

SHIBUYA

EVOLVING THE UGG STORE
EXPERIENCE FOR THE FUTURE



INTRODUCING THE NEW UGG AUSTRALIA STORE

SHIBUYA, TOKYO

SHOPPING THAT FEELS LIKE NOTHING ELSE

Deckers DTC is evolving its store design through the strategic use of technology and product presentation to elevate the brand experience and enhance customer service and engagement.

Shibuya represents an initial phase in this transformation, with a focus on a few key areas...

- **Bold, external visual statements**
- **24/7 customer-directed shopping**
- **Elevated service driven by technology**
- **Enhanced storytelling**



CREATE A BOLD EXTERNAL BRAND STATEMENT





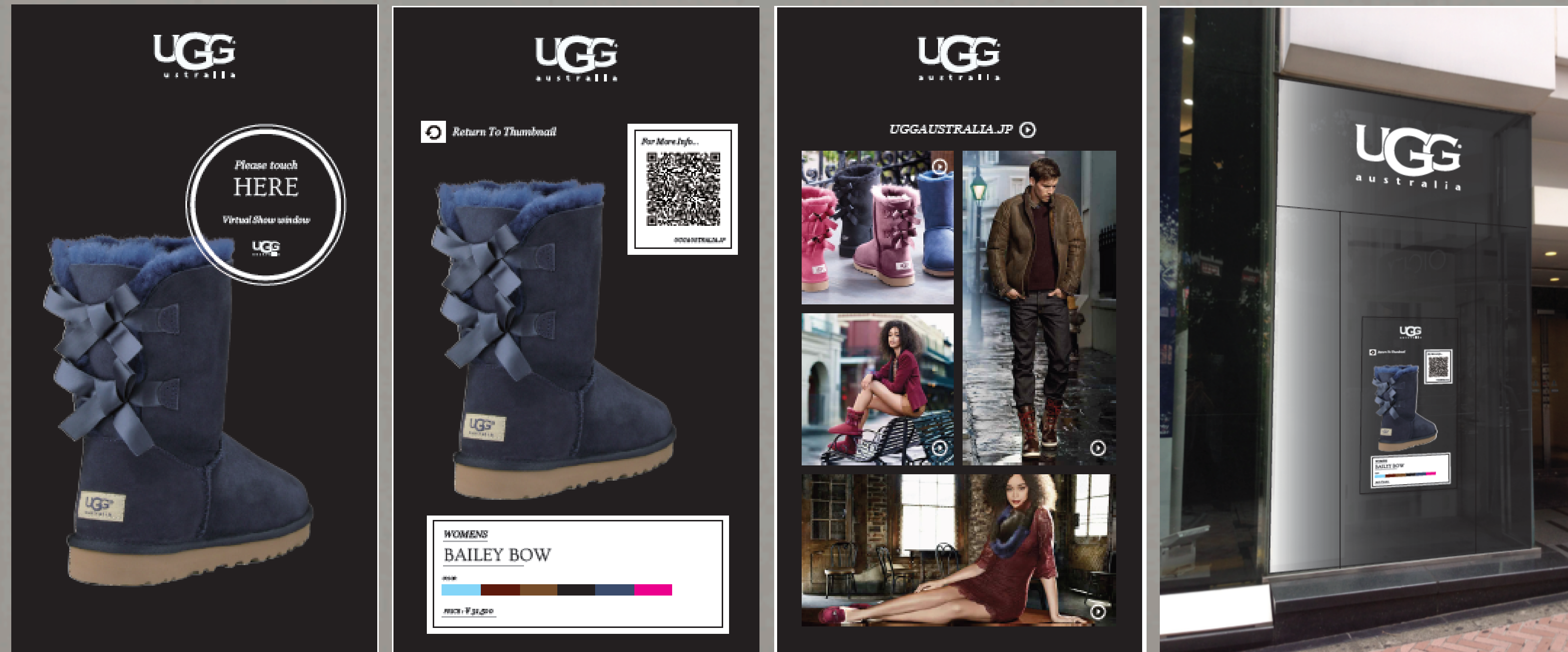
- **Facade and brand signage are LED lit to capture attention**
- **Large screen monitor tells dynamic seasonal stories**
- **Digital signage allows for targeted messaging and visual flexibility in addition to dramatic storytelling**

SHOP
YOUR
WAY

24/7

TAKE WINDOW SHOPPING TO A NEW LEVEL

- Our digital interactive window display with mirror film touch sensor is one of the first of its kind in a Japan retail store
- Key products have coordinated QR codes that can be scanned and purchased online at any time
- Store is literally open 24 hours a day



Digital Interactive Window Shopping

ELEVATE SERVICE & EXPERIENCE THROUGH TECHNOLOGY

- Virtual Mirror is another first for our retail brand in Japan
- Inspires customers to “try on” our UGG footwear and coordinate with several apparel options
- Promotes user generated content and social sharing in addition to product exposure



While a store builds excitement, the use of technology drives interaction and engagement. This, combined with authentic, personalized service, builds relationships and customers for life.

We intend to deliver on both.



ENHANCE STORYTELLING

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As an iconic global brand, UGG has earned the opportunity to create more powerful brand statement stores around the globe.



ENHANCE STORYTELLING

Shibuya is an example of what this brand has evolved to, and where we see opportunities for brand expansion and bold statements.



UGG Virtual Fitting Mirror

UGG
AUSTRALIA
Virtual Fitting
Welcome to the store
BEAUTY'S YOUTH

**THINK BEYOND
THE STORE
DTC 360°**

DTC360° represents the three hundred sixty degree view we, the Direct to Consumer team, take when seeking the best solutions to create elevated experiences in store and online.

It also supports the strategy that our customers can engage and shop with us anywhere, any time.

This is our version of "omnichannel".

Utilizing concepts like Infinite UGG, virtual product presentations, elevated service and more powerful statements in a smaller footprint, we strive to deliver an exceptional brand experience in a format that will deliver sustainable profit.



**Infinite UGG
endless aisle
technology**

Shibuya is a statement of our commitment to evolve our brand and experience, and is an example of how we value innovation and service as we build the DTC business for the long term.

