



Aura™



Rapha®

CREATING AN IMMERSIVE BRAND EXPERIENCE

By incorporating cutting-edge AV tech into their expansion plans, British sports clothing brand Rapha conceived their flagship London store as an experiential wonderland that appeals to a broad cycling community.



High impact
110" video wall



Ability to host a
variety of events



Central management of
marketing content



BUSINESS CHALLENGE

A sports clothing brand established in 2004, Rapha’s purpose is to celebrate and promote cycling – and make some of the most stylish, desirable cycling attire on the market. Originally founded as an online-only business, the brand’s high-quality offering is now also available in its bricks-and-mortar stores in London, Manchester, Copenhagen, Amsterdam and Berlin.

Thanks to its burgeoning success, bucking retail trends, the brand recently invested in the expansion of its flagship store, located a stone’s throw from Piccadilly Circus, to deliver the best brand experience to the capital’s cycling community.

Known as the brand’s Soho Clubhouse – the first UK store, opened in 2012 – the location was almost doubled in size, with a larger product range, personal shopping and upgraded fitting rooms.

A larger café area welcomes Rapha’s riding community for a calendar of events and rides, with rides out every day of the week. “Rapha Clubhouses exist for members to find the products they want, but also to help them get closer to the cycling community and closer to the sport itself,” says Simon Mottram, Rapha Founder and CEO. “So it’s great that we will now have more space to host exhibitions and events, and a better appointed cafe for London’s cyclists to enjoy, along with room to show our entire product range.”

Retail ecosystem provider Aura Futures partnered with business music provider Perfect Octave were briefed to deliver a unified and integrated audio-visual solution, to enhance background in-house music, live events, and overall experience for London’s cycling enthusiasts.

AURA SOLUTION

For maximum impact and brand experience, the client wanted a complete and versatile multimedia solution, which would enable Rapha to switch between marketing messaging and video streams.

Enabled by Aura’s digital signage solutions – using a high impact 110” video wall, strategically placed to direct information across the entire site – combining integrated audio distribution and digital casting provided Rapha with the ability to host a variety of events for the cycling community, often simultaneously. This technological capability supports Rapha’s brand strategy, which puts an emphasis on destination retail and brand-community-building events. Cycling enthusiasts can get together at the Clubhouse, have a coffee and a bite to eat, while watching live-streamed races (for example, the Tour de France), and browse the store or ask the staff for help with product choices or other information.

This digital signage solution enables the central management of the marketing content, including the distribution of HD/4k video to different end points. It also optimises different content formats for different screen sizes, making the

deployment of campaigns easier and more flexible – and the easy-to-use system helps to control marketing budgets, too. By advertising multiple events in one place, as opposed to frequently printing new content to be distributed, significant print cost savings can be made.

Thanks to the addition of this cutting-edge technology, the newly enlarged and enhanced Clubhouse will act as the ultimate Rapha experience, and showcase everything the brand has to offer: a community hub and a place to meet like-minded people, a trusted destination to get advice or find inspiration in stories past and present, and the gateway to discovering cycling sports of all kinds.

