



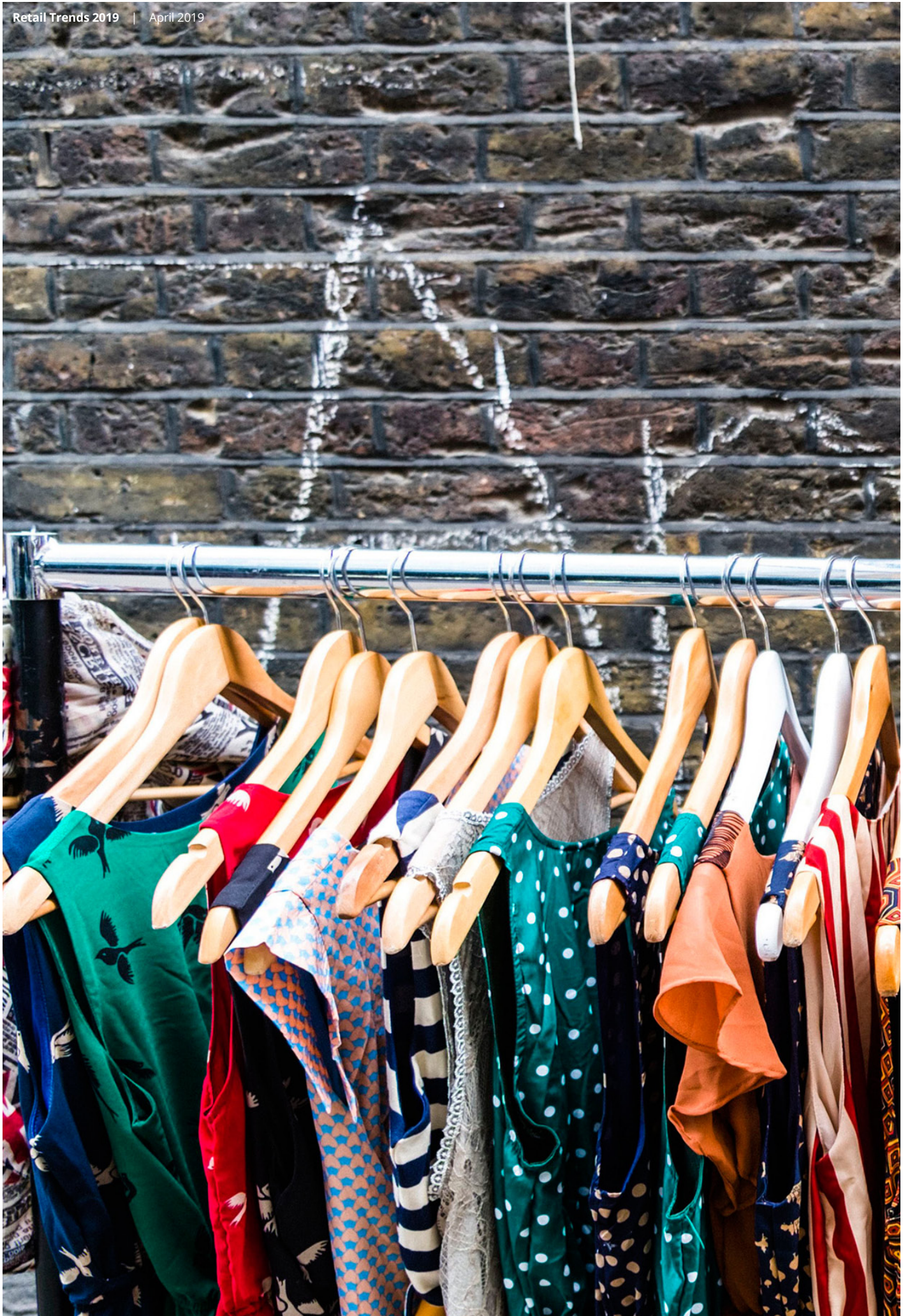
Retail Trends 2019

Re-inventing retail

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What's next for retail?



In-store revolution

- New store experiences
- Innovating at scale
- Re-defining convenience



Re-inventing retail

- Re-commerce
- The personal edit
- Social discovery



East beats West

- China leads the e-commerce revolution
- The Chinese consumer market goes global
- Technologies of tomorrow... today



In-store revolution

New store experiences



As traditional retailers are closing stores and reducing the size of their portfolios, a new wave of stores are opening – bringing new brands, new services and new experiences to the high street



Google Hardware Store



Showfields
The “most interesting store in the world”



RH opens its first standalone restaurant



Innovating at scale



Traditionally concept stores have been small outlets designed to test new technology and experiences but increasingly we are seeing retailers innovating at scale



Nike opens 70,000ft² "House of Innovation"



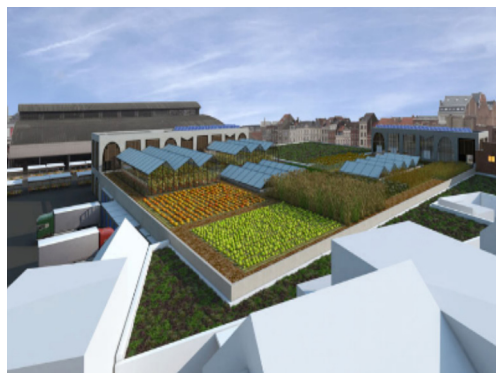
Next opens department store



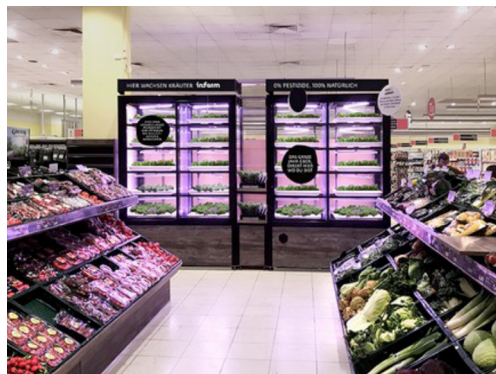
Re-defining convenience



Convenience with a conscience is good for consumers and retailers



Delhaize opens store with rooftop farm



Infarm plans to open 1,000 instore farms



Clean Kilo opens packaging free grocery store





Re-inventing retail

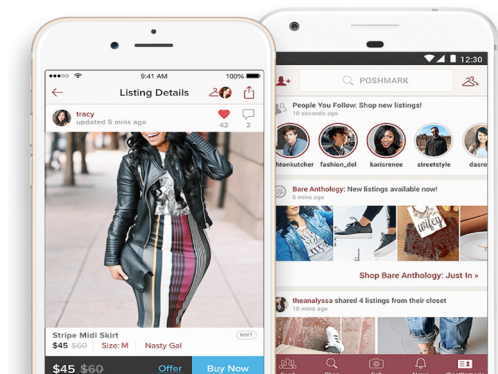
Re-commerce



Sustainable models of consumption are creating new brands and services focused on re-commerce and thrifting



Rebag launches luxury bag exchange



Poshmark provides digital thrifting platform



ThredUp launches first brand design for re-sale



The personal edit

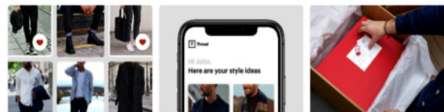


More than just buying products, consumers want to be able to express their personality and individuality both instore and online



Levis Tailor Shop
Consumer customisation

How Thread works



Step 1
Take the quiz

Tell us what you like, your sizes, and your budget. It only takes a few minutes.

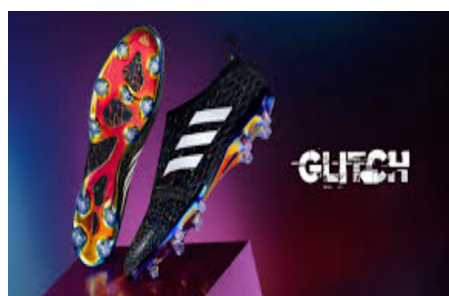
Step 2
Get tailored ideas

We'll send you inspiration and clothing suggestions tailored to your tastes.

Step 3
Browse your personalised shop

We stock more brands than any other UK menswear store, but you only see clothes in your style, size and budget.

Thread
All for mass personalisation

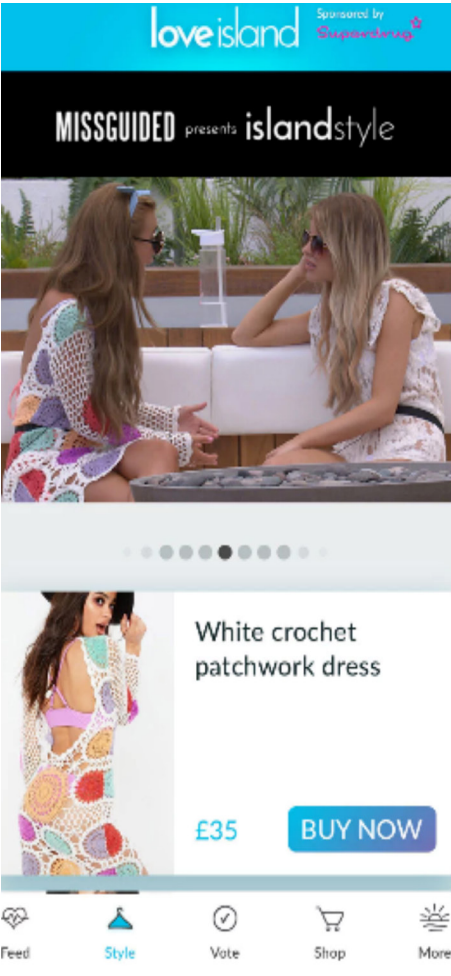


Adidas Glitch
Co-creating football boots

Social discovery



Social is the new shop window – as more stores close, the importance of social and social influencers in retail is rising



Missguided and Love Island



Glossier treats every customer as an influencer



Influencers becoming brand owners





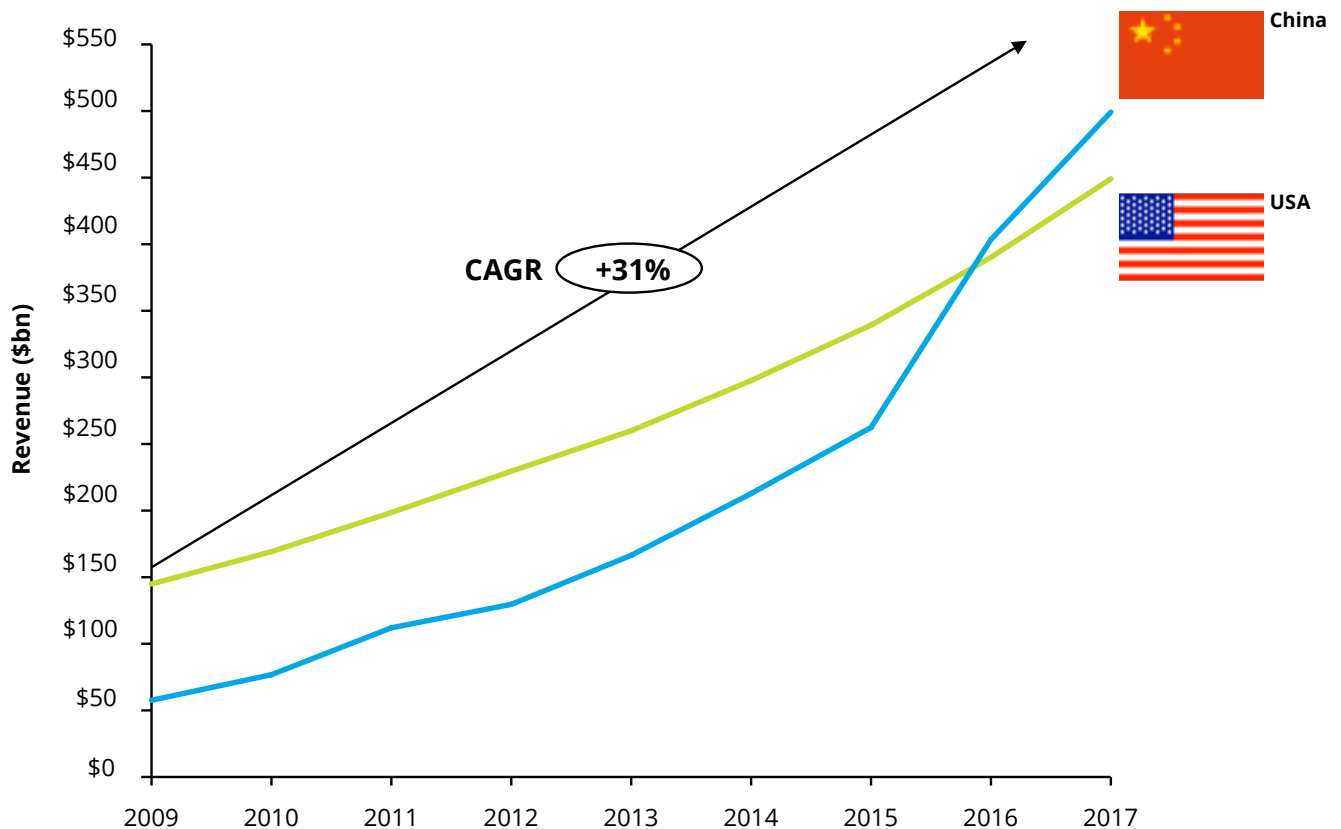
East
beats West

China leads the e-commerce revolution



China has overtaken the US as the largest e-commerce market in the world...with still plenty of room to grow

US vs. China e-commerce retail sales



- 802m Chinese consumers are online (57% population)
- 788m Chinese consumers use mobile (53% population)
- 527m consumers using mobile payments (11x US)
- 415m Chinese millennials



The Chinese consumer market goes global



Innovations developed in China are now having a global impact



Chinese retail brands in the UK

Creating global sales events



Focus on eyes and ears not feet

Technologies of tomorrow...today



China is now leading the world in terms of retail technology



Taobao visual search



JD.com automated logistics centre



Bingo Box to open 3,000 stores by the end of 2019



Key takeaways



Innovate and humanise the store experience



Lead the way on sustainability



Embrace social and visual search to extend your reach



Deploy AI to personalise at scale



Learn from and collaborate with Chinese companies



Invest in your leaders

...don't get left behind

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