

Sleep Better



As a leading bed retailer, the brand's vision and objective to set a new standard in sleep by providing individualised sleep experiences, and elevate people's expectations above the "one-size-fits-all" solution offered by other mattress brands, has been achieved.

It has created a unique shopping experience that accentuates product benefits through the selling process and interactive tools. The traditional sea of mattresses displayed in other retailers is replaced with a modern and comforting environment.

The store design supports a relationship-based selling environment and elevates the customer's journey, positioning the product as hero, in turn increasing its perceived value. The non-mall format elevates the non-mall store design as an over-the-top differentiated experience in a destination location, while broadening awareness and consideration.

The store layout is designed to support the relationship-selling process. It exudes a sense of residential quality, featuring a neutral colour palette with modern and refined furniture choices. Elements like the custom glass top coffee table, and details like the brand's icon, soft edges, and sculpted shapes, lend a sense of warmth and comfort.

Projection screens and privacy elements such as the central fabric scrim panels, add softness and scale, while floating walls and curved back panels create a sense of space. Lighting serves as a softening element, floating throughout to create an intimate feel.

The SLEEP NUMBER® store in Oakbrook, Illinois creates a consumer-centric, interactive shopping environment that transforms a purely rational shopping experience to one that maximizes both rational and emotional appeals



One of the “wow” elements is the store exterior, where the iconic door and illuminated number window graphics become part of the brand’s DNA, translating it into the architectural façade. The exterior creates a welcoming and elevated look and feel, providing the shop an anchor position, exposing the graphics, as well as the luminous character of the space.

Through a welcoming experience, the customer is guided to find their SLEEP NUMBER®. The consumer begins the shopping journey with experiencing IndividualFitSM.

Illuminated ceiling panels sweep across the space creating an inviting curved space, while pendant lighting provide additional pockets of illumination.

The brand’s target customer are those who enjoy a lifestyle that values the consumer benefits of Sleep Number. Within a broader base – generally those who are younger, with higher incomes, and are motivated to live a higher quality, healthier life who appreciate the aspirational and emotional appeal of better sleep.



Integrated interactive programmes are accessible through flip panel graphics or digital touch screens to emphasize individualisation of the product’s benefits

STUDY IN DESIGN



At the store core, beds and bedding are integrated with simplified fixturing to showcase the product. This interactive hub blends high-tech and low-tech sales tools helping consumers to select their individualised sleep and bedding solutions.

The Inner Circle Lounge features iconic curved shapes, with the seating arranged to create a more individualised and personalise experience. Pendant lighting, wall graphics and corner-wrapping seating lend a more informal touch.



Store name: Sleep Number

Project Size: 3,500 sqft

Opened: October 2011

Location: Oakbrook Promenade, 3031 Butterfield Road, Oakbrook, IL

Store owner: Select Comfort

Design firm: JGA

General contractor: BHL Services

Architect: L&M Associates

Mechanical & Electrical Engineers: Dunham Associates

Lighting Designers: Villa Lighting

Lighting Manufacturers: HE Williams, Lightolier, BL Innovative Lighting, Juno Lighting Group HQ

Flooring: Tandus, Amtico, Beaver Tile and Stone

Wall covering/graphics: Graphic Systems, DFab, Grafix Shoppe, Mark-It Graphics

Fixtures: Madsen Fixture & Millwork

Projection Screen: Spyeglass

Ceiling: Polygal

Architectural graphic element: Moss

Millwork: Madsen Fixture & Millwork

Laminates: Formica, Pionite

Furniture: Bernhardt Furniture Company, Precedent Furniture Division, Emeco

Paint: Benjamin Moore

Interactive technology: Ronin Technologies, XSENSOR Technology Corporation

In-Store graphics & photography: Delaney Photography, John Merkl Photography

Store photography: Laszlo Regos Photography

Highlights

- Setting a new standard in sleep by creating a unique individualised shopping experience
- Exaggerated interactive experiences throughout the store at key consumer touchpoints
- Central focal points within the store to individualise sleep experience through interactive tools
- The InnerCircle Lounge creates a comfortable place to begin the relationship with the brand.



Pendant lighting, wall graphics and corner-wrapping seating lend a more informal touch. Imparting a residential feel, this interactive store hub is comfortable and reassures with credibility and confidence.

3-D imaging measures 1,000 pressure points between the customer and the bed's surface. When the bed is adjusted to the Sleep Number, the pressure points are reduced or even eliminated and the customer's body image illustrating the relieved pressure is projected in surround to enhance the experience.



Interactive iPad technology at the foot of the bed is easily accessible for consumer use, with product stories highlighting informational qualities.. Revolutionary SLEEP NUMBER® beds - adjustable-firmness mattresses featuring air-chamber technology, foundations and bedding accessories including pillows, blankets, sheets, mattress pads and other innovative bedding accessories to meet unique comfort needs.