

five to *inspire*

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Retail Insights & Inspiration
10.24



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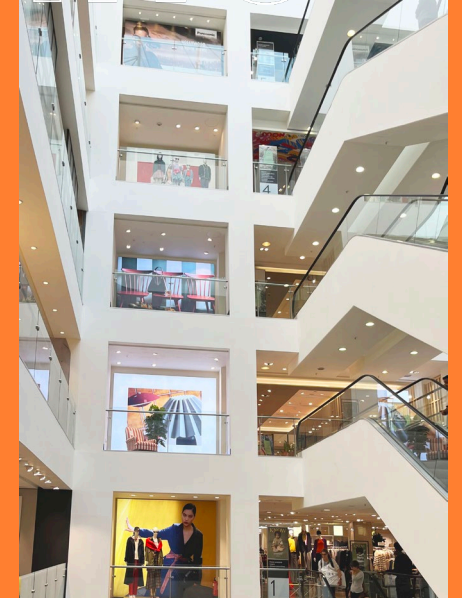
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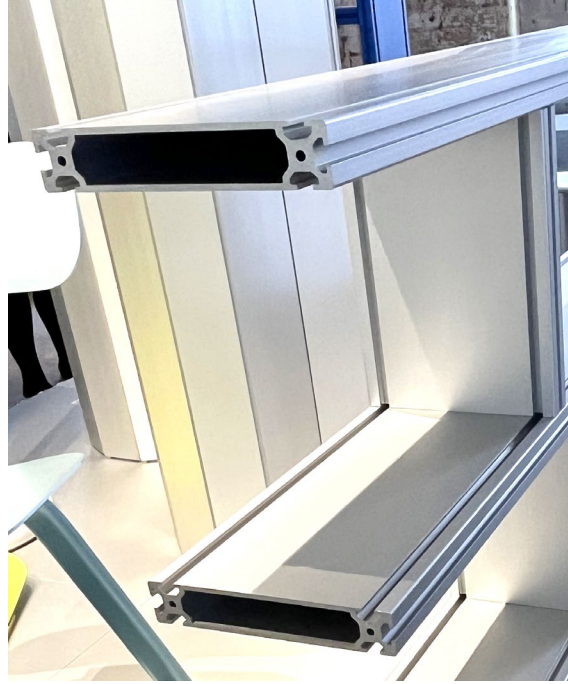
Sustainability - *Material Matters* exhibition **Recycled aluminium gives scrap material a new life**

The London Design Festival has been in full swing, and we've been out and about visiting various sites gathering insights and inspiration. *Material Matters*, an exhibition taking place at the exciting Bargehouse urban space on Bankside, is curated to 'celebrate the importance of materials and their ability to shape our lives'.

From five floors of exhibits a real 'stand out' display is the Hydro presents 100R exhibition. Hydro (a leading aluminium and renewable energy company) challenged seven designers to make objects from Hydro Circal 100R - the World's first industrial-scale aluminium product made entirely of post-consumer scrap.

Notable particularly for its scope to transfer to 'real-world' applications is T-Board by Phillipe Malouin. "T-Board is a system used for constructing shelving and simple items of furniture. It takes advantage of the popular T-slot extrusion hardware already available on the market. This system uses a single extruded aluminium profile in order to act as a leg or a surface".

Above all the design is practical (modularity provides a myriad of configurations) and is aesthetically sleek and modern - a winning combination with exemplary sustainable credentials.



two

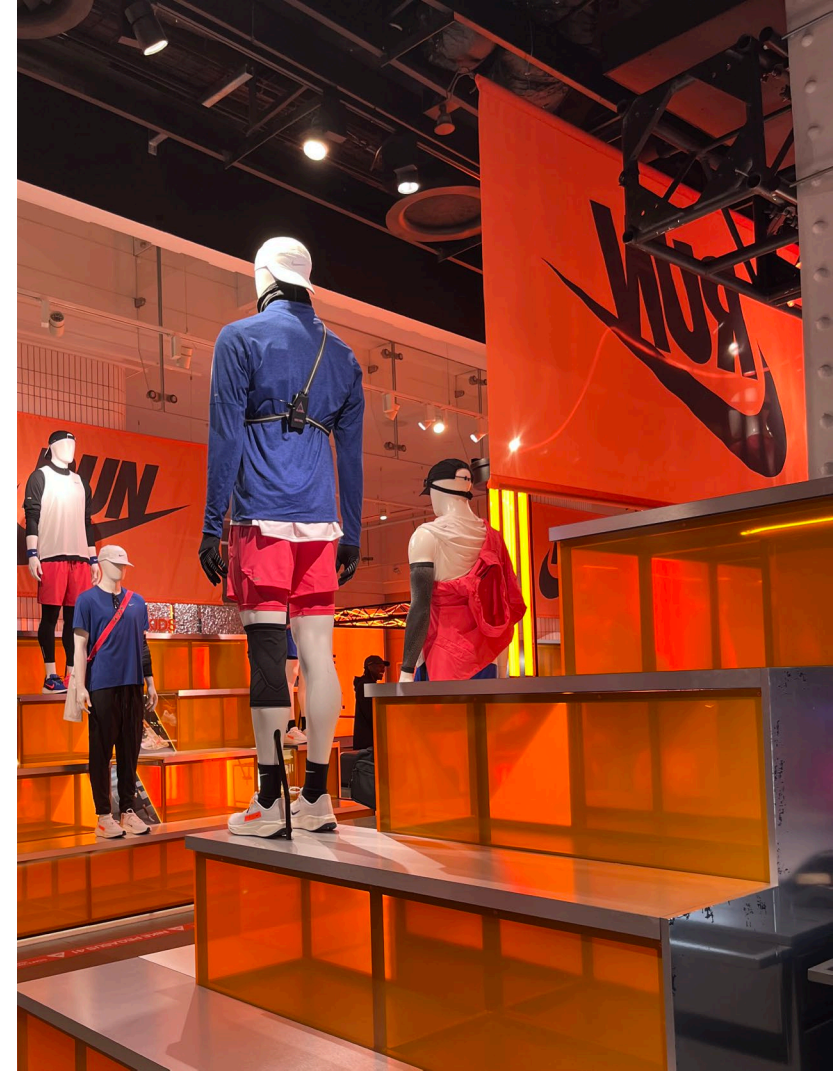
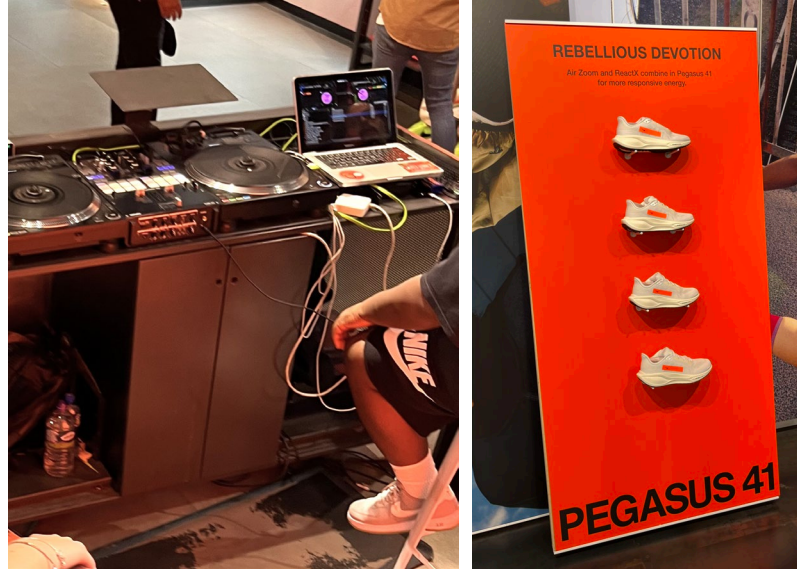
Experiential – Nike Town is in the running **Don't Waste Your Energy anywhere else!**

DON'T WASTE YOUR ENERGY. RUN IN PEGASUS... shouts the boldly illuminated installation at Nike Town, Oxford Circus, London. There's no doubting that a new product is in town as you enter the store foyer – striking use of their ubiquitous orange branding, illuminated multi-material displays and an in-house DJ make for a dramatic entrance!

"Air Zoom and React X combine in Pegasus 41 for more responsive energy" – and you can experience this for yourself in the treadmill zone, creating an immersive experience that gives the customer a memorable interaction and product confidence simultaneously. Personalisation plays a huge part in how Nike interacts with its customers and this experience is a development and extension of this – your consultation in the buying process counts.

The Pegasus 41 branding continues in pockets throughout the store, with highlighted displays extending the narrative and building a comprehensive 'in-store story'.

The question left unanswered is does the DJ take requests for your treadmill run? We may have to revisit to find out!



three

Pop-up – Fenty Hair pops into Selfridges **A cut above the usual 'Corner Shop'**

Oxford Street's Selfridges is well known for its Corner Shop permanent Pop-up space – sitting on the ground floor corner of Oxford Street and Duke Street it's in a perfect position with massive footfall window space to entice shoppers in to see what the latest installation has to offer.

Our visit coincided with the Fenty Hair 'Mane Street' installation – a showcase for the latest brand of haircare products within celebrity Rihanna's Fenty venture. Looking to provide an experience that both educates and ultimately promote sales, customers can book an appointment in the Hair Heaven Salon where the stylists use the available products and explain their application and benefits relating to a style from their lookbook, with the cost redeemable against products.

The products themselves are merchandised in an almost cartoon-like range of pastel-coloured displays, providing larger than life Instagrammable scenes ready to be taken and uploaded by those browsing. The space exudes eye-catching fun and interactive opportunities, and also provides space for familiar Fenty Beauty products alongside a flower stand for those not ready to change their hair products just yet.



four

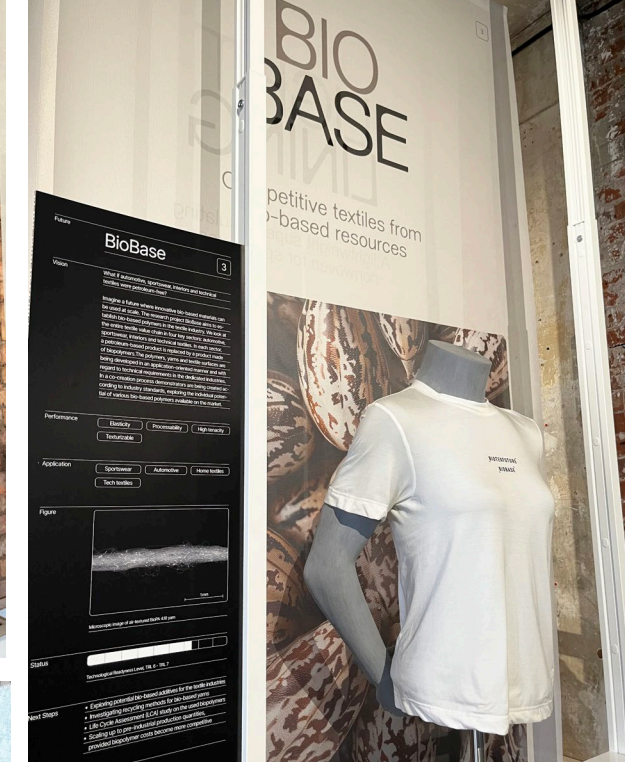
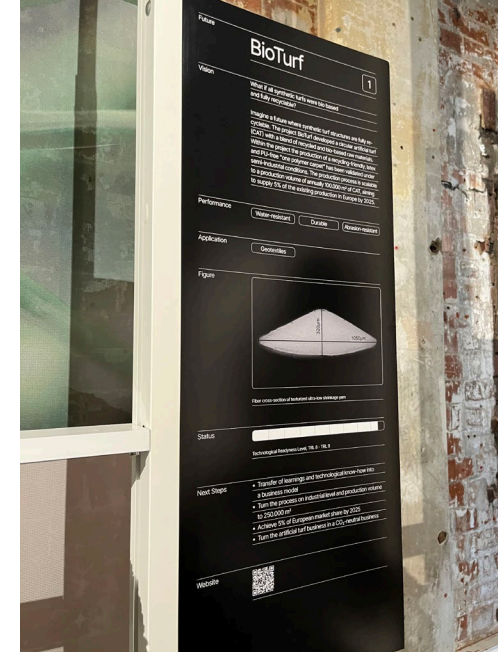
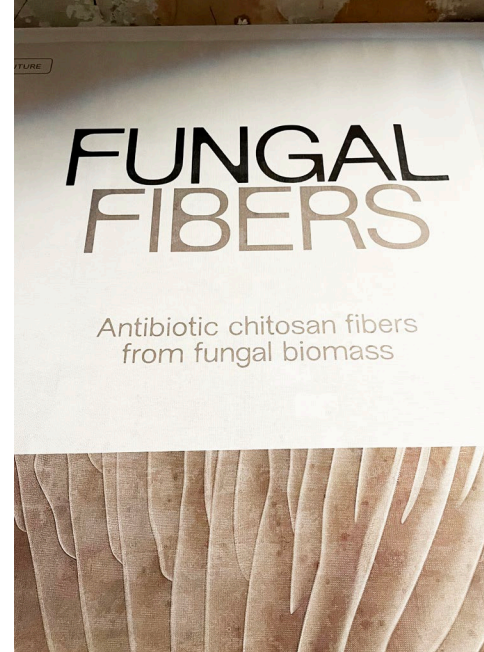
Technology – Fiber Futures: BIOTEXFUTURE The future of bio-based textiles

We're accustomed to certain products, especially sports clothing, being tagged with reassurances of sustainable or technologically forward-thinking materials – with words such as 'tech', 'thermal', 'innovate', 'breathable', 'performance' etc. ... the **Fibre Futures** installation by **BIOTEXFUTURE** at the **Material Matters** exhibition (part of the **London Design Festival**) has further ambitions. Here we find projects that 'aim to positively impact the textile chain, including alternative resource streams, innovative spinning techniques and bio-manufacturing.'

This biobased textile research is funded by the German Federal Ministry of Education and Research – with project leads from Adidas AG and RWTH Aachen University and has resulted in a collection of diverse alternate solutions to producing fibers...

For example, *Fungal Fibers: What if the material of your gym clothes was made from mold?*

This research aims to develop a completely new process chain for the production of bio-based, vegan textiles from Chitosan fibers, to do just that. Now, this is obviously a highly alternative process with depth of detail that requires further reading than can be covered here – but – our consideration and curiosity starts here, and the possibilities are widespread – however, how will in-store marketing convince the average shopper that wearing mold is for them?



five

Branding – Keeping ‘knowingly’ relevant John Lewis brings back ‘Never Knowingly Undersold’

“Never Knowingly Undersold. It’s more than just a price promise
It’s also the quality you expect. And service you can rely on.”

John Lewis have learnt the hard way that deferring from the values your loyal customers trust and rely upon results in them shopping elsewhere. In little over two years after ditching their famous assurance, they have reinstated their Price Promise – using AI to rectify the struggles they encountered with comparing prices from online retailers.

Understandably the lower price promise has changed from 28 day to 7 days – we are in a faster moving retail environment than when it was initiated in 1925, but this much cherished ‘promise’ from John Lewis will give customers old and new alike confidence that they can get the best deal at the current time by choosing to shop with them – just in time for the start of the pre-Christmas ‘big spend’.

Photos shown here from our latest retail safari to John Lewis Oxford Street illustrate that they certainly have not lost their way in-store – displays are educational, thoughtfully constructed and easy to navigate – and unlikely to have contributed to the profit loss they have suffered over the last couple of years. Recent events however prove that this is not *enough* – savvy shoppers not only require surprise & delight, but also appreciate trust & value when choosing their preferred shopping destination.



February 2022

John Lewis is ditching its “never knowingly undersold” price match pledge after almost a century, saying it has lost relevance at a time when it faces stiff competition from online retailers such as Amazon.

The staff-owned department store chain said it had made the decision to retire the well-known slogan this summer because its price promise did not apply to online-only retailers, and shoppers were increasingly buying online.

Struggling to compete with online retailers JL make the decision that their price promise has become unworkable and irrelevant...

September 2024

Retailer John Lewis is bringing back its “never knowingly undersold” price pledge from Monday, two years after abandoning it.

It will also apply to online sales for the first time, whereas it previously only applied to in-store shopping, and will use AI to match the prices of 25 top retailers.

The department store chain has been trying to win back customers after a tough few years that has seen it cut jobs and close several stores.

It swung back to profit earlier this year, but is expected to continue shedding jobs as it seeks to revive its fortunes.

Two years later and with profits improving JL employ AI to reinstate its pledge to match the prices of 25 top retailers...

Our price promise

Never Knowingly Undersold: on quality, service and price

If you find the same item for a lower price at any of our 25 listed retailers within 7 days of buying from us, we'll refund you the difference. It's just one of the ways we're committed to being Never Knowingly Undersold.

How it works

Step 1	Step 2	Step 3
Check you qualify for a price promise refund	Fill out our online form within 7 days of your purchase	If you're eligible, we'll arrange a refund for the difference to your original payment method. If you aren't, we'll let you know the reason why within 48 hours.

What is the price promise? "If you find the same item for a lower price at any of our 25 list retailers within 7 days of buying from us, we'll refund the difference" ... Hopefully, the AI price matching works to eliminate this even happening - but it's sure to be a reassuring winner for customers as we approach the 'golden quarter' - they do the work, so the shopper doesn't have to!





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