



A decorative graphic consisting of a grid of red and white squares, arranged in a pattern that resembles a staircase or a series of steps. The squares are of varying sizes and are arranged in a way that creates a sense of depth and movement.

Cultural Feel: Anthropologie's holiday execution was **girly pop, but grown**. The windows immediately set the tone: bold, colorful, and unapologetically decorative. Art deco influences showed up through metallics, pastels, and neon accents, while Christmas ornaments appeared everywhere: playful without tipping into kitsch. Inside, the store delivered an immersive but controlled holiday experience. It was festive without being loud, nostalgic without being literal. Anthropologie invited every guest to linger during retail's most magical time of year.

High Volume Pure Showroom



Field Notes

• ♦ ♦ Holiday Edition ♦ ♦ ♦ ♦ ♦

ANTHROPOLOGIE

AESTHETICS

- Upstairs: pop art, glam, color-forward
- Downstairs: cozy, nostalgic, Little Women Christmas energy
- Materials felt handcrafted and artisanal, such as the highly ornate iron rails leading customers to the bottom floor
- No screens, no animatronics, no gimmicks
- Everything looked touched by human hands
- Downstairs leaned heavily into softness, textures, warmth, and comfort, creating a tonal contrast that worked emotionally, if not spatially

EXPERIENTIAL 'WOWs'

Window Displays: Handcrafted, high-effort, and unapologetically decorative. They felt artisanal rather than technical, a refreshing counterpoint to hyper-digital holiday displays elsewhere.

Exclusives Strategy: Downstairs featured Rockefeller Center-specific exclusives, including home décor and plateware touting New York Ballet and Nutcracker collaborations. This was subtle, place-based storytelling done right.

Embedded Checkout Curation: Rather than a forced impulse gauntlet, Anthropologie framed checkout as a final aesthetic moment, softening the transactional close.





EXPERIENTIAL NOTABLES

STORYTELLING

Anthropologie doesn't tell stories through narrative, it tells them through **object accumulation**. Each section felt like a chapter in someone's well-lived life. The brand trusts customers to connect the dots, and customers of all ages, including Boomers, were doing it with gusto.

MERCHANDISE ASSORTMENT

- Strong balance of fashion, home, and gifting
- Emphasis on exclusivity and seasonality
- Cozy dominated downstairs, while glam led upstairs
- Products felt collectible and cared for, not disposable

HUMAN INTERACTION

- Minimal engagement from associates
- No hard selling
- Staff presence felt supportive rather than directive
- Associates encouraged customers to enjoy coffee from the Rockefeller Center spots, linger, and get warm—an unusual but telling hospitality cue

TECHNOLOGY ELEMENTS

- Entirely analog, other than the POS at checkout
- Product and craft were the focal points
- Technology absence feels intentional, not outdated



THE SENSES MATRIX

SIGHT

- Layered, eclectic, richly detailed. Visual storytelling through accumulation rather than spectacle.

SOUND

- Low or nearly imperceptible music. The store hummed softly, making it an active but not overwhelming experience.

TOUCH

- Heavy emphasis on texture, where shoppers were free to admire fabrics, glasses, and ceramics.
- Product merchandising and open displays practically begged customers to handle the product.

PALATE

- Subtle signature Anthropologie scent, Volcano, wafted through the store. It was present, but not overwhelming.
- While not offering food, the experience is **colored by its environment**. Customers carried Blank Street Coffee inside from a popup right outside the doors, and associates encouraged it, blurring store boundaries in a way that enhanced comfort.

SIXTH SENSE

- Anthropologie benefited from Rockefeller Center's cultural halo. It didn't need to compete with hot cocoa carts or holiday snacks, it happily borrowed their warmth instead.