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## Features

34

Lowe's

The home improvement giant goes small format with neighborhood stores in Manhattan

50

BCBGMAXAZRIA

A Mexico City outpost oozes sophisticated glamour

58

A sneak peek at GlobalShop 2016

10 things you need to know before the show

42

Dylan's Candy Bar

The sweet treats retailer opens in New York's Union Square



## Columns

**8 Editor's Note**  
Humanizing technology

**10 GlobalShop Talk**  
Sensational headlines

**30 Shopper Insights**  
The curious consumer

**32 Shopping with Paco**  
Primark's (not-so) high streets

## Departments

**12 On Trend**

**16 We Love This!**

**18 Designer Picks**

**20 Clicks & Mortar**

**22 Mingle**

**26 Have You Heard?**

**76 Products**

**80 Backstory**

## On the Web

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design:retail, Volume 28, Number 2 (ISSN 2332-726X, USPS No. 004-972) publishes monthly, except bi-monthly April/May and November/December. It is published by Emerald Expositions, 5 Broad Street, New York, NY 10004. Subscription: one year, \$95.00 in U.S.; Mexico and Canada, \$110.00 (U.S. funds); all other countries, \$210.00 via Air Mail (U.S. funds); single copy, \$10.00; additional copies of the PORTFOLIO Issue (September issue) and BUYERS' GUIDE (November/December issue) \$25.00 in U.S.; all other countries \$30.00 (U.S. funds). Canadian Post Publications Mail Agreement number 40798037. Return undeliverable Canadian addresses to: Emerald Expositions, c/o P.O. Box 2601, 915 Dble Rd., Mississauga, ON L4T0A9. Printed in the USA. Periodicals postage paid at New York, NY and additional mailing offices. POSTMASTER: Send address changes to design:retail, P.O. Box 3601, Northbrook, IL 60065-3601.



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# Humanizing Technology



ALISON EMBREY MEDINA

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**A**RTIFICIAL INTELLIGENCE is quite the dinner party topic of late. With highly publicized warnings of the risks of venturing too far down the A.I. trail from academic and business moguls like Stephen Hawking, Elon Musk and Bill Gates, the conversation of whether technology will eventually evolve beyond humanity's ability to control it can lead to a profound and fascinating debate.

On the show floor at NRF's BIG Show in January, technology was a constant driver of wonderment and awe. From virtual reality goggles and magic mirrors to robots that walk on their own, the sheer pace at which technology is advancing is baffling—even compared to the same show last year. Talk of smart laundry rooms that automatically reorder detergent for you when it gets below a certain level, or smart refrigerators that essentially restock themselves (via mail order or in-store pickup) when your staple items like milk, eggs or bread are nearly gone. RFID-enabled fitting rooms that send the item you've just tried on directly to your house in another color, or beacons driven by LED lighting that can track movement and traffic patterns in your stores. And driverless cars—I'm not even going to mention how many people want to talk about driverless cars.

I recently got a first-hand view into IBM's Watson cognitive computing technology. The genesis behind the idea is simply asking the shopper questions—much like a human associate would inside the store—that can better help frame a mindset to picking items that would satisfy a need, style or desire.



In essence, creating this context around the content allows for a more engaging, intuitive and relevant experience for the shopper, and ultimately aiding her purchase decision. And it works, too! I played around with the new beta test from The North Face offering a personalized intelligent shopper (see page 26 for more info). After asking me some specific use-based questions on my needs for a jacket, including location, temperature, climate/weather expectations and personal style, the program was able to recommend to me—in gorgeous, high-definition 3-D visuals, of course—three jackets that

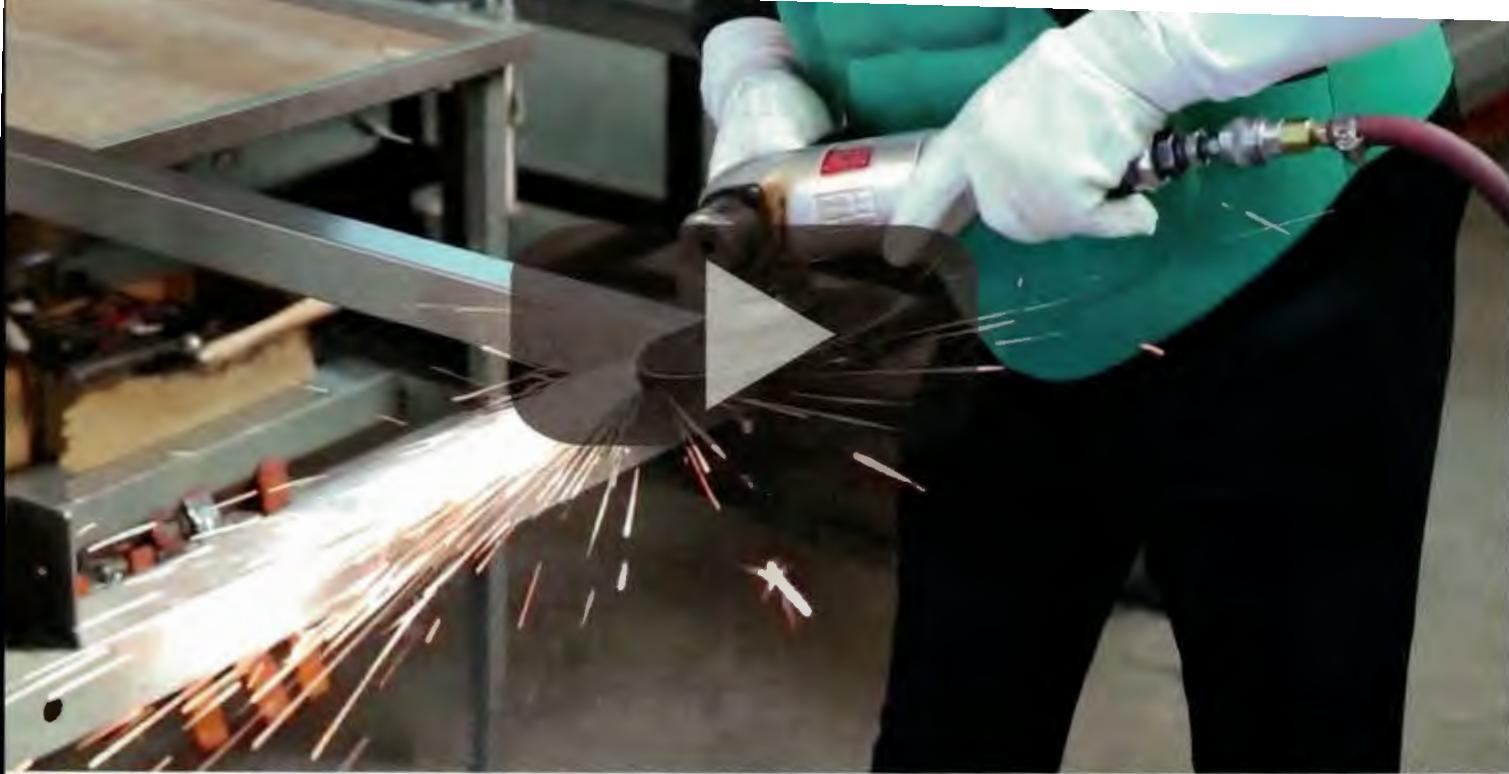
should suit my needs and style. And you know what? It was right on the money. (I am currently considering the purchase of two of them.)

But I contend that amid all of the evolving technologies and online conveniences already here and rising before us, we still, as a society, have an overwhelming need to connect. It's why people who work from home sometimes camp out at coffee shops for the day. It's why stay-at-home moms arrange play dates. It's why we choose to have a quick sandwich and a nightcap at the hotel bar among other hapless business travelers versus ordering room service. The desire for human connection is largely a driver for the social interactions we choose, and shopping is certainly still one of them.

According to the January-released "Holiday Purchasing Trends" study from the International Council of Shopping Centers (ICSC), 91 percent of 2015 holiday shoppers made purchases in a physical store. And because we are inherently sensory and tactile-driven creatures by nature, seeing, touching and trying on merchandise was cited as the No. 1 reason to shop in-store. As retailers, we can't be afraid to let our shoppers evoke that power to touch and experience in our stores. Make that moment as sensorial and remarkable as you possibly can.

And while I won't be hiring a robot or purchasing a driverless car any time soon, I could certainly be into that whole refillable laundry detergent thing. **dr**

*Alison E. Medina*



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# The Wall Street Journal Folds



DOUG HOPE

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**B**IG MEDIA (not the business-to-business variety) typically is prone to sensationalism, and this holiday season was no exception. In the run-up to the Christmas holiday doom and gloom was the prevailing message about declining traffic counts and revenue (while propping up online sales figures) as journalists fought for consumer attention with stories. But, the reality is that more than 90 percent of retail sales still happened in bricks-and-mortar stores, and holiday sales increased more than 3 percent. That percentage is not in and of itself impressive until it is multiplied by total retail sales volume of \$5 trillion. Headline writers focused on double-digit increases in the online world, which sound more impressive, but are minuscule in comparison to the bricks-and-mortar figures.

The biggest (and perhaps the most capricious) headlines of the season came after the holiday though, with the coverage of Macy's announcements. The headlines shouted layoffs and store closures, and the majority of articles didn't go beyond that information into the rest of the story. Unlike the average reader, design industry



professionals probably didn't get hysterical over the news, because most of us know that Macy's has made a lot of savvy decisions that resurrected not only a company, but an entire retail channel, that was once pronounced dead.

And the rest of the story? Macy's is divesting some of its \$20 billion real estate holdings, but is not vacating. Case in point—remodeling the downtown Brooklyn location's four floors, totaling more than 300,000 sq. ft., which will be done in two years. And, its 59th Street location also is earmarked for a redo. The news and the headlines also skipped Macy's putting LensCrafters shops in hundreds of locations, the Bloomingdale's outlet rollout, and

the acquisition and expansion of Bluemercury.

CEO Terry Lundgren has the right outlook: "We've been through crisis before, and we came out better than we were before," he told *WWD*. He has a bias for innovation and action that has led Macy's to its successes in the past. And Lundgren has the right plan—push the envelope on innovations in-store to satisfy shoppers' cravings for an experience (something former online-only retailers have discovered they need, hence the creation of bricks-and-mortar outposts in that category). Hundreds of Macy's designers

have used GlobalShop as a launchpad for experience development and new ideas to help them compete.

With the exception of who our target shopper is, GlobalShop isn't any different than a retailer. We have to deliver an experience, and the one that we seek to advance is a three-day shopping spree for your imagination.

Oh, and our own headline here? Not at all sensationalized. *The Wall Street Journal* actually does, in fact, fold. Try it.



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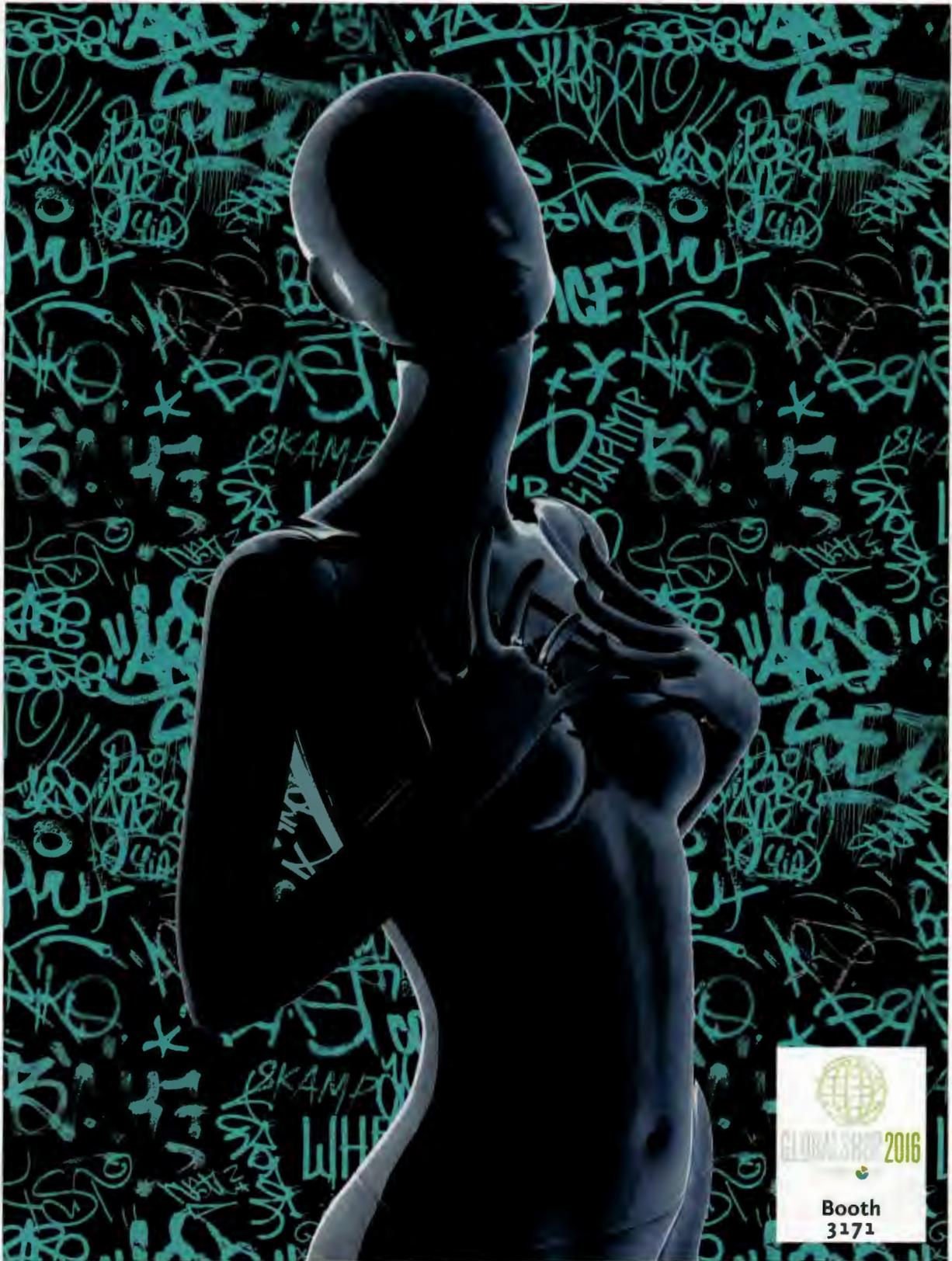
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# Color Blocked



[2]

1.

Silvestri California's "J Girl" collage mannequin features color blocking used as one component of a textured mannequin concept. [silvestricalifornia.com](http://silvestricalifornia.com)



[1]

2.

Play Date from Designtex is an impact-resistant wall system that uses dry-erase film both on its customizable magnetic decals and supporting ferrous wall, creating an interactive design game of shape and color. Available for retail in May/June 2016. [designtex.com](http://designtex.com)



[3]

3.

Woven Plank Plynyl Tiles from Chilewich are available in 6-in.-by-36-in. planks, developed with new manufacturing techniques that allow for new shapes and sizes. [chilewich.com](http://chilewich.com)



[4]

4.

The "It Girl" collection of female mannequins from Atrezzo features innovative materials and expressive gestures, highlighted here in a striking color-blocked finish. [atrezzobarcelona.com](http://atrezzobarcelona.com)

[5]



5.

Shown in the Waveline shape and Fiji colorway, Xorel Artform panels are a sound absorption option available in a variety of scales and in more than 70-plus Carnegie Xorel colors. [artformpanels.com](http://artformpanels.com)

6.

The ketta lighting system from James Dieter is a sculptural chain of luminous geometric volumes, available in colors and finishes both vibrant and subtle. [jamesdieter.co](http://jamesdieter.co)



[6]

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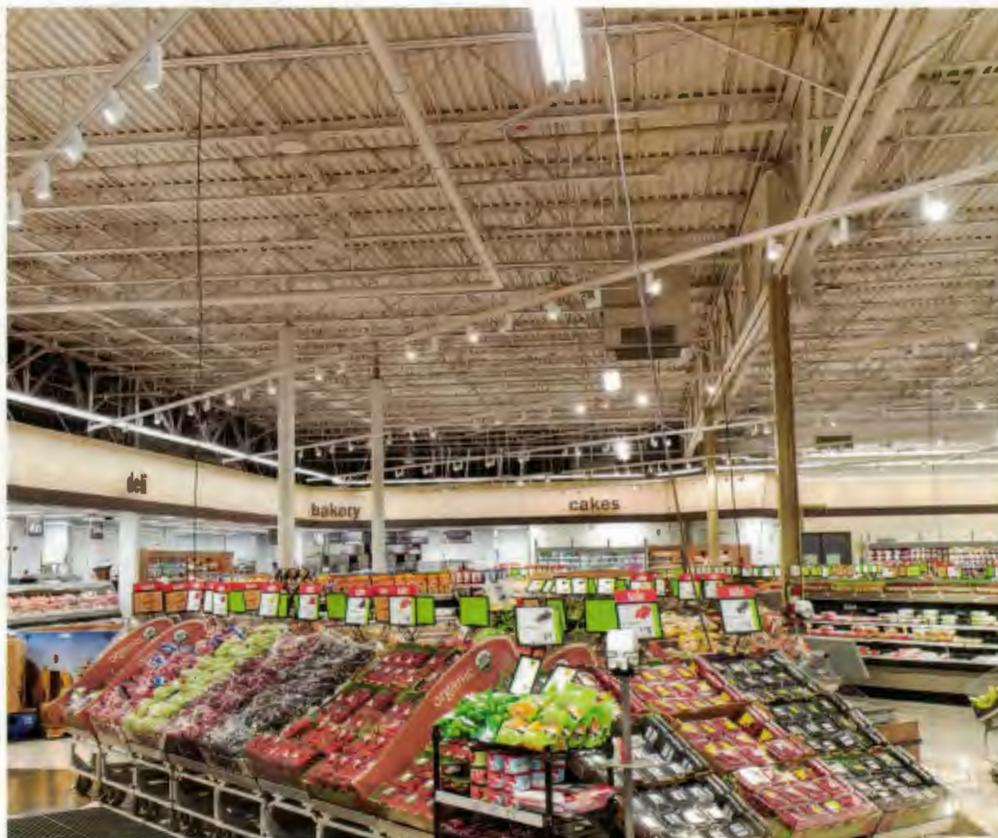
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on trend

## ALL LED, ALL THE TIME



**F**OUR SUPERCENTERS OPERATED by Meijer Inc. in the Dayton, Ohio, market are undergoing a \$50 million remodeling project that includes refitting their lighting systems with all LEDs. For the program's first store completed in Beavercreek, Ohio, estimated savings for the interior LED lighting, provided by GE, is more than a half-million kilowatt hours of electricity annually.

According to an energy engineer with the local electricity utility serving the Beavercreek store, commercial users negotiate rates with their electricity suppliers ranging from \$.07 to \$.10 per kilowatt hour (kwh). Total estimated combined interior and exterior savings of 1 million kwh translates to annual savings for Meijer of \$70,000 to \$100,000 for this store. In addition, Meijer is eligible for an estimated rebate of \$90,000 that is based on the number of energy-efficient fixtures installed.

"Our remodeling project at Beavercreek allows us to monitor a new approach to lighting the inside and outside of our stores," says Mitch Boucher, Meijer's director of engineering and construction. He explains that LED fixtures will be used in all ceiling illumination, refrigeration and delicatessen cases, as well as parking lot fixtures. The Beavercreek supercenter is designated as a test store for the all-LED lighting program, becoming a model for future construction. Based in Grand Rapids, Mich., family-owned Meijer currently operates more than 200 stores and supercenters in Michigan and five other states.

All four Ohio supercenters are being remodeled to Leadership in Energy and Environmental Design (LEED) standards. Other store improvements include a new façade, remodeled gas station, drive-thru pharmacy, wider aisles and enhanced floorplans. Sounds like a bright idea!

— Vilma Barr

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## Rustic Charmer



**B**EFORE IT WAS home to the country's largest film festival, Robert Redford's Sundance Village began as an artistic haven in 1969, nestled in Utah's Wasatch Mountains. Twenty years later, the inaugural Sundance Catalog shipped out to a small number of patrons and originally featured limited wares curated from the village's general store.

While a handful of Sundance stores have existed for years, the company recently partnered with Southfield, Mich.-based JGA to expand its retail presence. The first redesigned store opened in September 2015 at the Edina Galleria in Edina, Minn. In keeping with the spirit of Sundance, each detail of the 3,966-sq.-ft. space is carefully thought out, and the emphasis is on rustic woods, handmade materials and copper accents.

Ken Nisch, chairman at JGA, says the concept

diverges substantially from previous designs. "It's more aligned with the lightness and spirit of freedom and creativity than some of the execution in the past—sort of the ethos of the West, open sky and sunlight," he explains. "It feels more natural, edited and found. The previous design was focused on a heavier, darker, more masculine sensibility."

Created to feel like a home away from home, customers enter into the porch area, where timber-beamed ceilings and a rustic wood floor inlaid with handmade turquoise tiles greet them. The jewelry area features an eclectic mix of whitewashed wood fixtures and glass display cases.

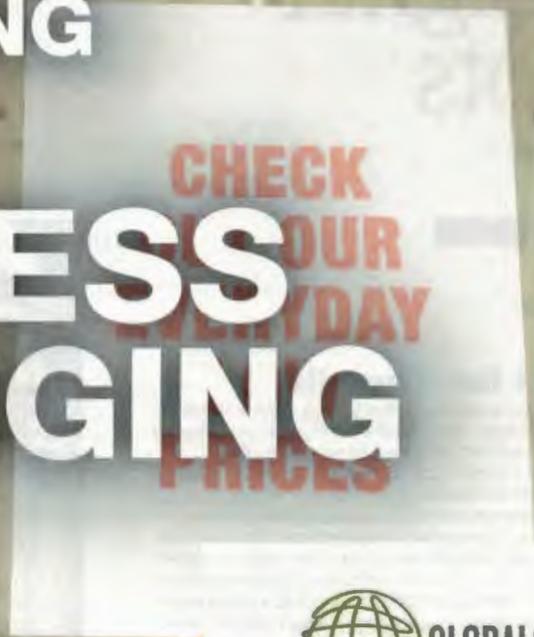
The gathering zone is situated near the fitting rooms, and features a sloped ceiling that echoes that of the porch area. Artisan rugs, furniture and home accessories infuse color and coziness.

Nisch says there are three more stores slated for 2016, in Portland, Ore.; Phoenix; and Houston. "It's

such a great brand, and thinking of the resort, the film festival and of the artistic character it gives you, there are lots of ideas and inspiration you can bring into the store," he says. "It's more than just a store; it's a showcase for the whole (of) Sundance."

—Erin M. Loewe

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# Designer Roots

[1]



[2]



## 1. Food for Thought

From May 1 to Oct. 31 last year, Milan became a global showcase during the World Expo 2015, where more than 140 participating countries presented the best of their technology to offer a concrete answer to a vital need: being able to guarantee healthy, safe and sufficient food for everyone, while respecting the planet. It also was an opportunity to find out about the world's best traditional dishes. I love to cook, and as someone who has lived in France, Lebanon, Switzerland and now New York, an expo of such magnitude is an irresistible destination. Examining human history through cultural values and the use of new technologies, Expo Milano highlights the agricultural changes that the entire population of the planet is currently facing.

## 2. Japanese Vending Machines

Japanese merchants have not only been innovative in building relationships with their customers, but they've also predicted global trends and how consumers behave in today's technology-driven markets. Of the many examples, the introduction of app-operated vending machines strikes a unique chord because it brings together a seasoned form of impulse buying and the latest great breakthrough in merchant/consumer interactions. Some of these machines offer free Wi-Fi and others send selfies to the phones of teenagers buying soda.

## 3. Bespoke

Bespoke—the retail practice of custom-made or made-to-order goods—is no longer only offered by luxury shoe brands and specialty perfumeries. With a wider economic class and age group reach, Nike has become synonymous with the idea. Just as information flows freely through the Internet, today's consumers all over the world see and know what their options are. They find joy in picking the colors, designs and materials that make up their shoes with the gratification of expressing themselves.

## 4. Aishti

The new Aishti mall and contemporary art foundation in Beirut is the perfect marriage of culture and luxury shopping. In addition to stores by the most sought-after brands in fashion, the six-level retail space inside (which Christian Lahoude Studio was fortunate enough to design) includes five restaurants, a spa and a rooftop pool that we are in the stages of planning. The inaugural show of 100 pieces in the museum is called "New Skin," after a work by the artist Alice Channer.



[3]



[4]

CHRISTIAN LAHOUE IS THE FOUNDER OF NEW YORK-BASED ARCHITECTURE AND DESIGN FIRM CHRISTIAN LAHOUE STUDIO, WHICH SPECIALIZES IN CREATING HIGH-END RETAIL ENVIRONMENTS AT THE INTERSECTION OF ART, DESIGN AND FASHION.



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## TEAHOUSE TECH

**A**MERICANS ARE DRINKING 40 percent more tea today than in 2000, according to the Tea Association of the U.S.A. Inc. Green tea and artisanals, such as roolbos, oolong and white tea, are quickly gaining popularity. Tea buyers are increasingly trying custom blends and quaffing in tea shops opening across the country.

American Tea Room, a specialty tea chain in growth mode, is ready to take advantage of the changing demo. The Los Angeles-based retailer partnered with Charlotte, N.C.-based TIV to present its premium collection of more than 200 global teas selected by CEO David Barenholtz.

TIV created an interactive Tea Zone in the American Tea Room's new downtown L.A. shop. Central to the zone is a 46-in. touchscreen running TIV's OneShop software, which allows customers to search teas by type, origin, flavor and mood, among other filters. The interactive Tea Zone houses rows of tea vials (think test tubes) marked by barcodes. Customers scan the vial's barcode, which immediately populates the touchscreen with product details.

"We wanted to create a one-of-a-kind signature design feature at each American Tea Room location



that guests could interact with and that would organically translate to our website and mobile app," Barenholtz explains. "It's also helpful from a business perspective to see which teas are resonating with guests." The iOS app allows users to browse teas and tea ware, plus make purchases. Additional features include a tea timer and tea recipes, plus a "favorites" tab for creating a custom list.

"Customers can interact with both physical and

digital information that drives education about the product, [and] also has the potential to suggest complementary products based on customer tastes," says Marco Ventura, TIV's vice president of business development.

A fully branded touchscreen that aligns with American Tea Room's Web presence and steepes the physical store experience with digital assets—now that's a potent blend.

—Janet Groeber



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## CITYSCENE NEW YORK

**W**E HIT THE Big Apple for *design:retail's* CitySCENE New York event, which took place Dec. 1 at STK Downtown. Guests enjoyed cocktails and conversation (and some tasty bites, too!).



[2]



[1]



[3]



[4]



[5]



[6]

→ [ALL PERSONS LISTED FROM LEFT TO RIGHT]

1. Kimberly Malone, *Sports Authority*; Tiffany Cobe, *Beall's*; Sophia Ziade, *Upscale Living* 2. Corey Handschuch, Connor deGuchery, Brieann O'Flaherty, Kristyna Jaquin, Alison Stewart and Melissa Schor, *Tommy Hilfiger* 3. Sean McKusick, Ariel Clay and Madeleine Hines, *Uhuru Design* 4. Jordan Swisher, Kristen Martens and Dan Minogue, *Foot Locker Inc.* 5. Ross Anicai, *Canadian Tire Real Estate*; Cheryl Kozoriz, *Gluckstein Design* 6. Lee Henderson, *C3 Architecture + Design*; Nicole Hannemann, *Citizens Bank* 7. Jacqueline Nation, *The Donna Karan Co.*; Kim Daley, *Hartranft Lighting Design* 8. Wendy Tang, Jeehee Son, Ben Guertin and Tristan Davison, *Genster* 9. Julie Robbins, *Impact Specialties*; Dan Radman and Stephen Tortorella, *Chipotle*; Michelle Buehler, *Impact Specialties* 10. Kevin Kelly, *Miller Zell Inc.*; John Ganshaw, *M&T Bank*; Nicole Hannemann, *Citizens Bank*; Lucy Barquio, *Starbucks*; Jill Miller, *Citizens Bank*



[7]



[8]

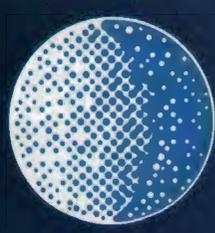


[9]



[10]

Photos by PHILIP MAURO



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# CITYSCENE SAN FRANCISCO

**M**ORE THAN THREE years since *design:retail's* CitySCENE made its debut in San Francisco, the event once again returned to the City by the Bay on Nov. 10. Hosted at One Market Restaurant, the party welcomed retail design industry members for a night of mingling, cocktails and hors d'oeuvres.



[1]



[2]



[3]



[4]



[5]



[8]



[6]



[7]

→ [ALL PERSONS LISTED FROM LEFT TO RIGHT]  
**1.** Mark Rushing, Tesser, William Ho, *EDG Interior Architecture + Design*; Aly Holmes, Christopher Null, Brent White and Dana Zipser, *Tesser, Kristi Beddow, Gap Inc.*; Hugh Carroll, *DLC LumiSheet*  
**2.** Marije Pothof, *Proef*; Don Pitts and Aaron Roach, *Vomela*; Marieke van der Poel, *Proef* **3.** Maureen Cronan and Sarah Casey, *AAA Northern California, Nevada & Utah* **4.** Emily Fishman and Sylvia Larsen, *Old Navy*; Carlo Casareo, *Fine Arts Museums of San Francisco*; Wil Cuyco, *Old Navy* **5.** Richard Layugan, Xavier Gutierrez, Cesar Islas and Patrycia Pragen, *MBH Architects* **6.** Kristi Beddow, *Gap Inc.*; Sara Griffin, *Griffin Media LLC* **7.** Anna Beurskens, *Starbucks Coffee Co.*; Ron Raiche, *MSA Architecture + Design*; Gage McGinnis and Greg McGinnis, *Megawall* **8.** Rafael Delgadillo, Tim Haggerty, Jill Nickels and Jim Crawford, *Genster* **9.** Julie Chaw, *McCall Design Group*; Neil Hombrado, *Puccini Group*; Chantel Cahilig, Melissa Yoo and Grace Allii, *McCall Design Group* **10.** Viotor Fuentes, *Lochte Architectural Group*; Antonio Cardoso, *MBH Architects*



[10]



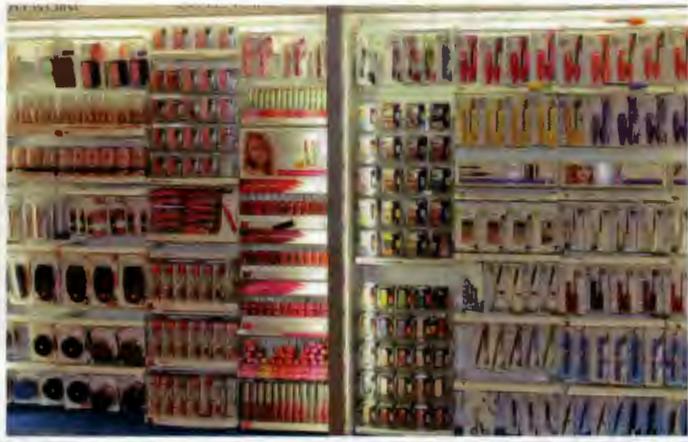
[9]

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# Countdown to GS16



## GLOBALSHOP 2016

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**G**LOBALSHOP 2016 IS JUST around the bend, and this year, the event will offer up a handful of brand-new features.

Running from March 23-25

at Mandalay Bay in Las Vegas, this year's conference will boast a line-up of all-new speakers, including keynote speaker Karen Katz, CEO and president of Neiman Marcus.

The show floor will feature a new Bricks & Clicks centerpiece exhibit, offering a curated, solution-oriented destination for products designed for integrating digital innovation into physical retail space. Plus, at the request of GlobalShop 2015 attendees, the show will include a new area dedicated entirely to the latest LED and lighting technologies called Lightbrite | Project: LED.

Other can't-miss show happenings will include the GlobalShop Product Design Competition, sponsored by IIDA, which will call upon show exhibitors to compete for best product design.

For more information, check out our Top 10 guide to GlobalShop on page 58, or visit [globalshop.org](http://globalshop.org).

— Lauren Mitchell Volker

## THE NORTH FACE LAUNCHES ONLINE EXPERIENCE USING ARTIFICIAL INTELLIGENCE



**A**LAMEDA, CALIF.-BASED The North Face has launched a new interactive online shopping experience powered by IBM's Watson. The debut experience, developed in partnership with digital commerce technology agency and software solutions provider Fluid, allows customers to converse with an intuitive,

dialog-based recommendation engine as they shop online.

Powered by Fluid's Expert Personal Shopper (XPS) software, the new site component provides outerwear suggestions based on conversation with the customer. Using Watson's natural language processing ability, Fluid XPS helps consumers discover and narrow product selections using their responses to a series of questions. For example, after a shopper enters details on a desired jacket or outdoor activity, XPS will ask questions about location, temperature or gender to recommend a product that will help meet the shopper's specific needs.

The experience harnesses artificial intelligence to create a more engaging, personalized online shopping environment.

— Lauren Mitchell Volker

## NEW STORE WATCH



[ 1 ]



[ 2 ]



[ 3 ]



[ 4 ]

**1.**  
Arper, New York  
Opened: November 2015  
Photo by DEAN KAUFMAN

**2.**  
Kostarellos Greek  
Delicatessen, Athens, Greece  
Opened: September 2015  
Photo by  
KONSTANTINOS KONTOS

**3.**  
Rejuvenation, Atlanta  
Opened: October 2015  
Photo by ALEX MARTINEZ

**4.**  
SkyTeam, Hong Kong  
Opened: November 2015

Check out additional images of these stores and more at [designretailonline.com/projectgallery](http://designretailonline.com/projectgallery).

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## MARSEILLE PROJECT REIMAGINES TRADITIONAL MALL DESIGN



**I**NTERNATIONAL FIRM BENOY'S new project in Marseille, France, reinterprets the classic department store mall model with retail placed around a central "Grand Hall." Called Prado, the project launched in September with a stone-laying event.

Planned around a large, open atrium space with surrounding galleries and tiered terraces, the center is "covered" rather than traditionally enclosed and has open roof areas that can be accessed from the main atrium.

The 172,222 sq. ft. of public green space is part of the sustainable goals of the project, while also continuing the green tradition of the local surroundings. The green space and atria will create a new internal street for the shopping area. "Our aim is to deliver visually evocative, contextual and exciting schemes that can accommodate international brands and create space for the best local offers," says Robert Bishop, director and head of Europe for Benoy. "We believe the architecture and a varied leasing strategy can help connect our projects to the community—understanding the regional diversity from across Europe."

Prado is planned for completion in 2018.

— Lauren Mitchell Volker

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# The Curious Consumer



LUCIE GREENE

WORLDWIDE DIRECTOR OF THE INNOVATION GROUP  
J. WALTER THOMPSON INTELLIGENCE  
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**T**RENDS AND INNOVATION are moving at breakneck speed, powered by an engaged, sophisticated, curious global consumer. As forecasters, The Innovation Group at J. Walter Thompson Intelligence is watching the rapid metabolism of trends from food to beauty to tech as they move in a heartbeat from new to nearly new to over.

Read on for key emerging retail themes...

## CELEBRITY RETAIL HAVENS

Lifestyle doyennes Jessica Alba and Reese Witherspoon are taking their empires offline with new physical stores and pop-ups, and bringing their personal brands along with them. In Nashville, Tenn., Witherspoon has unveiled the first flagship for her Southern-inspired lifestyle brand, Draper James, imagined as a traditional Southern home, with cupcakes and sweet tea on offer for guests. Alba, founder of natural personal care and beauty empire The Honest Co. (recently valued at \$1.7 billion), has launched a pop-up for Honest Beauty, her beauty line, in the Grove mall in Los Angeles. Designed in "bohemian chic" style, it features interactive iPads, terrarium displays, rustic rope props and Hollywood-lit mirrors.

**Why it's interesting:** More celebrities are successfully converting their public personas into full lifestyle brands, using social media to convey a sense of intimacy to their audience and enhance the sense of personal recommendation.

## FOOD TEMPLES

The latest retail buzz isn't based around malls, but around food. Anthony Bourdain is set to open a hotly anticipated mega food market on Pier 57 in New York in 2017. Dubbed the Bourdain Market, it will feature an epic selection of 100 food vendors, and also will house a Singapore-style hawker

Everyday  
objects in  
our homes  
are becoming  
an interface  
for retail.

market with street food stands and communal eating spaces. Airport retail will soon be revolutionized by a new foodie theme park at Newark Airport, with 55 dining venues that convert into new concepts depending on the time of day. In Portland, Ore., architecture and design studio Snohetta recently unveiled plans to build the state's first year-round fixed market: The James Beard Public Market, named after the influential Portland food writer. In the U.K., London Union plans to open as many as 20 local markets tailored to different neighborhoods, with a permanent street food market planned for 2017. In Rotterdam, Netherlands, the colorfully lit Markthal Rotterdam houses more than 100 food stalls and retail units.

**Why it's interesting:** As we discovered in our recent "Food and Drink" trend report, eating is increasingly seen as a full-scale cultural experience akin to the theater—one to be shared with friends on Instagram and other social platforms.

## THE WORLD IS A SHOPPING INTERFACE

As the "Internet of Things" becomes a reality, everyday objects in our homes are becoming an interface for retail. By 2020, Gartner estimates

that connected devices will drive \$263 billion in spending on services. Amazon's Dash Replenishment Service program already allows consumers to re-order goods, such as laundry detergent, without even needing to press a button—sensors in devices like washing machines automatically re-order when supplies are low. The program has recently expanded into partnerships with brands General Electric, Samsung, CleverPet and Thync, which join Brother, Whirlpool and Brita on the project's roster of collaborators. New devices will be totally intuitive and connected to smartphones, to monitor anything from pet food to printer ink levels, and order when supplies run low. Target's new Open House outlet invites visitors to experience a world of connected devices, from lightbulbs and sprinklers to baby monitors that automatically generate soothing sounds when the baby cries.

**Why it's interesting:** Retailers are realizing the opportunity in making devices cognitive, intuitive and seamlessly linked to transactions based on consumers' behaviors, anticipating their needs.

## REUSE RETAIL

Online retailers focusing on fashion resale have raked in investors' cash in the past year, with one company alone, San Francisco's ThredUp, closing an \$81 million round of financing in September 2015. While Amazon struggles to break into the category and eBay offers an eclectic but uneven experience, new companies in the space promise curation and quality control, as well as a more editorial e-commerce feel.

**Why it's interesting:** PrivCo estimates that the secondhand clothing market is growing by 6 percent each year, a figure that could expand as more consumers discover online options. d.r.f

LUCIE GREENE IS THE WORLDWIDE DIRECTOR OF THE INNOVATION GROUP, J. WALTER THOMPSON INTELLIGENCE.



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# Primark's (Not So) High Streets

**W**ASHINGTON STREET in Boston has gone seedy. What used to be the epicenter of New England shopping anchored by Jordan Marsh and Filene's Basement is a shadow of its former self. The late 19th- and 20th-century buildings seem tired and gray—and the retail tenants mostly reflect it. The Macy's in the old Jordan Marsh building looks as if it has more rodents than customers. Yet on one corner is a bright new light. Over the Christmas holiday, I dragged my two jaded teenage girls from Newbury Street, where they felt right at home, to visit the recently opened Primark store, which happens to be the new anchor of Washington Street.

It took many minutes after walking in the door for my 14-year-old to stop hyperventilating. Anglo-Irish fast-fashion has its beachhead in the new world. H&M, Forever 21, T.J.Maxx and Marshalls need to pay attention. Primark is a lovely store. And three days after Christmas, it was packed. How easy it is to forget that the atmosphere of the marketplace is not just about fixtures and visual merchandising, but also about the presence of other people. There is that magical point before the space starts feeling crowded and claustrophobic that the common enjoyment of a communal experience adds to the predilection to purchase. It was teenage girl heaven. Bright, edgy lifestyle graphics, clever signage, cheerful staff and well-designed checkouts. But what knocked my girls out were the prices. In contrast to the \$800 Canada goose coats they'd been lusting after on Newbury Street, everything was in their budget. That purple faux-fur coat was



just \$49. There were leggings, fuzzy tops, animal print pajamas and cheeky workout wear, not to mention a great girls underwear department with infographics explaining push-ups and balcony bras in ways mom never would, and all cotton briefs at a dollar a piece. While fashion industry types might look at the seams and quality of the cotton, the girls didn't care. It wasn't meant to last forever, just long enough so it was just beyond being disposable.

Unlike UNIQLO, which has paid through the nose for A-list locations, the team at Primark seems

to be playing a different game. It isn't about looking luxe and being affordable; it is about looking good enough and being dirt-cheap. It also is about knowing where your core market is, starting with my teenage girls.

In the United States, Primark is feeding off of distressed real estate. It is headed to B malls desperate for traffic generators. The first New York location is not in SoHo or even hip Brooklyn; it's at the Staten Island Mall in the old Sears location. In New Jersey, it is opening at Willowbrook, not at Short Hills or Garden State Plaza. The Boston store is a good start. In 2016, proven traffic generators can write their own leases. Shopping mall executives and retail pundits have been making the pilgrimage to Washington Street to see this new world.

For the global merchant community, the United States has always been a scary market. Tesco, Galeries Lafayette, Asprey and others have come and gone. Others have come and stayed—like Sephora and Pret A Manger, but only after losing huge sums of money on poor real estate decisions. The trade-off between malls and urban locations and

the tendency to treat New York like it was London, Paris or Tokyo has been problematic.

Yet it appears Primark has done its homework. You have to think Zara is watching closely and wondering when it can bring its teen and pre-teen brands, Bershka and Stradivarius, to the American party. **Kit**

PACO UNDERHILL IS THE FOUNDER OF ENVIROSELL AND AUTHOR OF THE BOOKS "WHY WE BUY" AND "WHAT WOMEN WANT." HE SHARES HIS RETAIL AND CONSUMER INSIGHTS WITH *DESIGN:RETAIL* IN THIS BI-ISSUE COLUMN.



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comfort

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STEP->STRAP->SKATE AWAY



# URBAN



Think you know everything there is to know about urban DIY retail? Think again. **Lowe's** brings its big brand of happy homes and hardware to scale with two shrunken sites in NYC

# UPGRADE



By ERIN M. LOEWE Photos by MARK STEELE

# S



hrinking a big-box store to be more palatable for urban consumption might be old news, but drastically reducing the footprint of a home-improvement behemoth like Lowe's seems downright radical.

In late-summer 2015, the Mooresville, N.C.-based hardware retailer broke into the Manhattan market with two smaller-format stores in the Upper West Side and Chelsea. In fact, the big-box retailer can't really even call these stores "big boxes," each measuring around 30,000 sq. ft., about one-third the size of a typical 112,000-sq.-ft. Lowe's. They are the result of an intensive collaboration with Columbus, Ohio-based global retail and brand consultancy FITCH.

Jonathan Luster, vice president of market and concept development for Lowe's, says both the neighborhood feel and high foot traffic made the sites appealing. "We wanted to be rooted in neighborhoods instead of tourist destinations," he says. "We sought to understand local shopping norms and how we could insert ourselves into homeowner, renter or property manager shopping patterns."

The goal for Lowe's was to keep the store streamlined, but still offer what you expect to find in a Lowe's, says Joanne Putka-White, design director at FITCH. "We wanted it to be a source of inspiration for all customers, to be heavily service-driven and to be convenient," she explains.

The research that went into developing the concept resulted in the idea to cater to both the right- and left-brained Lowe's shopper. The right-brained areas of the store focus on the homeowners, designers and the DIY crowd, and also feature design vignettes for the kitchen and bathroom areas. The left-brained areas are geared more toward property

managers, building superintendents and builders.

Both the Chelsea and Upper West Side sites feature pedestrian-friendly design touches, like display windows and a garage door opening onto the street so customers can easily purchase fresh flowers. As many city dwellers have little space to store dirt, both locations also provide a potting station where customers can assemble their portable garden creations before leaving the store.

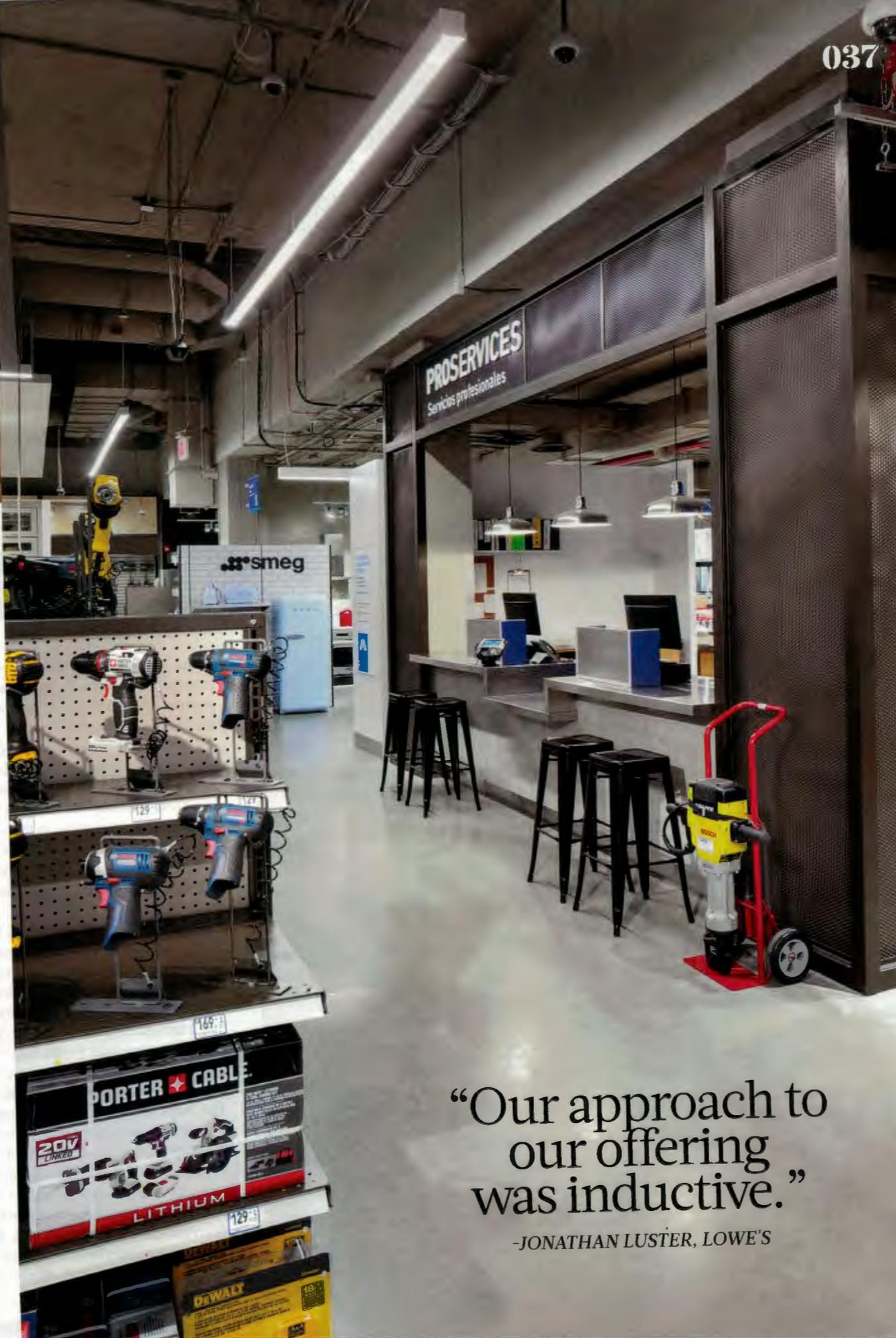
In addition, both sites feature a ProServices desk specifically for professional customers to get in and get out with ease, along with commercial street-side parking and curbside pickup—an undeniable convenience in an area where parking tickets can add hundreds to the cost of doing business.

Rival retailer Home Depot opened its first Manhattan stores in 2004, and they are around 100,000 sq. ft.—about the same size as its suburban stores. However, Luster says maintaining Lowe's promise of "everything home improvement" within the smaller footprint and edited offerings of the new Lowe's stores necessitated the company first have strong omnichannel capabilities. "We needed to be able to deliver products not stocked in the store throughout the city, and having systems to access the 1 million sq. ft. (in the stores) around Manhattan made us feel a lot more comfortable imagining how that could be," he explains.

Signage is one resource used to communicate the added depth of products that may not be available in-store but are available online. Using a concept called "Next Aisle Over" digital technology, Lowe's can provide products that may not be available in-store but are easily delivered quickly (such as large appliances). "The messaging and signage helps customers understand how much product is available and also how Lowe's can deliver it to

↑ Kitchen vignettes cater to "right-brained" shoppers, like designers and the DIY crowd.

→ The ProServices desk allows construction professionals to order what they need and has easy-access street parking.



“Our approach to our offering was inductive.”

-JONATHAN LUSTER, LOWE'S



Set apart by wood flooring, the home décor section highlights accessories.

them—key for an urban customer who may not have the time, transportation or resources to get the product home themselves,” says MJ Picard, associate design director at FITCH.

Lowe’s did not view shrinking the store as an editing down process—in fact, Luster is careful to note that the directive was more about noticing what customers were buying the most of and then going up from there. In their background research, the team identified eight different home improvement “occasions” that would fit neatly into the new space, including paint, appliances and maintenance/repair.

“Our approach to our offering was inductive,” Luster adds. “We worked with homeowners, renters and property owners to bring in what they wanted, instead of simply reducing our standard offering. It helps us to be unique, and it makes it feel like a tailored neighborhood store.”

New product lines for the Manhattan customer include Honest Company and some smaller-format appliances from companies like Bosch and Smeg. But Putka-White says that the Chelsea and Upper West Side stores really stand out because they are designed for the city norms. “I think it surprised everyone that people were looking in the windows,” she says. “People don’t do that at 112,000-sq.-ft. stores. People grab fresh flowers on their way home from work and talk to employees. The pedestrian dynamic is so intense; it’s so different for Lowe’s, and for me, that’s the really special part.”

der



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Specially curated for a more upscale urban market, these smaller appliances are easily accessible in a grab-and-go area.

A grand staircase invites patrons to the second floor of the Chelsea store.

[Far right] The Design Center allows customers to consult with professionals on home projects.



## PROJECT FILE

**Lowes City Center**  
Chelsea and Upper West Side, New York

### RETAILER

Lowes

### CONTRACT DESIGN FIRM/ PROGRAM MANAGEMENT

FTCH

### ARCHITECT

Perry M. Petrillo Architects P.C.

### STORE FIXTURES

American Display & Fixture,  
Brown Industries, Colony  
Display, EB Display Co. Inc.,  
Medix Inc., Zwest Industries

### GRAPHICS

Prett Visual Solutions

Information in the project file is provided by the retailer and/or design firm.





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By JANET GROEBER

Photos by RICHARD CADAN



**Dylan's Candy Bar continues its  
candy-coated retail expansion with a  
second sugary bite in the Big Apple**



he house that Dylan Lauren built is now 11 locations strong, from New York to Los Angeles. Add the wholesale business and you have the recipe for what has quickly morphed into the Dylan's Candy Bar global brand. Anecdotally known as the "Candy Queen," Dylan Lauren—daughter of fashion icon Ralph Lauren and author Ricky Lauren—founded the brand in 2001 with a mission to awaken the creative spirit and inner child in everyone. Now, some 15 years later, her store count is on the rise, creating modern-day candy emporiums sure to whet your confectionary appetite.

Dylan's Candy Bar serves up nostalgic colorful candy and treats (more than 7,000 items), apparel, accessories, gifts, novelties and premium fudge, and offers a café, bar

and party rooms to satisfy the sweet tooth of any age. The stores themselves are eye candy—think over-the-top references to sweet treats, including its iconic lollipop tree, giant chocolate bunnies and old-timey penny candy. Dylan's candy-land approach to design began with a 15,000-sq.-ft. flagship on 60th and Third in New York that launched the empire in 2001 and served as delectable tourist bait that also appeals to locals and families.

This past September, Dylan's took a downtown bite of the Big Apple by opening a 3,300-sq.-ft. store at the storied address of 33 Union Square W. "The Union Square store is a boutique and disco-chic version of the [original] flagship in homage to Andy Warhol's "Factory" that was in



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this building (from 1968 to 1973),” explains Dylan Lauren, founder, CEO and admitted Willy Wonka wannabe/devotee. “The walls are sleek black, the floor is silver sparkling glitter and the ceiling is illuminated with changing hues of rainbow holiday colors based on seasons.” It’s all geared in reference to the downtown address, she adds, “to make the store feel hip and adult.”

While the palette might be darker than its uptown relation, there are plenty of references to the mothership, notes the design team from Columbus, Ohio-based Chute Gerdeman, the firm that collaborated with Dylan’s on this new design and the recently opened Dylan’s Chicago store. Most notably, the new store’s most powerful visual is its signature Lollipop Tree, a colorful beacon visible from all angles. Of course, the new store, like earlier design iterations, rarely misses an opportunity to deploy visual metaphors in the form of a larger-than-life chocolate bunny and a decadently drippy fixture call-out at the fudge counter, plus architectural moldings that look like frosting.

“We’ve introduced new features that complement the original iconic elements, such as the spinning candy cane columns and oversized rock candy sticks,” describes Cara Ambrosino, Chute Gerdeman’s design director, brand environments. Here, those crystal-like sticks have been reimagined as lighting sconces that surround the café and draw attention to the digital menu board. “These also mimic stirrers we use in a Dylan’s Candy Bar Candy Cocktail sold at our restaurants and parties,” Lauren notes.

But the candy itself always is front and center, thanks to mouthwatering merchandising techniques that include floor-to-ceiling walls of brightly packaged confections. “It’s not hard to design fixtures to sell such colorful, appealing treats,” Ambrosino says. “To let the candy really shine, we approached fixture design in a minimal way, using



neutral colors and materials and supported with smaller portions of brightly colored patterns.”

While the candy variety changes seasonally, Ambrosino says they “designed a flexible system for product assortment within the fudge counter, so the store could test new product lines and introduce new goodies to the downtown market.” There’s plenty of candy, but additional products include apparel, jewelry and plush items that can easily be changed based on assortment needs.

Branded graphics—including Dylan’s brand stripe pattern—make it simple to navigate the store. Digital screens throughout the space display videos and kinetic graphics, allowing customers to be enticed from far away. LED technology was implemented in light coves, while LED lighting on the ceiling creates a color-changing light show that can adapt seasonally. Underfoot, the floor is a one-of-a-kind epoxy silver-glitter surface.

Dylan’s new downtown location was intended to bring the sweet candy confections to the locals of Manhattan that don’t often travel uptown, but might pop in for a candy fix. The custom soundtrack that plays remixes of candy-themed songs like Maroon 5’s “Sugar” is another way the downtown store repackages the Dylan’s experience for its new target, while remaining brand consistent.

↑ The store rarely misses the opportunity to use visual metaphors—a decadently drippy fixture calls out the fudge counter.

“The Union Square store is a boutique and disco-chic version of the [original] flagship.”

-DYLAN LAUREN, DYLAN’S CANDY BAR



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# design:retail HONORS

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**New York**

**6:30-7:15 P.M.**

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- ← [Opposite page] Dylan's signature Lollipop Tree is a colorful beacon visible from all angles.
- ← Oversized rock candy sticks have been re-imagined as lighting sconces that draw attention to the digital menu board.
- ✓ Floor-to-ceiling walls of bright confections add wow factor.



## PROJECT FILE

**Dylan's Candy Bar**  
Union Square, New York

### RETAILER

Dylan's Candy Bar

### CONTRACT DESIGN FIRM

Chute Gerdeman

### ARCHITECT

Gruskin Architecture +  
Design P.C.

### GENERAL CONTRACTOR

Michilli Construction +  
Consulting

### LIGHTING DESIGN

37 Volts

### ENGINEERING

NYH Consulting Engineers LLC

### STORE FIXTURES

Dillonworks, Exclusive Retail  
Interiors

### LIGHTING

Traxon, Hera, Juno

### FLOORING

Liquid Elements, Deltaile

Information in the project file is provided by the retailer and/or design firm.

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**Ch**

n

"Our philosophy is all about the product to make women feel they are coming into a home or close friend's home."

By ERIN M. LOEWE

Photos courtesy of BCBGMAXAZRIAGROUP

# Bon *Global*

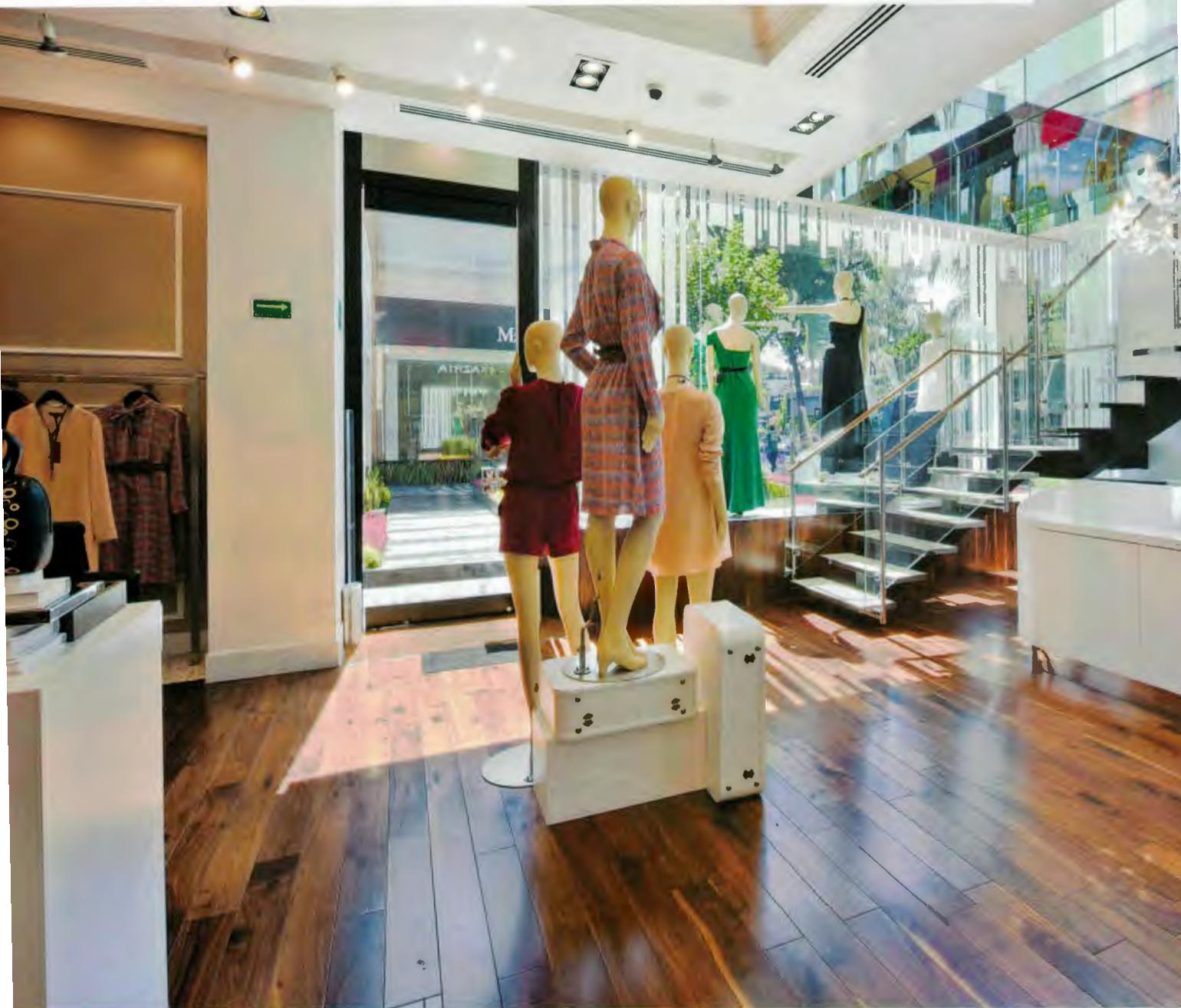
C,

BCBG's new Mexico City flagship shines in luxurious Altavista

,

“Our philosophy is all about the product; to make women feel they are coming into a home or closet.”

- CHRIS LOVE, BCBGMAXAZRIAGROUP



↓ A limestone and glass staircase floats above the cashwrap, adding drama to the space.



**N**amed for the French phrase “*bon chic, bon genre*,” a Parisian slang meaning “good style, good attitude,” contemporary women’s fashion brand BCBGMAXAZRIA combines European sophistication and American spirit in more than 570 retail stores worldwide. The label’s global

footprint expanded further this past September, with the opening of a new flagship in Mexico City’s upscale Altavista 147 shopping center. What was once a heavy and dark Louis Vuitton boutique is now a bright, glass-clad corner store that acts as a beacon for BCBG day and night.

Vernon, Calif.-based BCBGMAXAZRIAGROUP used its own design team to create the two-story, 2,415-sq.-ft. space to draw patrons from the streetside—and mallside—in. BCBG’s internal team collaborated with Mexico City-based Braverman Architects to build the store and all of the fixtures.

Chris Love, vice president of architecture and construction at BCBGMAXAZRIAGROUP, says Mexico is a large market for the company (there are currently 10 in-store shops and five standalone stores in Mexico City), and that the Altavista location provided a unique opportunity. “It’s a small, specific mall for high-end retailers,” he explains. “We were able to secure a corner location of two-level space that gives us interior and exterior exposure. It’s in the ‘Beverly Hills’ of Mexico City, and we had a great opportunity to put a grand store there.”

On the first floor, elegant neutral colors dominate the scene. Taupe walls envelop the space, providing an elegant backdrop for the bold colors and patterns the brand is best known for. White lacquer bookcases detailed with polished stainless steel lend a subtle glamour to the displayed accessories. American walnut floors provide a base that is neither too dark nor too light.

LEDs illuminate most of the space, while two-headed light fixtures line the perimeter for more drama. Cove and track lighting highlight specific products. Chandeliers add glitz and femininity to the contemporary environment.

Charley Jimenez, senior designer at BCBGMAXAZRIAGROUP, says one feature new to the flagship was the ceiling design. “We raised it and incorporated molding,” she says. “It’s elegant.”

One of the major changes made in the renovation of the space was moving the staircase from a dark corner and making it the centerpiece of the store. The new staircase floats up through the center with glass side panels and limestone steps. Jimenez adds that relocating the stairs involved the challenge of removing the floor in the center of the store. “The reason we put (the stairway) there is that it becomes a nice design element when looking from the outside in,” she says. “Also, something we did that was unique here was put the [cashwrap] under the stairs, so you get a nice line of the stairs, the modified [cashwrap] and the chandelier.”

Love says the layout of the store was very intentional. “People traditionally don’t like to go to the second level,” he says. “The dresses are a destination, so we put them on the second floor and kept the clothing and accessories on the first floor.”

Daniel Braverman, lead architect on the project and co-principal at Braverman Architects, says the staircase also was aesthetically challenging. “We had to cover it with mirror-polished stainless steel, and everything had to match perfectly with the rest of store, including the hand railings,” he explains. “We had to make everything in one piece to be able to install the stainless steel according to the design and get the appearance we wanted for the store.”

Love says the previous owners had covered up the windows so they were mostly obscured from the outside. The design team wanted people to be able to see from the outside in. “We wanted to show the staircase, the windows and the chandelier—to drive people with our architecture,” Love says.

On the second floor, there is a change in materials to highlight the sumptuousness of the dress area. Floor-to-ceiling white tufted leather panels line most of the walls, except for a curved wall in back that features a white box-pleated fabric curtain. “Our philosophy is all about the product; to make women feel they are coming into a home or closet,” Love explains.

The BCBG design team has been very busy this past year, and Love notes that will continue into 2016. Among the many upcoming BCBGMAXAZRIA stores are Paris, Munich and Ginza, Japan, plus others in South America and Aruba. The company also recently opened new concept stores for BCBGeneration in Dallas and Hervé Léger in Palm Beach, Fla.; Paris and Atlanta.

“Sales are actually through the roof, so it’s pretty exciting for us,” Love says.



- ← Clean lines, touches of chrome and a raised ceiling molding elevate the chic feel of BCBG Altavista.
- ↳ The mall-side entrance lets the light from the outside windows shine through.
- ↓ The second floor features an open, airy dress boutique that's flanked with white tufted leather panels.
- ↓ [Bottom] The two-story Altavista flagship boasts a striking glass façade.





# GLOBALSHOP 2016

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## REGISTRATION NOW OPEN!

Registration is now open for GlobalShop, the retail design community's largest annual store design, merchandising, and shopper marketing trade show and conference. At GlobalShop you can discover new products, attend educational sessions, and benefit from both scheduled and impromptu visits with peers, partners, suppliers, colleagues, and friends.

MARCH 23 - 25, 2016

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2016 KEYNOTE SPEAKER

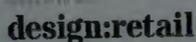


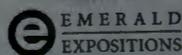
## KAREN KATZ

CEO AND PRESIDENT,  
NEIMAN MARCUS GROUP

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→ The cashwrap is perfectly aligned under the chandelier and the first landing of the staircase.



## PROJECT FILE

**BCBGMAXAZRIA**  
Altavista, Mexico City

### RETAILER

BCBGMAXAZRIAGROUP

**CONTRACT DESIGN FIRM/  
PROGRAM MANAGEMENT**

Shremshock Architects

**ARCHITECT/GENERAL**

**CONTRACTOR/CONSULTANTS/  
ENGINEERS**

Arquiconceptos

### STORE FIXTURES

American Display & Fixture,

Brown Industries, Colony

Display, EB Display

Company Inc., Medix Inc.,

Zwest Industries

### GRAPHICS

Prett Visual Solutions

Information in the project file is provided by the retailer and/or design firm.



*Be recognized for*  
**OUTSTANDING  
PRODUCT DESIGN AT  
GLOBALSHOP 2016**

## ENTER THE GLOBALSHOP PRODUCT DESIGN COMPETITION TODAY.

Open to exhibitors at GlobalShop 2016, the GlobalShop Product Design Competition honors advancements in product design innovation, function, and aesthetics for the retail industry.

**Deadline to enter** Friday, March 4, 2016.

**Winners will be announced** Wednesday, March 23, 2016.

Winning products will be recognized at GlobalShop 2016 in Las Vegas. Winners also will be featured on the IIDA website and mentioned in the GlobalShop *Show Daily*.

For competition details and to enter, visit [www.iida.org](http://www.iida.org).



**GLOBALSHOP  
PRODUCT DESIGN  
COMPETITION**

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**DEADLINE TO ENTER: FRIDAY, MARCH 4, 2016**

# 100

# THINGS

## You Need to Know

ABOUT



## GLOBALSHOP 2016

SPONSORED BY:  A-R-E

**GlobalShop**  
MARCH 23-25, 2016  
Mandalay Bay  
Convention Center,  
Las Vegas

# A Chat with Katz



Karen Katz



Harry Cunningham

**SIT DOWN FOR** a “fireside chat” with Neiman Marcus President and CEO **Karen Katz** during this year’s keynote presentation, “The Evolving Style of Retail.” Presented by and with all proceeds benefiting the Planning and Visual Education Partnership (PAVE), the informal conversation with the luxury department store CEO will take place the first day of the show from 8:30 a.m.-10 a.m. PAVE President **Harry Cunningham** will moderate the presentation.



# RAISE YOUR GLASSES TO PAVE!

**B**ACK FOR A second year, The GlobalShop Opening Night Bash Supporting PAVE is a party you don't want to miss, offering music, tasty eats, cocktails and entertainment at Drai's (located at The Cromwell)—not to mention a KILLER view of The Strip. From 8:30 p.m.-11:30 p.m. on March 23, raise your glass and raise awareness by celebrating PAVE at this must-attend industry bash. For sponsorships, group reservations or tickets, visit [paveinfo.org](http://paveinfo.org).

Photo courtesy of DRAI'S

# EXTRA! EXTRA!

## Read all about it!

**W**E HAVE REVAMPED the popular *GlobalShop Daily* to give it a fresh new look and more pages to keep you updated on what is going on at the show, from award-winning booths to featured products and can't-miss speakers.

Each issue of the *Daily*, available every morning at the show, is chock-full of information about events at GlobalShop, speaker schedules and happenings straight from the show floor. Be in-the-know, and don't forget to grab a copy of the *Daily* every day of GlobalShop!





# A Bright Idea

**LIGHTBRITE**  
PROJECT:LED

NEW TO GLOBALSHOP this year is a special feature designed to give you some bright (pun intended!) ideas. Visit **Lightbrite | Project: LED** on the GlobalShop show floor (booth I514 in the Store Fixturing Show pavilion) and check out the latest LED and lighting technologies available to retail designers in one convenient location. Participating companies include **Elemental LED, Environmental Lights, Everbrite LLC, Loto Lighting, National Lighting Corp., Prime LED Lighting and Revlite Technologies.** For more info, visit [globalshop.org](http://globalshop.org).

## Congratulations are in order...



**A**.R.E. | POPAI The New Association will host the annual **A.R.E. Design Awards** on the first night of GlobalShop, March 23, from 5 p.m.-7 p.m. in the Four Seasons Ballroom at the Four Seasons Hotel. The industry will gather to see who takes home the Gold and Silver awards, as well as the highly coveted Store of the Year Award and more. The awards ceremony kicks off with a networking cocktail hour, so don't be late.

On the following night, the 2016 **POPAI Outstanding Merchandising Achievement (OMA) Awards** will be held in the same venue from 5 p.m.-7:30 p.m. In-store and point-of-purchase displays will compete for Gold, Silver and Bronze OMA Statuettes.



**A·R·E | P·O·P·A·I**

THE NEW ASSOCIATION



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# Retail's Best Go Head-to-Head

NEW TO THE show this year, the **GlobalShop Product Design Competition**, sponsored by IIDA, will invite GlobalShop exhibitors to throw their hats into the retail ring and compete with other exhibiting manufacturers and designers for best product design.

Products from all categories—including fixtures, flooring, lighting, mannequins/forms, materials, surfacing and wallcoverings, technology solutions, in-store marketing/POP, and signage and graphics—will be considered.

Competition participants must be exhibitors, and products must be displayed at GlobalShop 2016 and offered for sale or use after April 1, 2015, to be eligible.

The deadline to enter the competition, which will honor participants for advancements in innovation, function and aesthetics, is March 4. Judging will take place on March 22, and winners will be notified on March 23 at their GlobalShop booth.

All winning products, manufacturers and designers will be featured on the IIDA website and in the *GlobalShop Daily*.

To enter the competition, visit [iida.org](http://iida.org).



# Digital Retail Delight



**BRICKS & CLICKS**

**C**ENTER STAGE AT this year's show, the **Bricks & Clicks** exhibit will boast a curated selection of products designed to help retailers and brands meet the increasing demand for a seamless digital and in-store shopping experience. The destina-

tion will help store planners and designers find solutions for integrating digital innovation into their physical retail spaces.

The show floor area will feature innovative, available products and services—ranging from endless-aisle solutions, signage, graphics, wayfinding, beacon technology, showrooming solutions, point-of-sale systems, social media and more—from companies including ELO Touch, Holocube North America, Perch Interactive, Prism Skylabs, Reality Interactive, Skinny IT, and Universal Display and Design.

Looking to optimize your in-store path to purchase? Make sure to stop by!



# design:retail CitySCENE 2016

**FEBRUARY**

**LOS ANGELES**

**JUNE**

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**AUGUST**

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**OCTOBER**

**SEATTLE**

**NOVEMBER**

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**DECEMBER**

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## Why Attend?

Join design:retail for a casual evening of cocktails and conversations with the retail design community. Step away from your office, turn off your email, grab your whole design team (invitation is open to all!) and come connect with others who make this industry sing. Drinks and munchies are on us and our fantastic sponsors. We'll see you there!

## Questions?

Contact Toni Ward: (770) 291-5441 or [antoinette.ward@emeraldexpo.com](mailto:antoinette.ward@emeraldexpo.com)

## Sponsorship Opportunities:

Contact design:retail Publisher Orlando Llerandi: (770) 291-5511 or [orlando.llerandi@emeraldexpo.com](mailto:orlando.llerandi@emeraldexpo.com)

design:retail CitySCENE events are designed for store planners, store designers, visual merchandisers and sponsors only. Manufacturers, suppliers/vendors must sponsor in order to attend. design:retail reserves the right to deny admittance to any non-retailer.



**HOLLYWOOD**



## Speakers You've NEVER Seen Before

For the first time ever, the GlobalShop conference program, sponsored by Fleetwood, will feature only speakers who have never spoken at GlobalShop before. Take a look at these fresh faces of retail and register today to attend a session (or three) at [globalshop.org](http://globalshop.org).

# CONFERENCE SCHEDULE

SPONSORED BY: **Fleetwood**

Time	Session	Speaker(s)	Room
<b>DAY 1—Wednesday, March 23</b>			
8:30 A.M. – 10:00 A.M.	KEYNOTE: The Evolving Style of Retail	<b>Moderator:</b> Harry Cunningham, President, <i>PAVE</i> <b>Presenter:</b> Karen Katz, President & CEO, <i>Neiman Marcus Group</i> Presented by <i>PAVE</i>	South Pacific E
10:30 A.M. – 11:30 A.M.	5 Retail Trends That You Haven't Already Heard	Dave Weinberger, Vice President, <i>CBX</i>	Islander G
	The Best "Must See" Retail Innovations for 2016	Brad Black, Senior Vice President, Global Account Director, <i>Leo Burnett/Arc</i> Presented by A.R.E   POPAI The New Association	Islander H
1:30 P.M. – 2:30 P.M.	Re-Thinking Navigation: Urban Design and the Retail Environment	Hayley Snider, Designer, <i>MG2</i> ; MJ Munsell, IIDA, Principal, Retail Design Leader, <i>MG2</i>	Islander G
	The New World of Shopper Marketing Initiatives	Anthony Bagley, CEO, <i>New Creature</i> Presented by A.R.E   POPAI The New Association	Islander H
<b>DAY 2—Thursday, March 24</b>			
10:30 A.M. – 11:30 A.M.	Designing Happiness: The Secret Science That Can Translate Likes To Love	Leonard Barszap, Senior Associate, <i>Lippincott</i> ; Dan Clay, Brand Strategy Associate, <i>Lippincott</i>	Islander G
	A Window into the Consumer's Mind: How Much Do We Know Why People Buy?	Leon Alexander, CEO and President, <i>Eurisko Design</i> ; Author, "A Window into the Consumer's Mind" Presented by A.R.E   POPAI The New Association	Islander H
1:30 P.M. – 2:30 P.M.	How To Take a Brand To Bricks and Mortar	Vicki Eickelberger, Executive Vice President and Managing Director, <i>Big Red Rooster</i>	Islander H
	Food Is Fashion: The New Hot Fusion	<b>Presenters:</b> Paola Marques, Principal, <i>GH+A</i> ; Debbie Kalisky, Director of Retail Development, <i>GH+A</i> ; Michael Cape, Senior Marketing Executive (formerly with <i>Old Navy</i> , <i>JCPenney</i> , among others) Presented by A.R.E   POPAI The New Association	Islander G
<b>DAY 3—Friday, March 25</b>			
9:00 A.M. – 10:00 A.M.	The 7 Attributes of Retail Brand Engagement	<b>Presenters:</b> Sara Sullivan, Director Store Experience and Merchandising, <i>Luxottica Retail</i> ; Dave Middendorf, Director, Brand Strategy and Insights, <i>FRCH Design Worldwide</i> ; Emily Hamilton, Brand Experience Marketing Manager, <i>FRCH Design Worldwide</i>	Islander G
	Category Blurring: Shoppers Are Looking Beyond Retailers' Core Competencies—Are You?	<b>Moderator:</b> Jo Rossman, Editor, <i>Association for Retail Environments</i> <b>Presenters:</b> Heidi DeMers, Manager, Interior Design, <i>The Kroger Co.</i> ; Eric Roth, Art/Creative Director, Manager of Creative/Production Services, <i>Love's Travel Stops</i> ; Mark Sargent, Creative Director, <i>King Retail Solutions</i> Presented by A.R.E   POPAI The New Association	Islander H
10:30 A.M. – 11:30 A.M.	What Is Luxury, Anyway?	Lynn Gonsior, Partner, <i>Change Up</i>	Islander G
	Experiential Retail: Creating Memorable Moments	Patrick Kells, Director, Retail Merchandising, <i>The Coca-Cola Company Retail and Attractions</i> Presented by A.R.E   POPAI The New Association	Islander H

To register for any of the conference sessions above, visit [globalshop.org](http://globalshop.org).



design:retail

# FORUM

## September 22-24, 2016

New York Marriott at the Brooklyn Bridge  
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# BROOKLYN



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# Student-Designed Creations **PAVE**



# 10



## COME ON IN!

The entranceway to this year's GlobalShop show floor is being created by Nashville, Tenn.-based LED display and wall system manufacturer PixelFLEX.

According to David Venus, director of marketing for PixelFLEX, the company is looking to create a more immersive and capturing entrance to the show floor. With LED becoming more prevalent in retail, PixelFLEX is creating an entrance with depth that will include an LED ceiling to show that LED can be much more than just a screen mounted on a wall.

"Our team at PixelFLEX is excited and honored to have been asked to create the entryway and help bring a whole new experience to the show," Venus says.

Come check out this exciting LED entranceway at GlobalShop 2016!



If you are interested in supporting the next generation of retail designers, stop by the PAVE booth in the show lobby to see the "Brands - Bricks and Mortar - Social Media" student challenge winners. Here, four teams of brands, manufacturers and design students have teamed up to design cutting-edge creations to be unveiled at GlobalShop. And how is social media involved? During the design process, the students will be posting images of their progress via social media using the #PAVE2016 hashtag (go on, look it up today!).

### Here are the participants:

#### Quad 1

- Retailer/Brand Marshall Retail Group
- Manufacturer Reeve Store Equipment
- School FIDM

#### Quad 2

- Retailer/Brand Under Armour
- Manufacturer Chandler Inc.
- School Dakota County Technical College

#### Quad 3

- Retailer/Brand HBC
- Manufacturer Artitalia
- School Dawson College

#### Quad 4

- Retailer/Brand PAVE
- Manufacturer Fleetwood
- School Philadelphia University

Voting for the top creation will happen via social media live at the show, so bring your hashtags and support these students!



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# SHOW PRODUCTS

[1] The Freestyle Rack headlines Wm. Prager Ltd.'s new line of quick-assembly fixtures, allowing unlimited merchandising opportunities with adjustable shelves and hang rails. [wmprager.com](http://wmprager.com)



[2] Genesis Mannequins' "Tesselation" range conveys strong, dynamic poses with a touch of sex appeal. Prominent poses pulled right from the runway are designed to be arranged in a repetitive manner for a striking effect. [genesis-mannequinsusa.com](http://genesis-mannequinsusa.com)

[3] Hera's Track-LED is a 24V track system with LED spotlights that swivel 360 degrees at the base and 90 degrees at the top. There are several track length options, and multiple spotlights can be powered per track. [heralighting.com](http://heralighting.com)

[4] With the Module Mirror Riser, CDW Merchants focused on both aesthetics and functionality for Guess Marciano. The plinth offers the store window a modern touch enhanced by acrylic mirror material, and can be displayed horizontally or vertically. [cdwmerchants.com](http://cdwmerchants.com)

[5] Armourcoat introduces the ArmourFX modular panel system. The custom-made decorative panels feature finishes and substrates for either wall panels or single statement artwork. [armourfx.com](http://armourfx.com)



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# IC

May 14–17, 2016

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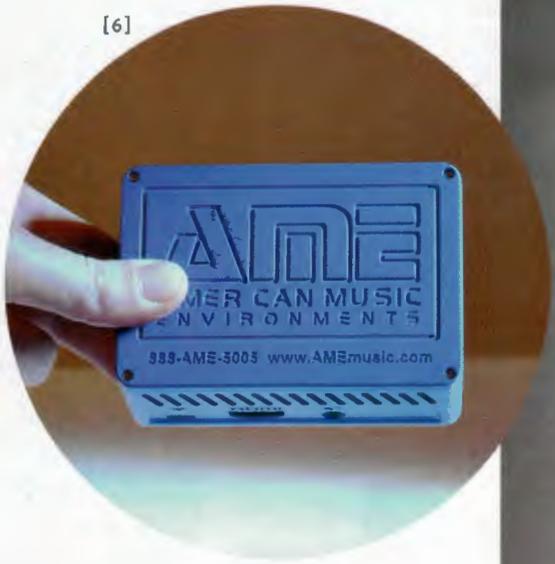
# icff.com

Registration  
Open

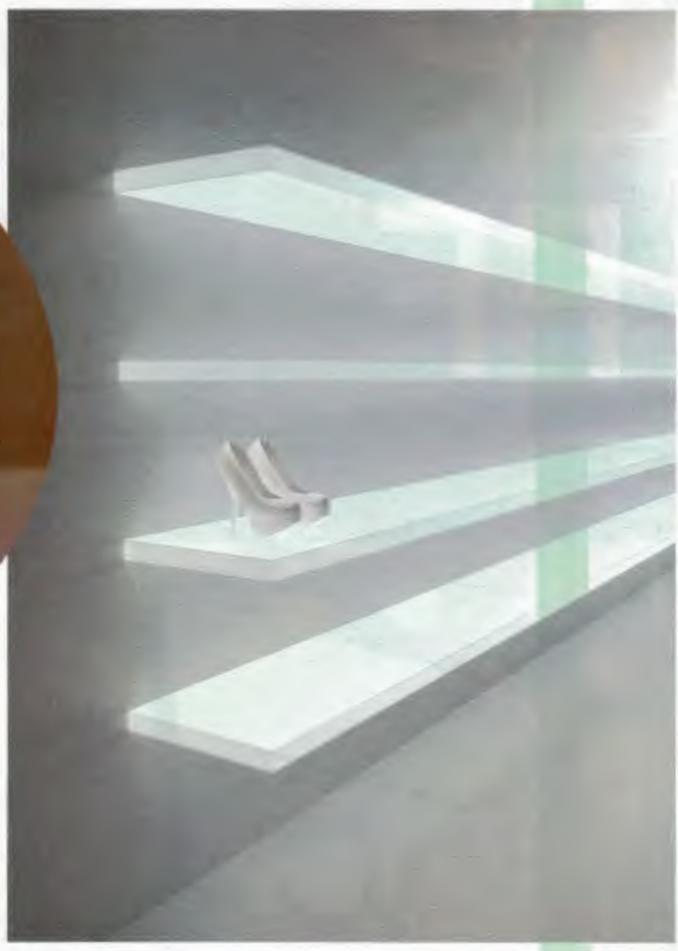
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[ 6 ] The AME-2020 system from AME/American Music Environments provides totally customized music, video and signage in a single, small-footprint, efficient package using only 1 watt of energy. [amemusic.com](http://amemusic.com)



[ 7 ] HB introduces its custom-sized LED shelving system, which adapts easily into store environments, using existing hardware for quick and easy installation. [hudsonandbroad.com](http://hudsonandbroad.com)



[ 8 ] Identity Group uses its Alchemy Art Metal coating on aluminum letters to create an array of signage options. Various textures, finishes and post-process treatments are available. [identitygroup.com](http://identitygroup.com)



[ 9 ] MasonWays has developed a Mixed Recycling & Trash unit made of UV-protected, anti-microbial, USDA-approved Polyethylene plastic. It features hooded tops, easy-to-understand icons, chained lids and casters for mobility. Slide advertising poster frames are available to drive sales in-store with promotions. [masonways.com](http://masonways.com)

[ 10 ] The GraphicMirror from MDI's Reflections line of illuminated products features a hidden motion sensor that transforms it from a display graphic to a fully functioning mirror when a customer approaches, and then returns back to the original format. [mdtworldwide.com](http://mdtworldwide.com)



[10]

[9]



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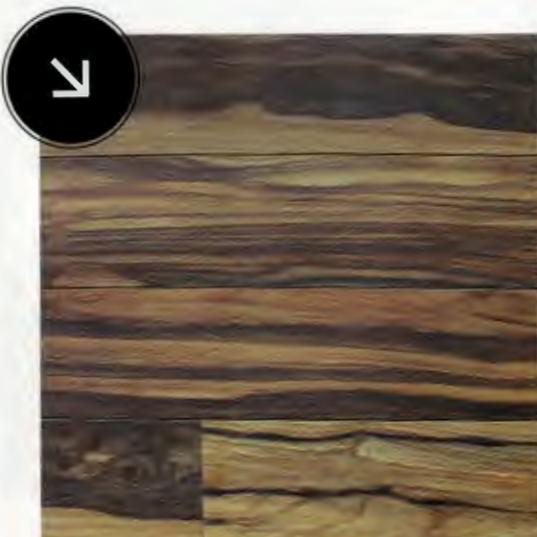
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**DEADLINE TO SAVE: THURSDAY, MARCH 31, 2016**



[11] TerraMai is offering a new line of Zebra wood tropical hardwood reclaimed from Lake Bayano in Panama. Each piece is unique with subtle to stark color and pattern differences. The line is available in 5/8 in. for flooring and 3/8 in. for paneling, and can be refinished with oil or polyurethane.

[terramai.com](http://terramai.com)



[11]

[12] Braeside's Curviso countertop kiosk offers a contemporary design to showcase merchandise in a compact, counter-friendly format. Graphics are enhanced by curved panel lenses that easily can be updated for new promotions.

[braesidedisplays.com](http://braesidedisplays.com)



[12]

[13] The LG Waterfall POP display designed by Design Phase Inc. illustrates the superior picture quality and viewing experience of the new curved and flat OLED 4K TVs by LG. The close stacking and mounting of both TVs allows the content to flow between the two screens and appear seamless, while special software allows the content to loop in tandem.

[dphase.com](http://dphase.com)



[13]

[14] Using mobile captures of store walk insights, smart notifications and an enhanced store profile technology, AccuStore allows retailers to keep store data accurate without bothering field staff. The technology features a built-in survey tool designed for retailers that need quick, easy access to store data.

[accustore.com](http://accustore.com)

[15] The Striations BioBased Tile from Armstrong Commercial Flooring creates strong visual lines for a distinct, yet subtle design style.

[armstrong.com/commercialflooringna](http://armstrong.com/commercialflooringna)



[14]



[15]

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[16]



[17]



[16] G-Floor from Better Life Technology (BLT) is a custom-designed, polyvinyl sheet flooring material. With BLT's exclusive printing process, virtually any graphic is uniquely protected for years, even in high-traffic areas. [bitlc.com](http://bitlc.com)

[17] Phoenix is Surya Hospitality's tailor-made rug program that uses robo tufting to translate custom artwork into 100 percent wool rugs that replicate the appearance and feel of a handcrafted product. Rugs are available in an array of sizes, shapes, patterns and colors, including custom hues. [surya.com](http://surya.com)

[18] LSI Industries is offering Illuminated Architectural Graphics, custom-fabricated architectural and decorative elements that can incorporate illumination, as well as graphics and messaging, to enhance environments and branded spaces. [lsi-industries.com](http://lsi-industries.com)



[18]

[19] This fan from Firebolt Europe Ltd. uses persistence of vision (POV, the optical illusion whereby multiple discrete images blend into a single image in the human mind) to display amazing images and animations. LEDs are installed on the rotary blades. [firebolt-group.com](http://firebolt-group.com)



[19]

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## SIGNAGE &amp; GRAPHICS



[2]

[1] FabriWare Soft Signware by Rose Displays makes it easy for designers and visual merchandisers to create unique, sophisticated environments that attract attention and engage shoppers. [rosedisplays.com](http://rosedisplays.com)

[2] Anthony Intl. has introduced iDOOR, which uses a transparent LCD embedded within refrigeration cooler or freezer doors that plays full-motion HD video, while still allowing customers to see the products behind it. [anthonyintl.com](http://anthonyintl.com)

[3] DSA Phototech's Frameless Fabric LED Light Box is perfect for big, bold visual displays in upscale environments. It's now available in sizes up to 120 in. by 204 in. with optional LED backlit strips in one- and two-sided designs. [lightboxes.com](http://lightboxes.com)

[4] DiFab's Rescue & Recover brings new life to reclaimed lumber with renewed finishes, textures and messaging for signage and graphics projects. [dfabdesign.com](http://dfabdesign.com)



[4]

[1]



[3]

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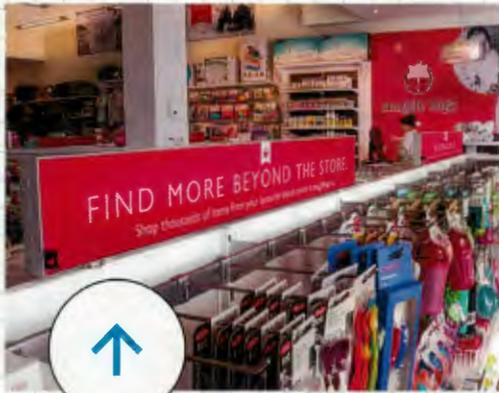
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[5] The Look Company Fabric Display Topper products allow retailers to engage at eye level with their consumer in an easy-to-change graphic system. [thelookcompany.com](http://thelookcompany.com)

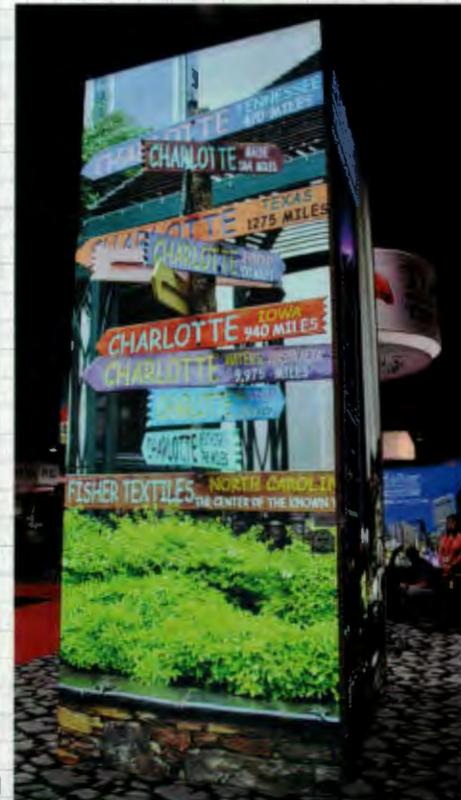
[6] Coloredge created a dynamic in-store sales tool for Hugo Boss, providing an interactive digital signage experience featuring a responsive mannequin, engaging touchscreen video and social media/email integration. [coloredge.com](http://coloredge.com)

[5]



[6]

[7] DD 6788 MoJo is Fisher Textile's newest wrinkle-resistant backlit fabric. It is specially engineered for light dispersion, has an amazing white point and produces brilliant backlit prints. The fabric is flame retardant, weighs 5.3 oz. and is stocked at 120 in. wide. [fishertextiles.com](http://fishertextiles.com)



[7]

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AD INDEX

	PAGE		PAGE
A.R.E.	73	IIDA	57,71
Alpolc/Mitsubishi Plastics	39	JPMA	31
Artitalia Inc.	33	K-Intl.	17
Atrezzo	5	Look Company, The	14
B+N Industries Inc.	1	Mannington Commercial	21
BOLYU	45	MDI Marketing Display	23
CNL mannequins	C2,79	MediaBrains	78
DIFab	13	Metroflor	29
design:retail Honors	47	Miller Zell	C4
design:retail CitySCENE	63	PAVE	77
design:retail Forum 2016	65	POPAL	75
Fusion Specialties	C3	Reeve Store Equipment Co.	9
Genesis Mannequins	11	Shaw Contract Group	41
Global Visual Group	27	Tarkett Brands	15
GlobalShop 2016	55	Trion Industries Inc.	2,3
Greneker	19	Uline	74
HD Expo	67	Uniweb	25
Holiday Foliage	20	Visual Marketing Partners	28
ICFF	69	Wilsonart Contract	7

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**A**RCHITECT AND ALL-AROUND Renaissance designer David Rockwell maintains his New York office facing Union Square, the gateway to downtown. After years of watching crowds congregate to view the enormous, grandly decorated holiday tree at Rockefeller Center in Midtown, Rockwell felt it was time for lower Manhattan to mount a similar celebratory visual mega-statement.

Rockwell eschewed traditional tree embellishments of tinsel, blinking lights and dangling ornaments in favor of his own interpretation of the three-dimensional holiday spirit with a suspended illuminated sculpture he titled, "Luminaries." Commissioned by Arts Brookfield, a sweeping panorama of 650 LED-lit floating cubic lanterns was installed above the Winter Garden atrium at Brookfield Place on the Hudson River waterfront in the financial district's Battery Park City. The building, formerly known as the World Financial Center before its \$240 million renovation, now offers luxury shops, upscale restaurants and an array of consumer services.

Long a champion of interactivity between the



human user and the built environment, Rockwell brought his design ethos to "Luminaries." The lanterns were engineered to become a kaleidoscope of color, changing hourly as well as beaming programmed shows based on "Firecracker" and "Snowfall" themes. The installation is fitted with three touch-sensitive "wishing stations" that invite

visitors to input their own rhythm-and-sight contributions. They can then watch their electronic messages excite the glowing canopy of lights pulsing in time to the signals they've transmitted.

Brookfield Place plans to present "Luminaries" as an annual holiday event. We already have it on our calendar for next year.

— Vilma Barr

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