

five to *inspire*

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Retail Insights & Inspiration
11.23



Marmon
Retail Solutions
A Berkshire Hathaway Company

11.23 insights

one



Technology
Are you being served?
Self service check-outs

two



Sustainability
A new lease of life
Clean & repair services

three



Experiential
Getting into the spirit!
Personalised gifting

four



Trends
Materials & aesthetics
Framing the scene

five



Hot topics
The rise and rise of Sephora
Engaging beauty

one

Technology - Are you being served? Self service check-outs

Love them or loathe them, self service check-outs are here to stay, with the 'next-gen' now providing a seamless experience through RFID technology (radio frequency identification.) Customers no longer need to awkwardly locate and scan barcodes, unsure if they've used that specific store's self check-out correctly.

At a greater cost to stores to implement (absolutely all items need to be tagged) the technology has proved to be so successful as to justify the cost. Stores themselves have improved inventory management, and customers need only to place their items in a designated area to be read - making for a lightening quick process, resulting in shorter transaction times, shorter waiting times, reducing touch points and generally relieving frustration in what can be a pain point for many retailers. The importance of perception will play a large part in more stores adopting this technology - if the consumer can enjoy an innovation-led positive experience in one store it will be expected of another. If not, why not?

Executed correctly self-service checkouts demonstrate the best of useful retail design in one small unit - a great example being OYSHOW in Westfield White City - a sleek, minimal design where everything has its place, from carrier bags to hanger storage, from tag reading area to digital info screen - everything is exactly where you need it!





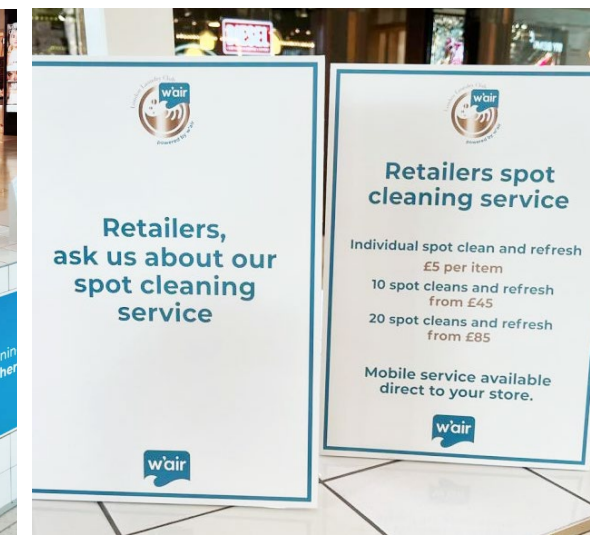
Sustainability - A new lease of life Clean & repair services

If you're familiar with the historical phrase 'Make do and mend' you may have noticed initiatives popping up over the last few years that are reminiscent of this sentiment (although thankfully without the rationing!)

As part of Selfridges Project Earth, the Sneakers ER concession goes above and beyond with not only the cleaning and repairing, but also the customisation of trainers...a visit to Westfield White City finds the hand-held cleaning device manufacturer W'air partnering with the London Laundry Club to provide a breadth of sneaker cleaning options from a 1-hour express clean through to a full restoration.

We all have a favourite pair of sneakers we're reluctant to see confined to the shoe-scrapheap so the opportunity to take advantage of this service whilst shopping is a huge positive.

Why do we mention this now? As the winter months set in, it's more likely that our footwear could suffer at the hands of adverse weather conditions so it's a great time to be reminded that if this should happen, these services as well as being online, also exist to enhance your instore retail experience - and who doesn't like to feel the convenience of killing two birds with one stone?



three

Experiential - Getting into the spirit! **Personalised gifting**

As Christmas approaches and thoughts turn to gifting a great opportunity arises for bricks and mortar stores to attract shoppers through experience-based engagement - the ability to select personalised gifting and physically immerse themselves in the decision-making process certainly has the edge over merely ticking boxes through an online experience.

Having several UK stores Il Gusto seeks to provide 'The Theatre of Taste' - and with a wealth of spirits (including no-alcohol), cooking oils and vinegars on offer, teamed with various bottle choices and personalised messaging also succeeds in creating 'Theatre of Store'.

The customer is invited to peruse these options at their leisure and then seek help with bottle filling - in a world of faceless shopping experiences this is in itself an increasingly rare occurrence - a personal service providing a personal gift!

Quoting Il Gusto themselves...*"Once you have chosen your gift, you can select the perfect size, bottle design, and message to elevate it from present to treasure"* - leaving a store with that kind of feelgood factor is priceless.



four

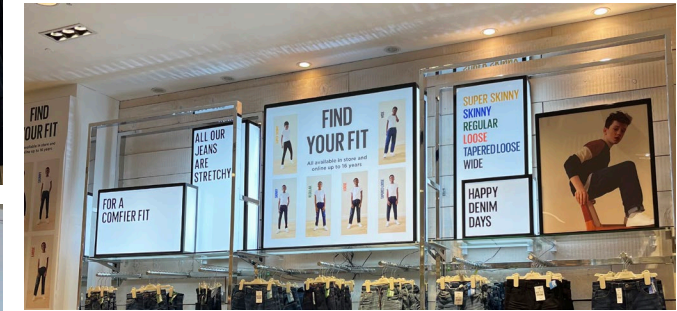
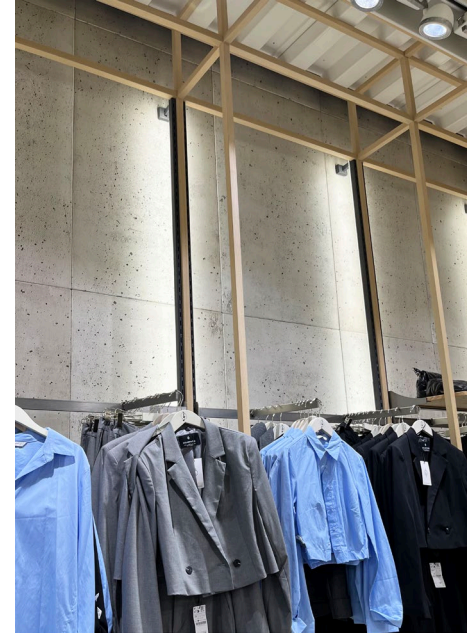
Trends - Materials & aesthetics **Framing the scene**

With barely a traditional clothing rail in sight the rise of the minimal frame within store is now commonplace. Creating definition, allowing light to flood through and requiring minimal use of material this modern aesthetic provides an altogether lighter feeling, elegantly highlighting the product as it does so.

Appearing in a myriad of materials and colours and featuring from mid-floor through to back wall displays, this trend also offers great space optimisation - key to maximising the retail space - offering flexibility with easy to manoeuvre mid-floor fixtures that can be changed as easily as the collections they display.

These open spaces easily incorporate branding and customisation; from light boxes and digital screens through to minimal and purposeful 'hero' product placement, creating a considered space that encourages contemplation - there is no rush here, we're allowed to take in our surroundings and appreciate not being over-faced with product.

Post-pandemic retail has needed to adapt to the customers need for space and cleanliness - overcrowding and claustrophobic areas will be avoided, but given space they will visit and stay!



five

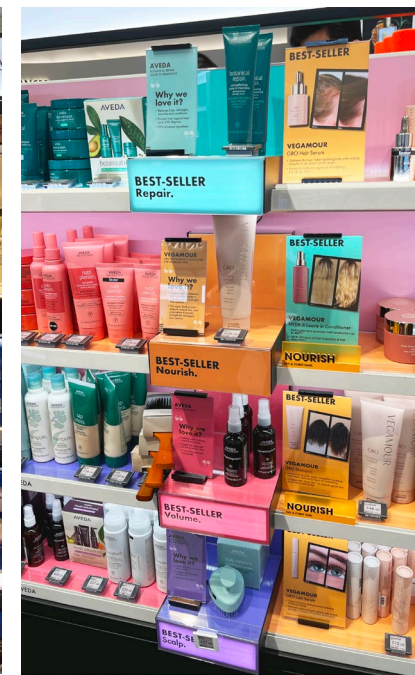
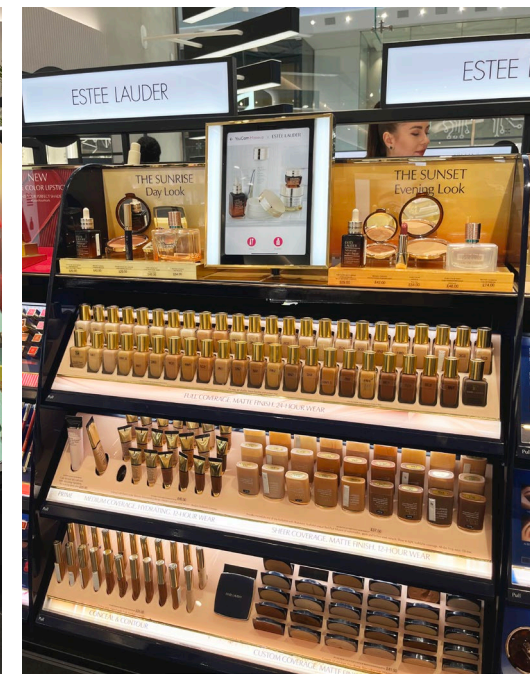
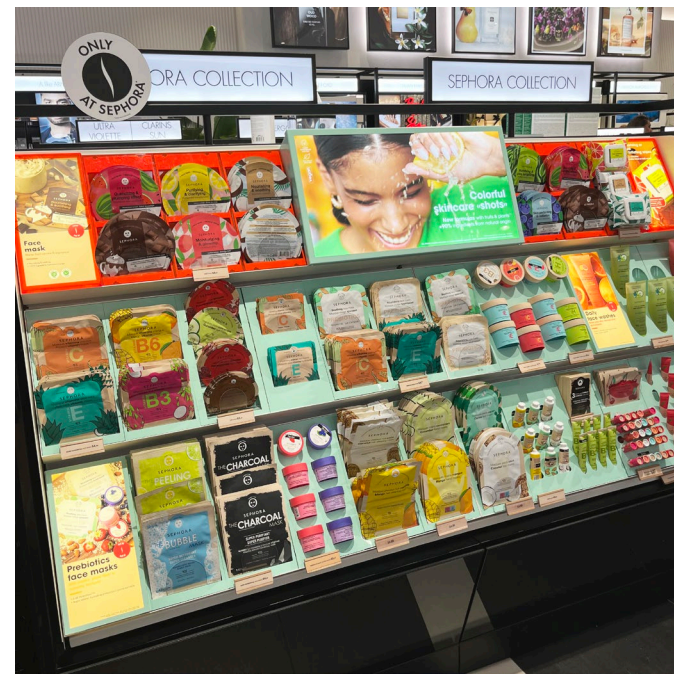
Hot topics – The rise and rise of Sephora **Engaging beauty**

The emergence of Sephora on the UK Beauty, Cosmetics and Fragrance scene with great fanfare has been impossible to ignore. The LVMH owned French company stormed in to Westfield White City in March of this year, and is being swiftly followed on November 15th 2023 with a second store to open in Westfield Stratford...

So how has a company that first started in 1969 been able to stay relevant in the fickle world of retail? Why does a simple store opening attract 5,000 people as it did at White City?

The answer ultimately lies in supplying the consumer with the trend-led high-quality products they want (now!), however if this was the sole reason this could simply be achieved online. It is Sephora's desire to 'surprise and delight' IRL that draws the physical consumer in – the beauty bars, the interactive digital screens, the ability to test, experiment and learn all culminate in an exciting cocktail of inclusivity and immersion. Add into the mix the use of in-store mobile apps to connect the consumer back to their own phone and Sephora succeeds in connecting with their consumer on every level.

Consumers will never forget how an experience made them feel and Sephora understands this perfectly.





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Feeling inspired?
Please get in touch...

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