

LOCATION: VISIT DATE: FORMAT: COMPETITION: Rockefeller Center, NYC

WEBSITE: SOCIAL:

December, 2025 Retail Flagship Free People, Madewell, Reformation, Sezane, Aritzia, Pottery Barn, Crate & Barrel anthropologie.com @anthropologie

About the Brand: Anthropologie has long positioned itself as a curator of aesthetic lifestyle rather than a trend retailer. Its power lies in emotional merchandising for Gen Z, Millennials, and Gen X. Its ability to make customers feel as though they've stepped into a beautifully layered, well-traveled home make all of its stores true sensory experiences.

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.

### **RATINGS CULTURE Basic Service Brand Immersion** COMMERCE **High Volume Pure Showroom**

### STORE BASICS

#### STORE DESIGN & NAVIGATION

The entrance on 50th and Rockefeller Center was visually strong but was slightly spatially misleading.

Immediately behind the front doors sat a small entryway facing the gift shop, effectively a "store within a store." While charming on its own, this architectural choice compressed perception, making the space feel much smaller than it actually was.

Once customers moved beyond the entryway, the scale revealed itself.

#### **Primary Zones:**

- Holiday Gift Shop: ornaments, trinkets, candles, and select apparel sat in a curated space, although gifting moments extended far beyond the small nook
- Left Side: gifting and décor-forward items
- Right Side: women's apparel (where the store truly opened up)
- Checkout Placement: embedded within apparel, surrounded by curated giftables
- Downstairs: home décor, glassware, pajamas, exclusives

Signage was clear and intentional, with labeled "shops" (dress shop, shoe shop, brand-dedicated sections) guiding movement without feeling overly directive.









#### **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 Centerspecific exclusives, including home decór 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.