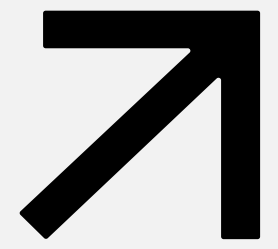


Clover

Retail brand experience & bike shop design

Bringing Clover to the street. Designing a bold and immersive retail experience that transforms Clover's brand identity into a physical space people can instantly recognise, explore, and connect with.

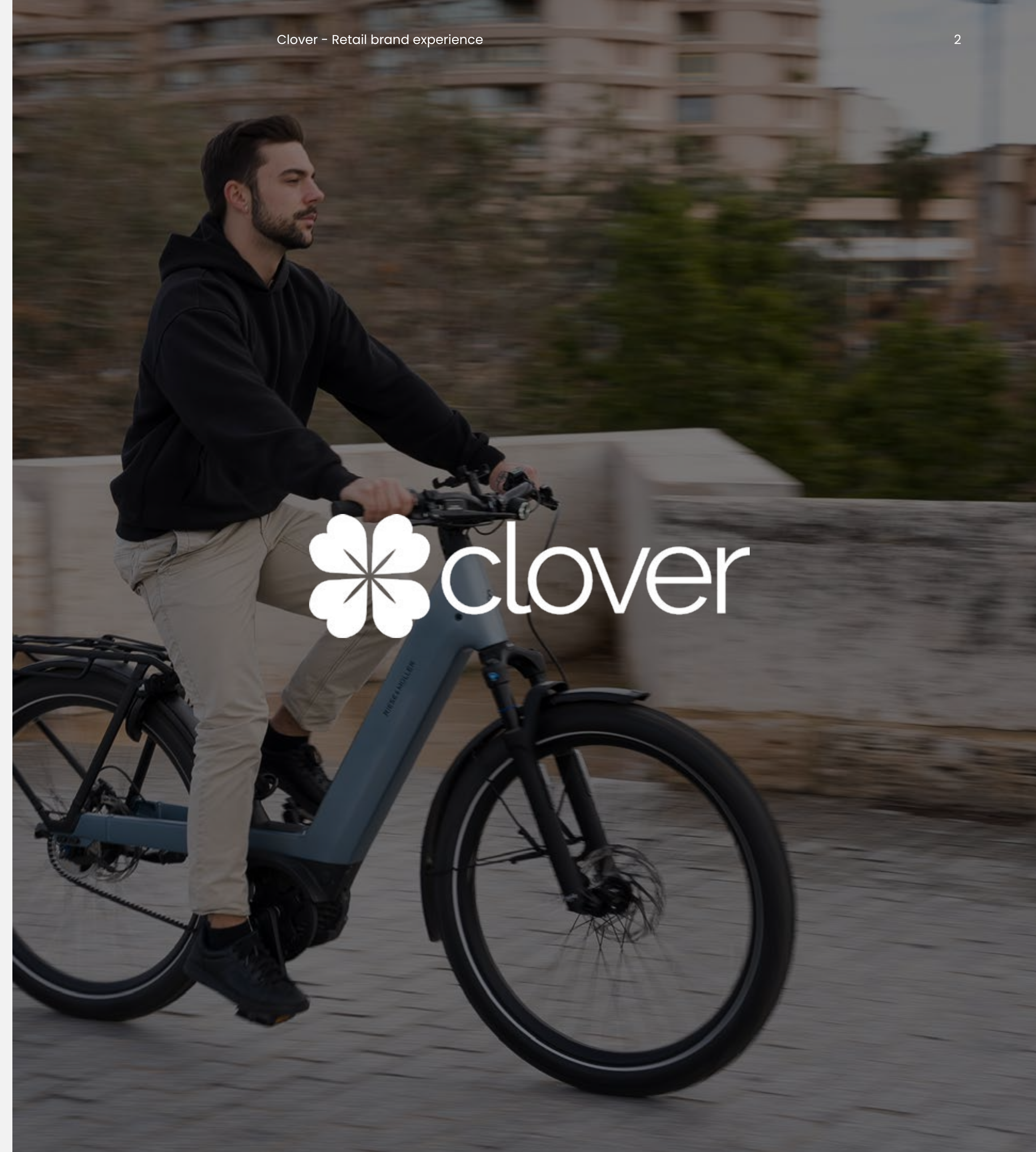
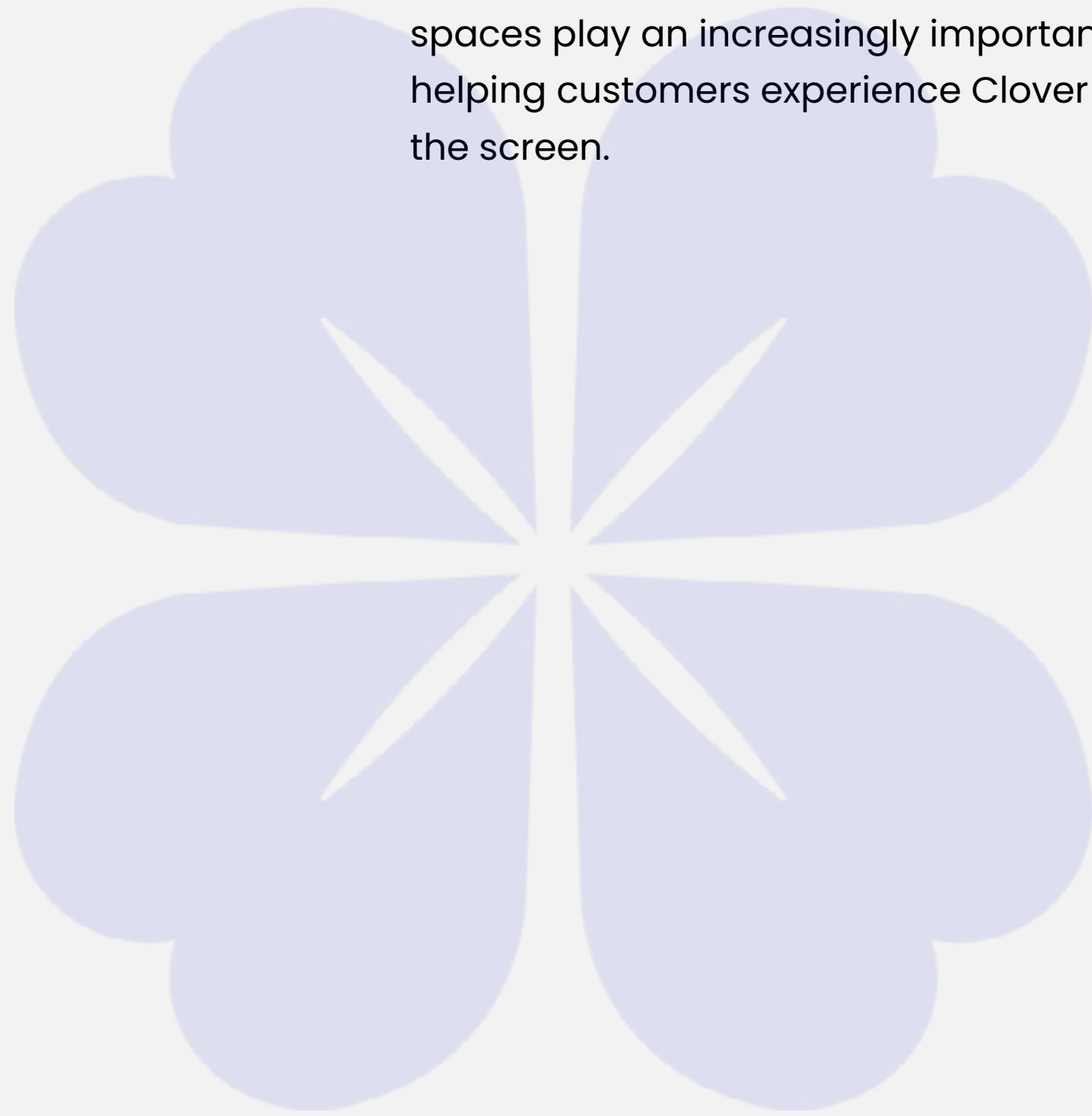


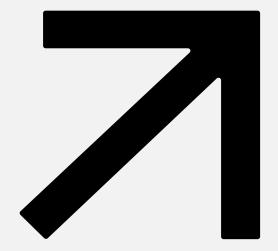


Client

Clover is an e-bike subscription service reimagining urban mobility through a simple, all-inclusive monthly model. With maintenance, theft protection, battery swaps, and support included, Clover makes moving through the city easier, more flexible, and far less stressful than owning a car.

As the brand continues to grow, physical retail spaces play an increasingly important role in helping customers experience Clover beyond the screen.





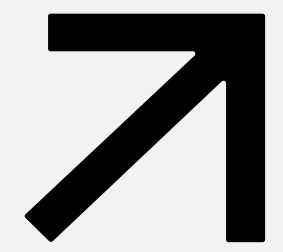
Challenge & Approach

Clover's brand already stood out online. The challenge was bringing that same energy into a physical space.

The store needed to feel unmistakably Clover from the street. Bold, modern, and instantly recognisable, while still functioning as a clean and welcoming retail experience.

Next Industry worked with Clover to create a space that balances strong visual identity with intuitive customer flow, turning the store into more than a showroom. A physical extension of the brand itself.





Our process

1. Brand-led design

Every material, colour, and visual element was chosen to reflect Clover's identity. The goal was simple: create a space that immediately feels like Clover. Bold colours, clean layouts, and highly visible branding help the store stand out while keeping the bikes as the hero of the experience.

2. Street presence

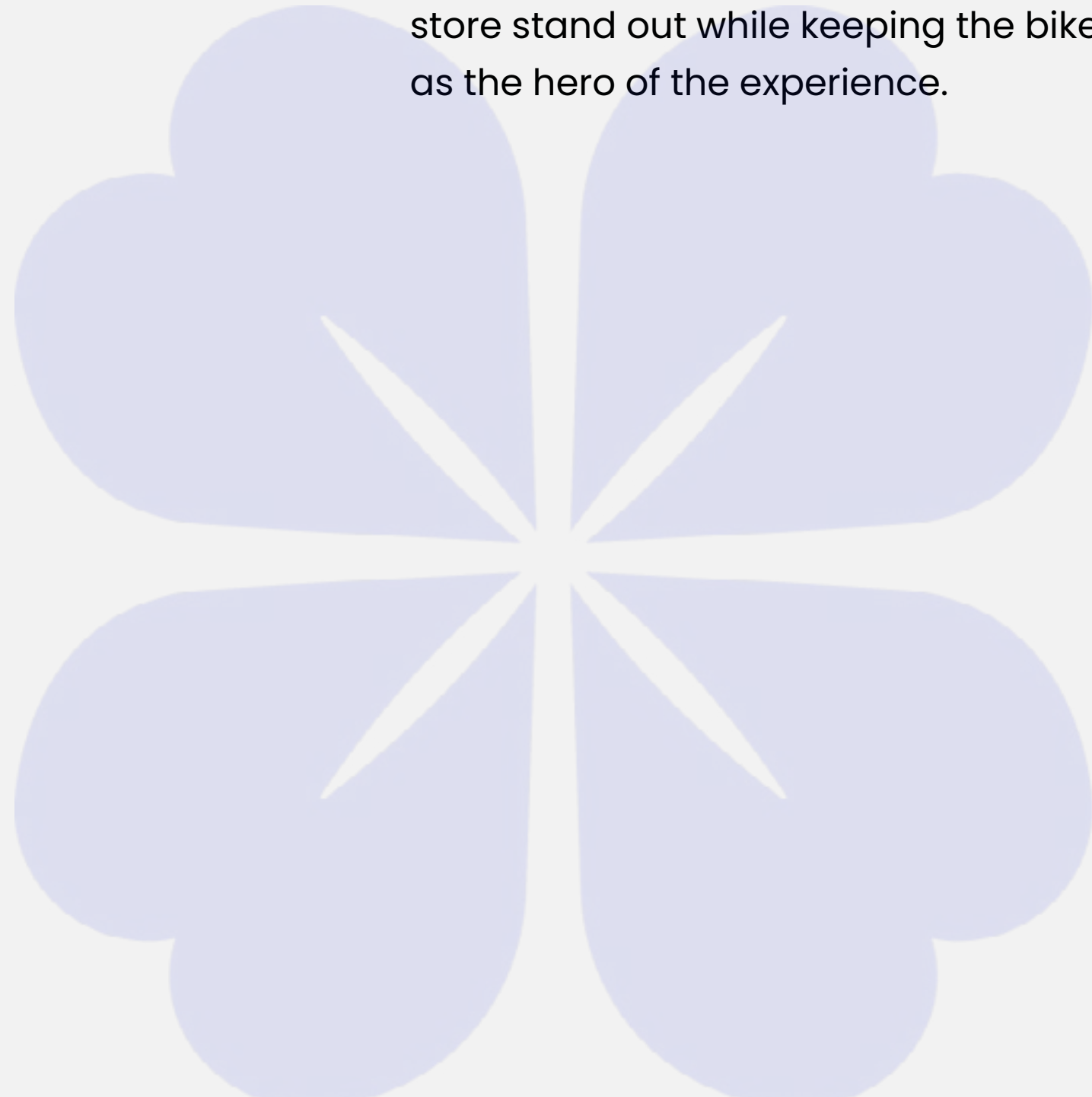
The storefront was designed to create impact before customers even step inside. Full-height framing and large display windows showcase the bikes from the street, helping transform the space into a visual statement within the city itself.

3. Immersive visuals

One of the standout features is the large-scale graphic wall extending seamlessly across the interior and doorway. Combined with strong use of colour throughout the space, the result is a more immersive and energetic retail experience that reflects Clover's modern urban personality.

4. Functional experience

One of the main challenges during the design process was balancing bold branding with practical retail flow. The final layout keeps the experience clean and intuitive, allowing customers to move naturally through the space while ensuring the bikes remain the centre of attention.





Outcome

The completed store gives Clover a strong physical presence in Valencia's Algirós district, transforming the brand into a real-world experience customers can instantly recognise and connect with.

More than a traditional bike shop, the space acts as an extension of Clover's identity. Bold, modern, and designed around movement, simplicity, and urban lifestyle.

From the street-facing storefront to the immersive interior visuals, every detail was created to strengthen the customer experience and bring Clover's vision of stress-free urban mobility to life.

