

## Inside Rihanna's first Savage X Fenty store

Pop megastar turned fashion and beauty mogul Rihanna has opened the doors to her first Savage X Fenty store located at a shopping mall on Las Vegas. The new store is the first of five brick-and-mortar Savage X Fenty storefronts planned for opening in the US this year, as Rihanna expands the presence of her popular lingerie brand, which she co-owns with LVMH.



Source: Savage X Fenty

At first glance, visitors are met with a store layout inviting Instagram-worthy photo ops with pops of fuchsia-, emerald- and sapphire-hued neon lighting illuminating the space.

The entire store design is modular - from its mannequin wall to its interactive spaces. "It's inspired by the idea of a dollhouse. We wanted to be able to have this endless merchandising ability and to always be able to change the spaces so we can continue to deliver the best Savage experience," Savage X Fenty's co-president and chief marketing officer Natalie Guzman tells [Vogue](#).



Source: Savage X Fenty

**Body inclusivity, scanning tech**

Savage X Fenty is known for its size inclusivity, offering bra sizes from 32 to 46 in bands and A to H in cups, as well as underwear and sleepwear from XS to 3X. So in line with this focus, the new store houses mannequins that reflect a diverse range of body shapes, with some forms made from 3D scans of human Savage X Fenty models.



Source: Savage X Fenty

The store uses body scanning technology to help shoppers find their perfect fit, addressing pain points associated with apparel sizing and bra shopping in particular.

The lingerie brand partnered with Fit:Match to launch Fit Xperience, a body scanning app powered by a Lidar-backed phone present in the store that allows customers to get a 3D scan of their body and product recommendations based on what might flatter them best.



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## Personalised fitting rooms

In addition to the body scanning technology, Savage X Fenty's fitting rooms also feature digital kiosks that let shoppers see their selections, check each product's price and see similar items.



Source: Savage X Fenty

Furthermore, [Vogue reports](#) that shoppers are able to select different "vibe settings" inside the fitting room so they can try out their looks in the right atmosphere.

[Retail Dive reports](#) that the Savage X Fenty also incorporates environmental sustainability by including biodegradable hangers made of wheat straw and shopping bags made of recycled polyethylene terephthalate.



Source: Savage X Fenty

Rihanna comments in a statement, "The store tells a story and is highly focused on a true experience. Every detail was curated carefully to immerse people in the brand and elevate the consumer experience, while being playful, welcoming and fun."

“We wanted to be able to connect with our customers in real life and give them something they have never seen before. Creating the space took a lot of imagination, married with things I’ve always wanted to change about my own experiences a customer myself, from mannequins to the Fit Xperience, to customer service.”

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