

The background of the slide is a wireframe cityscape with several skyscrapers. The buildings are rendered in a light gray, semi-transparent style, creating a sense of depth and architectural structure. The perspective is from a low angle, looking up at the buildings. A large, faint circular graphic is visible behind the text.

The consumer experience

AR conference 13th October 2016 Andrew Phipps CBRE

CBRE

1975

ONE FORMAT
WEEKLY SHOPPERS
CONVENIENCE

200 STORES

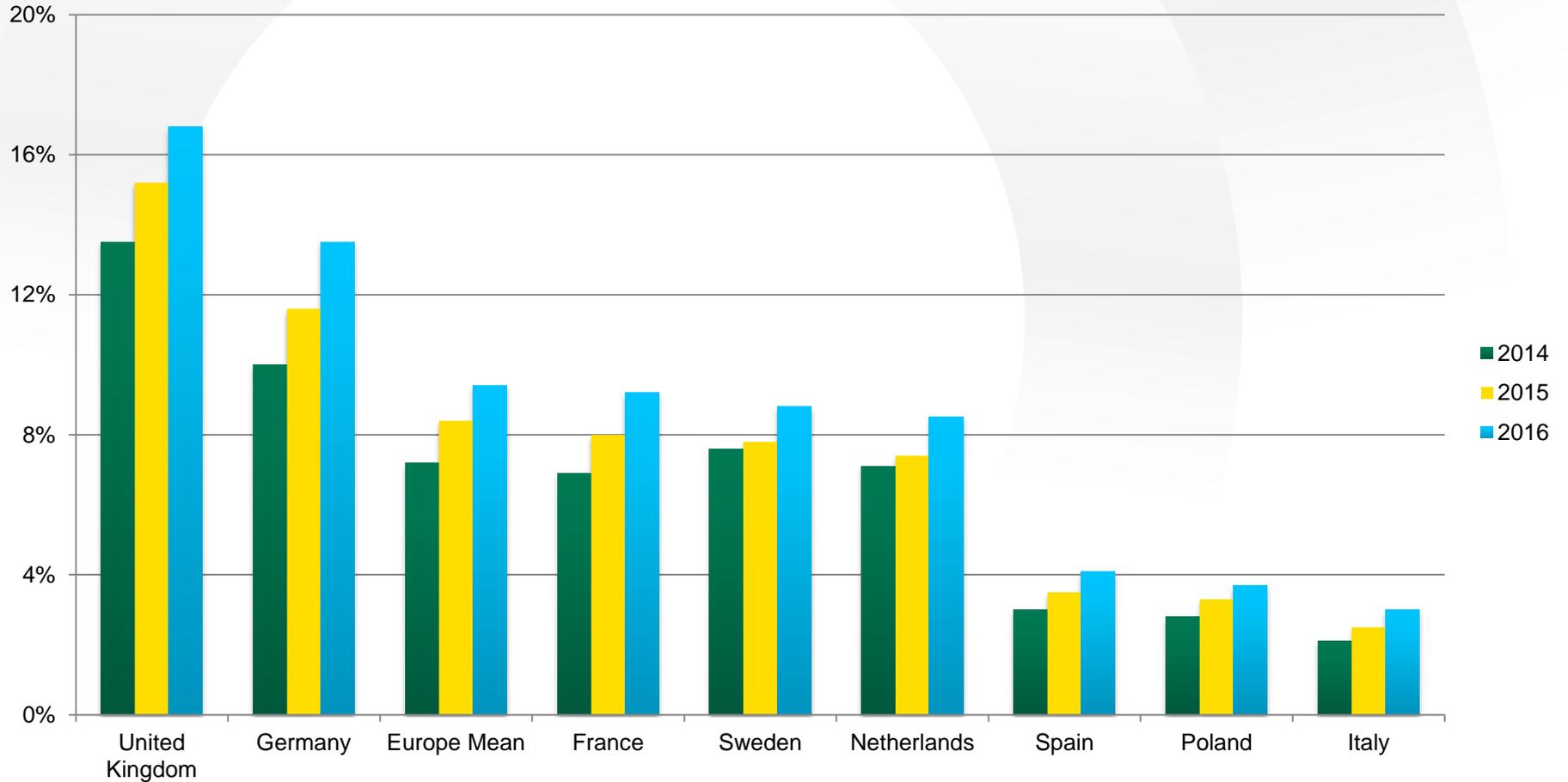
2015

MULTI FORMAT
MONTHLY SHOPPERS
EXPERIENCE

**60 STORES
+ ONLINE**

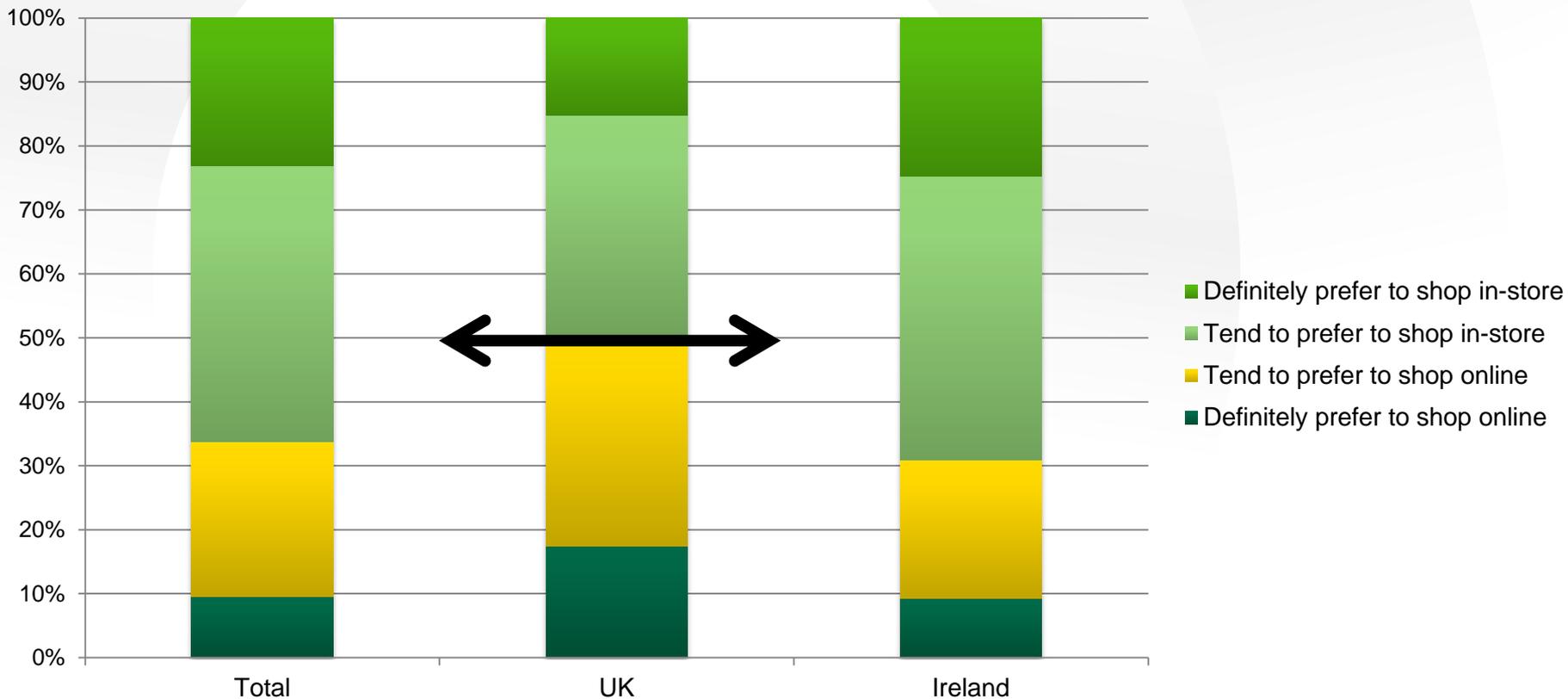


ONLINE RETAIL SHARE



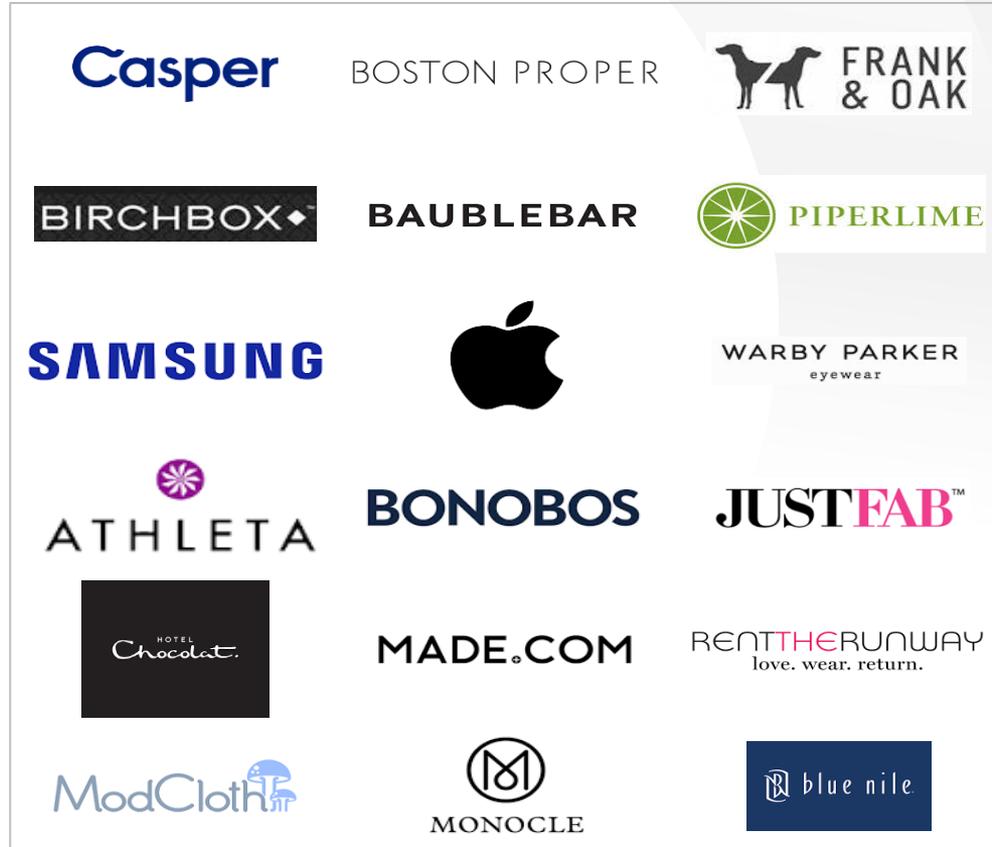


ON BALANCE WHERE DO YOU PREFER TO SHOP?



ONLINE AND OFFLINE RETAIL

ONLINE RETAILERS ARE ALREADY TAKING PHYSICAL SPACE



Online meets offline

Interactive innovation



ROSE bikes 300 square metre concept store in Munich's Mona Mall

Customers can use one of over 20 iPads to custom spec and tune their dream bike and then see the bike "live" at four consultation points

Make use of large touch screens and digital displays to view the design in 3D

**I LIKE TO
SEE GOODS
BEFORE I
PURCHASE
THEM**

**I DON'T
WANT TO
CARRY
STUFF**

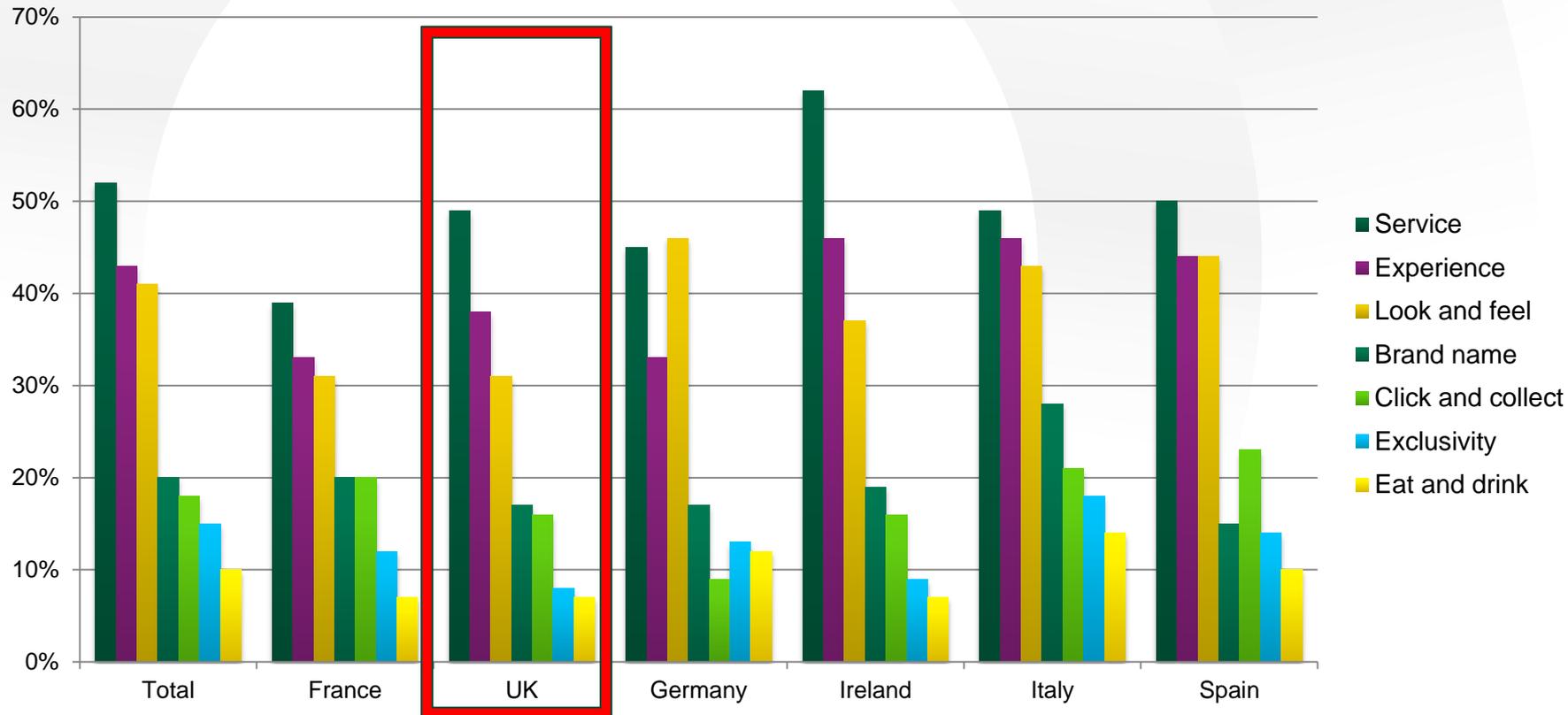
**I CAN
FIND
BETTER
PRICES
ONLINE**

**I WANT TO
HAVE
GOODS
DELIVERED
NOW**

**RETURNS
SHOULD
BE FREE
AND EASY**



ELEMENTS THAT ARE VERY/EXTREMELY IMPORTANT IN CHOOSING WHICH SHOPS TO VISIT



Mitsukoshi robot information desk

Technological innovation



Mitsukoshi, Nihonbashi, Japan

Humanoid now employed at the information desk in store, named Aiko Chihira speaks Japanese and is capable of sign language. Uses human like facial features and gestures.

Retail relevance: as robotics become more advanced the potential to use in store increases

Gap's room service retail

Technological innovation



Gap's Room service retail – partnership with Virgin hotels

Caters for guest's clothing emergencies and last minute decisions via an in room app 'Lucy'. Orders are delivered to a guest's room within hours of ordering any unwanted items can be returned by simply leaving them in the wardrobe.

Macy's automated fitting rooms

Technological innovation



Macy's, Manhattan Beach, California, USA

Macy's has updated their fitting rooms in the swimsuit department of a store in Manhattan Beach. Smartphones and tablets are used in order that the customer doesn't need to leave the fitting room. The items get delivered via a chute, technology developed by Hointer and now being licensed to other retailers

Sephora

Design concept store



Sephora - San Francisco, USA

The centre of the store has 12 seats facing a chain of mirrors. The retailer is pushing its latest initiative “teach, inspire and play” – TIP. The TIP model means that consumers can sit down and watch beauty tutorials via the iPads at each station. Customers can also upload images to social media

Sandals

Fulham Road, London



UK's first standalone high street store dedicated to a hotel brand

£1m 5,000ft² store has a number of technological advances. Virtual tour of the hotels and different locations, 30 55" LCD screens, able to sample the resorts wine and spirits. Special wedding lounge for couples planning the big day and a 'family' zone where children can be entertained by Xbox games and have photos taken

Domenico Vacca

5th Avenue, New York



A full lifestyle experience for the 1%

The future of luxury retail. You have to offer them an experience. Features Italian café, barbershop, women's salon, members-only club, roof top terrace and 30 long term residences. Members eat and drink for free (for a \$1,800 a month membership)

Material Good

Design concept store



Material Good, SoHo, NYC, USA

An incredibly beautiful store presenting high end watches in a comfortable, welcoming environment. It's a second floor location to project privacy, it's in SoHo for the different energy this location has. Every piece of furniture is designer or vintage.

Hatch

Design concept store



Hatch, Hackney,
London, UK

Hatch showcases some of the best indie brands. The space also encourages small business growth – in house coffee shop, desk space to work from. Everything from a barbers to a porridge bar. Resident café and superfast Wi-Fi encourage people to stay

Beefbar Butcher Shop

Monaco, France



Boutique butchery

The idea is to make the meat the hero product of the store and to highlight it in the way sweets or flowers are sold. The meat is on display in the window and all around the shop/restaurant – you can select the meat you want to takeaway or dine on in the restaurant

Crime Passionnel

Copenhagen, Denmark



Niche perfumery

A niche perfumery in the heart of Copenhagen. A narrow range of products from niche and exclusive brands. An olfactory experience not to be missed. The feeling is you're in a lab as opposed to shop. Everything is designed with experience in mind, this will be a memorable store to visit

House of smart drugs - Netherlands

New stores

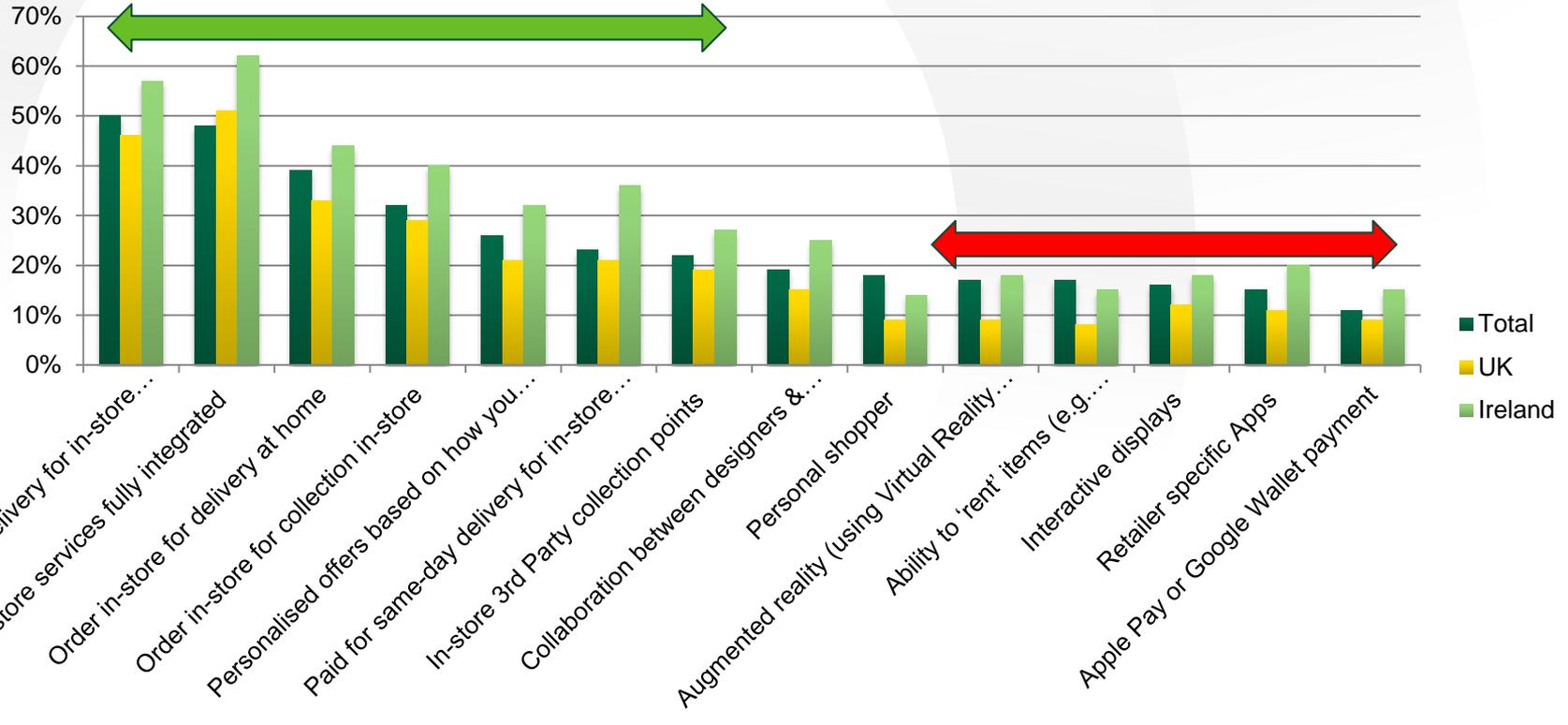


Designed to represent structures of the brain – a maze like linear expression of thought



Selling legal stimulants in a stimulating environment

FACILITIES OR SERVICES THAT WOULD BE EXTREMELY / VERY APPEALING



DHL and the public

Delivery innovation



Crowd sourced delivery from DHL

DHL is experimenting with a crowd sourced parcel delivery system in Stockholm. Using an app called MyWays people can deliver parcels to end consumers. Once a purchase has been made and a delivery requested that then becomes available to people that might want to deliver it (for a fee of course)

Now who's droning on?

Delivery innovation



DHL commercial drone delivery service

DHL has announced they are now launching a regular drone service using an autonomous quadcopter to deliver small parcels to the German Island of Juist in the North Sea.



UPS commercial drone delivery service

Testing began 22 Sept 2016. Delivery of urgently needed medicine. Focus on 'real world' application of the technology.

Delivery by roboat...?

Delivery innovation



A fleet of autonomous boats

Trial underway in Amsterdam using boats for delivery of parcels as well as offering tours of the canals. Potential use in other cities is being reviewed

Delivery boxes

Delivery innovation



BT buys delivery box specialist Pelipod
Sept 2016

UK startup Brizebox launches new
parcel box Sept 2016

Dedicated virtual reality store

Technological innovation



Old Street, East London

A week long virtual reality pop-up store opened in a shop space in Old Street Underground Station. Ability to test every thing for free, store has independent experts on hand. Headsets and accessories for all the major manufacturers. Aim is to open a permanent store soon.

Augmented reality app

Technological innovation



Henry Holland, Blippar and Visa Europe

An advanced scanner and item recognition app. Henry Holland trialed this at his fashion show earlier this year. Allowing catwalk attendees to scan an item as it 'walked' past and have it delivered to their home the next day. Allows you to pay with pre-registered credit card and have it delivered to a pre-determined address.

IN SUMMARY...

BETTER
FASTER
CHEAPER