



The interactive in-store experience at N3L solidifies Oakley as the leading user of cutting edge technology in the sports apparel market.

The Idea

Scott Olivet, CEO of Oakley and Colin Baden, President of Oakley knew the next retail location for Oakley had to be more than a capricious design, it had to be an “evolution of retail.” Oakley's history has been one of innovation, and one morning in Italy, Scott and Colin would etch out their own designation in that rich history. On a restaurant napkin in Milan the concept for N3L Optics was born.

The Design

The physical construct of the store was a crucial factor. The store is segmented by sport and application zones, making it easy for a customer to go right to the type of lens he or she needs. The store's name (which represents Newton's 3 Laws of Motion) and the store's floor plan lie at the axis of motion and science, it is truly a performance based platform.

“...there are few stores in the industry that offer a truly interactive experience.”

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The final obstacle for Oakley was to build a store that didn't just encourage a visitor to shop, but rather to engage with the brand. A key component in this shift in experience was their use of the “Immersive Display.” The 46-inch touch screen LCDs, provided by Horizon Display, enable customers to research products, test lens performance, and even email photos of themselves wearing fashionable sports optics to their friends, family, or colleagues for immediate feedback. What had previously been a one-to-one interaction between merchandising and consuming has now become a multi-tiered communications encounter. The large format touch screen is a marketing machine which grabs attention, creates interest, enriches desire, and calls for action—an in-store grand slam by any retailer's standard.

“A successful experience is when there is a real connection between our sales associate, the technology, and the customer.”

The Results

Prompt consumer adoption of large format touch technology is mirrored by Oakley's rapid expansion of N3L retail locations.

San Mateo, CA- Denver, CO- Orlando, FL- Dallas, TX- El Paso, TX & Coming Soon- Las Vegas, NV



*Photos Courtesy of N3L Optics

**Touch Screen LCDs were integrated by Horizon Display using optical technology and NEC M46 commercial grade monitors.