessly between departments, assisted by screens which serve as their digital guides.



New store layout, new brands

The remodel creates more warmth and emotion, making shoppers feel more welcome. Each department has its own ambience and character, with seating and plants, among others. An inspiring environment, INNO appeals to all the senses. Besides the refurbishment, the department store's layout has also undergone a major makeover. Some departments have expanded significantly while others moved to a different floor.

The lingerie department is now on the first floor, alongside women's fashion, so that women can find everything they need on a single floor. The men's shirt department moved to the second floor - alongside all men's fashion brands - creating additional space for the beauty department on the ground floor. Also on the ground floor are the jewellery, shoe, and bag departments.

More than 40 new brands strengthen INNO Woluwe's premium appeal, including Hugo Boss in the women's department and Hackett and Calvin Klein Jeans in the men's department. The jewellery department has become even more dazzling thanks to such brands as Diamanti per Tutti and My Jewellery. The bag department, finally, has made the shift to a more high-end positioning, with Pinko, Coccinelle, Kurt Geiger and Cabaña, among others.





Beauty, the department store's flagship

The beauty department adds another layer of glamour and refinement to the department store's premium appeal. INNO's beauty and perfume department is clearly aiming for the luxury segment, with superb corners by high-end beauty brands.

This department has also been significantly expanded in Woluwe, with KIKO also opening its first shop-in-shop experience in a department store, in a world first.

About INNO

INNO is the only department store in Belgium to carry a wide range of premium and mainstream brands. The chain has been an integral part of the retail landscape of all major Belgian cities for almost 127 years, making it an ally of Belgians in their daily lives for many generations. A leading Belgian brand, INNO is known for having a loyal, continuously growing customer base. Since the spring of 2021, INNO has also carved out a niche for itself on the Belgian online retail market with inno.be. INNO offers Belgian customers an omnichannel shopping experience, with online and offline convenience complementing and enhancing each other.

www.inno.be

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