



SHOWFIELDS

NEW YORK, USA

<http://www.showfields.com>

THE MOST INTERESTING STORE IN THE WORLD... At least that's what Showfields founder and CEO Tal Nathanel is confident he is creating.

In a world where many retailers are closing physical space, this plucky entrepreneur has gutted an iconic building in New York's trendy NoHo area and is creating a new four story brick-and-mortar retail concept intended to bringing digitally native and direct to consumer brands to a physical life. Its proposition for brands centres on configuring their space online via a six-step process, which will then be fitted out and staffed by Showfields. It costs a flat fee per month (no turnover related element to it.). All the tech comes as standard – including mobile POS, data sensors and visitor analytics.

It's currently in its "soft launch" stage. Just one of its four floors are open but that has not stopped a number of digital brands opening their space already including "Quip" electronic toothbrushes which started life as a Kickstarter project. Their space at Showfields actively encourages you to try out the brushes for yourself. Difficult to do that on a web site.

Or "Gravity Blanket" the weighted blanket for sleep, stress and anxiety. Which I have to say I had heard a

lot about but never really understood or seen the value in until Tal persuaded me to try it out for myself at Showfields. It really was good and worth the premium!

Quod Erat Demonstrandum (QED).

Sometimes you really do need that physical experience... And that is what Tal is banking on.

As he took me on a behind the scenes tour of the yet to be opened floors Showfields strengths become more apparent. Its official opening will serendipitously be on the same day that Gordon Selfridge opened his Iconic Selfridges department store in London's Oxford Street, back in 1909. That redefined retailing in Europe. And Tal's betting on doing the same around the globe. And serendipity is what underpins the customer promise. He discusses this with me and other topics in this video interview you can see here. <http://bit.ly/2TbglGx>

Go see Showfields for yourself. It's on corner of Bond and Lafayette Streets in NoHo, New York.

**The world's most interesting store...
It could well be...It deserves to be
successful.**

David Roth
CEO, The Store WPP, EMEA & Asia
Chairman BrandZ and BAV Group
David.Roth@wpp.com
Twitter: davidrothlondon
Blog: www.davidroth.com

The most
interesting store
in the world...

SHOWFIELDS
11 BOND ST

SHOWFIELDS
11 BOND ST



SHOWFIELDS

EXIT

SSH... MORE TO COME...



step inside

It's humbling to build
question everything -
SHOWFIELDS, we're
more of brick and m
connect us. We look a
and Selfridges as mo
create space for discov

We realize that being
idea, but as we look
will host in our space
forward. So without f
we hope you'll join

The



qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

qip

All sales are final.
No refunds or exchanges.

Brush black, give back.

Brush black, give back.

Just for you to
prepare to drink.

Just for you to
prepare to drink.

IT'S·BY·U

At It's By U we believe that flowers = happiness. We send you treasure boxes packed with fresh blooms, containers, instructions, and tools... everything you need to help you discover your inner florist – and put a smile on your beautiful face. We source from eco-friendly, employee-empowering farms in the US, Mexico, and Ecuador, and deliver everything straight from the fields to you. You learn floral arranging basics, support good farming practices, get acquainted with flowers' personalities, and relax in their sweet company too.


We are It's By U, the do-it-yourself flower company.
Learn more at itsbyu.com. #itsbyu

FOUNDED
2016

FOUNDERS
CAROLINE STRZALKA
CHRISTINE STRZALKA

FLOWERFIELDS RECOMMENDS





My name is
Tillandsia, but you
can call me *Tilly*
I'm pretty
low-maintenance
but I do love a good
soak in the bath
every so often.



Dahlia here! I had
a humble start...
most flowers
came from bulbs
but I came from
a tuber (basically,
a potato)!



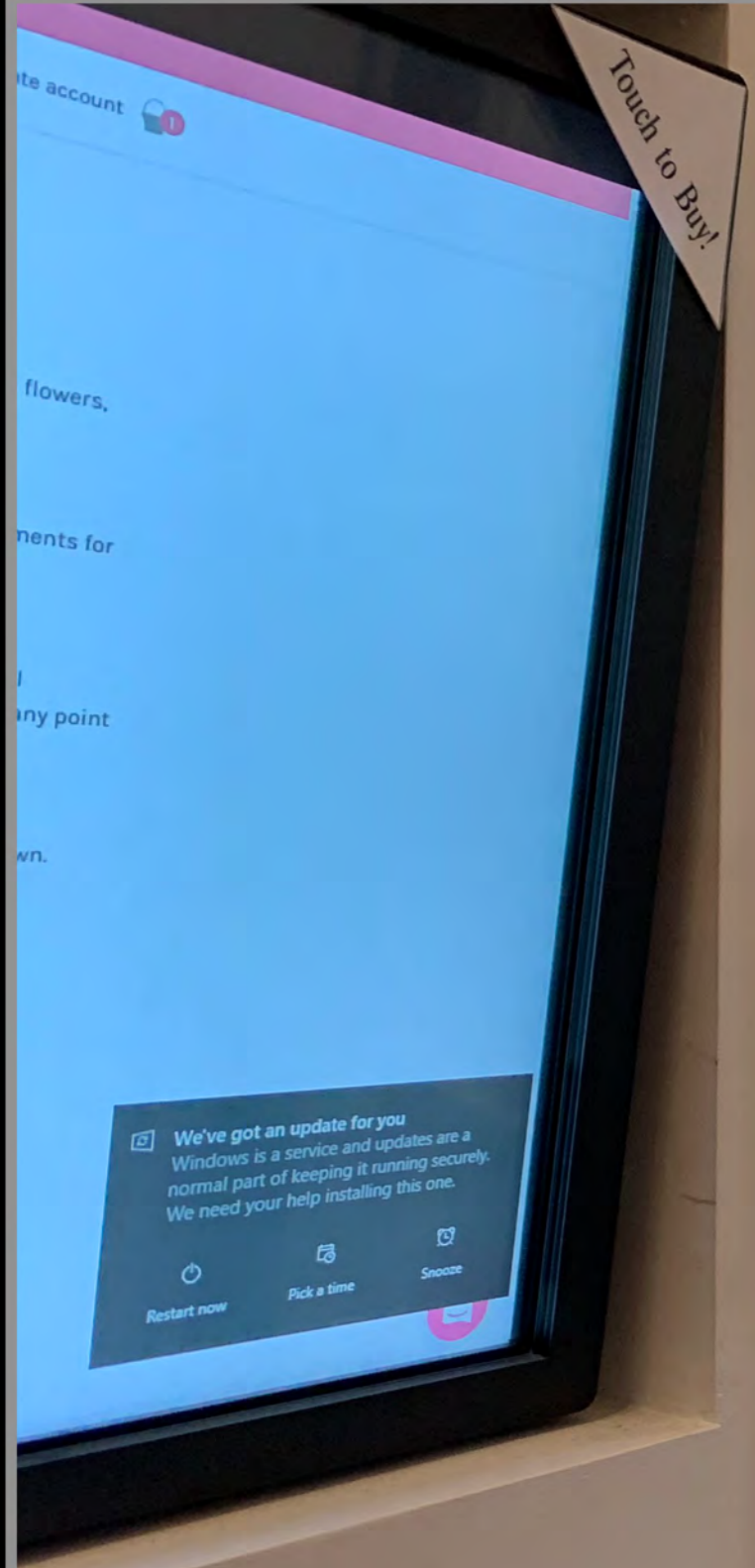


Botanical therapy kits @itsbyu

- Include vases, tools, instructions
- Plants / flowers direct from farms
- One-time or subscription
- Ship across the U.S.

IT'S BY U

Touch to Buy!



COMING SOON!
IT'S BY U flower
arranging classes
@ SHOWFIELDS
details at:
itsbyu.com
@itsbyu



Hello and Welcome to S...

We are the most interesting store in the
step inside 11 Bond Street and ja

It's hard to build something from the
ground everything - including whether it
SHOWFIELDS, we're filled with optimistic
mass of brick and mortar and trust in it
comes in. We look at icons like The Work
and Selfridges as models for what's possible
create space for discovery - so that's our aim

We realize that being "the most interesting st
idea, but so we look at the brands, artists
will host in our space, we see the power of
forward. So without further ado, here we go
we hope you'll join us, meet us, and

The SHOWFIELDS

er new flower varieties.
your own flower arrangements.
onize your heart and home.

FREE
with any ROSE
subscription sign
up today here
or at itsbyu.com

Botanical
therapy
kits @itsbyu

- Include vases, tools,
instructions
- Plants/Flowers direct
from farms
- One-time or subscription
- Ship across the U.S.



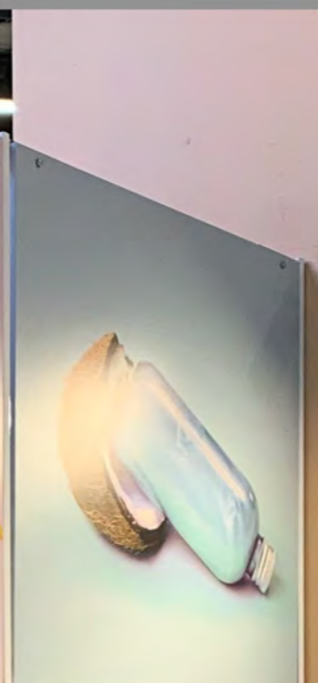
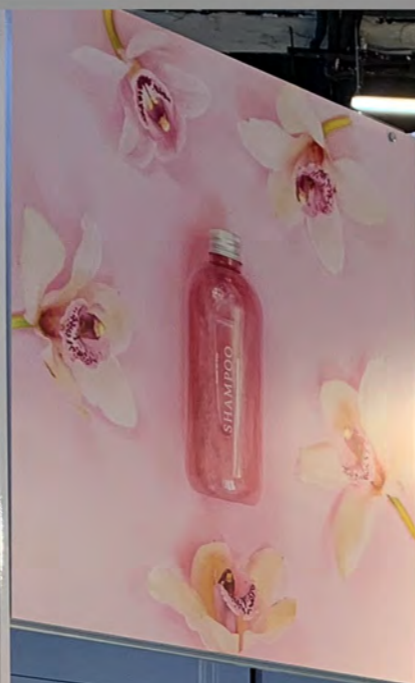
IT'S·BY·U











function — of be
haircare personalized

function — of
a Shou...

TAKE THE

welcome to the
1 revolution.

An interactive wall panel with a screen, decorative elements, and text. The screen displays a list of steps: 1. Tell us what you want, 2. Choose your hair type, 3. Personalize your routine. Below the screen are two small glass terrariums and a circular logo.

A display of hair care products in teal packaging. The products are arranged on shelves, including boxes, bottles, and jars. The background is a perforated metal mesh.

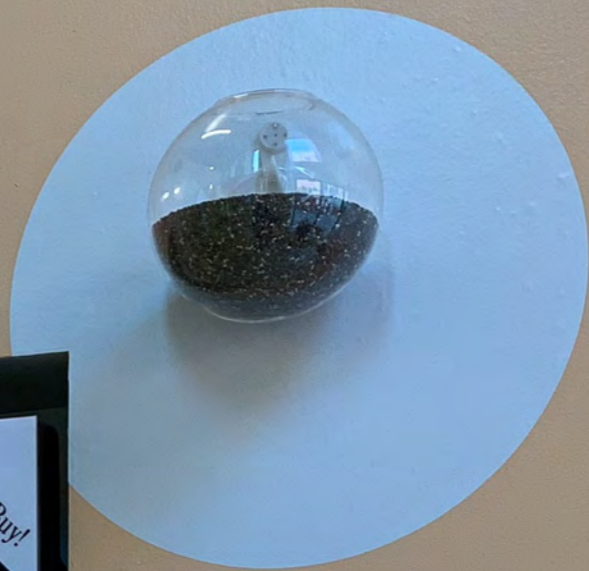


An entrance area with a white wall and a sign. The sign reads "function — of be" and "haircare personalized". There is a small sign on the wall to the right.



Rosemary Leaf Extract
 known for its anti-inflammatory properties, rosemary helps stimulate blood circulation in the scalp to promote healthy hair growth and prevent an overproduction of oil, which can lead to scalp buildup and a decrease in overall volume.

Chia Seed Extract
 this healthy superfood is chock-full of proteins and amino acids, which work together to nourish the hair for added smoothness and manageability, making it an ideal ingredient for those with curly or unruly hair.



Vitamin E
 vitamin e's antioxidant properties work to stimulate blood circulation in the scalp, which can not only help increase hair growth but also balance out scalp oil production.

create your unique formula with our hair quiz

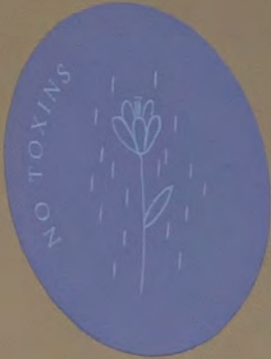
1. tell us your hair type
2. choose your hair goals
3. personalize scent and color

TAKE THE HAIR QUIZ NOW

PHILIPS

Touch to Buy!

Aloe Vera
 this cactus like plant contains polysaccharides that help attract and lock in moisture for increased hydration.



Avocado Oil

Avocado Oil

bursting with omega fatty acids, avocados deeply condition the hair, helping to repair damage while also taming frizz for smoother, healthier-looking strands.





W
O
R
L
D



GET CONNECTED

Bluetooth-enabled LCD monitor streams your data directly into the CITYROW GO app



AT YOUR FINGERTIPS

Removable bracket keeps your smartphone or tablet visible and handy while rowing



STAND & STORE

Slim design and wheels allow you to easily move and store your rower upright









“ Getting dirty
has never felt
so good. ”

WFIELDS

"Hey, babe.
shall we go back to you?"





I ♡ NY

You'll be naked in a New York Minute.

I ♡ NY

HOWFIELD'S



Guess what?
You'll be naked
in one minute.

ORIGINAL COFFEE BERRY
A delicious for smooth, glowing skin.
\$19.95 - 100g

frank body

Whipped
for your
conscience

Imagine a world
where you shower
yourself in
chocolate.

CACAO COFFEE BERRY
Excellent for smooth, glowing skin.
\$19.95 - 100g

frank body

frank body

\$19.95

Glowing
skin is
in this bag.

frank body

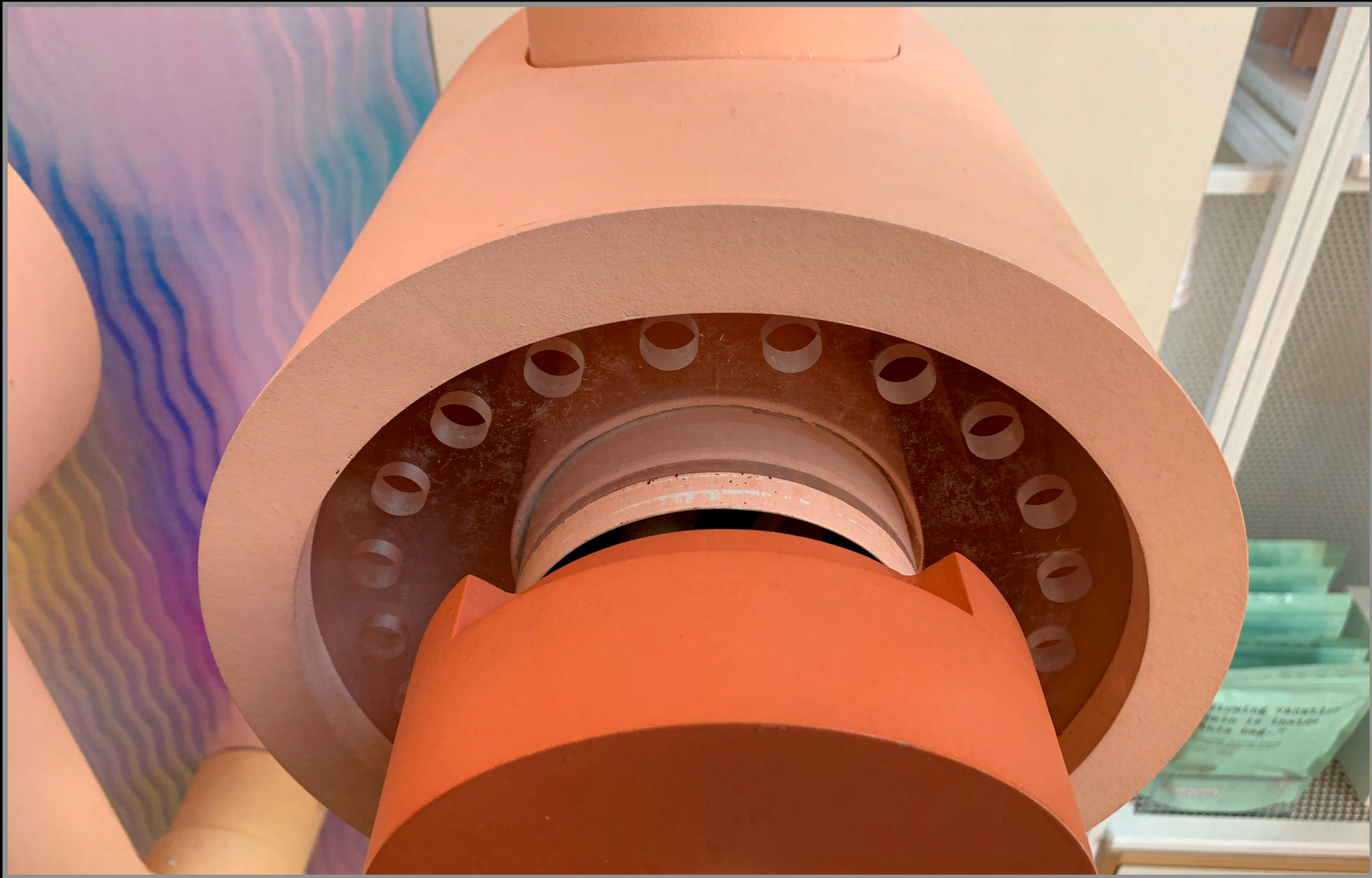
Party in your
birthday suit.

BIRTHDAY BERRY
A delicious for smooth, glowing skin.
\$19.95 - 100g

The best
workouts happen
in the shower.
Wink.







"Hey, babe.
Shall we go back to yo



Better choices make better mattresses.



MADE FROM THE BELIEF IN BETTER
BOLL & BRANCH
The First Organic, Fair Trade Certified™
Bedding Company



DOWN ALTERNATIVE
Soft





FEEL THE DIFFERENCE
- of -
organic cotton

THE
BOLL & BRANCH
DIFFERENCE

UNMATCHED

JAM



Better
choices make
better
mattresses.



MADE FROM THE BELIEF IN BETTER

BOLL & BRANCH

The First Organic, Fair Trade Certified™
Bedding Company








GOOD NIGHT SLEEP

Do you make a good night's sleep a priority?
Boll & Branch believes you should, which is why
we created The Boll & Branch Mattress.

tiredness
PEAKS AT 
2PM & 2AM

LESS SLEEP
= *bigger*
appetite

· A SUPPORTIVE ·

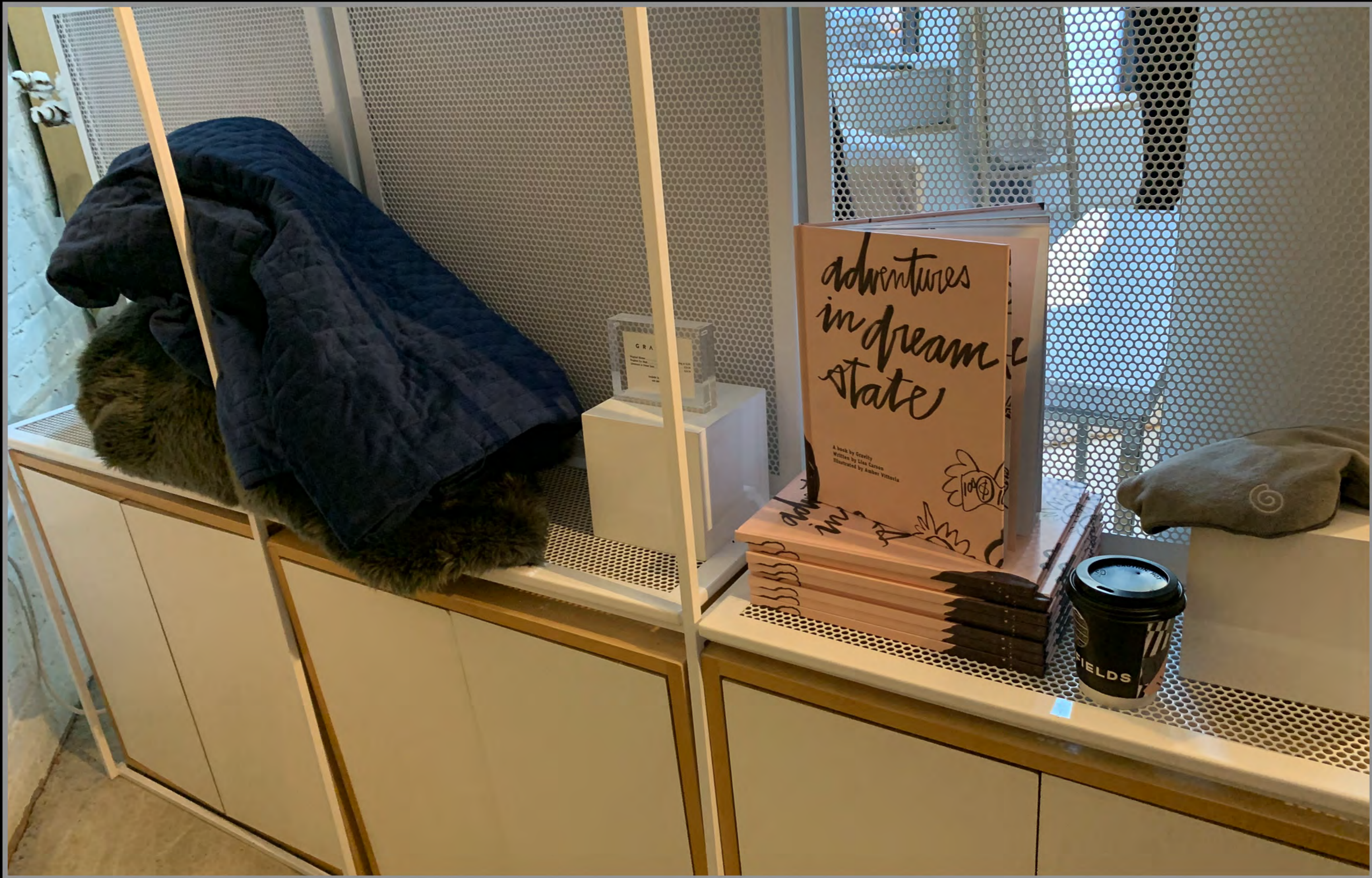
MATTRESS

is essential for your health

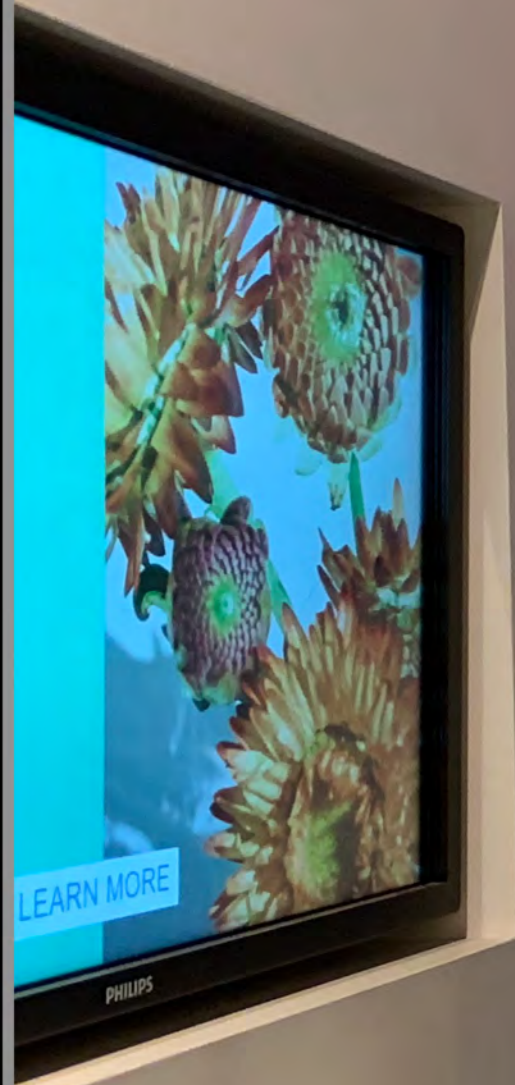
1/3 of our lives
are spent
SLEEPING
MAKE IT COUNT!



Circadian
rhythm
IS YOUR NATURAL
ALARM CLOCK







NuriaTM

Nuria offers skincare that makes you look, feel, and be bright.

You'll look bright because your skin will be healthier and more radiant. Nuria has curated and infused beauty wisdom from around the world into products designed to make your skin glow.

You'll feel bright knowing Nuria products are clean, effective, nature-inspired, vegan, cruelty-free, and satisfaction-guaranteed.

You'll be bright because your purchase helps more than your skin. Nuria donates a portion of all sales to girls' education so, together, we brighten the future of girls globally.

Nuria.

Look. Feel. Be. Bright.

N5 & SUNNY

A BRAND CREATED FOR YOUR HOME AND YOU.

