

R E T A I L

BOOST

Welcome to Retail United's third newsletter with inspiration, trends and relevant topics within retail.

THE **INSTA** **FRIENDLY** STORE

- How to Do It? → Focus on the Experience, Not the Products
- Avoid Clutter → Make your Brand Visible
- Stores who Made it Happen

INSPIRATION

- Gender-neutral fashion
- Political retail
- Fendi pop-up at Selfridges

RETAIL UPDATE

- Award-winning design

NEWS AT RETAIL UNITED

- A New Guinness World Record
- We're Growing – with 70 more People
- A Movie about a Sustainable Journey

INSPIRATION

GENDER-NEUTRAL FASHION

The Phluid Project's Manhattan store is a 300 square metre "experimental platform", according to owner Rob Smith. Mainly designed in white, it offers an array of different clothing brands, presented by custom ordered gender-neutral mannequins. [Check it out here!](#)



POLITICAL RETAIL

The founders claim to have found the recipe for the future of retail. Their store offers unique products, experiences and design, with an overall focus on feminism.

[Check out](#) the girls hectic last hours before opening their New York flagship store on Union square, and of course the final result.



FENDI POP-UP AT SELFRIDGES

Fendis London pop-up Includes ice cream, a calligraphy artist to sign your gifts as well as daily balloon drops, all situated in a purpose built Italian piazza in the middle of Selfridges.

[Check it out here!](#)



RETAIL UPDATE

AWARD-WINNING DESIGN

B8ta, Santa Monica

Technology retailer B8ta in Santa Monica, CA has won the Store of the year award at the [Shop! Awards](#). The retailer provides an array of consumer electronics, many of which has never before been featured in a physical store. They earned the honors on account of their cutting edge experience based layout and welcoming design.



iKOU, Sydney

In the Retail Design institutes yearly [Store of the year award](#), Sydney, Australia skin care retailer iKOU won first price among 115 competing entries. One judge stated the reasons for iKOU's win by calling the store a "quintessential example of excellence in design at the intersection of the dominant trends in retail today", further adding how local materials, live plants and crisp modernism combined with technology that supports rather than dominates and on-point lighting design all adds up to a place that "both surprises and delights".



THE INSTA FRIENDLY STORE

If you haven't been living under a rock for the past few years, you probably know what Instagram is. You probably have an account of your own, and you probably follow friends as well as inspirational strangers and companies you like. With the [June 2018 update](#), you can even buy products directly from a post.

There are currently more than 8 million different businesses active on Instagram. However – a company's Instagram success isn't limited to their own brand page and self-promotion. Any brand is more powerful with a strong network of advocates – the customers sharing private posts boasting their retailer of choice. This, of course, makes it important for retailers to create physical stores tempting for customers to photograph and share online.

If you need some more convincing making an effort to achieve an insta-friendly store is a good advice, here's [a few Insta stats...](#)



**800
million**
monthly active
users

**120
million**
Instagram users visits
a website, get
directions, calls a
business, emails or
direct messages
a business every
month.

4.5%
higher is the Conversion
Rate for User-Generated
Content compared to
company ads

65%
of Top-Performing
Instagram Posts
Feature Products

SO, HOW TO DO IT?

Firstly and most importantly; make sure your brand identity is evident through the entire store design. When the brand's personality is evident to customers, the shopping experience will be enhanced and so will the urge to share it with others.

FOCUS PRIMARILY ON THE EXPERIENCE, NOT THE PRODUCTS

In-store experiences, in-store experiences, in-store experiences... We may be tired of hearing about this trend, however, millennials still want more than just a bunch of product displays. They want to be inspired, be able to explore and get an experience worth sharing on Instagram rather than just a product.



THE INSTA FRIENDLY STORE

AVOID CLUTTER

Nobody likes clutter, at least not in the perfect, stylish Instagram post. Try to be creative in displaying the products as if they were pieces of art, instead of trying to fit as much as possible into a confined space. In reality, of course not every retailer has the luxury to create the perfect minimalistic style - there are products that need to be fitted into a certain amount of store space. However, it can be worth trying to create at least one or a few decluttered spaces.

MAKE YOUR BRAND VISIBLE

When you have created a store worthy of sharing on social media, make sure your brand is evident in the pictures. But when it comes to this - less is more. You want it to be evident which store is on display, however customers don't want to upload a picture of just your logo. If the brand's identity is evident throughout the store, this will also be evident in the posts. And why not create an inspirational hashtag?

➔ *Create a wall* **made to be photographed**

➔ **Mix it up with** *inspiring art*

➔ **Go for** *unique light fixtures*

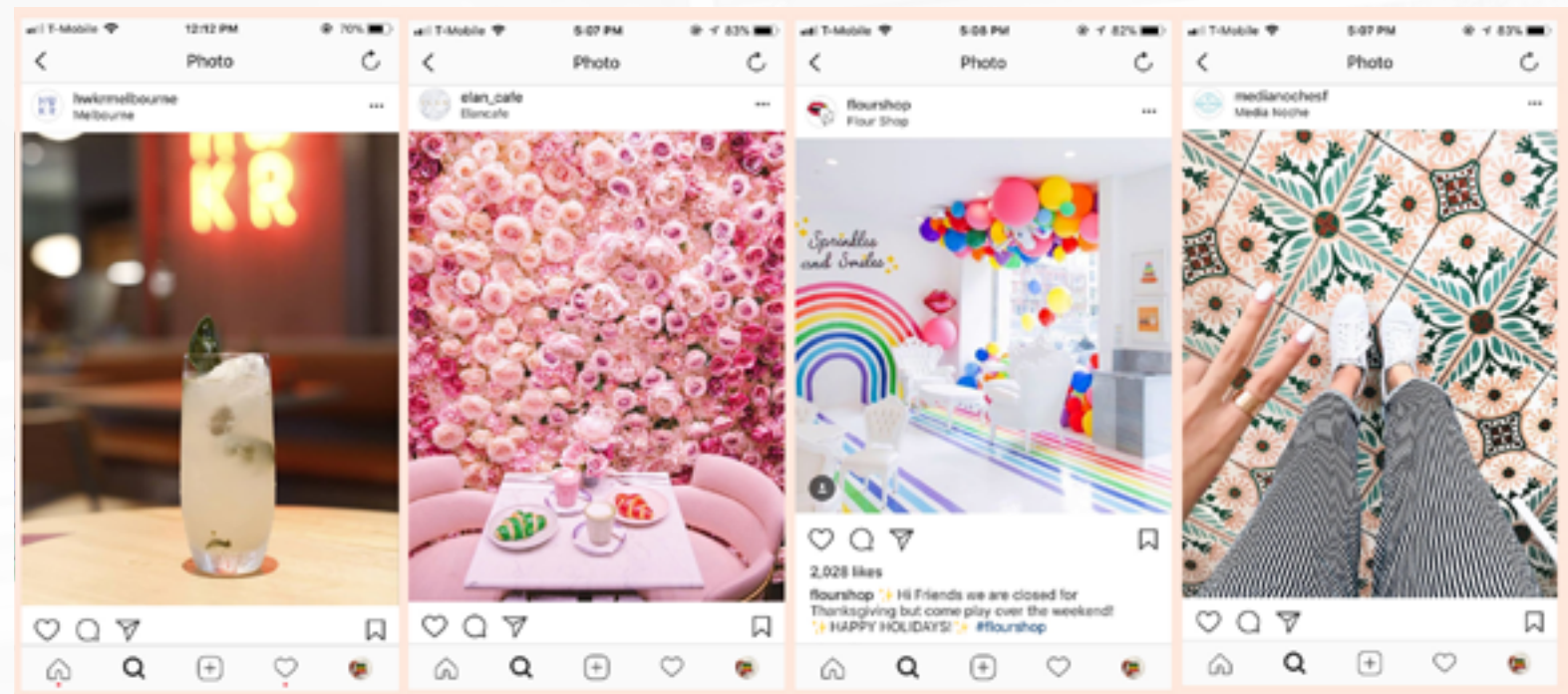
➔ **Choose** *distinctive furniture*

➔ **Don't underestimate a** *beautiful floor*

➔ **Go for** *word art*

➔ *Suggest customers post* **to social media**

➔ **Be inspired by others**



THE INSTA FRIENDLY STORE

STORES WHO MADE IT HAPPEN

Ashley Longshore

The Bergdorf Goodman department store in New York has transformed what was for a long time a plain and regular cafe, into an insta-friendly art exhibition. The cafe got its' makeover from artist [Ashley Longshore](#), and can be viewed under the hashtag #PaletteAtBG.



Supermoon Bakehouse

Supermoon bakehouse has got a lot of attention since its' opening last year, not only for their baked goods, but also for their clean cut, no clutter, insta-friendly design. Aron Tzimas, designer and co-owner, admits he would be lying if he said he didn't have Instagram in mind when designing the bakery, according to [JWT Intelligence](#).



Read more about how to become an Insta(nt) success [here!](#)



NEWS FROM RETAIL UNITED

We are a communication agency that offers everything from analysis and strategy to advertising and instore activation. With our talented strategists, designers, project managers and sales staff across the Nordic region, we get your product into the store and then out of the store.

On our list of clients, you'll find the brands Sony Mobile, Sibylla, Zeta, Danonino, Sony Electronics, Philadelphia, PlayStation, Lambi, Serla, Alcro, Beckers, Runö Fastigheter and Orkla Care.

A NEW GUINNESS WORLD RECORD

As part of the launch of the Spider-Man game for our client Playstation at ComicCon in Stockholm on September 16th, Retail United contributed to the setting of a new Guinness World Record in most people – 547! – dressed as Spider-Man in the same place. This record attempt, in collaboration with Sony Interactive Entertainment and Marvel Entertainment, is a super-exciting first for us and – we hope – one of many more record-breaking achievements to come!

Read more about it on [the web](#).





WE'RE GROWING – WITH 70 MORE PEOPLE

Our activation department is expanding quickly into the Nordics and Baltics. To meet the demand from clients like Nespresso, Playstation, Orkla and SONY, we have recruited 70 sales associates throughout the region to add to our existing team of 150, providing them with the necessary training and placing them in the right store, based on its traffic patterns and client profile. We also have a growing team of controllers and data analysts to advise our clients.

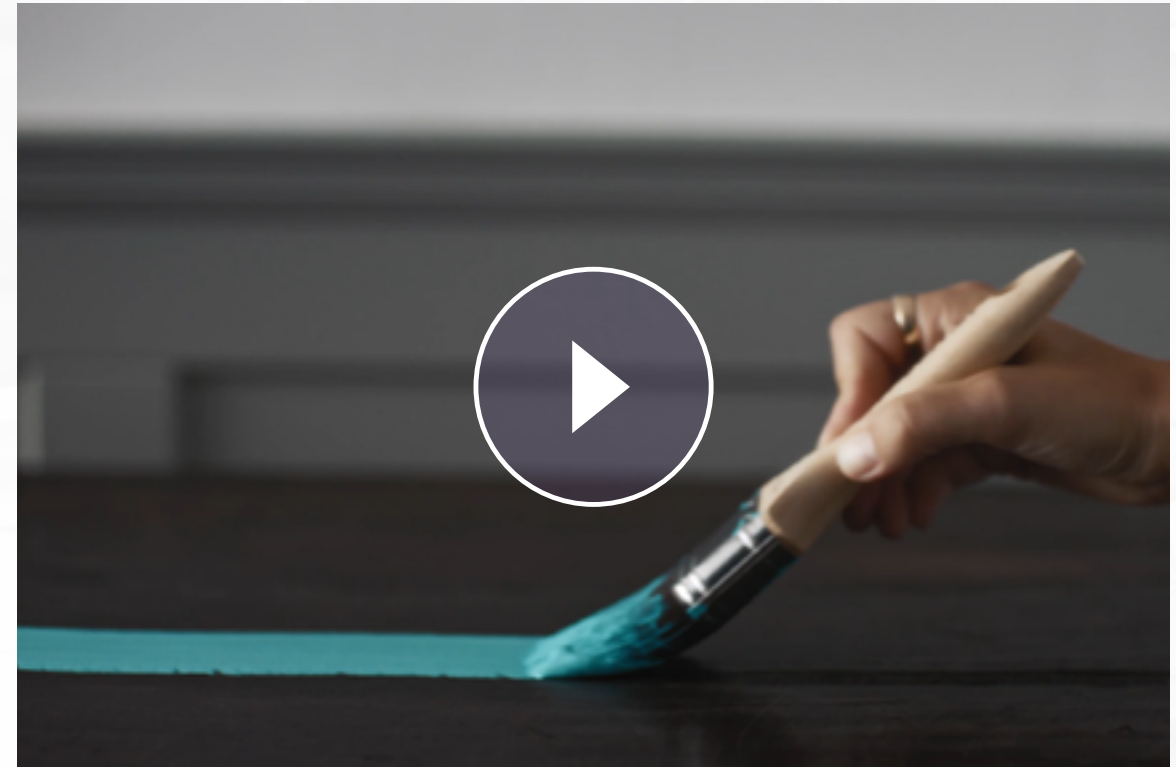
You'll find the [pressrelease](#) here.



Hjalmar Olofsson, Nordic Project Manager Sony Mobile and Gabrielle Lind-Val, Project Manager Nespresso together with Andreas Broman, CEO and Client Director at Retail United.

A MOVIE ABOUT A SUSTAINABLE JOURNEY

The color industry is one of many posed with huge challenges to ensure a sustainable future for themselves, for the planet and its inhabitants. This autumn our client presented their new environmentally friendly, partially plant based wall color called A1, or as they like to call it "an indoor color for a better outdoor world". In connection to this, we helped them chronicle their "Sustainability journey", a process that has been ongoing since as far back as the 1950's.



If you want more inspiration and get more knowledge within retail, check out our [website](#), where you can find other exciting reading. Otherwise stay tuned for our next Retail Boost.

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