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# Field Notes

from **Future Commerce<sup>+</sup>**

# TECOVAS

**LOCATION:** South Congress, Austin, TX  
**VISIT DATE:** Spring 2026  
**FORMAT:** Standalone "boutique"  
**ADJACENT STORES:** Allens Boots, Yellow Rose by Kendra Scott, Heritage Boot Co.  
**WEBSITE:** www.Tecovas.com  
**SOCIAL:** @Tecovas

**About the Brand:** Tecovas is less about "actual ranch life" and more about an aspirational modern Western identity — a boot and apparel brand built around traditional craftsmanship, direct-to-consumer pricing, and approachable luxury. It's Western heritage with modern wearability, and the store reflects that perfectly, offering the best of a flagship store and boutique in one experience.

**Cultural "Feel":** Tecovas conveys its identity overtly and proudly. It invites you in and makes you want to be part of the brand and story, regardless of your gender or age. Even just browsing feels like being part of an exclusive, in-the-know, on-trend Western club. The store displays unquestionable authenticity through décor, aesthetics, and storytelling across creative merchandising and displays. There is very clear branding, both figuratively and literally, with a brand logo burned into a cowhide floor covering. It is clear that when shoppers go to this store, they're buying into a feeling and lifestyle as much as the products.

## RATINGS

### CULTURE



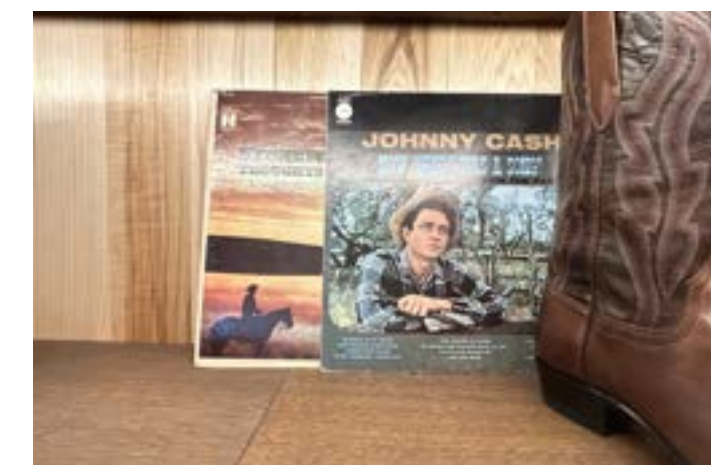
### COMMERCE



## STORE DETAILS

### STORE DESIGN & NAVIGATION

- Tecovas merchandised the store into different areas, with boots having the largest area.
- Comfortable and mismatched yet on-brand leather chairs and couches made trying on boots easy. There was also plenty of room to walk around and truly feel how the boots fit.
- There was a cool "lounge" area incorporated into the small apparel section, making it feel more home-like.
- An easy flow into each area, including an open-shelving concept and stand-alone merchandising units, made it easy to wander through the store.
- Traditional and functional displays with unique, on-brand décor incorporated a range of materials, including brick, wood, steel, leather, and brass.



## AESTHETICS

- The décor fit the modern, Western vibe extremely well, almost like you stepped foot into someone's upscale ranch home.
- There were paintings and images of Old West landscapes, Native American-inspired prints and patterns, antlers and horns, framed chaps, and a dyed cowhide mural behind the bar/POS.
- Music featured mostly Texas singers and artists (like ZZ Top), which complemented the modern Western vibe.
- Nearly all signage was very subtle and non-disruptive. For instance, there were small labels next to each boot listing the style name and price.



## CUSTOMER DATA CAPTURE

- Standard data capture at POS, including email. We received an immediate receipt email, plus others:
  - The same day as the purchase email, we received one requesting a rating of the store's service.
  - Three days post-purchase, we received one highlighting "we know you'll like these" with suggested items, predominantly boots, even though the purchase was cologne.
  - Two weeks post-purchase, an email requested a product review.

## EXPERIENTIAL WOWs

### Brand Heritage & Culture

- From the music to the liquor at the complimentary bar, every element featured Texas artists and creators.
- A wall "mural" was featured behind the bar/POS and made entirely of dyed animal hide. It was designed by local artist Kyle Bunting, whose work is featured in all Tecovas locations.
- Boot boxes were designed to be carried (well-boxed with a handle on the side) and to be "on display" for others to see. It is free advertising for the brand, and an easy way for shoppers to express their brand loyalty and cultural credibility.
- Branded shopping bags for non-boot items included whimsical, Western-inspired tissue paper.

### Merchandising & Product Displays

- The store featured outstanding storytelling through displays, décor, and overall ambiance, reinforcing Western influences in a very approachable, comfortable setting.
- The incredible wall of boots featured purposeful lighting to highlight not only the styles but also the various leathers/skins, including cow, goat, and unique options like alligator, with a corresponding sign highlighting the detailed craftsmanship.

### Hospitality

- The complimentary bar featured a curated selection of Texas-made liquors that was almost too subtle. The brand likely did this on purpose to encourage engagement.
- It was initially unclear whether the bar was real or "for show" until a salesperson offered a drink or a customer asked about it. Regardless, it's a savvy idea that encourages lingering and shopping with a drink in hand.



## EXPERIENCE NOTABLES

### Merchandise Assortment

- Boots were obviously the hero products of the space, with the emphatic wall display that drew shoppers in.
- Related polishing and cleaning products were featured and merchandised alongside the boots.
- Boots were interspersed throughout the store in thoughtful displays and link-selling opportunities with apparel.
- Apparel was in a separate area and was also featured in displays throughout the store with accessories and boots. The large denim section, yet it seemed to be only for men.
- Minimal delineation between men's and women's apparel (other than very obvious pieces like dresses) may have been purposeful to encourage creative, androgynous dressing. For instance, women can wear men's shirts as oversized tops or even belted dresses.
- Accessories, such as hats, belts, and candles, were displayed throughout the store, paired with boots and other apparel.
- The location was promoting two collaborations, although on small displays:
  1. **Ranger Station**, a Nashville-based American heritage fragrance brand, featured a candle and cologne. A QR code linked to the product and the partnership story on Tecovas' site.
  2. **Krewe x Tecovas** featured sunglasses in a display that didn't provide much context beyond the fact that it was a limited-edition collection.



## EXPERIENTIAL NOTABLES

### Human Interaction

- Salespeople were male and female, of various ages, but most appeared to be under 40. All wore Western shirts with nametags, jeans, belts with noticeable buckles, and (obviously) boots.
- Overall, there was very minimal human engagement, but it felt appropriate for the relaxed, "homey" environment.
- The service level was subtle and unobtrusive, and the salespeople were extremely knowledgeable about the merchandise, especially boots. They were knowledgeable about the materials/skins used, how they should fit, and product care.

### Technology

- There was no technology in the store except the POS, which was hidden under the bar/counter.
- Overt technology, including screens, would feel intrusive and disruptive in such a genuine, authentic environment, clearly focused on a Western, outdoor-focused lifestyle.



## THE SENSES MATRIX

### SIGHT

- Different colors, patterns, and materials brought the Western aesthetic to life.
- “WOW” merchandising moments (like the wall of boots) turned products into art installations.
- Signage empowered customers with context, but in a brand-relevant way.

### SOUND

- Curating music playlists to represent Texas culture brought the brand to life in a completely different way.

### TOUCH

- Using different materials, like suede and smooth brass, made the store more tactile and intriguing for customers.
- Allowing customers to freely browse, touch, and try on items made shoppers feel at home.

### PALATE

- Having a subtle hospitality element, like a bar, turned a strong visual story into a fully sensory one.
- A curated selection of Texas spirits illustrated the brand’s commitment to Texas culture.

### SIXTH SENSE

- Thoughtful re-engagement post-store visit allowed the brand to stay top of mind.
- Hiding necessary technology (POS) allowed customers to focus on the moment and fully immerse themselves in the aesthetic brand story.

## FIELD TEST

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

- 1 Is the power of your store experience through guided service or open exploration and discovery?
- 2 What is the complete aesthetic of your brand’s culture? What colors, materials, textures, sounds, and tastes reinforce what you want your shoppers to feel?
- 3 Should your hospitality elements and services be subtle or overt?

**About the Analyst:** Kate Fannin is a strategic Retail Realist passionate about customer-first, immersive experiences that engage shoppers (or don't!). With her strong focus on ROE (Return on Experience) and "connecting the dots" between customers and brands, she reinforces the mantra "People Buy Things. They Pay for Experiences." Kate has 18+ years of expertise in Marketing, Retail, and Consumer Behavior at The Estee Lauder Company, Nordstrom, Neiman Marcus, and Gap.

