

Taking Stock of Retail: Trends and Takeaways



thetrendcurve™


Lookout MARKETING
Ransacking the globe - as your informed outsider -
for unexpected, innovative, and inspired opportunities.

Michelle Lamb

thetrendcurve™

- First hardlines trend merchant at Target
- International trend expert
- Macro and micro point of view
- Themes, colors to make better products



Leigh Ann Schwarzkopf

- 20+ years of licensing, manufacturing and retail experience
- Broad perspective
 - Across channels
 - Licensee/licensor
 - Startups and small companies to Fortune 50
 - Expansive network and resources
- Practical
- Connector



Topics Covered Today

- Why everyone on this call should visit stores and what to cover when you do
- How to think about trend reconnaissance
- Review highlights from 2017

In the interests of time, will mention online and e-mail marketing, but not in-depth in this particular presentation

Why Visit Stores?

- Pulse of retail
- Competitive intelligence
- Prep for a presentation
- Best practices - great executions
- **Inspiration and Opportunity**

It's About...

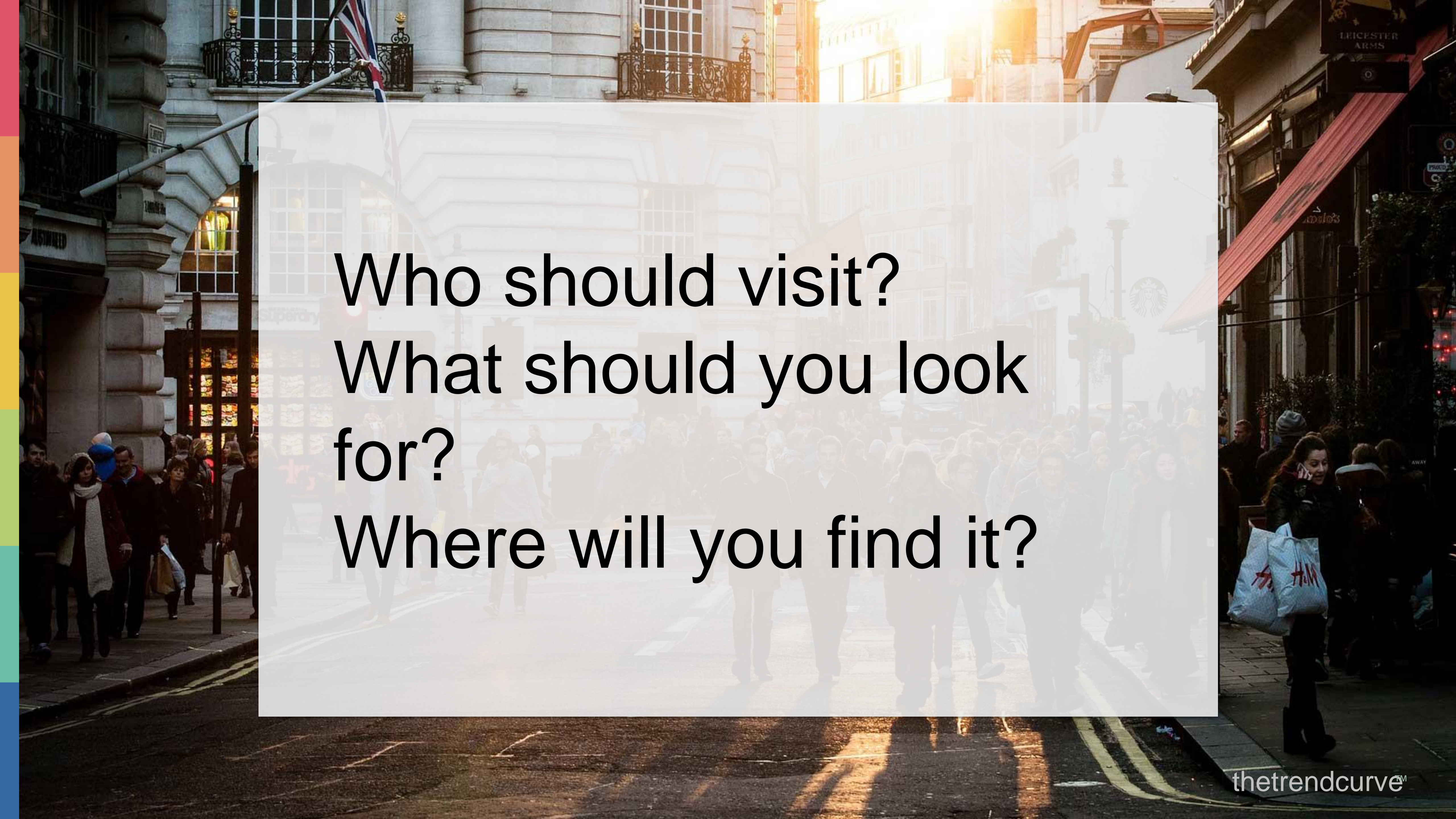
- Putting your best foot forward
- Avoiding a product, marketing, display or distribution faux pas
- Process improvement
- Implementation of vision or design into reality

It's NOT about pointing fingers

You can't fix a problem if you don't know about it

Consider

- You have around 2 seconds to make a first impression, which will drive initial and future transactions
- It has been stated that close to 70% of consumers feel that signage and display reflect the quality of the store and overall product assortment
- It has been estimated that a great displays can generate over 500% in incremental sales



Who should visit?
What should you look
for?
Where will you find it?

Does the offering match
the customer?



Give color to
sales reports

Compare & Contrast Merchandising



JCP



Primark



TRU

How Are Statements Pulled Together



Out-of-Aisle



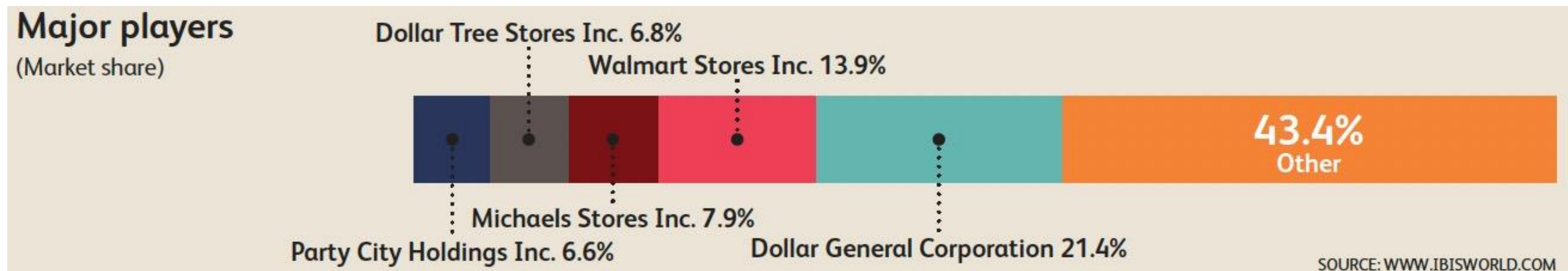
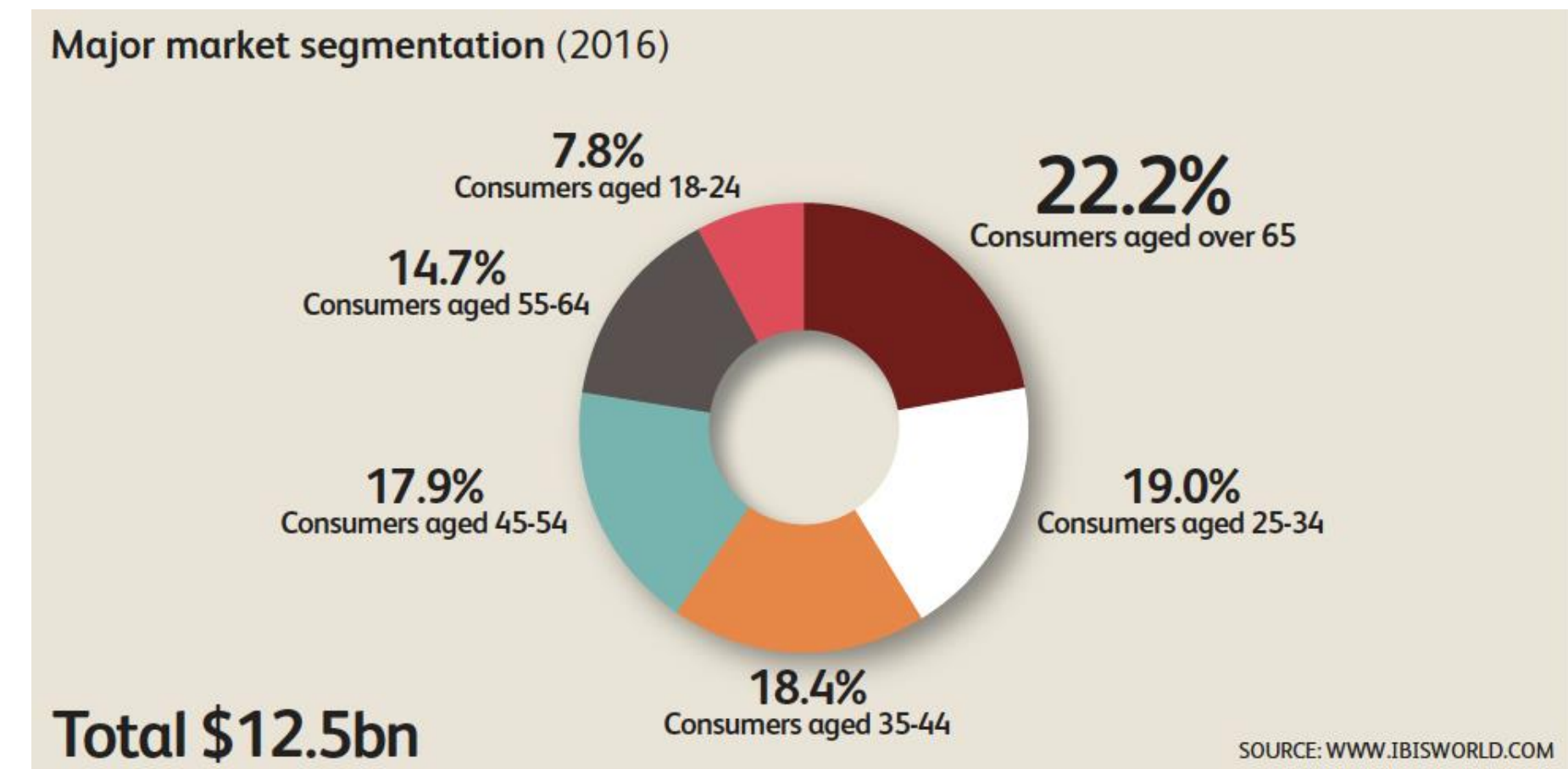
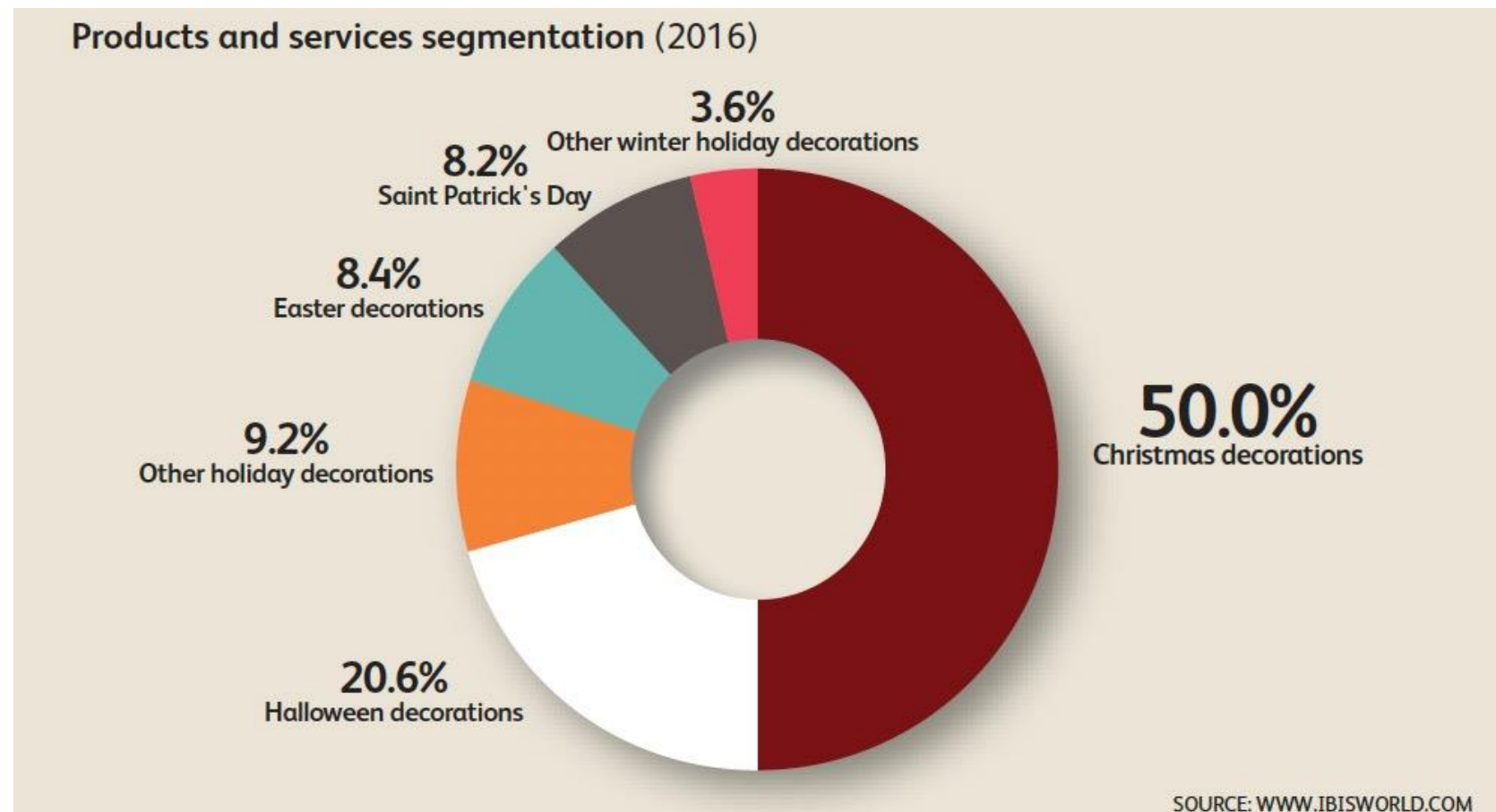
In-Aisle



Endcap

Consider - technology, exclusives, in-store
What best practices are takeaways?

Seasonal Stats



- Mature/flat
- Rising demand/falling prices

Seasonal Licensing

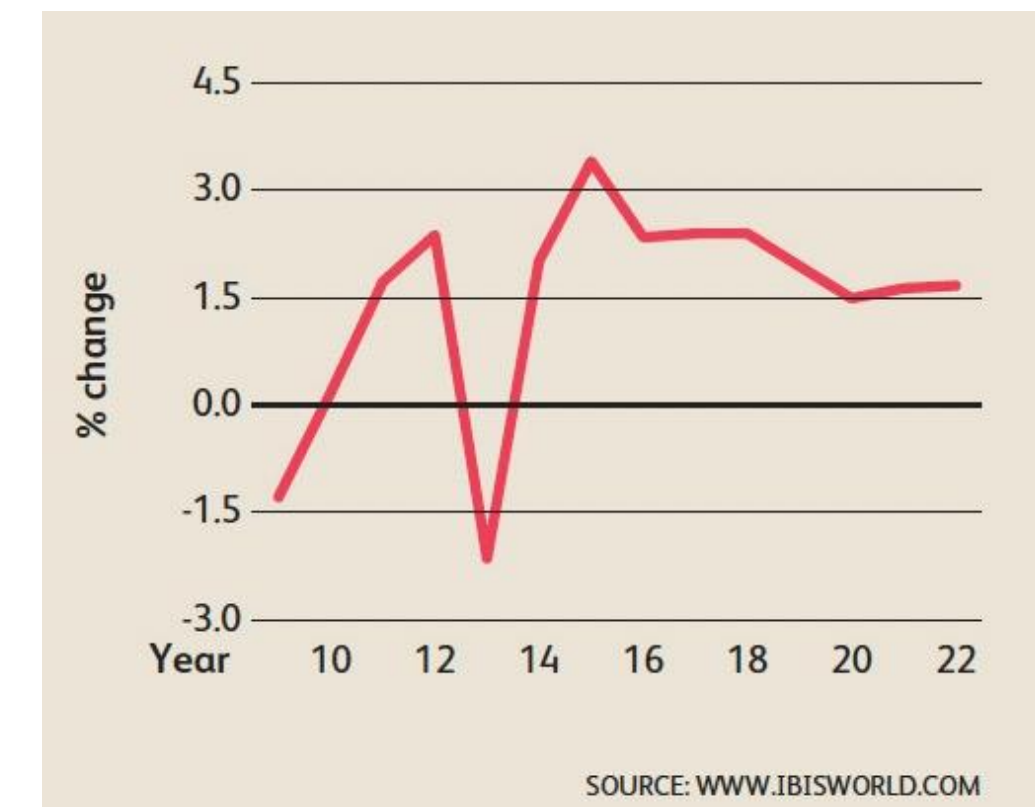
- Licensed products generally under-represented
- Seasonal products generally high-risk
- Licensing amplifies the risk



Key Success Factors

- Proximity to key markets
- Technical knowledge of product
- Economies of scale
- Inventory management
- Alignment with key seasons/holidays
- Ability to stock products in-line with consumers

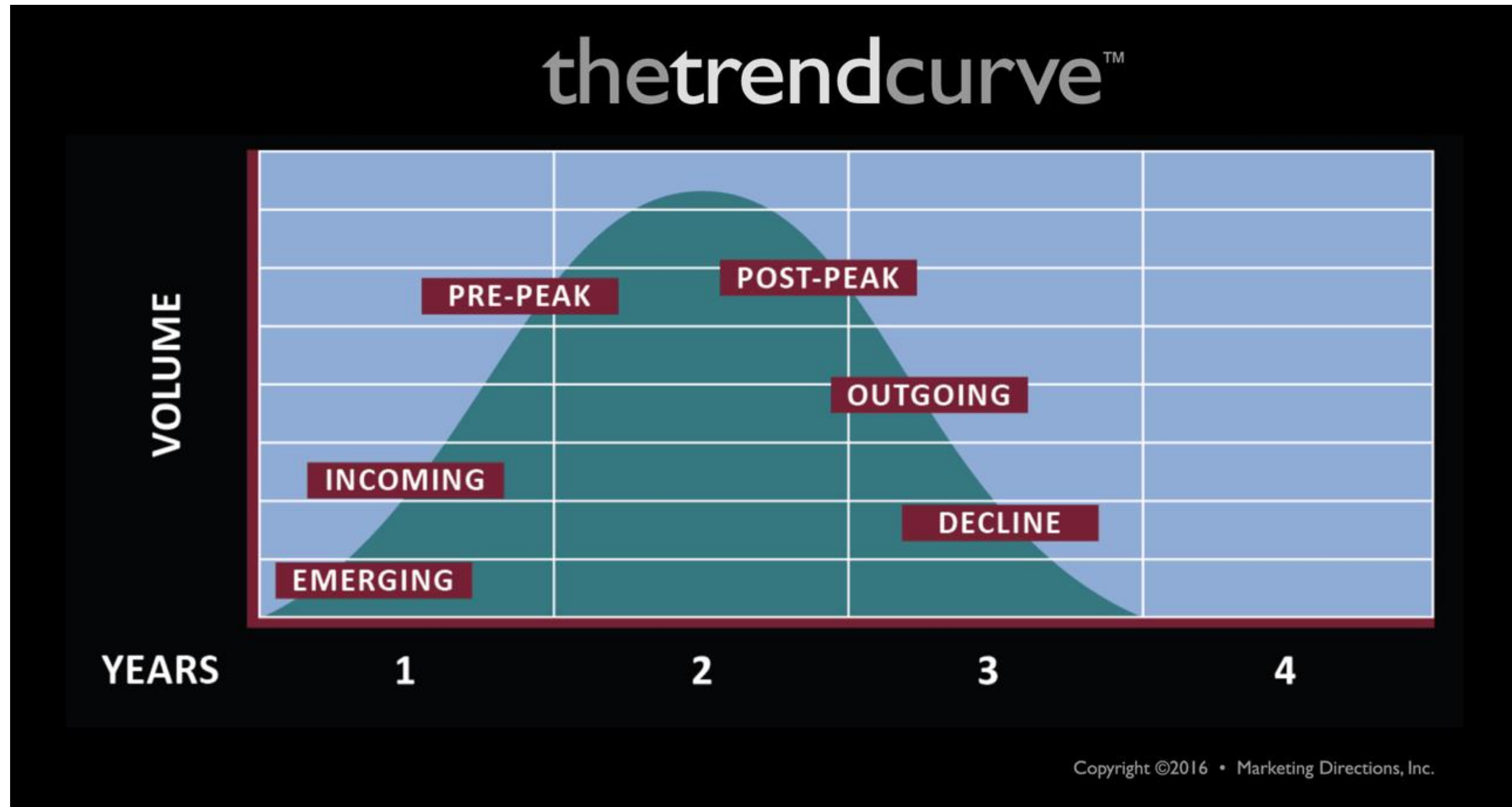
tastes





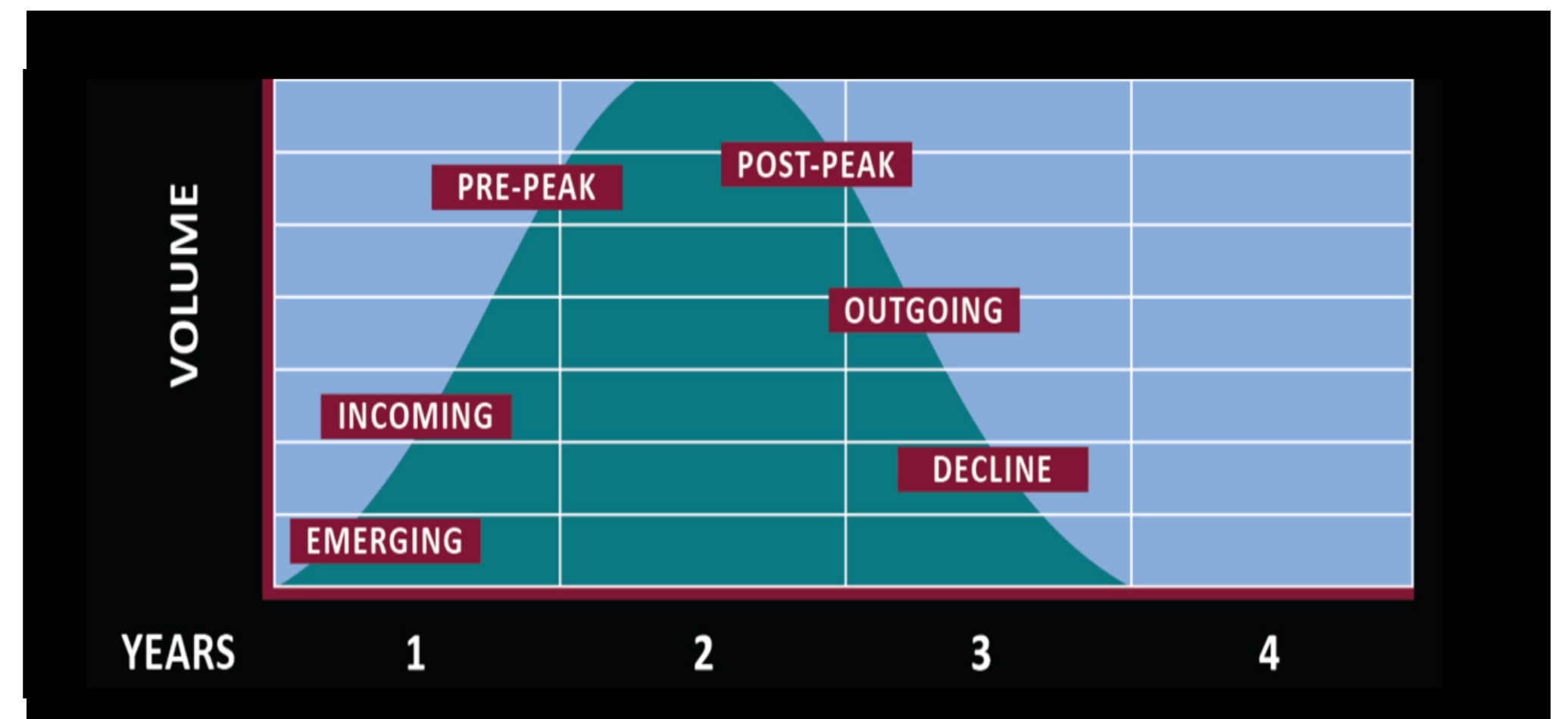
Four Easy Steps to Retail Reconnaissance

The Life of a Trend

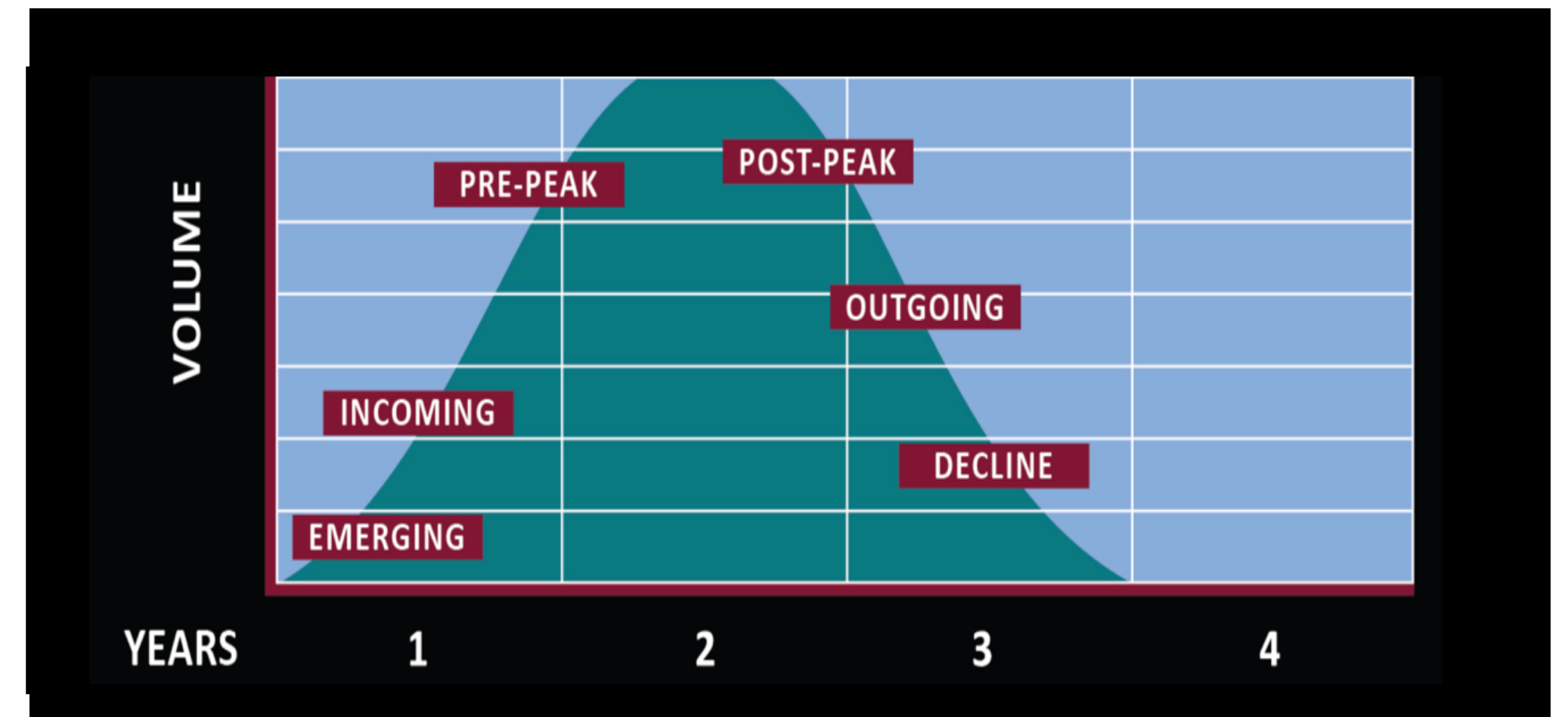


Emerging

- Artisan creations
- Specialty channel
- Early adopters/ risk takers
- Highest price
- Highest perceived value
- The WOW factor

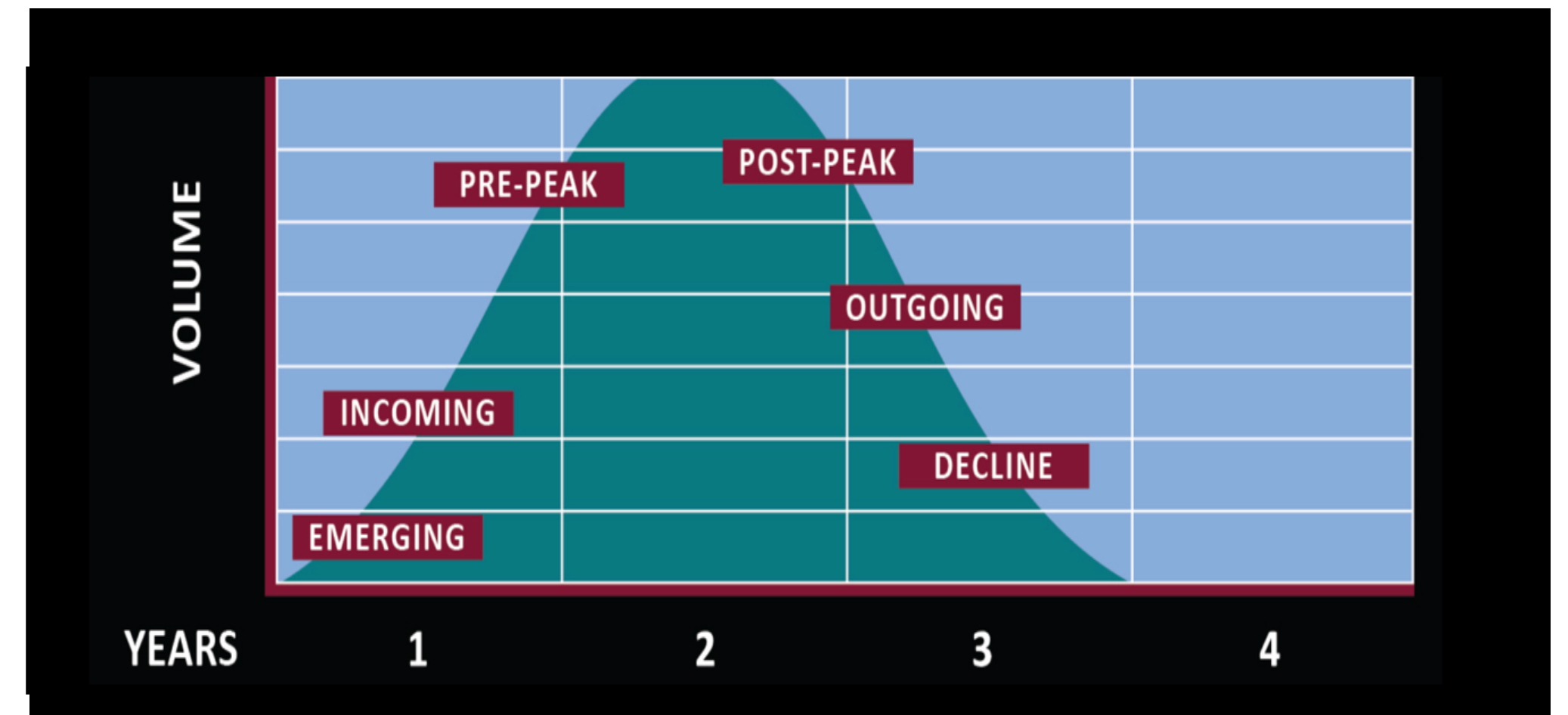


Incoming



- Initial design awareness
- Better retail, catalog, web
- Status remains high
- More aspire to own than can actually buy

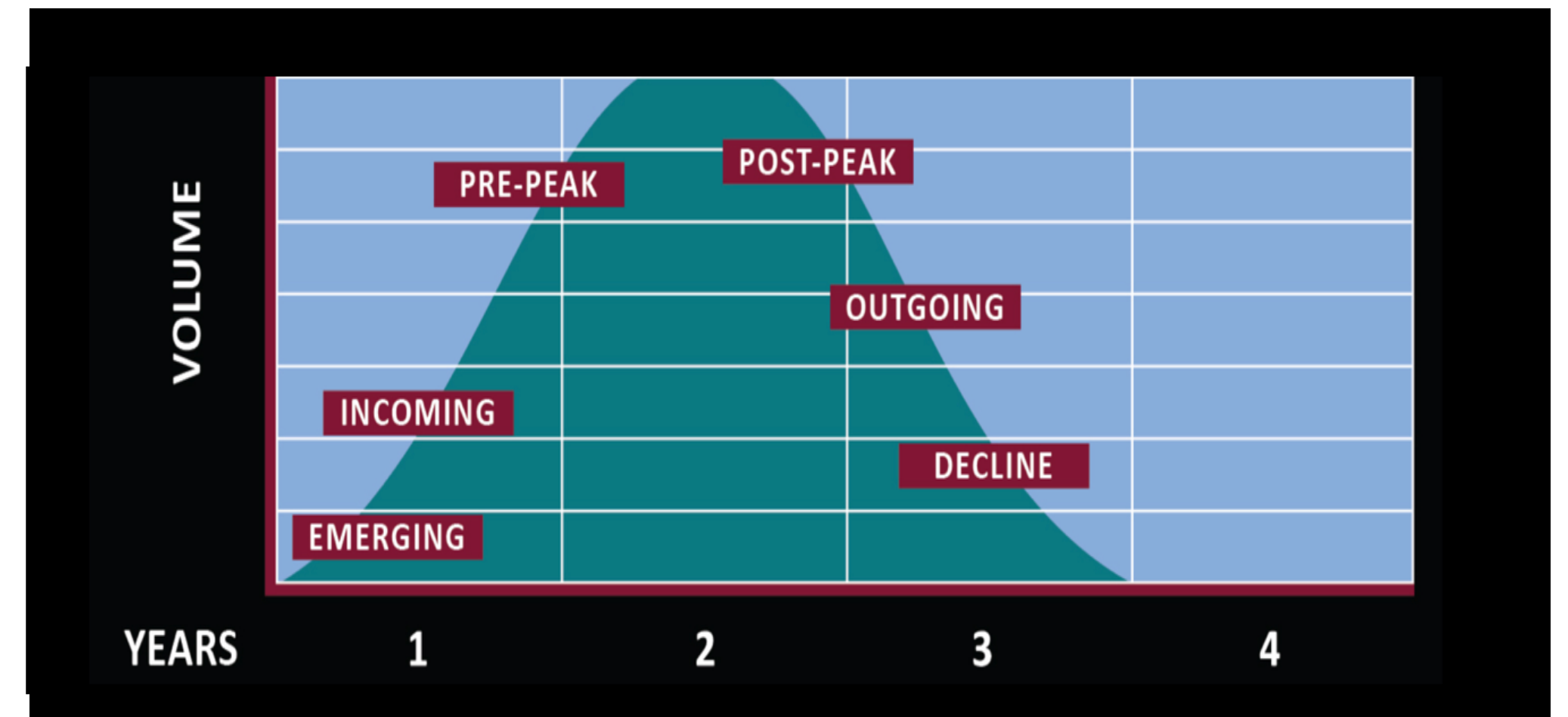
Pre-Peak



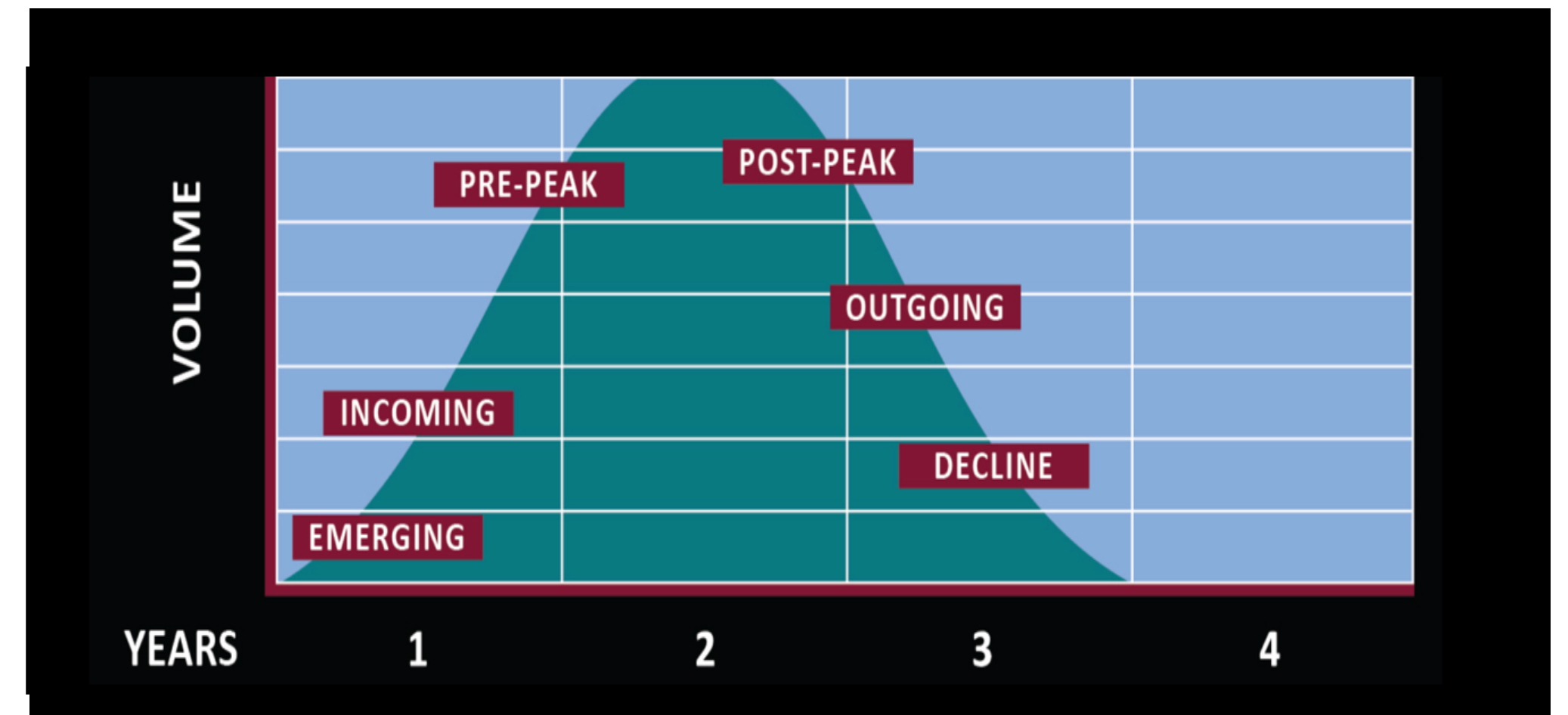
- Established
- Plenty of inventory
- More economies of scale

Peak

- Mass design awareness
- Highest interest, exposure, sales
- The “sweet spot”
- Almost endless supply
- Beginning of the end

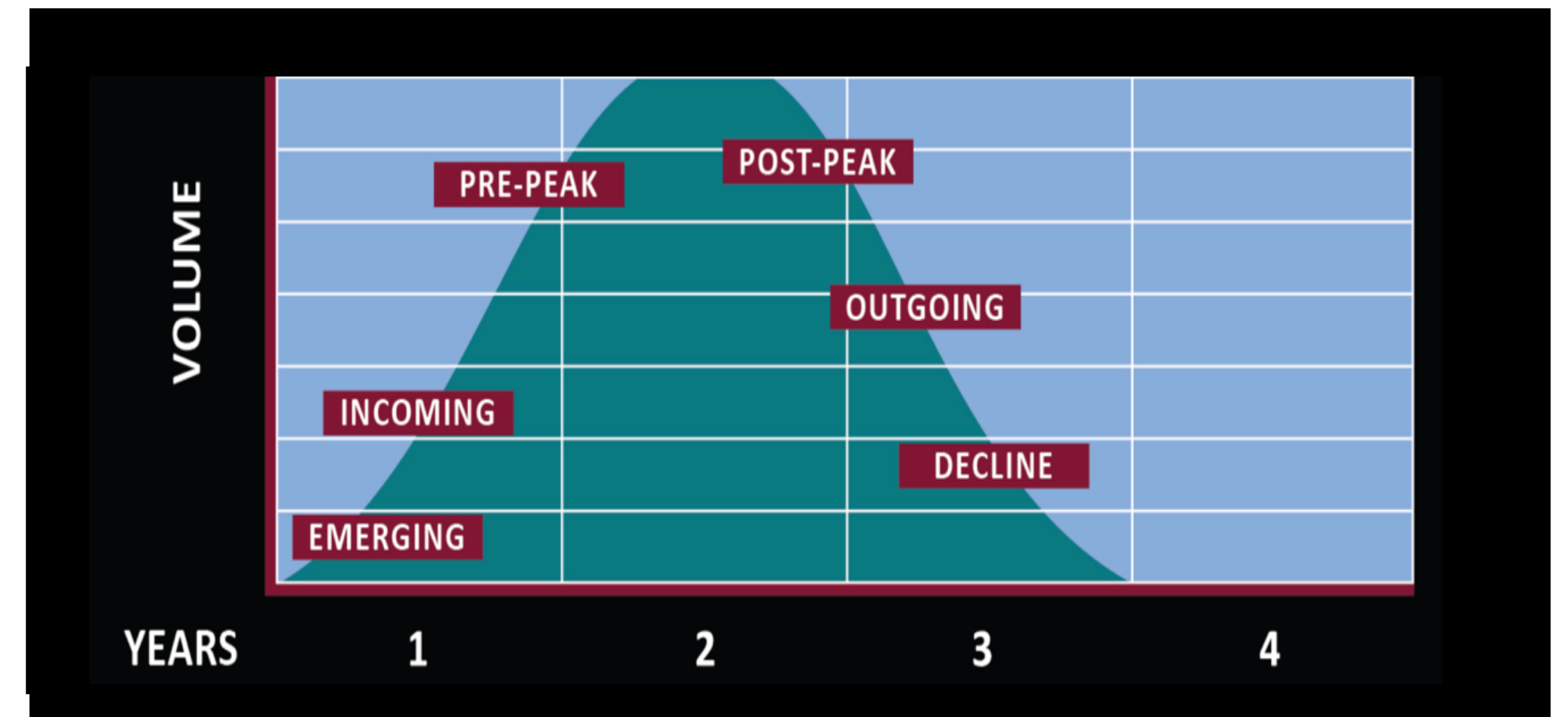


Post-Peak



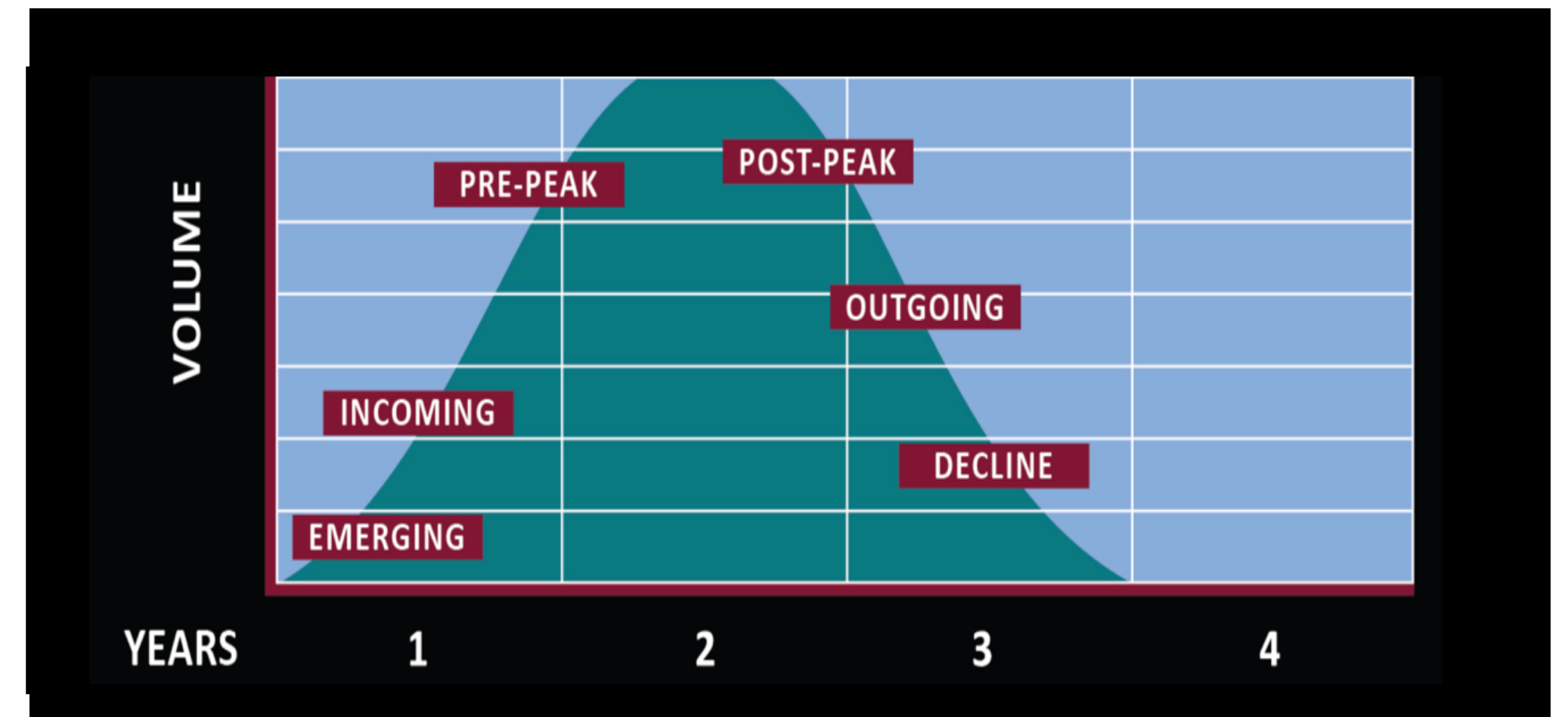
- Overexposure
- Supply overtakes demand
- Exclusives motivate sales

Outgoing



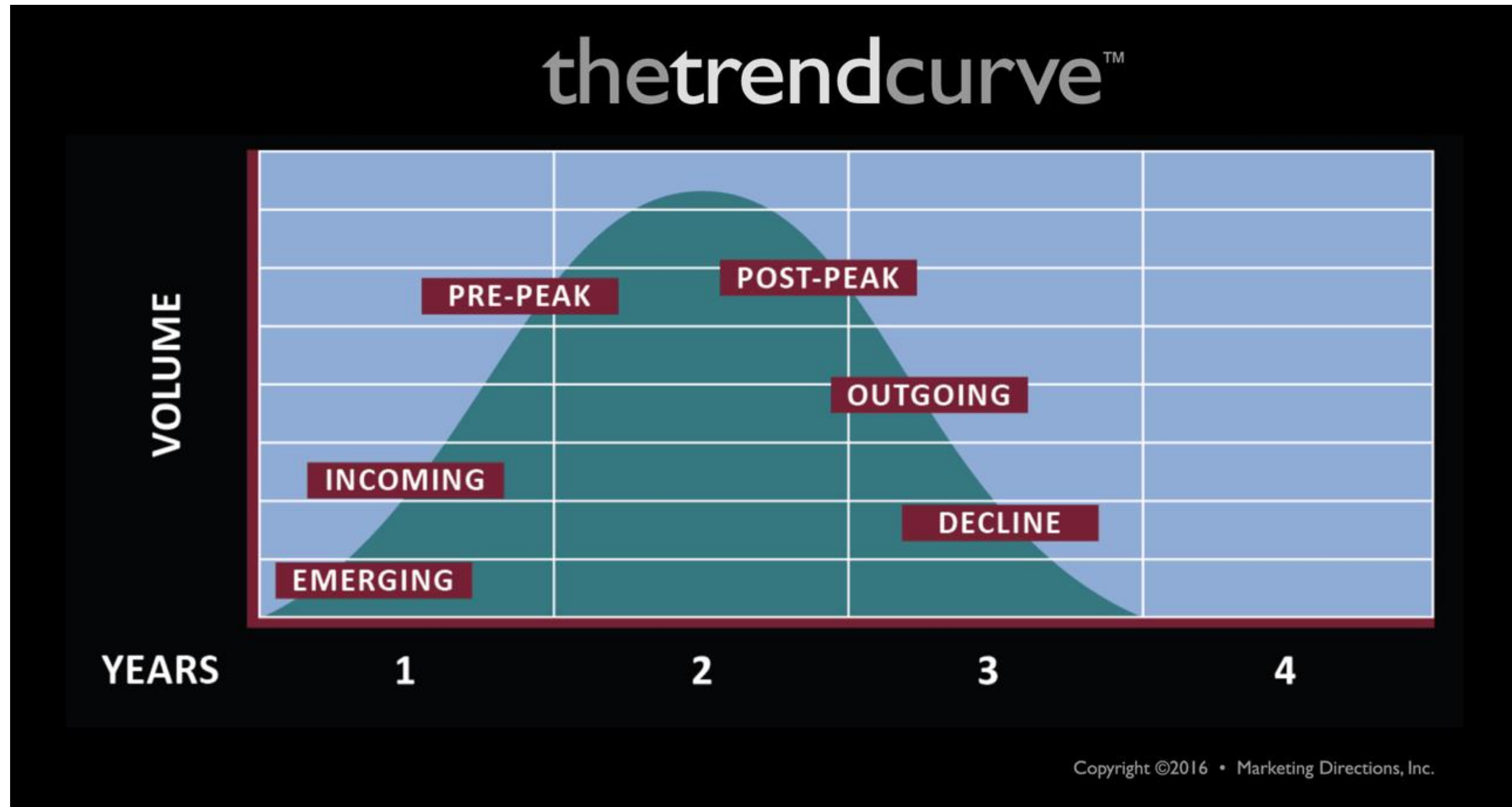
- Non-prestige locations
- Competing on price
- Drop in quality

Decline



- Rock-bottom prices
- No meaningful role as a fashion statement

The Life of a Trend



Windows

















SLOW LIFE

KEEP COOL LIFE IS BEAUTIFUL

















Entrance Display







Clearance







Four Easy Steps to Trend Reconnaissance

- 1) Identify the retailer's place on the bell curve for trend
- 2) Look for window trend clues
- 3) Analyze the entrance display
- 4) Visit the clearance section

Trend Lessons



Influences from Everyday Décor And Apparel

Neutrals



SW 7008

Alabaster

Interior / Exterior

Locator Number: 255-C2







Walgreens



Kohl's



Target



Papyrus

Easter (Naturally)

Neutral Tones Have
a Calming Effect



John Lewis



Laguna Drug



Ralphs



John Lewis



Blending With Basics



Panamericana

Kohls

Going For The Gold



Sequins





Idee

Hygge



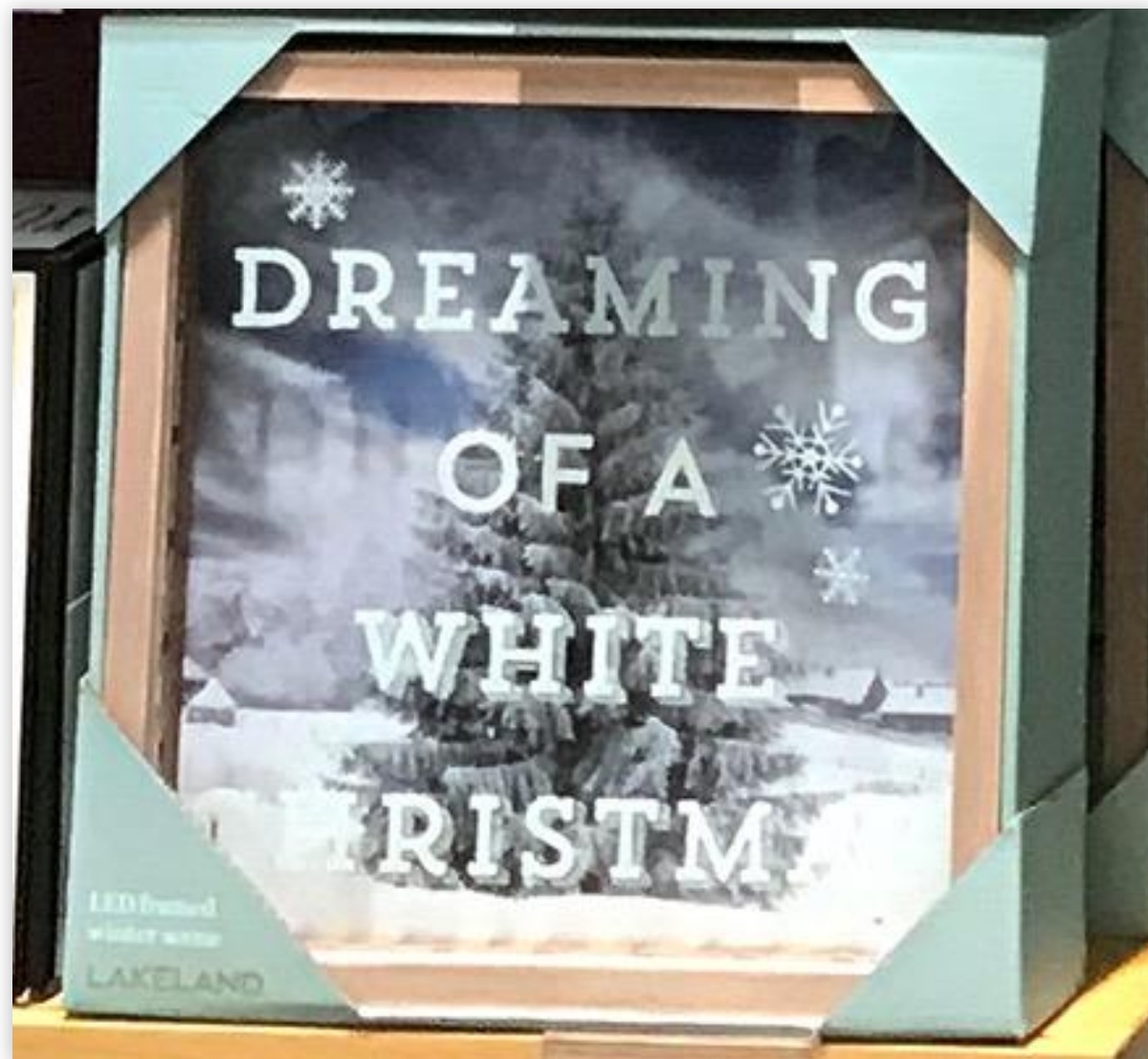
Bath & Body Works



Caribou



Ampersand



Lakeland



Crate & Barrel



De Berk



Marks & Spencer
thetrendcurve™

Just For Kids — NOT

Adults Only

A Passion for Valentine's Day



Brown Thomas



Avoca



Marks & Spencer



John Lewis



Butlers



Avoca



Made For You



Brown Thomas
thetrendcurve™

Celebrating With Style

Not All Fireworks Are In The Sky



Ragstock



Lane Bryant



Ragstock



Hot Topic

Adults Only

No Kids? No Worries! Halloween Is For You, Too!



Mad Vintage



Harrods



Total Wine



Poundland



Harrods



Walgreens



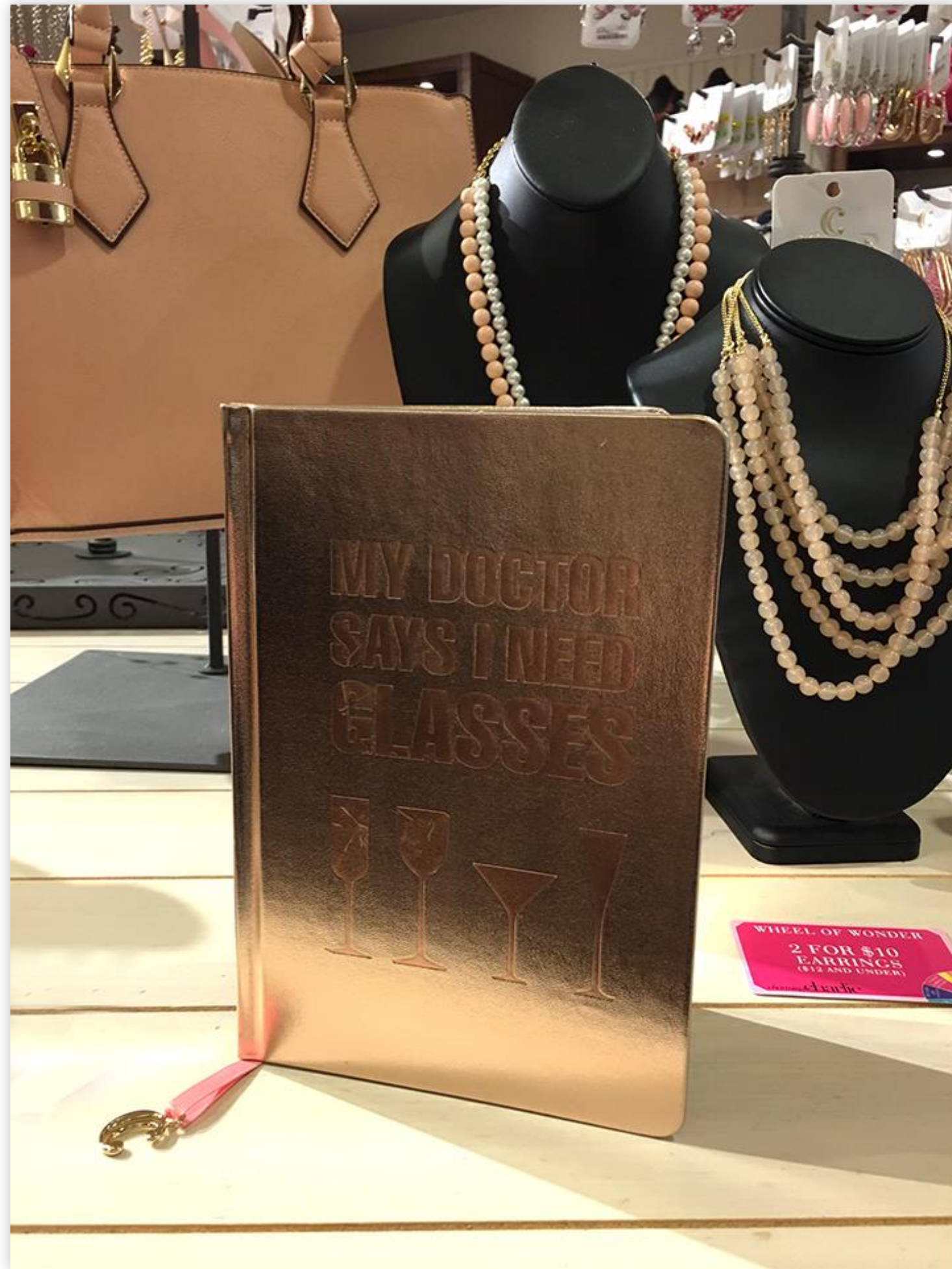
Target



Nordstrom

Taking Some ME Time

For Those Non-Mom Moments



Ragstock



Nordstrom



Ragstock

More Cute Than Scary

This Version of Halloween Is All Smiles



Von Maur



Cut Above Home



Tesco



Rite Aid



John Lewis



Walgreens



Lunds & Byerlys



Cards Galore



Target



Pier 1 Imports



CVS



Vons



Galleries Lafayette
thetrendcurve™

Bypassing Tradition



Lider



Selfridges



Ralph's



Lush



Kohl's



BHV



Paper Source



Sainsburys



ASDA
thetrendcurve™

Alternate Reality

Non-Traditional Mid-Tones Make Halloween Less Scary



Asda

Broken Hearts

Not all Sentiments
Revolve Around a
Happy Couple



Avoca



Made For You



Nordstrom

Attitude

Unexpected
Insights always
mean fun



Papersource



Nordstrom



Typo

Looking Good

Dads Are So Into Grooming



Nieman Marcus



Nordstrom



Papersource



Clever Products



Asda



Avoca

Clever Products

This Year's Best Items
Were Both Unexpected
and Whimsical



Brown Thomas



Avoca



Avoca



Brown Thomas

Clever Products
Sometimes Sophisticated, Always
Fun



Marks & Spencer



John Lewis



Nordstrom



Gelson's



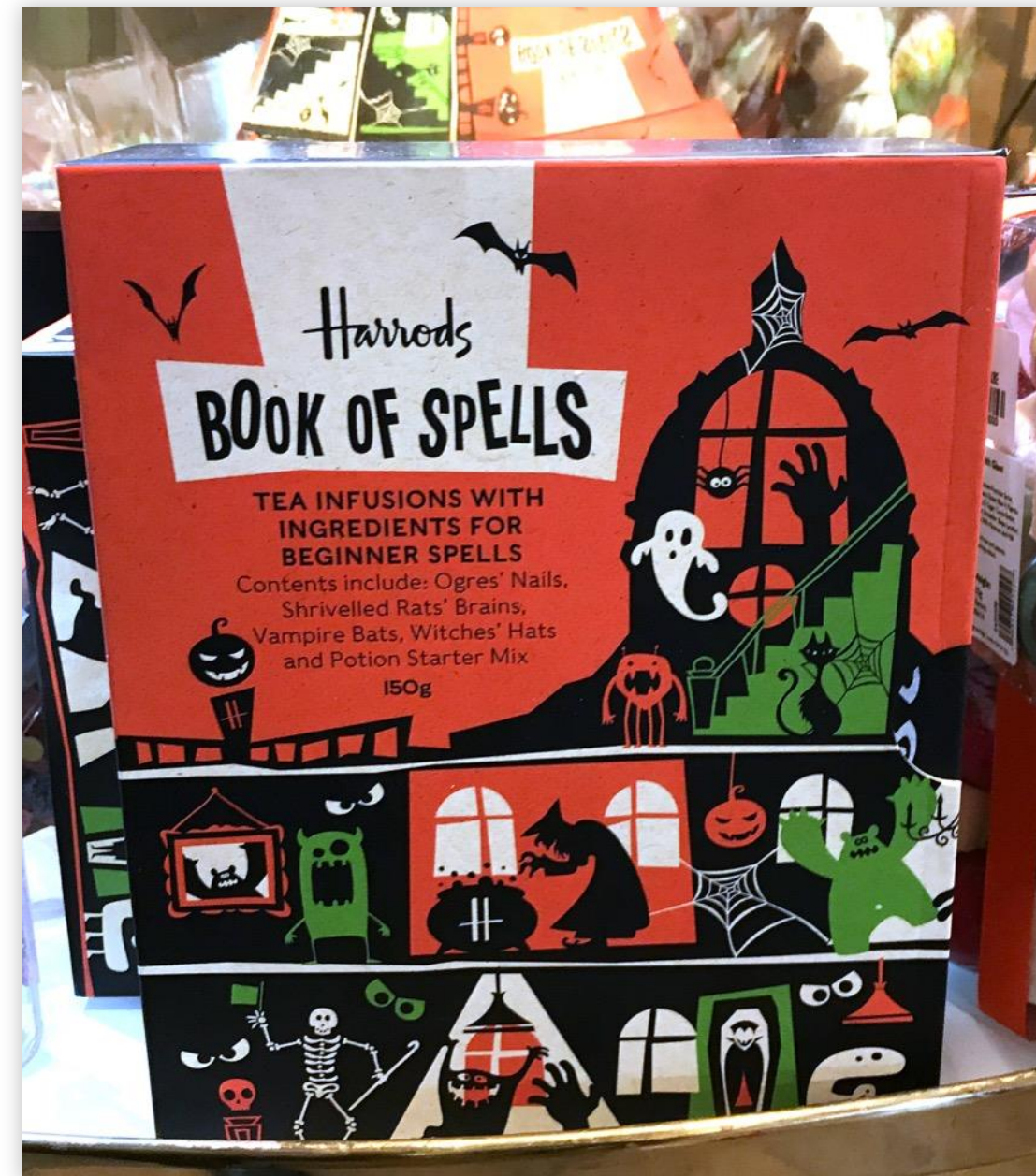
Kohl's

Clever Products

Unexpected and Fun



Lowe's



Harrod's



Super Drug



Flying Tiger



ASDA



Marks & Spencer



Selfridges



Claire's



H & M



Paper Source

Clever Products

Pushing The Envelope on Licensed Inspiration

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#17F03 \$29.99
B. Jolly Santa Jumbo Caramel Apple
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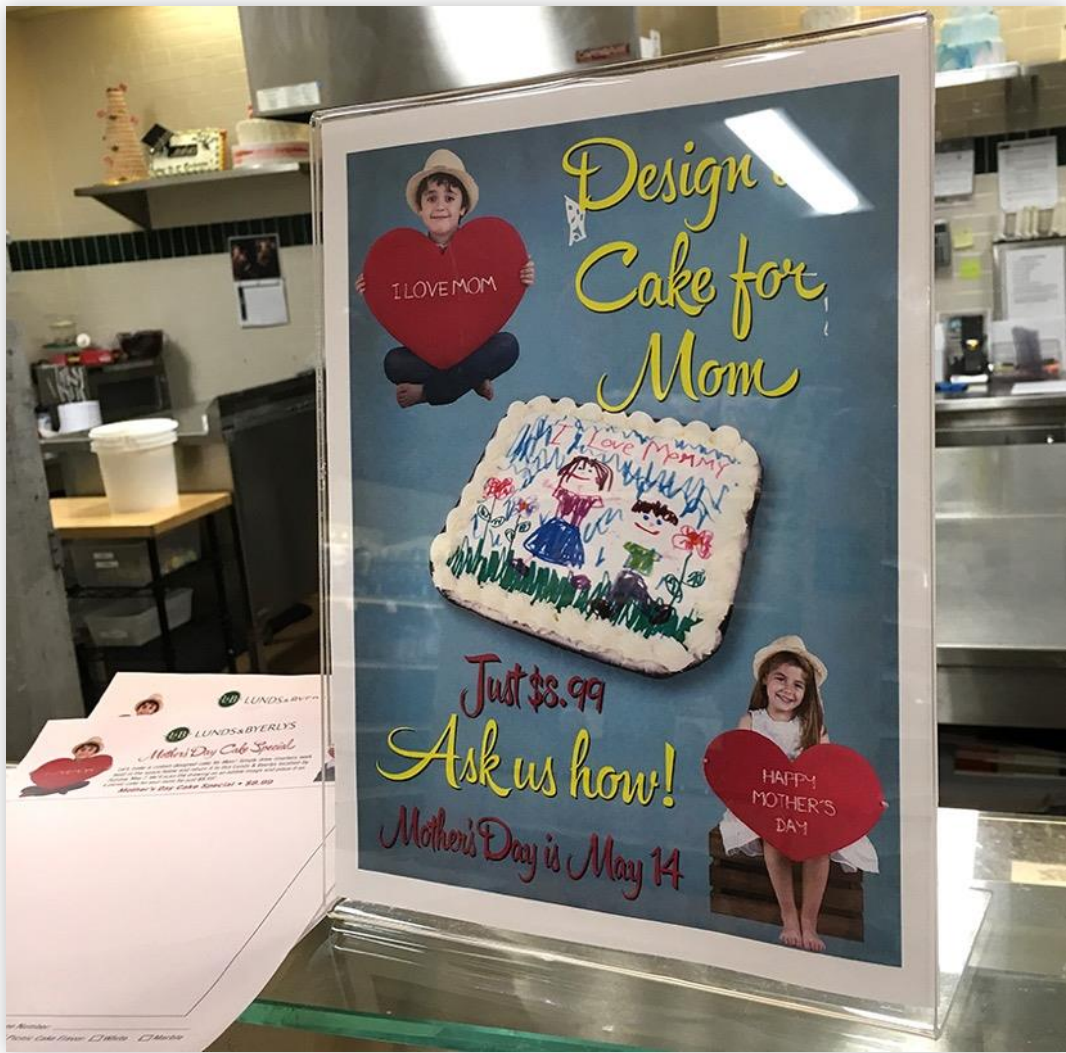
Papersource



Papersource



Target



Lunds



Barnes & Noble

Just for You

It Was Always About You, Anyway



Selfridges



John Lewis



Target



Paper Source

Just For You

Adding a Personal Touch



Marks & Spencer



CVS



Avoca



Tesco



Marks & Spencer



Asda



Flying Tiger



Hobbycraft

Making It Personal

Halloween, Just The Way You Like It



Tesco



Selfridges



Poundland

Notice-Me Packaging



CVS

Ingenious Packaging



Marks & Spencer



Galleria Kaufhof

Packaging Didn't Have to be Complicated to Make a Statement



M & M World

Ingenious Packaging

Packaging Didn't Have to be Complicated to Make a Statement



Hotel Chocolate



Family Dollar

Ingenious Packaging

Packaging Didn't Have to be
Complicated to Make a Statement



Dylan's Candy Bar



Lidl



John Lewis



Bath & Body Works



Myer



Macy's



Dylan's



Modern Messaging

Modern Messaging

Signs That Say It All



Selfridges



Brown Thomas

Modern Messaging

Signs That Say It All



Body Shop



Typo

Modern Messaging

Signs That Say It All



Ugg



Macys

Modern Messaging

Signs That Say It All



Myer



Selfridges



Marks & Spencer

Modern Messaging

It's All About The Delivery



Typo



Clinton Cards



Typo

Modern Messaging

Signs That Say It All



HEB



Hotel Chocolat



Fortnum & Mason



Rite Aid



Home Depot



John Lewis



Flying Tiger



Pottery Barn Kids

Modern Messaging

These Words Say It All



Altar'd State



Coach



De Berk



Nordstrom



Eataly



Nordstrom



Primark



Visual Display Makes a Difference



Primark



Escape Boutique

Wicked Windows

So Effective They Draw You Into The Store



Fortnum & Mason



Pottery Barn Kids



Halloween Shop
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Kiehl's



Hotel Chocolat



Frank Lloyd Wright



John Lewis



Airport Retail



Chicago Sports - Midway Airport



Celebrate Life - Nashville Airport



Marshall Rousso - Las Vegas Airport

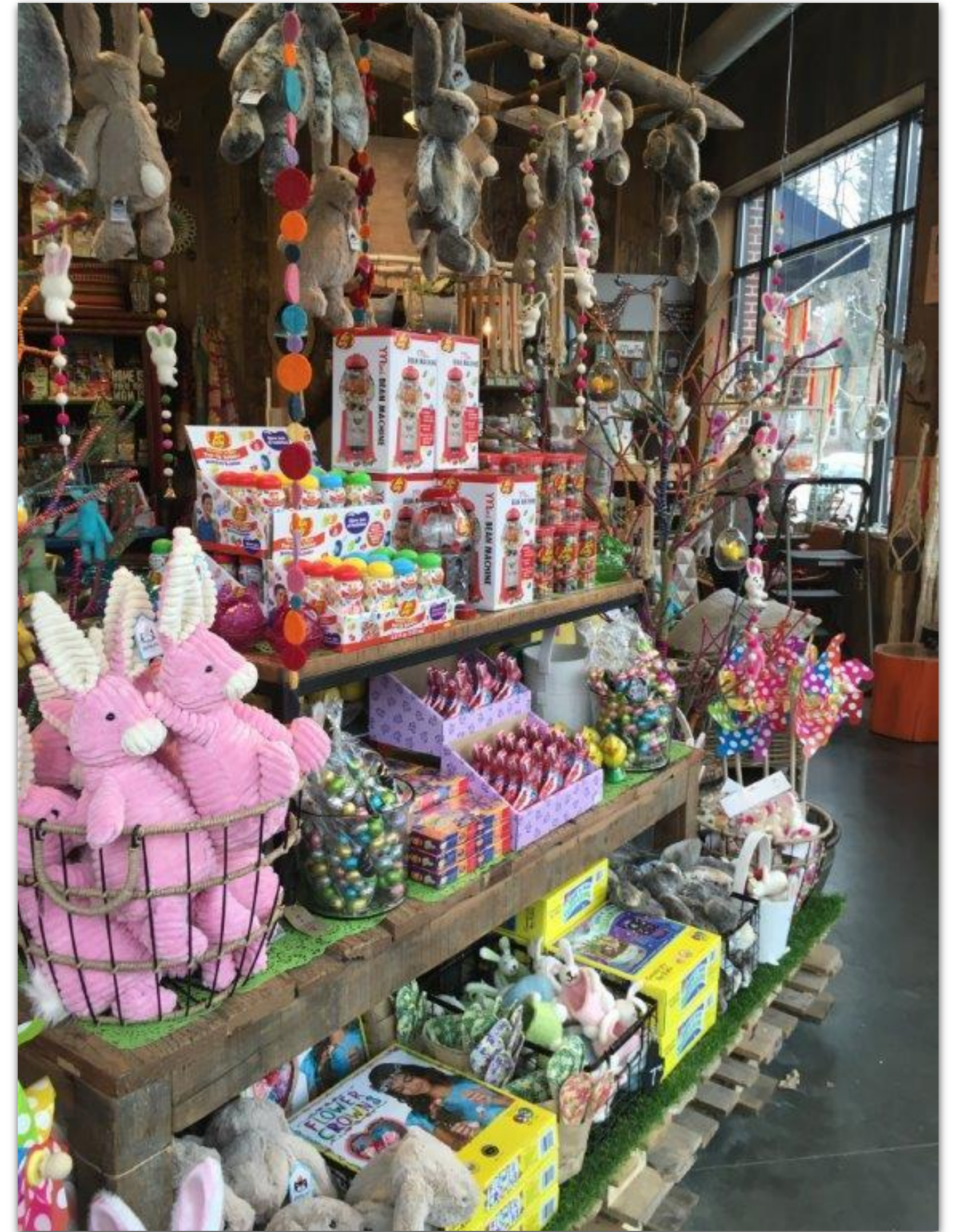
Lessons Learned



Selfridges



Lakeland



Patina

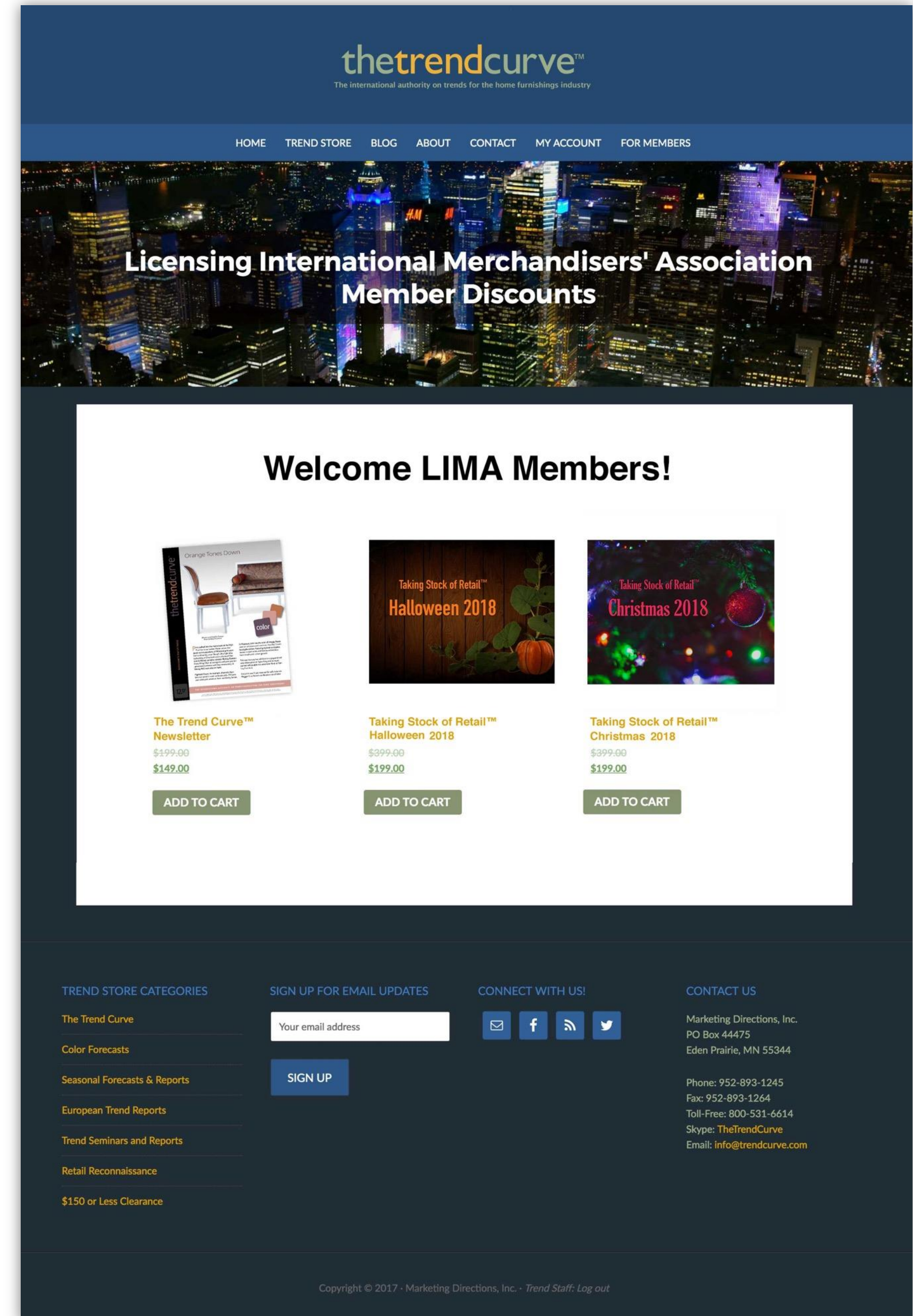
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