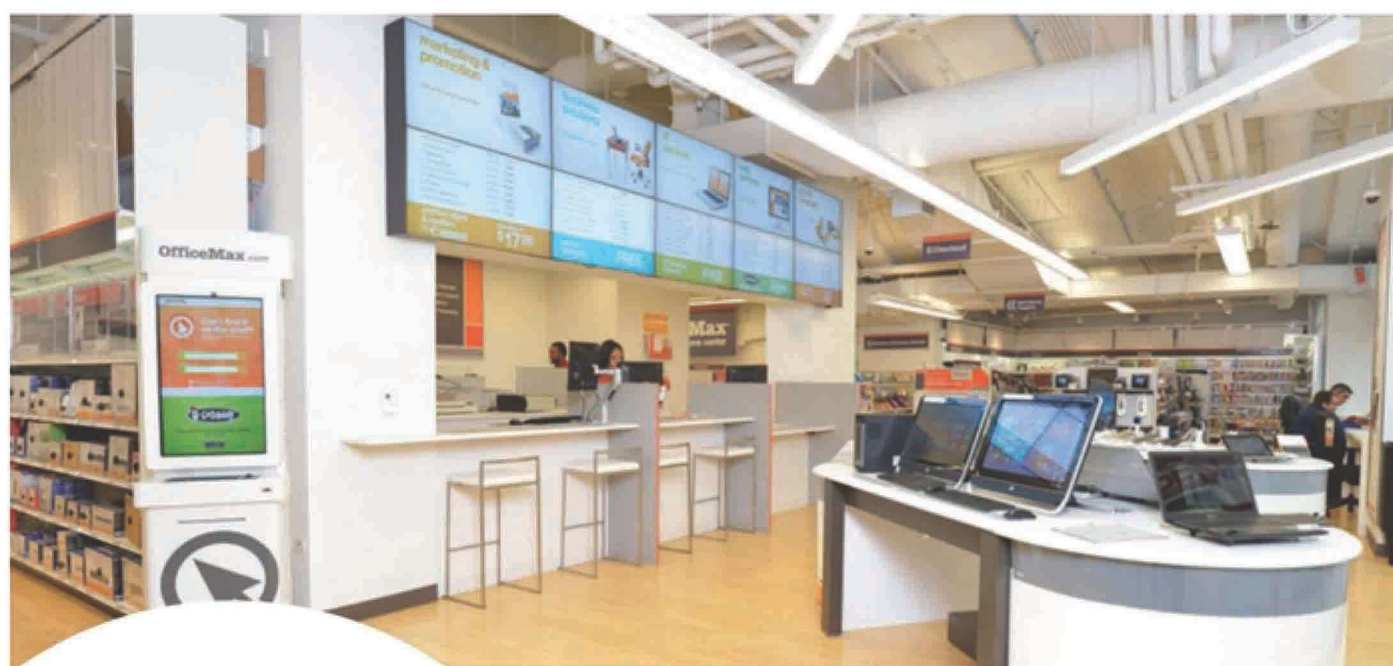


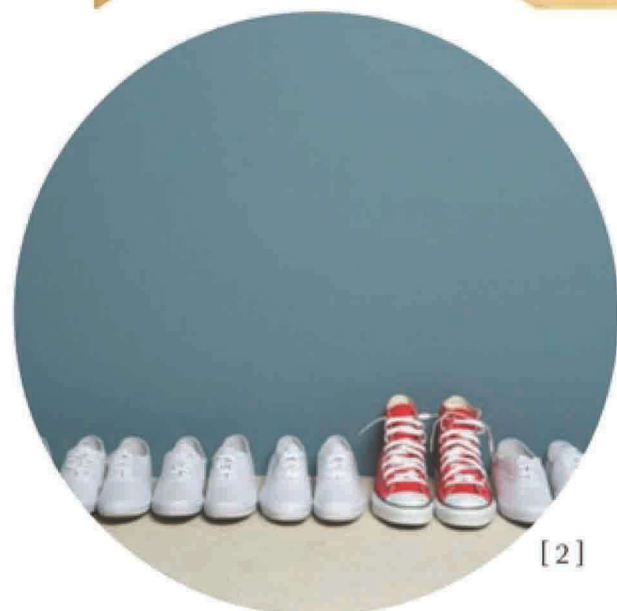
Five Key Retail Trends



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SHIKATANI LACROIX SPECIALIZES in designing compelling at-purchase moments that connect with consumers in the blink of an eye. Here are five key retail trends we believe are shaping our industry.

1. Retail Channel Polarity

The majority of our retail assignments today focus around defining the right size and the right offering, because consumers shift their buying patterns and have significant online and mobile options. We are going to witness well-established retail brands exploring a broader range of store configurations, ranging from multi-level flagships to smaller urban stores and, ultimately, micro/pop-up units that capitalize on temporary opportunities. No longer will one-size-fits-all work.

2. 1:1 Retailing

The convergence of various technologies gives retailers the ability to customize experiences and products for each individual customer, and provides an opportunity to personalize how customers engage with the store—whether it is through capturing big data and linking it to individual customers, geofencing or smart digital signage that can read an individual identity.

Photo by LEONARD MCLANE/DIGITAL VISION/THINKSTOCK

3. Ubiquitous Digital

Today's digital signage means a seamless, interactive and engaging store experience—from storefronts with digital signs embedded as part of the architectural fabric, to interactive, integrated product signing that allows customers to navigate options and features without the help of staff, to clothes hangers that provide social media rankings of the given garment.

4. Sales Choreography

Retailers are rethinking their sales and engagement choreography in order to better engage customers and empower front-line staff. The majority of POS providers are offering tablet-enabled platforms that remove the conventional barriers of a cash desk, and POS systems that allow sales staff to better engage customers, and offer greater access to inventory and knowledge while making the transaction convenient.

5. Experiential Storytelling

To compete with online retailers that provide an over-abundance of offerings, bricks-and-mortar retailers need to provide consumers with unique experiences built around storytelling—and deliver the story by way of immersive experience. The customer becomes part of the experience, and the brands blur the lines between the real and the virtual.

JEAN-PIERRE LACROIX SPECIALIZES IN BRAND STRATEGY FOR CORPORATE, PACKAGING AND RETAIL CLIENTS. FOR THE PAST 35 YEARS, HE HAS CHAMPIONED THE ROLE DESIGN AND BRANDING PLAY IN BUILDING CONNECTIONS THROUGH STUDYING PURCHASE BEHAVIORS.