

BUSINESS

Disruptive Retail is IRL and in the Metaverse



SIMPLY THE BEST — Updated: October 29, 2024 ⌚ 4 Mins Read



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If you have taken time to read one of my **Good Advice** articles over the past few years, then you know that I write about Disruptive Retail and how it benefits innovative brands and businesses. This benefit trickles down to you, the consumer, when your shopping experiences are entertaining, interactive, and delightfully memorable.

These days, you may enjoy shopping IRL (in real life) at Pop Up Stores, Food Trucks, Fashion Trucks, or Interactive Kiosks. All are popular types of Disruptive Retail, and they are actively in business all around the world. Each offers an enjoyable shopping experience in the physical world that is enhanced with digital technology and supported by an ecommerce site that interacts with your mobile phone. Our adaption to shopping with our smartphone and digital devices was fast-tracked simply by our needs for products and services during the coronavirus pandemic. We consumers have adapted quicker than imagined to transacting and interacting online. And now more of us are taking that next digital step and exploring virtual worlds.

Virtual worlds are popular with over 2.5 billion people globally who spend time each day fully immersed in virtual reality. Popular virtual worlds include Second Life, Somnium Space, and Roblox. Second Life has been around since 2003 and clearly seems to be going strong with 64.7 million active users in 2021. Somnium

Space held a virtual Black Rock City for Burning Man in 2020 when the real-life event could not take place, due to the pandemic. And Roblox is partnering with brands like Walmart and continuing to merge our physical and virtual retail experience.

As a computer-simulated environment, a virtual world is a digital place where people create a personal avatar that can explore, interact, participate in events, shop, and communicate with other people. Virtual worlds are the evolution of the internet, and they are the foundation of the metaverse. In the metaverse, virtual worlds are persistent, and continue to exist even when a user is not playing in them. Digital economies exist so your avatar can create, buy, and sell digital products.

Walmart and other brands are jumping into the metaverse, and they are creating digital products for users to buy and sell. Disruptive Retail is happening in the metaverse, with brands hosting Pop Up stores, Food Trucks, Fashion Trucks, and Interactive Kiosk experiences. Eventually, your avatar will be there, too, and your shopping experiences will be entertaining, interactive, and delightfully memorable!

In our ever-growing, direct-to-consumer world, fresh solutions are constantly emerging. Impassioned retailers are finding innovative ways to delight and engage shoppers. These retailers know that Disruptive Retail is a smart way to adapt to the changing retail landscape.

Learn about Disruptive Retail at GustieCreative.com and CreateDisruptiveRetail.com and sign up to receive updates on the **Disruptive Retail Field Guide**, our upcoming book that offers the latest insights on Disruptive Retail for consumers, brands, and businesses. Perfect for everyone from independent brands to mom-and-pop retailers to large retail companies and the professionals who support them. Also perfect for business owners and operators, creative agencies, and nonprofit organizations. This inspiring and actionable book offers best practices for anyone who is enthusiastic about finding innovative solutions to grow their brand or business.

The Disruptive Retail Field Guide will be available as a digital download and in hard copy in September 2024.

At Gustie, we have been designing, researching, and executing Disruptive Retail globally for over a decade. We are evangelists for Disruptive Retail and know how it works in today's online-to-offline marketplace, as well as the metaverse. Feel free to contact karen@gustiecreative.com to learn more.

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