

MEADFA DUBAI 2014

A New Golden Age of Retail

a global retail trends presentation from

echochamber.com

We seek out innovative global retail
Our trends are global and cross sectors
Trends are a road map to the future

Something *strange* is happening in retail

Phones 4 U gone overnight



Radio Shack closes 1,000 stores



Traditional sectors are becoming extinct



People *love* to queue!

Apple iPhone 6 - 10 million sold in 3 days



H&M , Melbourne 2014



Primark, Cologne 2014



Dominique Ansel Bakery, New York



The 'Cronut' 2013





Jafflechutes, Melbourne



‘Clicks to Bricks’

Omnichannel innovation from Online brands

Kate Spade Saturday 24 Hour Pop Up Window, New York



Kate Spade Saturday 24 Hour Pop Up Window, New York

JUMP-AROUND JUMPSUIT IN SIGNATURE ZIG ZAG

\$150.00

EASY,
INSTANT
WARDROBE
CHANGE.
(NO STYLING
REQUIRED.)



ADD TO BAG

VIEW DETAILS

COLOR



SIZE

XS

S

M

L

SIZE



Pro Direct Store, London



Pro Direct Store, London









A New Golden Age of Retail

*Retail has never been so exciting
or changed so fast...*

Galeria Melissa, New York



Galeria Melissa, New York



Galeria Melissa, Covent Garden, London



Galeria Melissa, Covent Garden, London



Galeria Melissa, Covent Garden, London



A Traditional Shoe Shop



A Traditional Shoe Shop



‘The Push for Posh’

H&M Fifth Avenue, New York - largest H&M in the world



H&M Fifth Avenue, New York - largest H&M in the world



Burberry Digital Flagship, Shanghai



Louis Vuitton Townhouse at Selfridges, London



The 'super expert' destination flagship

Guerlain Flagship, Champs Elysees Paris



Guerlain Flagship, Champs Elysees Paris



Guerlain Flagship, Champs Elysees Paris



Watches of Switzerland, London Regent Street by Callison



Watches of Switzerland, London Regent Street by Callison



Watches of Switzerland, London Regent Street by Callison



DFS 'Masters of Fragrance' Abu Dhabi Airport





The Travel Retail Revolution

From distress to destination

My recent Eurostar dining experience



My recent Eurostar dining experience



Distress travel...

Gare du Nord, Paris



...Destination travel

St Pancras International Station, London



The Booking Office at St Pancras Station, London



Kings Cross Station, London



Kings Cross Station, London





HOT
SALT
BEEF

SUCCULENT
PORK
BELLY

WE SERVE
MONMOUTH
COFFEE

ROAST
TURKEY
REUBEN

HOMEMADE
SOUP OF
THE DAY

KIOSK
ORDER HERE

FRESHLY
MADE
PORRIDGE

KIOSK



SANDWICHES 11AM TILL LATE

SALT BEEF	6.25 / 7.75
SALT BEEF REUBEN	7.25 / 8.25
TURKEY & BACON	5.5 / 6.75
TURKEY & HAM	5.5 / 6.75
TURKEY REUBEN	6.5 / 7.75
PORK BELLY	6 / 6
SOUP OF THE DAY	3

MENU

BREAKFAST TILL 11AM

BACON ROLL	3.75
SAUSAGE ROLL	3.75
BLACK PUDDING ROLL	3.75
VEGETARIAN ROLL	3.00
FULL WORKS	5
PORRIDGE	3
PASTRIES	1.5
MUFFINS	2



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BACON ROLL	3.75
SAUSAGE ROLL	3.75
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VEGETARIAN ROLL	3.00
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KIOSK



BREAKFAST TILL 11AM

BACON ROLL	3.75
SAUSAGE ROLL	3.75
BLACK PUDDING ROLL	3.75
VEGETARIAN ROLL	3.00
FULL WORKS	5
PORRIDGE	3
PASTRIES	1.5
MUFFINS	2

HOT ROAST MEAT SANDWICHES
HAND-CARVED, HUGELY STACKED, BEAUTIFULLY PACKED

Plum & Spilt Milk at Kings Cross Station, London



What's the queue for?



Harry Potter's Platform 9 3/4 at Kings Cross Station, London



Travel retail is learning from the best
and thinking like the world's best malls & cities

Heathrow Terminal Two, London June 2014



New Concepts - Harrods Fine Watch Room, Heathrow Terminal Two



Digital Shopfronts at Heathrow Terminal Two



Digital Shopfronts at Heathrow Terminal Two



Digital Storytelling at LAX, Los Angeles



Digital Storytelling at LAX, Los Angeles



Digital Storytelling at World Duty Free, Heathrow Terminal Two



The Gorgeous Kitchen, Heathrow Terminal Two



The Gorgeous Kitchen, Heathrow Terminal Two



The Wonder Tree, Heathrow Terminal Two



The Wonder Tree, Heathrow Terminal Two



Yo Sushi, Heathrow Terminal Two



The Perfectionists Cafe, Heathrow Terminal Two



The Perfectionists Cafe, Heathrow Terminal Two



The Chin Chin Laboratorists, Camden Market London



The Chin Chin Laboratorists, Camden Market London



The Street Food Revolution



Shake Shack, Madison Square New York



Shake Shack, Abu Dhabi



Nottcutts Garden Centre, Nottingham UK





FISH & CHIPS

FISH & CHIPS

FISH & CHIPS

FISH & CHIPS

Serving 12-2:30

FRESHLY HAND BATTERED COD
IN OUR OWN LOCAL BEER
BATTER WITH FRESH CUT CHIPS,
HOMEMADE MUSHY PEAS &
TARTARE SAUCE.
(FRIED TRADITIONALLY IN
TASTY BEEF DRIPPING.)

£10.95



Three ways to learn from the best:

Storytelling

Pop Ups

Personalisation

1. Storytelling for all the senses



THE FLOWERY-FRUITY FAMILY
 FULL OF VIVACITY, THESE GRANDS CRUS PRESENT A CHARACTERISTIC AND LIVELY PERSONALITY. THEY FEATURE ONE OR MORE OF THESE DOMINANT AROMATIC NOTES:

FLOWERY CITRUS FRUITY

THE INTENSE FAMILY
 THESE STRONG CHARACTER GRANDS CRUS ASSERT THEIR POWERFUL NATURE. THEY FEATURE ONE OR MORE OF THE FOLLOWING DOMINANT AROMATIC NOTES:

COCOA SPICY WOODY INTENSE ROAST

THE BALANCED FAMILY
 HARMONIOUS ENCOUNTERS BETWEEN VARIOUS AROMATIC NOTES, THESE GRANDS CRUS ARE ROUND AND SWEET. THEY FEATURE ONE OR MORE OF THE FOLLOWING DOMINANT AROMATIC NOTES:

CEREAL HONEY ROASTED

ESpresso Blends:
 COSÌ - LIGHT & LEMONY - 3
 RISTRETTO - POWERFUL & CONTRASTING - 10
 ROMA - FULL & BALANCED - 8
 LIVANTO - ROUND & BALANCED - 6
 CAPRICCIO - RICH & DISTINCTIVE - 5
 ARPEGGIO - INTENSE & CREAMY - 9
 FORTISSIO LUNGO - RICH & INTENSE - 7
 DULSÃO do Brasil - SWEET & SMOOTH - 4
 DECAFFEINATO INTENSO - DENSE & POWERFUL - 7

Pure Origin Espresso:
 ROSABAVA de Colombia - FRUITY & BALANCED - 6
 VIVALTO LUNGO - COMPLEX & BALANCED - 4
 INDRIYA from India - POWERFUL & SPICY - 10
 DECAFFEINATO - FRUITY & DELICATE - 2
 LINIZIO LUNGO - ROUND & SMOOTH - 4

Aromatic Notes:
 FLOWERY: Flower, Citrus: Lemon, Fruity: Fruit
 COCOA: Cocoa beans, SPICY: Spices, WOODY: Wood, INTENSE ROAST: Roasted coffee
 CEREAL: Cereal grains, HONEY: Honeycomb, ROASTED: Roasted coffee beans

Counter Displays:
 - Glass jars of coffee beans (red, green, brown)
 - Nespresso capsules in a cylindrical container
 - Stacks of brochures titled 'VARIATIONS' and 'SOUL OF COFFEE'
 - A small coffee machine on a stand





Sephora Fragrance Bar, China





The Whisky Shop, London



Bombay Sapphire



The Bombay Sapphire Distillery, Laverstoke Mill, UK



The Bombay Sapphire Distillery, Laverstoke Mill, UK



2. The *Pop Up* Phenomenon

Prada Oasis & Juice Bar, Doha



Prada Oasis & Juice Bar, Doha



Aesop Pop Up at The Invisible Dog, Brooklyn



Aesop Pop Up at Merci, Paris



Aēsop®

www.aesop.com

Depuis 1987, date où l'entreprise a été fondée, notre objectif est de créer une gamme de produits excels en matière de qualité, nous faisons aussi une utilisation judicieuse des ingrédients naturels que les anti-oxydants dès lors que les études le justifient. Les arômes exquis qui font la renommée d'Aesop.

Aesop salue tous les efforts humains entrepris et une pincée de fantaisie. Nous fabriquons avec soin et attention le détail que celui qui nous anime dans la vie.

Nous recommandons l'utilisation de nos produits basée sur une alimentation saine, une activité physique modérée de vin rouge et une dose régulière de sommeil.

Installation par March Studio
4500 boîtes en carton
40m2 de filet

'Le rêve est la preuve qu'imaginer, rêver ce qui est l'un des plus profonds besoins de l'homme.'

Jameson Live Cooperage, Brooklyn By Contagious Design



Jameson Live Cooperage, Brooklyn By Contagious Design



Pop Ups better than the Permanent?

Longchamp Flagship, Regent Street



Longchamp Pop Up, Paris



Chanel at Debenhams, London



Chanel 2012 Pop Up, Covent Garden London

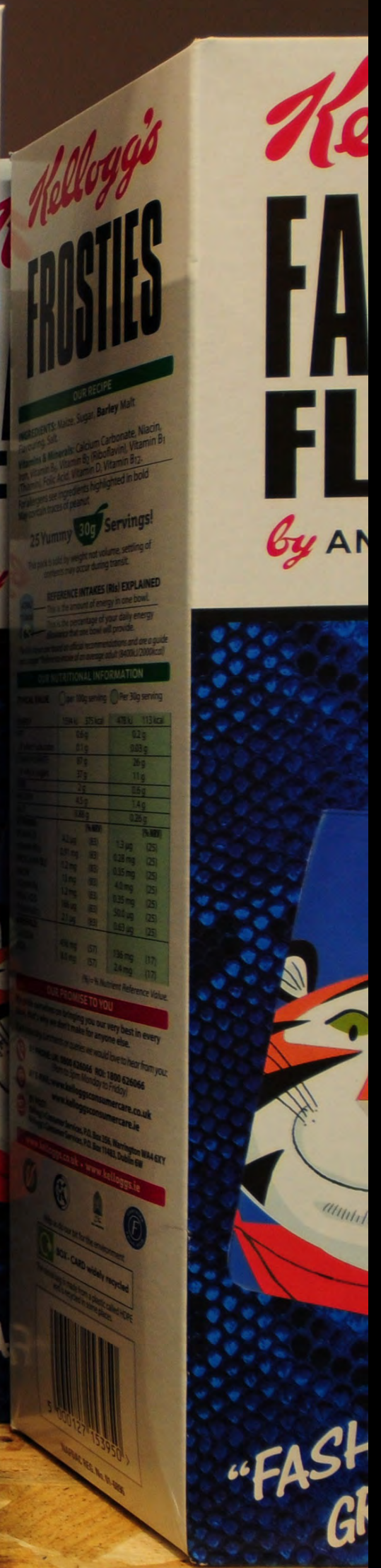


Chanel Pop Up Kiosk, London Heathrow Airport



Anya Hindmarch, London





Anya Hindmarch Mini Mart Pop Up, London



Anya Hindmarch Mini Mart Pop Up, London



Mulberry Loves Craft Tent, Wilderness Festival August 2014



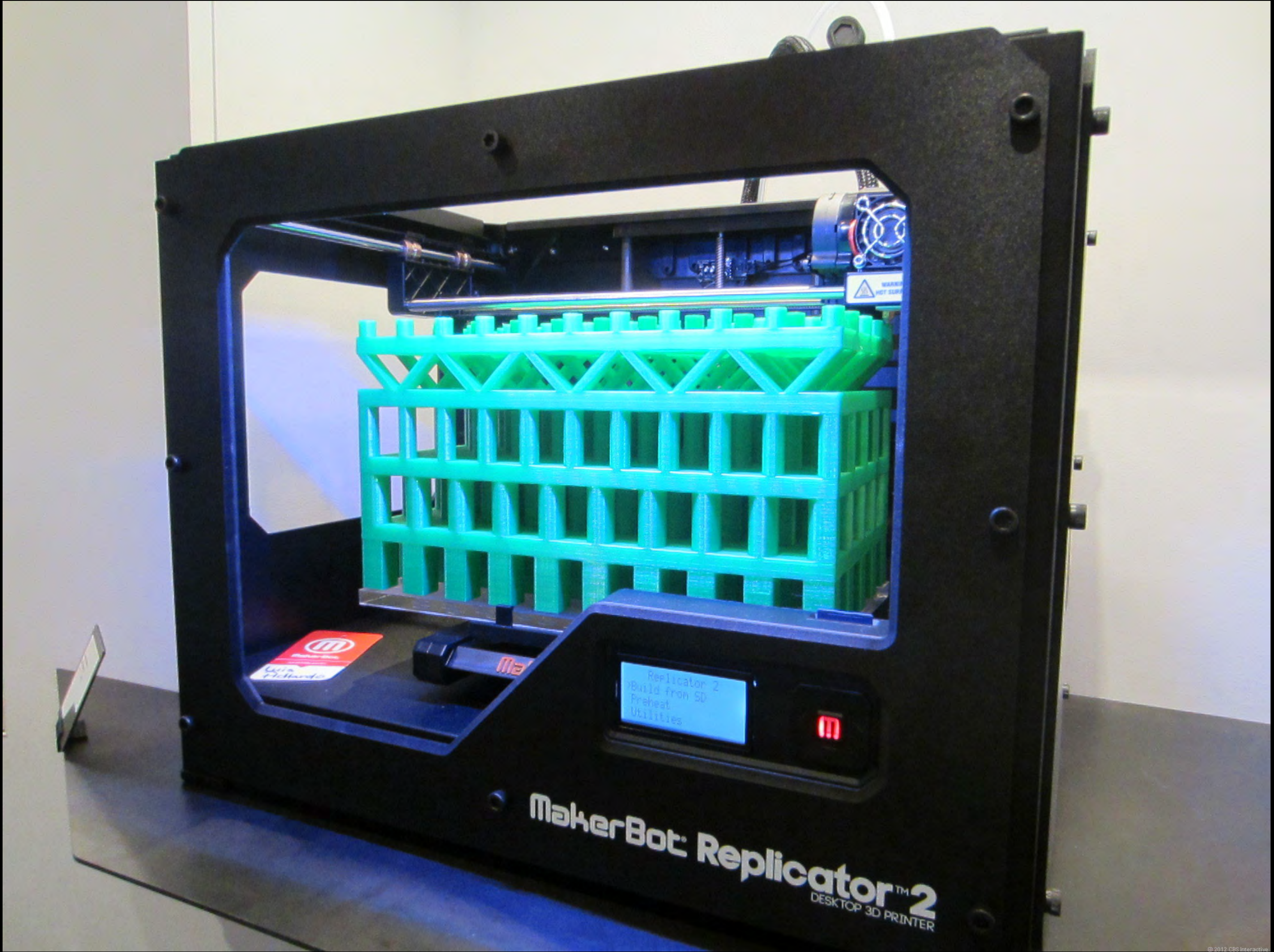


Mulberry Loves Craft Tent, Wilderness Festival August 2014



3. Make it Personal

Will 3D Printing spell the end of retail?



Normal Factory, New York



normal THE APP THE NORMALS THE DETAILS THE FACTORY THE SOUND

normal

TO OPEN YOUR EARS, OPEN THE APP.

Your earholes are unique pieces of cartilage. Thus, your Normals work only for you. Get the app. The process is simple and quick. The end result is as complex as your listening caves.

Available on the **App Store** Get it on **Google play**

FITS ONLY YOU.

Without giving away secrets, we use nerdalicious software and 3D printing to sculpt each one-of-a-kind pair.



Normal Factory, New York



Undercover Lab at Hutspot, Amsterdam



Undercover Lab at Hutspot, Amsterdam



Undercover Lab at Hutspot, Amsterdam



Nixon, Paris





Nixon, Paris



Burberry Beauty Box 'Mix & Match Bar, Covent Garden



Burberry Beauty Box, Covent Garden



Burberry Beauty Box, Covent Garden



Birchbox Flagship, New York



Birchbox Flagship, New York



And *Finally*...

Nespresso 'Coffee Portraits', Amsterdam



Nespresso 'Coffee Portraits', Amsterdam



In Summary...

Travel retail is learning from the best

Posh is the baseline benchmark

Tell stories with all the senses

Personalisation transforms products

Get creative and have fun!

Thank you for listening!

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