



Co-working space | Photo source Helena Lopes on Unsplash

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US STORE MERGES RETAIL, CO-WORKING SPACE AND WELLNESS

 WORK & LIFESTYLE

The new store combines a beauty shop with a wellness-oriented co-working space

Spotted: Washington, DC-based **Take Care** combines a beauty shop with a wellness-oriented co-working space. In the shop, customers can browse and purchase organic, plant-based cosmetics, receive skincare consults and take classes in topics such as sustainable living and inner beauty. At the same time, the back of the building has been transformed into a community workspace, called Workwell.

The new store is creating a mashup of trends for co-working, wellness and experiential retail. The co-working space includes lots of natural light, aromatherapy scents and wellness offerings such as mini-sessions of desk yoga and meditation. The office space also comes equipped with an aromatherapy bar, free local coffee, meditation cushions and healthy snacks.

Workwell and Take Care both emphasise community and prioritise wellness. The design of the space and membership perks such as monthly meet-up sessions are designed to build the sense of community. Both the store and the co-working space were also designed to help minimise stress and anxiety. Standard membership in Workwell is \$190 a month.

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Takeaway:

Springwise has spotted a wider variety of co-working arrangements, including co-working that comes with **childcare** and a stationary store with a drop-in **business hub**. In establishing Workwell, Take Care is part of this growing trend for merging retail and co-working. The trend has the benefit of turning bricks-and-mortar shops into experiential destinations and provides on-site customers for struggling stores. Startup **Re:store**, launching later this year, may be the next generation of this concept. It will provide a space for independent brands to sell their products in a shared physical storefront, along with a co-working space. Expect more bricks-and-mortar stores to come with workspace attached in the future.