

LOCATION: NYC, 5th Ave.
VISIT DATE: Winter 2026
FORMAT: Free-Standing Store/Flagship
ADJACENT STORES: Anthropologie, Aritzia, CAMP, Lululemon, Paper Source
WEBSITE: www.Nespresso.com
SOCIAL: @Nespresso

About the Brand: The 85 Fifth Avenue location is Nespresso's eighth flagship boutique globally, elevating the physical brand promise of making every coffee lover an expert barista. Featuring Nespresso's hallmark coffee systems, pods, and lifestyle items, the store includes everything an avid Nespresso customer could want or need, while creating endless opportunities for new customers to learn about the brand.

Cultural "Feel": Spanning 14,000 square feet, this flagship is a feat of retail creativity and immersive space design. It is the company's largest flagship and features distinct spaces that encourage shoppers to touch, taste, relax, and engage with the brand. This is more than a space to buy coffee pods. It's a clubhouse for people who appreciate coffee as a cultural artifact and form of participation.

RATINGS

CULTURE



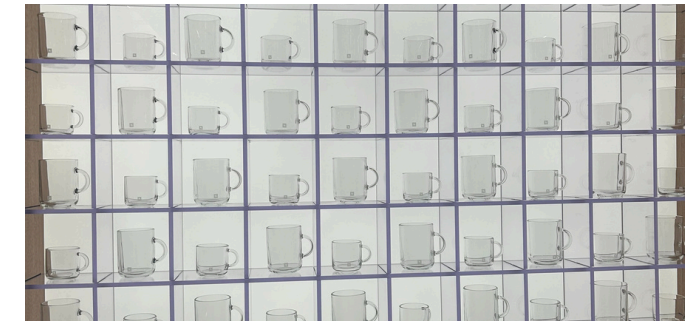
COMMERCE



STORE DETAILS

STORE DESIGN & NAVIGATION

- This particular flagship was unique for its bright and modern yet incredibly warm aesthetic. Minimal navigation was required through the space because the open, airy layout made it easy for customers to roam and linger.
- The top floor focused on product discovery and purchase, with Nespresso machines and different coffee pods sprinkled throughout. However, there were distinct sections for exploration, gift inspiration, and quick-hit purchases.
- The lower level featured the Hidden Cup Coffee Bar, where visitors could enjoy specialty coffee and non-alcoholic drinks. Then they could venture to the Nespresso Lounge, which had cozy areas to sit, listen to vinyl records, and flip through coffee-table books.
- Self-serve Nespresso machines are strategically placed throughout the store, drawing shoppers in to taste-test various coffees along their journey.



AESTHETICS

- Despite having the aesthetics of a luxury boutique, including high ceilings, modern decor, and a very muted color palette, the space was designed to encourage consumers to wander and enjoy.
- Pops of rose in an overall minimalist space added a touch of whimsy and playfulness to the store.
- The Nespresso Lounge was a true joy to experience. It felt like an exclusive listening lounge at the hot new boutique hotel. Everyone moved slowly, despite being located in the heart of Manhattan's Fifth Ave.

EXPERIENTIAL 'WOWs'

- The most notable "WOW" of this space is how thoughtfully it was laid out.
- The front of the store encouraged sensory exploration. To the right, shoppers could spray scent atomizers to smell each coffee blend. To the left, folks could sit and test different made-to-order drinks.
- An "Art of Gifting" section included product customization and gift-wrapping services, all facilitated via a self-guided tablet experience.
- The back of the store displayed Nespresso pods like art, a "choose your own journey" wall that made it easy for time-starved shoppers to quickly get their favorite brew and go.
- A dynamic artistic entry moment was reminiscent of the Grand Central Station arrivals area, pushing creative artwork and welcome messages to folks as they entered.
- The lounge entrance featured a gorgeous gallery hall of photography, coffee, and city moments that inspire the brand.



EXPERIENTIAL NOTABLES

Storytelling

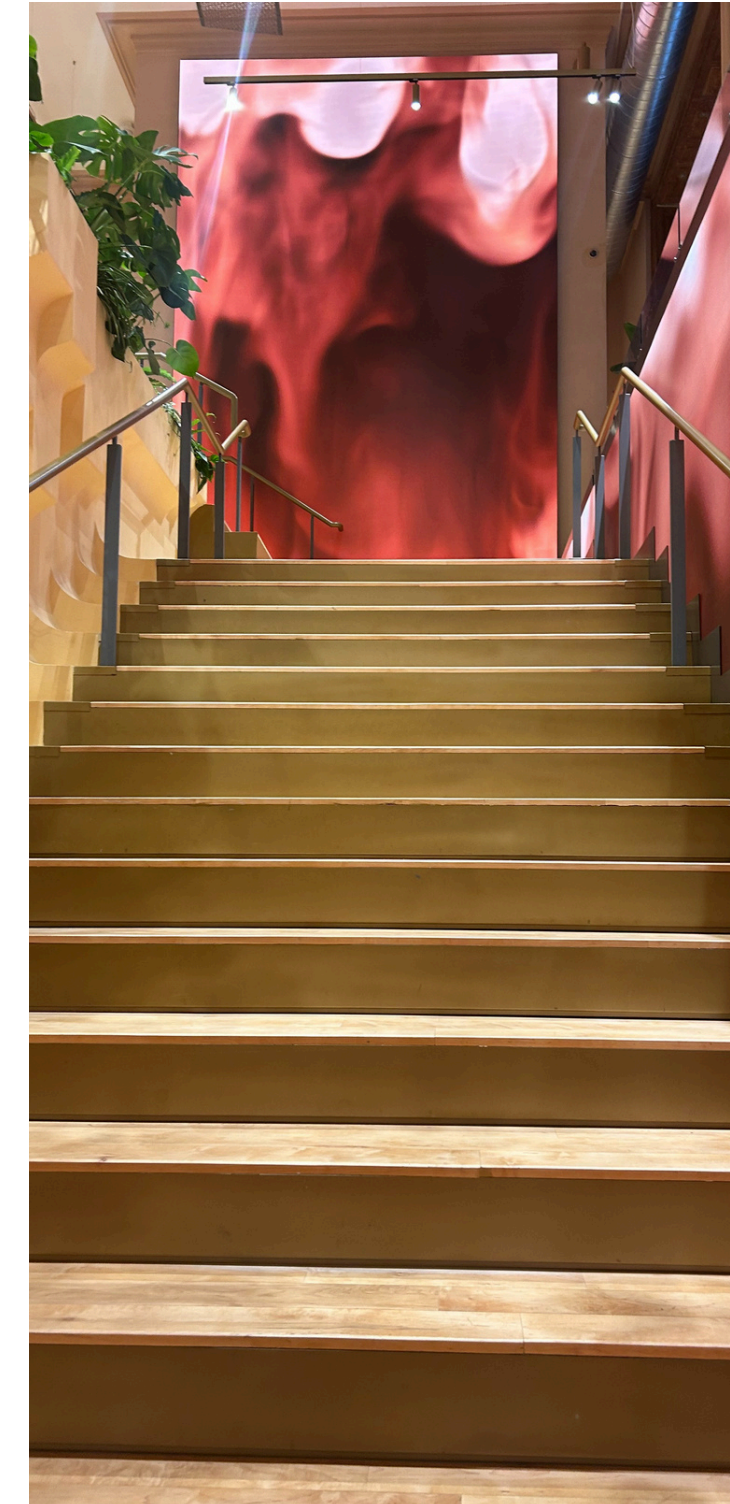
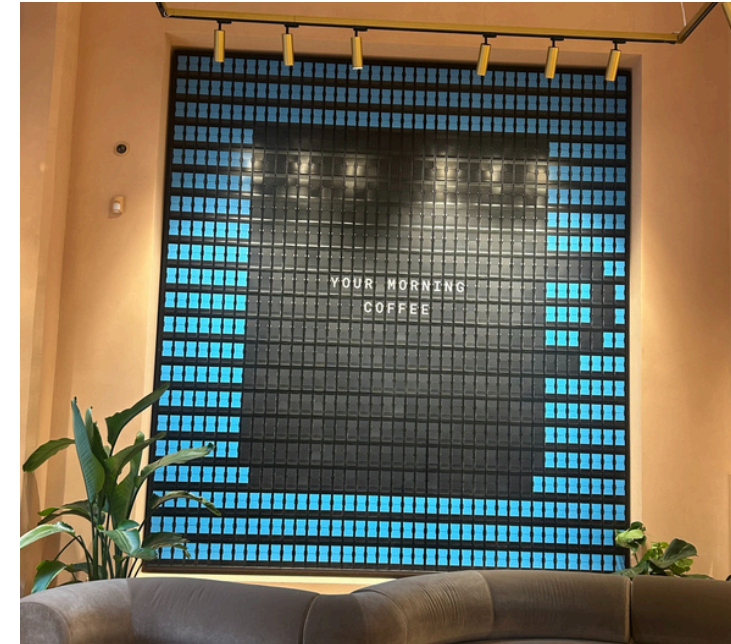
- Nespresso clearly wanted this flagship to be a cultural touchstone, and they succeeded in its design and execution.
- Products led the storytelling, with different moments to activate the senses and encourage interactivity.
- Signage and branded content were minimal, aside from sleek signs highlighting the store's sections and merchandise assortments.

Human Interaction

- Sales associates were stewards of the Nespresso brand and coffee culture as a whole. They were all visibly happy to be there and excited to show shoppers different products and areas of the store.
- Associates were incredibly thoughtful about customer engagement. When they asked whether anyone needed support or had any questions, they quickly read cues and acted accordingly.
- All employees were extremely knowledgeable about Nespresso machines, coffee, and all aspects of the store experience.

Technology

- POS terminals were sprinkled throughout the top floor, but the technology was incredibly sleek and practically hidden by furniture and fixtures.
- The back of the store had self-checkout terminals, so customers could easily pay for their pods and go.
- Associates dressed in rose jumpsuits walked around the store, toting tablets, making it easy to serve customers anywhere, anytime.



THE SENSES MATRIX

SIGHT

- The store design combined elements of femininity and masculinity, with rose-colored accents complemented by wood and iron furniture.
- The lighting was warm and the store layout was open and easy to navigate, encouraging discovery across the senses.

SOUND

- Subtle music, except for the lounge area, which was playing soul music on vinyl.

TOUCH

- Coffee machines, pods, and accessories were out in the open to touch and feel.
- The downstairs lounge encouraged relaxation. Furniture was comfortable and made visitors feel at home, not like they were being pushed out.

PALATE

- The smelling station allowed shoppers to squeeze scent atomizers and smell different coffee blends.
- The Hidden Cup Coffee Bar offered a variety of specialty drinks.
- As customers ventured through the store, they could test blends from different machines.

SIXTH SENSE

- Technology was minimal and invisible, except for a gift customization station and a self-checkout experience. (And, of course, the Nespresso machines themselves.)

FIELD TEST

Ask these questions to benchmark key learnings against your branded environments.

1 What is the aesthetic impact of your products?
Can you present them as art?

2 How can you activate the senses, especially sound, taste, and smell, to inspire product discovery and validation?

3 Are there community and hospitality elements that can add depth and emotion to more technical and/or spec-heavy products?