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Retail Insights & Inspiration
09.23



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Retail Solutions
A Berkshire Hathaway Company

09.23 insights

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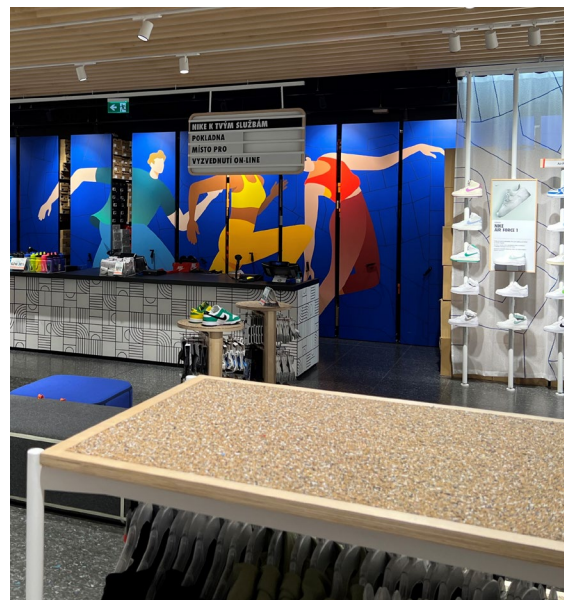
Sustainability - Retail Safari **Nike, Prague**

Beyond its reputation for high-performance athletic gear, Nike champions the use of sustainable mixed materials in its retail stores, showcasing a harmonious blend of aesthetics, functionality, and environmental responsibility.

A combination of efficient design, natural materials and fun display, helps create a space which feels modern, fun and inviting. The use of Nike Grind materials (made from unused offcut materials, unsold footwear and footwear that has come to end of life) ensures that not only are their products displayed stylishly but on materials made by recycling used Nike products. Authenticity is key concerning the use of sustainable materials - what could be better than displaying a new trainer on multiple old trainers?

Seamless sustainability is matched by an equally smooth integration of online and instore shopping - using the Nike app to scan barcodes in store allows consumers to access information about products immediately, with Nike Fit and Bra Fit even taking the guess work out of sizing. A harmonious shopper experience at it's very best.

Nike showcases that environmental responsibility can coexist with style and innovation, and others must do to if they're to keep up with the sportswear trailblazer.



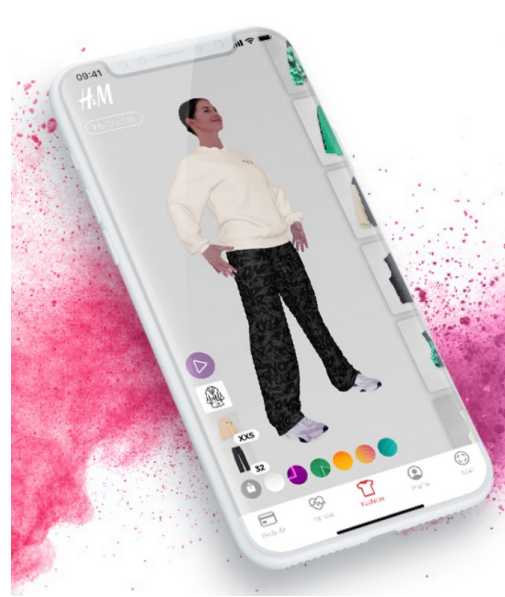
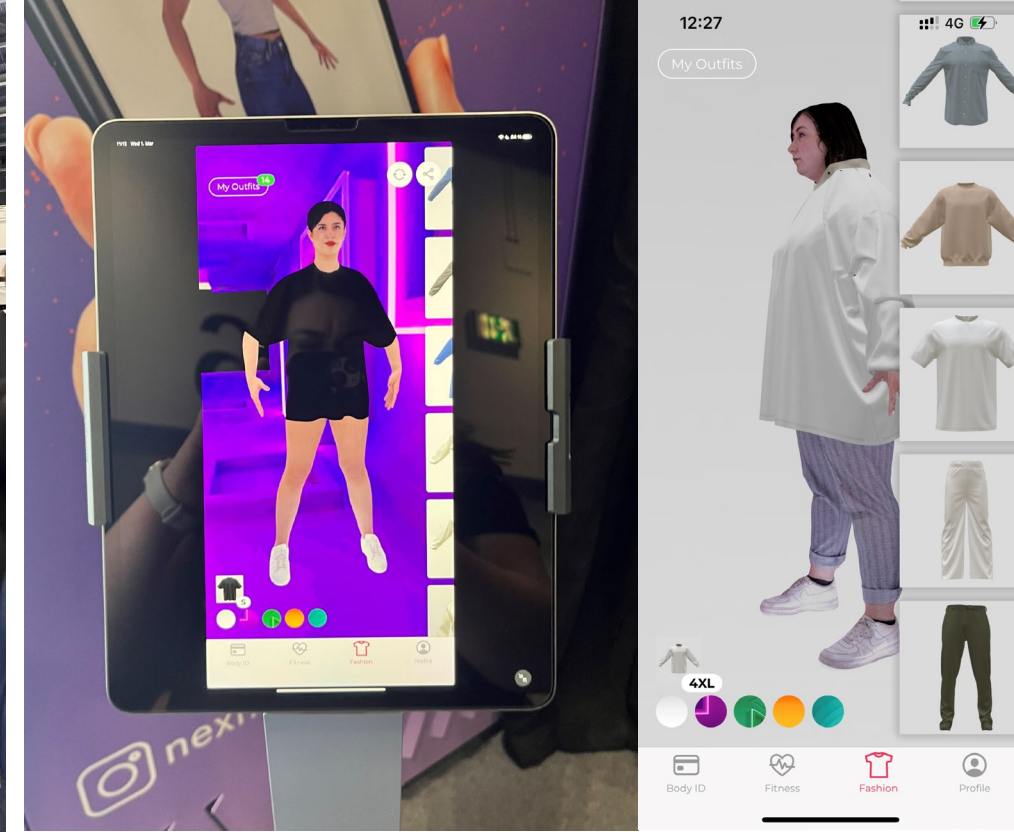


Technology - Retail Tech Show **NEXR avatar creation**

As seen at this years Retail Tech Show, the NEXR avatar creator has many uses - the one that caught our eye being its virtual fitting capabilities - making it easier to buy a whole season's wardrobe easier than ever!

Using full body 3D scanners avatars are generated and usable in minutes, making them perfect for virtual fitting. The opportunities here are therefore plentiful and valuable - *if* a customer could create an avatar using technology adopted by multiple retailers *and* could utilise these both instore and at home to make quick and informed purchasing decisions, the confidence created in the avatar would - after some trial and error - become equal to fittings IRL. The retailer has the added bonus of gathering information immediately based on the customers decisions for personalised marketing.

H&M have trialed this instore with their No Fear collab: *"In collaboration with H&M beyond we installed two #3DFusion III bodyscanners in selected H&M stores in Berlin and Hamburg for #virtualfitting. Our customers had the opportunity to virtually try on perfect-fit looks from the current collection H&M NO FEAR TO TRY and engage with their avatars in new ways."* NEXR 92% of participants thought that virtual fitting should be part of the future of fashion shopping - so a very positive reaction!



three

Innovation - Loss prevention **Lockable cabinets**

Empowering retail to combat rising in-store theft is currently a hot topic. Where convenience and experience are still paramount, there is also a need to provide 'barriers' that stop widespread organised and repetitive theft.

The key to effectively combating this challenge lies not only in traditional security measures but in designing loss prevention solutions that produce results without negatively affecting the shopper experience. Examples of this include the integration of smart shelving and RFID (Radio Frequency Identification) technology, and the overhaul of store layout to provide well-lit spaces with clear sightlines to store colleagues.

The introduction of lockable cabinets provides a solution that has minimal disruption to the look and feel in-store, with the option to provide a 'press for assistance' button if required. There is no doubt that any barrier to the ease of shopping is questioned initially but if the benefits outweigh the negatives, then the truly practical uses of innovation shine through. Colleagues are safer, prices are not inflated to compensate for theft and most importantly shelves are stocked with the products that customers want!



four

Trends – Material aesthetics **Gondola screening**

In an era of constant connectivity, consumers often seek a few moments of peace whilst browsing, even while immersed in bustling retail spaces. Here's where screening, the art of dividing spaces with screens or partitions, comes into play. It offers a balance between privacy and exploration, enabling customers to peruse products at their own pace without feeling overwhelmed by open spaces and crowds of shoppers.

Retailers are leveraging screens not just as functional dividers, but also as carefully pieces of design that contribute to the overall ambiance of their store. Moreover, screening provides an opportunity for retailers to curate thematic sections within their stores. This segmentation helps shoppers to navigate the space effortlessly, ensuring that they find what they're looking for while also stumbling upon 'delightful' surprises along the way.

Ultimately, the use of screens adds depth and purpose to spaces, redefining the shopping journey as one of exploration and connection, and all whilst using portable retail furniture that can be adapted from collection to collection, and season to season.



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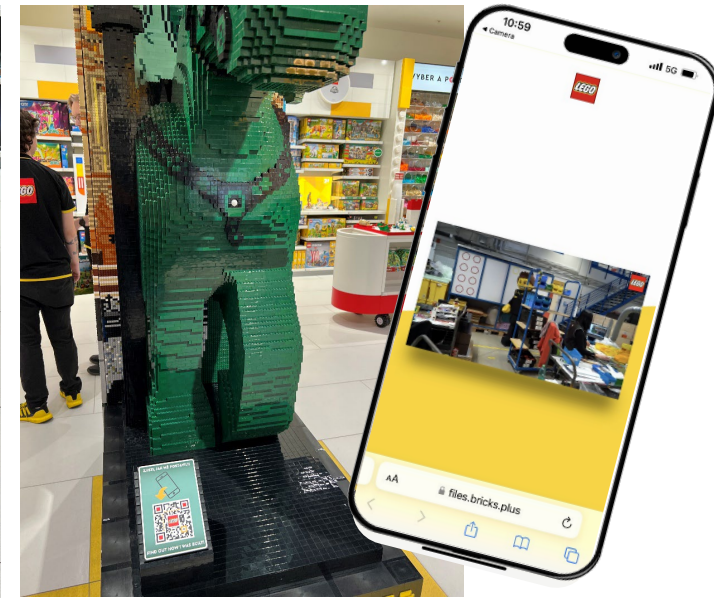
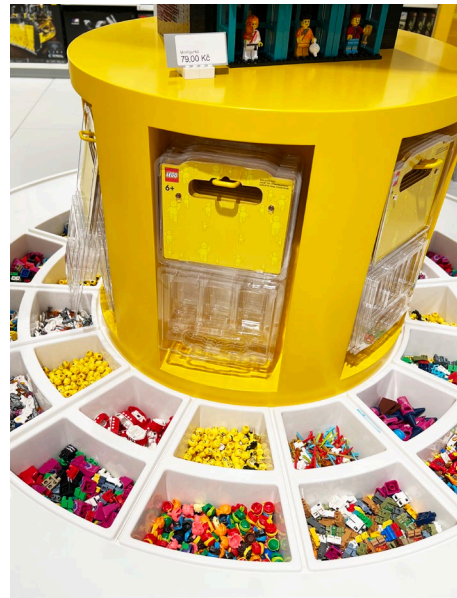
Experiential - Retail fun **Lego stores**

Modern retail is more than just transactions; it's about forging connections and crafting memories. The Lego Store in Prague demonstrates this perfectly (the newly opened store in Battersea does so closer to home!)

As you'd expect from possibly the most recognisable toy manufacturer in the World, there are plenty of opportunities to play and engage in store. The use of simple magnifying glasses allow small pre-made models to be inspected in close-up detail - provoking curiosity - how was this built?! and at the opposite end of the scale a huge dinosaur is accompanied by a QR code, so the construction curious can see how it was built. Simultaneous fun and education.

Self service options for the purchase of individual Lego bricks provide further tactile engagement, and also a personal touch - you can buy precisely what you need and want.

Even the gondola systems have quirky branded touches that demonstrate no detail is considered too small - embracing these innovative and fun design approaches could be the key to not only surviving but thriving in our modern retail landscape!





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Feeling inspired?
Please get in touch...

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