

NEW WAYS TO SHOP :

Transforming Shopping into exciting moments

FOCUS

Customers are now looking for an **enhanced shopping moment** that creates an exciting experience, **deserving to be shared and re-lived**. **Re-inventing stores** and malls as a place of true and tailored lifestyle (Citadium in Paris), proposing a **cross-offer** (Maydew bakery/hair salon in Seoul), invading a parking lot as a hype store or **inviting technology** to enhance the moment (3D virtual make-up simulators) are becoming must-haves.

Convenience (baggage service in stores), **customization** (Laneige two-tones lip bar), **local offers** (Starbucks in Longmen & Takeo City Library) and **temporary stores** (Dove pop-up store in Paris) are also strong ways to **single-out customers and engage with them** on personal basis.



Tsutuya Kaden in Tokyo

A two story mall for home electrics and lifestyle. From photo to beauty, integrating cafés and libraries, a zone to freely try on products and concierges for advices. Full of plants and wood furniture, it offers more a lifestyle than only products.



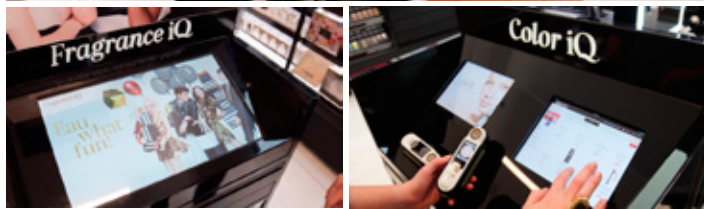
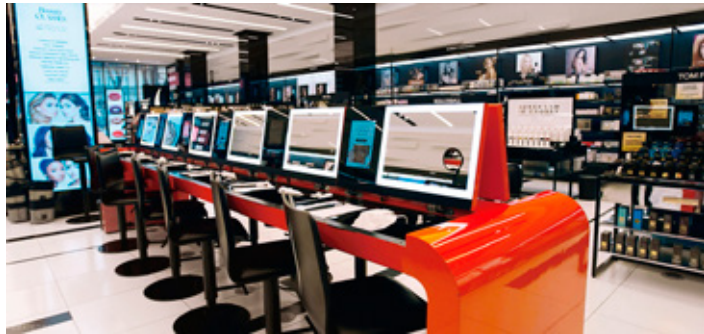
LaNeige Lip Card

Trial size for easy colour test before purchase and touch-ups.

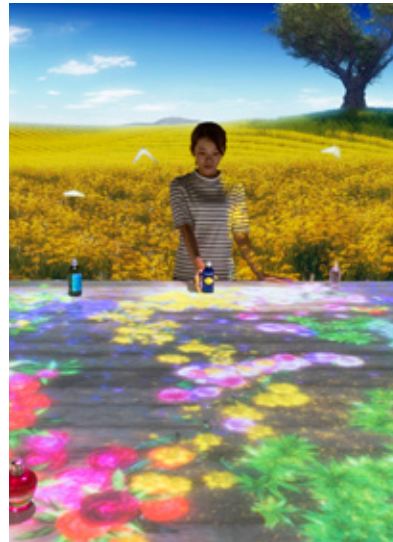


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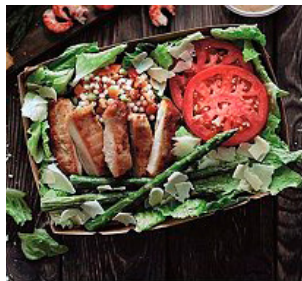
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Sephora Beauty TIP Workshop (Teach, Inspire, Play), USA
A digital beauty salons of 26 seats, including in-store make-up classes, contouring apps, a skin-care studio, a fragrance studio...



Digital Provence, L'Occitane, Shinjuku
In-store digital displays showing the beauty of Provence, providing a full immersion into the French land inside a store in Tokyo.



McDMcDonald Next, HK
McDonald of the future including a healthy salad bar, a dessert bar, an open kitchen, local dishes, touch screens for order & table service.

TO THINK FURTHER

- How to create an exciting experience on mass market?
- How to create specific temporary concept stores to engage with local consumers and push the star products?
- How to seamlessly ensure a holistic on-line/physical brand experience?

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