

SPORTCHECK Flagship Store in Vancouver

Calgary-based Canadian leading sport retailer [SPORTCHECK](#), part of sport-diversified [Canadian Tire Group](#), has recently opened its latest flagship store in Vancouver. Several more flagship stores like this one are likely to open in the future, Sportcheck CEO said.

Let's head for a guided tour.

- The three-level, 54,000 square foot store features a series of both merchandising and digital innovations that are clearly poised to make a difference on the local sport apparel market. First of all, the store design is stunning. Some spectacular art pieces are also displayed. When it comes to encourage people to shop physical instead of online, Sportcheck knows what it takes.





- International sport brands are beautifully showcased in shop-in-shop environments. Ready to go running ?





- The store doesn't mess with locally worshipped Ice Hockey either.





- A kid zone has also been created with a specific merchandising. Kids are tomorrow's customers. The least we can say is that SportCheck is treating them well.



- A service shop encased in glass walls provides a 'theatre' for technicians to service all sorts of equipment such as bicycles.



- Digital screens are also scattered everywhere in this store. There are motion-activated wall screens that provide customer information, interactive touch-screen video walls, and a radio-frequency identification (RFID) enabled footwear screen wall that provides a detailed shoe description and benefits when a shopper places a shoe next to the screen. There is even a virtual golf department that identifies a golfer's skills and abilities and a Medical Motion Gait Analysis machine that analyzes an individual's biomechanics to pair them with the appropriate running footwear.





- Check out the video below to visit the store.

To wrap it up, Sportcheck flagship makes it clear that technology and retail design can be brought together to deliver a truly immersive customer experience.

I cannot help myself imagining the Sportcheck store concept implemented in France, where functional and discount Decathlon brand is still overwhelmingly dominating the sport apparel domestic market. French challenger Go Sport, which is supposed to share the same positioning as Sportchek (providing a wide range of international aspirational brands instead of private labels), should definitely be inspired by this flagship store, in order to roll out the real “game changer” retail concept that the brand is desperately looking for.

By the way, you can still read the articles I wrote about my “embedded experiences” regarding Decathlon ([here](#)) and Go Sport ([here](#)) latest store openings in Paris.

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