

APPAREL AND ACCESSORIES

Store Tours extends insider knowledge of fashion week to consumers

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Store Tours offers fashion week fans a tour in Soho and other New York neighborhood. Image credit: TourStores

By STAFF REPORTS

As fashion weeks become more experiential and inclusive to fans instead of just industry insiders, a new experience is offering a behind-the-scenes look at retailers and brands this September.

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During New York Fashion Week, Fashion Week Store Tours will provide an informative and all-inclusive look into various important locations for fans. Guests can tour various areas of New York with a guiding expert to get an idea of brands' innovations.

Touring fashion

From Sept. 5 to 9, fashion fans can tour major fashion areas in New York such as the Time Warner Center, SoHo, Madison Avenue and the new Oculus shopping mall.

Participants will meet at a designated spot, where their tour guide will meet them and bring them to five important stores and shops within the area.

At these locations, a representative from the brand or a retail expert will present in-store features, design, merchandise, technology and enhanced customer service offerings.



Oculus shopping center in the Westfield World Trade Center. Image credit: Store Tours

The tours each last for two hours, running at 11 a.m., 1 p.m., 3 p.m. and 5 p.m., and are priced at \$150 each. Guests can register online and will be sent an email with a meeting point two weeks prior to the tour.

In addition to the neighborhood tours, Fashion Week Store Tours offers a sustainability tour that focuses on stores that value eco-friendly practices for \$250 per person, as well as private tours.

In the current retail environment, stores are being elevated above the transactional to deliver experiences to consumers.

As marketers look to adapt to changes and shoppers' heightened expectations, Store Tours aims to provide an active learning environment for them to discover and study some of the effective innovators. Launched concurrently with the National Retail Federation's Retail's Big Show, Consumers in Motion's Retail Store Tours took small groups on curated tours of New York shops, allowing them to gain a firsthand perspective on best practices ([see story](#)).

Luxury Daily readers receive a 25 percent discount by entering the code LXDFWST when they check out at [FashionWeekStoreTours.com](https://www.FashionWeekStoreTours.com)

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