

RETAIL

Fred Segal digitizes West Hollywood store for pop-up

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Mastercard is teaming up with 29 Rooms. Image credit: 29Rooms

By STAFF REPORTS

U.S. retailer Fred Segal is bridging online and offline shopping with the launch of an experiential pop-up in partnership with Refinery29, Mastercard and Next Retail Concepts.

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At the media brand's 29Rooms installation in Los Angeles, Fred Segal will be showcasing an edit of gifts only available online. This is the first initiative to leverage Mastercard and Next Retail Concepts' new alliance, which aims to make online shopping more immersive.

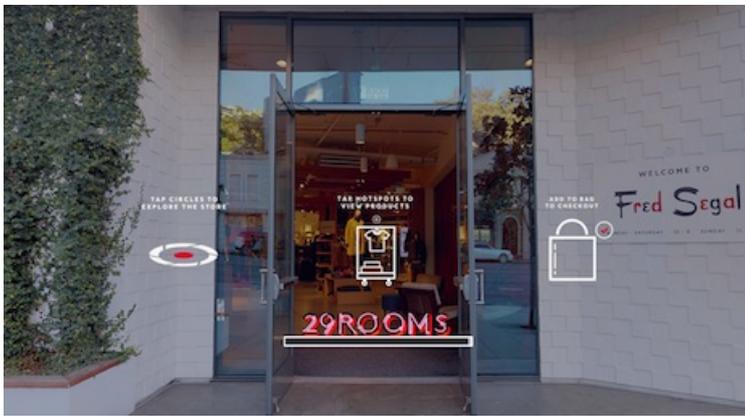
Online meets offline

Together, Mastercard and Next Retail Concepts have developed a solution that allows an ecommerce shopper to browse as if they are in a physical store. This three-dimensional environment includes digital content provided by the retailer.

When a consumer is ready to check out, the transaction occurs in the same space.

"At Mastercard, we're using our products and services to create solutions for retailers that allow them to meet the ever-growing expectations for a frictionless, customized experience, across any channel or connected device," said Sherri Haymond, executive vice president, digital partnerships, at Mastercard, in a statement. "Together with partners like Next Retail Concepts, we are evolving ecommerce to bring the physical store to life in an immersive, digital environment, all while enabling exclusive offers and seamless payment."

Using this technology, Fred Segal is bringing a virtual version of its own store to 29Rooms at The Reef, up from Dec. 5 to 9.



Screenshot of Fred Segal's digital experience for 29 Rooms

"Fred Segal has always been at the forefront of experiential retail," said John Frierson, president of Fred Segal, in a statement. "From our inception, our curated offerings made the store a must-shop destination in Los Angeles.

"Having an online presence is of course is an essential part of business, however at Fred Segal we rarely do things the traditional way," he said. "We're thrilled to be the first major retailer to create a truly experiential online shopping destination."

Mastercard is the official payment and technology partner of 29Rooms, offering cardholders exclusive perks and offers. Included among these is a one-time \$30 loyalty reward towards their statement when consumers spend \$200 at Fred Segal's pop-up with their Mastercard.

Fred Segal is a fairly recent adopter of online retail, having launched its first ecommerce and content-driven Web site in 2015.

The retailer worked with digital agency Big Spaceship to develop its first foray into selling its wares in the online space. As the lines between in-store and online shopping continue to blur it is essential for retailers to operate ecommerce platforms to offer consumers an outlet to shop when outside the radius of a bricks-and-mortar location ([see story](#)).