

Boots to showcase its beauty clout with launch of dedicated store

What is it?

Boots will open its first beauty-only store at the transformed Battersea Power Station later this year. Showcasing over 250 beauty brands, the 11,200 sq ft space will incorporate a beauty studio for consumers to try out new products and trends, as well as demos and tutorials, while expert skincare advice will also be on hand. Newly showcased brands will be added to Boots.com and the store will facilitate virtual, expert consultations.

Why does it matter?

Boots is ramping up its beauty offer as it competes with disruptor brands, just as global beauty brand Sephora makes moves to steal a march on its rivals. The store also further blends Boots' on- and offline operations.

Strategic implications:

Traditional retailers are evolving through new store concepts, while also leaning into their specialism.

STEPIC driverswinning strategies:

Lean in or branch out

Elevated store concepts and hybrid space



Boots

"Boots continues to invest in providing a market-leading beauty shopping experience and this new beauty-only concept not only allows customers to be the very first to try new brands and products but also provides a platform to launch new services that we know our customers will love"

Boots beauty director Paul Niezawitowski

