

# DESIGN LODGE

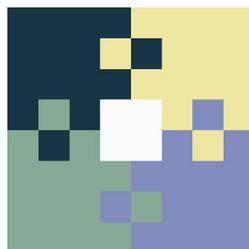
BIZ DIALOGUE



## CREATE THE NEW – Biz Dialogue at the Euroshop

On the occasion of the Euroshop 2020 in Düsseldorf, the 4th Biz Dialogue was held by Design Lodge in partnership with Vizona, Visplay and Ansorg. Under the direction of Design Lodge publisher Natalie Häntze, an international panel of experts discussed ideas and challenges for the retail trade of the future. The event started with a keynote speech by Sebastian Kemmler from the Berlin creative agency of the same name, which also created the concept for the trade fair stand. Shared Spaces was the motto of the presentation and was intended to illustrate how worlds of experience, product categories and industries are intertwined in a completely new and unexpected way, dissolving old dividing lines and redesigning the space. During the panel, Benoit Mareschall (Burberry), Jochen Schmidt (Swarovski), Richard Lems (Rituals), Sigrid Brewka-Steeves (Puma), Johan Fischer (Polestar) and Hannibal DuMont Schütte (Stayery) discussed current market developments. Moderator Natalie Häntze covered a wide range of topics from the retail to the hotel world and explored key areas such as online trading, cooperations and developments in the luxury segment.

SHARED SPACES



EUROSHOP 2020

**vizona**

**visplay**

**ansorg**

# COOPERATIONS

For more than a decade, cooperations have not only been the big thing in making brands more interesting for their own fanbase and more exciting for new target groups, they are also a source of revenue that should not be underestimated. The sports industry has shown the way: The never-ending athleisure trend started with collaborations between Adidas and Yohji Yamamoto as well as Stella Mc Cartney and is far from over with Louis Vuitton and Supreme. The London market research company Euro-monitor expects additional sales of 61 billion dollars by 2021. Not least, according to Euromonitor, because athleisure fashion „is increasingly moving from trend to lifestyle, supported by the consumer desire to wear fashionable and comfortable clothing at all times. However, the precondition is that both brands fit together perfectly and customers see the benefits as very high and innovative in themselves. If this is the case, new customers from the cooperation partner’s customer base are very likely, according to a study on brand cooperation by the Splendid Research Institute. This finding was also confirmed by Sigrid Brewka-Steeves, Head of Global Retail Environment at Puma.



Sigrid Brewka-Steeves



Richard Lems

# TRADE

In its forecast, the HDE (German Retail Association) has calculated sales growth of 2% for the retail sector, with the significantly higher growth expected for online trading. In 2018, sales in stationary trade amounted to € 471.4 billion with an increase of 1.2 % to € 477.0 billion for 2019, whereas online trade showed an increase of 9.1 % to a total of € 58.5 billion. The study „Trends in Retail 2025“ by KPMG also concludes that digitization means much more than just an online channel for the retail trade: „Instead, the entire business model is increasingly changing as a network of relationships between producers, suppliers, service providers, retailers and customers. Richard Lems, Director of Format & Design at Rituals, explains that online and stationary trade do not cannibalize each other, but on the contrary can stimulate each other: „A well-functioning online trade pays off for our stores as well. They profit greatly from it.“ Even in times of crisis people continue to buy. Despite the serious restrictions in public life caused by the Corona pandemic, two-thirds of those surveyed still buy to the same extent as before, especially in the clothing and shoes segment. Sectors such as health care or DIY stores even show an increase in sales. This is the result of a recent study by Impact in cooperation with Forsa. It is also clear that the fundamental changes in the retail business model that have been called for are now necessarily gaining momentum. By the way: Almost 10% of those surveyed are already thinking about new purchases after the crisis.

*„Connecting the off and online between Consumer Touch Points to bring the product closer to the consumer.“  
Jochen Schmidt, Swarovski*



Hannibal DuMont Schütte (middle)



Benoit Mareschal (middle)



Jochen Schmidt (left)

*„E-commerce helps retailers and vice versa.“  
Richard Lems, Rituals*



Benoit Mareschal (left)  
Jochen Schmidt



Johan Fischer

*„We’re focusing on digital innovation and implementing our creative vision in the stores.“*

*Benoit Mareschal, Burberry*

## LUXURY

„Luxury brands invest heavily in innovation, design, technology and brand communication because the level of innovation is of central importance to them. This is intended to maintain and further expand not only their high quality but also their market-leading position,“ says the 2019 annual report of Walpole, the association of the British luxury industry. „The aura of luxury is linked to the special nature of the product and leads to a high level of desirability. This means that the buying experience, whether physical, digital or a combination of both, is an integral part of the brand experience,“ it continues. Classic luxury brands have already made their way out of the store and into the online channels, using elaborate digital strategies to appeal to the target groups they reach: „Burberry continues to focus on consumer inspiration, with social and digital innovations and additional new and refreshed businesses,“ summarises Benoit Mareschal, Director of Construction at Burberry, and emphasises the importance of brand management for the individual distribution channels: „We have continued our refreshes with around 100 locations now incorporating our new creative vision.“

Car brands in particular consciously seek the luxury environment on the high street in order to position their brand in the appropriate neighborhood: „Sustainability and technology also characterize our two new Polestar Spaces in Oslo and Beijing, where minimalist design is seamlessly combined with digital interactivity. By the end of 2020 Polestar plans to be present in nine markets, from LA in the west to Shanghai in the east, including six countries in Europe,“ explains Johan Fischer, Head of Global Retail at Polestar, the Norwegian e-mobility car brand. In the current sentiment barometer, compiled by Roland Berger on behalf of Meisterkreis, the German equivalent of Walpole, over 60% of the member companies surveyed said they were investing in digitizing sales and marketing. The luxury sector in particular is now facing the challenge of ensuring that its goods live from the special atmosphere of the presentation, but this is much more difficult to achieve in the digital salesroom. Swarovski has chosen a special approach in this respect. In collaboration with the Patricia Urquiola design studio, the Crystal Studio was developed in which the digital and stationary worlds are brought together in a new experience space. „We want to bring the product closer to the customer. Open presentation, trying on without obstacles, experience the product. Another approach is to connect offline and online between the consumer touch points, so that they can jump back and forth without obstacles and thus experience the brand interactively,“ describes Jochen Schmidt, Vice President Distribution & Real Estate at Swarovski. „In the store, for example, content can be loaded onto social media via the Wall of Desire. Our employees also benefit from access to online availability, stock information in the stores, and the Click & Collect service“.



# HOTEL

People are working more and more independently of location and at the same time at home in many places. The hotel stay takes on a new meaning: „Home Away From Home“. It is becoming a place that can be both a temporary home and workplace. In Germany alone, more than 570 new hotels have opened between 2007 and 2019. The guest wants to find a working atmosphere in which he can act professionally. At the same time, however, there is also a desire for deceleration, well-being and familiarity. Holistic living is the keyword under which new urban concepts are developed. Hotels can become pioneers in architecture, technology and design and thus shape a new era that will influence the design of living spaces and workplaces. The development is moving away from pure accommodation and guest entertainment towards holistic living (source: Fraunhofer Institut). Hannibal DuMont Schütte, managing director and founder of the microliving concept Stayery, explains the idea: „The demands and wishes for urban living have changed. We developed Stayery by asking ourselves what is important to us when we live in different cities for projects, for example. Firstly, we want to live in modern accommodation with which we can identify. Second, we want to have social connections and third, we want to have the possibility to cook as well and not have to check in and out of a hotel every week.“



Hannibal DuMont Schütte (left)



Peter Hartmann (left) Burkhard Gößmann (both Vizona)

# EUROSHOP TAKES SUCCESSFUL STOCK

The world's leading trade fair for the investment needs of the retail sector, Euroshop 2020 in Düsseldorf with around 2,300 exhibitors (2017: 2,368) from 57 nations, draws a positive balance: there were very good contacts and business transactions and lively post-fair business can also be expected. 94,000 visitors (2017: 113,000) came to the Rhine, according to trade fair information, to find out about the range of products, trends and concepts for the retail trade on display in 16 exhibition halls.

„We are very pleased that Euroshop was once again able to prove that it is the most important platform for the global retail scene in terms of trends, inspiration and networking. Our exhibitors deserve a lot of praise for their loyalty. With their innovative strength they were once again the magnet for an entire industry,“ said Erhard Wienkamp, Managing Director of Messe Düsseldorf. Around 70 percent of the Euroshop visitors came from abroad this year. Due to the current situation concerning the corona virus, 19,000 fewer visitors came than at the record event in 2017 (Messe Düsseldorf).



Natalie Häntze



Thomas Burkard (Vizona)



Sebastian Kemmler

