

RETAIL INNOVATIONS – GLOBAL TRENDS AND RETAIL CONCEPTS CHANGING THE INDUSTRY

When looking at retail across the globe, there are clear indicators that the industry is changing at an accelerated pace. The way consumers communicate and shop is shifting, e-commerce and m-commerce is gaining global momentum, and the growing internationalisation of brands further boosts the competitive landscape. As a result, retailers need to step up their game and innovate by constantly refreshing their ideas, by keeping their concepts relevant for tomorrow’s shoppers and by integrating innovation into their organisation’s DNA.

For the past ten years at Ebeltoft Group we have closely monitored global developments in retail by compiling an annual study called Retail Innovations, a synthesis of the most relevant trends from around the world detailing how these trends materialise in-store with case studies from over 25 countries. Looking back, the diversity of trends has been intriguing: how they mature over time and how new ideas and concepts emerge across the globe almost simultaneously, demonstrating the strong international dimension of today’s market and shoppers.

Local teams submitted cases from across the globe to an expert jury who reviewed a wide range of concepts, from brick and mortar to pure-play and everything in between, and identified the 7 major global trends in retail innovation that are here to stay:

1 CURATED COLLECTIONS



The heart of successful retailing lies in creating a coherent and compelling assortment for customers. Today, consumers are faced with greater access and more choices than ever before, so retailers must deliver assortments that are brought together in a unique way. The German

retailer Outfittery and American retailer Trunk Club offer ‘try before you buy’ menswear delivered to the home or office, a curated clothing service based on personalised online profiles completed by customers and sessions with the company’s fashion stylists.

“Innovation distinguishes between a leader and a follower.”

Steve Jobs



Lourens Verweij,
*Global Manager,
Ebeltoft Group*

Works with retail advisory firms around the globe, his work is comprised of Strategic Alliance Management and International Expansion Development.

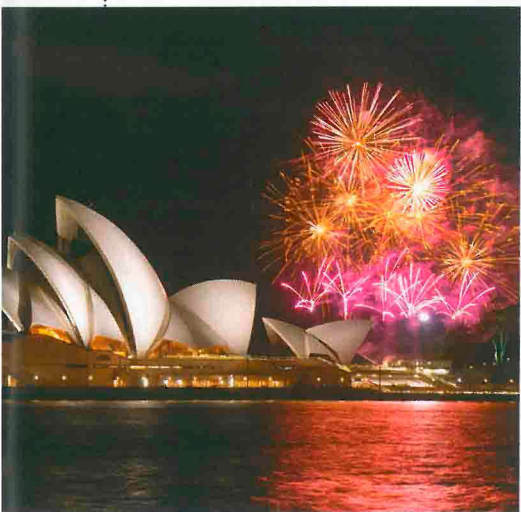
Furthermore, Lourens conducts and co-authors global retail, trend and consumer insight studies and publications.

2 CUSTOMISATION



Once predicated on scale, with many SKUs in store and focused on pricing, customization in retailing is reaching critical mass. The US retailer Birchbox allows customers to build their own box of cosmetic products, creating a customisable experience in their SoHo flagship store.

3 EXPERIENTIAL RETAILING



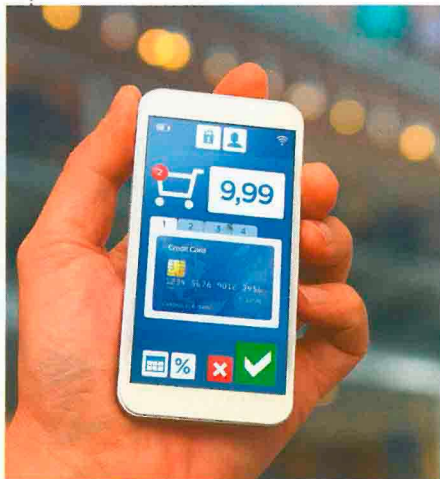
The global growth in popularity of e-commerce and low price commoditisation has forced retailers to rethink the role of the store. What is the actual proposition of brick and mortar? With the goal of developing the optimal Italian food experience, Eataly Smeraldo in Milan emerges shoppers in the rich heritage of its gastronomy.

4 HYPER LOCAL



There is real power in truly being local. The trend has been around for some time but retailers are bringing it to the next level (hyper local) by demonstrating how local, organic and meaningful it can be. Au Bout Du Champ in France brings click and collect to locally sourced and fresh products with small individual lockers in downtown Paris.

5 ONLINE OFFLINE MASHUP



With the industry focusing on cross-channel and omni-channel, it is important to remember that it is still about retail. Concepts focusing on this trend blend best practices from both the online and offline worlds to deliver the optimal experience to the consumer. UK retailer Argos created the perfect brick and mortar showroom, complete with digital ordering stations, only stocking essential products in-store and offering free home delivery on out of stock items.

6 RETAILVENTION



Retailers are breaking new ground by creating differentiated business models and concepts that recreate a category. The Dutch retailer Bilder & de Clercq reinvented food retailing, positioning their concept as a 'cookbook' offering fourteen dishes rather than aisles of product.

7 TECHNOLOGY INTERVENTION



A type of enabling tool, technology allows customers to bring things together, have more choice and information than ever before and experience solutions such as a seamless check out. TeamLabHanger in Japan takes in-store communication to the next level using interactive clothing hangers and demonstrates how technology is applied to create value in the customer's shopping experience.

Looking at these trends in the near future, evidence will show how they further develop with even better examples of retail concepts, thereby raising the bar for the industry, and likely intensifying elements of technology, omni-channel and clear relevance for the shopper. ●