

ABOUT THE PANORAMA.

The panorama shows a bandwidth of thoughts and approaches towards the future of retail.

The panorama digs into different degrees of innovation.

The panorama shows different levels of detail - switching from big picture to detailed feature and back.

The panorama brings together trends, quotes, benchmarks and inspirations - from inside and outside of retail industry.

The panorama is a pool of inputs and transfer examples to specific solutions.

Not every idea in the panorama is valid for every case of retail.

Everything written in the panorama is subject to change and extension over time.

START WITH THE BASICS.

TAKE THE PAIN AWAY.

Reduce time and effort for:
Paying
Wayfinding
Fitting
to the absolute minimum.

SIMPLICITY AND CONVENIENCE ARE KEY.

EXAMPLE:

Get in - fill your backpack - get out



Get rid of boundaries like opening hours and storage space.

Open doors for exceptions. --> e.g. especially celebrated fitting process.

NEXT LEVEL: CUSTOMER OBSESSION.

'The most important single thing is to focus obsessively on the customer. Our goal is to be the earth's most customer-centric company.' *Jeff Bezos*

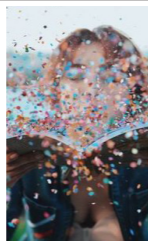


DON'T START TO INNOVATE IF YOU DON'T HAVE THE BASICS RIGHT.

RETAIL IS REVOLUTION.

RETAILERS HAVE A KEY ROLE IN SOCIETY.

They can be
Trend anticipator
Curator
Value creator
Inspirator
Innovator
Influencer
Role model
Platform operator.



INNOVATION STARTS WITH REVENUE STREAMS.

Like:
Cross Selling
Upselling
Services
Events
Advertisement
Data.
Whatever

EXAMPLE:

Alibaba Group
B2B trading.
B2C trading.
Auctions.
Finances.
Cloud Computing.
Map Data.
Future Hotel.
FashionAI concept.store



EMPLOYEES ARE BRAND AMBASSADORS.

CHALLENGE STATUS QUO.

Start with your self-understanding.

IT'S NOT ABOUT DIGITALIZATION.

TECHNOLOGY IS A SERVANT.

Technology breaks up boundaries and offers possibilities.



THE BACKEND IS THE KITCHEN. THE FRONTEND IS THE PLATE.

RE-THINK THE WORD 'DISPLAY'.

EXAMPLE:
Smart Hangers by Unistudio
Galeries la Fayette, Paris
Next level store logistics, showing sizes & colors at hanger and connect to fitting rooms.



MOBILE. MOBILE. MOBILE.

DISRUPTION ALERT: AVATARS & VIRTUAL CLONES.

Reduction of wrong size shopping to 0%. Especially online.

WHO WILL RULE THE BUSINESS? THE ONE WHO PREDICTS THE FUTURE.

Like trends, needs, prices, figures.

IT'S ABOUT MANAGING ENDLESS CHOICES.

STORES ARE PLATFORMS.

PLATFORMS ARE

Dynamic
Accessible
Engaging exchange
Adapted by the user



PLATFORMS ARE FOR EVERYONE.

Your customers is much better informed than you are. They care less about your sortiment and more about the purpose you present to them.

GIVE THEM A GOOD REASON TO RETURN REGULARY.

EXAMPLE:
About You.
Shop the look.
Stories.
Influencers | Stars
Styles
Online fashion platforms with target to have a completely new approach to curation & individualization.



EVERY CUSTOMER HAS A VALUE TO YOU.

Omnichannel customers have the highest.

GET THE RIGHT PERSON TO THE RIGHT PLACE AT THE RIGHT TIME.

ONLINE-OFFLINE GOES SEAMLESS.

Create your understanding of integrated experience.

EXAMPLE:

Farfetch - Store of the Future
Connected Rail (RFID &USS)
Creating an instore wishlist
Sales staff sending you proposals

"Augmented Retail"
Interactive Hologram
Connected Mirror

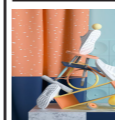


TAKE OVER CONTROL.

KNOW THE CUSTOMER BETTER THAN HE KNOWS HIMSELF.

Don't force customers to go through your entire sortiment. Help them explore what is relevant for them.

PROVIDE INFORMATION AT THE VERY MOMENT IT IS NEEDED.



Master the transformation from content to context.

DO DYNAMIC ROTATIONS. KEEP IT FRESH.

Make use of customer data. Re-invent customer cards in a disruptive way.

'I'M NOT A TARGET GROUP.'

Your Customer

LEARN FROM THE PIONEERS.

EXAMPLE:
Nike by Melrose, L.A.
Pop-up-Store character. Everything - services, products - is based on alanytics. and local data



DON'T OVERWHELM YOUR CUSTOMERS.

Make your inputs digestable.

Make experiences easy and intuitive.

SOLVE PROBLEMS.



BEWARE OF GEN Z.

"Not only are they able to consume more information than any group before, they have also become accustomed to cutting through it. They are perhaps the most brand-critical, bullshit-repellent, questioning group around and will call out any behavior they dislike on social media."
Lucie Greene

EXAMPLE:
Lush
Lush masters to transport values important to millennials - they are "sustainable, natural, crafted, approachable"



'It's not the strongest of the species, nor the most intelligent that survives, it is the one that is most adaptable to change.'
Charles Darwin

GET INSPIRED BY THE MASTERS IN OTHER CLASSES.

KNOW YOUR WHY.



EXAMPLE:

Roomers & Provocateur Hotels
- Authenticity:
> Hedonistic
> Sexy
> Luxurious
- Roomers Hotels are made for pleasures of any type
- Entering Roomers, you feel a rushing sensation

ENGAGEMENT IS BORN FROM INTERACTION.

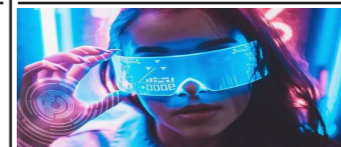


EXAMPLE:

Select & pickup your customized car
> Touch materials
> Be the only person in the room
> Get your car brought to you in a celebration

"PEOPLE DO NOT BUY GOODS AND SERVICES. THEY BUY RELATIONS, STORIES, AND MAGIC" - SETH GODIN

CONTEXT IS KING.



USE SPACE AS A FRAME. A TOOL. A PLATFORM. A CHANGE.

THE CUSTOMER HAS CHOSEN TO BE HERE. PROOF HIM RIGHT.

EXAMPLE:

H&M concept store London with
- Great quality of stay.
- Highly feeling.
- Self-checkout.
- Knitting machine for personalization.
- Digital goes analogue.



THERE ARE NO LIMITS TO SENSES.

Let the customer
> See
> Hear
> Smell
> Touch
> Inhale Identity.

Technology has to become a new standard building block to architects and designers.



EVERY PIECE OF FURNITURE CAN BE SMART & CONNECTED. AND FABRICS TOO.

Customization doesn't stop with environments.

EVERY SURFACE CAN BECOME A DISPLAY. AND A TOUCHPOINT.

