



Lush's new store in Shinjuku, Japan, has replaced all signage, ingredient lists and price tags with digital packaging | Photo source [LUSH Japan](#)

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CONCEPT STORE REDUCES WASTE BY USING DIGITAL PACKAGING

  RETAIL

The shop provides all product information, including ingredients and price, via app

Spotted: Lush's new, all-naked concept store in Shinjuku, Japan, has replaced all signage, ingredient lists and price tags with digital packaging. Shoppers use the Lush Labs app to access the icons and videos that are used in place of the traditional elements. As well as preventing waste, digital packaging is especially useful for its capacity and flexibility. In the Lush store, it is the perfect space to provide bonus material, such as makeup tutorials.

The app is available in four languages — Japanese, Korean, Simplified Chinese and English, and there is a version for both iOS and Android. The Shinjuku store is spread across four levels and includes a range of interactive elements. There is a conveyor belt whizzing brightly coloured products past shoppers, and supersize versions of its famous shower jellies produce different sounds when banged like a drum. There is also a huge digital screen on the outside of the building.

Best of all for visitors stopping by at any time of day or night is the interactive window. Using the app, customers can learn about and buy the products in the store's windows. The products are then home delivered in recycled and compostable packaging.

Lush has been spotted by Springwise twice already this year, for its new [cork-based, compostable packaging](#) and the trialling of its [bath-bomb conveyor belts](#) in selected UK stores.

6th December 2019
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Takeaway:

Carbon neutrality is difficult to achieve and requires a myriad of complex approaches across industries. As the next step to working in an environmentally friendly manner, some brands are looking to carbon positivity, to find ways to remove carbon dioxide from the atmosphere through production processes. Partnerships may help to increase the scale of the most successful approaches.