

Innovation



KATE SPADE
SATURDAY









History of Retail

Department Stores: 1920s



Club Stores: 1970s



Early 1900s



Malls: 1940s



Ecommerce: 1990s



“Finding a different way to solve a problem or identify a solution to get a different result”

Bryan Hoopes, Pepsi Boys

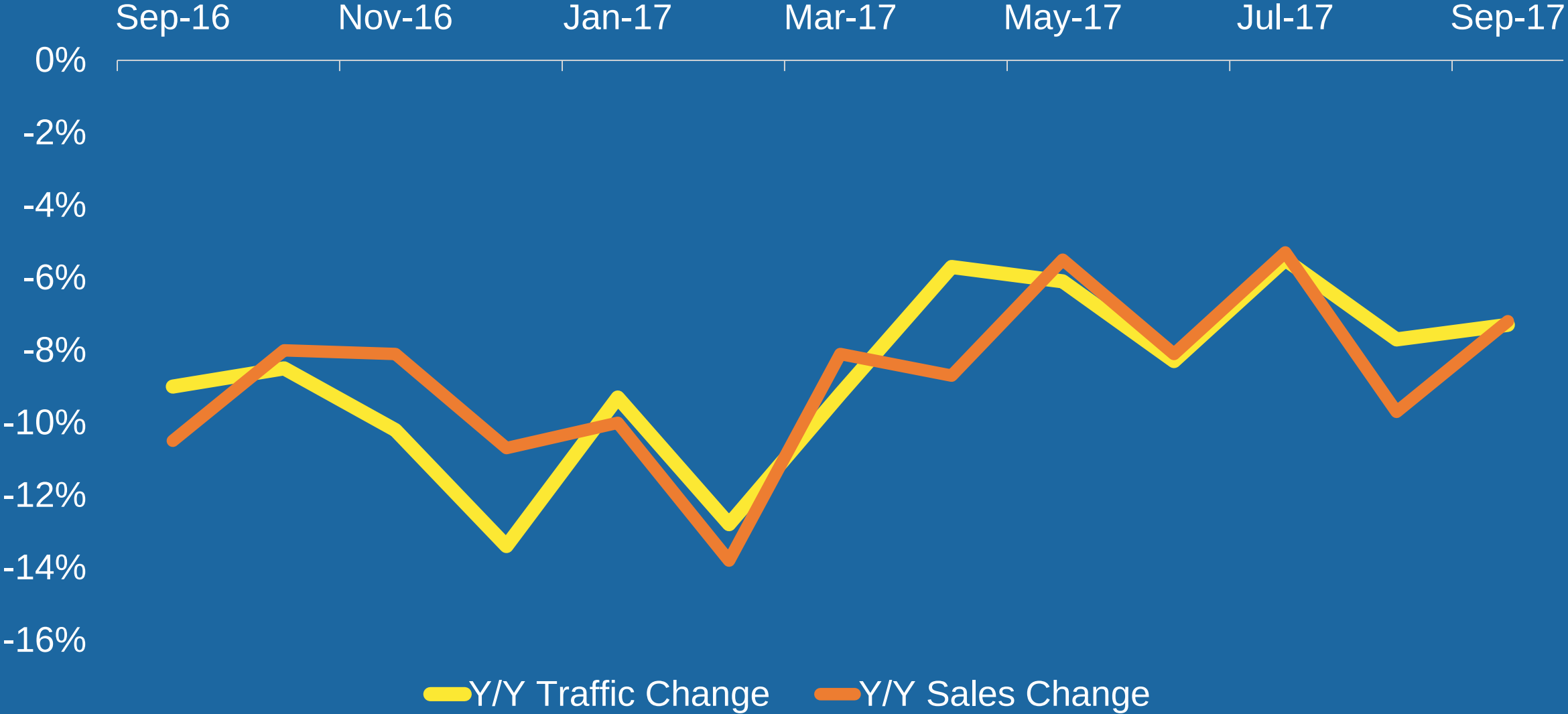
What is retail innovation?

“Not being afraid to take risks. Not being afraid to rethink a business, rethink an industry, rethink a user experience”

Kevin McKenzie, Westfield Labs

Retail innovation is *solving the problems* retailers face by *focusing* on the needs of the *customer*

Challenge in Retail: Declining Traffic



*What if visiting a store was FUN,
What if shopping at a store wasn't such a
ENTERTAINING and ENGAGING?
hassle?*

What if it were as much fun as going out to dinner?




SIMPLY FONDUE

Experiential shopping

“The dollar bills that customers get from tellers in four banks are the same. What is different is the teller.”

Stanley Marcus



Community

the workroom

The
workroom is
a sewing
studio, shop
& community
space.





Karyn Valino
Owner



Maisy
Shop Dog



Debbie Arruda



Kristiann Boos
Instructor



Emma Doyle
Instructor



Andrew Cloutier
Graphic Designer



Carolanne Graham
Instructor



Guy Latulippe
Instructor



Johanna Masko
Instructor



Amanda McCavour
Instructor



Joanna Schleimer
Instructor



Julie Sinden
Instructor



Lindsay Stead



Rosa Tarle



Cheryl Arkison
Guest Instructor



Sherri Lynn Wood
Guest Instructor



Lizzy House
Guest Instructor



Libs Elliott
Guest Instructor



Heather Lou
Guest Instructor



Cal Patch
Guest Instructor





Entertainment

Sur la table



A vibrant and busy LEGO store interior. On the left, a massive green LEGO pillar stands tall, topped with a red and black plaid hat and a yellow minifigure. At its base is a large LEGO minifigure of a man with red hair and a mustache. The store is filled with people, including children and adults, browsing the shelves. The shelves are stocked with various LEGO sets, including a red car and a yellow figure. The ceiling is bright yellow with large, glowing circular lights. A red LEGO logo is visible on a wall in the background.

Immersive Experience

LEGO[®]





Talent

Pier1 imports®





A photograph of a couple walking on a city sidewalk, carrying several shopping bags. The woman on the left is wearing a brown fur-trimmed jacket, black leggings, and blue sneakers. She is holding two large shopping bags, one pink and one white. The man on the right is wearing dark blue trousers and brown leather boots. He is holding two more shopping bags, one white and one with a blue polka-dot pattern. The background is a blurred city street.

Thank you