

Ikea Pop-Up Gift Store in Utrecht

Ikea has recently opened in the newly redeveloped Hoog Catharijn shopping centre in Utrecht, The Netherlands, a gift pop-up store for Christmas.





The 80-square-meter pop-up store features a selection of Christmas and decor items that target young urban shoppers in need for fancy yet affordable gifts.





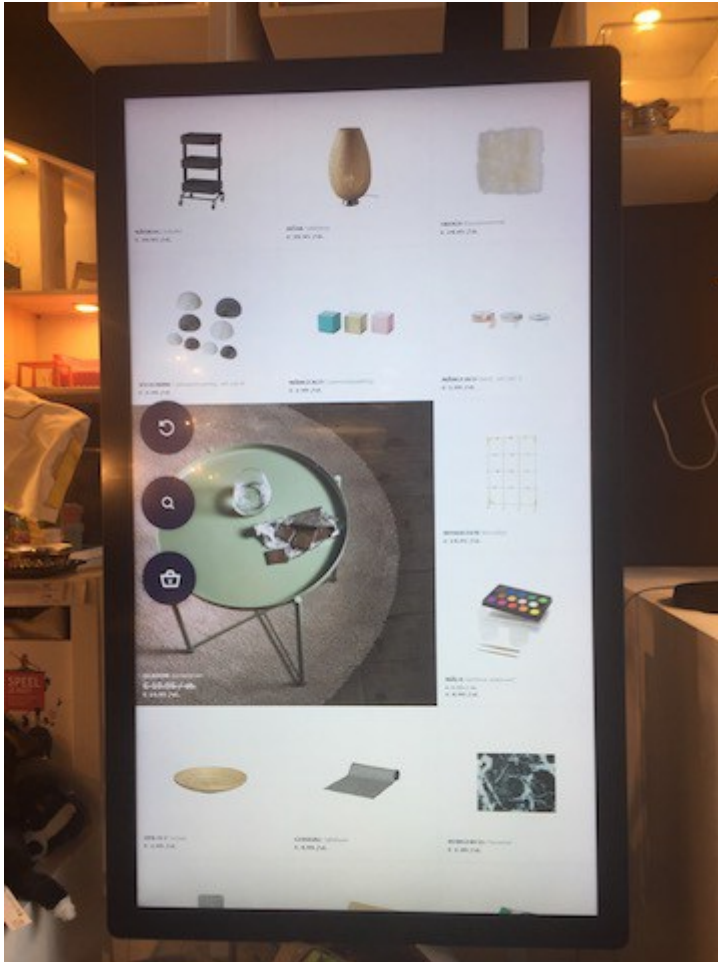
To engage its visitors, Ikea has also installed a video booth where customers are invited to upload personal video messages to their friends and family.



Once the video is recorded, Ikea prints a QR code sticker to put on the gift wrap. The people who receive the gift will just have to scan the message with their mobile phone to watch the video. Additionally, the store showcase the most inspiring videos inside the store to entice visitors to try the service.



Furthermore, Ikea gift pop-up store allows visitors to browse the Ikea website through a large display to have a complete access of the brand's wide product range.



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