

Agency Perspectives on New Store Design

Shoptalk_Las Vegas:03_20_18
The Evolution of the Retail Store
Track 2_Session 2

PORTLAND.

360°

Customer Journeys

B E F F O R E



MACY'S 'ON CALL', USA
Omnichannel expectations

PORTLAND.

No Service 18:56 73%

ALEXLH 1

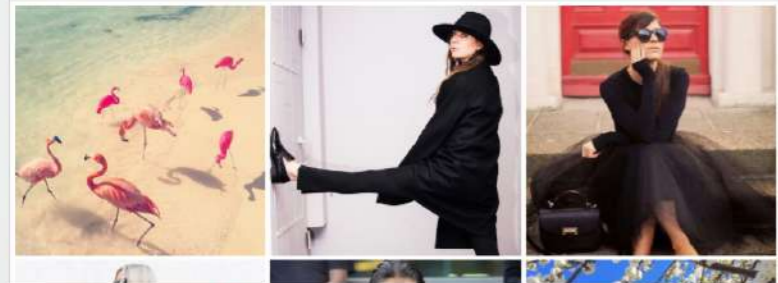


Alexandra Hoffnung

186 Admirers | 139 Admiring

Admire +

Loves 622 Photos 216 Style Tribes 5



Browse Find Upload Alerts Profile

Sketch 9:41 AM 42%

GUCCI 1

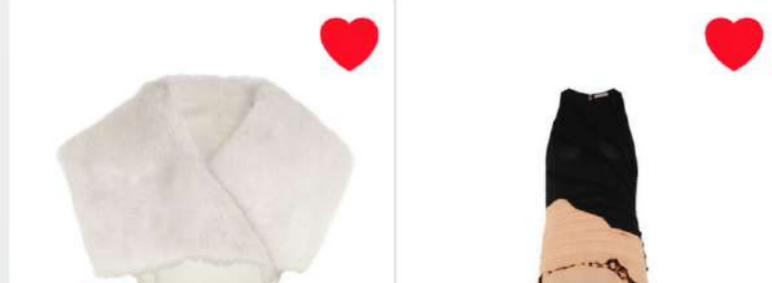


Gucci

3.2m Admirers | 155 Admiring

Admiring SHOP

Loves 202 My Style 321 Style Tribes 14



Discover Find Upload Alerts Profile

No Service 18:25 75%

STELLAMCCARTNEY 1



Stella McCartney

12 Admirers | 0 Admiring

Admiring SHOP

Loves 6 Photos 0 Style Tribes 0



Browse Find Upload Alerts Profile

THE NET SET, Global Social & community driven

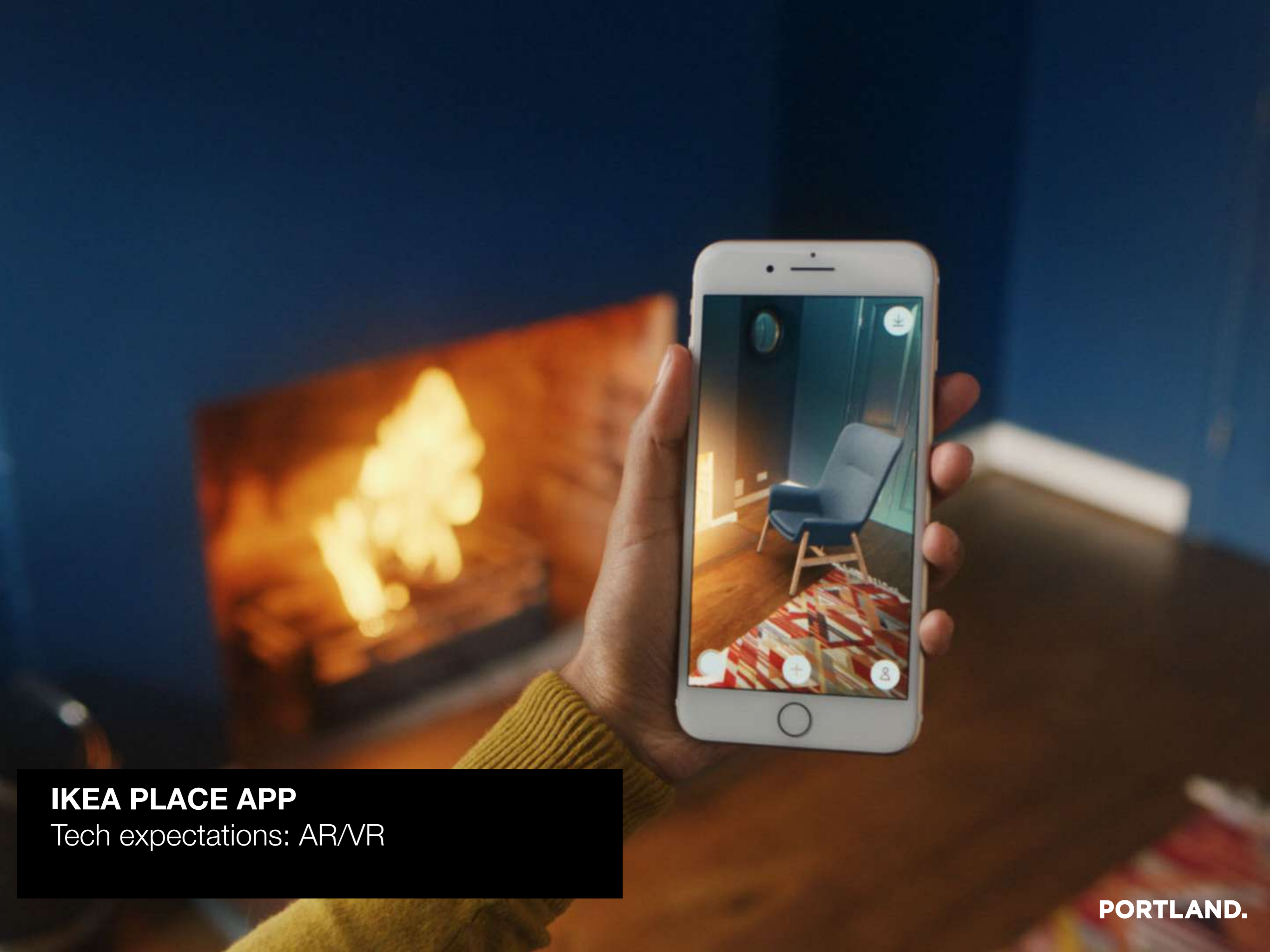
PORTLAND.



MINIMUMS

Influencer driven

PORTLAND.



IKEA PLACE APP

Tech expectations: AR/VR



SUPREME, UK
Exclusive access

PORTLAND.

DURING

loved&found



JOHN LEWIS 'LOVED & FOUND', UK
Cultural curation

PORTLAND.



SONOS SHOWROOM
Optimise, accelerate & enrich

PORTLAND.



T2, GLOBAL
Authority & passion

PORTLAND.



COOL HUNTING

Seeking innovation,
their story starts
with a passion
for discovery and
their website is
the destination for
cultural creativity.

Cool.hunting.

Aol Artists.

A fresh take on
entertainment,
showcasing the work
of emerging artists
as a way to refresh
brand identity and
boost the creative
community. It's a new
way to connect
the neighborhood.

Well
JURY
Work

STORY, NEW YORK
Newness & nowness

PORTLAND.




DOVER STREET MARKET, GLOBAL
Digital backlash



PORTLAND.



 ChefSteps

Joule.

Your Next Kitchen Essential.

You Control with Alexa



Review Card
Under Construction



Insider Customer Review
"An assortment of recipes ranging from the exotic to the ordinary, the decidedly overwhelming to the commonly handy, all cooked without anything other than an everyday sealable food bag."
- *Food & Wine*



AMAZON BOOKSTORE, NEW YORK

Trust peer not brands

PORTLAND.

Hello Caroline May

Tap to begin



5 PRODUCTS DETECTED

POWERED BY FARFETCH

FARFETCH 'STORE OF THE FUTURE'

Seamless simplicity

PORTLAND.



ARGOS, UK
Instant gratification



6

ZARA

Temporary Concept Store
for Online purchases,
Returns and Exchanges

ZARA, WESTFIELD, UK
Ensuring efficiency

PORTLAND.



IKEA 'ORDER & COLLECT POINT', UK

Optimise footfall

AFTER



ENJOY
Trusted brand allies

PORTLAND.

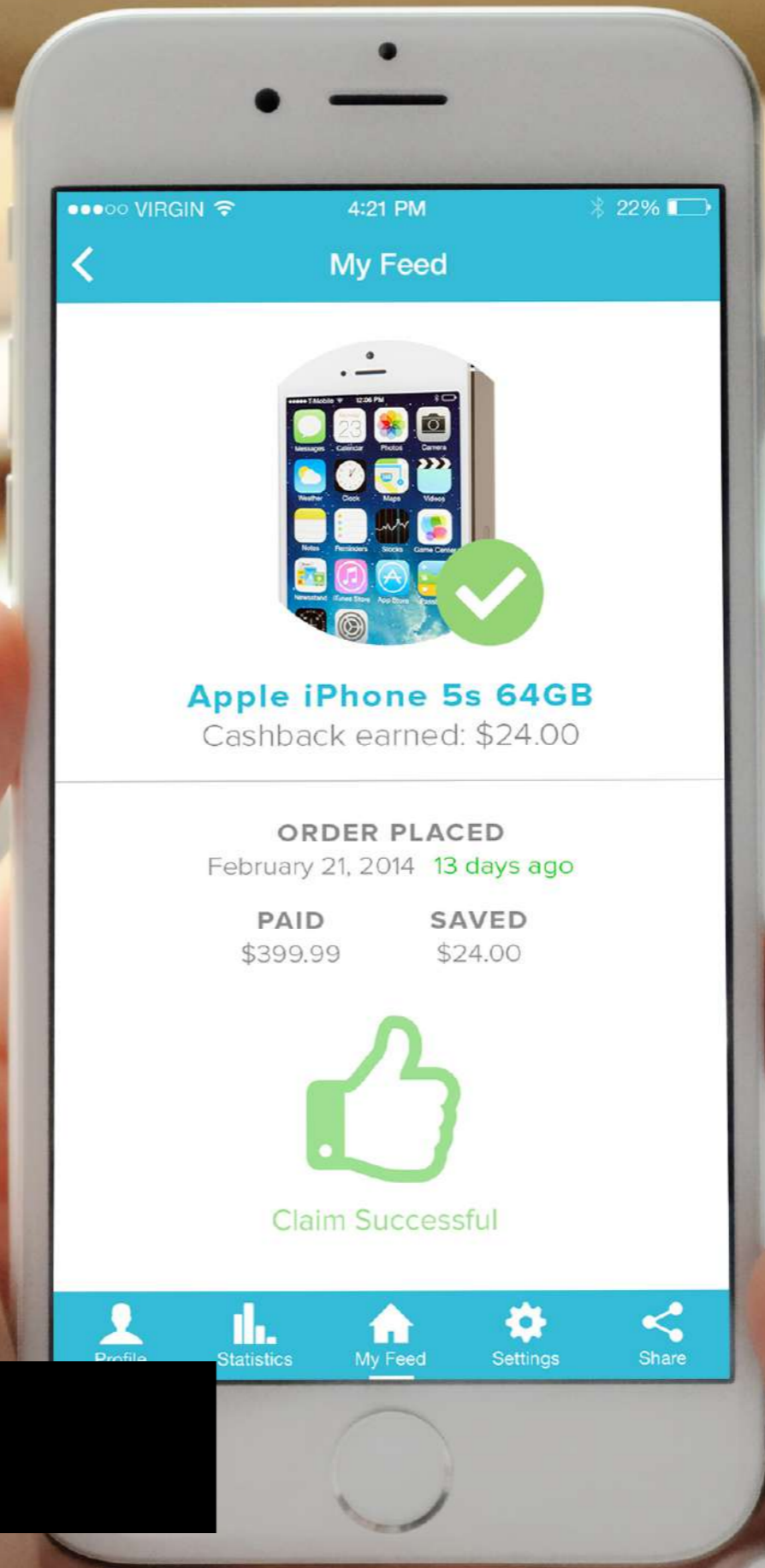


JO MALONE
LONDON

#ScentAroundTown 0370 192 5901

JO MALONE
Exclusive expectations

PORTLAND.



VIRGIN 4:21 PM 22%

< My Feed



Apple iPhone 5s 64GB
Cashback earned: \$24.00

ORDER PLACED
February 21, 2014 13 days ago

PAID \$399.99 **SAVED** \$24.00



Claim Successful

- Profile
- Statistics
- My Feed**
- Settings
- Share

PARIBUS
Old school value: FOMO

PORTLAND.



BURBERRY #TWEETCAM
Participation & co-creation

FUTURE CUSTOMER JOURNEYS ARE A

360°

ECOSYSTEM

THANK YOU

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