

Sears debuts new store concept

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Sears has opened a freestanding store concept dedicated to two of its strongest categories.

Sears debuted its first store under the Sears Appliances & Mattresses banner, in Pharr, Texas. The format expands the concept of the Sears Appliance store, which opened in Ft. Collins, Colo. in 2016. The location has surpassed projections since its opening, Sears said.

The 20,000-sq.-ft. Sears Appliances & Mattresses store features interactive displays of top home appliances brands in kitchen vignettes. It also allows visitors to experience the top mattress brands.



The space includes a full-scale kitchen that features a 122-inch interactive digital display. Using a tablet, shoppers can select common kitchen layouts and appliances and further customize the experience by choosing colors and finishes. They also can use the digital display to shop for other products on the retailer's website.

"Like our Sears Appliances store in Ft. Collins, this stand-alone location fully integrates in-store and online shopping to provide our members with the convenience of shopping with us wherever, whenever and however they choose," said Leena Munjal, senior VP, customer experience and integrated retail, Sears Holdings Corp.

The Pharr store features an array of integrated services, including free shipping on orders placed while in the store (for product not carried in the store), buy online and ship to the store as well as in-vehicle pickup. Shoppers can also go online to schedule in-store appointments with experts for assistance in purchasing appliances and mattresses.