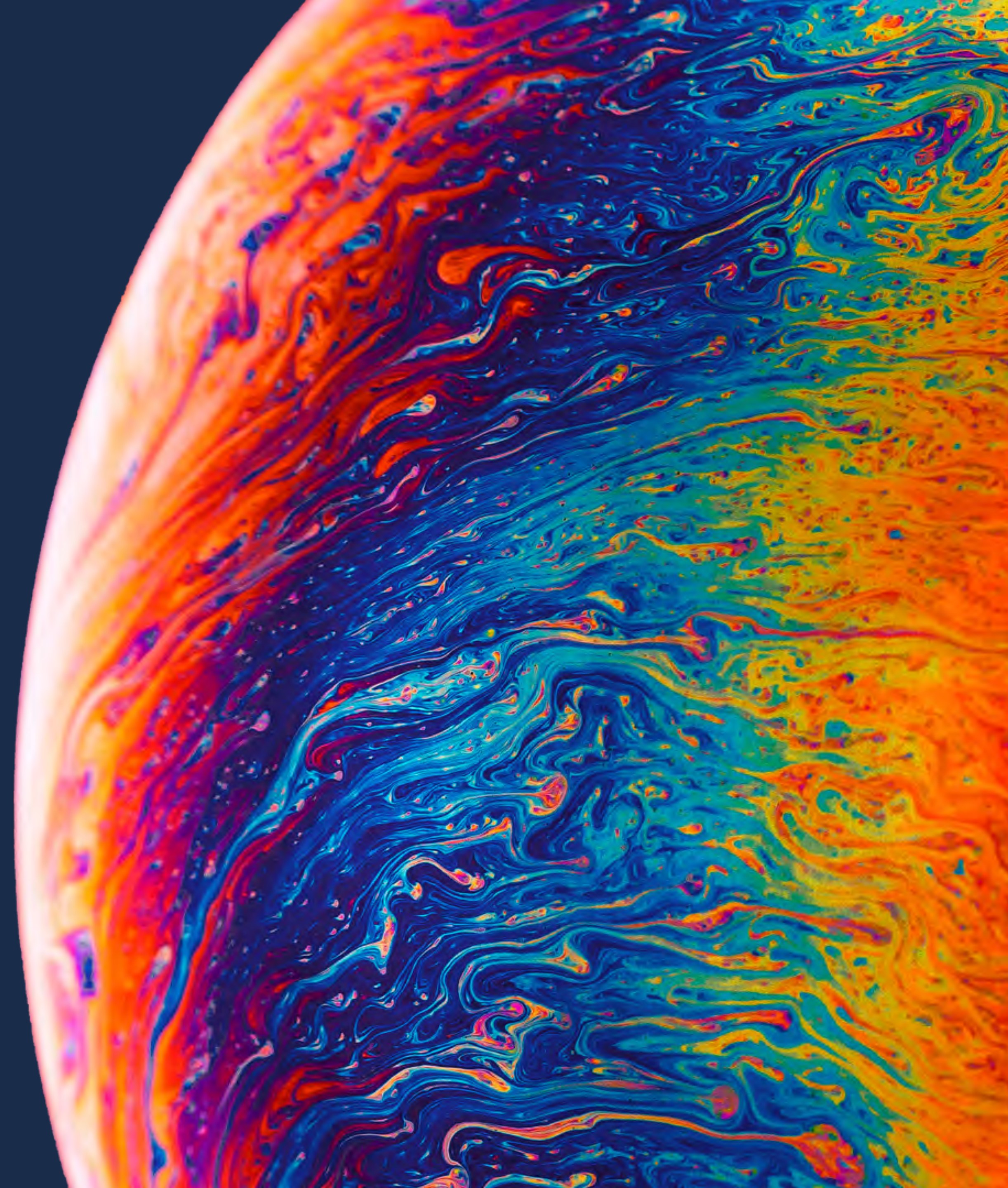




Trends Fit for the Future: The surprising secrets of persistently brilliant retail brands

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Prepared for



Contents

Three key lessons from three persistently brilliant retail brands

The fascinating innovators picking up the torch for 2020

Three Lessons

Three brands; Selfridges, Nike and Alibaba, each provide profound and unexpected lessons. They are quietly setting the trends that will determine retail's future.

SELFRIDGES & CO

Google Earth

The Puzzles

SELFRIDGES & CO

How do you thrive in a troubled category?



How does a brand so global and sprawling remain meaningful?

 **Alibaba Group**
阿里巴巴集团

How does a business sustain such a dizzying pace of innovation?

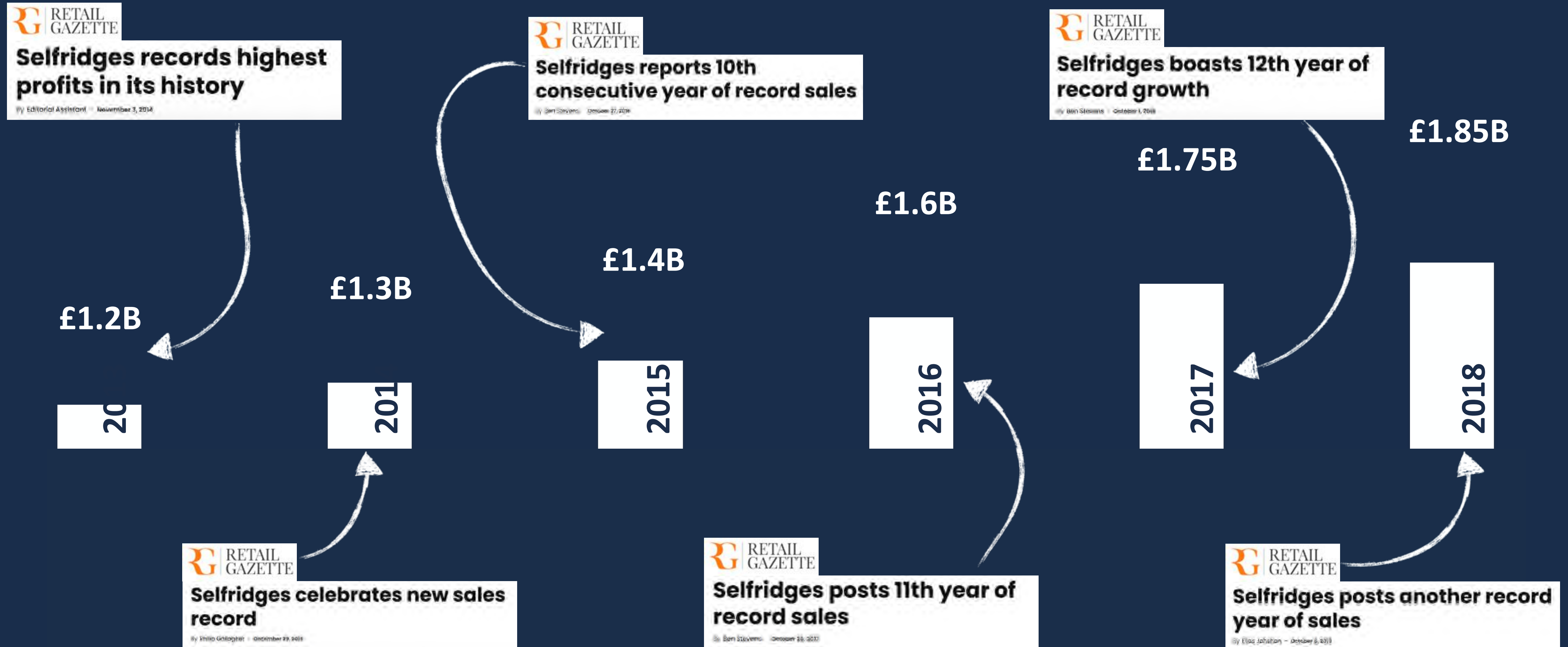
Oxford Street, London
UK

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12 Years of Record Sales



The Bowl

The store launched the UK's only free wooden skate bowl in its new 18,000 sq ft, genderless designer streetwear department; a participatory spectacle visible from the street.



Pop Up Strategy

From its 'corner shop' program (which has hosted the likes of Balenciaga and Gucci) to culture-led pop-ups from creators like A\$AP Rocky, the store has a permanent sense of occasion.



Spectacle and Cultural Power

Selfridges has long understood the relationship between spectacle, novelty and cultural power - and has been exploiting all three to great effect for over a hundred years.



John Logie Baird demonstrates TV prototype

The world's first monoplane

1909

150,000 people...

First store in the world to sell televisions...



1925

...over just four days
TVs went on sale in US

Lesson #1

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'Shopping' is about more than 'Buying'

Beaverton, Oregon
USA



Google Earth

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Consumer Direct Offence



BUSINESS > OPINION & ANALYSIS

SEP 25, 2019 2:53PM PT

How Nike's Direct-to-Consumer Plan Is Crushing the Competition

Performance IN

Nike Acquires Analytics Firm Celect to Boost DTC Strategy

Nike has purchased analytics company Celect to bolster its direct-to-consumer strategy of serving consumers personally at a global scale.



NIKE, Inc. Announces New Consumer Direct Offense: A Faster Pipeline to Serve Consumers Personally, At Scale



Bloomberg

Business

Nike Pulling Its Products From Amazon in E-Commerce Pivot

BOF

Despite Setbacks, Nike Is Scoring with Direct-to-Consumer 'Offense'

Nike is staying ahead by investing in product innovation, speed-to-market and the integration of its physical and digital channels, forging stronger direct relationships with consumers.

The New York Times

Shut Out by Shoe Giants, 'Mom and Pop' Stores Feel Pinched

Adventure Club

One of the key symbols of Nike's move into service-led DTC is Adventure Club, its circular footwear subscription service for growing kids.



Nike Live Stores

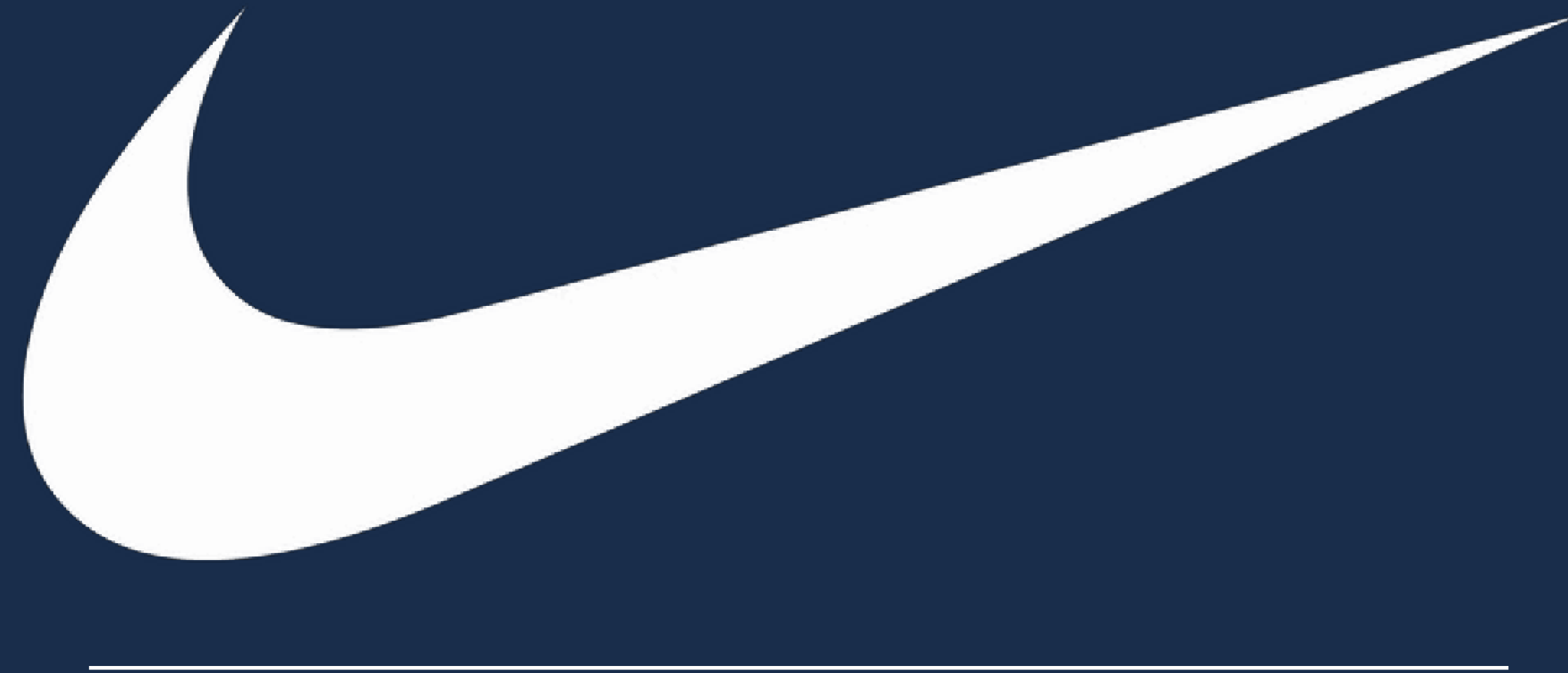
What's really interesting is how Nike is integrating service provisions into its new brand-owned membership-driven retail format.





A brand is not a promise of quality, but a promise of consistency.

Lesson #2



Customer Experience *is* the brand

Xixi Campus, Hangzhou
China



Alibaba Group
阿里巴巴集团

11.11

Outside China, Alibaba is most famous for Singles Day (11.11), with sales of \$38.4B in 24 hours compared to \$16.6B for Black Friday and Cyber Monday combined.



GLOBAL SHOPPING FESTIVAL 2019



天猫双11

天猫双11开幕盛典

天猫双11开幕盛典

Xiang Hu Bao

Ant Financial could have launched an insurance product like a normal financial services brand. Instead it created a revolutionary mutual aid platform and won 100M participants in a single year.



100 MILLION
participants signed up for
Xiang Hu Bao, Alipay's online
mutual aid platform, in one year

Facial Payments & Beauty Filters

Alibaba's story is about creativity, technology and attention to detail. Beauty filters deliver 'playful technology'.



Technology & Scale, Detail & Imagination

amazon

x

=

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Disney

Lesson #3



Technology as an expression of imagination

The Lessons

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'Shopping' is about
more than 'Buying'



Customer Experience
is the brand

 **Alibaba Group**
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Technology as an
expression of
imagination

The fascinating innovators picking up the torch for 2020

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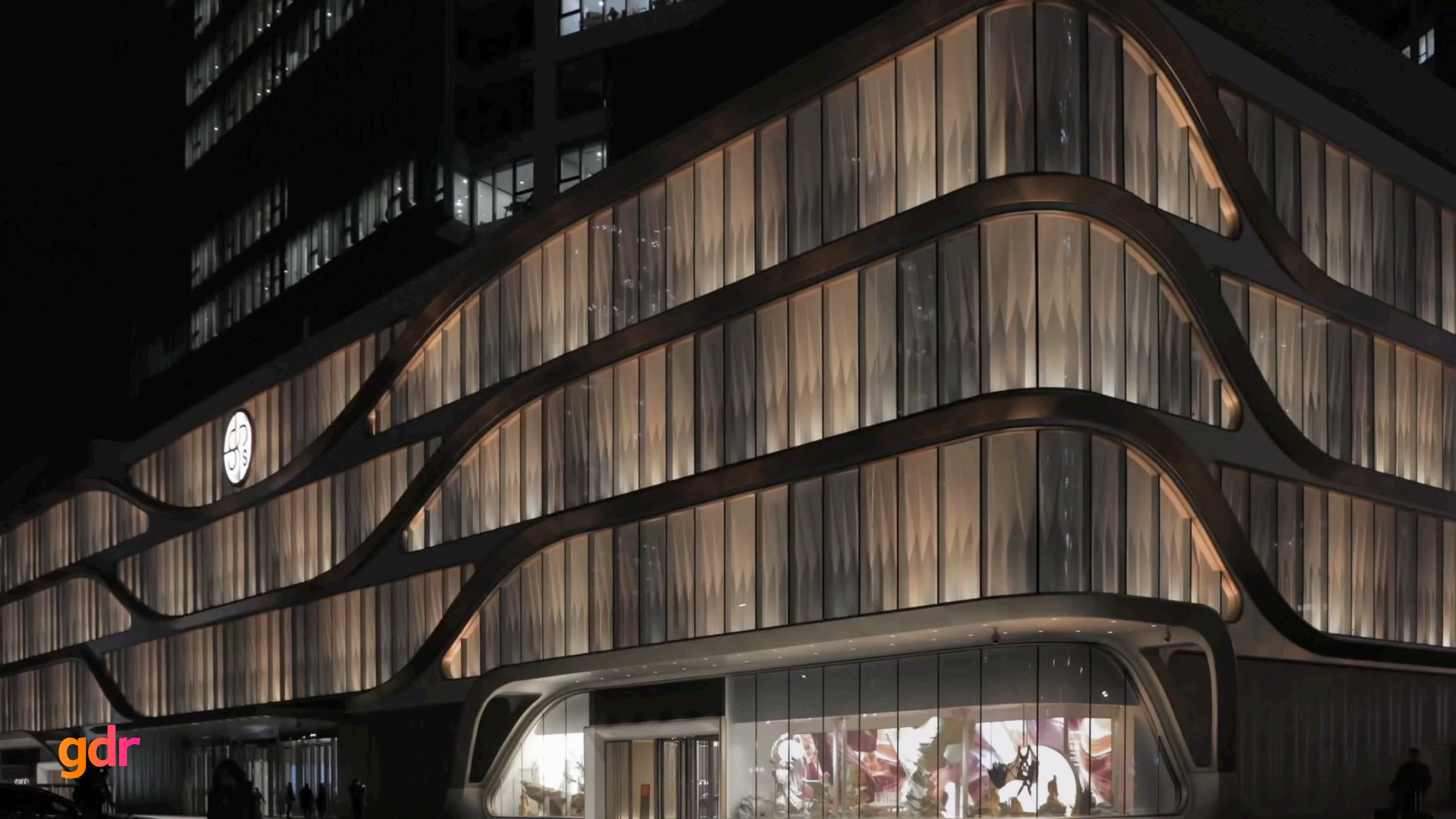
Technology as an expression of imagination

SKP-S x Gentle Monster

SKP's department store, designed by Gentle Monster immerses shoppers in a future where man and machine come together to colonize Mars.

Shopping is about more than buying

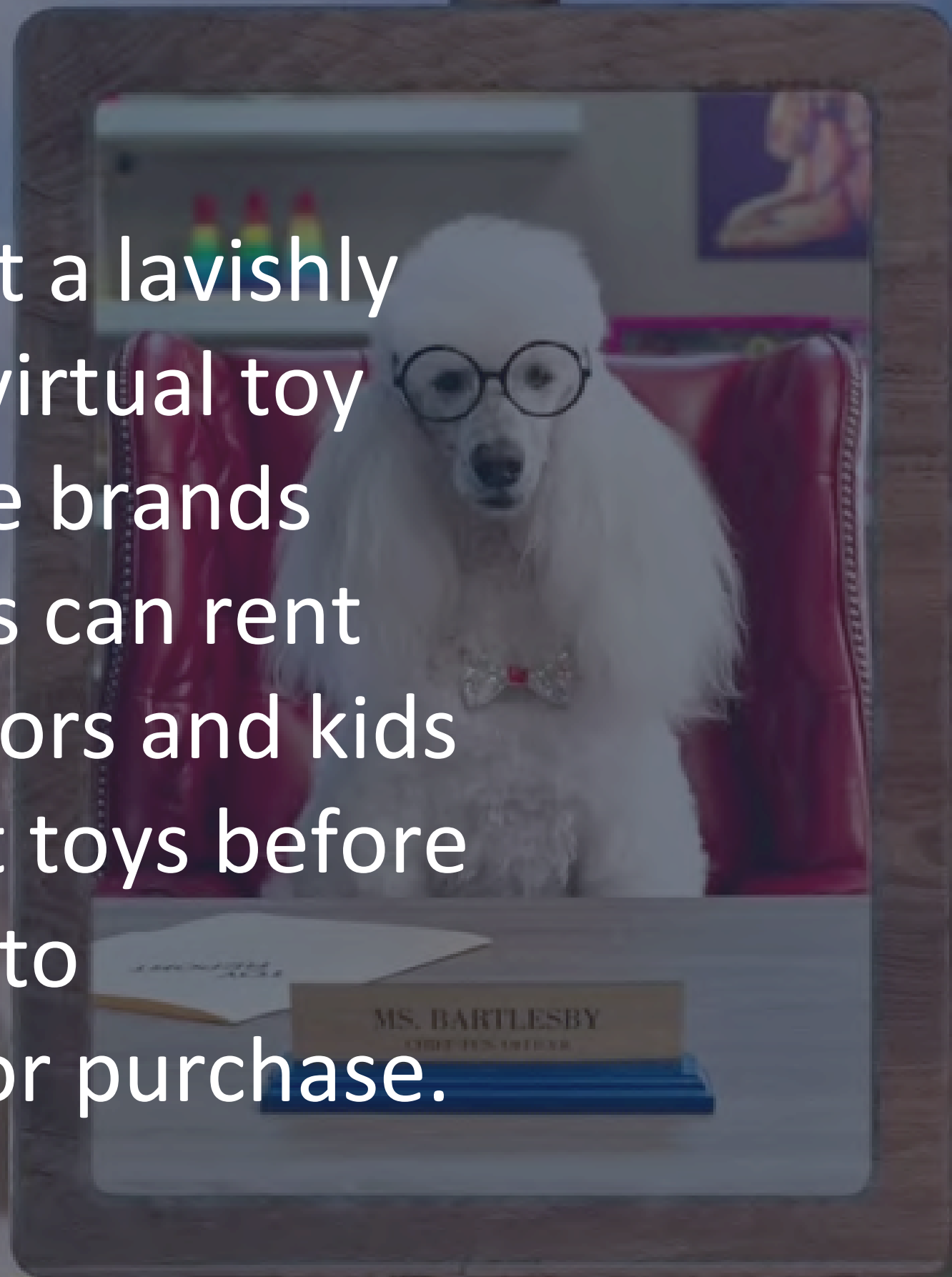




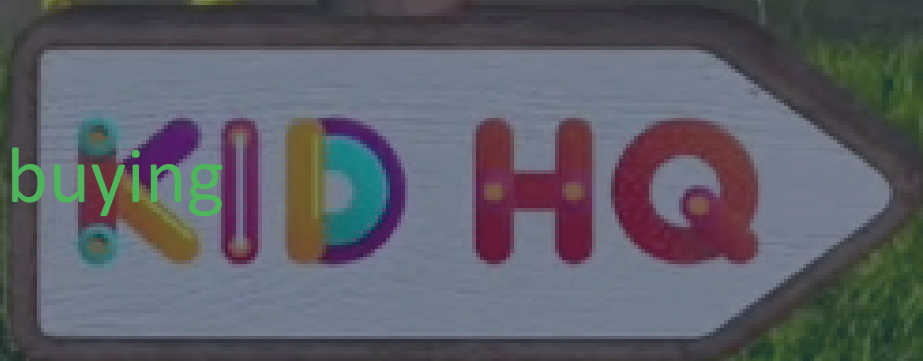
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Kid HQ

Eko has built a lavishly interactive virtual toy store, where brands and retailers can rent different floors and kids can shortlist toys before handing off to grownups for purchase.



Shopping is about more than buying



CAMP

Family experience store CAMP, which normally has a summer camp theme, brought the Toy Lab floor of KidHQ to life in its New York store this holiday season.

Shopping is about more than buying

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ToyLab CAMP
New York, NY



JD E-Space

Chongquin experiential electronics store where robots lead you to different products. When its time to buy, JD.com takes over.

Shopping is about more than buying





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Customer Experience *is* the brand

Technology as an expression of imagination

Equal Parts

The first brand from DTC holding company Pattern, makes cookware that comes with a free, on-demand cooking advisory service via text.

Customer Experience *is* the brand



GUIDANCE THROUGH COACHING

Cook with Confidence

Get free access to an on-demand cooking coach with every cookware kit – no subscription needed. Text us at every step, from your grocery run to cleanup.

[LEARN MORE](#)

Got any grocery shopping tips?

I'm having a small dinner party. What should I serve?

I added too much salt. What should I do?

How long should this roast?

Here's what's in my fridge. What's on the menu?

Toun28

This Korean subscription skincare service uses predictive data analysis and diagnostic results to deliver a dynamically personalized regime.

Customer Experience *is* the brand



Sheep Inc

'Carbon-positive' wool sweater brand tags product with an NFC chip, linking the customer with the sheep whose wool they are wearing.

Customer Experience *is* the brand

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SHEEP INCLUDED

How sheep adoption works.

Sheep Inc

Customers receive ongoing updates about 'their' sheep, notifying them if it gives birth and even when it dies.

Customer Experience *is* the brand



01. Sheep Stations

Wool is sourced from ZQ certified sheep stations that meet the world's highest animal and environmental welfare standards.

Sheep Stations:

Omarama
44°29'24.4"S 169°57'27.7"E

Middlehurst
41°59'20.8"S 173°26'51.7"E

Lake Hawea
44°27'46.4"S 169°18'03.8"E

Country:

New Zealand

CO2e Footprint:

28.31 KG CO2e



DAMN FINE
WOOL MY
FRIEND

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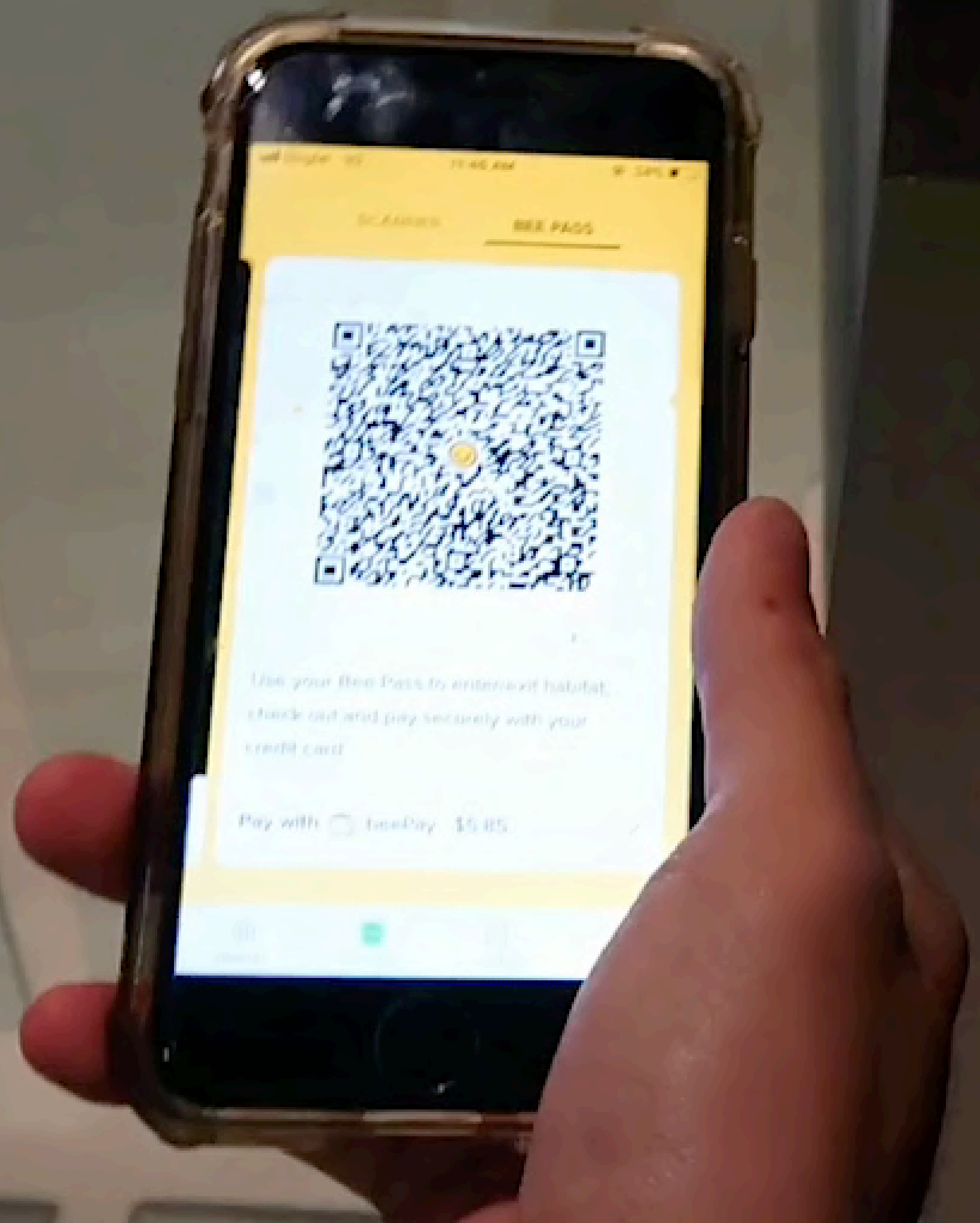
Technology as an expression of imagination


Habitat by Honestbee


Singaporean online grocer's first physical store uses theatrical technology to reimagine the customer journey.

Technology as an expression of imagination





Welcome to Habitat

Show Bee Pass to enter


SHOW BEE PASS HERE

LUSH

In 2019, LUSH introduced 'digital packaging', combining visual search tech with their commitment to reducing waste.

Technology as an expression of imagination



JINS

Japanese eyewear brand confronts long-overlooked pain points with technological interventions full of personality.

Technology as an expression of imagination





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Thank You!

Kate@gdruk.com

Prepared for

NRF 2020
VISION
RETAIL'S BIG SHOW

