

# REDEFINING RETAIL

BEYOND 2020



# Report Overview

## Purpose

This report was compiled by Springwise in partnership with New West End Company to inspire its members and partners to adapt and engage with future trends and the ever-changing retail landscape. It offers valuable insight on the latest technologies and innovations from across the globe to attract, retain and engage consumers in a disrupted market.

## Content

This report explores the future of bricks-and-mortar retail through the consumers lens, identifying trends, challenges and tangible opportunities linking with the wider global innovation trends and also focusing on London's West End. It also covers five themes of consumer disruption and relevant innovations with key takeaways.

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# Redefining retail

One of the prime aims of New West End Company is to be a convener and a catalyst for positive change. As part of that mandate, we're committed to making our members and partners aware of the innovation which can enhance their businesses, and by doing so, improve the experience of the 200 million people who visit London's West End and Mayfair each year.

Shopping is changing, and so are the expectations and behaviour of our customers. The UK currently has the world's third most developed e-commerce market, with 20 percent of all sales now taking place online (Source: ONS). However, you only have to visit shopping hubs like Bond Street, Oxford Street and Regent Street to see that physical retail is not dead, but that its relationship with the consumer is fundamentally evolving.

Consumers increasingly want a retail experience that delivers less friction, more interaction and more variety than before. In future, retailers will need to be entertainers as well as merchants with the lines between shopping and leisure

becoming increasingly blurred. But what might that look like in reality, and how will it impact the myriad of businesses in London's West End and Mayfair?

One thing which is certain is that innovation needs to be at the heart of the process, as we work to invent a new retail landscape which is able to respond and adapt to constantly evolving consumer dynamics.

To investigate what the future may hold for retail, Springwise – with its unique perspective on global innovation – has been an ideal partner for this research. As you'll see, they've created a report which challenges the conventional thinking around retail.

We hope you find its content thought-provoking. Shaping a West End which meets future demand will be a collaborative process, and in that context, we would be pleased to hear your feedback on this report.

Yours in partnership,

**Team New West End Company**





Peshkova | Megapixl.com

# Innovation with purpose

The West End has always been a vibrant, progressive and exciting shopping destination at the heart of London - the greatest city in the world. As we navigate turbulent times, it is more critical than ever that the West End continues to evolve and innovate to maintain this global leadership position. At Springwise our crowdsourced community scours the globe every day to discover the most inventive and innovative ideas from all sectors, particularly retail. It is through this lens that we are proud to bring you this innovation report.

Disruption is everywhere - from Amazon to WeWork. Traditional business models are being turned upside down. We need to act fast, but also with a pragmatic and agile mindset to ensure that we safeguard and emphasise the West End's values and history while demonstrating our understanding of this rapid change and our openness to embrace it to create our future. This report has a diversity of themes, from in-store technology to data-driven retail, all brought to life by the Springwise editors in an engaging, inspiring

and often challenging way. We want to create an awareness of what is out there - to catalyse change and inspire innovation in your own work. Perhaps the most important opportunity within this change is the theme of purpose - ethical, environmental and social purpose. The green economy is coming of age and as we all know, climate change is our greatest challenge. So, it is heartening to observe the increasing number of London retailers and landlords who are putting purpose and positive environmental change at the heart of their brands and operations.

This sense of purpose is truly visionary and will be a powerful foundation for the West End as we capitalise on the age of disruption and play our part in reinforcing London's position as not only the best place to shop but also the best place to live, work and visit.

**James Bidwell**  
**Chairman Springwise**  
**Co-founder Re\_Set**

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# The new consumer lens

Increasing consumer demands are pushing retailers to focus more on delivering experiences and building a relationship with shoppers.

Shopping is evolving, and so are the expectations and behaviours of consumers. The tension between online and high street spending continues, but new technologies in real world and virtual shopping spaces bring opportunities for savvy brands to maximise ROI in both locations.

The UK holds the world's third most-developed e-commerce market, with 20 percent of all sales now taking place online (Source: ONS). Simultaneously, bricks-and-mortar retail is continuing to grow, albeit slowly, at a rate of around two percent. In-store shopping is not dead, but its relationship with the consumer is changing. Consumers increasingly want

“Rather than visiting a shop exclusively to make a purchase, consumers are coming to stores in order to interact with their favourite brands in new and unexpected ways.”

a retail experience that delivers less friction, more interaction, stronger on-line / off-line connectivity and greater product variety and personalisation than before. Stores of the future will need to focus less on transactions and more on building a relationship with shoppers; they will need to deliver more features than just products on shelves.

The way customers engage with stores and their products is evolving. Consumers want to feel more connected to the brands they use. Product quality alone is no longer



## Omnichannel retail

Omnichannel retail, with the ability to switch seamlessly between online and in-store shopping, has affected both consumer expectations and behaviour. Brick and mortar stores are growing at a slower rate (2% over Q1 and Q2 2018\*), so it will require finding the right balance and taking advantage of an omnichannel approach to retain and grow customers.

\*Source: ONS



## Increasing demands

Consumers increasingly want a retail experience that delivers less friction, more interaction, and more variety than before. The stores of the future will need to focus less on transactions and more on building a relationship with shoppers, they will need to deliver more features than just products on shelves.



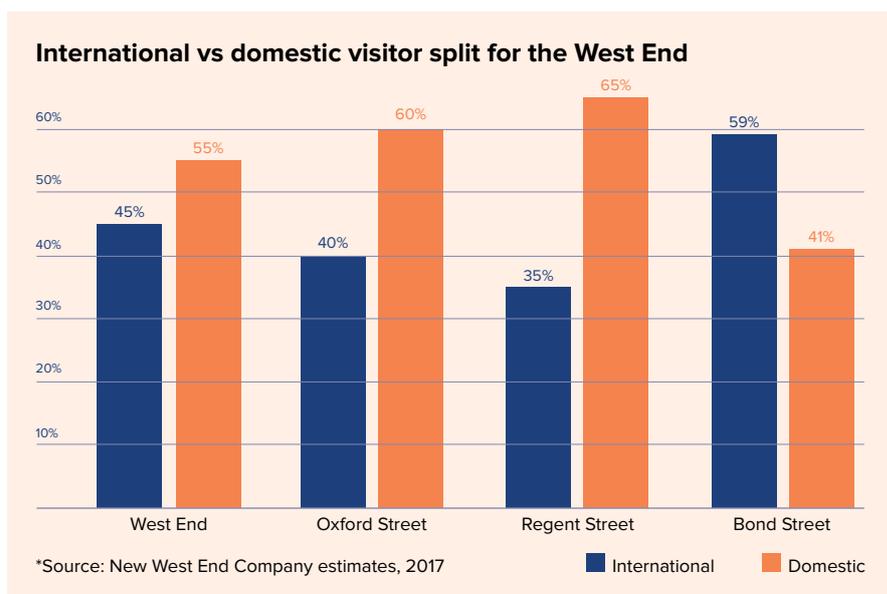
## In-store experiences

Be it customisation, personalised recommendations, omnichannel experiences or even more ethical products, consumers want to feel connected to the brand and see retailers experimenting with their delivery channels - creating vast opportunities for the store of the future.

enough to attract a sale. Shoppers expect retailers to share their values, including a solid commitment to sustainability and the circular economy. Consumers of all ages - especially Millennials and Gen Z - are redefining the concept of convenience-with-a-conscience; demanding a greater range of ethical shopping options, such as packaging-free stores, giving back to the community and locally-sourced products. The provenance and ethics of products are also important to Chinese consumers, who are paying greater attention to the entire supply chain.

Brand loyalty is also changing, and savvy marketers are incorporating new styles of marketing, new methods of collecting customer data and Artificial Intelligence (AI) to offer customers a more tailored and personalised in-store experience. This is particularly important for Gen Z, who suffer from an attention split between phones, friends and environment; necessitating the curation of more inspiring and desirable product presentations, interactive elements and personalisation to influence their purchase decisions.

Rather than visiting a shop exclusively to make a purchase, consumers are coming to stores in order to interact with their favourite brands in new and unexpected ways.



Retailers are offering the opportunity to try on virtual clothes, or to view products in a virtual environment. They are experimenting with allowing shoppers to customise items in-store, or sample products in a real-world situation. Retailers are adding value with pop-up shops in non-traditional locations like transport hubs or education settings, or offering highly curated collections or direct-to-consumer brands. Digitally-native consumers, such as Gen Z, also expect easier in-store navigation, including the use



#### BEST FOR SENSORY EXPERIENCES

### Paris

London's great rival, Paris is seeing a renewed focus on joyful browsing as sensory experiences – particularly in cosmetics and food – continue to be reimaged for consumer delight.



#### BEST FOR FAST-PAYMENTS

### Shanghai

China's rise has grown a young and dynamic market willing to experiment with technologies – making it the world leader in mobile wallets through Alipay and WeChat, as well as being the furthest ahead in checkout-free convenience stores.



#### BEST FOR IN-STORE CURATION

### Amsterdam

Curation is key in Amsterdam – a world design capital – as more spacious stores featuring highlighted items have come into fashion as the latest boutique trend.



#### BEST FOR NOVEL STORE FORMATS

### New York

Strapped for space, New York retail continues to innovate with fresh experiments in spatial capacity, such as Ikea's 2019 Planning Studio, and a burgeoning pop-up scene taking advantage of local micro-trends.



#### BEST FOR EXPERIENTIAL SHOPPING

### Singapore

Bricks-and-mortar stores are doing exceptionally well here as shoppers look to them for accessibility and familiarity, coupled with the preservation of experiential shopping for items like toys and fashion which are growing by 10% and 6% as markets\*.



#### BEST FOR DIGITAL CONNECTIVITY

### Seoul

Possibly the world's smartest city, Seoul's shopping scene is aided by ubiquitous phone charging, free public WiFi, virtual stores at bus-stops – run by Tesco – and safety devices for children and the elderly which tap into the surveillance network.

\*Source: Statista



## Age

### GEN X (Born: 1966-1976)

Time-poor and high value, these customers value retail experiences which combine high quality customer service, seamless cross-channel selling and convenience.

### MILLENNIALS (Born: 1977-1994)

By 2020, this generation will also be shopping for their children and demanding authenticity, transparency, customisation, interactivity and omni-channel accessibility at the heart of their shopping experience.

### GEN Z (Born: 1995-2012)

This growing segment suffers Attention Partiality – the attention divide between phones, friends and environment – meaning inspirational curation and personalisation above all else will convert into sales.



## Consumer

### EVERYDAY USERS

Impulse buying at lunch, chore shopping after work and just passing through means new payment methods and store formats will bring more trade.

### SHOPPERS

Attracted by a new store format, event or sale, shoppers will benefit from new technologies supporting AR, showrooming and personalised recommendations.

### TOURISTS

Coming as much for the experience as the stores, novel retail concepts that encourage London visitors to spend longer in-store will increase revenue.



## Region

### EU & US 71%

In London for the transatlantic brand experience, offering new high-end experiences will be essential to remaining competitive with other global cities like Paris and New York.

### M EAST & E ASIA 3%

Often in the West End for high value goods, familiar payment methods such as AliPay – the highest penetration mobile wallet in the world – could grow this segment.

### NEWER MARKETS 2%

With a growing middle class, visitors from countries like India will command a higher percentage of sales – especially beyond 2020.

\*UK customers - Source: Statista

of smartphone apps and GPS to direct them to specific products.

Experiential offerings might range from allowing shoppers to wear ski gear in a cold-room before purchasing, allowing customers to design and configure their own products, or taking a lunch-time nap on a mattress to test it out. Providing unique experiences helps consumers to contextualise ways they might utilise a product. It also builds relationships, encourages shoppers to spend longer in-store, and inspires loyalty. This type of experiential shopping is particularly important for holiday-makers and Millennials who demand authenticity, transparency, customisation and interactivity at the heart of their shopping experience.

In addition to experience, customers are also demanding friction-free shopping that moves seamlessly between the online and offline worlds. For example, around 65 percent of US bricks-and-mortar retailers will offer a delivery component by the end of 2019, signalling a new interpretation and function of the 'store'. Delivery innovations may include low-carbon delivery, drone delivery, or free 24/7 delivery.

With the consolidation of mobile as a significant channel for commerce, the line between online and in-store shopping is also blurring with regards to payment. Many consumers already use their phones in-store to compare prices and search for product

information. New apps could allow customers to scan items in-store and pay at the counter or in-app, or to pay using crypto-currency or a retailers' own-brand currency. Asian consumers now expect to pay using mobile wallets such as AliPay and WeChat Pay, which automatically process currency conversions. Other platforms are developing ways to allow in-store customers to buy now and pay later, to link a payment card to a business to earn rewards, or seamlessly allow tourists to fill in VAT refund forms by uploading photos of

“With the emergence of mobile as an important channel for commerce, the line between online and in-store shopping is also blurring in the area of payment.”

their receipts. This range of payment options is particularly important to members of Gen X, who are time-poor and so place value on retail experiences which combine high-quality customer service, seamless cross-channel retail and convenience.

To reach the new consumer, retailers will need to innovate methods of delivering an omni-channel approach. In the end, the future of retail is not that different from the past. It is focused on putting the customer front and centre of their experience.



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# Themes of consumer disruption

**Consumer behaviour is changing, and this represents an unparalleled opportunity for retail.**

The themes emerging in consumer disruption point to a clear direction for retailers seeking to adapt their business strategies. The future of retail lies in delivering cross-channel selling in an engaging environment. Here we look at some of the key themes that are emerging in consumer disruption, and how to tackle the resulting challenges.



## THE NEXT BIG THING

Many retailers are talking about the 'retailtainment' trend. But what does this mean in practice? Originally described almost 20 years ago as a way to use ambiance to put customers in the mood to buy, today retailtainment (also called

'experiential retail') involves creating a community destination. As 'chore' shopping moves online, consumers are looking for added value from the physical retail space. This could mean hosting events or art installations, or creating a hang-out space with comfy furnishings, free phone chargers and food trucks. Pop-ups and innovative store formats add interest. In fact, pop-ups have become an industry in their own right, worth over \$10 billion annually.

Curation culture is another key trend, especially with younger shoppers. This includes hyper-local stores, and smaller, less-cluttered shops featuring a reduced range of goods focused around a specific

theme. Combining curation with digital innovation can allow stores to reach a wider range of customers, as ShopShops (p. 20) has demonstrated, by livestreaming US store events to shoppers in China. Consumers are expecting a much higher degree of personalisation, including instantly customisable goods and recommendations tailored to individual tastes.

One example of the destination trend in action is Nike by Melrose, where the available items are determined by data collected via the NikePlus app and change frequently to reflect local micro-trends. Shoppers can use the app to buy online and collect from an in-store vending machine. The physical shop includes artwork and a Sneaker Bar where shoppers can receive in-depth one-on-one advice. Nordstrom Local is another example. Stores are designed as experiential showrooms where consumers can meet with a personal stylist, sip a latte, get a manicure and be pampered as they consider clothing purchases.



#### IN-STORE TECHNOLOGY

The retail store of the future will be an intelligent store using digital to inform the physical store format. This trend will see digital used to deliver a hyper-personalised and adaptive in-store experience. Retailers will need to adopt a range of payment options, such as mobile wallets and contactless payment, which are already standard in China. Following the introduction of Amazon Go, which demonstrated that facial recognition can be harnessed to allow instant payments, it is now possible to eliminate checkouts altogether, and even create staff-less stores for a completely frictionless shopping experience. In China, the unstaffed Moby Mart (p. 27) is open 24/7 and uses AI to allow shoppers to stock up using automatic payment. Automatic payment can even be applied to single items, as with the Costa Clever Cup (p. 26), which is embedded with a payment chip.

Technology can deliver more flexible retail spaces, including bringing more of the online world in-store. With Apple's release of the augmented reality (AR)-supporting iOS11, digital displays can be placed directly into the hands of the consumer. This could allow stores to augment their physical displays, for example by using AR to show customers what an outfit would

look like without needing to try it on, or a digital mirror that allows customers to instantly request wish-list items in different sizes and colours. Virtual Reality (VR) could be used to visualise a hotel room before booking (p. 24), or to see how a sofa would work in a users' own home. Used together, this technology will help deliver a more streamlined and appealing physical environment, by allowing retailers to remove checkouts and stock from the shop floor. For those who do visit the store, this is made easier with GPS-powered in-store navigation tech, like that from Oriient (p. 28).



#### SEAMLESS SHOPPING

Studies show that 78 percent of women base their purchasing choices on advice and recommendations from friends and trusted influencers. New apps are already allowing customers to poll their social media contacts about individual purchasing decisions. Using peer-to-peer marketing (p. 33) to create a real conversation and relationship with

“Consumers are expecting a much higher degree of personalisation, including instantly customisable goods and recommendations tailored to individual tastes.”

consumers could help retailers to maximise brand loyalty and help customers feel more valued. Retailers could use technology to bring social influencer marketing 'in-store'.

Concurrently, new customer-relationship management (CRM) technology is allowing the in-store personal shopping experience to extend beyond the door (p. 30). With 48 percent of customers already saying they want a higher level of customisation, these 'Conversational Commerce' tools could help deliver a greater connection between online and in-store shopping.

Increasingly, competing with online shopping comes down to delivery speed, with around 76 percent of retail shoppers saying they would spend more if they could get same-day delivery (Source: Deloitte). Creating a seamless retail experience also means wider cross-channel selling and more innovative delivery options, such as grab-and-go, click-and-collect, immediate



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delivery (p. 32) or the option of leaving items in-store for home delivery later.



### DATA-DRIVEN RETAIL

None of the trends discussed in this report would be possible without accurate data on shoppers, their habits and their behaviours. In-store analytics, such as customer tracking through facial recognition, or even footstep recognition, is making it possible to gather new types of customer data and enable more intelligence-led executive decisions.

The next frontier is gathering data on customer emotions, and how this affects their shopping habits. AI-powered software is allowing retailers to use all of their data more effectively, by analysing historic buying patterns (p. 35) and helping to gather data on everything, from the effects of weather on shopping patterns, to creating more efficient supply chains (p. 37). This data can be fed back into marketing technology, for example by allowing chatbots (p. 36) or digital billboards to respond to how shoppers are feeling at any given moment.



### THE GLASS BOX STORE

Millennial and Gen Z customers are not just requesting, but are demanding, transparency from their favourite brands. Globally, around 86 percent of consumers expect retailers to take a stand on social issues, and 66 percent say they would be willing to pay more for sustainable goods (Source: Nielsen). The retail store of the future will be expected to demonstrate its ethical and sustainable credentials.

Stores that incorporate social inclusivity into their business model (p. 39), AR that instantly informs customers of a products' sustainability (p. 40) and apps that alert customers to a brand's ethics (p. 41) will drive this trend.

Brands will need to ensure their entire supply chain is sustainable and that means greater use of data to enable technology such as dynamic pricing to reduce food waste (p. 42) and reverse logistics to optimise the product lifecycle and reduce

“The next frontier is gathering data on customer emotions, and how this affects their shopping habits.”

the environmental impact of returns. Brands should do more to promote sustainable models of consumption and convenience with a conscience. This will pay off for retailers, when shoppers feel part of a wider movement that places positive change for both our planet and its people at its heart.

The innovations discussed in this report are enabling retailers to become nimbler at establishing a comprehensive omni-channel strategy. They are helping brands to know precisely who their customers are, what their specific needs and buying preferences are, and how to reach them in the most convenient, customised and authentic way.



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# What disruption means for stakeholders

Driving growth in an era of disruptive technologies will require building strategic partnerships between retailers, brands, landlords, the public, and policy makers.

## BUILDING PARTNERSHIPS IN THE FUTURE OF RETAIL

It's not only stores that are changing; the model of retail will need to adapt to shifts in consumer needs and behaviour. Building strategic partnerships between retailers, brands, landlords, the public, and policy makers is crucial to driving growth in an era of disruptive technologies and rapidly changing consumer expectations.

## ADAPTING RETAIL LEASING FOR NEW MODELS OF PROFITS

Strategic partnerships with landlords will be crucial to developing flexibility. To accommodate new store formats, like pop-ups, large concept stores, and unstaffed stores, landlords will need to be prepared to incorporate greater adaptability in rents, length of leases, and store configurations. Rental contracts may need to be tailored to

new and unusual store formats; to provide short-term leases, or leases that allow multiple outlets to share one space. Shorter leases could provide greater flexibility for both sides; they allow brands to try new concepts with less risk, while shopping centres and malls benefit by keeping their tenant mix fresh, which drives traffic and attracts new visitors. As more retailers and landlords experiment, lease standards are likely to evolve.

A 2016 PwC survey found 58 percent of respondents preferred to shop online because it is more convenient. Landlords and tenants can work together to offer new versions of in-store conveniences. Landlord / retailer partnerships could improve foot traffic and reduce barriers for shoppers, for example, by developing concierge and return services.

### CONNECTING WITH CONSUMERS TO MEET CHANGING EXPECTATIONS

Retailers are experimenting with ways to partner more effectively with consumers. This often involves the use of technology to create new opportunities for cross-channel shopping. Specialised retail apps can drive traffic by offering in-store customers personalised deals, grab-and-go and mobile payment options, while collecting data which helps them provide hyper-localised offers. For example, sports brand Adidas now offers running shoes tailored to the needs of runners in particular cities – their AM4NYC ('Adidas Made for NYC') trainer is designed to help specifically with the sharp turns found on New York City's street grid. Each shoe is equipped with a near field communication chip that allows runners to sync their shoes with the Adidas mobile app to receive original content and information about the product.

Facial recognition systems are being used to create partnerships with consumers, and to build a bridge between the online and offline worlds. Technology that recognises customers when they walk in the door can help stores to develop more personalised shopping, for example, by reminding in-store shoppers that there's an item in their online basket and offering them the chance to try it on there and then. Partnerships like these create opportunities to learn exactly what customers want - and when - and then meet those expectations.

### SAFEGUARDING PRIVACY IN HIGHLY CONNECTED STORES

In the future, connectivity will be king. Retailers and policymakers will need to work hand-in-hand to develop the technology infrastructure - such as 5G connectivity - necessary to provide a seamless connection between the physical and the digital. Payment infrastructure, including legal frameworks, will need to be developed to enable mobile wallets and other forms of contactless shopping. Hard infrastructure changes may also be necessary, for example, to create car-free destination shopping areas, or to allow robots or drones to deliver goods.

As the use of data grows, along with calls for greater transparency, policymakers and retailers will need to work together on new initiatives around data collection and privacy. One key question to address will

be how to deliver greater personalisation whilst safeguarding any collected data.

Partnerships with government can help attract new customers. China is now arguably the world leader in developing and rolling out retail innovations. Retailers who wish to attract more Chinese and Asian consumers will need to adopt the technology these customers now expect as standard. For example, in China, more than half of all transactions are made with mobile wallets like AliPay, and Chinese customers therefore expect this facility to be available to them as they travel.

Creating ethical and sustainable supply chains will involve cooperation with international policymakers. For example, requiring less plastic use, greater transparency in the production process and forging connected networks of suppliers could enable returned goods to be resold locally, rather than shipped back to the country of origin.

“Facial recognition systems are being used to create partnerships with consumers, and to build a bridge between the online and offline worlds.”

### BUILDING SUCCESSFUL PARTNERSHIP FOR CROSS-CHANNEL RETAILING

New retail experiences offer fresh opportunities for brands and stores to collaborate. One example is Macys' Story in New York, which changes its offerings every four to six weeks to focus on themes of significance to sponsors and advertisers. A sponsorship deal by health provider CIGNA led to the addition of a relaxation lounge and Pilates classes. Additionally, the store runs promotions like 'Thirsty Thursdays' or 'Snack Saturdays', partnering with local food trucks. The sponsorships and themes add interest for consumers and create additional sources of revenue for the store.

As we have seen, the retail space of the future will include opportunities for dining, learning, and entertainment. Retailers will need to develop partnerships with independent experts, including online



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influencers and mobile vendors like food trucks and massage therapists, to deliver this added value. New shopping events can also build brand partnerships. For example, events such as China's Singles Day (Guanggun Jie) could become fixtures in the British shopping calendar and provide an opportunity to partner with Chinese brands or to attract more Chinese customers. Alibaba has started its own shopping festival - the 11.11 Global Shopping Festival - in order to grow sales outside of China. It now attracts more than 60,000 international brands across more than 225 countries.

In order to develop greater omni-channel opportunities, many legacy brands have begun partnering with digitally native brands. In the US, large retailers like Target and Walgreen's have gained a new lease of life by offering online brands such as Casper's and Birchbox in-store. This type of partnership brings the cachet of private brands and a curated in-store experience. For the digitally native brands, partnering with a bricks-and-mortar retailer offers a way for potential customers to try before they buy; allows the brand to test out markets before opening their own stores; and helps drive incremental business in markets which won't support stand-alone

stores. Services, such as N26's in-store cash deposit and withdrawal (p. 18) can also turn shops into convenience destinations and make shopping easier.

While the retail ecosystem is experiencing rapid change, it is anything but dead. In fact, new ways of partnering with brands,

“Retailers who wish to attract more Chinese and Asian consumers will need to adopt the technology these customers now expect as standard.”

consumers, policy makers and landlords are fuelling a retail renaissance. At the same time, there is a growing realisation that going it alone is not necessarily the best course of action for retailers. In order to effectively navigate the continuing changes in consumer expectations, technology, e-commerce and omni-channel shopping, retailers will need to be innovative in developing options for creative partnerships.



# Vision and values

This report will give everyone involved in the retail sector tremendous food for thought. It's clear that technology in all its forms is reshaping retail and real estate, but ultimately it may be environmental and ethical issues which have the most sustained long-term effect on what we buy and how it is sold.

Today's consumer expects retailers to mirror and share their values. They're looking for demonstrable commitment to sustainability and the environment. As this report notes, consumers want retailers to take a stand on social issues, and a growing number of shoppers say they would be willing to pay more for sustainable goods. This represents a massive opportunity for the retail sector – and good news for the planet.

Millennials and Generation Z want convenience with a conscience, and an increased range of ethical solutions such as packaging-free stores, community engagement initiatives and locally and ethically sourced products. In the face of these preferences, intelligent brands that can blend tech with 'in real life experience' will maximise their appeal to consumers. Social inclusivity will have a growing impact on the identity of retail environments, while supply chains will be increasingly under scrutiny.

Our belief is that London's West End is ideally positioned to both embrace the kind of technological innovation detailed in this report, and also to respond to the ethical and environmental issues of sustainability. The diversity of London's retail landscape from street food to super-luxury is enormous, and we see part of our role as helping to sustain that range.

Our work with our partners to enhance the environment of the West End, improve air quality and make it a pleasant and secure place to be is of central importance to us. It is also underpinned by good business sense; the West End's ability to attract the best brands, restaurants, hotels, bars, cafes and cultural hubs ultimately draws in visitors and also supports the appeal of the location as a workplace.

New West End Company is committed to helping our partners and stakeholders deploy the innovation that can support their businesses and enhance London's reputation. We hope this research will further encourage debate and information exchange around the fascinating challenges and opportunities that this unique location offers.

**Jace Tyrrell**  
**Chief Executive**  
**New West End Company**



# REDEFINING RETAIL BEYOND 2020

## THE NEXT BIG THING

The hyper-competitive retail space is continuing to see new experiences emerge – community, personalisation and curation will be more important by 2020 and beyond.

- Novel store format
- Community destinations
- Curation culture
- Rapid personalisation

## IN-STORE TECHNOLOGY

Concepts like AR, showrooming and the removal of the checkout will mature enough to become new themes in the store of the future.

- Augmented Reality & Virtual Reality
- Clutter-free stores
- New payment options
- Removal of checkout
- Wayfinding

## SEAMLESS SHOPPING

Chatbots, better CRM and cross-channel selling means the in-store experience does not have to end – or start – at the door.

- Personalisation & CRM
- Chatbots & AI
- Cross-channel commerce
- Peer-to-peer marketing



## DATA-DRIVEN RETAIL

Accurate data on shoppers, their habits and their behaviours - both in and out of store - will be crucial to retaining and attracting customers.

- In-store analytics
- Emotions & data science
- Smarter commercial decisions

## THE GLASS BOX STORE

Younger consumers are demanding ethical, transparent and sustainable businesses more than ever, meaning this new trend will go mainstream by 2020.

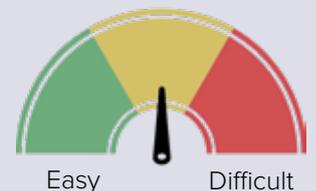
- Diversity & inclusivity
- Sustainability
- Business ethics
- Positive consumption



## How to read the innovation pages

In this report Springwise has gathered a selection of innovations from across the world focusing on the key themes that are emerging in consumer disruption. Each innovation (from p. 17) provides a description, key takeaways and an illustration of the ease of implementation - in a scale from 'easy' to 'difficult' depending on whether the solution is as quick as 'plug and play' or requires more advanced software development and extensive adaptation.

### EASE OF IMPLEMENTATION





# THE NEXT BIG THING

## INNOVATIONS



Novel store format  
Community destinations  
Curation culture  
Rapid personalisation

“The hyper-competitive retail space is continuing to see new experiences emerge – community, personalisation and curation will be more important by 2020 and beyond”



Made By We

## Co-working space opens to the public with desks, shopping and food

**WeWork expands on the idea of co-working space by welcoming the public.**

WeWork has launched a new combination co-working space with retail and food called Made By We. It is located in New York City's Flatiron neighbourhood. It is open to the public and anyone can book a desk or meeting space. There are nearly 100 seats available that can be booked on-demand or by pre-booking via the website. Made By We also offers meeting spaces for groups of four to 10 people. Made By We doubles as a shop, which sells clothes, snacks, and other products made by members of the "We community." Members include direct-to-consumer online companies that will now have the opportunity to sell in a bricks-and-mortar environment with small overhead cost.

There's also a cafe. The idea, according to the company, is to be not just a workplace but also a community.

### WHAT'S NEXT?

Co-working spaces are growing in popularity as people look for cost effective ways to handle office spaces. Shared work spaces also offer opportunities for socialising and networking. WeWork is clearly capitalising on these trends. Retailers surely will welcome this

combination shared office and sales space concept. WeWork currently has 603 open or coming soon locations in 100 cities around the world. That is an attractive captive audience. In the summer of 2018, the company announced WeMRKT, a retail space to sell products from 10 WeWork member companies -- all of whom competed to sell company-branded apparel, office supplies and food.

“... direct-to-consumer online companies will now have the opportunity to sell in a bricks-and-mortar environment”

### WHAT

WeWork expands on the idea of co-working space by welcoming the public.

### WHO

[www.wework.com](http://www.wework.com)

### WHERE

United States

### CONTACT

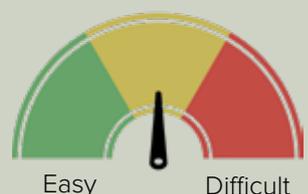
[joinus@wework.com](mailto:joinus@wework.com)

### TAKEAWAY

Opening up on-demand co-working spaces provides more opportunities for networking and socialising. It can also help stores and businesses to monetise underused space.

Stores can sell their products alongside the meeting and working spaces, generating new revenue streams as they cultivate a captive audience.

### EASE OF IMPLEMENTATION





Peggy and Marco Lachmann-Anke from Pixabay

## In Germany, deposit and withdraw cash at thousands of local stores

German startup N26 is transforming retail stores into bank branches, where customers can withdraw and deposit money.

As financial services come up with ways to provide online customers with offline convenience, digital banks are exploring new collaborations with retailers to add value for in-store shoppers. German startup N26 is doing so by transforming over 11,500 stores into bank branches, where customers can withdraw and deposit money.

Since its launch in 2015, N26 has taken the hassle out of physical banking by moving inconvenient tasks — such as creating an account or cancelling a lost card — online. Now, through a partnership with Barzahlen, it has launched Cash26, effectively turning shops into banking branches or ATMs. To use, N26 customers visit one of the participating stores and launch the app. Next, they specify whether they want to withdraw or deposit cash and how much. The app will then automatically generate a barcode, which the customer presents at the checkout register. The cashier scans the code, the customer enters their pin and the transaction is processed immediately.

### WHAT'S NEXT?

N26 started with 50,000 customers in

Germany and Austria and now reaches over 1.5 million customers in 17 European countries. Backed by Chinese giant Tencent, the German fintech opened its online bank to British customers in October 2018. Consumers increasingly want convenience with greater levels of

“... digital banks are exploring new collaborations with retailers to add value to in-store shoppers.”

self-service and single point access to a broad range of services. N26 taps into this demand by offering clients instant access to financial services through a retail store.

What other services can be integrated into bricks-and-mortar retail?

### WHAT

German startup N26 is transforming retail stores into bank branches, where customers can withdraw and deposit money.

### WHO

[n26.com](http://n26.com)

### WHERE

Germany

### CONTACT

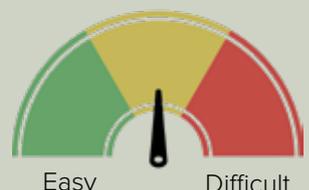
[info@n26.com](mailto:info@n26.com)

### TAKEAWAY

Transforming stores into bank branches helps retailers to draw in new customers by offering a service.

Allowing consumers to access banking services while they shop helps turn retail spaces into a destination. Stores could add other complementary services to transform into destinations, such as incorporating community meeting spaces.

### EASE OF IMPLEMENTATION





ChargedUp

## Tech startup uses green energy for rentable chargers

A new service lets you charge your phone battery on the go.

At Springwise, we often come across innovations based on providing a unique service. These have included a concierge service that specialises in hard-to-find items and personalised nutrition labels. A new innovation seeks to answer the question of what to do when a phone battery dies while you are out and about. London-based startup ChargedUp have developed a network of vending stations where, for a small fee, users can borrow portable power banks.

Users can locate a station using the ChargedUp app. Once located, they scan the QR code on the station to release a battery. Batteries come with connector cables for both iPhone and Android. Prices for the rental batteries start from 50 pence for 30 minutes, up to £3 for a full 24-hours usage. After charging, users can drop the charger off at any ChargedUp station. There are currently 30 stations around London, but the company aims to have chargers in more than 1500 locations by the end of 2019. The company is also exploring partnerships that will let them put charging stations in thousands of stores and restaurants.

The entire ChargedUp network runs on green energy, provided by a partnership

with renewable energy company Ecotricity. To prevent people from taking a ChargedUp battery and not returning it, each battery has its own ID chip, and can be linked to individual users. Users can also purchase a ChargedUp battery outright for £30. This fee includes access to the chargers for one year.

### WHAT'S NEXT?

ChargedUp was inspired by London's public bike-sharing scheme to solve the dead mobile phone battery problem. ChargedUp isn't the only company to turn charging into a service. Services like ChargeBox can be found in some shopping centres. They allow users to lock their phone away and charge it for 30 minutes. However, ChargedUp is the only service where users can take the charger on the go with them. The startup recently closed £1.2 million in seed investment which will be used to extend the mobile charging network in bars, cafes and restaurants across the UK and in other cities around the world.

What other ways are there to turn mobile charging into a service?

### WHAT

A new service lets you charge your phone battery on the go.

### WHO

[www.chargedup.green](http://www.chargedup.green)

### WHERE

United Kingdom

### CONTACT

[hello@chargedup.green](mailto:hello@chargedup.green)

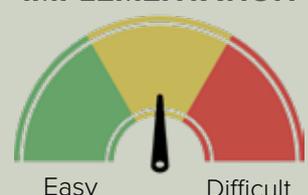
### TAKEAWAY

Bringing more services in-store encourages customers to stay longer.

Consumers are looking for added value from the retail space, and this can be met by providing ancillary services such as charging stations.

Focusing on the use of green energy allows retailers to highlight their green credentials and appeals to Millennials and Gen Z consumers.

### EASE OF IMPLEMENTATION





Pixabay

## Shopping platform livestreams events online

**A new company is riding the wave of the growth in livestreamed home shopping in China.**

Millions of people tune in to home shopping TV networks every year to do their shopping. These networks use hosts and time-limited offers to create a dynamic atmosphere that generates big sales. A new service is now offering to do the same for in-store shopping.

ShopShops creates videos that take place in retail stores. Rather than TV, ShopShops livestreams its events online. Customers can replay the videos later and order the items if they are still available. The platform creates events when stores are closed, and is popular with Chinese viewers who get the experience of shopping 'in' American stores.

Since its launch, ShopShops has generated, on average, around \$8,000 worth of revenue per streamed show. Although it sells luxury goods, it specialises in brands and retailers that otherwise might not have access to its Chinese customer base. This includes vintage markets and boutiques with no e-commerce presence of their own. So far, the platform has worked with around 150 partners, and has streamed around 2,000 live events from US stores to customers in China. Chinese micro-influencers host the streams.

After the show, orders are shipped to ShopShops, who repackage and distribute the purchases to customers in China. ShopShops takes a commission of between 15 and 20 percent on each sale.

### WHAT'S NEXT?

ShopShops is part of a broader trend in Chinese shopping. A new generation of wealthier shoppers are driving both livestreamed shopping events and international e-commerce sales. According to a report by Deloitte, livestreaming events were forecasted to reach 456 million viewers in China in 2018, and drive 4.4 billion in direct revenue. This is an increase of 37 percent over 2017. ShopShops connects retailers, influencers, and consumers through a live and authentic interaction in the store.

Could bricks-and-mortar retailers join forces to connect with consumers across borders and seize this huge market opportunity?

### WHAT

A new company is riding the wave of the growth in livestreamed home shopping in China.

### WHO

[www.shopshops.com.cn](http://www.shopshops.com.cn)

### WHERE

China / United States

### CONTACT

[www.shopshops.com.cn/contentUs](http://www.shopshops.com.cn/contentUs)

### TAKEAWAY

Livestreaming in-store events creates a link between the online world and the physical space and offers new opportunities for cross-channel selling.

Stores can use online events to deliver more curated content, highlighting particular themes, brands and items.

Using influencers to present online events can help stores create a more personal relationship with customers.





Ministry of Supply

## Customisable jumper can adapt to fit anyone

Researchers and a retailer have teamed up to deliver a jumper that can be customised in-store to fit anyone.

At Springwise, we have seen a number of fashion innovations, including a soft ski-helmet that hardens on impact and a scarf that protects against air pollution. Now, MIT’s Self-Assembly Lab and direct-to-consumer fashion company Ministry of Supply have teamed up to develop a jumper that can be resized on the spot to fit almost anyone. Shoppers can choose a jumper off the shelf, and an in-store robotic re-sizer will use a heat gun to adjust the jumper to a custom size while the shopper waits.

MIT Researcher Skyler Tibbets and his team stumbled on the technique while working to create a fabric that could be altered to become more breathable or more porous, depending on the weather. Ministry of Supply, meanwhile, has been experimenting with robotic knitting and customisation. The company’s goal was to create technology for customising different aspects of design, including aesthetics, functionality and fit.

According to Gihan Amarasiriwardena, co-founder and president of Ministry of Supply, the company’s vision is to bring the one-hour photo concept to clothing. Unlike other types of transforming materials, no

batteries are needed and the jumper is not made of metal thread or shape-memory materials. Although the researchers will not give details of the exact materials used, they have said that the shape-shifting technology depends on the way that two different materials interact together when they’re exposed to heat. The jumper will be mass-produced in standard sizes and then customised in-store.

### WHAT'S NEXT?

The collaboration with Ministry of Supply is a big step for the Self-Assembly Lab, which has worked on commercial products, but has never launched a textile that customers could actually buy. For Ministry of Supply, the self-altering jumpers are an opportunity to mass-produce customised garments at a relatively low cost.

Will customers see the jumpers as a gimmick or an experience worth paying for?

### WHAT

Researchers and a retailer have teamed up to deliver a jumper that can be customised in-store to fit anyone.

### WHO

[www.ministryofsupply.com](http://www.ministryofsupply.com)

### WHERE

United States

### CONTACT

[www.ministryofsupply.com/contact-us](http://www.ministryofsupply.com/contact-us)

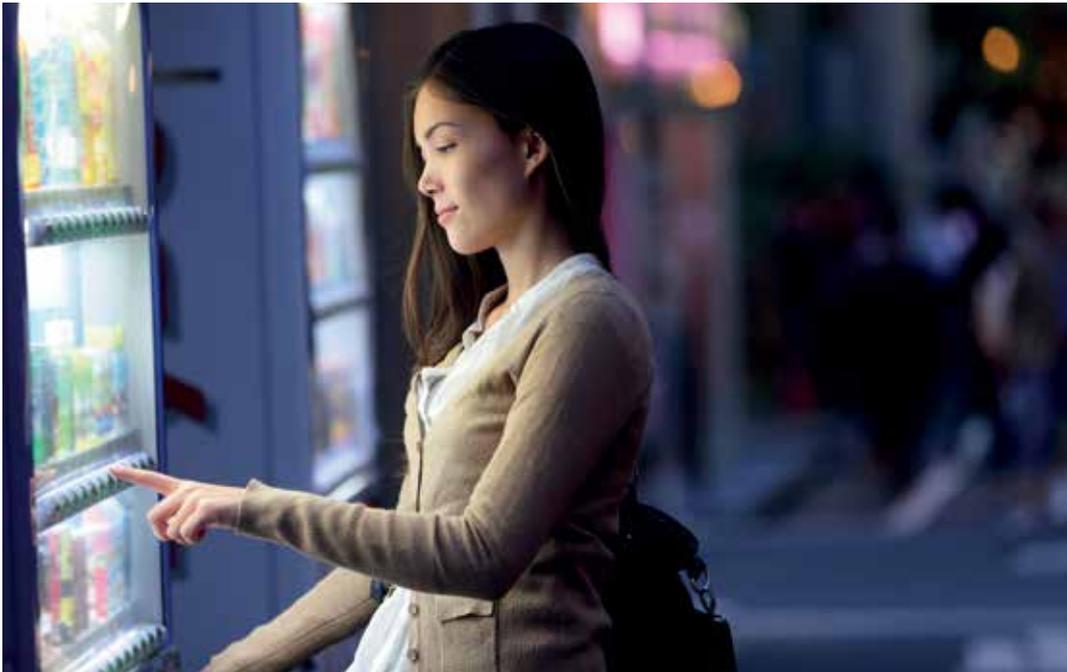
### TAKEAWAY

In-store experiences need to be authentic and add meaning and value for the customer.

The customisation process allows shoppers to interact with a brand in a more personal way, and allows brands to collect data about that customer.

By resizing a single item to fit anyone, stores can reduce stock and free up floor space.





Shutterstock

## Custom snacks on-demand with 3D printing

**Finnish company VTT is developing smart vending machines that could produce personalised snacks based on preferred textures and flavours.**

We've already seen an exercise machine that 3D prints chocolate according to how much users have worked out, and pancakes 3D-printed with the diner's face on it. Following the trend of rapid personalisation, Finland-based VTT Technical Research Centre is using 3D printing to develop smart vending machines that will be able to produce completely customisable snacks. VTT scientists believe 3D printing could be the answer to rising customer expectations for healthy, nutritious food with added elements such as design and playfulness.

Consumers will be able to choose from a variety of flavours and textures, such as crispy, crunchy or soft, to build their own multi-layered food on-demand. Having started with starch and cellulose-based products, researchers are now looking into the viability of printing protein concentrates from plants such as oats and fava beans, and whey from dairy. Healthfulness is an important part of the final product.

Technically, the ingredient mix must be able to flow enough to be used in the printing process, and as an emerging technology, additional research is ongoing. VTT's scientists believe that industrial-scale

production is still a few years away because equipment as well as materials must be developed.

### WHAT'S NEXT?

As consumers demand more in-store, tech is helping retailers enhance the customer experience by achieving a greater level

“... 3D printing could be the answer to rising customer expectations”

of personalisation. While 3D printing is not quite quick enough yet to be a viable option for in-store, the technology is fast developing and opening plenty of opportunities for on-demand manufacturing.

With 3D printing now available for everything from cars to action figure toys, what could best draw foot traffic and grow retail sales?

### WHAT

Finnish company VTT is developing smart vending machines that could produce personalised snacks based on preferred textures and flavours.

### WHO

[www.vttresearch.com/](http://www.vttresearch.com/)

### WHERE

Finland

### CONTACT

[info@vtt.fi](mailto:info@vtt.fi)

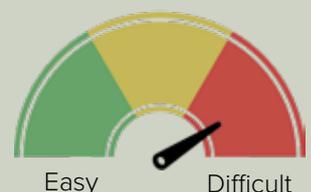
### TAKEAWAY

3D printing allows retailers to combine a unique experience with a high level of personalisation.

3D printer vending machines can be used to develop mini-stores that could be placed in new locations, such as bus shelters, office lobbies or inside larger stores.

By linking the printer to an app, retailers could develop more opportunities for cross-channel selling.

### EASE OF IMPLEMENTATION



# IN-STORE TECHNOLOGY

## INNOVATIONS



Augmented Reality &  
Virtual Reality  
Clutter-free stores  
New payment options  
Removal of checkout  
Wayfinding

“Concepts like AR, showrooming and the removal of the checkout will mature enough to become new themes in the store of the future”



Shutterstock

## Expedia takes a trip into Virtual Reality

The global travel giant has showcased its new VR service, which lets customers take a virtual tour of hotel rooms before booking.

In what could revolutionise the way we book our holidays, Expedia - the world's biggest travel platform - has embraced Virtual Reality (VR) tech and is making it possible for customers to take a virtual tour of hotel rooms so they can get a much better feel for shape and size before making a booking. That's a far cry from a handful of (often misleading) jpegs.

Additionally, the user will also be able to slide open the balcony door and step outside to see what the view is like. Arthur Chapin, Expedia's Senior Vice President of Product and Design said at a recent conference: "If you're going to make the decision of [booking] a cruise, wouldn't it be cool if you could check out the ship [virtually] before you spend that much money?"

Expedia spent over a \$1 billion on new technology in 2016, with the VR experience being one of several new innovations the company has spoken of. Another area it's looking into is using devices such as Amazon's Echo and AI-powered chatbots so users can browse, interact and book trips using just voice commands. The company predicts virtual and augmented reality technologies will transform the booking process, inspiring people to visit new places.

### WHAT'S NEXT?

The idea of being able to browse a room before booking does sound exciting, and the use of VR is spreading into other sectors with projects such as the Holoom How To DIY clinic and the Japanese Konica

"... virtual and augmented reality technologies will transform the booking process, inspiring people to visit new places"

Minolta Planetarium project.

With growing demand for technology in store, how could retailers harness the power of VR to increase footfall and promote additional browsing and sales for key items?

### WHAT

The global travel giant has showcased its new VR service, which lets customers take a virtual tour of hotel rooms before booking.

### WHO

[www.expedia.com](http://www.expedia.com)

### WHERE

United States

### CONTACT

[twitter.com/Expedia](https://twitter.com/Expedia)

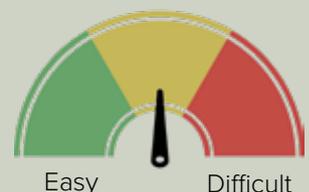
### TAKEAWAY

Retailers can use VR and AR to enhance the in-store experience and create a highly personalised shopping service.

Moving displays into the VR space will help stores to decrease the number of items on the floor and use space more efficiently.

Customers can use their own phones to view VR and AR enhancements in-store, connecting the physical and digital space.

### EASE OF IMPLEMENTATION





Browns East

## Online luxury retailer launches new store concept

**A new experiential store aims to replicate the best aspects of the online experience by combining technology with luxury retail shopping.**

Online fashion unicorn Farfetch has opened a new bricks-and-mortar outlet of cult luxury boutique Browns. The store, Browns East, will be the first new Browns store to open in 20 years. It is located in a former print factory in Shoreditch, London, and is the first of Farfetch's new Stores of the Future, retail stores that combine technology and physical space.

The Store of the Future concept is based on statistics that show luxury e-commerce purchases plateauing at about 20 percent of the total luxury market by 2025. This means that the vast majority of luxury sales will continue to take place in physical stores. With Browns East, Farfetch is hoping to present an augmented retail environment that will bring the advantages of online commerce into the physical space. The concept could include ideas such as a universal login that recognises customers as they enter the store; an RFID-enabled clothing rack that detects which products customers are browsing and automatically places them on a customer wishlist; a digital mirror that allows customers to instantly request wishlist items in different sizes and colours; and a mobile payment platform.

The stores will also collect extensive data on each customer, which can be used to present them with a more personalised range of choices.

The Store of the Future concept is designed as a platform, allowing each of Farfetch's brands and boutiques to pick and choose the components that suit them best, and will also allow third parties to build new services for the stores. Browns East will be the first Browns Nomad store – boutiques that use the Store of the Future platform to create semi-permanent, roaming retail spaces that are tailored to their customers, city and neighbourhood.

### WHAT'S NEXT?

The new Browns will feature a rotating edit of labels with a 'gender fluid' approach, an open plan space that will change over time, a gallery with modern artwork, a space for new installations, meditation sessions, and an outlet of famed bakery Fatties. We have already seen innovative new retail concepts, such as an interactive retail space and a virtual fitting room.

Will Browns East usher in a new luxury retail concept combining high-tech with high-fashion?

### WHAT

A new experiential store aims to replicate the best aspects of the online experience by combining technology with luxury retail shopping.

### WHO

[www.farfetch.com](http://www.farfetch.com)

### WHERE

United Kingdom

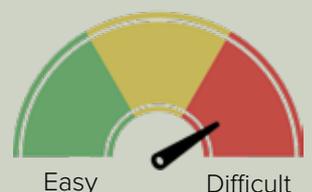
### CONTACT

[www.farfetch.com/uk/contact-us](http://www.farfetch.com/uk/contact-us)

### TAKEAWAY

Most luxury consumers want to shop in a physical space. Bringing online features in-store gives these shoppers a more tailored experience. It also enables non-luxury retailers to provide hyper-personalisation more cheaply, potentially broadening their customer base. Adding online features can appeal in particular to Gen Z and Asian consumers whose shopping experiences are driven by technology.

### EASE OF IMPLEMENTATION





Pixabay

## Reusable takeaway cup integrates contactless payment chip

**A new, reusable takeaway cup has an integrated payment chip to incentivise customers to reduce their takeaway cup consumption.**

Takeaway coffee is very popular in the UK – more than 7 million cups of coffee are used there every day. However, coffee retailers are tempered by the fact that less than 1 percent of disposable coffee cups are being recycled. In April 2018, the UK's leading coffee chain Costa pledged to do something about this waste by promising to recycle 500 million takeaway cups by 2020. Additionally, Costa has launched a new initiative that could help them fulfil that pledge. Costa is releasing a reusable cup, called the Clever Cup, which contains its own detachable contactless chip. The chip is powered by Barclaycard's contactless payment tech.

The Clever Cup is priced at £14.99 and is sold in packaging which is itself made from recycled coffee cups. The cup features a silicon base. The contactless chip is detachable for ease of washing. Once topped up using Barclays' bPay app, the cup can be used to pay for drinks. The technology in the cup is not limited to Costa, it can be used wherever customers see the contactless payment symbol.

The Clever Cups are part of Costa Coffee's wider re-launch of its "next generation" reusable range, encouraging

customers to use reusable cups instead of single-use takeaway cups. The cups join waste reduction innovations such as biodegradable plastic film and edible straws. According to Jason Cotta, Managing Director at Costa Coffee, "Contactless technology has become increasingly prominent in our daily lives and through the launch of the new Costa-Barclaycard Clever Cup we hope to appeal to those tech-savvy customers to help facilitate and drive environmentally friendly behaviour."

### WHAT'S NEXT?

As companies think more about how to cut down on waste, they are increasingly seeing new solutions in Internet of Things technology. By reducing transaction friction, Costa's contactless coffee cup may also increase coffee sales.

What other products could benefit from integrated contactless chips?

### WHAT

A new, reusable takeaway cup has an integrated payment chip to incentivise customers to reduce their takeaway cup consumption.

### WHO

[www.costa.co.uk](http://www.costa.co.uk)

### WHERE

United Kingdom

### CONTACT

[www.costa.co.uk/contact](http://www.costa.co.uk/contact)

### TAKEAWAY

Combining seamless payment with an ethical product helps retailers improve both their green and tech credentials, which are equally important to younger consumers.

Using contactless payment technology means faster shopping, shorter queues, and more satisfied customers.

Connecting contactless payment to a specific item, such as a coffee cup, will help drive repeat sales.





Moby Mart

## 24-hour shop does not require staff to open its doors

**Environmentally-friendly mobile store offers customers in China, Alaska and Manhattan, the chance to shop 24 hours using an app.**

A 24-hour shopping service that’s environmentally friendly is giving customers the chance to buy essentials at the click of a button. Moby Mart, a staff-less, mobile store that is currently operating from a car park, allows users to access the store and purchase items using an app and AI technology.

The innovation, which was launched in China last month, is also available in Alaska and Manhattan. Using an app, users can pick up an array of items including milk, medicine and fruit 24 hours a day. As well as essentials, customers can also pre-order items including clothing, computer equipment and light bulbs and then collect at a convenient time that suits them.

The mobile hub is a small structure, which fits neatly into a car parking space and only comes to life when a customer requests to use the service. It requires no staff resources and is powered by solar panels, electricity and does not omit any pollution. The structure also cleans via an air purifier. It uses AI to communicate with a customer on arrival and patented technology for a seamless experience. There’s no need for cash either, as users create an account online and their card is

charged accordingly. The people behind the creation, Wheelys Inc, in conjunction with Hefei University and Himalafy, are hoping to take Moby Mart worldwide and turn more parking spaces into a 24-hour store on wheels.

### WHAT'S NEXT?

With online shopping growing at an unstoppable rate across the world and 24-hour shops becoming more and more popular, Moby Mart could be the next step. A similar store exists in America, where a grocery shop, powered by solar, is open 24 hours a day giving customers access to healthy foods. It is unmanned and fully automated, similarly to Moby Mart. Technology in-store is also enabling frictionless payments by removing pain points such as waiting in line. How else could retailers offer consumers seamless and convenient transactions?

### WHAT

Environmentally-friendly mobile store offers customers in China, Alaska and Manhattan, the chance to shop 24 hours using an app.

### WHO

[www.themobymart.com/](http://www.themobymart.com/)

### WHERE

China

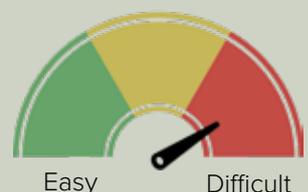
### CONTACT

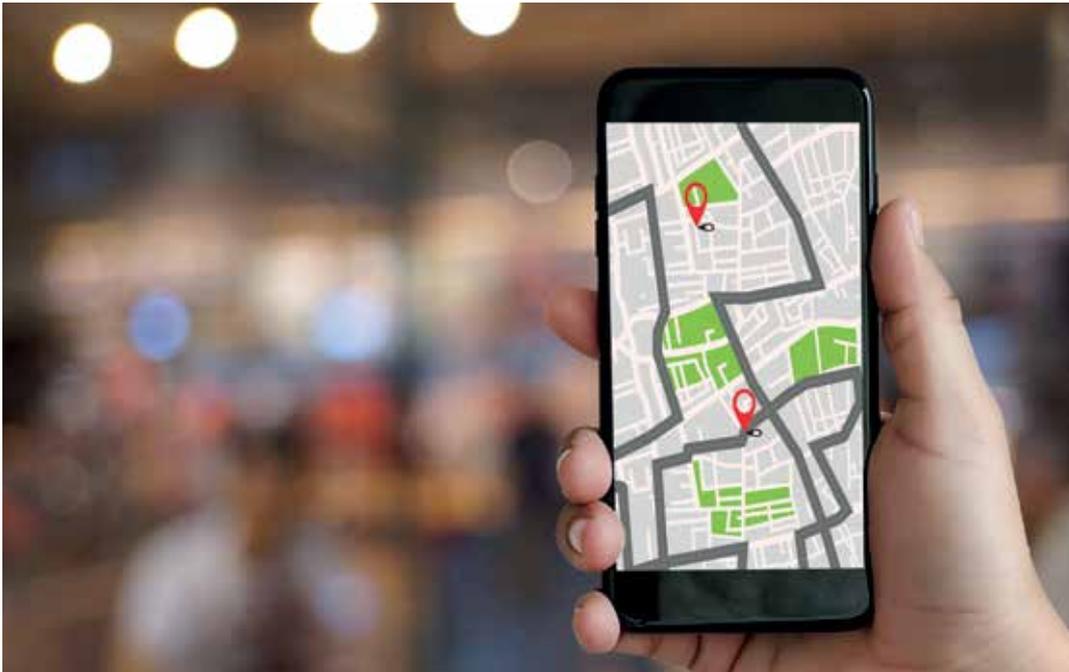
[www.themobymart.com/contact](http://www.themobymart.com/contact)

### TAKEAWAY

24-hour, frictionless shopping creates an opportunity for retailers to compete with online shopping by offering instantly-accessible items – no waiting. Automating payment and eliminating staff allow mini-stores to be placed in a wider variety of spaces, such as building lobbies, underground stations or kerbside. Removing the checkout can allow stores to reallocate staff to assist customers and provide a more personalised service.

### EASE OF IMPLEMENTATION





Shutterstock

## Mapping software locates products on a shelf in a shop

**Add-on app from an Israeli startup offers retailers a window into shopping habits.**

Israeli startup Oriient has created mapping software to help people find their way through buildings. Like GPS -- only for indoor use -- the Add-on app makes it easier for people to navigate shops, malls, hospitals or really any building.

The Add-on is sold to app developers on a monthly licensing model. Imagine a mall, for example, offers visitors an app to help them find their way around. Adding Oriient to the app guides them to stores and even shelves that sell particular products.

Using the earth's magnetic field and sensors in smartphones, the technology can pinpoint a person's position within three feet. Due to the stability of the magnetic field, it is effective in any building, Oriient CEO and co-founder Mickey Balter said. "With our system retailers can control and influence the shopper in the store, the same way Google maps controls how we drive to work every day," he explained.

The data produced by the service shows retailers and other businesses exactly how customers move around and where they linger.

Oriient has received more than \$2 million in seed funding.

### WHAT'S NEXT?

Oriient is a good example of the latest generation of location services that provide indoor navigation. There are a handful of other services that also tackle indoor positioning. But Oriient goes further by allowing retailers to tailor the navigation service to pinpoint the exact location of any product. The service was recently selected as one of six startups to receive support through the John Lewis Partnership JLAB retail innovation programme.

### WHAT

Add-on app from an Israeli startup offers retailers a window into shopping habits.

### WHO

[www.orient.me](http://www.orient.me)

### WHERE

Israel

### CONTACT

[www.orient.me/contact](http://www.orient.me/contact)

### TAKEAWAY

Indoor GPS services can improve accessibility for customers with a range of needs.

Apps like this can direct customers to the exact shelf to find the product they want.

Retailers do not need to install or maintain any technology in order to take advantage of indoor GPS services.



# SEAMLESS SHOPPING

## INNOVATIONS



Personalisation & CRM  
 Chatbots & AI  
 Cross-channel commerce  
 Peer-to-peer marketing

“Chatbots, better CRM and cross-channel selling means the in-store experience does not have to end – or start – at the door”



rawpixel on Unsplash

## Concierge service specialises in hard-to-find products

**A new service specialises in sourcing products that are not available to purchase in Australia, giving every customer a personalised experience.**

For Australians who long for hard-to-find products from around the world comes a new way to shop. Sydney start-up Just Tress It is a personal concierge shopping service with a twist. The service specialises in finding brands and items that are not normally available in Australia. The startup is targeting people who have “a strong desire for a specific item they can’t get in Australia”. This could be anything from a favourite snack, to brands that do not ship overseas, or items that are only available for a limited time.

Users sign up for an account and then fill out a shopping list. Tress then sends a quote – shipping is charged based on the size of the shipping box, with four different box sizes available. Boxes holding up to 500g cost AU\$35 to ship – plus the cost of purchasing the item. Customers pay in Australian dollars and Tress handles all currency conversion. The startup finds customers largely through social media marketing and word of mouth.

According to co-founder Jessica Sarkis, the company was born out of frustration at not being able to find favourite American products in Australia. The uses a network of personal shoppers based in several

countries around the world. They can also monitor specified products and wait until they go on sale before purchasing. Tress shoppers will also wait in line to purchase products on their launch date. They have been known to track down discount codes and find items pictured on Instagram. Their motto is ‘Shop the unshoppable’.

### WHAT'S NEXT?

Increasingly, we at Springwise have seen online shopping offer a personalised experience. This has included a messaging app that enables personalised buying along with social sharing and a shopping platform that live streams in-store events. A personalised service gives businesses the ability to foster engaged customer relationships. Additionally, it helps boost client loyalty, increase exposure for products and increase conversion rates.

Will Just Tress It be the new face of online experiential shopping – a concierge experience for anyone?

### WHAT

A new service specialises in sourcing products that are not available to purchase in Australia, giving every customer a personalised experience.

### WHO

[www.justtressit.com.au](http://www.justtressit.com.au)

### WHERE

Australia

### CONTACT

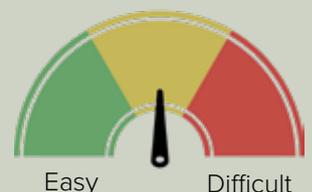
[www.justtressit.com.au/contact](http://www.justtressit.com.au/contact)

### TAKEAWAY

Combining personalised services with chatbots and other CRM tools will allow seamless cross-channel shopping.

Shopping that mixes online convenience and high levels of curation appeals to Gen Xers, who are time-poor but higher-income. Leveraging rich customer data, plus the human touch that comes with bricks-and-mortar, allows traditional retailers to redefine personalisation and add value.

### EASE OF IMPLEMENTATION





Pixabay

## Startup uses AI to fully automate retail stores

**A new retail solution uses artificial intelligence to enhance the shopping experience and enables stores to operate unattended.**

We have seen many retail innovations demonstrating that the future of retail is both digital and offline. A new startup, called DeepMagic, also uses digital innovations to enhance the experience of a physical store. Using Deep Learning Artificial Intelligence (AI), DeepMagic is enabling retailers to create unattended physical stores that are fully automated.

DeepMagic offers two products: the Qick Store Platform and the Qick Kiosk. The Qick Store Platform is a solution that lets customers shop with mobile scan-and-pay. Compatible with iPhone and Android phones, the shopper app also has integrated anti-theft controls. Using AI, computer vision and cameras, DeepMagic tracks the activities of customers in-store and recognises any suspicious behaviour. Additionally, store managers can access this information in real-time.

The Qick Kiosk is a pop-up store that is fully automated. Image recognition software enables these unattended mini-stores to operate securely. The ideal positioning of Qick Kiosk is in places such as hotel lobbies and residential buildings – locations where shops do not exist, but people would like

to see them. Customers sign up on the Qick portal or mobile app. After signing up, customers can access and shop in the Qick Kiosk stores.

Products taken from retailers using DeepMagic are automatically charged to a customer's account. Alternatively, customers can QickScan a label to arrange a home delivery. Unattended stores provide convenience to both retailers and customers through extending store hours, saving costs and automating check-out and security.

### WHAT'S NEXT?

An increasing number of retail solutions are using AI to provide a more seamless shopping experience for customers. Moreover, we are seeing that these solutions are not limited to a single platform. Instead, omni-channel approaches are being used to draw in customers and increase sales.

What other AI solutions could facilitate retailers to digitally enhance the shopping experience of a bricks-and-mortar store?

### WHAT

A new retail solution uses artificial intelligence to enhance the shopping experience and enables stores to operate unattended.

### WHO

[www.deepmagic.cc](http://www.deepmagic.cc)

### WHERE

United States

### CONTACT

[info@deepmagic.cc](mailto:info@deepmagic.cc)

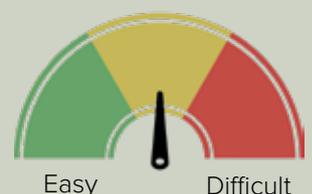
### TAKEAWAY

Shoppers in Asia already have a wide range of automated shopping options, with China in particular driving a boom in automated retail.

Many Chinese automated kiosks are linked to popular social media sites like WeChat to deliver services. The automated kiosk sector in the United States alone is set to be worth £34 billion by 2023. (Source: USA Technologies and PYMNTS.com)

Technologies and PYMNTS.com)

### EASE OF IMPLEMENTATION





Natasha Ong on Unsplash

## In London, one-hour book delivery from local, independent stores

**NearSt is a searchable database that shows inventory from local bookstores, enabling customers to collect instantly or opt for same day delivery.**

Talk to any book lover and they will be able to boast with affinity the great offerings at their favourite independent bookstores, listing off special havens in the hidden nooks of the city in which they live. But as giants like Amazon engulf the industry with their difficult-to-refuse convenience and lower-than-anyone price, these beloved, local small businesses are facing very real pressures. We have already seen a browser plugin that hijacks Amazon's site to tell customers the best book price from their local store, and now offering even more convenience is NearSt. The searchable database enables Londoners to enter in their post code and the book or author they're looking for, then order an item for instant collection, or — get this — one-hour delivery.

Almost 40 stores are already participating in NearSt's program; the platform even comes with a smartphone app that lets bookworms browse local establishments around them. When a book is selected, the site gives customers two options — walk for however many minutes and collect it from a local store, or have it delivered within an hour. Delivery is done

by a range of bike and scooter messengers, and the site takes 6 percent of the final sale price of the book. There are no fees for stores to join, and the sign-up process can be done in less than 10 minutes. In the stores, once an order comes in, an automated phone call asks store clerks to check that they have the item in stock, then all they have to do is press a button to answer.

### WHAT'S NEXT?

NearSt aims to challenge Amazon by making bookshops' inventory visible to shoppers' smartphones. Since 2015, the company has extended its services to other local shops across the UK, enabling them to list live in-store inventory and boost footfall.

How else can smart tech divert customers to local, independent businesses?

### WHAT

NearSt is a searchable database that shows inventory from local bookstores, enabling customers to collect instantly or opt for same day delivery.

### WHO

[near.st](http://near.st)

### WHERE

United Kingdom

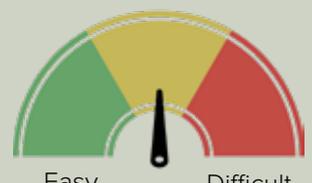
### CONTACT

[support@nearst.co](mailto:support@nearst.co)

### TAKEAWAY

NearSt feeds into the trend for local, curated shopping, by making the inventory of independent bookstores instantly accessible on a smartphone. This also reduces the friction involved in buying from an independent store. Incorporating one-hour delivery gives shoppers more of an incentive to shop local. Shoppers could use similar apps to find goods at stores they are walking past, creating instant shopping opportunities.

### EASE OF IMPLEMENTATION





Shutterstock

## Poll plugins help shoppers get advice before purchasing

Marketing plugins offer retailers the chance to act as an advisory stylist for their customers.

Experiential retail continues to be one of the hottest trends, with more retailers providing unique experiences to their customers with hopes of garnering brand loyalty. Now an American app is providing retailers with a smart-added extra that could encourage more spending.

Research shows that 78 percent of women base their purchasing choices on advice and recommendations from friends. SelfieMark has spotted this retail trend and sought to fill it with its new plugins. Its app already uses smart comparison for brands and retailers to test market acceptance. Recent developments have now fostered the creation of poll plugins. They can appear as buttons in emails, websites, or various other forms of marketing. This allows consumers to create a poll on a specific product. A stylist, either from SelfieMark or the retailer themselves, then offers them advice on said product. This adds a level of trust and brand acceptance ordinarily missing from the standard sales pitch. The polls can currently be embedded in emails, on websites, or also shared on social media.

This level of personalisation is unique in the retail industry, where jaded consumers

can often see straight through generic sales pitches. In creating a real conversation and relationship with consumers, SelfieMark offers retailers the opportunity to maximise brand loyalty and help make customers feel valued.

### WHAT'S NEXT?

Technology often gets the blame for destroying relationships between brands and consumers. Fewer and fewer shoppers are choosing to go into physical shops nowadays. Yet in this case, SelfieMark is bringing back the old-school communication between customer and stylist.

How else might technology find a way to bring back traditional practices with a modern twist?

### WHAT

Marketing plugins offer retailers the chance to act as an advisory stylist for their customers.

### WHO

[www.selfiemark.com](http://www.selfiemark.com)

### WHERE

United States

### CONTACT

[www.selfiemark.com/contact.jsp](http://www.selfiemark.com/contact.jsp)

### TAKEAWAY

Research shows that influencer marketing offers a return on investment 11 times higher than traditional forms of marketing.

Ongoing ambassadorships are the most effective form of influencer marketing.

Using a polling app can improve brand advocacy, reach new audiences and add influencer-style marketing to any product, at a low cost.



# DATA-DRIVEN RETAIL

## INNOVATIONS



In-store analytics  
Emotions & data science  
Smarter commercial decisions

“Accurate data on shoppers, their habits and their behaviours - both in and out of store - will be crucial to retaining and developing customers”



Pixabay

## Digital cart aids in-store shopping

**A software and IT specialist has developed a new digital shopping cart app, which guides users through stores enhancing their shopping experience.**

German digital platform Wirecard and telecomm company T-Systems are teaming up to create a new digital shopping cart. The app will let users draw up their shopping list at home. Once in-store, the app will take shoppers interactively through the store, directly to the items on their shopping list. A screen shows users which products on their list are already in their cart and can add personalised information and offers. Sensors are used to capture the shoppers' route through the store. As customers chose an item they can scan it within the app. When they are finished with their shopping, customers can then pay with a single click.

In addition to helping shoppers to organise their shopping, the app allows retailers to identify customer paths and preferences while in-store. Retailers can use this data to gain valuable insights into the best locations to place individual products. The networked shopping cart combines Internet of Things technology with artificial intelligence algorithms to monitor users' shopping. Alexander Hahn, Vice President POS Retail Solutions at Wirecard explains: "We are assuming that

in five years' time, the major proportion of retailers will be offering seamless checkouts and other services via apps. Successful retailers are already concentrating more on perfecting the in-store shopping experience than on actual retail transactions". This chimes with what we have already seen at Springwise, with innovations aimed at making shopping easier. These have included an autonomous trolley and an augmented reality shopping app.

### WHAT'S NEXT?

The Wirecard shopping app highlights the way that retail payment processes are increasingly making way for fully-integrated digital payment systems. Integrating shopping and payment may be one way to allow bricks-and-mortar retailers to keep pace with online retail.

Will apps like this be enough to bring shoppers back in store?

### WHAT

A software and IT specialist has developed a new digital shopping cart app, which guides users through stores enhancing their shopping experience.

### WHO

[www.wirecard.com](http://www.wirecard.com)

### WHERE

Germany

### CONTACT

[presse@wirecard.com](mailto:presse@wirecard.com)

### TAKEAWAY

Not being able to easily find items, and having to wait in line to pay can make customers less likely to shop in-store. By making in-store shopping as easy as shopping online, this app increases footfall and provides data that can help retailers.

Offering innovative seamless shopping options could encourage customers to return to shopping in bricks-and-mortar stores.





Twenty Billion Neuron

## New avatar uses compliments to sell products

**A new avatar responds in real time and compliments your fashion sense.**

Canadian/German startup Twenty Billion Neurons (TwentyBN) has created an avatar designed to sweet talk shoppers. Millie sees, understands and interacts with people in real time. Drawing on vocabulary and experiences from millions of real conversations and interactions with humans, she can make conversation and give high fives.

In videos, Millie is engaging, if a bit stilted. She reacts to someone entering her line of sight and follows hand gestures. While her high-fives are a bit slow -- leaving people hanging -- she is quick to catch on to other physical prompts like clapping and jumping.

Millie is being marketed as “the ultimate assistant” for everything from sales to personal coaching. In a demonstration, she fed potential consumers compliments as they tried on sunglasses.

TwentyBN CEO Roland Memisevic presented Millie at a technology conference in Canada in December 2018.

### WHAT'S NEXT?

From Apple's Siri to Microsoft's Cortana, consumers are being greeted by a new generation of digital assistants. Avatars like

Millie take things one-step further, offering an interface that not only reacts in real time, but also remembers your name, face and preferences. In an era of Facebook overreach, this could prove off-putting to some.

“Millie sees, understands and interacts with people in real time”

A recent survey found that more than 80 percent of US customers (and more than 70 percent of non-US customers) want more human interaction, not less, when they shop. Then again, Millie, who offers human-like dialogue in a high-tech package, could potentially bridge the gap.

### WHAT

A new avatar responds in real time and compliments your fashion sense.

### WHO

[www.20bn.com](http://www.20bn.com)

### WHERE

Canada / Germany

### CONTACT

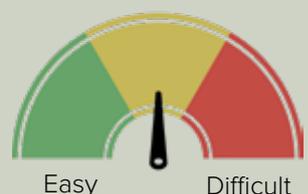
[www.20bn.com/contact](http://www.20bn.com/contact)

### TAKEAWAY

Use of chatbots can greatly increase return on investment, improve productivity, reduce labour costs, save on marketing budgets, and increase revenue. In-store digital technology appeals in particular to Millennials, who are more likely to be influenced by in-store digital displays.

Using digital agents can free up human capital for more complex tasks, like dealing with special requests.

### EASE OF IMPLEMENTATION





Shutterstock

## SaaS startup creates sustainable and efficient supply chain

**A logistics startup is tackling the problem of unwanted retail items by helping retailers efficiently manage returns globally.**

Around 30 percent of people who buy online intentionally buy multiple versions, intending to return the unwanted items. The global cost of these returns is estimated at between \$220 and \$260 billion per year. Contributing to this is the high cost and inefficiency of the returns process, in addition to the low residual value of the returned merchandise. Startup ZigZag Global is now trying to do something about this waste.

ZigZag provides retailers with a branded returns portal and a back-end platform that tracks all returned stock through its warehouse network. The software uses predictive analytics to determine the best way to process and route the returns based on factors such as demand and cost. The software decides whether it is best to consolidate, resell or refurbish items. Through ZigZag, retailers can connect to a network of 200 warehouses in 130 countries. ZigZag also allows companies to grade and refurbish goods locally, allowing products to be returned to the supply chain more rapidly. Their process can reduce parcel journey length by up to 65 percent, and can save retailers more than 50 percent on transportation costs.

ZigZag also taps into the circular economy. The company can list returned stock on over 20 global marketplaces, on a revenue share basis with retailers. This ultimately leads to less waste as well as greater efficiency savings for retailers. The company joins a host of other innovations in the circular economy, including a project that recovers nutrients from seafood processing and textiles made from food waste.

### WHAT'S NEXT?

ZigZag has been selected as a People's Choice Award Finalist for The Circulars 2019, a prestigious award for products that contribute to the circular economy. It is also planning a Series A funding round in the near future. If successful, ZigZag could help prevent waste and vastly improve efficiency savings in the e-commerce industry.

What effect could this have on the future of e-commerce?

### WHAT

A logistics startup is tackling the problem of unwanted retail items by helping retailers efficiently manage returns globally.

### WHO

[www.zigzag.global](http://www.zigzag.global)

### WHERE

United Kingdom

### CONTACT

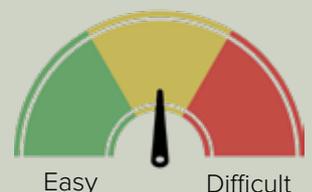
[www.zigzag.global/contact](http://www.zigzag.global/contact)

### TAKEAWAY

Being armed with the most up-to-date data allows retailers to improve their logistics and supply chain. This in turn leads to cost savings and a reduction in their carbon footprint.

This is important because research shows that more than one-third of consumers make purchasing decisions based on the social and environmental impact of the product. For Gen Z, this rises as high as two-thirds.

### EASE OF IMPLEMENTATION





# THE GLASS BOX STORE

## INNOVATIONS



Diversity & inclusivity  
Sustainability  
Business ethics  
Positive consumption

“Younger consumers are demanding ethical, transparent and sustainable businesses more than ever, meaning this new trend will go mainstream by 2020”



Duy Hoang on Unsplash

## Clothing company donates to and employs homeless people

**Texas-based Mitscoots Outfitters employs transitioning homeless people to package products for shipping and for every item sold, donates one of the same.**

Austin, Texas-based Mitscoots Outfitters makes the clothing it sells in the United States and employs local people transitioning out of homelessness. Employees package each order and can work as much or as little as they like. Paid per pair of socks packaged, employees earn more than minimum wage. Mitscoots raised funds on Kickstarter for its latest product – a baseball cap.

For every item the company sells, Mitscoots donates an item of similar quality to someone in need. Having already expanded to work with charities across the country, the company’s goal is to set up a nationwide network of small packaging facilities in major metropolitan areas.

Smart cities recognise the need to help homeless people, and companies around the world are finding small ways to make positive changes. In Paris, stores put a sticker in the window to let homeless people know they are welcome, whether it’s for a glass of water or to use the bathroom. In California, an app matches companies wanting to donate food with nearby homeless shelters.

### WHAT'S NEXT?

As customers increasingly judge retailers on the basis of their reputation and practices in the global community, brands that take a stand on social issues are also creating more value and improving consumer loyalty.

“Smart cities recognise the need to help homeless people, and companies around the world are finding small ways to make positive changes”

How could these types of initiatives and ideas be connected for greater impact?

### WHAT

Texas-based Mitscoots Outfitters employs transitioning homeless people to package products for shipping and for every item sold, donates one of the same.

### WHO

[www.mitscoots.com](http://www.mitscoots.com)

### WHERE

United States

### CONTACT

[info@mitscoots.com](mailto:info@mitscoots.com)

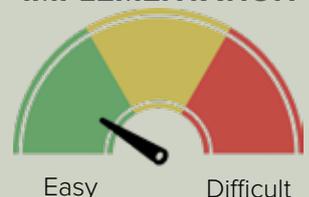
### TAKEAWAY

Reports show that up to 86 percent\* of US consumers now expect companies to act on social and environmental issues. Increasing social responsibility can translate into more loyal customers.

Consumers’ definition of what it takes to be a responsible company is expanding to include protecting and benefitting society, investing in local communities and causes, and standing up for social justice issues.

\*(Source: Cone Communications)

### EASE OF IMPLEMENTATION





Lush

## Zero packaging store uses AR to provide product info

**A retail store has launched packaging free products, where customers can use a recognition app to retrieve AR product information.**

Plastic waste from retail packaging is a big problem. Discarded containers are finding their way into islands of ocean plastic and causing havoc to marine wildlife and beyond. We're seeing attempts to clean up our oceans and to recycle the plastic into functional, durable products. Lush, however, is tackling the problem at the source by targeting one of the main issues of plastic waste: cosmetic packaging.

The UK-based cosmetics retailer has developed an image recognition app as part of its 'naked' initiative to reduce plastic use. Called Lush Lens, the app is a key element of Lush's new bricks-and-mortar outlet store in Milan. This store will feature entirely packaging-free products. Lush's R&D team has produced a range of solid shampoos and other cosmetics, including a sea turtle bath bomb that releases agar 'plastic' into the bathwater to raise awareness of how plastic waste affects sea turtle habitat.

These cosmetics were specifically designed to remove the need for packaging. However, when packaging is removed, a crucial source of product information is lost. This is where the app, also developed by the R&D team, comes in.

The store has partnered with Fairphone to provide in-store smart devices loaded with the app. Customers can point the device's camera at the product they're interested in. The software will recognise the product and display an AR (augmented reality) information page about the product's ingredients. Lush Lens is powered by Tensorflow, Google's powerful open-source, machine learning API. Following the first store in Milan, Lush plans to launch Lush Lens globally, plus a range of other 'naked' initiatives.

### WHAT'S NEXT?

We've seen a zero-waste concept store open up in the UK and an edible seaweed straw that can replace single use plastic straws in beverages.

In what other ways, either through initiatives designed to influence consumer behaviour or offering plastic alternatives, could businesses follow the trend of environmental consciousness?

### WHAT

A retail store has launched packaging free products, where customers can use a recognition app to retrieve AR product information.

### WHO

[uk.lush.com](http://uk.lush.com)

### WHERE

Italy / United Kingdom

### CONTACT

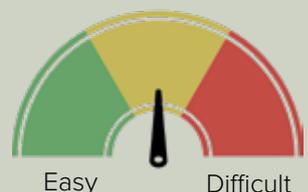
[wecare@lush.co.uk](mailto:wecare@lush.co.uk)

### TAKEAWAY

Eliminating or reducing packaging has become a major concern for customers, and can provide a boost to business. For example, Unilever's Sustainable Living brands are growing 50 percent faster than the rest of its business.

Combining low waste with high tech, feeds into consumer demand for more ethical shopping and provides a shopping experience that cannot be replicated online.

### EASE OF IMPLEMENTATION





Pixabay

## App alerts consumers to brands with low ethical scores

App scores major US-based retailers on their levels of equality, sustainability and worker’s rights and alerts consumers via app.

Users of the Nudge for Change app are asked which issues matter the most to them, which then sets the system’s compass to each individual’s personal moral preferences. Whenever a user enters a retail establishment, the app checks the brand’s score of one to ten in the various value categories, and if a score is particularly low in an area that the user prioritizes, the app sends an alert.

Nudge for Change scores businesses on their LGBTQ, racial and gender equality, as well as environmental impact and sustainability and approach to workers’ rights. The scores are based on research conducted by organizations that are experts in a particular field, helping the app provide quantities of vetted, valuable information in an easy to comprehend format. As well as alerting consumers to brands with a low score, the app also provides better ranked alternatives that are nearby, helping shoppers use their money to best effect.

### WHAT’S NEXT?

Technology is helping citizens create change in a variety of ways, from contributing to a city’s long-term development plan via a Tinder-style app

to crowdsourcing problems for women’s safety on an interactive map of an area.

“Nudge for Change scores businesses on their LGBTQ, racial and gender equality, as well as environmental impact and sustainability and approach to worker’s rights”

How could environmental sustainability initiatives reach a wider audience through creative applications of technology?

### WHAT

App scores major US-based retailers on their levels of equality, sustainability and worker’s rights and alerts consumers via app.

### WHO

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

### WHERE

United States

### CONTACT

[twitter.com/nudgeforchange](https://twitter.com/nudgeforchange)

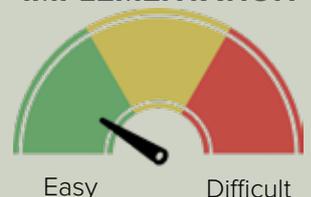
### TAKEAWAY

Retailers face increasing pressure to ensure they are offering ethical products and processes, particularly from Millennials and Gen Z.

A growing number of consumers are willing to spend more on products with ethical credentials.

Achieving a high ethical score can help drive traffic and increase sales and brand loyalty.

### EASE OF IMPLEMENTATION





Pixabay

## Dynamic pricing system promises less food waste

**A new supply chain technology could lead to cheaper prices and less food waste at the grocery store.**

According to the United States Department of Agriculture, around 133 billion pounds of food is wasted in the U.S. each year, with around 10 percent of that occurring at the grocery store. Efforts to tackle this waste mountain have previously seen the sale of ‘imperfect’ fruit by a major grocery chain, and delivery trucks powered by biofuel produced from food waste. Now, a new technology company is proposing an ‘Internet of Groceries’ that can help prevent food waste. Wasteless is a real-time tracking solution for grocery stores, which allows stores to offer variable pricing to customers based on a product’s expiration date.

The Wasteless platform combines radio frequency identification (RFID), a dynamic pricing engine (which considers more than 40 separate factors when calculating price), and electronic shelf labelling. The system allows stores to automatically change prices on any item, in order to offer customers a chance to buy products close to their expiration date for a reduced price. The system will also alert stores to when a product is about to run out, allowing just-in-time stock ordering that reduces the time products sit on shelves. Explains

Wasteless founder and COO Ben Biron, “Dynamic pricing is something used daily when booking a flight, a hotel, or an Uber, and there is no reason why our groceries should be different ... [this] means lower prices for the consumer, more revenue for the supermarket, and of course, it saves our planet by significantly reducing food waste at the retail level, which accounts for 40 percent of the world’s total food waste.”

### WHAT'S NEXT?

Wasteless promises to bring supermarkets more into the digital era whilst offering customers more choice in products and in what they pay. Tackling the issue of food waste, solutions such as this also help retailers improve operational efficiency and satisfy the demand of consumers for more sustainable business practices.

What other industries might benefit from a dynamic pricing system?

### WHAT

A new supply chain technology could lead to cheaper prices and less food waste at the grocery store.

### WHO

[www.wasteless.co](http://www.wasteless.co)

### WHERE

Israel / United States

### CONTACT

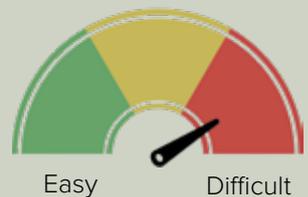
[www.wasteless.co/contact](http://www.wasteless.co/contact)

### TAKEAWAY

Retailers could consider using dynamic pricing in areas other than the grocery sector, in order to boost profit and minimise waste. For example, dynamic pricing could help clothing retailers move end of season products.

Reducing waste could help retailers boost their ethical credentials and appeal to shoppers who place high value on ethics and corporate social responsibility.

### EASE OF IMPLEMENTATION





# REDEFINING RETAIL

## BEYOND 2020 INNOVATION REPORT



NEW  
WEST END  
COMPANY

New West End Company is a global business partnership of 600 retail, restaurant, hotel and property owners in the world's top shopping and leisure destination. We work across 74 streets, anchored by Bond Street, Oxford Street and Regent Street, representing 150,000 employees.

We work in partnership delivering transformational projects, sustainable place management, destination marketing, advocacy, inward investment and commercial insights.

We are an influential business voice, active in our wider community and a key partner in delivering a new West End.

This report has been compiled by the **Springwise Editorial** team.

Questions?  
[service@springwise.com](mailto:service@springwise.com)

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# SPRING WISE

## ABOUT SPRINGWISE

Supported by a global network of Springspotters, **Springwise** curates and publishes the most exciting global innovations every day. The Springwise platform provides the most up to date innovation intelligence in the world — to help you navigate the future and create positive change.

Find out more at [www.springwise.com](http://www.springwise.com)

# RE\_ SET

## INTRODUCING RE\_ SET

Re\_Set, powered by Springwise, is a management consultancy for innovation and transformation. For more information please visit [www.thisisreset.com](http://www.thisisreset.com) or email [info@thisisreset.com](mailto:info@thisisreset.com).



## 1% FOR THE PLANET

Springwise and Re\_Set are proud supporters of **1% for the Planet**, which connects us to some of the most environmentally concerned organisations in the world and commits us to donating 1% of our annual sales to environmental causes.