Retail Trends 2019

URBANISM NEXT

PRESENTED BY
CALLISONRTKL
MAY 8, 2019
Hello.
Retail is about change.

- a transactional purchase ➔ a personal interaction
- a retail store ➔ a retail playground
- bricks to clicks ➔ clicks to bricks
THE BEST RETAILERS DON’T DIFFERENTIATE PHYSICAL FROM DIGITAL SHOPPING.

RETAILERS NEED TO OFFER WHATEVER EXPERIENCE AND CONVENIENCE THE SHOPPER WANTS, WHEN THEY WANT IT.
FORMATS — SMALL TO LARGE:

Retailers are trying and testing out different retail approaches from epic experiences to neighborhood stores.
Starbucks Roastery
Nordstrom Local
Nordstrom Local
THE NEW DEPARTMENT STORE:
WHERE DIGITALLY NATIVE BRANDS GO OFFLINE
b8ta
The Market @ Macy’s + b8ta
Neighborhood Goods
Neighborhood Goods
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Neighborhood Goods
IT’S ALL BLURRING TOGETHER
FROM CO-WORKING TO COMMUNITY GATHERING PLACES,
RETAILERS ARE TESTING DIFFERENT COLLABORATIONS AND CONCEPTS TO FURTHER ENGAGE WITH CUSTOMERS.
The Lounge by AT&T
Bikini Berlin
Bikini Berlin
EXPERIENCE (STILL) MATTERS:
MAKING MEMORABLE AND IMMERSIVE RETAIL AND CULTURAL EXPERIENCES (WITHOUT DIGITAL)
Miami Design District
Miami Design District
Miami Design District
Gucci Garden
Gucci Garden
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Gucci Garden
SALT Kaka’ Ako
SALT Kaka’ Ako
THE GREAT BRAND STAND:
TODAY’S CUSTOMERS WANT BRANDS TO STAND FOR SOMETHING.
Bottletop
Eileen Fisher Making Space
Eileen Fisher Making Space

ARTIST IN RESIDENCE

Making Space for local artists to create in the studio and connect with the community.

Casa Maria Pizano

Faith, Blood, and Gold

Eileen Fisher

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Eileen Fisher Making Space
CONTINUOUS EVOLUTION:
AN EXPERIENCE THAT IS NEVER THE SAME
DIGITALLY AND PHYSICALLY
teamLab Digital Art Museum
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What do these retailers and centers have in common?
THEY STEPPED AWAY FROM THE PRODUCT AND FOCUSED ON THE CUSTOMER, EMPOWERED THE STORE ASSOCIATE, AND CREATED A PLACE AND A MEMORABLE EXPERIENCE.
ORGANIZE AROUND THE CUSTOMER.

EXPERIENCE FIRST, PRODUCT SECOND.

PLAN FOR SURPRISE AND DELIGHT.

HAPPY EMPLOYEES = HAPPY CUSTOMERS.

EMBED TECHNOLOGY TO AMPLIFY THE EXPERIENCE.
Thank you.