

Today's changes in  
retail are not *cyclical*,  
they are **structural**

“**20-25%** of malls will close in the US over the **next 5 years** due to store closures”

- Credit Suisse

US store closures reached **12,000** in  
2018, a **33%** increase from 2017

- Cushman & Wakefield

**Nearly a third of shoppers are interested in attending a lifestyle class at their favourite store.**

**How we shop now and what's next - Westfield Report**

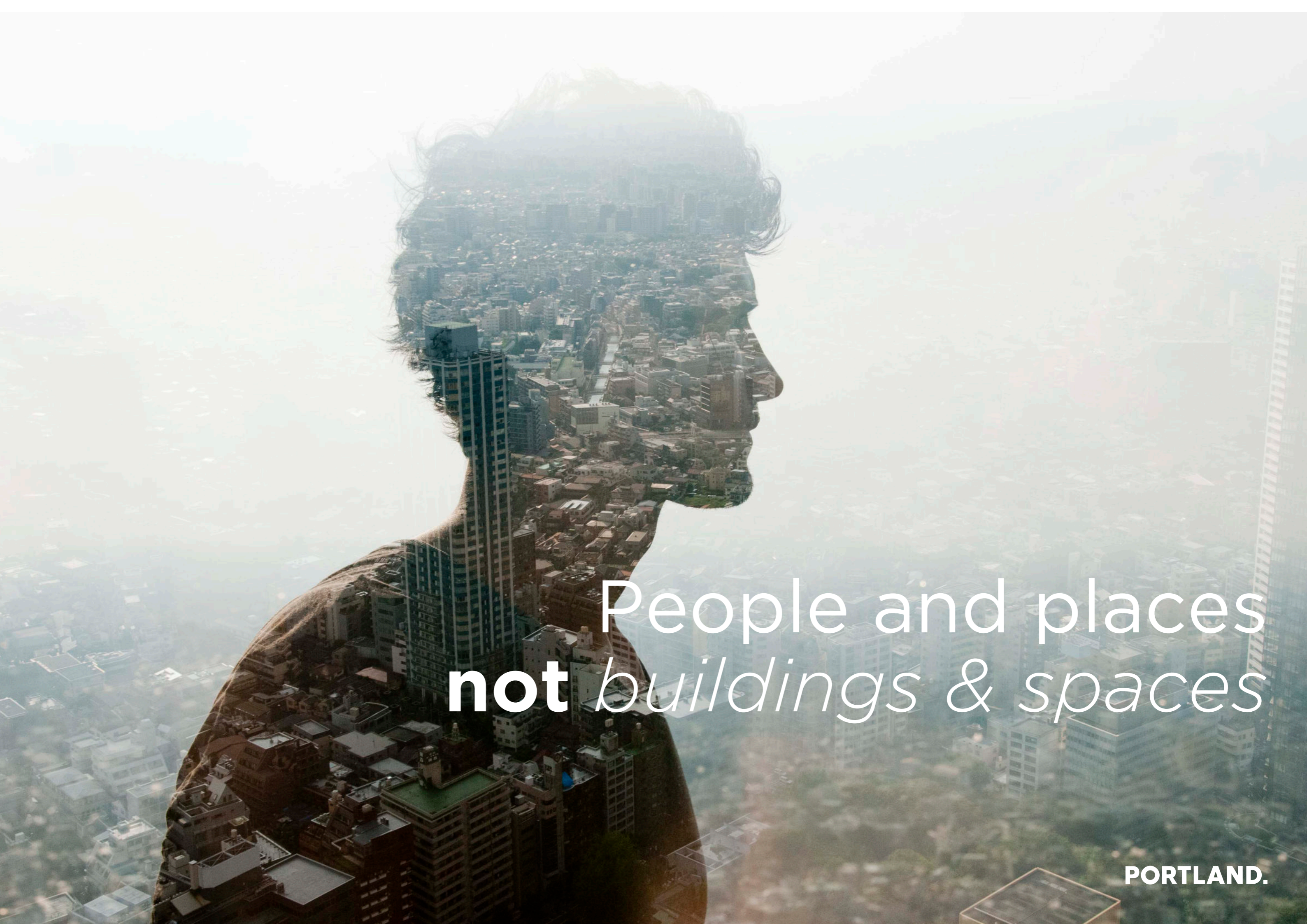
News just in:  
The **Internet**  
will *not* kill  
shops, it will  
**liberate** them!

Hello

**PORTLAND.**

**PORTLAND.**

**PORTLAND.**



People and places  
**not** *buildings & spaces*

PORTLAND.





FUTURE  
READY  
DESIGN

**Power to choose**  
like never before

**72% OF MILLENNIALS WOULD LIKE TO INCREASE THEIR SPENDING ON EXPERIENCES RATHER THAN PHYSICAL THINGS, POINTING TO A MOVE AWAY FROM MATERIALISM AND A GROWING DEMAND FOR REAL-LIFE EXPERIENCES.**

*Eventbrite*

**PORTLAND.**

# DEMONSTRATIONS CLASSES LEARNING IN A RETAIL CONTEXT

LULULEMON ATHLETICA CANADA  
Canada

PORTLAND.



IN RETAIL  
THE FUTURE  
WINNERS WILL...

RE-INVENT

CONVENIENCE

EASY  
SIMPLE  
CONVENIENT  
**NOW!**

PORTLAND.



63% of global consumers  
are willing to pay more  
for simpler brand  
experiences.





**WHEELY'S MOBY MART**  
Shanghai, China

RE-INVENT CONVENIENCE

REDEFINE LOYALTY

IN FUTURE  
CUSTOMERS  
WON'T BUY  
BRANDS,  
THEY'LL JOIN  
THEM

ARE YOU A  
***‘BUY BRAND’*** OR  
A **‘JOIN BRAND’**





Ikea DIY Dining Club  
London, UK

PORTLAND.



PRODUCT  
**COMMODITIES** > PRODUCT  
**COMMUNITIES**

RE-INVENT CONVENIENCE

REDEFINE LOYALTY

RE-IMAGINE EXPERIENCE

In the future shopping will  
not only be about

**STORES**

# STORIES

PORTLAND.



## Yellow

Avoid screens at bedtime. They emit blue light, which tricks your brain into thinking it is daytime. Yellow light from lamps is much more cozy and will help you relax into a good night's sleep.



## Pillow

For the best night sleep, use pillows that support your head, neck and shoulders and help you relax. Invest in pillows that are made of soft, breathable fabric. Also try changing the firmness of your pillow to see if that helps you sleep better.



## Jogging

When you exercise, your body releases endorphins, which can help you sleep better. Try jogging or other forms of exercise in the afternoon or evening to help you relax and fall asleep more easily.

Ikea Breakfast in Bed pop-up  
London, UK

**PRODUCT  
BUSINESS**



**STORY  
BUSINESS**

“the customer wants to feel like the protagonist of your brand story.....

... as opposed to the victim of your campaign”

Stefan Olander  
Vp Digital Sport, Nike







DYSON DEMO  
NYC

PORTLAND.



SEFRIDGES (POP UP CONCEPTS)  
London, UK

PORTLAND.

CO-CREATE YOUR  
STORY WITH  
YOUR CUSTOMERS  
SOCIAL MEDIA IS NOT  
A BROADCAST CHANNEL

DIALOGUE  
CHANNEL

LUSH  
CREATIVE  
SHOWCASE  
2016

LUSH CREATIVE SHOWCASE  
London, UK

PORTLAND.

# SHOPPABLE STORIES

PORTLAND.

MOBILE CONNECTIVITY IS  
THE GLUE THAT BINDS  
RETAIL

SEAMLESS  
SHOPPING

PORTLAND.



**IKEA PLACE APP**  
Mobile Application

# TRANSIENT EXPERIENCES

PORTLAND.





**ILLY - CONTAINER HOUSE**  
New York, USA



Subway 02 203 ft

Stone Rose Lounge

mi Metropolitan Opera

POINTS INTERACTIVE WAYFINDING  
Worldwide

PORTLAND.

# HYBRID SPACES



# Parallel Retail



MACY'S VR FURNITURE  
USA

PORTLAND.

## LOWE AND GOOGLE

Holoroom concept



- CUSTOMERS CAN FOLLOW TURN-BY-TURN DIGITAL DIRECTIONS TO PICK UP LOWE'S PRODUCTS IN THE MOST EFFICIENT ROUTE.
- AR ALSO VISUALISES PRODUCTS IN THE HOMES OF CONSUMERS

THE  
FULFILMENT  
EXPERIENCE



KAREN MILLEN

Dropit

Dropit

Dropit

**DROPIT SAME DAY DELIVERY**  
London, UK

**PORTLAND.**



WINE

Vital Reserve Range  
BUY 2 FOR \$28 BUY 3 FOR \$40

CLICK @ COLLECT

ACE

MONT BLANC

Elizabeth Arden

LANCÔME

AUCKLAND AIRPORT  
New Zealand

PORTLAND.



**IKEA ORDER & COLLECTION POINT**  
Birmingham, UK



**VOLVO ROAMING DELIVERY**  
Prototype



**PORTLAND.**

space  
curator



JOHN LEWIS RESIDENCE  
London, UK

PORTLAND.



HAY HOUSE  
Copenhagen

PORTLAND.



LULU  
SCOOP CHAIR  
£250

MADE.COM  
London, UK

PORTLAND.



RE-INVENT CONVENIENCE

REDEFINE LOYALTY

RE-IMAGINE EXPERIENCE

RE-POSITION VALUE

**“...AS WE INCREASINGLY  
LIVE WIRED, DIGITAL LIVES  
WE CRAVE COMPENSATORY  
HUMAN CONTACT AND  
INTIMATE EXPERIENCES.”**

**MARIAN SALZMAN**

**PORTLAND.**

# CONSUMERS HAVE AN INCREASING THIRST FOR KNOWLEDGE AND LEARNING

STARBUCKS ROASTERY  
Seattle

PORTLAND.

move from status symbols to

status  
skills

PORTLAND.



T2 TEA  
Worldwide

PORTLAND.

“48% OF SHOPPERS **BELIEVE** THEY KNOW  
MORE ABOUT THE PRODUCT THAN THE  
SALES ASSOCIATES HELPING THEM”

- Salesforce research  
2015 connected shopper report

**skilled** consumption

customise



**28% OF CONSUMERS WANT BRANDS TO KNOW EXACTLY WHO THEY ARE WHEN THEY WALK INTO A STORE.**

**32% EXPECT RETAILERS TO KNOW WHAT PRIOR ONLINE RESEARCH THEY'VE DONE TO RECEIVE BETTER SERVICE.**

**SALESFORCE**

**PORTLAND.**

Traditional media is less  
effective...

**SHOPS ARE THE FUTURE!**

**PORTLAND.**

“THE PHYSICAL STORE HAS THE  
POTENTIAL TO BE THE MOST  
**POWERFUL AND EFFECTIVE** FORM  
OF **MEDIA** AVAILABLE TO A BRAND  
BECAUSE IT OFFERS AN **EXPERIENCE**,  
IF CRAFTED PROPERLY, CANNOT BE  
**REPLICATED ON-LINE**”

*Doug Stephens*

**PORTLAND.**

THE STORE WILL BECOME  
AN **IMMERSIVE** MEDIA  
PLATFORM AND A **DIRECT**  
**PORTAL** TO AN ECOSYSTEM  
OF **FULFILMENT**

*Doug Stephens, 'Re-Engineering Retail'*

STORES WILL CHARGE AN  
UP-FRONT '**RATE-CARD**'  
BASED ON FOOTFALL,  
CUSTOMER DATA, ENGAGEMENT  
AND **INFLUENCE** ON  
DOWNSTREAM SALES

*Doug Stephens, 'Re-Engineering Retail'*





ALDO CONNECTED STORE  
New York

PORTLAND.

IN FUTURE THE RETAIL/VENDOR  
RELATIONSHIP WILL LOOK MORE  
LIKE A **MEDIA** BUY THAN THE  
**WHOLESALE** PRODUCT PURCHASE  
AGREEMENT OF TODAY

*Doug Stephens, 'Re-Engineering Retail'*



WITH DATA ANALYTICS,  
PROGRAMMABLE SPACE,  
AR/VR/AI THE STORE WILL  
BE DATA RESPONSIVE LIKE  
**A LIVING WEBSITE**



# DATA IS THE NEW OIL

PORTLAND.



STORY & PRISM SKYLABS  
US

PORTLAND

# DATA **RESPONSIVE** ENVIRONMENTS

“THE STORE OF THE FUTURE WILL  
NOT ONLY **MONETISE** EXPERIENCES  
BUT ALSO THE DATA THAT THESE  
EXPEREINCES GENERATE”

*Doug Stephens*  
*‘Re-engineering Retail’*

Its no longer enough to do  
slightly better than before  
Future success will be  
determined by:

**RE-THINKING &  
RE-IMAGINING**

**‘Retailers need to  
stop thinking about  
making shopping  
entertaining...’**

**and concentrate  
on making  
entertainment  
'shoppable' instead'**

Hamilton South - HL Group





PORTLAND.

**Don't allow your  
business epitaph to be ...**

***could have..***  
***would have..***  
***should have..***

GET  
FUTURE  
READY

Ibrahim Ibrahim Managing Director  
Ibrahim@portland-design.com

**PORTLAND.**