



## RECOMMENDED CHICAGO STORE TOURS

**American Girl Store:** (*Water Tower Place, 835 Michigan Avenue*)

This famous Chicago store features specialty shops, private dining, a hair salon, photo studio, and a doll hospital. At the American Girl Salon, dolls get new hairstyles, mini manicures, and ear-piercing. Girls can also design their own TrulyMe doll along with doll and girl-sized apparel in the Create Your Own Design Studio.

**Studio XFINITY:** (*901 W Weed St.*)

Studio XFINITY is Comcast's first-ever prototype retail store, designed to bring the brand's promise of "*entertainment and connectivity, anytime, anywhere*" to life. Located on Weed Street, Studio XFINITY has three 12x7-foot LED screens and theater-style seating for customers to play single or multi-player games. The space also has a 107-foot-long LED media band that shoppers can broadcast live or on-demand content to and 'demonstration towers' where customers can pull up one-on-one demos of new services.

**AT&T Store:** (*600 N Michigan Ave.*)

AT&T's 10,000 square-foot flagship store on Michigan Ave was designed to serve as a **physical representation** of its 2012 advertising campaign – "*It's what you do with what we do.*" That's why the space is completely hands-on, with a space for creating and streaming live music and an interactive model car that allows shoppers to experience how AT&T can help them monitor, navigate and drive safely. The brick-and-mortar also has an area called The Gallery that showcases local artists and exclusive accessories featuring their artwork.

**Verizon's Destination Store:** (*840 N Michigan Ave.*)

The largest Verizon brick-and-mortar in the country, the carrier's 10,000 square-foot Mag Mile 'Destination Store' is billed as a "**technology retail playground.**" In the two-story store, shoppers can play on a motion-sensor LED screen and test fitness wearables via a stationary bike and a treadmill. Also, throughout the store are seven "Lifestyle Zones," allowing customers to engage with specific offerings, including the *Have Fun* zone for gamers and the *Anywhere Business* zone for entrepreneurs.

**Under Armour's Brand Shop:** (*600 N Michigan Ave.*)

The **largest Under Armour store in the country**, the company's 30,000 square-foot 'Brand Shop' has a five-sided video screen, a 'wearables bar' to showcase its own fitness tracking systems, and a variety of interactive games for kids, like a screen that measures how high someone can jump.

**Moto Shop:** (*108 N. State St.*)

Motorola's first-ever experiential "boutique," the 2,500 square-foot Moto Shop is an intimate, interactive pop-up designed to spotlight the unique features of some its buzziest products, like the DROID Turbo 2 and the Moto 360. For example, the store has a space where you can drop the "unbreakable" DROID on a variety of surfaces.

**Jordan Store:** (32 S State St.)

The **Jordan Store** combines basketball and retail, with “Michael Jordan-inspired and hand-picked merchandise” on the ground floor and a basketball court and gym on the second floor that’s only open to “invited guests.” A Nike pop-up, this is the first Michael Jordan-only store in the country.

**826 Chicago:** (1276 N Milwaukee Ave)

826 Chicago, a nonprofit tutoring & writing center, has a retail section in the front of the store dedicated to “spy stuff.” At the **Wicker Park Secret Agent Supply Co.**, shoppers can find espionage-inspired gag gifts, like fake mustaches and grappling hooks. All proceeds go to support 826CHI’s programming.

**BoomBox:** (multiple locations)

Boombox is a prefabricated, climate controlled, pop-up storefront constructed from an upcycled shipping container available to rent for short term, retail, cultural, community, and marketing experiences.

**Boombox Wicker Park | 1262 N. Milwaukee Avenue**

A historic location, Jan Metzger Court is located right off the intersection of Milwaukee, Ashland, and Division, three major commercial streets of the city.

**Boombox Englewood | 833 W. 63rd Street**

A prime spot located in the heart of the historic Englewood commercial corridor and steps from the new Englewood Square development complex anchored by Whole Foods and Starbucks.

**Boombox Austin | 5846 W. Chicago**

Anchoring the corner of the corridor bridging Austin and Oak Park, this highly visible location include an adjacent plaza for outdoor events.

**Boombox Chatham | 532 E. 79th**

On the former site of the historic Rhodes Theater, this location is part of a vibrant and growing south side commercial corridor.

**Eately / Latinicity:** (Eately: 43 E Ohio St., Latinicity: 108 N State St)

Though Eately and Latinicity function primarily as elevated food courts, both spaces weave retail sections and grocery shopping throughout their lineup of pop-up restaurants and kiosks. Shoppers come hungry and leave with their shopping bags full.