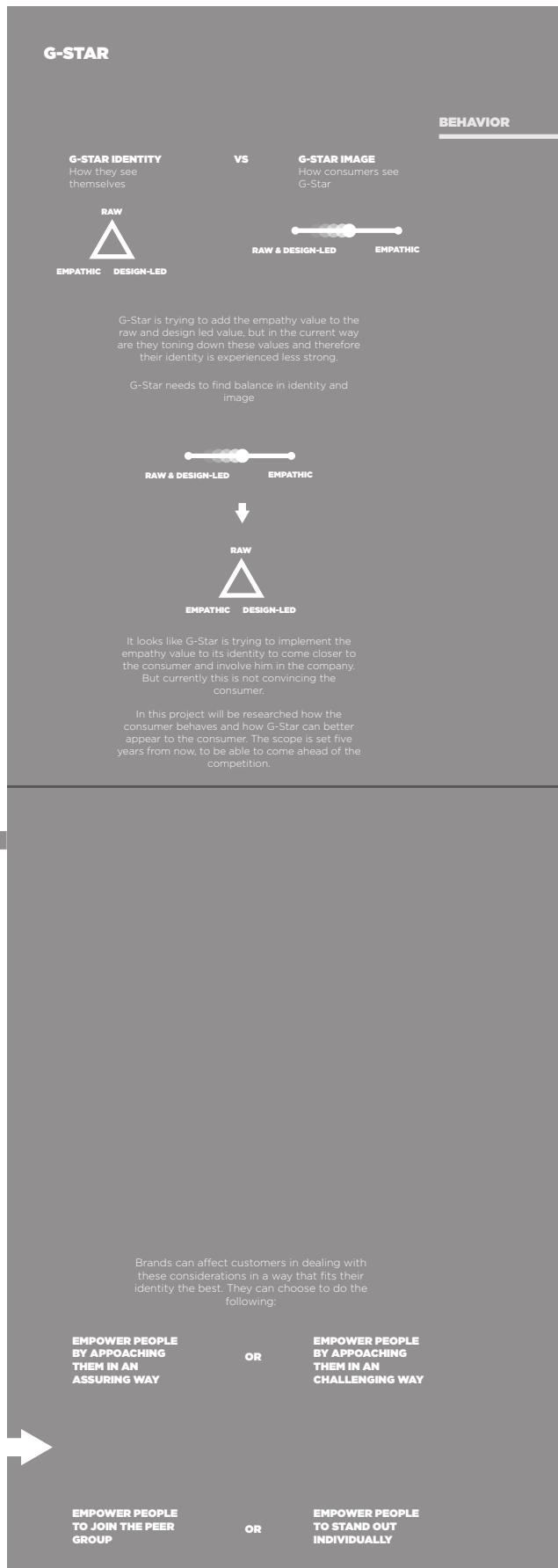
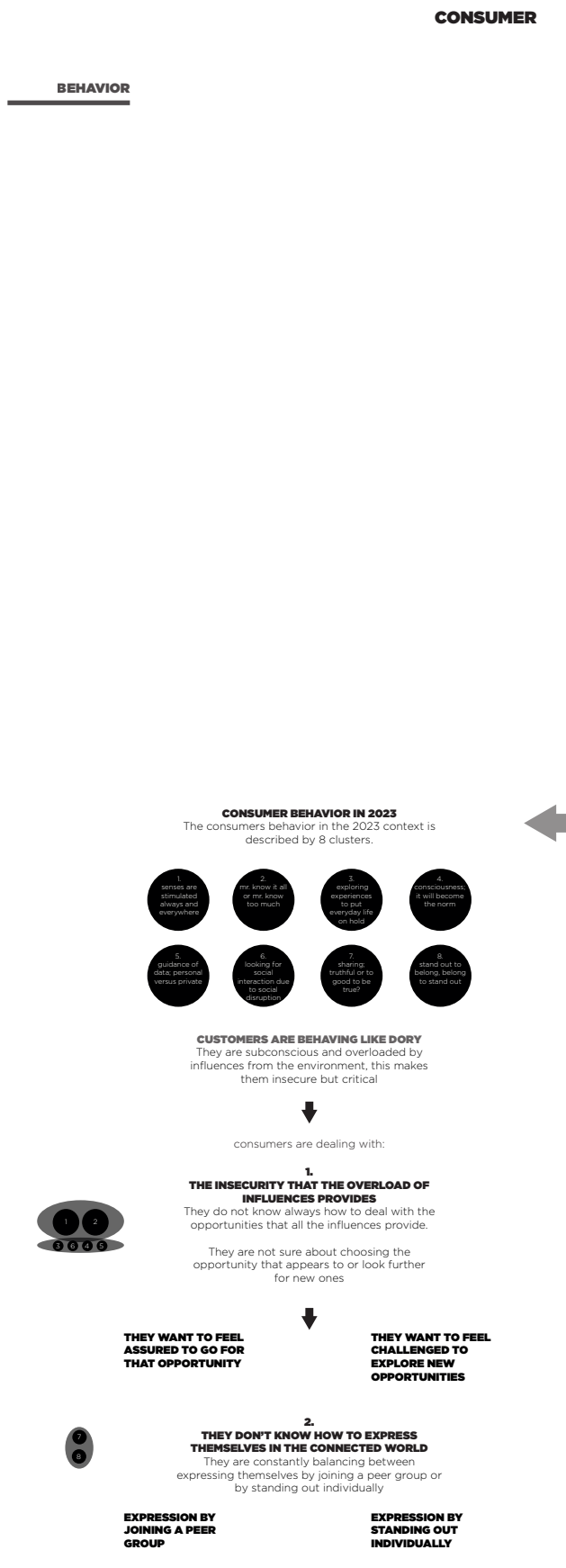


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APPENDIX A /PROJECT OVERVIEW



So which strategy would fit best to G-Star?

G-STAR SHOULD ASSURE PEOPLE
They need to say: "Stop, we are the innovative denim brand."

G-STAR SHOULD EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY
They want people to become game-changers, therefore people have to stand out and express their uniqueness

This will make the following statement:



I WANT G-STAR TO EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY AND EXPRESS THEIR IDENTITY BY APPROACHING THEM IN AN ASSURING WAY

EXPERIENCE

EXPERIENCE

BUT HOW DOES THIS WORK?

PHASES THAT THE CONSUMER IS GOING THROUGH

1. Subsonscious wandering around
2. Identification
3. Molding identity
4. Expression of individual identity

ASSURING INTERACTION OF G-STAR

BUT HOW DOES THIS FEEL?

THE INTERACTION WITH G-STAR SHOULD FEEL LIKE GETTING WELL-MEANT ADVICE FROM THE BIG GUY IN THE GYM

clarifying
fascinating
evaluating
unconstrained

HOW SHOULD G-STAR THEREFORE APPEAR TO THE CONSUMER?

UNPRETENTIOUS

modest
natural
honest
genuine
respectful
supportive
straightforward

BOLD

unique
confident
brave
rebellious
expertized
innovative
seductive

THIS ASSURES THE CONSUMER TO MOLD IDENTITY AND EXPRESS IT



RAW



EMPATHIC DESIGN-LED



- seductively mature
- ambiguously creative
- rebellious utility
- essentially tough

PLATFORM

PLATFORM

CRITICAL CONSUMER
Consumers expect more of brands. They are critical and expect brands to be there when they want them to be there.

TECHNOLOGICAL DEVELOPMENTS
Due to technological developments are brands able to offer more and an more flexible consumer touchpoints



I BELIEVE THAT BRANDS BECOME HOLISTIC PLATFORMS OF CONNECTED TOUCHPOINTS TO SERVE THE CONSUMER IN THEIR NEEDS

G-STAR BECOMES A HOLISTIC PLATFORM
This means that the phases that consumer goes through take place over multiple touchpoints of a brand that are seamlessly connected and integrated in their lifestyles.

HOW TO SERVE THE CONSUMER THE BEST IN EVERY PHASE OF THEIR ARE GOING THROUGH?

CONSUMER PHASES	WHAT CONSUMERS NEED	WHAT G-STAR SHOULD OFFER	G-STAR TOUCHPOINTS
identification encounter the brand and its identity expressions understanding of the brand and its identity expressions	something encounter the brand and its identity expressions in the physical area of identification something encounter the brand and its identity expressions in the online area of identification	offering situations to encounter the brand and its expressions offering situations to understand the brand and its expressions	encountering social media, messenger apps, marketplaces, physical touchpoints understanding physical touchpoints, website
molding identity reflection of the brand's identity expressions to own identity selection of the brand's identity expressions collection of the brand's identity expressions	physical service to get human advice which is real and personal and to get the best product experience to mold identity online service to be able to mold identity on demand digital and physical collection of brand identity expressions	offering situations of reflection of the brand's identity expressions to own identity offering situations of selection of the brand's identity expressions offering situations of collection of the brand's identity expressions	reflection/selection website/app, physical servicepoints collection marketplaces, physical servicepoints
expressing identity expression of molded identity	physical meeting opportunities to express identity online meeting opportunities to express identity	offering situations of expression of molded identity	expression social media, website/app, physical meetingpoints

DESIGN

DESIGN

PHYSICAL IDENTITY ENVIRONMENTS
physical touchpoint
physical servicepoint
Physical meetingpoint
+
online

DISCUSSION: LOCATION

GENERAL BRAND BEHAVIOR

LEARN TO EXPRESS OWN IDENTITY

DISCUSSION

DISCUSSION

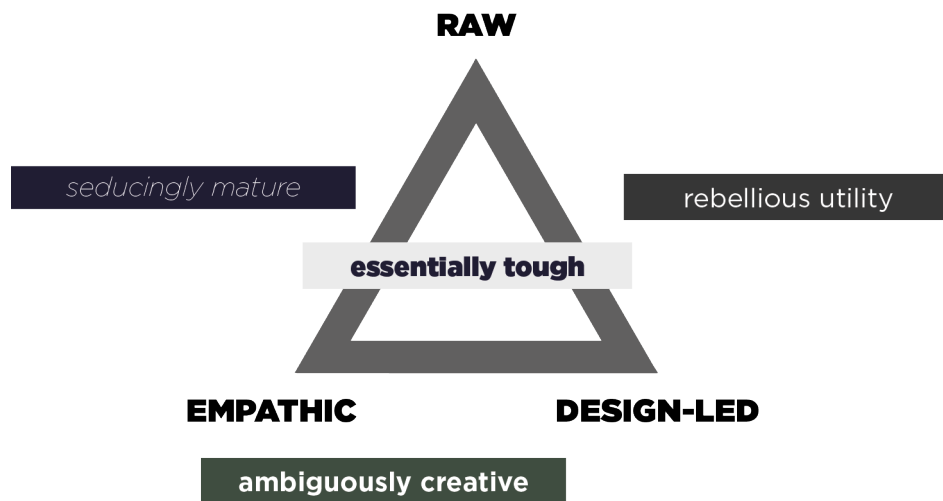
EVALUATION

EVALUATION

APPENDIX B ATTITUDE DESCRIPTIONS AND CHARACTERISTICS

4 attitudes

The identity areas that will be created are divided over four categories. These categories will overlap and touch all brand values but they offer customers all a slightly different experience to relate to. Below has been visualized how they differ from each other.



characteristics

SEDUCINGLY MATURE

Describing words: sophisticated, refined, calm, studied, considerate, sober, seductive

Style characteristics: dark, slim, fitted, raw, plain

Environmental characteristics: Work, classy, sober, dark, clean, tight

Other brands: Clarks Originals

AMBIGUOUSLY CREATIVE

Describing words: studied, artistic, hipster, alternative, creative, mysterious, free, craft.

Environmental characteristics: atelier, structured chaos, working space.

Style characteristics: loose, skinny, pattern, leather, wool, accessories.

Other brands: Pig&Hen

REBELLIOUS UTILITY

Describing words: urban, army, sporty, functional, disregarded

Style characteristics: 3D, loose, skinny, oversize, functional innovative, restored, flexible.

Environmental characteristics: Urban, industrial.

Other brands: ByBorre, Carhartt

ESSENTIALLY TOUGH

Describing words: essential, denim, tough, straightforward, archetype

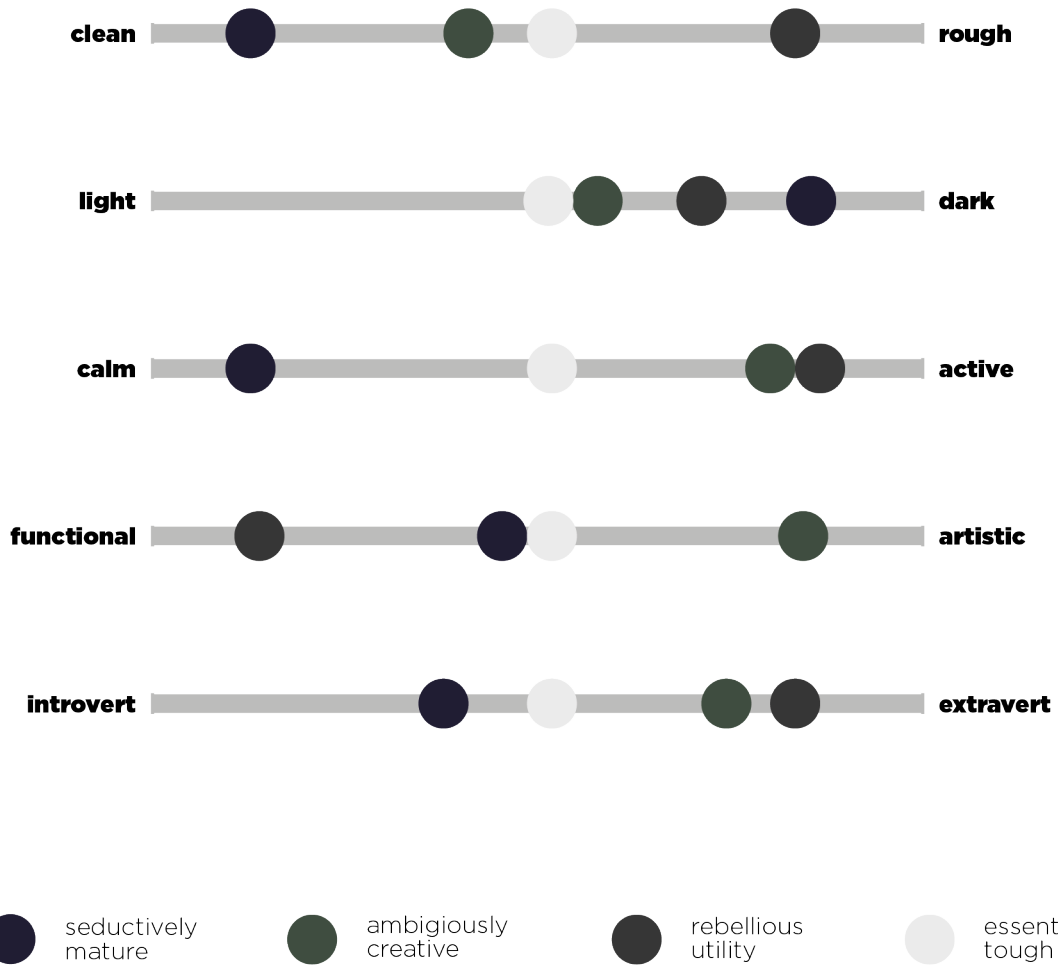
Style characteristics: straight, no stretch, classic, recognizable, denim on denim.

Environmental characteristics: Sober, clean, light, concrete.

Other brands: Filling Pieces

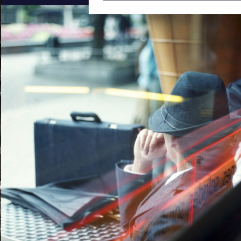
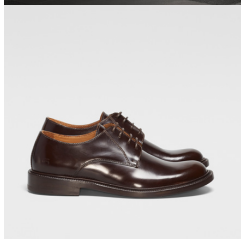
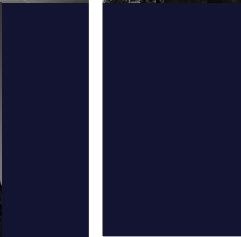
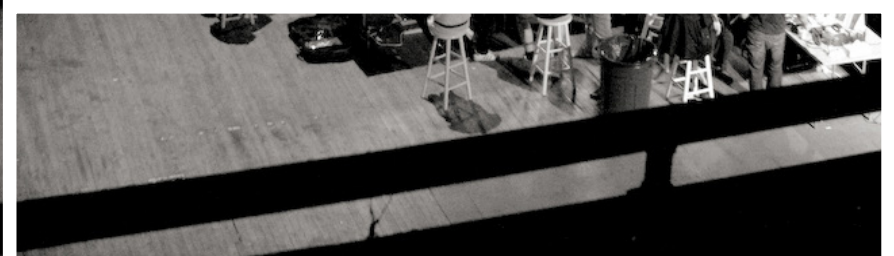
characteristic scales

The identity areas that will be created are divided over four categories. These categories will overlap and touch all brand values but they offer customers all a slightly different experience to relate to. Below has been visualized how they differ from each other.





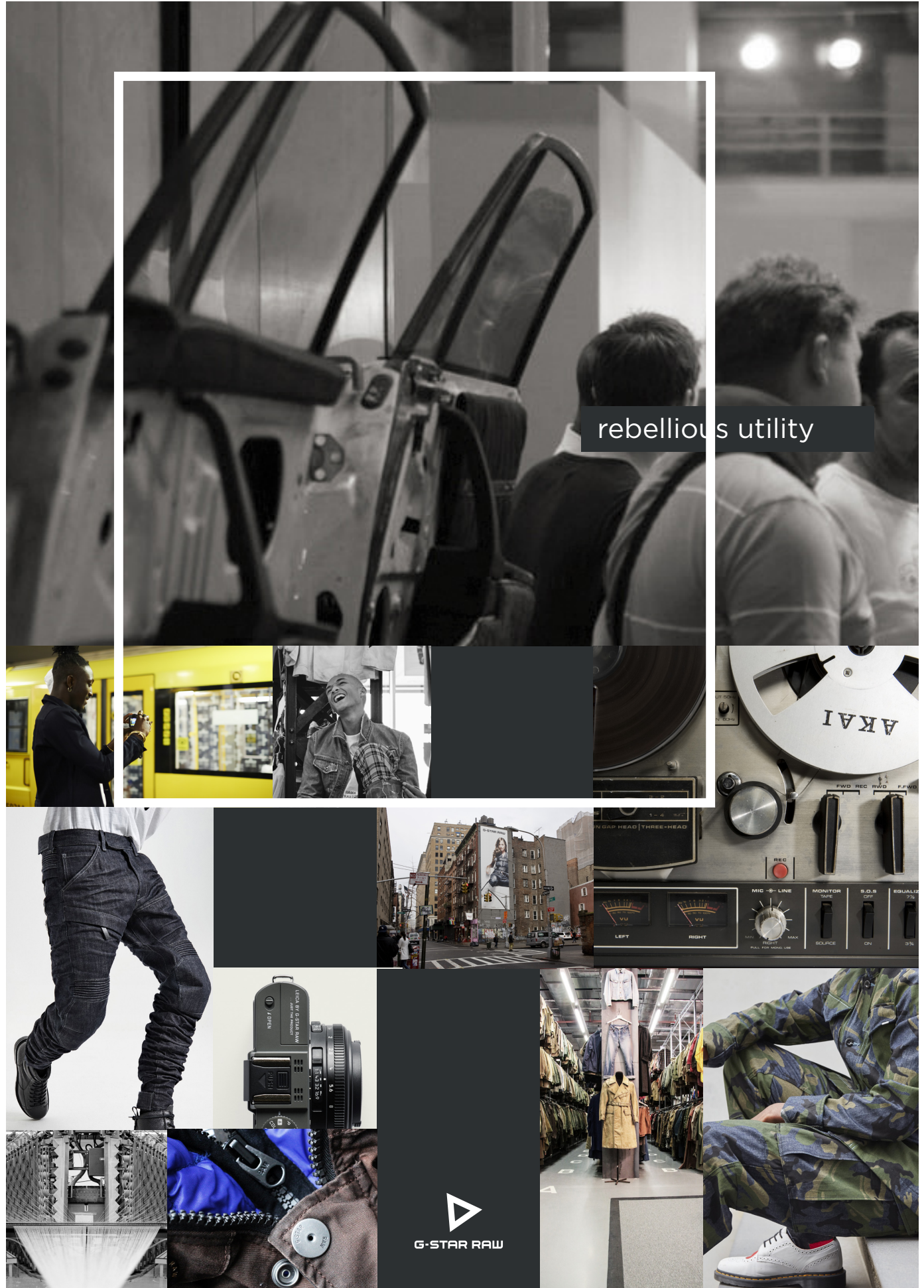
seductively mature





ambigiously creative

G-STAR RAW

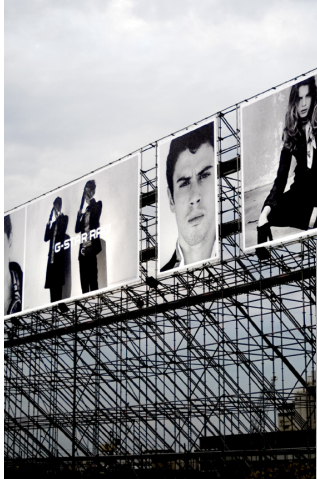


rebellious utility

G-STAR RAW



ESSENTIALLY TOUGH



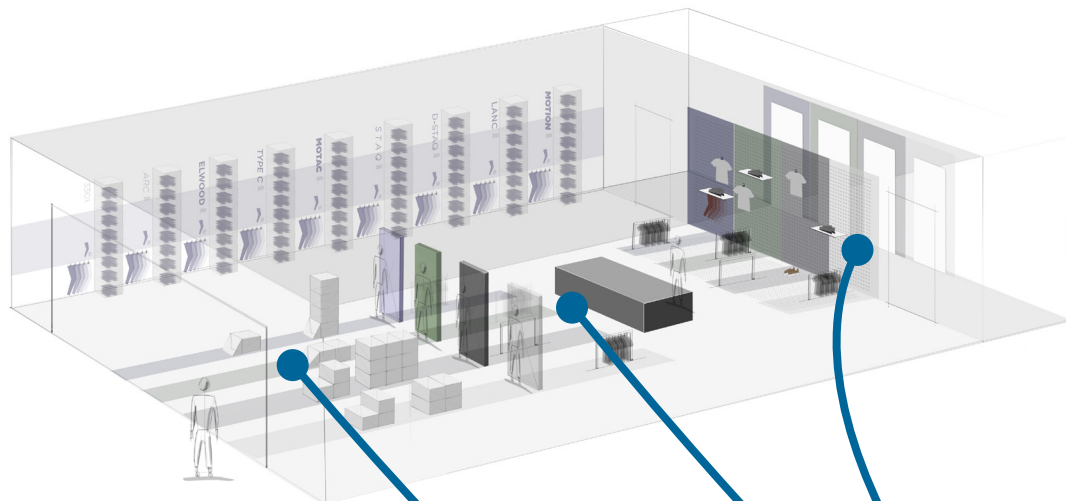
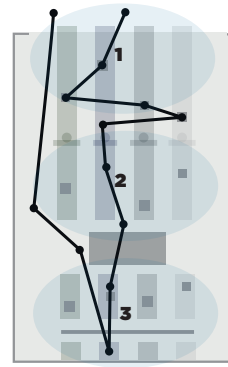

G-STAR RAW



APPENDIX C /EXPLORATION DIRECTIONS

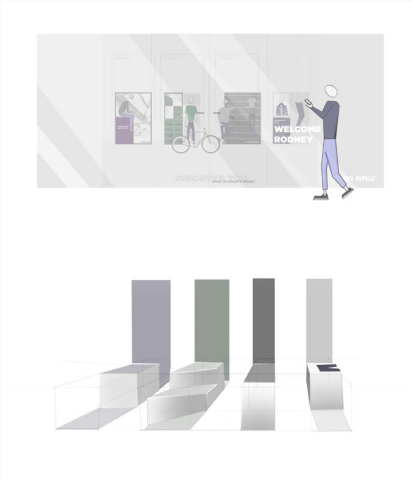
exploration direction 1: creating identity along attitudes

This concept is based on consumer identification with the attitudes. The interaction with the brand starts from outside the environment. The entrance area is functioning as a 'walk in window'.



identification

Get inspired by the clothes and art objects of the four attitudes in the G-Star atmosphere



The facade of all concepts are open and as transparent as possible, to make the barrier between the other brand touchpoint as low as possible and to make sure that customers are able to identify with what's inside the store. In this store is the identification mainly based on the four attitudes and the items that are related to them.



The entrance area is designed to be very flexible so that they can be relevant everytime someone comes in. In essence the area contains of four attitudes that tell their own story. These attitudes can be considered as subtle brands inside the brand and the communication about them needs to be consistent and coming back repeatedly in the different touchpoints of the brand. Displaying the appearance around the attitudes can be done by screens or by static printed presentation material. By using AR on the phone or via RFID in the products, the attitudes are able to come alive and to find extra information online. This information is built up from inspirational brand content to more specific information. The attitudes should be adapted to every location because you have to approach a different audience.

create individual identity

Browse through collections of the attitudes and reflect on own identity and select identity expressions

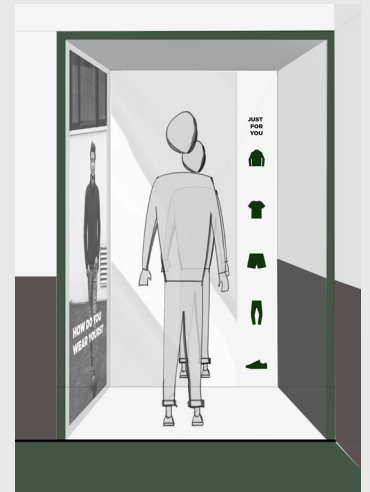


The collection that is displayed in the second area is directly linked to the one in the front. It is recognizable by the context that is displayed around the collection that is hanging there. It is a place that is directly connected to the fitting rooms. This area is more quiet and atmospheric. It is more about the product and service.

On the back of the attitudes people are able to get more information, context and inspiration of the attitudes and the related products via touch screens.

enabling expression of individual identity

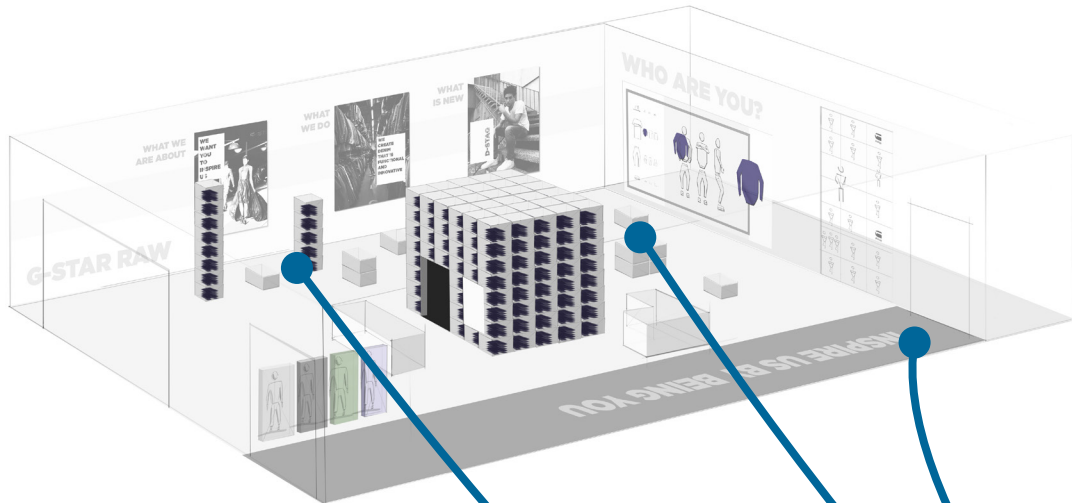
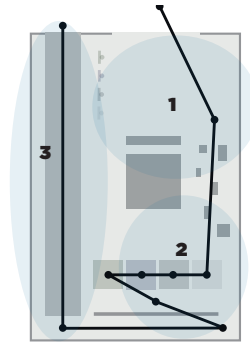
Fitting room adapts to you and helps feel assured to express themselves



The fitting room will change to the personalized color that has been created by the selection of products.

exploration direction 2: identification around denim/service core

By approaching this environment, the consumer is identifying with the impact of the denim area, the brand exposition, attitudes, and the activity of the staff.



identification

G-Star storytelling, denim, attitudes and store staff appearance

To show people what G-Star is about, the entrance area will be used to explain what G-Star does, produces and what values they have. This can also include new stuff and by adding it to the storywall it immediately becomes clear what it is about and how it fits to the brand. By telling the story behind the brand, people can get assured by the qualities of it and evaluate if it fits to their identity.



create individual identity

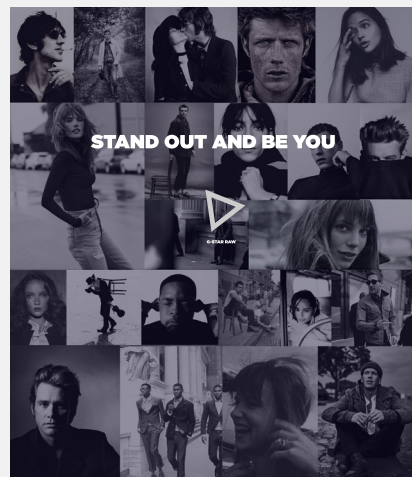
Browse through collection on screen, divided by attitude and reflect on own identity in identity corridor

Just behind the storytelling wall an identity area is made where the consumer is further inspired able to create his own identity. It has online components like an instagram wall, static presentation tactile experiences and digital interactive screens, to give the consumer the ultimate freedom to be inspired and to choose what he likes.

The denim heart is contains service hubs on the other sides of the block, to able staff to given them full service on every side.



identity corridor to become assured to express yourself



enabling expression of individual identity

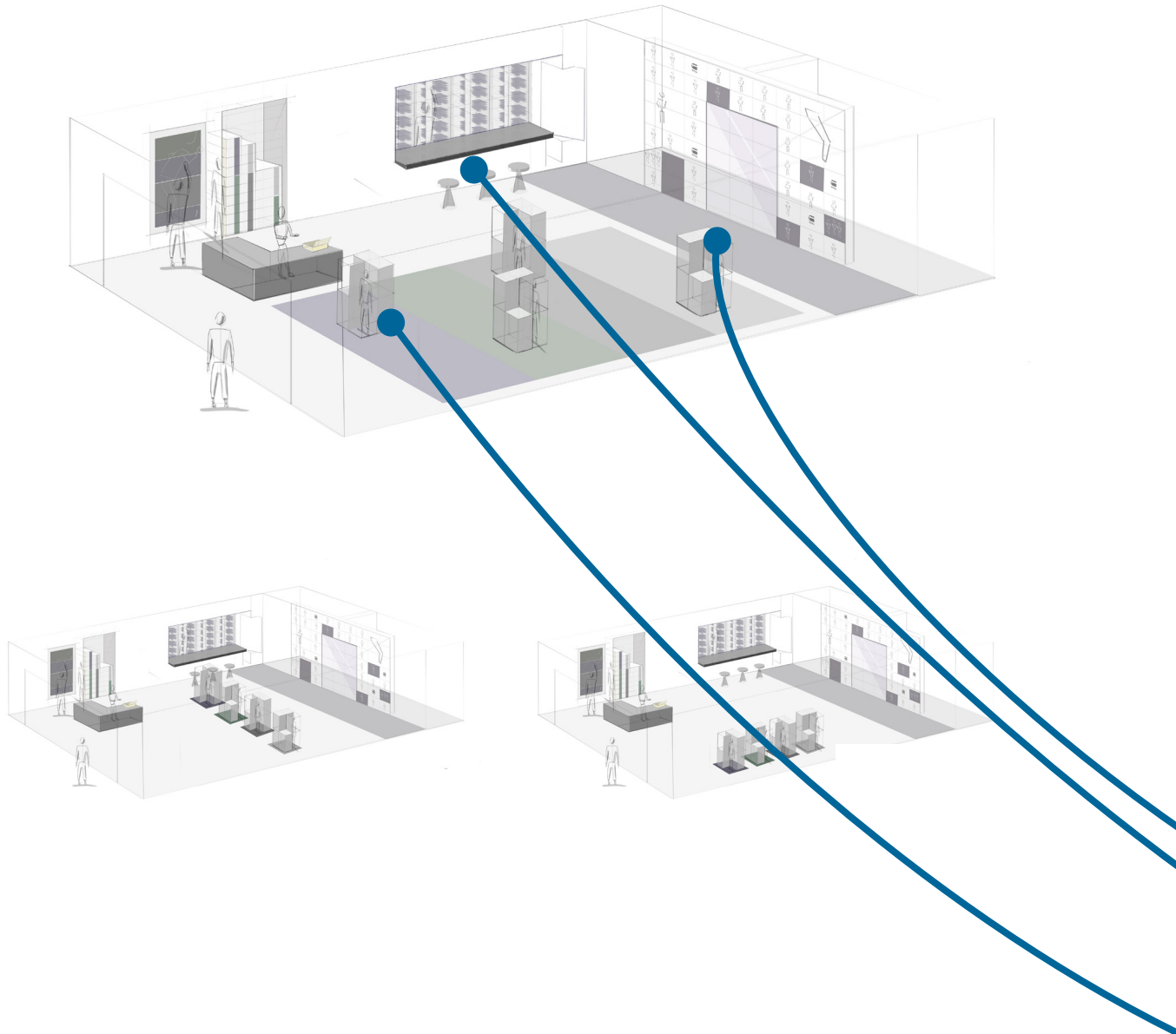
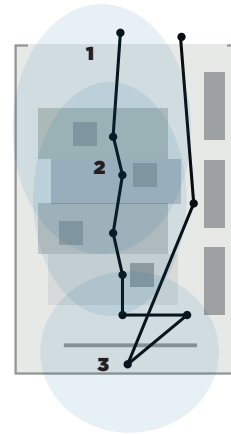
by G-Star catwalk

Step into the light and see yourself in context, show yourself and get advice.



exploration direction 3: flexible attitude areas and store activity

This concept is based on making the store activities as transparent as possible and identification with that and the attitude areas/islands that the customer can wander through.



identification

With G-Star store staff appearance and activity and attitudes

Service bar

At the service bar are people busy with the click&collect orders, which will expand a lot the coming years. At this bar are people also able to easily ask questions from the street, but also let them adjust their jeans or to get explanation about all the different styles. The boxes of the click&collect are well displayed on the wall. These boxes are clearly displaying the products that they contain. The boxes can also be used as containers to store the products at home and by that consumer can collect and compose its own G-Star identity over time.

Online browsing

Next to the service bar a large screen is located on which the consumer can browse through the collection. By looking for products the consumer is able to save the products and create its own style with it. The screen is large and interactive to make it easy to handle and activity is visible from the street.

Open stockroom

The stockroom is open and visible from the street. The store staff works in shifts in this stockroom and to give the staff on the floor the products that they need for direct or online sales. This transforms the store in to a storage hub that is not only selling products at that location but also makes fast delivery and easy collecting possible for people that live in a (relatively) short range around the store.

Open entrance area

The entrance area of this concept is very large. This makes the area very flexible and perfect for organizing events, pop-ups and promotion of campaigns. Besides that, it gives customers a clear overview and are they able to see the 'real life theater play' that is occurring right in front of them.

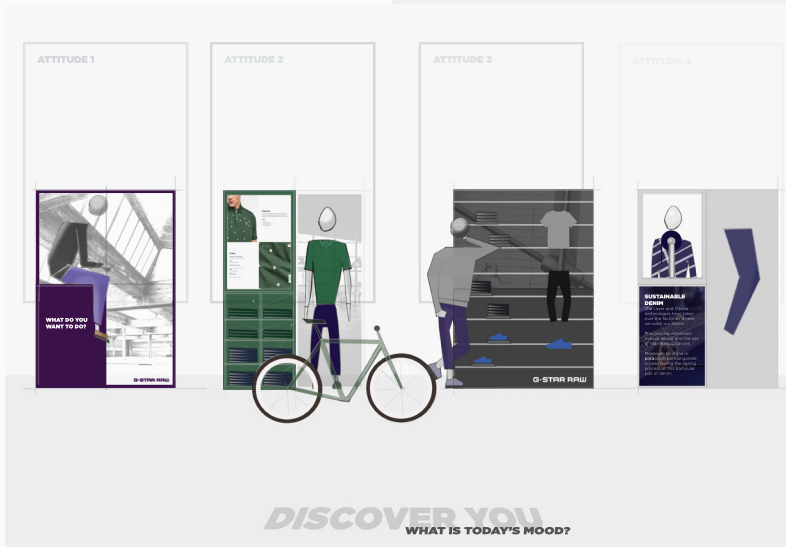
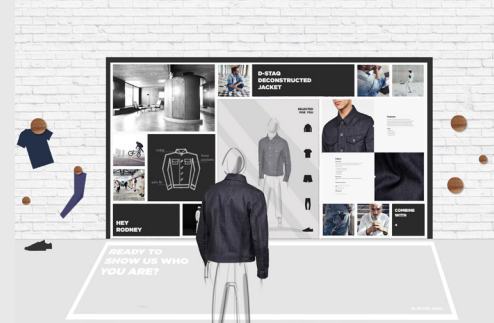
create individual identity

Browse through attitudes and collection with the staff and the screen, and reflect on own identity

enabling expression of individual identity

by using G-Star interactive wall

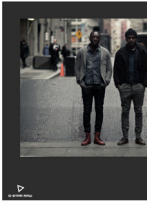
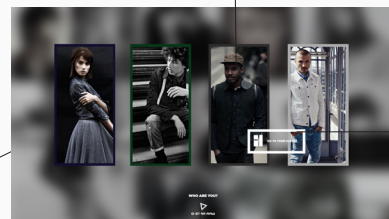
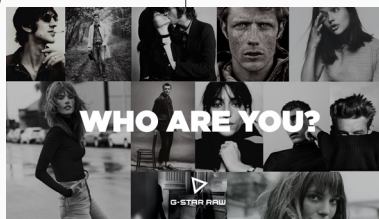
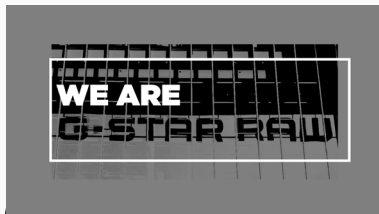
Fit in front of interactive wall and express yourself.

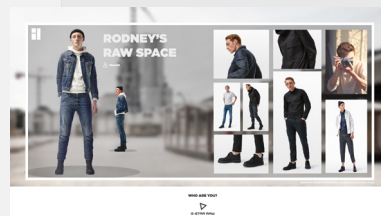
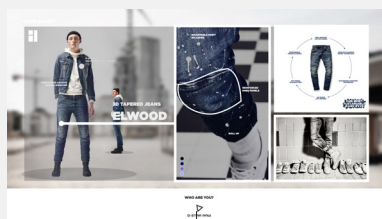
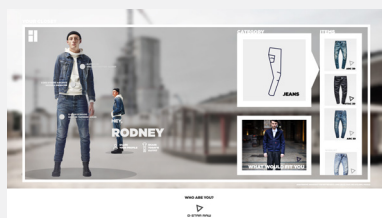
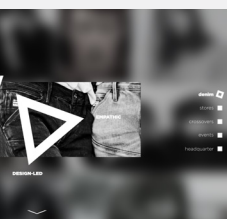
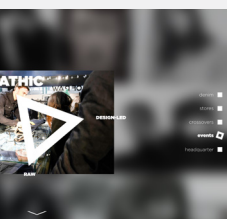
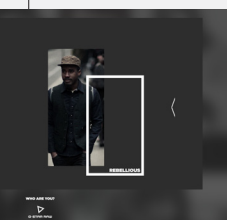
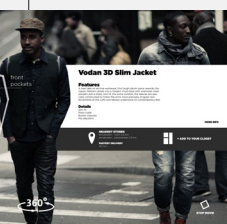
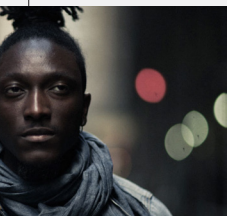
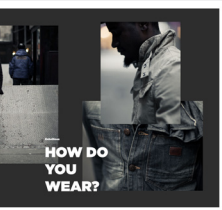


APPENDIX D /WEBSITE FLOW

website flow

The website is an addition to the store where people among others can find more in-dept information about the brand and the attitudes. It is also a place where they can collect their G-Star identity expressions and where they can share their identity to inspire others.





APPENDIX E **/APP VISUAL**

app

The app is closely related to the website. The app can also be used to explore clothes in and outside the store.



APPENDIX F /VALIDATION

This project was started by containing in-store research in several G-Star monobrand stores across the Netherlands. One of the most important insights of this research was that consumers that visited the store were not able to value the full potential of the clothes because therefore was it hard for the consumers to relate the clothes to their identity.

From the research mentioned above was derived that customers were lacking understanding of the background stories of the brand and the products. During this graduation project was found that people identify with products when they are confronting them with something that is meaningful to them. Therefore it is essential to make understand what the product and brand can do for them. To test if the envisioned concept does this, information needs to be provided to the consumers on different levels:

levels of information provided

HUMAN-CONTEXT INFORMATION

Where is the product used and by who? This information can be given by providing context information, human-profile information (contextual attitude information) and providing information of how to use/wear the product. This also includes the appearance of the staff.

CONTEXTUAL BRAND INFORMATION

What meaningful does the brand provide customers and what is identifying for them?

PRODUCT INFORMATION

What is making the product special on detail level?

During this research we will be providing the consumers these three levels of information to identify. The setup of this research will be described below.

research questions

For this research a setup has been made to get an answer on the three research questions that are described below.

question 1

Are customers better able to identify with the products of G-Star when these products are displayed with human and brand context information and product information that is based on different attitudes?

HYPOTHESIS

People are better able to relate their values to the products and therefore they will identify to the product and value them higher.

Sub questions

*Are consumers noticing the set up?
In which order do they identify with the setup?
Are consumers identifying with the stories that the pillars are telling?
Are people understanding the stories that the pillars are communicating?
Are consumers reading the information on the pillars?
Are people trying to get more information using a mobile device?
Are people attracted by the pillars do they appreciate the visual style of them?
Are people switching to collection of product or only going for information?
Are people inspired by contextual information?
Are people inspired to try new way of how to wear?
How is the role of the staff influencing them?*

question 2

Are people triggered to mold their own identity when they get confronted with the attitudes and are they showing the molded identity?

HYPOTHESIS

People will be triggered by the differences that the pillars are radiating and therefore they are intrigued to see what they all mean to collect information of all set ups.

Sub questions

Are they triggered to combine items from multiple attitudes to mold their own identity?

Are people switching between the pillars?

Are they relating to one pilar more that they others?

Are people showing their molded identity and what is the relationship to the set up?

question 3

Are people experiencing the interaction qualities that the set up intended to address?

HYPOTHESIS

The consumers are sufficiently experiencing the interaction qualities and rate them on average with 4 out of 7 or higher.

Sub questions

Are they triggered to combine items from multiple attitudes to mold their own identity?

Are people switching between the pillars?

Are they relating to one pilar more that they others?

Are people showing their molded identity and what is the relationship to the set up?

interaction qualities

CLARIFYING

the way of presenting gave me more

UNDERSTANDING

Fascinating; the way of presenting fascinated me

EVALUATING

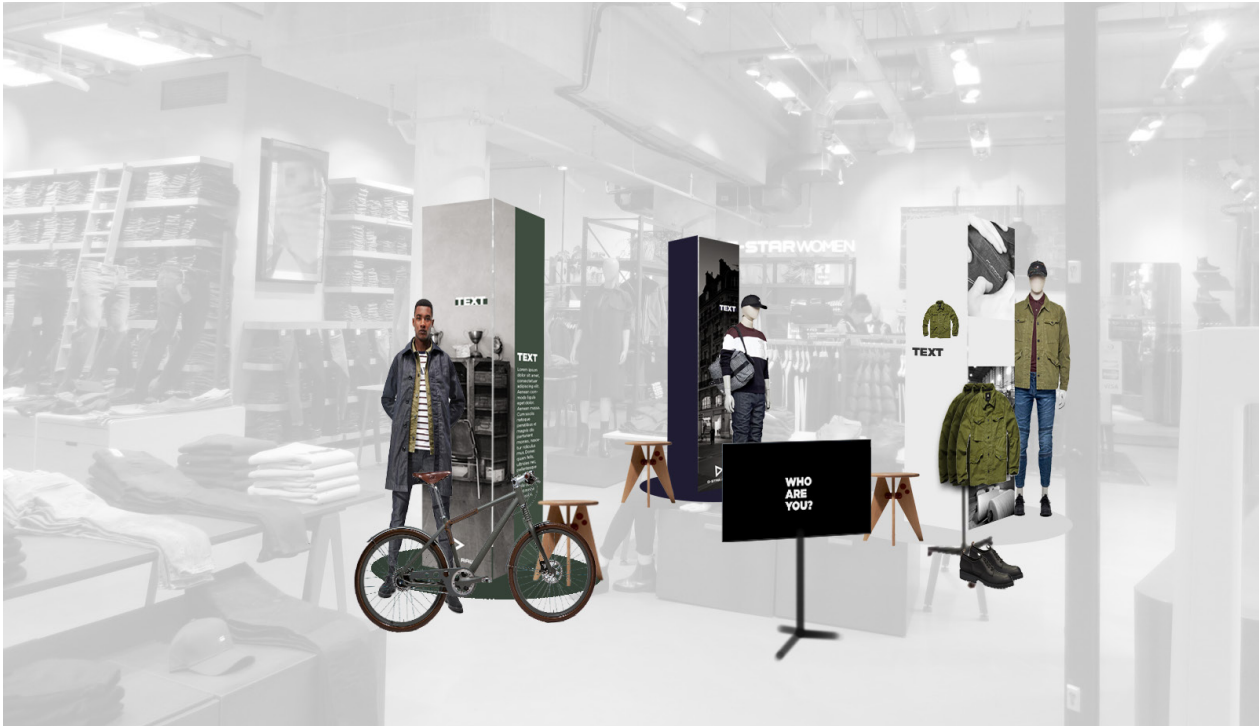
the way of presenting made me think about my own identity/appearance

UNCONSTRAINED

I felt free to make my own decision

test set up

To execute this test, four attitude areas that people can browse through are created. In order to identify themselves more easily with the products being presented. Each attitude is about one key look displayed on a mannequin that is supported with information about context, product details and related lifestyle attributes. Here you can see an impression of 3 attitudes in the store of Almere. The pillar is the center of an attitude. This pillar provides the context and provides context and product information.

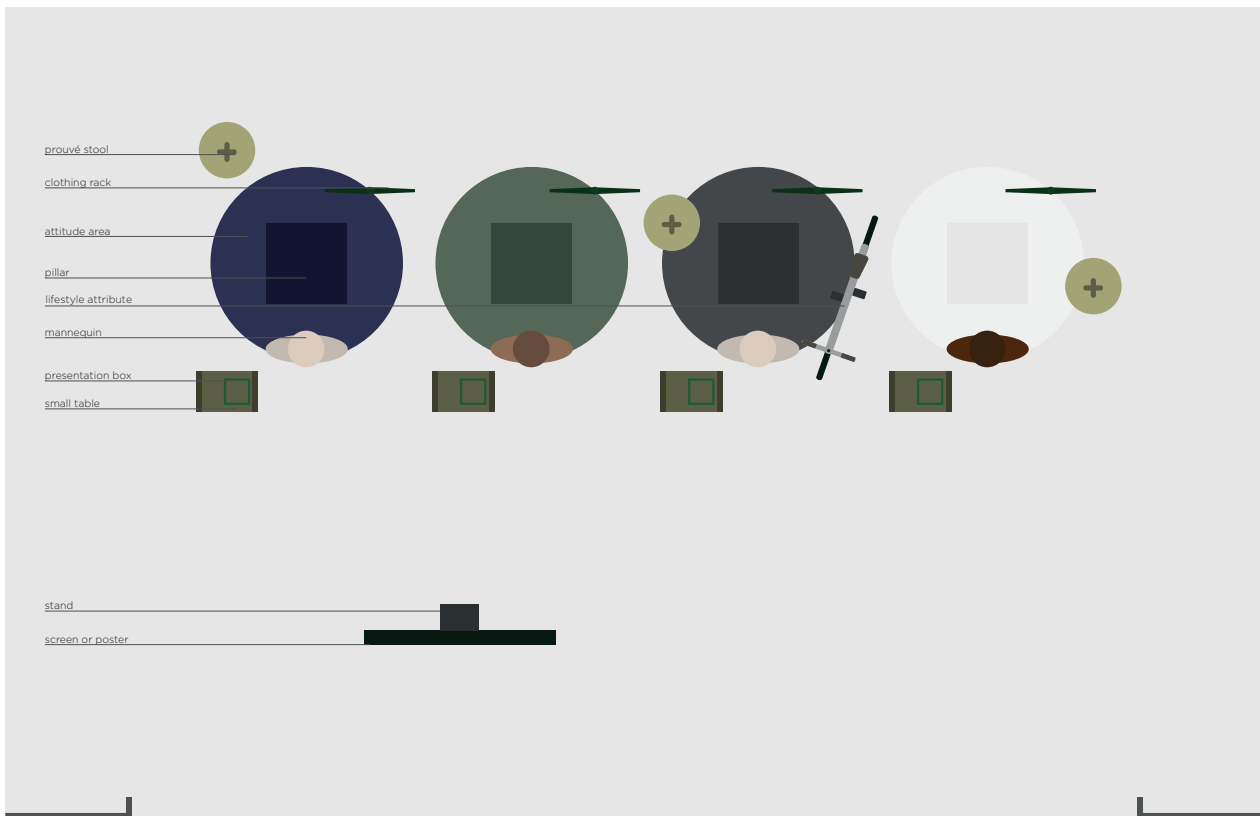


4 attitudes

The attitudes are based on four different G-Star looks. These are the following:

- Seducingly mature
- Ambiguously creative
- Rebellious utility
- Essentially tough

setup map



eventual setup



information displayed on pillars

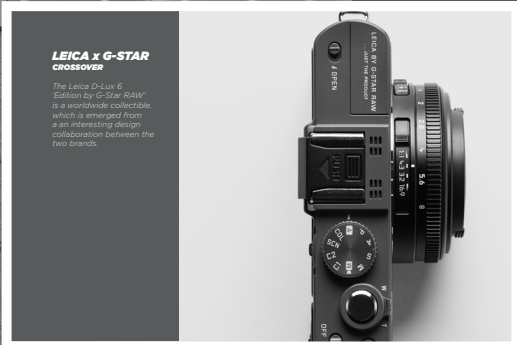


Our products are inspired by our archive. This archive is full of clothes and materials designed for practical purposes. Inspiration for functional innovation, based on human anatomy is what intrigues us. This utility of comfortability in every situation elevates your limitless urban lifestyle.



INSPIRED BY

G-STAR HONGKONG STORE

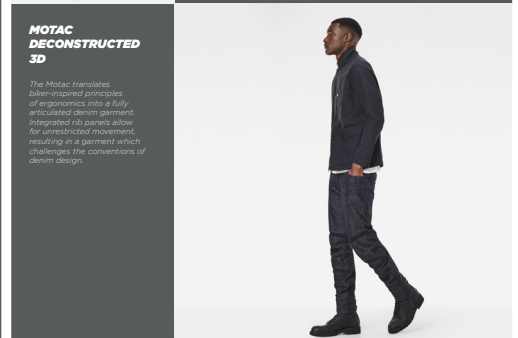


LEICA x G-STAR CROSSOVER

The Leica D-Lux 6 Edition by G-Star RAW is a worldwide collectible, which is emerged from an interesting design collaboration between the two brands.

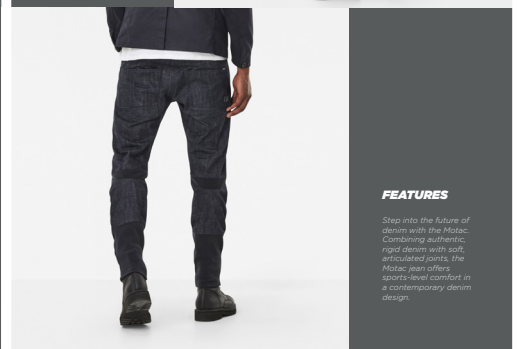


PRODUCT



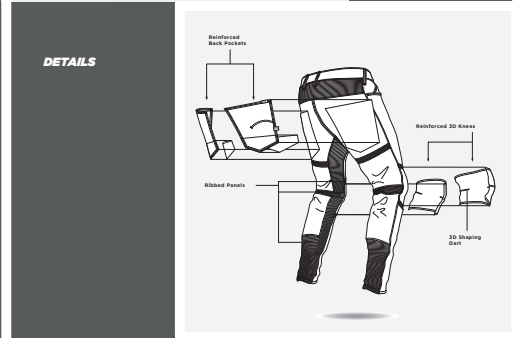
MOTAC DECONSTRUCTED 3D

The Motac translates bike-inspired principles of ergonomics into a fully articulated denim garment. Integrated rib panels allow for unrestricted movement, resulting in a garment which challenges the conventions of denim design.



FEATURES

Step into the future of denim with the Motac. Combining authentic, rigid denim with soft, articulated joints, the Motac jean offers sports-level comfort in a contemporary denim design.



DETAILS



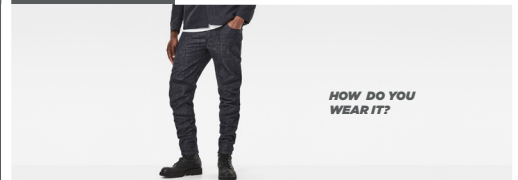
WHO ARE YOU?



JOSHUA KISSI AND TRAVIS GUMBS OF STREET ETIQUETTE

G-Star has teamed up with bloggers from around the world to see how they style the G-Star Etwood.

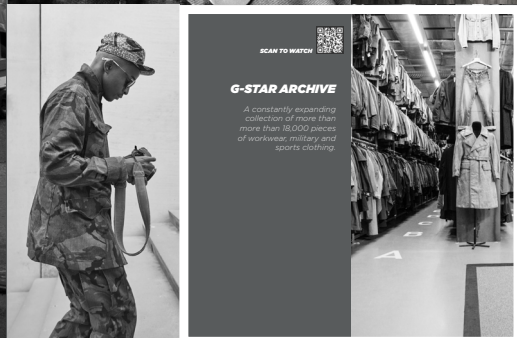
SCAN TO WATCH



HOW DO YOU WEAR IT?



G-STAR RAW



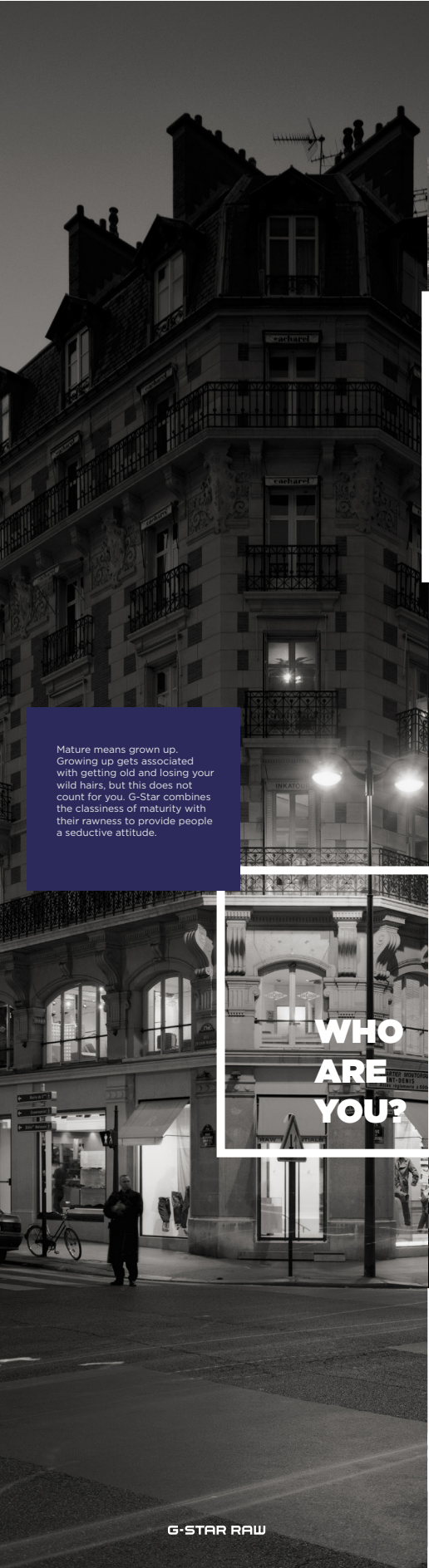
G-STAR ARCHIVE

A constantly expanding collection of more than more than 18,000 pieces of workwear, military and sports clothing.

SCAN TO WATCH



G-STAR RAW



INSPIRED BY



VINCENT GALLO
ACTOR

Constantly out of the box, Gallo is an actor, director and singer, but also an artist and a professional motorcycle driver. He inspired us for our 2011 winter campaign.



CAMPAIGN DIARIES BY ANTON CORBLIN

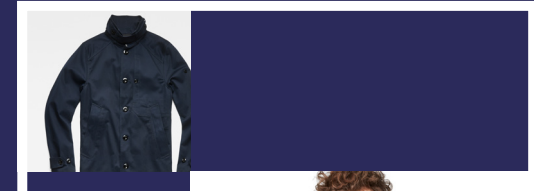
G-Star has worked for four years with the famous Dutch photographer and director Anton Corblin. One of the projects were the G-Star collection Diaries which gave a sneakpeak behind the scenes of the set.

SCAN TO WATCH



SHOWROOM DÜSSELDORF

PRODUCT



GARBER TRENCH
MAZZARINE BLUE

Cut short and slim for a contemporary feel, this tough trench is big on functionality. A belted collar and long cuff adjusters mean plenty of styling options. While roomy pockets and big buttons make it practical enough for everyday.

FEATURES

- Slim fit
- Belted collar
- Zip and button closure
- Half-lined interior

FABRIC
BALDER TWILL

The Garber Trench is cut from robust twill with a clean, even surface and great durability.

- Thick twill
- Strong construction
- Soft to the touch
- 100% cotton

COLOR
Mazzarine Blue

HOW DO YOU WEAR IT?



Mature means grown up. Growing up gets associated with getting old and losing your wild hairs, but this does not count for you. G-Star combines the classiness of maturity with their rawness to provide people a seductive attitude.

WHO ARE YOU?

information displayed on pillars



The obvious is not interesting. By combining things that are not used to be combined is where it gets new and different. This is what you are looking for. New and different is challenging other people's opinion, ambiguity is what you are chasing.

WHO ARE YOU?

INSPIRED BY



POPPY OKOTCHA
MODEL

"I paint and make clothes. I'm actually really into painting it's sewing. I just started writing too... like making things basically."



DANIEL POPPER
INSTALLATION ARTIST

Daniel Popper's massive creations have been featured in festivals and events around the world. We met up with Daniel in Cape Town as he was working on several projects, including The Nelson Mandela Tree of Wisdom.

SCAN TO WATCH



G-STAR ATELIER

G-Star has an in-house Atelier, operating as the creative laboratory of our collections.



PRODUCT



D-STAG

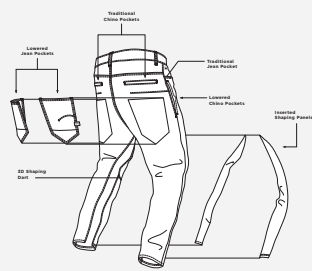
The D-Stag pant is a simplified version of the Stag pant first launched in May 2016. It is a hybrid design combining traditional denim and chinos details based on research conducted in the G-Star Raw archive.



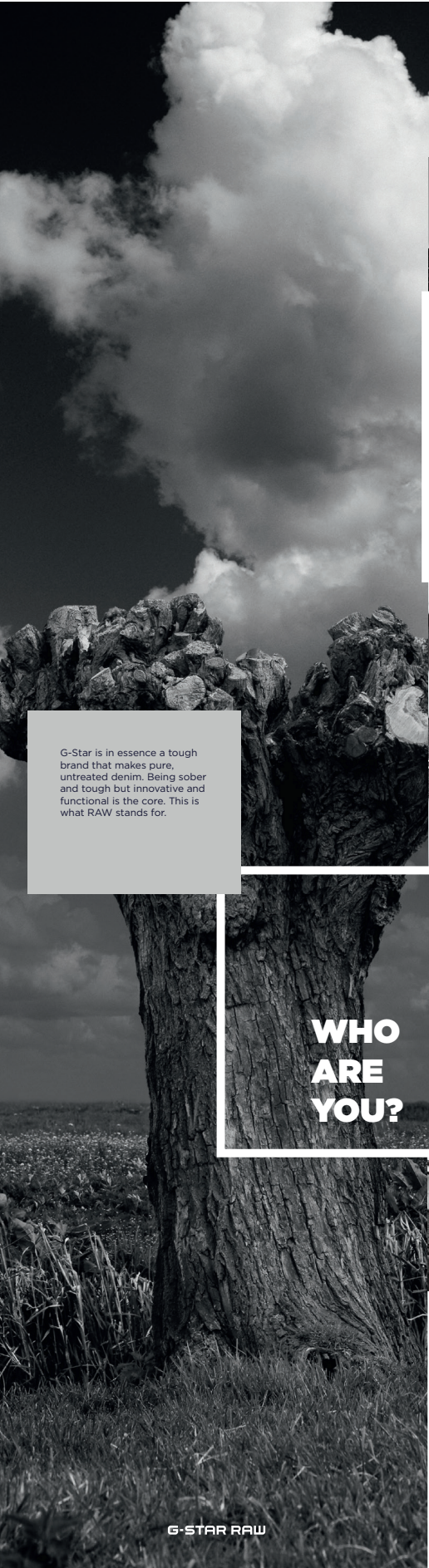
FEATURES

Combining rugged pocketing with a streamlined fit, the D-Stag pant is a contemporary interpretation of denim workwear. Rugged detailing gives a strong look and enhanced functionality. While stretch denim and an extra-lean cut mean a precise fit that moves with you.

DETAILS



HOW DO YOU WEAR IT?



G-Star is in essence a tough brand that makes pure, untreated denim. Being sober and tough but innovative and functional is the core. This is what RAW stands for.

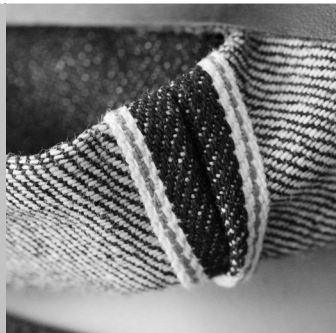
WHO ARE YOU?

INSPIRED BY



RED LISTING SELVEDGE DENIM

Red Listing Jeans is crafted from authentic selvedge denim, woven slowly on vintage looms. It's recognizable via the red and white trousers stripe.



PRODUCT



3301 DECONSTRUCTED SLIM JACKET MEDIUM AGED

With just the right balance of Western detailing and understated design, this beautifully obtained jacket is the epitome of modern denim tailoring. Masterfully aged denim brings a broken-in feel. While chest and hand pockets make it practical enough for everyday. Make it an essential part of your rotation.



FEATURES

- Slim fit
- Point collar
- Chest and hand pockets
- Adjustable cuffs

SUSTAINABILITY

G-Star has developed our most sustainable jeans ever.



LEARN MORE



FABRIC SATO DENIM

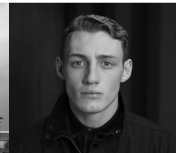
The 3301 Deconstructed Slim Jacket is cut from indigo denim with classic, 3x1 right hand twill construction.

- Midweight denim
- Dry hand-Feel
- 100% cotton

MEDIUM AGED
Skillfully finished with deep fades and authentic wear marks.



HOW DO YOU WEAR IT?



G-STAR HEADQUARTERS

Located in Amsterdam and designed by OMA, the design studio of architect Rem Koolhaas.



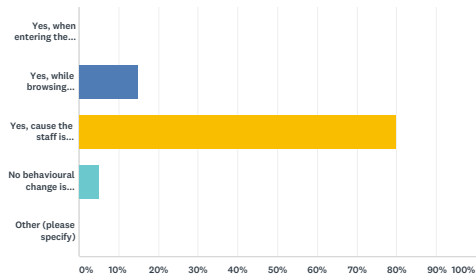
test results

Validation Product Presentation

SurveyMonkey

Q1 Are consumers noticing the set up?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, when entering the store	0.00% 0
Yes, while browsing through the store	15.00% 3
Yes, cause the staff is attending them	80.00% 16
No behavioural change is noticed.	5.00% 1
Other (please specify)	0.00% 0
TOTAL	20

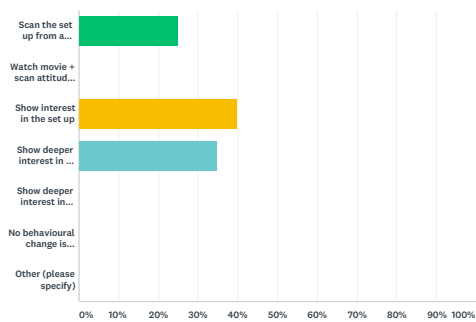
1 / 13

Validation Product Presentation

SurveyMonkey

Q3 To what level are consumers identifying with the set up?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Scan the set up from a distance	25.00% 5
Watch movie + scan attitudes from distance	0.00% 0
Show interest in the set up	40.00% 8
Show deeper interest in one attitude	35.00% 7
Show deeper interest in more than one attitude	0.00% 0
No behavioural change is noticed.	0.00% 0
Other (please specify)	0.00% 0
TOTAL	20

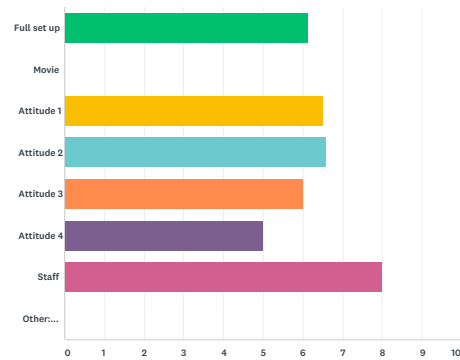
3 / 13

Validation Product Presentation

SurveyMonkey

Q2 In what order do they identify with the set up? Fill out order

Answered: 20 Skipped: 0



	1	2	3	4	5	6	7	8	TOTAL	SCORE
Full set up	0.00% 0	57.14% 4	0.00% 0	42.86% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	6.14
Movie	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
Attitude 1	25.00% 2	12.50% 1	50.00% 4	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	6.50
Attitude 2	0.00% 0	71.43% 5	14.29% 1	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	6.57
Attitude 3	0.00% 0	0.00% 0	100.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	6.00
Attitude 4	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2	5.00
Staff	100.00% 17	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	17	8.00
Other...	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00

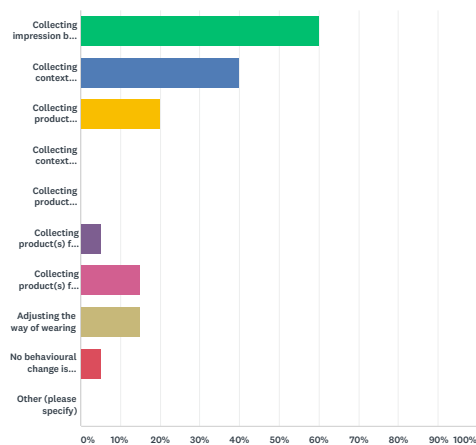
2 / 13

Validation Product Presentation

SurveyMonkey

Q4 What actions are consumers taking eventually?

Answered: 20 Skipped: 0

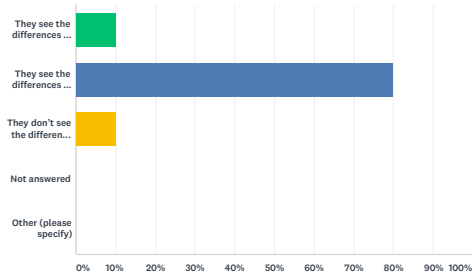


ANSWER CHOICES	RESPONSES
Collecting impression by scanning	60.00% 12
Collecting context information by reading	40.00% 8
Collecting product information by reading	20.00% 4
Collecting context information by phone	0.00% 0
Collecting product information by phone	0.00% 0
Collecting product(s) from one attitude	5.00% 1
Collecting product(s) from multiple attitudes	15.00% 3
Adjusting the way of wearing	15.00% 3
No behavioural change is noticed.	5.00% 1
Other (please specify)	0.00% 0
Total Respondents: 20	

4 / 13

Q5 Are people seeing the differences between the attitudes and do they understand them?

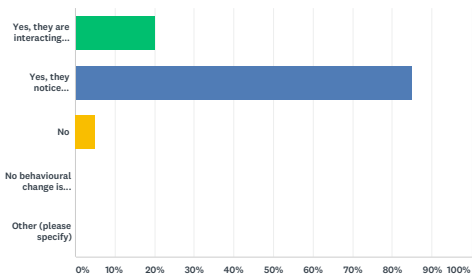
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
They see the differences and understand their meaning	10.00% 2
They see the differences but don't understand their meaning	80.00% 16
They don't see the differences and don't understand their meaning	10.00% 2
Not answered	0.00% 0
Other (please specify)	0.00% 0
TOTAL	20

Q7 Are people inspired by contextual information?

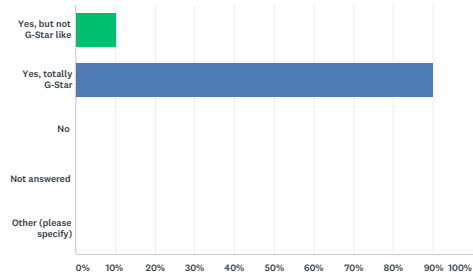
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, they are interacting with it	20.00% 4
Yes, they notice something about it	85.00% 17
No	5.00% 1
No behavioural change is noticed.	0.00% 0
Other (please specify)	0.00% 0
Total Respondents: 20	

Q6 Are people attracted by the pillars and do they appreciate the visual style of them?

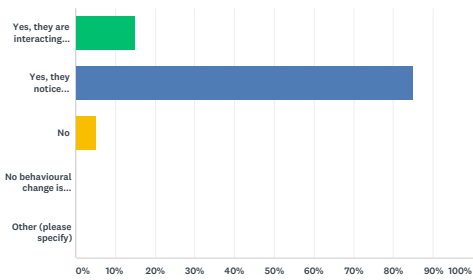
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, but not G-Star like	10.00% 2
Yes, totally G-Star	90.00% 18
No	0.00% 0
Not answered	0.00% 0
Other (please specify)	0.00% 0
TOTAL	20

Q8 Are people inspired by product information?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, they are interacting with it	15.00% 3
Yes, they notice something about it	85.00% 17
No	5.00% 1
No behavioural change is noticed.	0.00% 0
Other (please specify)	0.00% 0
Total Respondents: 20	

test results

Validation Product Presentation

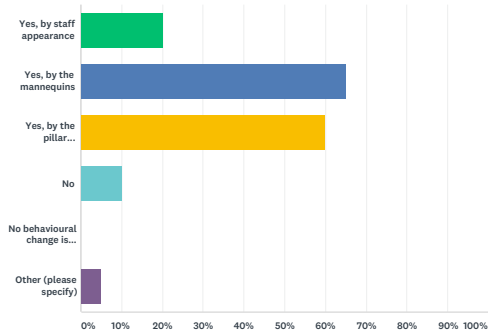
SurveyMonkey

Validation Product Presentation

SurveyMonkey

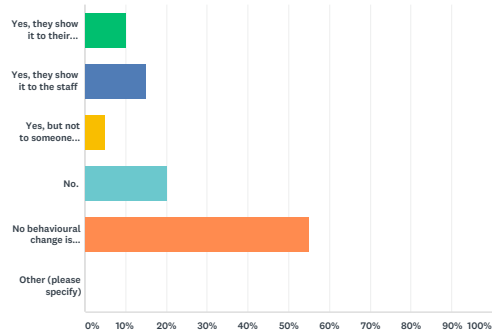
Q9 Are people inspired to try new ways of how to wear?

Answered: 20 Skipped: 0



Q10 Are people showing their created identity?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, by staff appearance	20.00% 4
Yes, by the mannequins	65.00% 13
Yes, by the pillar information	60.00% 12
No	10.00% 2
No behavioural change is noticed.	0.00% 0
Other (please specify)	5.00% 1
Total Respondents: 20	

ANSWER CHOICES	RESPONSES
Yes, they show it to their companion	10.00% 2
Yes, they show it to the staff	15.00% 3
Yes, but not to someone specifically	5.00% 1
No	20.00% 4
No behavioural change is noticed.	55.00% 11
Other (please specify)	0.00% 0
Total Respondents: 20	

9 / 13

10 / 13

Validation Product Presentation

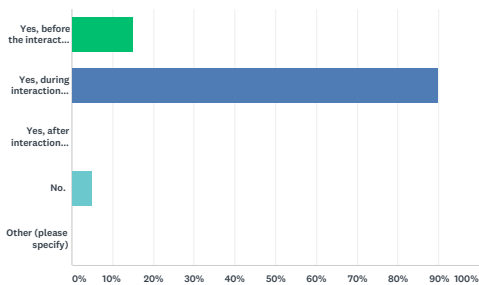
SurveyMonkey

Validation Product Presentation

SurveyMonkey

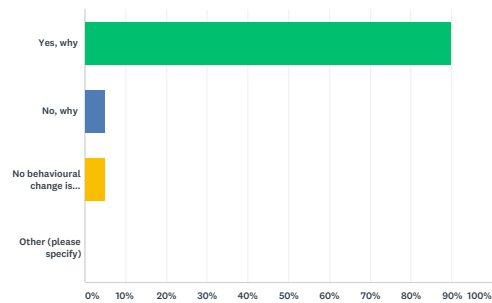
Q11 Did the staff support them during the interaction?

Answered: 20 Skipped: 0



Q12 Do people higher value/better understand the products

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, before the interacting with the setup	15.00% 3
Yes, during interaction with the set up	90.00% 18
Yes, after interaction with the setup	0.00% 0
No	5.00% 1
Other (please specify)	0.00% 0
Total Respondents: 20	

ANSWER CHOICES	RESPONSES
Yes, why	90.00% 18
No, why	5.00% 1
No behavioural change is noticed.	5.00% 1
Other (please specify)	0.00% 0
Total Respondents: 20	

Q13 Notes

Answered: 18 Skipped: 2

#	RESPONSES	DATE
1	By seeing how to wear this D-Staq make me imagine how I could wear it myself.	9/8/2018 2:06 PM
2	I saw the Leica picture while my wife was fitting. Photographing is my hobby so it triggered my interest.	9/8/2018 2:03 PM
3	I would like to get that deeper information at the fitting rooms. Context sets an atmosphere but is hard to understand. Like the product information about the jacket.	9/8/2018 1:57 PM
4	The set up is too dark and therefore it does not stand out. I do not need all of that information at one moment. Give me that contextual information at the fitting rooms. The most important information is to see how I could wear it.	9/8/2018 1:54 PM
5	I want to see how products look, that why I come to the store. Does not stand out	9/8/2018 1:51 PM
6	I was triggered by the helmed and the pillar, but I did not stood still by it. How to wear information inspires me a lot! It is cool to know that brands are doing more that just selling clothes. I do not have the money at the moment but I don't want to forget this jacket!	9/8/2018 1:48 PM
7	I would love to see myself walking through the streets of Paris or New York. I am a photographer myself and I saw the nice pictures, this was why I want to read. Those deeper stories look nice and real, I don't want to see advertisements but these are nice!	9/8/2018 1:43 PM
8	The context information is nice but too much information, I would like to read this on Instagram. Cool that they have so many stories to tell. Especially the product information in combination is interesting.	9/8/2018 1:39 PM
9	I really like the movie that is shown! Nice pictures!	9/8/2018 1:35 PM
10	I come to G-Star because of the staff. I should not take over their role. When I passed by I saw the guy on the picture, the picture caught my eye. The store next too it is very nice to read. The context picture is nice but nothing more. I want to have extra mirrors in the store, I want to see myself!	9/8/2018 1:33 PM
11	It looks very beautiful but to me, to products should take the stage. Therefore I like the product infomation the most.	9/8/2018 1:24 PM
12	It does not stand out in the context of the store. I thought it was just a commercialized part of the store. I would like to see other people wearing the products, that inspires me. I did not get the message yet but when you explain it seems to be very G-Star	9/8/2018 1:21 PM
13	When I get extra imformation about the production of products it would give me an extra push to buy the product. The message of the video is nice but it is too long.	9/8/2018 1:19 PM
14	The pillars are beautiful but they are displayed way too subtle. I am most interested in the way it looks on me.	9/8/2018 1:18 PM
15	I think that those contexts behind the mannequins inspire me unconsciously. I come to the store to find product but those backgrounds can give an extra dimension. I am most interested in the way it looks.	9/8/2018 1:10 PM
16	The products and the pillar need to be more connected, they should mold into each other and be physically connected. The pillars are too similar. I would like to have more information about how I could wear it and where it is made. I can see the product qualities in the store myself.	9/8/2018 1:05 PM
17	I think that this would be more effective in the window of a store. There are a lot of unconnected clothes around, it is not focussed in this setting. It would be nice if they would be more obvious. Then the relation between the clothes and the pillars becomes stronger.	9/8/2018 1:00 PM
18	It is very handy to have more insight in the product information, but mostly the staff of G-Star has a lot of knowledge as well. The attitude pillars should become stronger, now I did not see them. When you look closer, think that they are very well designed.	9/8/2018 12:39 PM

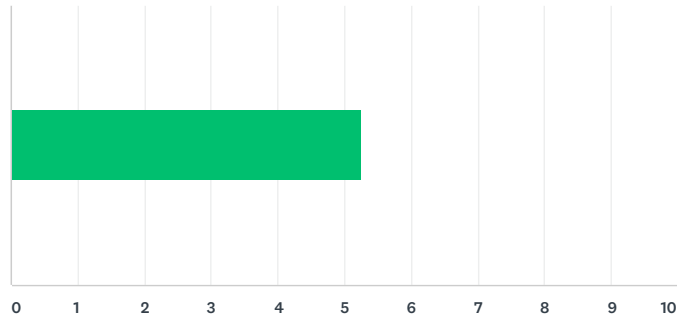
test results

Rating Interaction qualities

SurveyMonkey

Q1 Clarifying: the way of presenting gave me more understanding

Answered: 20 Skipped: 0



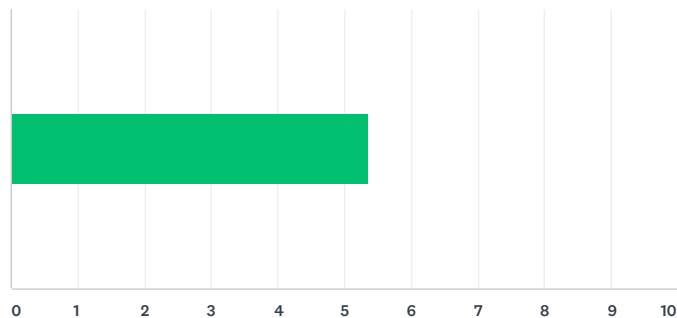
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	105	20
Total Respondents: 20			

Rating Interaction qualities

SurveyMonkey

Q2 Fascinating; the way of presenting fascinated me

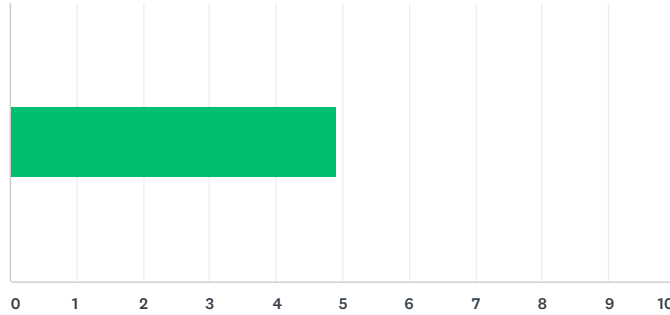
Answered: 20 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	107	20
Total Respondents: 20			

Q3 Evaluating; the way of presenting made me think about my own identity/appearance

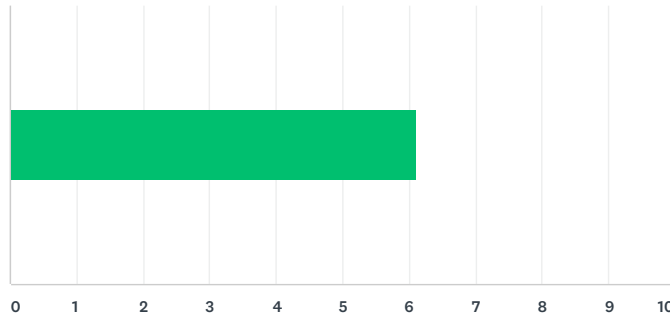
Answered: 20 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	98	20
Total Respondents: 20			

Q4 Unconstrained; I felt free to make my own decisions

Answered: 20 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	6	122	20
Total Respondents: 20			

APPENDIX G

/CONTEXT FACTORS FROM INTERVIEWS

<p>Online and offline information will be merged. Online and offline platforms will not be seen as separate any more, these two worlds need to be connected with each other to serve the consumer on their needs instantly. - Leontine de Wit</p> <p style="text-align: center;">development</p>	<p>The set route and setup of stores is changing. There is a specific route in all stores that connect hotspots of touchpoints with each other. They are influencing the consumer. There are multiple store where this is changing, due to the new needs of customers. - Leontine de Wit</p> <p style="text-align: center;">development</p>	<p>The digital revolution enables brands to add more and more touchpoints. Both inside as outside the store. - Leontine de Wit</p> <p style="text-align: center;">development</p>	<p>RFID is enabling to track clothes and inventory. Tracking clothing inside the store with RFID tag opens doors to always know what your inventory is and to adjust it. But it is also enabling new presentation methods. - Leontine de Wit</p> <p style="text-align: center;">development</p>
<p>Stores will become more like showrooms. Those well-known touchpoints (like fitting rooms and the counter) will become different in the future. Their presence on the shopping process will become smaller due to the flexibility of the buying process. - Leontine de Wit</p> <p style="text-align: center;">development</p>	<p>Everything can be delivered everywhere instantly. The delivery services are getting better and faster. A product could be delivered everywhere and anytime. This delivery will become more instant as well. - Leontine de Wit</p> <p style="text-align: center;">development</p>	<p>Internet provides the customer more and more channels to make a sale. The creation of the internet changed the behavior of customers more and more over time by giving them more and more options to make a sale. - Emily van Vught</p> <p style="text-align: center;">development</p>	<p>They are trying to use VR and AR in fitting rooms already for a long time but just recently are there a few brands that were really able to implement it usefully. I expect that it will still take a long time before the mass will except those implementations as useful implementations. - Emily van Vught</p> <p style="text-align: center;">development</p>
<p>All the changes together will generate big differences in the logistic set up of the companies and these changes are going to take time, especially for large companies like G-Star. - Emily van Vught</p> <p style="text-align: center;">development</p>	<p>Mobile devices will become more and more leading with shopping. Mobile devices are replacing laptops and desktops very fast. Especially the younger generations are used to use their smartphone for everything. - Emily van Vught</p> <p style="text-align: center;">development</p>	<p>Mobile devices are changing the role of the store staff. Especially in expertise stores like G-Star the advice and representation of the brand will stay very important. Store staff needs to be passionate and trained well, to know everything of the company. - Emily van Vught</p> <p style="text-align: center;">development</p>	<p>The shop-in-shops start to look more like each other. The lower and economy retail formulas will go more towards the middle/high class jeans market. This is for a large part of due to the relatively large margins in retail. Chains like Jeans Center is therefore able to create relatively nice retail environments, while they are located at the lower end of the market. - Maarten Wijdekop</p> <p style="text-align: center;">development</p>
<p>Voice recognizable artificial intelligence will be the next big thing. IKEA is for example testing with Google Home. Those smart objects are able to trigger the consumer and find an answer for them via the internet database that they are connected to. This will rearrange the customer journey again. People do not have to search for products anymore, they can ask for it. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Products are able to be tracked always. RFID is enabling a very specific supply chain and in store locationing. In this way it is easy to adapt immediately to the customer's options to get the product. There are already companies that have implemented RFID in their products. Hunkemöller is now implementing one-hour delivery in Amsterdam and Antwerp. This will become a common phenomenon. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Self payment at larger retailers. It is already common that companies like Albert Heijn implementing the self-scan counter in their store. But now is also Zara implementing it in their stores. Tap & Go systems are also a form of this self service. Making the purchase from the moment you pick the product from the shelves. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Using the store as storage hub to adapt to the ever changing needs of the customer. We are doing this already quite well, and I think that this is very important in the future. This is a very important factor to stay healthy as a company. - Jordi de Boer</p> <p style="text-align: center;">development</p>
<p>Mobile and contactless payments will become standard. This will make the moment of payment easier and less of a barrier. The use and form of counters will therefore change. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Amazon is coming for us. Amazon is so big, they have the power to really make a difference and take over the Netherlands as a marketplace. Their convenient service is their advantage. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Guest is focus. Collecting information and data from visitors to help them in the best possible and very personal way. Gathering and sharing data over all service points to know in store that you were in contact with the customer service or that you have a nice gray suit that fits the new blouse they have. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Facebook messenger is becoming more important. It enables customers to ask questions and get answered by a robot. WeChat is already providing users this service is in China. Customers can make payments, brands have their own platforms, everything will be around that. - Eric Alkema</p> <p style="text-align: center;">development</p>
<p>The physical touchpoints of a brand are developing into a brands 'churches'. People do not have to go there anymore, but if enter one will they invite will you in to their world. This can be partly done designing by the smell, materials and therefore the atmosphere. Brands can change the mindset of the customer with the whole brand experience at the physical touchpoints. - Emilie Tromp</p> <p style="text-align: center;">development</p>	<p>The store is for multiple purposes. Browsing, return/collect package, buying, fitting. People come for a specific reason to the store. This can also be a combination of the two. - Emilie Tromp</p> <p style="text-align: center;">development</p>	<p>After-sales is increasingly important. The journey does not stop after the consumer leaves the store. There are multiple ways to hold the consumer's attention to make him/her return on any channel. - Emilie Tromp</p> <p style="text-align: center;">development</p>	<p>Technological developments can not replace the staff, but they can support them. It is nice that customers can get in touch with VR and robots in store. But the best advice stays personal, human advice and service. - Emilie Tromp</p> <p style="text-align: center;">development</p>

<p>The role of a selling point in a city will be more defined. Looking geographically to what the function of a specific store in a city is will be more important. The offer at those selling points need to be adjusted to the needs and wishes of the people that live in that city. - Maarten Wijdekop</p> <p style="text-align: center;">development</p>	<p>Geotargeting with profiles is increasingly used. Sending personal messages like: "Tomorrow our drop of the new NMD's will be at this location, be there! Limited collection." - Maarten Wijdekop</p> <p style="text-align: center;">development</p>	<p>The world is roulating fast, consumers are flexible. The merchandise has to be flexible as well but still consistent to be surprising and recognizable. Consumer do not want their Heineken beer in a Fosters glass. Keep the seasonality in their, find out how to update. - Maarten Wijdekop</p> <p style="text-align: center;">development</p>	<p>Do not think about conversion, think about stories. Retail is not conversion driven anymore, it is about telling a story and identification with the brand. Third place location is a commercial opportunity. - Maarten Wijdekop</p> <p style="text-align: center;">development</p>
<p>All channels will get diverged into roles. Some more inspirational, some more rational. All together are they triggering the customer to buy a G-Star product at the end of the day. The accumulation of all the platform that I feel exposed to. - Maarten Wijdekop</p> <p style="text-align: center;">development</p>	<p>Counters are becoming directly integrated with online. They need to connect all the channels. The front-end and the back-end of the counter will be directly connected to the e-commerce system of the retailer. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>The service experience will become seamless due to digital connections. Due to being able to save the history of a customer, is on every channel know what the state is of the customer and why he/she comes to the store. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Service and brand experience will be the differentiating factors of store. It is impossible to compete on price level with online retail. In the fashion industry is also the facility an added value. Advice is most important. - Eric Alkema</p> <p style="text-align: center;">development</p>
<p>Digital experience will go more and more towards a physical experience. The product characteristics will become more and more realistic at online shops. Technologies that enable 3D online fitting will come to the market. Virtual reality and kinect are making the step towards fitting in store smaller. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Personalized advice will be important for premium brands and the store can play a key role in this development. That they are able to recognize you or scan you to know what your profile is. This profile can be used in store, online or at a customer service point, but it has to be 'measured' in store. To really be able to give the be expertized advise possible. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>A member of today is a customer of tomorrow mindset is key. Providing service, gather information is the focus. If companies do not focus on that, they are not going to survive in the retail landscape. This focus increases the chance to make the customer return way bigger. - Eric Alkema</p> <p style="text-align: center;">development</p>	<p>Dynamic storytelling enabled by technology. Scanning a NFC chip that is located in a product with a mobile phone. This could be an opportunity for multi brand environments. - Eric Alkema</p> <p style="text-align: center;">development</p>
<p>The world is constantly triggering the consumer with more information. How is the consumer able to divide its attention in a world that is constantly triggering them? So many platforms and channels that provide them new incentives. Next to physical information do they also have three layers of digital information, like whatsapp, social media, news websites. - Emilie Tromp</p> <p style="text-align: center;">development</p>	<p>The information pressure is countered by other technologies and information supply. WeChat is a example of that. It combines everything into one. But yoga is a popular physical phenomenon. - Emilie Tromp</p> <p style="text-align: center;">development</p>	<p>Synchronization of the online and offline movements. It will become one, single journey. WeChat is a recognizable experience through all channels that could also work together at the same moment. - Emilie Tromp</p> <p style="text-align: center;">development</p>	<p>Specialism as contra movement to concept stores. The only place where you can get a specific product, and not a specific context or life style. Show off the expertise you have. - Emilie Tromp</p> <p style="text-align: center;">development</p>
<p>The stories are focussing on the visitor him/herself. The stories are written in a language that is easier to understand. Before they only facilitated the short, dry stories next to the artwork; made in 1768 by Pietje Puk. This is information that makes it hard for a visitor to refer somewhere to. New musea are using color, smell; sensoric methods to bring the space alive and to put visitor in a certain state of mind. - Bernadette Schrandt</p> <p style="text-align: center;">development</p>	<p>People will be able to walk through the store and browse through the collection from their own couch by using technologies like VR. They can walk to a pullover you will get a pop-up about the details and the story of that item. - Anne Moes</p> <p style="text-align: center;">development</p>	<p>Same day delivery will become the standard. It will become very normal that a product can be delivered at the same day of order. The consumer will get easily used to it as well, just as to delivery with drones. - Anne Moes</p> <p style="text-align: center;">development</p>	<p>Personalisation; ability to adjust the product is an ongoing development. It will become normal that the product that you buy can be slightly adjusted or customized to make it perfectly fit to your wishes. - Anne Moes</p> <p style="text-align: center;">development</p>
<p>Technology (like VR) is evolving from a gadget to a functional solution. As a gadget was it already promoting brands but as functional tool will really add something to an experience. Examples are; Quechua and Hunkemöller. - Anne Moes</p> <p style="text-align: center;">development</p>	<p>There are technologies that can recognize your age, gender and style an emotions. These technologies do not recognize you as a person but it recognizes some characteristics. With that information can the context of the retail space be adapted to your category, especially on screens. - Anne Moes</p> <p style="text-align: center;">development</p>	<p>The moment of payment is avoided to make the barrier to buy something lower. After pay and automatic payments are becoming normal. This development is starting to be implemented in some way by retailers and other companies. - Anne Moes</p> <p style="text-align: center;">development</p>	<p>Retailers are afraid to miss out on anything so they are putting too many products in a store. This makes it hard for the consumer to pick something eventually. The competition in a single store was incredible, which makes the customer confused. - Marcia Godet</p> <p style="text-align: center;">development</p>

<p>The consumer wants to be part of the process. They want to see where their products come from and preferably they will also influence the process. The want to see who makes it, what kind of tools they use. This transparency makes customers more loyal. - Anne Moes</p> <p style="text-align: center;">— trend</p>	<p>The consumer expects free shipping. Many companies are already offering that, so companies that do not do that will become weird. - Anne Moes</p> <p style="text-align: center;">— trend</p>	<p>Retail is spending the most money of all sectors to VR. Retail companies believe that virtual reality is getting useful for them. This investment will be 8 times larger in 2020. So VR will be visible on more places. Volvo already offers a virtual test drive, and more companies will follow. VR is considered as accessible for most retailer and their customers. - Anne Moes</p> <p style="text-align: center;">— trend</p>	<p>Retailers are increasingly embracing the opportunities that internet offer. When the online opportunities arose retailers were very scared for it. They were afraid that it would make the brick-and-mortar unnecessary. It is found out that this is only partly true. - Marcia Godet</p> <p style="text-align: center;">— trend</p>
<p>Retailers are increasingly embracing the opportunities that internet offer. When the online opportunities arose retailers were very scared for it. They were afraid that it would make the brick-and-mortar unnecessary. It is found out that this is only partly true. - Marcia Godet</p> <p style="text-align: center;">— trend</p>	<p>People expect that everything is possible nowadays. They are critical and do not take no for an answer. They expect their money back immediately on their bank account at every selling point. As retailer are you expected to always be able to answer those questions. - Marcia Godet</p> <p style="text-align: center;">— trend</p>	<p>The younger generation is inspired by using social media, events and collaborations with brands like Daily Paper. Hip brands, that we choose wisely and only one single collection. - Marcia Godet</p> <p style="text-align: center;">— trend</p>	<p>The consumer that just want to quickly buy a jeans does not exist anymore. People want form an opinion about their purchase and they are able to do this the best in real life, with the real product, in the real store. - Twan Minten</p> <p style="text-align: center;">— trend</p>
<p>Customers expect that all channels are connected. In the stores of the Bijenkorf are they implementing online in physical stores already very well. As a customer you are able to order online and pick-up offline and vise versa. They made new service hubs and desks for that. - Emily van Vught</p> <p style="text-align: center;">— trend</p>	<p>Consumers are not only triggered by the window anymore, they are passing by the store better informed. The way stores use to act with the theory of seducing customers with the window and informing them inside is quite old school. This was true for the former consumer but the new consumer is way more complex. - Emily van Vught</p> <p style="text-align: center;">— trend</p>	<p>Adaptation to more specific wishes of the consumer. Product differentiation in a multi brand retail environment to be able to adapt strategy to more specific preferences of customers. This means that the collection that the Score provides will probably consists of a few different items than the Open32. - Maarten Wijdekop</p> <p style="text-align: center;">— trend</p>	<p>Take the new, critical generation consumer's hand as a brand. Premium brands have to tell why they pay over 100 euros a jeans. The challenge is to convince the critical customer. G-Star loyal customers are important but are getting a little too old to be honest. Show the jeans from the context of the brand. - Maarten Wijdekop</p> <p style="text-align: center;">— trend</p>
<p>The new customers are less loyal since their interest in clothes is diverse. They pick a piece from every brand and make their own creation out of it. - Maarten Wijdekop</p> <p style="text-align: center;">— trend</p>	<p>People use market places to find clothes. They do not type in G-Star on Google anymore, but on Zalando or Amazon. - Maarten Wijdekop</p> <p style="text-align: center;">— trend</p>	<p>The on demand start of the customer journey. The customer journey starts online or offline on the channel that you prefer at that moment and this can eventually lead to an online or offline purchase. Customers always carry their phone to orientate. They are able to visit your brand anytime and anywhere. - Eric Alkema</p> <p style="text-align: center;">— trend</p>	<p>Transparency has changed the customer journey. People are able to look and compare products and characteristics at any moment. - Eric Alkema</p> <p style="text-align: center;">— trend</p>
<p>Marketplaces become bigger and integrated. The amount of people that search for G-Star on Google is reducing. More people are directly searching on marketplaces like Zalando. The starting point of the customer journey is shifting. - Eric Alkema</p> <p style="text-align: center;">— trend</p>	<p>Click at Zalando, collect at a G-Star store. Customers can order their products from Zalando and pick up the product in store. This means that G-Star gets Zalando traffic in their physical stores, which means that more people see your clothes and brand. Maybe even other brands' products might be collected there. - Eric Alkema</p> <p style="text-align: center;">— trend</p>	<p>People order from Zalando, G-Star ships. This could be from their warehouse, but this will also be done from stores in the near future. In this way is the shipping distance way more direct. - Eric Alkema</p> <p style="text-align: center;">— trend</p>	<p>Customers are getting used to the convenience easily. Nowadays people do not think that it is an extra service anymore to have next day delivery for free. It becomes pretty fast normal to them. - Myrthe Montijn</p> <p style="text-align: center;">— trend</p>
<p>Customers want a personalized experience which is relevant all the time. To adapt on this quickly changing relevancy companies need to be flexible. This flexibility can return in multiple aspects. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>	<p>Showrooming is a huge trend. People come to the store to experience the clothes there, but they buy it later in the webshop. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>	<p>The consumer keeps in mind that online is cheaper. Stores can never beat online on price level. It is way easier to compare products and their prices. With only one click are you able to look at 8 different retailers. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>	<p>Customers are constantly watching out for a bad purchase. Especially since they became more and more critical. They want to be sure they bought the right jeans that fits their body and style. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>

<p>Customers want a personalized experience which is relevant all the time. To adapt on this quickly changing relevancy companies need to be flexible. This flexibility can return in multiple aspects. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>	<p>Showrooming is a huge trend. People come to the store to experience the clothes there, but they buy it later in the webshop. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>	<p>The consumer keeps in mind that online is cheaper. Stores can never beat online on price level. It is way easier to compare products and their prices. With only one click are you able to look at 8 different retailers. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>	<p>Customers are constantly watching out for a bad purchase. Especially since they became more and more critical. They want to be sure they bought the right jeans that fits their body and style. - Jordi de Boer</p> <p style="text-align: center;">— trend</p>
<p>The visual attractiveness of a product will become more important. Especially for younger people. Is the picture with the product Instagram worthy? - Emilie Tromp</p> <p style="text-align: center;">— trend</p>	<p>There is no brand culture anymore. There is no Levi's, G-Star or Denham person anymore. They want to combine those Nike sneakers with a G-Star jeans and Komono sunglasses, to show that they are a person with their own identity. - Emilie Tromp</p> <p style="text-align: center;">— trend</p>	<p>Physical musea are increasingly having an online museum as well. To introduce the visitors to the work, and to make them curious about the collection. It is informing teaser, but it functions also as post information to share or to revision afterwards. - Bernadette Schrandt</p> <p style="text-align: center;">— trend</p>	<p>Musea are decorating the whole space where the collection is displayed. It is not a white box anymore that contains only the collection. They are increasingly paying attention to the decoration of the space. - Bernadette Schrandt</p> <p style="text-align: center;">— trend</p>
<p>Visitors want to take the museum home. The Rijksmuseum is selling dresses reproduced from paintings that are hanging in the museum. Customers rather have a keychain than that they visit the the museum of a football club. They prefer the physical memory that they can take with them above the one time experience of a museum. - Bernadette Schrandt</p> <p style="text-align: center;">— trend</p>	<p>Musea are trying to place people into a scenario. The visitor is the one who is going through the story. He/she is guided through the museum through the atmosphere. - Bernadette Schrandt</p> <p style="text-align: center;">— trend</p>	<p>People buy more online since technologies are getting better so it will become very convenient. Still is 80% of clothes and shoes is bought offline. - Anne Moes</p> <p style="text-align: center;">— trend</p>	<p>Consumers are still getting more critical due to a big product offer. Consumers have a widespread choice in when they want to buy a product. There is a lot of competition in the market. - Anne Moes</p> <p style="text-align: center;">— trend</p>
<p>Channels are not replacing each other, they are extending each other. Omnichannel does not mean that every channel/touchpoint needs to give the consumer the same experience. When they are split up, they are competing with each other instead of supporting each other. - Myrthe Montijn</p> <p style="text-align: center;">— state</p>	<p>Clothes are originally functional product that are made to protect or to show peoples place in society. Understand the origin of garment and why it is that it is made in that way. There is a functional reason why a chino is looking in the way it is looking. - Ali Keys</p> <p style="text-align: center;">— state</p>	<p>Denim is an organic natural fabric, the store is a place to add a context to it. Denim is rough, it is imperfect, it is washed, it is worn out, it is lived in. - Ali Keys</p> <p style="text-align: center;">— state</p>	<p>Too many products make it unclear to the consumer what to expect. Too many things are conflicting for your attention. G-Star is essentially a denim brand but it is trying to be a lifestyle brand, it tries to be everything. Even underwear and swimming wear. - Ali Keys</p> <p style="text-align: center;">— state</p>
<p>To remind and tell customers who you are as a brand and what you believe a message needs to return in everything. In that way the message, the brand and the product will be sold. Deciding to do something (buying) means that you also decide to not do something. - Ali Keys</p> <p style="text-align: center;">— state</p>	<p>People express themselves with clothes. Themes like sustainability will only sell if it is visual in the jeans, when it does something to the aesthetics. - Ali Keys</p> <p style="text-align: center;">— state</p>	<p>The biggest power in the store is the staff. You have to be sympathetic when you work in a store. Customers are coming back for you and your personality and expertise. - Jordi de Boer</p> <p style="text-align: center;">— state</p>	<p>Take care of the consumer, take all their worries away. This is what the extra service of the store to the customer is about. - Jordi de Boer</p> <p style="text-align: center;">— state</p>
<p>Shopping is way of entertainment. Customers do not always only want to shop online. Of course they will sometimes, but when their mission is seeking entertainment they will do it in the physical store. - Jordi de Boer</p> <p style="text-align: center;">— state</p>	<p>Products needs to be seen, touched and fitted, people want to experience products. G-Star is making products that are perfect for the store. The Motac for example needs to be experienced and to be explained to the customer in store. - Jordi de Boer</p> <p style="text-align: center;">— state</p>	<p>Premium brands have to differentiate on something else than price. Service, brand history, product quality etcetera is what is important to show your extra value to the customer. - Jordi de Boer</p> <p style="text-align: center;">— state</p>	<p>Something outstanding give the people some handles to interact with the each other. can function as a conversation starter and to show off your expertise. - Jordi de Boer</p> <p style="text-align: center;">— state</p>

<p>Communication should be different at different locations. At some locations it is better to tease customers, while at others it is better to be direct and to the point. - Jordi de Boer</p> <p style="text-align: center;">state</p>	<p>We can educate the consumers as retailers. Changing the store every month and being friendly and open we seduce customers to return. - Jordi de Boer</p> <p style="text-align: center;">state</p>	<p>Physical selling points influence each other a lot. The connection and influence of the physical touchpoint in certain area is quite big. So what are the roles of them. Is the P.C. the area to have a flagship store? - Jordi de Boer</p> <p style="text-align: center;">state</p>	<p>People get in the store with a certain state of mind. The store is their to influence that state of mind. - Emilie Tromp</p> <p style="text-align: center;">state</p>
<p>A 3D shape is still really hard to understand on online platforms. People can more easily relate to it when you put it on models that use it in the context and make people understand what the advantages of those jeans are. - Emilie Tromp</p> <p style="text-align: center;">state</p>	<p>Social interaction is one of the most important reasons for people to go to the store. People go to the store to get the best possible advice. I go to the G-Star store because I know that there is someone there who has expertise on fittings and can tell me how to wash my jeans. - Emilie Tromp</p> <p style="text-align: center;">state</p>	<p>At shop-in-shop's and multibrands it is more important to be direct and explaining. It is important in the communication of those spaces to tell something about fitting and stories. People can shortly get in touch with your brand and in that moment you want to make a statement. - Emilie Tromp</p> <p style="text-align: center;">state</p>	<p>Storytelling consists of multiple layers. Information for a specific type of customer, information for different types of customers and information for the whole brand community. - Emilie Tromp</p> <p style="text-align: center;">state</p>
<p>The level of personalisation is dependent on the situation for people. The line between extra service and privacy violation is very small. You want the G-Star staff to know what your size is but not what the name of your dog is if you have not told them. But the dog walk service should know it. A brand is associated with expectations. You will expect this personalized service at KLM but not at Ryan Air. - Emilie Tromp</p> <p style="text-align: center;">state</p>	<p>People with more knowledge stay longer in a museum space. They are more focussed on small detail, enjoying themselves more and are willing to join the community. - Bernadette Schrandt</p> <p style="text-align: center;">state</p>	<p>Walking round the store with a phone in the hand takes away the exploitativeness of an experience. Both the shopping as the product experience. - Anne Moes</p> <p style="text-align: center;">state</p>	<p>An experience that is virtual makes people more keen on visiting the real store. People who had a VR experience outside the store are having a bigger desire to visit the store in person. The results of the conducted research were showing that those people were more enthusiastic than people who had a 360 (like google maps) experience. Augmented reality is a promising technology in the store. It can provide pop-ups in several ways that can inspire the customer just in the right moment. - Anne Moes</p> <p style="text-align: center;">state</p>
<p>Companies should think mobile, the whole world has a phone nowadays. Without doing that, they have no right to exist. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>People read the Grazia and Highsnobity from their phone. If there is a fashion show for example, you have to know how it look on a mobile device. Be there or be square. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>Retail is a mindset. Do not think mono, think multi, think online. A great atmosphere in your store is awesome but in this omni-channel retail landscape you have to set a great atmosphere at every channel because they will be more and more used in combination with each other. It is a total experience for the consumers. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>Online registration makes loyalty programs easier to execute. With online databases it becomes easier for customers to save points for discounts for example. Eventually coupons could be generated and those could be spend at every channel. - Eric Alkema</p> <p style="text-align: center;">state</p>
<p>Customers want information when they like to have it. They want this information fast, otherwise you have lost them. - Eric Alkema</p> <p style="text-align: center;">state</p>	<p>Technology needs to be functional. When it is a gimmick it is having a negative effect on customers. - Eric Alkema</p> <p style="text-align: center;">state</p>	<p>KPI's need to change to be able change the function of the stores to more service focussed. It is not about conversion anymore. It doesn't matter when or where the customer buys. - Eric Alkema</p> <p style="text-align: center;">state</p>	<p>Customers are expecting extra attention when they leave at a premium brand store. In premium fashion stores do people want the personal attention also at the moment of payment. They expect this as part of the service. - Eric Alkema</p> <p style="text-align: center;">state</p>
<p>Convenience technology is easy to copy since it is not brand defining. Implementing a self-scan service started at Albert Heijn but Jumbo is using it now as well. It does not create an experience that people can identify to. There is nothing brand driven behind it. - Myrthe Montijn</p> <p style="text-align: center;">state</p>	<p>Create trust to be able to gather data. As a brand you have to create trust points during the customer journey, because then are people willing to give there data later in the customer journey easier. - Myrthe Montijn</p> <p style="text-align: center;">state</p>	<p>Collecting data enables companies to target on the specific needs of consumers. When people open up you are able to gather data and when you have data you will be able to target their personal needs. - Myrthe Montijn</p> <p style="text-align: center;">state</p>	<p>Every touchpoint of a brand has its own function. This function depends on what the customer wants on that specific moment. If that means that the store is more about brand experience and the website is more about conversion, and it works will that be perfect. - Myrthe Montijn</p> <p style="text-align: center;">state</p>

<p>The rise of the internet changed the behavior of customers more and more over time by giving them more and more options to make a sale. Therefore are physical stores looking for their right of existence. - Emily van Vught</p> <p style="text-align: center;">state</p>	<p>Fashion is will always be bought offline as well. Fashion retail is different than other retail types. Loads of customers do not want to buy their clothes online, because they are not able to properly experience the products. The products needs to fit around a human body, nothing is more personal than that. Therefore do not believe that in the future sales will only be made in online in that sector. - Emily van Vught</p> <p style="text-align: center;">state</p>	<p>Companies are afraid that new initiatives, products and concepts scare their current customers away. They want to stay loyal to their fans, which slows down innovation. - Emily van Vught</p> <p style="text-align: center;">state</p>	<p>Consistency in a company, though every department, will be recognized by the consumer in store. At the finance department do they need to use the same color to make their graphs as the designers use. This makes the communication on all levels consistent and recognizable. - Emily van Vught</p> <p style="text-align: center;">state</p>
<p>Storytelling does not start at the product, but with the brand. It starts by setting an atmosphere around the brand, and that could begin in or outside the store. There is storytelling about product characteristics and properties and storytelling about brand image, experience and the brand story. This is a division between rational and emotional. - Emily van Vught</p> <p style="text-align: center;">state</p>	<p>Shoppers have different missions at different store locations. The mission of a shopper affects the way a store or website is designed. Without knowing the goal of the shopper is it really hard to adapt the strategy of a company to a selling point. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>People do not actually know the brand in the rest of the world. The awareness of G-Star in The Netherlands is 96 percent, but if you go further than Belgium is it around 6 percent, and outside of Europe is it 0.2 percent. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>Thousands of people are walking by the shop-in-shops everyday. To create awareness of the brand are the shop-in-shops and the multi brand stores very important. At these places can new people meet brands, so the brand visibility needs to be high at those places. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>
<p>Over-distribution makes it hard to differentiate. To be able to differentiate has G-Star to withdraw out of some channels. Maybe not with the whole collection but at least with the new-to-market collection. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>The consumers have multiple shop missions and therefore they shop different at different online and offline shops. Those shops need to differentiate from each other to attract consumers with a certain mission. The shop missions could be divided into functional shopping, inspirational shopping and occasional shopping. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>There are traditional periods in a year were people spend more money G-Star has to segment the periods in their account structure. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>	<p>People are watching what is happening at inspiring, specialized and innovating places. Here they want the collection to be high-end, new and inspiring. Achievers and creatives are looking at stores like the Bijenkorf, Tenue de Nimes, Baskets and Concrete. They are the specialists so they would know it. - Maarten Wijdekop</p> <p style="text-align: center;">state</p>
<p>On different locations are customers having different needs. Albert Heijn is focussing on this a lot. On the other hand should there also be a certain level of consistency in the brand appearance. Stores need to have different functions but the customer needs to know what he/she can expect at those locations. But specifications to the local target group are very valuable. - Anne Moes</p> <p style="text-align: center;">state</p>	<p>There are technologies that can recognize your age, gender and style an emotions. These technologies do not recognize you as a person but it recognizes some characteristics. With that information can the context of the retail space be adapted to your category, especially on screens. - Anne Moes</p> <p style="text-align: center;">state</p>	<p>Several offline pain factors are not experienced online, this means that these pain factors need to be taken away or minimized offline. - Anne Moes</p> <p style="text-align: center;">state</p>	<p>People want to feel and fit the products is a store. Our product is a good product for the physical store. The more expensive, the more they want experience it in real life. We have sweaters of kashmir that customers want to feel. People that buy a jacket of 600 to 1000 euros think about the sale. They do not click two times on the webpage and decide that they want it. - Marcia Godet</p> <p style="text-align: center;">state</p>
<p>Customers need to be distracted or seduced continually in a store. They need to explore and run into things that get their attention. In this way a story could be told to the customer or visitor. - Twan Minten</p> <p style="text-align: center;">state</p>	<p>People like some privacy. Make sure there are moments in the shopping journey that the customer does not see the staff. - Twan Minten</p> <p style="text-align: center;">state</p>	<p>Attractiveness of an area is influencing how the store functions. When the municipality does not put money into Christmas lights in the area it will be less attractive for customers to get there. - Kristian Braeken</p> <p style="text-align: center;">state</p>	<p>A store that differs from time to time shows off care and is surprising for the customer. It makes visible that the retailer puts effort in its store and that is appreciated by customers. "Aandacht maakt alles beter." - Kristian Braeken</p> <p style="text-align: center;">state</p>
<p>Franchise and wholesale partners are interpreting suggestions of the headquarter in their own way. They think that they always know it better and that badly influences the total image of a brand. - Kristian Braeken</p> <p style="text-align: center;">state</p>	<p>Belgium is way more conservative than the Netherlands In actually everything. Adapting new technologies is hard for this country. It is still not possible to pay by card everywhere for example. But also standing out with clothes is not usual for most of us. We try to variate with accessories.</p> <p style="text-align: center;">state</p>		

<p>The moment of payment is avoided to make the barrier to buy something lower. After pay and automatic payments are becoming normal. This development is starting to be implemented in some way by retailers and other companies. - Anne Moes</p> <p style="text-align: center;">— principle</p>	<p>People avoid painful situations. - Anne Moes</p> <p style="text-align: center;">— principle</p>	<p>People are always looking to gain something to make an experience pleasurable. - Anne Moes</p> <p style="text-align: center;">— principle</p>	<p>When an experience is painful or gainful they will be memorized and therefore have a lasting impact on their behavior and on the associations with it. - Anne Moes</p> <p style="text-align: center;">— principle</p>
<p>The stronger a pain or gain is, the more heavy is the impact on a person and their memory. - Anne Moes</p> <p style="text-align: center;">— principle</p>	<p>Influencing state of minds of visitors to make them receive the information better. New musea are using color, smell; sensoric methods to bring the space alive and to put visitor in a certain state of mind. - Bernadette Schrandt</p> <p style="text-align: center;">— principle</p>	<p>People are having the fear of missing out. - Anne Moes</p> <p style="text-align: center;">— principle</p>	<p>Visitors want to take the museum home. The Rijksmuseum is selling dresses reproduced from paintings that are hanging in the museum. Customers rather have a keychain than that they visit the museum of a football club. They prefer the physical memory that they can take with them above the one time experience of a museum. - Bernadette Schrandt</p> <p style="text-align: center;">— principle</p>
<p>People want to feel and fit the products in a store. Our product is a good product for the physical store. The more expensive, the more they want experience it in real life. We have sweaters of kashmir that customers want to feel. People that buy a jacket of 600 to 1000 euros think about the sale. They do not click two times on the webpage and decide that they want it. - Marcia Godet</p> <p style="text-align: center;">— principle</p>	<p>It is in human nature that they always try to get back to old rituals when they run into hard lines. - Marcia Godet</p> <p style="text-align: center;">— principle</p>	<p>People want to buy the full experience. So when they buy a bicycle they also want the outfit that fits to it. This makes the experience complete. Especially women are sensible for this. - Twan Minten</p> <p style="text-align: center;">— principle</p>	<p>The store needs to be reshuffled once in a while but people who are there everyday are not able to or not seeing the things that need to change anymore. A store needs to be dynamic to be able to inspire. People who get in want to get inspired. Stores need to be clean. Staff does not see it, but customers certainly do. - Twan Minten</p> <p style="text-align: center;">— principle</p>
<p>Different people look at products in different ways. As a product designer you look at the technical elements of the product, but not everyone does that of course. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>Customers literally want a touch point. The ability to feel that a product has a certain texture, that it smells in some way is only getting more important by this. Everyone is living in an online world, this tactility stays more and more important in such a world. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>Identification is a crucial aspect of the process of sale. Especially when you buy an article that you do not usually buy. The consumer asks itself many questions during that process. But if you are able to identify with it, the brand or the person that wears it than you will buy it sooner. The question 'Is this who I want to be?' Is one of the most crucial questions in a sale process. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>More clothes in a rack is making the selling point look cheap and vice versa. When there are only a few items on a rack will it look very exclusive, the experience is more expensive. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>
<p>People need areas to clear their heads next to areas where they get direct information. Context information and focus information need to be in balance. When there is an overload of information in store will you be so overwhelmed that the consumer gets confused. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>Different people have different interests than others, due to differences in background, interests and intelligence. Due to their characteristics. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>Retailers are increasingly embracing the opportunities that internet offer. When the online opportunities arose retailers were very scared for it. They were afraid that it would make the brick-and-mortar unnecessary. It is found out that this is only partly true. - Marcia Godet</p> <p style="text-align: center;">— principle</p>	<p>People's desires and empathy depend on the brand and what the brand offers. There is a difference between a jacket of 75 euro and one of 750 euro. - Marcia Godet</p> <p style="text-align: center;">— principle</p>
<p>Customers expect to buy more than a product. They buy a feeling, an experience and sometimes even a status. The prices are around 189 euro, so people are also buying security in a brand or a product. - Marcia Godet</p> <p style="text-align: center;">— principle</p>	<p>Consumers are experiencing a wholesale store as another brand. Those wholesale stores are selling our product but customers do not associate the service to Denham. - Marcia Godet</p> <p style="text-align: center;">— principle</p>	<p>People are afraid to make choices. They do not want to miss out on anything and therefore they try to do anything. - Marcia Godet</p> <p style="text-align: center;">— principle</p>	<p>It is in human nature that they always try to get back to old rituals when they run into hard lines. - Marcia Godet</p> <p style="text-align: center;">— principle</p>

<p>People have an emotional response to buying a product. Stores are now too cold and industrial, while buying a product should not feel like cold and industrial. - Ali Keys</p> <p style="text-align: center;">— principle</p>	<p>Denim is an organic natural fabric, the store is a place to add a context to it. Denim is rough, it is imperfect, it is washed, it is worn out, it is lived in. - Ali Keys</p> <p style="text-align: center;">— principle</p>	<p>The context in which you approach something, defines your response to it. Do not display the 450 euro jeans next to the 90 euro jeans. Then will nobody understand what you want to tell. - Ali Keys</p> <p style="text-align: center;">— principle</p>	<p>People are getting bored of flat photography. So this is where the customers can have a deviated experience to online. A jean that contains of 58 components needs to be shown in store, otherwise it is not experienced in its best way. - Ali Keys</p> <p style="text-align: center;">— principle</p>
<p>Customers want to be genuinely advised, they feel it when the staff in not 'real'. Working in store is about doing everything about it to give the customer a feeling that he/she leaves with a good feeling. We should not call them staff, we need to call them brand ambassador who is genuine.- Jordi de Boer</p> <p style="text-align: center;">— principle</p>	<p>Customers have multiple moods and mindsets and they dress to that. Sometimes you want to wear a traditional five-pocket jeans, and sometimes you want to wear a Type-C super slim. - Jordi de Boer</p> <p style="text-align: center;">— principle</p>	<p>There is always a group of customers that want to try new stuff. It is not a gigantic group but they can inspire others. Therefore are products not always made to become bestsellers, products also made to function as statements. - Jordi de Boer</p> <p style="text-align: center;">— principle</p>	<p>Users have different missions and therefore different state of minds. The biggest difference is the mission of the users of the space. Users have a different mood or state of mind. At KLM needs the crew to get the best state of mind to be able to provide service, while this is different for a store. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>
<p>People are always looking for a brand's uniqueness. Changing the state of mind to open up people for the stories behind the product, that they not only see it as clothes but really as products. That is the added value of G-Star. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>State of minds of people are influenced in phases. People do not change their moods immediately this is a process of a few steps. Slowly triggering needs that customers have or not. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>Customers pay more if they feel a match to the brand. People pay five times more for a jeans at G-Star than at Zara. This is partly due to the quality and detailing of the jeans, but mostly to if the customers feels a match with the brand. Are you able to identify with the brand, is a important question. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>	<p>Products that show that they got extra care are more interesting for the consumers. Is there an added value in the product on storytelling level or on technical detailing level. - Emilie Tromp</p> <p style="text-align: center;">— principle</p>
<p>People like some privacy. Make sure there are moments in the shopping journey that the customer does not see the staff. - Twan Minten</p> <p style="text-align: center;">— principle</p>	<p>A product without a story is triggering emotions less than one with a credible story. The Giant cycle that is used in the Tour is not that important, but it is about the rider that sat on this bike and that won the race on it. It is not about the trophy but it is about the fact that Dirk Kuyt held it after scoring three goals. - Twan Minten</p> <p style="text-align: center;">— principle</p>	<p>The consumer that just want to quickly buy a jeans does not exist anymore. People want form an opinion about their purchase and they are able to do this the best in real life, with the real product, in the real store. - Twan Minten</p> <p style="text-align: center;">— principle</p>	<p>The consumer that just want to quickly buy a jeans does not exist anymore. People want form an opinion about their purchase and they are able to do this the best in real life, with the real product, in the real store. - Twan Minten</p> <p style="text-align: center;">— principle</p>
<p>Too much information makes people confused. They do not know where to look and how to look. It makes the barrier to big to start exploring. - Kristian Braeken</p> <p style="text-align: center;">— principle</p>	<p>The more time no one draws a line or puts a standard, the further away it moves from the original state. - Kristian Braeken</p> <p style="text-align: center;">— principle</p>		

<p>Density split make products stand out. Nike is making a sort of award of their products. A new shoe is always separated from other and therefore used technology is explained well. - Emily van Vught</p> <p style="text-align: center;">principle</p>	<p>The staff needs to adapt to a new way of presentation. They are used to do is in one way, but if you teach them something else they need more time to accept and get experienced with it. - Emily van Vught</p> <p style="text-align: center;">principle</p>	<p>People adapt the behavior of their environment, the (demographic) area and surroundings they are in. The collection in Zwolle will be more basic while the collection at the flagship store in Amsterdam is more about the 'extreme' items. You have to add some extra pepper there. - Emily van Vught</p> <p style="text-align: center;">principle</p>	<p>Customers identify with real persons and contexts. People have to be able to identify with something before they get enthusiastic about an item. This could be done with a model or the context where the item is presented. - Emily van Vught</p> <p style="text-align: center;">principle</p>
<p>Customers do not want to know all the information that companies provide. Important for storytelling is that you are aware of how much the consumer wants to know about your story. To what level are you going to give them information. Customers are not willing to read everything. - Emily van Vught</p> <p style="text-align: center;">principle</p>	<p>Customers expect a certain level of expertise in a store where they buy a product of a certain quality and price level. - Emily van Vught</p> <p style="text-align: center;">principle</p>	<p>Customers do not like too much consolidation. It is not positive for your brand to be available at all those partners. It make the brand look cheap. - Maarten Wijdekop</p> <p style="text-align: center;">principle</p>	<p>People want to see what a product could do for them. The product is the focus at G-Star. But we do not show that well how to wear this, what the stories are behind it. This inspires customers. - Maarten Wijdekop</p> <p style="text-align: center;">principle</p>
<p>Clothes are a continuous self-expression. People are wearing it all day, everyday. People are showing how they are with clothes so G-Star should show who they are. The consumer want the opportunity to make the consideration if they fit the brands' identity. - Maarten Wijdekop</p> <p style="text-align: center;">principle</p>	<p>People relate to the world where the clothing is or aims to be present. A cool guy in Berlin, in a G-Star outfit who is doing cool stuff is at story that people want to relate to and want to copy. - Maarten Wijdekop</p> <p style="text-align: center;">principle</p>	<p>Different storylines are confusing consumers and making a brand unrecognizable. We speak about diversity, invite celebrities that do not fit to G-Star, we are launching a colorful collection. Be consistent in your message. - Maarten Wijdekop</p> <p style="text-align: center;">principle</p>	<p>Mental wellbeing is what customers are looking for. What is the reason that people want to visit your store? Is it to relax, or to meet other people, to escape from reality. Certainly not only to buy. - Myrthe Montijn</p> <p style="text-align: center;">principle</p>

APPENDIX H

/CONTEXT FACTORS FROM LITERATURE RESEARCH

<p>Increase in the population of the Netherlands to 171 million inhabitants by 2020. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>The number of people over 50 that will be larger than the number of 20 to 49 year olds. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>Number of single person households is increasing. Especially in the larger cities. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>Expectations are that there will be virtually no growth in consumer expenditure. Consumers' spending power will stagnate or drop.</p> <p style="text-align: center;">development</p>
<p>More international fashion and retail players will join the Dutch market. Competition is growing on all platforms. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>Consumers will primarily base their choices on price and that they will mainly be interested in new services that can save them money, but it also means that investments in the retail sector will decline or only be made by the major players in the market. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>The retail offering on the periphery will become leaner. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>Increasing number of empty retail premises, which is expected to increase from 6.3% to 10% by 2020. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>
<p>The 3D printing trend is seen as the future disruption to the production chain because customers can print (parts of) a product themselves without the intervention of a manufacturer or supplier, apart from the 3D model design. The combination with 3D scanning is offering many opportunities different. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>A long-term technological development or discussion is the one concerning Trusted Identity - the ability to establish the identity of a person in a safe and reliable manner both online and offline. This development is, of course, very important for payments and the new payment methods that are being created such as via Near Field Communication (NFC). - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>Multiple devices are required for payments (cash, cash/chip card, switch card, credit card, mobile, Bitcoin, etcetera. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>	<p>iBeacons can be used to collect information about the customer, it also can be used to send information to the customer. - Van Vliet, H. et. al. 2015</p> <p style="text-align: center;">development</p>
<p>Priori-time: Busy life means less time to shop. Since life is busier and faster than ever, customers have less time to go shopping. Consumers are forced to use their time smart and efficient. This trend is influencing the shopping behaviour of consumers. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>In this era are people always receiving sensual stimulants. There is always something to do or always they have to go to afterwards. This makes that they are not always fully attendant during shopping. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Runshopping: In peoples busy lifestyle is only a short amount of time available for shopping. This is called runshopping and this phenomenon is occurring more and more often. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Funshopping: people are using shopping to escape from everyday reality. This kind of shopping is called funshopping. When people are consciously choosing to funshop they are planning a longer timespan to visit the stores. - Q&A. 2016</p> <p style="text-align: center;">development</p>
<p>The factor convenience is becoming more and more important during shopping, due to the little time consumers and the many options they have. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Physical shopping is still one of the most important leisure activities. People find entertainment in shopping. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>The digital super consumer. Internet is changing the customer journey completely. The consumer has become an all-knowing, well-informed expert. It not only changes the customer journey of consumers on a higher level also the entire lives of them. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Generation that naturally communicates via social media, gathers information and buys products via internet is growing and acts differently than the pre internet generation. - Q&A. 2016</p> <p style="text-align: center;">development</p>
<p>Internet makes a broader range of products accessible. Consumers can order products and gather information from all over the world. The boundaries to do that are becoming less and less. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>This enormous and overwhelming amount of information and products can make it hard the consumer to eventually decide on what to get. To solve this solutions are created on- and offline. Hereby are technology but also staff a big role. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Social shopping via internet. It becomes more and more usual to make the digital shopping experience a social one. Consumers are able to digitally meet each other to share thoughts, ideas and opinions. Social networks are adapting on this trend by making it possible for customers to buy from their platforms. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Online retailers are opening more and more physical touchpoints. To be able to offer consumers the best service, online and offline platforms need to be seamlessly connected. People are social creatures that need physical interactions. - Q&A. 2016</p> <p style="text-align: center;">development</p>

<p>In sectors in which (parts of) the product or the service can be digitised, such as financial products (digital policies), holidays and travel (e-tickets), photograph/film (digital photographs) and media goods (music, films), the number of stores has declined considerably in the last decade. Telecom is the only exception; in this sector the number of stores has increased substantially, which is in part due to the growth in demand for mobile internet devices. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>It is expected that the online share will increase substantially over the coming years. The forecast growth to 2020 does, however, depend on who one asks. According to consumers, the online share will increase from 17% to 50%, but according to experts the share will only increase to 36%. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>These days, fashion blogs function as a central platform where fashion-related news and information circulates (Rocamora, 2012). Fashion blogs can inspire their readers. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>A great deal is expected of personalisation, in other words, the customising of the service or product for a particular individual so that a more or less unique service or product is created. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>
<p>Customers today have more buying and service channel choices than ever before. Linking and leveraging these customer touch points not only makes sense but is fast becoming a strategic necessity. - Peterson, M. et al. 2010</p> <p style="text-align: center;">development</p>	<p>Consumers will primarily base their choices on price and that they will mainly be interested in new services that can save them money, but it also means that investments in the retail sector will decline or only be made by the major players in the market. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>The retail offering on the periphery will become leaner. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>Increasing number of empty retail premises, which is expected to increase from 6.3% to 10% by 2020. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>
<p>Retailers can now enter the consumer's environment through the mobile device, and, because the mobile device stays with the consumer, the retailer can be anywhere, anytime. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>A shift is taking place in the belief that mobile devices not only have to have a function for attracting the consumers to the store but that they also have to be seen as a channel that must support the entire sales process, including in the store: "Mobile's role is to bind the digital and physical selling environments together in a meaningful way for consumers." - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>An innovation that has been ongoing for somewhat longer in the value chain is what is known as 'fast fashion'. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>	<p>An increasing number of major players such as Amazon and Bol.com give small shops the possibility to use their platform. The benefit for such a platform is that their product range increases even further, and their position as a one-stop-shop is strengthened. - Van Vliet, H. et al. 2015</p> <p style="text-align: center;">development</p>
<p>At many elements is online not able to beat offline in order to experience products, but the virtual world is getting closer. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Online sales have a big influence on the way people order and collect products. Convenience is an important element of this. Product can be delivered to and collected from every place at anytime. Fast and flexible logistics to serve the customers' needs. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Longtail: The transition from mass marketing to niche marketing, made possible by the internet. It is relatively easy to offer products where there is little demand for. Retailers can use the online offer as extension of their physical store. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Since customers have so many opportunities to buy products, retailers have to be careful that this does not create choice stress at the consumer. - Q&A. 2016</p> <p style="text-align: center;">development</p>
<p>Digital experience will become functional. With the help of technology, a shopping experience can get a new dimension, on the condition that everything functions and is used in the right way. A shopping experience can be more fun, easier and more personal, by using, for example, RFID technology. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Individualisation: The consumer is an individual with specific wishes and needs, and that is how he wants to be treated. Consumers experience 'much of the same' from retailers, while they are clearly less sensitive to mass communication and mass production. He is looking for tailor-made solutions, wants to help determine and contribute to what the retailer can offer him. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>The consumer wants to feel that a product has been made especially for him. He therefore desires a more personal approach. With products and services that are tailored to their specific needs. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Consumers differ from each other in what they buy, where they buy and the reason why they buy. With their individual preferences and wishes, there are they increasingly asking for customization an custom made products. - Q&A. 2016</p> <p style="text-align: center;">development</p>
<p>Customized communication Because of the Internet of Things (IoT) everything is now more and more connected to each other. This generates a lot of personal data, that enables retailers to send customized information to consumers. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>The demand for service and attention is growing, with the concept of 'personal attention' being central. This can be about an assortment that is tailored to a person's preference, but it is above all the personal approach that counts. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Terms such as hospitality and hostmanship are becoming increasingly important. Hospitality gives people the feeling that they are welcome and special and that is exactly what they want. - Q&A. 2016</p> <p style="text-align: center;">development</p>	<p>Aging: There will be more elderly people and this 'new' generation will form the largest target group for retail in the coming decades. They are purchasing power, feel younger and behave accordingly. - Q&A. 2016</p> <p style="text-align: center;">development</p>

<p>De fysieke winkelomgeving wordt een plek waar retailers een verbinding aangaan met de klant. Die gaat veel verder dan de uitruil van geld tegen producten of diensten. Winkelen is nu nog gelinkt aan het kopen van producten. In de toekomst draait het om ervaringen en het creëren van herinneringen, dit kan op allerlei manieren. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>De factor mens wordt steeds belangrijker. Het gaat om persoonlijk contact, een relatie opbouwen met de klant en de interactie aangaan. Van anonim naar persoonlijk. Van een oase van producten naar een oase van rust. Winkels en winkelstraten gaan ook concurreren met theaters en pretparken als plek om tijd door te brengen. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Advies en instore communicatie worden echt persoonlijk gemaakt op basis van data. In de convenience shopping omgeving zal de check-out steeds sneller en efficiënter verlopen of in een uiterm geval verdwijnen. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Elke klant is een mediakanaal. Mond-tot-mond reclame is voor een retailer altijd al een dominante vorm van marketing geweest, maar onder invloed van social media neemt dit extreme vormen aan. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>
<p>Zelf niks kopen maar alles wat je dagelijks nodig hebt automatisch geleverd krijgen. Technologie en kunstmatige intelligentie maken dit mogelijk. Intelligente producten die zichzelf bestellen als ze bijna op zijn. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Zien en horen behoren tot de belangrijkste zintuiglijke waarnemingen van de mens. Daarom is het niet verwonderlijk dat de online omgeving transformeert. Een transitie van een door tekst gedomineerde statische omgeving naar een door beeld en geluid gedomineerde interactieve omgeving - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Online maakt een transitie door waarin de digitale en fysieke wereld helemaal met elkaar verweven worden. De fysieke omgeving transformeert van een transactie naar een attractie omgeving. De online omgeving transformeert naar een infotainment omgeving waarin zowel expertise als experience met elkaar gecombineerd worden. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Tot 2030 stijgt het aantal enpersoonshoudens met 13% tot een aandeel van 40% - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>
<p>Uber and AirBnB have fundamentally disrupted long established industries. - <i>Calam, M. 2017</i></p> <p style="text-align: center;">development</p>	<p>The elusive Generation Z. In 2020 bestaat veertig procent van de grootste wereldmarkten uit deze jongeren. - <i>Ubels, D. 2017</i></p> <p style="text-align: center;">development</p>	<p>Generation Z is een financieel conservatieve generatie. 89 procent ziet zichzelf als 'price-conscious shoppers'. Ze weten slim prijzen te vergelijken of kortingscodes in te zetten. Bij het koopproces is (online) word-of-mouth van vrienden en bekenden van grote invloed. - <i>Ubels, D. 2017</i></p> <p style="text-align: center;">development</p>	<p>Over the past decade or so, a huge amount of importance has been put on "authenticity," both by brands and individuals. We're terrified of being exposed as fakes; being called a poser can be hurtful to some because it implies they're living a kind of false reality—that they don't have ownership over their own self. - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">development</p>
<p>Smart integration of stock systems so that it is possible to see whether and where a product is still available in the store or online. There are also so-called stockless stores where customers can see the complete stock or collection in a physical store using iPads or large video walls, place their orders and have the products delivered to their homes. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Click & Collect and Check & Reserve concepts and the rise of pick-up points. There are already 6000 of them in the Netherlands. The way these procedures are executed depend on two factors: the type of product and the type of customer. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Price comparison websites, that are used last couple of years, (kieskeurig.nl; preisroboter.de) provide insight into the prices of different providers and lead to price adjustments on a daily basis in order to be able to sell at 'lowest prices'. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>	<p>A serious development is that of consumer-to-consumer transactions. On the one hand this concerns marketplaces where consumers can trade between each other, with the most well-known examples being eBay.com and marktplaats.nl. This has expanded into all kinds of products and services, such as travel (airbnb.com), hiring a car from someone local (snappcar.com), selling homemade products (etsy.com) and peer-to-peer lending without the intervention of a bank (prosper.com). - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>
<p>It is less about branding and push-strategies, and more about listening to your customer and what a brand and its products can do for them. "It's important to build a relationship with the customer and that they become a fan of your brand. Then they become ambassadors of your brand when they are sharing their experiences about you on their Facebook page - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Customers are increasingly aware of the possibilities that they have online - and offline - and apparently feel free to start negotiating about in-store prices. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Switching channels and brands has become really easy for customers, as it is literally just one click away - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">development</p>	<p>The rise of servicescapes. We no longer drink beer in a pub but rather in an Irish pub or the Hard Rock café, we don't eat in a normal restaurant but rather in the jungle of the Rainforest Café and we shop in the Wild West themed shopping centres that promise a rich shopping experience. Entire districts (China Town), cities (Las Vegas), regions and even islands (Hawaii) consist of "cardboard" nostalgia where we can re-experience the real, authentic China, England or whatever. - <i>Bitner, M.J. 1992</i></p> <p style="text-align: center;">development</p>
<p>Experiencescapes are servicescapes that are configured for the visitor experience. The layout of stores, museums, sports stadia, restaurants, shopping centres, city parks and tourist attractions no longer focuses exclusively on the most efficient and effective service delivery but increasingly emphasises creating the experience. - <i>Bitner, M.J. 1992</i></p> <p style="text-align: center;">development</p>	<p>Marketers are expected to know their customers, including their preferences and spend potential, in order to tailor a differentiated multi-channel experience for each customer segment. - <i>Peterson, M. et al. 2010</i></p> <p style="text-align: center;">development</p>	<p>Blockchain is an emerging technology for decentralized and transactional data sharing across a large network of untrusted participants. It enables new forms of distributed software architectures. Although the technology was mainly adopted in digital currency in initial days, but it is a promising technology for other areas too. - <i>Tapscoott, D., & Tapscoott, A. 2016</i></p> <p style="text-align: center;">development</p>	<p>Delivery services like Amazon Fresh and Amazon Fresh Pickup are enabling the consumer to order and receive their groceries whenever and wherever they want in their preferred manner. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">development</p>

<p>The fact is, as consumers rely on friends, social networks and other independent resources for expert information, the role of the store associate is shifting dramatically; from expert staff to brand ambassadors - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">development</p>	<p>The new purpose of a retail store lies in its ability to represent an organization's actual culture and values, captured and rendered by its sales associates. The store to represent brand culture, rendered by staff. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">development</p>	<p>Participation in store By focusing on participation in the store - through education, trials and membership experiences rather than marketing, promotion and sales - retailers are positioning themselves for a longer-term, more open relationship with customers, helping them successfully evolve with the 21st century. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">development</p>	<p>Stores are not the main revenue generator anymore. As the channels to buy continue to multiply - from new e-commerce models to mobile-phone payments - traditional retailers face more competition than ever before. If consumers can buy anything anywhere at anytime from anyone, bricks-and-mortar stores needs to derive new meaning and value for their business in order to remain a strategic asset. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">development</p>
<p>Distinctions between physical and online will vanish. As the retailing industry evolves toward a seamless "omni-channel retailing" experience, the distinctions between physical and online will vanish, turning the world into a "showroom without walls". - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Different channels become blurred. Compared to the multi-channel phase, omni-channel thus involves more channels. An important additional change is that the different channels become blurred as the natural borders between channels begin to disappear. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>	<p>New channels will break down old barriers such as geography and consumer ignorance. Hence, it will become critical for retailers and their supply-chain partners in other industries to rethink their competitive strategies. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Showrooming: Shoppers now frequently search for information in the store and simultaneously search on their mobile devices to get more information about offers and may find more attractive prices. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>
<p>Wi-Fi to track and communicate with customers, though in-store Wi-Fi networks, firms can communicate with their customers through their mobile devices and also track their behavior. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Interactive channels integrated with mass advertising channels. An important development is also that interactive channels are becoming integrated with traditional mass advertising channels. This means that customer are able to interact with each other and the company while everyone is able to see it. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>	<p>In an omni-channel, the traditional division between two-way communication (interactive) channels and one-way communication channels becomes less obvious. It is therefore important to explicitly broaden this scope of channels by including customer touchpoints. It is therefore important to explicitly broaden this scope of channels by including customer touchpoints. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>	<p>Touchpoints can also involve customer-to-customer interactions through, for example, social media as well as peer-to-peer communication, which can have an effect on brand consideration (see Baxendale, Macdonald and Wilson this issue; Hennig-Thurau et al. 2010). However, this exchange is solely informational and does not include transactions. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">development</p>
<p>Sociale druk en bewustwording zijn de drijvende krachten achter de ontwikkeling van bewust consumeren. Sociale druk heeft betrekking op onze individuele footprint. Alles wat je als consument of als bedrijf doet of nalaat wordt steeds zichtbaarder. Daarmee neemt de druk om het goed te doen als bedrijf, maar ook als individu om je op een goede manier te profileren toe. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Bewustwording heeft alles te maken met een geleidelijke transitie in het besluitvormingsproces van consumenten bij het kopen van producten. Waarom we iets kopen wordt steeds belangrijker en niet het product zelf. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>De transitie van de kracht van instituten naar het individu is volop in ontwikkeling. De consument neemt steeds meer zelf het heft in handen in de zoektocht naar controle en vertrouwen. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Toegang tot elkaar, tot informatie, tot organisaties en tot processen. De stem van de consument wordt steeds invloedrijker. Door het enorme bereik van social media kunnen consumenten met elkaar organisaties maken of breken. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>
<p>De stuwende kracht achter recente en toekomstige groei en verandering is de digitalisering van de samenleving. Naast een continue aanwas aan nieuwe toepassingen heeft dit in het bijzonder betrekking op het belang van het bezit en gebruik van data. Olie was de vorige eeuw een belangrijke stuwkracht voor groei en verandering. Nu is data de nieuwe olie. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Blockchain wordt door experts gezien als de grootste technologische innovatie sinds de opmars van het internet. De "trust machine" van de toekomst. Het is het logische antwoord op de hiervoor geschetste dominante bewegingen richting 2030. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>De relaties die consumenten met bedrijven aangaan worden steeds meer gedomineerd door data. Hetzelfde geldt voor relaties tussen bedrijven onderling. Veel afspraken en transacties zijn op data gebaseerd. Transacties van goederen, content en geld. Vertrouwen en controle zijn daarbij essentieel. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Geen matras verkopen maar nachtrust, geen wasmachine verkopen maar schone was. Een transitie van eenmalige transacties naar doorlopende contracten van diensten. Het grote voordeel is dat een retailer elk nieuw boekjaar met een minimaal gegarandeerde omzet begint. Netflix en Spotify worden toegepast op retail. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>
<p>Richting 2030 bepaalt de consument waar, wanneer en hoe hij toegang krijgt tot zijn bestelling. Een transitie van timeslot naar timefit. Snelheid is nu een belangrijke kerncompetentie voor een retailer of logistiek dienstverlener. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Logistieke dienstverleners zetten volop in op efficiënt gebruik van lucht, land en water. Retail krijgt te maken met een enorme dynamiek aan bezorgmogelijkheden: thuisbezorging, ergens onderweg, op kantoor of afhalen in de winkel. Bezorging door drones, (fiets)koeriers, zelfstandige robots of door zelfrijdende auto's. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>De verantwoordelijkheid voor voorraad en distributie verschuift steeds meer naar de producent omdat dit in de keten het meest efficiënt is. Voor de fabrikant zijn platformen de ideale plek om hun longtail aanbod met de vraag te bundelen. Verder transformeert de logistiek dienstverlener naar een fullservice dienstverlener. Naast levering worden installatie en onderhoud als services aangeboden. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>	<p>Veel winkels kunnen zich niet langer focussen op transactie als enige doel. De functie van de winkel zal veranderen van een plek waar de transactie plaatsvindt in een plek waar attractie plaatsvindt. Een plek met een sterke aantrekkingskracht waar consumenten graag komen. - <i>INRetail, 2017</i></p> <p style="text-align: center;">development</p>

<p>Younger cities, older peripheral areas Young people leave peripheral areas and moving to the inner city. Where the cities rejuvenate and get more households, the peripheral areas are rapidly aging. - Q&A, 2016</p> <p style="text-align: center;">development</p>	<p>Homogeneous retail concepts are not effective due to urbanisation. Nowadays each area has different characteristics. To stay close to the customer and to be relevant, retailers are forced to adjust their concept to the customers' behaviour. - Q&A, 2016</p> <p style="text-align: center;">development</p>	<p>Single-person households are becoming the norm. Living alone brings different needs and demands a different approach from retail. For example, living alone generates higher costs, less time (tasks can not be distributed) and a different social need. We see that retail responds to the social needs of people living alone by creating communities. On the one hand to improve the relationship with the customer, on the other hand to bring people together. - Q&A, 2016</p> <p style="text-align: center;">development</p>	<p>Blurring branches: Demarcated branches will no longer exist in the future retail landscape. More and more concepts are being launched that combine multiple branches in one store to connect to a specific lifestyle or to offer a total experience. - Q&A, 2016</p> <p style="text-align: center;">development</p>
<p>Amazon continues to expand the capabilities of its Alexa Voice Service, the operating platform of its popular Echo digital assistant, a technology that not-so-subtly aims to disintermediate not only Google but every retailer on the planet from the consumer product search process, 55 percent of which already defaults to Amazon. - Stephens, D. 2017</p> <p style="text-align: center;">development</p>	<p>Online and digital channels have changed retail business models. The advent of the online channel and new additional digital channels such as mobile channels and social media have changed retail business models, the execution of the retail mix, and shopper behavior. - Verhoef, P. C., et al. 2015</p> <p style="text-align: center;">development</p>	<p>Influence of consumers is shaping retail brands. Thanks to the rapid rise of social media and corporate transparency, consumers now wield tremendous influence in shaping retail brands and are growing increasingly skeptical of overly-slick store designs, clerks and marketing messages. - Cho, D., & Trincia, B. 2012</p> <p style="text-align: center;">development</p>	<p>As online retailers slash shipping times and costs to next to nothing, bricks-and-mortar retailers can no longer depend upon instant gratification as a competitive edge. - Cho, D., & Trincia, B. 2012</p> <p style="text-align: center;">development</p>
<p>Storefronts start on virtual platforms. The success of these tactics (Zappos and Amazon) suggests that virtual storefronts can be at least as effective as physical ones, if not more so. - Cho, D., & Trincia, B. 2012</p> <p style="text-align: center;">development</p>	<p>Retailers are discovering that the sales floor presents them with opportunities to develop more open relationships with shoppers that help them better understand their audience and create an inspiring experience that drives customer loyalty. - Cho, D., & Trincia, B. 2012</p> <p style="text-align: center;">development</p>	<p>The types of products purchased online versus at retail stores also varies. Shoppers are increasingly off-loading mission based errands, or the acquisition of commoditized products (i.e. household staples) to other channels. - Cho, D., & Trincia, B. 2012</p> <p style="text-align: center;">development</p>	<p>Powered by social media, peer recommendations are gaining ground in power and influence. In a recent survey, nearly eight out of ten people said they trust peer recommendations above all other sources of information. - Cho, D., & Trincia, B. 2012</p> <p style="text-align: center;">development</p>
<p>Gen Z is nog meer visueel ingesteld dan millennials: ze zijn dol op video. Korter is beter. Verschillende merken spelen hier al op in met video ads van ongeveer zes seconden. Vooral voor het eerste contact met een gebruiker lijkt dit een ideale lengte te zijn. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>Korte video een merk stimuleert een straight to the point boodschap te creëren, past goed bij Generation Z. Deze groep heeft namelijk een ontzettend gevoelig afgestelde 'bullshitmeter'. Duidelijke, authentieke en bondige berichten doen het dan ook beter bij Gen Z'ers. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>Veel jongeren volgen YouTube-beroemdheden op dezelfde manier als voorgaande generaties popsterren volgden. Het feit dat veel van deze YouTubers verdienen aan hun volgers door producten te tonen of te bespreken in hun video's, stoort hen niet per se. 79 procent geeft aan geen probleem met dit soort branded content te hebben, mits het inderdaad duidelijk is dat het branded is. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>De klant als waardevol medium in een wereld die door social media gedomineerd wordt. Consumenten met een "Insta worthy" lifestyle moet je tegenwoordig "Insta worthy" ervaringen bieden om gedeeld te worden op social media. - INRetail, 2017</p> <p style="text-align: center;">trend</p>
<p>De consument lijdt aan infobesitas. De consument staat de hele dag aan en wordt gewild of ongewild geconfronteerd met een overload aan berichten en signalen die vaak niet relevant zijn. De consument van de toekomst verlangt juist relevantie. - INRetail, 2017</p> <p style="text-align: center;">trend</p>	<p>Huidige generaties zijn opgegroeid met tekst en typen. Aankomende generaties groeien op met spraak, lenzen, objecten, beeld en geluid. - INRetail, 2017</p> <p style="text-align: center;">trend</p>	<p>Generatie Z is de eerste generatie die zich geen leven voor het internet kan herinneren. Ze hebben geen posters van popsterren boven hun bed hangen, maar volgen influencers op social media. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>Geïnspireerd door de florierende start-upcultuur waarvan de succesverhalen breed worden uitgemeten in de media. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>
<p>Ook wordt er goed nagedacht over de studiekeuze. Generation Z is straks de meest én de hoogst opgeleide generatie. De overweging is vaak wel meer pragmatisch dan alleen uit interesse. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>Gen Z is een generatie van wereldverbeteraars: ze zien hoe hun voorgaande generatie de fout in zijn gegaan en willen het zelf beter doen. Inmiddels doet ruim een op de vier jongeren in de VS dan ook aan vrijwilligerswerk. Deze generation of activists zegt dat ze een grote impact op de wereld wil hebben. Maar liefst 60 procent geeft dit aan, tegenover 39 procent van de millennials. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>Er wordt veel verwacht van merken, met name op het gebied van openheid, eerlijkheid en respect. Producten of campagnes die 'echter zijn' en meer de realiteit weerspiegelen dan de illusie van perfectie, slaan aan. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>	<p>Humor, onafhankelijkheid, een spirit of inventiveness en een dialoog (tweerichtingsgesprek) worden hoog gewaardeerd. Met name de optie tot interactie met een merk is voor hen belangrijk. Bedrijven die niet aan hun eisen voldoen, worden met gemak ingewisseld. - Ubels, D. 2017</p> <p style="text-align: center;">trend</p>

<p>Amazon is changing the physical shops by integrating some of its well-known online features into its bricks-and-mortar locations. Grab-and-go no-point-of-sale convenience stores are popping-up. These services are all about convenience, customer independency and buying as fast as possible. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Customers continue to shift their retail spending from stores to the web, and that is having a big impact on brick-and-mortar retailers. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Many customers research products online before when they are planning to visit a physical store. Of the respondents 32,0% does always do this, 44,1% frequently and 18,8% occasionally. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>The human touch importance is slowly shifting over age. The desire for human interaction in-store isn't limited to an older consumer segment while a difference can be seen in age (18-24 years: 21%, 55+ years: 33%). - <i>Mood Media, 2017</i></p> <p style="text-align: center;">— trend</p>
<p>More customers want to be part of the in-store experience, 41% of the customers want to influence the in-store atmosphere by playing music. Among younger shoppers is this percentage 52%. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Mobile devices out while shopping, 55% of all shoppers surveyed say they use their mobile devices when out shopping, 82% of younger shoppers is are using their phone during shopping. Chinese shoppers (92%) are using their mobile devices the most, while the Dutch (38%) and the Germans (39%) are the least. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Mobile device becomes shoppers' best friend in-store, it is a shopping tool. They use the phone to compare prices, to find product information, store promotions, 53% (and 72% of the younger shoppers) would like to receive immediately-redeemable discounts on their phones when in-store. This is especially true when grocery and clothing shopping. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>The consumers want to be triggered to come to your store. An increasing reason to customers is that the store provides a pleasing experience. Experience is a broad word; it can vary from trying on products to entertainment. - <i>Q&A, 2016</i></p> <p style="text-align: center;">— trend</p>
<p>Use of internet in stores increases. To provide this total experience retailers are more and more using online and mobile touchpoints to support retailers in providing this service. Social media, apps and websites are used to create a strong brand experience. - <i>Q&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Self-created products are cool. Products that fit their personality and therefore they want to help creating the product. They are not able to do it all by their own but if consumers receive help from an 'expert' when designing a product, they still feel that it is unique. - <i>Q&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>The middle of the market has changed, and with it is the competition for many retailers. Under the influence of price/value retailers the traditional bottom of the market moved slowly to the middle. This leads to a new definition of 'the middle', in which among others price has become more important. But also it assortment has been given a different definition. Retailers who are in the new middle are making smartly use of both aspects. - <i>Q&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Price-value optimum retail. The choice for price-value means focus: suppliers can no longer be there for everyone. With price-value the aim is to make the impossible possible, namely an extremely low price, good quality and service in an attractive shopping environment. - <i>Q&A, 2016</i></p> <p style="text-align: center;">— trend</p>
<p>Building a platform to connect people to your brand. Building on its platform of performance-tracking products and website, Nike+ is now the largest running club in the world, with more than three million members. Lots of customers were getting in touch with it in the Nike store. - <i>Cho, D., & Trincia, B, 2012</i></p> <p style="text-align: center;">— trend</p>	<p>Smart retailers have begun using the storefront to foster relationships with people, which means going beyond selling products or presenting a well-orchestrated brand experience to understand existing and potential customers and their needs. In short, they are using the retail floor as a platform for learning. - <i>Cho, D., & Trincia, B, 2012</i></p> <p style="text-align: center;">— trend</p>	<p>Brand collaborations and multi purpose stores are popular. Brand collaborations with Santa Monica bookseller Hennessey + Ingalls and New York vintage shops What Comes Around Goes Around and Generic Man act as magnets for people who don't typically shop at Urban Outfitters. - <i>Cho, D., & Trincia, B, 2012</i></p> <p style="text-align: center;">— trend</p>	<p>Showrooming: Shoppers now frequently search for information in the store and simultaneously search on their mobile device to get more information about offers and may find more attractive prices. - <i>Verhoef, P. C., et al. 2015.</i></p> <p style="text-align: center;">— trend</p>
<p>Online shoppers are becoming less loyal to their preferred retailer over time. Using choice models, they show that customers tend to choose the online channel of their preferred retailer first. However, when online shopping experience increases, shoppers start to switch between the online options of the different retailers, suggesting that online shoppers become less loyal to their preferred retailer over time. - <i>Verhoef, P. C., et al. 2015.</i></p> <p style="text-align: center;">— trend</p>	<p>Mensen vragen zich meer en meer af of kopen nog nodig is. Enerzijds vanuit het besef dat we alles al hebben en genoeg ook genoeg is. Anderzijds vanuit de bewustwording van het belang van het bijdragen aan een betere maatschappij. Goed voor dier, milieu en mens. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Als consumenten iets niet vertrouwen gaan ze op zoek naar de waarheid. Empowerment betekent voor het bedrijfsleven dat transparantie een absolute vereiste is models. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Er wordt sneller ingespeeld op ontwikkelingen en de adaptatie van nieuwe toepassingen door consumenten gaat ook ongekend snel. Start-ups kunnen tegen lagere investeringen starten en consumenten wordt het makkelijker gemaakt om te testen. Consumenten juichen lef en vernieuwing toe. Snelheid maken en behouden zijn bijna even belangrijk geworden als het maken van de juiste keuzes. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>
<p>De consument van de toekomst wordt steeds bewuster en denkt goed na over wat hij koopt maar vooral ook bij wie. De lange termijn ontwikkeling is dat steeds meer consumenten stilstaan bij de impact van hun keuzes op de wereld, maatschappij en zichzelf. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Naast de bewuste consument zullen er ook consumenten zijn die blijven kiezen voor het goedkoopste, het snelste of het nieuwste ongeacht of dit duurzaam is. Wat we als burger vinden, is niet altijd waar we als individu naar willen of kunnen handelen. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Een toenemende groep consumeert al bewuster, gevoed door wat ze belangrijk vinden en de aandacht in de media. Ze anticiperen hier al op door producten aan goede doelen te geven en tweedehands te (ver)kopen. Daar ligt echter niet de oplossing. De traditionele cyclus van produceren, consumeren en weggooien moet doorbroken worden. Afval wordt de nieuwe grondstof. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>De consument koopt in de toekomst steeds meer contracten (diensten) en steeds minder producten. Bezit van het product is niet noodzakelijk om het te gebruiken Autoleasecontracten, het huren van ski's of een abonnement op Spotify zijn bekende voorbeelden. Gedreven vanuit economische, maatschappelijke en praktische motieven staan steeds meer consumenten open voor betalen voor gebruik in plaats van bezit. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>

<p>De consument transformeert van eindgebruiker naar vormgever en coproductent. Sterk gedreven door technologische ontwikkelingen betrekken merken de eindgebruiker steeds vaker bij het productieproces. In de woonsector is maatwerk al normaal, maar dit waait over naar nagenoeg elke andere sector. De consument is een individu met specifieke maten en behoeften en is op zoek naar producten of beter gezegd oplossingen die in deze behoeften voorzien. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Onder invloed van 3D-printing technologie en daaraan gelinkte design software kunnen consumenten volledig hun eigen product samenstellen en produceren. Er zullen consumenten zijn die daar gebruik van maken, maar de meerderheid zal waarschijnlijk een product gaan configureren vanuit een bepaalde basis of design. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Consumenten gaan beseffen dat informatie delen met retailers betekent dat ze sneller en beter geïnformeerd en geholpen worden. Consumenten gaan hun data delen, maar niet met iedereen en niet zomaar. Ze moeten er de toegevoegde waarde van inzien en ze moeten altijd in control zijn. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>De klant als waardevol medium in een wereld die door social media gedomineerd wordt. Consumenten met een "Insta worthy" lifestyle moet je tegenwoordig "Insta worthy" ervaringen bieden om gedeeld te worden op social media. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>
<p>De consument lijdt aan infobesitas. De consument staat de hele dag aan en wordt gewild of ongewild geconfronteerd met een overload aan berichten en signalen die vaak niet relevant zijn. De consument van de toekomst verlangt juist relevantie. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Huidige generaties zijn opgegroeid met tekst en typen. Aankomende generaties groeien op met spraak, lenzen, objecten, beeld en geluid. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Generatie Z is de eerste generatie die zich geen leven voor het internet kan herinneren. Ze hebben geen posters van popsterren boven hun bed hangen, maar volgen influencers op social media. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Geïnspireerd door de floreerende start-upcultuur waarvan de succesverhalen breed worden uitgemeten in de media. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">— trend</p>
<p>Ook wordt er goed nagedacht over de studiekeuze. Generation Z is straks de meest én de hoogst opgeleide generatie. De overweging is vaak wel meer pragmatisch dan alleen uit interesse. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Gen Z is een generatie van wereldverbeteraars: ze zien hoe hun voorgaande generatie de fout in zijn gegaan en willen het zelf beter doen. Inmiddels doet ruim een op de vier jongeren in de VS dan ook aan vrijwilligerswerk. Deze generation of activists zegt dat ze een grote impact op de wereld wil hebben. Maar liefst 60 procent geeft dit aan, tegenover 39 procent van de millennials. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Er wordt veel verwacht van merken, met name op het gebied van openheid, eerlijkheid en respect. Producten of campagnes die 'echter zijn' en meer de realiteit weerspiegelen dan de illusie van perfectie, slaan aan. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Humor, onafhankelijkheid, een spirit of inventiveness en een dialog (tweerichtingsgesprek) worden hoog gewaardeerd. Met name de optie tot interactie met een merk is voor hen belangrijk. Bedrijven die niet aan hun eisen voldoen, worden met gemak ingewisseld. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">— trend</p>
<p>In addition to offering a low price, retailers in the new middle play a lot with their product range/assortment. They do this to give customers an extra reason to shift to an extra purchase, or to visit the store again. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Make sure customers find something in store. Retailers experiment with a very wide or deep range, so that the customer always knows that he succeeds. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>While older people behave younger, you see that young people are just occurring older. They are rather mature and independent. These differences make audience segmentation even more important. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Consumers are becoming increasingly aware of what they buy and consume. They focus more on the quality of life for future generations. Think about themes such as nature and the environment, sustainability, social justice and 'socially responsible'. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>
<p>Transparency of retailers: Consumers expect retailers to deal with this just as consciously as they do. Informing consumers fairly about actions and to be open about both process and product is becoming increasingly important. 52%. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Consumers value local products, which also have to meet a number of conditions: high quality, authenticity, reliability and environmental friendliness. Consumers consider this as important, because local entrepreneurs contribute to the local economy. Moreover, these types of products evoke a sense of personality and quality. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>New retail concepts due to customer needs. Whether it is customer needs, cost savings, scale or simply passion: there are all kinds of reasons that new retailers are entering unfamiliar markets. It leads to concepts that give an inspiring twist to traditional retail models. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Partnerships: In order to continue to innovate as a retailer, it is sometimes necessary to deviate from the current path, for example by adding a product or service. Sometimes there is not enough expertise, scale or financial capacity available for this. A collaboration between two parties is a highly used strategy provide potential for both parties. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>
<p>New retail concepts and innovative store concepts are mainly created by new retailers. They focus on a specific target group or trends with their concept, and try to distinguish themselves with this. - <i>G&A, 2016</i></p> <p style="text-align: center;">— trend</p>	<p>Ensure physical opportunities to try, play, learn, be inspired and perhaps even co-create the space. Deploy brand ambassadors to share their expertise and experience with your guests. - <i>Stephens, D, 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Closing stores: though economic times have hit traditional retailers hard, particularly in North America. Circuit City and Borders have filed for bankruptcy; Ann Taylor and Home Depot have closed hundreds of stores. - <i>Cho, D., & Trincia, B, 2012</i></p> <p style="text-align: center;">— trend</p>	<p>Enabled by new technologies, shoppers are now using mobile phones to comparison shop on the fly, access in-the-moment promotions, and consult friends or family before buying anything. - <i>Cho, D., & Trincia, B, 2012</i></p> <p style="text-align: center;">— trend</p>

<p>The star players for 2020 are expected to be big data, 3D printing and wearables. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">— trend</p>	<p>By 2009 more than two-thirds of the Dutch population were shopping online, and the amount of spending online and the average amount spent was increasing substantially. This period showed the mass emergence of (smaller) web-only firms, which resulted in a threefold increase in online sales. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">— trend</p>	<p>Especially in sectors that are interesting for recreational shopping, such as clothing, shoes, personal care and sports products, there is an increase in the number of stores. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">— trend</p>	<p>Fashion apps and fashion blogs are becoming more and more popular. Fashion apps are applications that offer a shopping and/or inspirational platform for the app user. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">— trend</p>
<p>Online activities on for example Facebook and Instagram are visible to retailers, which enable them to monitor responses, views, likes and so on, and act directly on this information. They are actively involved by the company. - <i>Van Vliet, H. et. al. 2015</i></p> <p style="text-align: center;">— trend</p>	<p>In today's maturing consumer markets, emphasis is shifting from straightforward sales to a more holistic approach to customer life cycle management, with a stronger emphasis on how sales are generated and service provided all along the customer journey. - <i>Peterson, M. et. al. 2010</i></p> <p style="text-align: center;">— trend</p>	<p>In an era when customers are increasingly well informed and communications savvy, this channel-by-channel approach is not enough: Businesses need a multi-channel strategy that offers consumers a seamless experience across all touchpoints, or they will miss an opportunity for customer value generation. - <i>Peterson, M. et. al. 2010</i></p> <p style="text-align: center;">— trend</p>	<p>Buy online, pick up in store, ship from store. Nearly half of the retail chains are offering online shoppers the option to pick up in store. Many consumers like it since it avoids delivery fees. It also guarantees them that there is a goal for them to visit a store, they know for sure that they can get something. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— trend</p>
<p>Nowadays, 75 percent of the consumers expect retailers to offer in-store ordering from online stock to reduce store size and thus the local stock inventory. Additionally, items that are sold out could easily be ordered in-store from a central stock hub. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Providing accurate inventory down to the individual store level is a crucial part of attracting online shoppers into a store location. In the 2017 Adyen survey, 66% of the respondents said being able to check inventory online would make it more likely they would head out to a store. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— trend</p>	<p>The customers are visiting a store differently. Some customers come in, scan a few price tags and then leave the store and make the sale later on their phone. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— trend</p>	<p>Consumers want options. They want to visit a store or ecommerce site and find the exact product they are looking for. If it is not there, they want the store or retailer to point to where to find it. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— trend</p>
<p>A multi-channel, integrative customer model that delivers customer value and significant return on investment (ROI) requires both a strong understanding of customer preferences and behaviours and a robust IT architecture that supports the overarching customer relationship management (CRM) strategy. - <i>Peterson, M. et. al. 2010</i></p> <p style="text-align: center;">— state</p>	<p>Customers expect to receive consistent information and offers across all channels. In a true multi-channel environment, marketing departments know customer preferences, interests and interaction history, regardless of whether customers are shopping in a store, calling the company or visiting its website. - <i>Peterson, M. et. al. 2010</i></p> <p style="text-align: center;">— state</p>	<p>Successful retailers are leveraging multiple touch points simultaneously to offer customers more choices along the buying journey. - <i>Peterson, M. et. al. 2010</i></p> <p style="text-align: center;">— state</p>	<p>The physical retail space has not really changed in about 200 years. People walk into a store, pull something off the shelf. Then they go to a register, pay and walk out the door. The brick and mortar stores are offering a service that is not going to fly with today's digitally savvy consumer. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— state</p>
<p>ModCloth (company behind Urban Outfitters) is seeing geographical differences in product preferences at its physical locations. Customers preferences differ per location. - <i>Internet Retailer. 2017</i></p> <p style="text-align: center;">— state</p>	<p>Ability to touch feel and try as top reason to visit a store. 78% of shoppers cite the ability to touch, feel and try products as a top reason for shopping in-store. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>	<p>Woman value the tactile nature more. 74% of men say the ability to touch, feel and try products is a top reason to shop in-store vs. online. 81% of women say the ability to touch, feel and try products is a top reason to shop in-store vs. online. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>	<p>67% of shoppers say the convenience of getting it instantly is a top reason for shopping in-store. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>
<p>Customers view shopping as form of entertainment. 59% of UK consumers cite the ability to browse and discover new things as a top reason to shop brick & mortar. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>	<p>Atmosphere and the store experience is not a conscious pre for customers. Only 20% of shoppers worldwide consider atmosphere and experience as most common reason for shopping in-store over online. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>	<p>The human touch is not a reason to go to the store, it is only supporting. 26% of U.S. shoppers list being able to speak with a shop assistant as one of their top reasons for choosing a store over online. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>	<p>Atmosphere is more important for young people. Those 18-24 consider atmosphere and experience to be more important than any other age group: one in four. - <i>Mood Media. 2017</i></p> <p style="text-align: center;">— state</p>

<p>Right mood drives sales; 39% of French consumers say that feeling in the right mood drives them to make impulse purchases. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">state</p>	<p>Waiting line is top frustration (especially among older shoppers). 60 percent of the shoppers worldwide is most frustrated about waiting in line. Particularly among older shoppers. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">state</p>	<p>Item out of stock (especially among younger shoppers). 50 percent of the shoppers worldwide is thereafter most frustrated about items that are out of stock or that are not available in-store. Particularly among younger shoppers. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">state</p>	<p>Stores that are too busy and hectic are unwished. 47 percent of the shoppers worldwide is thereafter most frustrated about stores that are too busy and hectic. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">state</p>
<p>Music makes everything better. 78% of shoppers globally say they like hearing music when shopping in-store. Among younger shoppers is it even more wished: 86%. 62% of the Dutch consumers says that music makes the shopping experience more sociable. Music make them feel at ease as well. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">state</p>	<p>The creation of a branded atmosphere with scent, visuals and music makes shoppers enthusiastic. They are more likely to re-visit, to recommend the place and to stay and shop longer. This is especially true for younger customers. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">state</p>	<p>Amazon isn't a fun experience. Friends don't meet for dinner and then go on an Amazon shopping spree. People don't take selfies of themselves ordering things on Amazon. I'm a card-carrying, dyed-in-the-wool Amazon Prime member and order plenty of stuff but I've never perceived my time doing it to be fun. - <i>Stephens, D. 2017</i></p> <p style="text-align: center;">state</p>	<p>Customers today want retailers to be less about well-orchestrated brands and carefully rehearsed answers and more about transparency, authenticity and passion. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">state</p>
<p>Full integration increases customers' patronage intentions most strongly for limited-line retailers whose assortments have a high depth of items with substitutive relations. - <i>Verhoef, P. C., et al. 2015.</i></p> <p style="text-align: center;">state</p>	<p>Perceptions of showrooming are negatively related to a salesperson's performance. A salesperson's cross-selling strategies and their ability to cope with these behaviors may diminish this negative relationship. - <i>Verhoef, P. C., et al. 2015.</i></p> <p style="text-align: center;">state</p>	<p>Managers continually plan, build, change, and control an organization's physical surroundings, but frequently the impact of a specific design or design change on ultimate users of the facility is not fully understood. - <i>Bitner, M. J. 1992</i></p> <p style="text-align: center;">state</p>	<p>Consumenten hebben de macht om op elk moment van de dag een afweging te maken en iets op zoeken, regelen of kopen ongeacht tijdstip, plaats of medium. - <i>INRetail, 2017</i></p> <p style="text-align: center;">state</p>
<p>Big data is the analysis of linked databases in order to provide new insights. The integration of (real-time) structured data (for example payment transaction data) and unstructured data (for example, social media sentiment about a brand) is the Holy Grail of being able to understand patterns in the customer journey, the ability to identify trends and new target groups and for building up a profile of each customer so that the range of products on offer and the prices can be adapted in real time. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>The possibility of uniquely identifying an object via a barcode, QR code or through augmented reality and thus be able to retrieve additional information via the Internet, is probably sufficient for discovering. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>Personalisation and loyalty programmes. Knowing what one and the same person does online and in-store can result in a much better personalised offering. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>The shopping process is changed by customers using a smartphone in the shop (to compare prices), or for advance online orientation. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>
<p>The top of that particular list has the same product categories stated by the experts: event tickets, package holidays, individual flight tickets and accommodation and insurance. Around 40% of consumers say that they will no longer be going to physical stores for these products. For fashion, the number is considerably lower: 17% (shoes and personal lifestyle) and 12%. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>Retailers confirm on a challenge: if people look for certain brands or fashion items, they want to make sure they are found quickly. But how to do that, remains a big task, especially when marketing budgets are limited. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>Research shows that only 14% of consumers want a personalised offering, 42% do not and 44% are undecided (Peters & Witte, 2013). Of consumers, 77% also say that they do not wish to be identified when entering a store in order to be presented with a personal shopping experience. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>In 2012, a quarter of the 88 million online orders resulted in a return. For fashion this was as high as 60%, while for electronics it was only 5% (PwC, 2013). Returns and the logistics surrounding them cost a lot of money. As long as it remains difficult to implement suitable sizing online and to properly convey the colour and texture properties returns will, for the time being, continue to be an important aspect of the service and the costs. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>
<p>Although several criteria play a role in delivery, such as speed, convenience, costs and reliability, for the consumer it appears that the ability to remain in control is important. Research shows that the ability to choose a fixed delivery time is the most important aspect (31%), followed by pick-up points from a local store (24%), next-day delivery (24%) and same-day delivery (8%). - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>It is expected that 'sharing' will play a less significant role in fashion because consumers say they are less willing to share clothes (Shopping2020, 2014a). - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>Social media are used as a channel to present the collection and activities. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>	<p>Fashion retailers clearly mention the importance of 'personal' contact with customers, whether physically or digitally. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">state</p>

<p>In deze tijd waar er elk moment toegang is tot (het oriënteren dan wel bestellen van) producten en diensten, volstaat het niet meer om vanuit één kanaal of één moment te denken in het bereiken van de consument - <i>INRetail, 2017</i></p> <p style="text-align: center;">state</p>	<p>De traditionele retailer is slechts één van de structuren die consumenten hier toegang tot verleent. Hiermee hebben deze retailers niet meer het monopolie op het samenbrengen van vraag en aanbod. - <i>INRetail, 2017</i></p> <p style="text-align: center;">state</p>	<p>Op dit moment denkt nog een beperkt deel van de Nederlanders hier bewust over na wanneer ze producten aanschaffen. Veel vinden het wel belangrijk maar verbinden er richting merken en retailers nog geen consequenties aan. - <i>INRetail, 2017</i></p> <p style="text-align: center;">state</p>	<p>MAGAFAs, Het zijn allemaal platforms. Ze verbinden vraag en aanbod van producten, informatie en diensten met elkaar. Niet fabrieken en grondstoffen maar informatie en interactie zijn hun grootste kapitaal. Hun kracht is het netwerkeffect. Hoe meer mensen gebruik maken van het platform hoe waardevoller en aantrekkelijker het wordt. - <i>INRetail, 2017</i></p> <p style="text-align: center;">state</p>
<p>Generatie Z is de meest diverse generatie tot op heden. Ze zijn 'globaal georiënteerd': ze hebben meer in gemeen met leeftijdsgenoten aan de andere kant van de wereld dan met oudere generaties in hun eigen woonplaats. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>Omdat hun vormende jaren werden gekenmerkt door die onzekerheid, kiest deze generatie voor stabiliteit. Deze nadruk op veiligheid is ook te vinden in hun opvoeding. De ouders van Generation Z komen meestal uit Generation (N)X. Ook zij groeiden op in economisch onzekere tijden. Deze generatie had grote moeite met het vinden van een baan na de tweede oliecrisis eind jaren zeventig. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>Stereotype millennial: randje narcistisch, financiën niet op orde, egoïstisch en oneindig bezig met uitvogelen waar ze met haar leven aan wil of moet. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>Generation Z: hardwerkend, heeft een sterk aanwezig geweten, is ietwat angstig en neurotisch aangelegd en erg bezig met (en zich bewust van) de toekomst. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>
<p>Net als millennials zijn ze meer bereid om geld uit te geven aan ervaringen dan aan spullen. Wat de generaties als succes zien verschilt wel nogal, millennials zien het hebben van bijzondere ervaringen namelijk als het hoogst haalbare succes, terwijl Generation Z'ers succes afmeten aan het hebben van geld. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>De nieuw generaties is zich hyperbewust van hun online persona. Dit persona wordt dan ook streng gecureerd en ze geven de voorkeur aan meer privéplatformen, zoals Snapchat, waar al hun posts ook weer verdwijnen. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>Het gegeven dat vrijwel deze hele generatie een mobiele telefoon heeft, is een van de meeste kenmerkende aspecten voor Gen Z. Ze zijn altijd en overal 'on/mobile'. Spenderen meer tijd in hun kamer via social media met hun vrienden, dan dat ze ze daadwerkelijk in het echt zien. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>Al heb je de perfecte content, de juiste influencer, de goede toon: het moet wel je doelgroep bereiken. Ze gaan minder de deur uit, dus traditionele plekken als het winkelcentrum en de bioscoop worden minder interessant. <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>
<p>Kanttekening hierbij is dat ook dit authenticiteit moet zijn. Als ze niet geloven dat de influencer het product echt gebruikt of zelf zou uitkiezen, zal de campagne niet heel positief ontvangen worden. De tijd dat merken hun producten willekeurig door influencers kunnen laten aanprijzen, is voorbij. - <i>Ubels, D, 2017</i></p> <p style="text-align: center;">state</p>	<p>Hype is the most cited reason: that the buzz around the brand is what sustains that same buzz—that a sighting of Drake or Kanye in Supreme is what inspires people to bid themselves into bankruptcy when the same item appears on eBay. - <i>Clifton, J, 2016</i></p> <p style="text-align: center;">state</p>	<p>the shop started making T-shirts in small runs; and then hoodies and sweaters; then shoes in collaboration with Nike and Clarks, coats with the North Face and Stone Island, hoodies with Comme des Garçons and jeans with APC. Through all that, Supreme has continued to make a limited amount of product because "we don't want to get stuck with stuff nobody wants. - <i>Clifton, J, 2016</i></p> <p style="text-align: center;">state</p>	<p>Millennials in particular are very aware of different consumer tribes; they look to inspire or impress peers who share the same kind of interests as them, who will recognize that particular T-shirt. So, really, we do it for a very small group of people. The appeal is all in the exclusivity. - <i>Clifton, J, 2016</i></p> <p style="text-align: center;">state</p>

<p>Music contributes to the identification with the brand. 65% of the shoppers agree that they can relate and connect to a brand due to music. These numbers are higher among younger shoppers. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">principle</p>	<p>Customers feel welcome, relaxed and happy when good music is playing. They feel disappointed, disengaged and unwelcome when no music is playing. Besides that is music also easing waiting frustrations. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">principle</p>	<p>Inconvenient staff assistance is a huge frustration to customers. 33 percent of the shoppers worldwide is thereafter most frustrated about bad staff assistance. Staff needs to be well-trained and honest experts. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">principle</p>	<p>An extremely fast assortment change creates scarcity on the one hand, making consumers decide faster. On the other hand you give them a reason to keep coming back. - <i>O&A, 2016</i></p> <p style="text-align: center;">principle</p>
<p>Ultimately as humans we acquire products but we invest emotionally in stories. The world doesn't need another concrete commercial real estate box with racks, registers and shelving, or another cold, catalogue-like website. It needs physical and online shopping places that celebrate unique brand stories. - <i>Stephens, D. 2017</i></p> <p style="text-align: center;">principle</p>	<p>People are, by nature, social animals. Building a tightly connected community of customers who are galvanised by a common passion, place, idea or interest is the surest way to cultivate a sense of community and an atmosphere of fun. - <i>Stephens, D. 2017</i></p> <p style="text-align: center;">principle</p>	<p>Dopamine makes the experience joyful When each shopper's SCARF model (status, certainty, autonomy, relatedness, fairness) needs are fulfilled, it "releases dopamine in the brain and that ties back to the concept of joy," Sears said. The customer feels joyful because, he explained, "it was a genuine, thoughtful experience." - <i>Yohn, D.L. 2015</i></p> <p style="text-align: center;">principle</p>	<p>Although digital channels may be better positioned to provide short-term transactional value, bricks-and-mortar stores still give retailers the best space in which to establish long-term connections with customers due to the and personal interaction. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">principle</p>
<p>What counts in recruitment is behaviour. You can train anyone to do things, but nobody can teach someone how to be. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">principle</p>	<p>The traditional retail store maintains an important edge over the digital realm: the physical space provides a direct, personal connection with consumers. - <i>Cho, D., & Trincia, B. 2012</i></p> <p style="text-align: center;">principle</p>	<p>Product sensitivity dependent on type of product in specific retail markets, the online channel has become very dominant and can be considered a disruptive development. An example is the travel industry with many new online players, such as BOOKING.COM, EXPEDIA and TRIPADVISOR, inducing a shake-out among traditional travel intermediaries. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">principle</p>	<p>In-store communication has a strong effect on brand preference Relying on self-reported customer touchpoint interactions using mobile devices for their research, they show that specific touchpoints have a stronger impact on brand preferences and liking than others. They find that in-store communications have a particularly strong effect on brand preference. - <i>Verhoef, P. C., et al. 2015</i></p> <p style="text-align: center;">principle</p>
<p>Behind Trusted Identity there are major discussions taking place about technological infrastructure, security, fraud and privacy, which also affect more legal principles such information ownership or more moral principles, such as who 'owns' your DNA profile. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">principle</p>	<p>Fashion blogs have the ability to create a strong personal relationship with their readers. Advertisements viewed in such a personal and non-intrusive context can influence consumers in a more subtle way than traditional media can. - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">principle</p>	<p>Sharing personal goods (car, telephone, clothing) is indeed something completely different to sharing digital goods or your tastes (Spotify, LibraryThing). - <i>Van Vliet, H. et al. 2015</i></p> <p style="text-align: center;">principle</p>	<p>"Customers do not move around virtual environments the same way in which they do around physical environments" (Shankar et al., 2010, p. 113), 19 as well as a different experience (Novak, Hoffman & Yung, 2000). - <i>Bitner, M.J. 1992</i></p> <p style="text-align: center;">principle</p>
<p>Recent Booz & Company research shows that when customers are offered product and service options they want, via the channel they prefer, they are more likely to be repeat buyers and less likely to perceive the interaction as intrusive. - <i>Peterson, M. et al. 2010</i></p> <p style="text-align: center;">principle</p>	<p>Shoppers want to be in charge of however and whenever they shop. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">principle</p>	<p>If store employees fail to deliver on the promise of fast and easy fulfillment, the trust of customers is jeopardized. Convenience is key nowadays. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">principle</p>	<p>Many customers like to touch, feel and try out sporting good equipment and apparel before purchasing, which is why they often come into store to make selections. They want to romanticize about making a basket, scoring a goal or driving the ball down the middle of a fairway. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">principle</p>
<p>Retailers do not want items in the back room. You can not sell things in the back room. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">principle</p>	<p>Intimate relationships with a brand are induced by the feeling at customers of being appreciated, wished and invited. Provide self-identifying service. - <i>Internet Retailer, 2017</i></p> <p style="text-align: center;">principle</p>	<p>Discounts and promotions make consumers greedy. 62% of Australian and 72% Spanish consumers say that discounts & promotions drive them to make impulse/unplanned purchases. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">principle</p>	<p>Music elevates the stores atmosphere and therefore the consumers' moods. The shopping experience is considered more enjoyable (81% agree), it lifts consumers' mood (78% agree). These numbers are higher among younger shoppers. - <i>Mood Media, 2017</i></p> <p style="text-align: center;">principle</p>

<p>De essentie van retail blijft hetzelfde: vraag en aanbod samenbrengen en de consument optimaal bedienen. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— principle</p>	<p>Voor sommige consumenten zijn merken enorm belangrijk, omdat ze daaraan een bepaalde status kunnen ontleenen en zo kunnen werken aan hun identiteit als basisbehoefte. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— principle</p>	<p>Naar het model van Manfred Max-Neef zijn de volgende fundamentele behoeften vastgesteld: Autonomie, identiteit, creatie, vrije tijd, participatie, begrip, genegenheid, bescherming en voortbestaan. De dominantie van de negen behoeften verschilt per individu. - <i>INRetail, 2017</i></p> <p style="text-align: center;">— principle</p>	<p>keeping supply low is an effective way to create demand. "In some regards, what makes people want to buy Supreme is the competitive, social aspect — to be able to go out in public and feel like you're less likely to be wearing clothes that everyone else is wearing." - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">— principle</p>
<p>"In evolutionary terms, we all collected," says Dr. Dimitrios Tsivrikos, consumer psychologist at University College London. "We collect articles or resources to survive, but survival doesn't only rest upon what we need physically. We need, psychologically, to distinguish ourselves." - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">— principle</p>	<p>Supreme was started in the right bit of New York by skaters. That makes it authentic, or seen to be authentic. The fact that they've brought in other designers over the years is irrelevant; it all goes back to the fact that the original people who wore this stuff were authentic—they weren't wearing it because it was trendy. - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">— principle</p>	<p>"A brand is an extension of one's self—psychologically, in terms of how you want the world to see you, or what you want the world to believe you are," says Gabay. "But deeper than that: what you believe you are, through that brand." - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">— principle</p>	<p>Lots of people buy this stuff because it helps to project a version of themselves they want the world to see. Perhaps the obsession—for some, at least—starts when this projection has to be maintained. - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">— principle</p>
<p>If Supreme continues to reach more people at the rate it's been reaching them, it will be harder to maintain the sense of exclusivity and authenticity the brand's been so successful at trading on. Especially since they open more stores. - <i>Clifton, J. 2016</i></p> <p style="text-align: center;">— principle</p>			

APPENDIX I

/CONTEXT FACTORS FROM CASE STUDIES

<p>Customers want to add a personal touch to a gift they give. By facilitating to tell a message via the self made video adds extra value to the gift. It makes the gift more personalized and therefore more valuable. Also the line 'Geven met aandacht' which means as much as 'give some extra attention' is in line with approach. - IKEA Gift Shop Case</p> <p style="text-align: center;">development</p>	<p>It is all about experience and transparency - The new concept of McDonald's is called Experience of the future and this can especially be seen in the way the kitchen is set up. In the old concept was the kitchen always hidden, but in the new one is it very transparent. It is even called a 'theater kitchen'. They also try to impress the consumer by using new technologies. - McDonald's Case</p> <p style="text-align: center;">development</p>	<p>From fat to fresh: People are eating more conscious for the earth and more healthy for their bodies. McDonald's is not only about burgers anymore. Of course are they still there but, it is definitely not main reason to visit the McDonalds anymore. Customers can get salads and healthy sandwiches which are all made freshly for you. - McDonald's Case</p> <p style="text-align: center;">development</p>	<p>Personalization in anything. How visitors want their food can be decided by themselves. In the new concept is it possible to build your salad or burger yourself. For the burgers are 28 different ingredients available, while it is also possible to determine how much salt you want in the meat. - McDonald's Case</p> <p style="text-align: center;">development</p>
<p>Feedback and customer involvement. With the newly developed voice-app is it possible for the consumer to give feedback to Mcdonald's which give them the opportunity to help the customer or to change something in the concept. - McDonald's Case</p> <p style="text-align: center;">development</p>	<p>Multiple products to represent a full lifestyle in stores. Since Hutspot contains so many products of different categories is it fascinating to walk through the store. Consumers jump into new products that fit their lifestyle all the time. Since there are only a few of each it is not too busy and are not their too many impulses. - Hutspot Case</p> <p style="text-align: center;">trend</p>	<p>Taking the showroom from the suburbs to the city centre, working with distribution hubs. Usually are car showrooms not located in the city centres of large and crowded cities. Car showrooms are usually quite expensive, because of the large areas they cover to display the cars in real life. - Audi City Case</p> <p style="text-align: center;">trend</p>	<p>Keep your followers updated, they are caught by the competition in a wink. Scotch is quite active on Instagram by posting daily. They also keep you up to date on events or other happenings by using their stories. - Scotch&Soda Case</p> <p style="text-align: center;">trend</p>
<p>Customers expect to be able to shop whenever they want. The opening hours are extended in comparison to most other shops (10:00-20:00) which matches the needs of the customer of the store being accessible when they want. Outside the store an interactive screen is placed to enable customers to browse through the collection even when the store is closed. - IKEA Gift Shop Case</p> <p style="text-align: center;">trend</p>	<p>Offering a platform to local and authentic creators. Hutspot is offering designers and selected brands a platform to display and sell their products. In this way can Hutspot offer a broad collection of new, local or surprising brands. - Hutspot Case</p> <p style="text-align: center;">trend</p>	<p>Forming a community by organising activities. Hutspot is inviting customers to their brand by organising activities and events. In this way are they forming a community around their stores. They get to know their customers and make them feel attached to the brand. - Hutspot Case</p> <p style="text-align: center;">trend</p>	<p>A place to stay, does not necessarily mean a place to buy. Those places are upcoming. Hutspot is not a place to specifically buy something, it is more a place to stay. The stores are quite big and set up spacious which makes it easy to browse. Next to that is it possible in some of their stores to go to the barber of have a nice drink or even lunch at their bar. In Utrecht is there also room to study and to stay for the whole afternoon. This feeling of being able to stay makes it inviting to come inside. - Hutspot Case</p> <p style="text-align: center;">trend</p>
<p>People want to be entertained 24/7. They are always looking for distraction and seduction. - Entertainment/Pathé</p> <p style="text-align: center;">trend</p>	<p>Due to the opportunities of online sharing are people sharing their whole life on Instagram. The best version of their life. - Sharing/Instagram</p> <p style="text-align: center;">trend</p>	<p>Instagram is a stage to show of your achievements or creations. Every on is able to see it and everyone can judge about it. - Sharing/Instagram</p> <p style="text-align: center;">trend</p>	
<p>The identity of the location area influences the identity of the store and vice versa. The store is only located in the big cities of the Netherlands, and usually not at the most commercial locations in those cities. This makes them quite exclusive and this would be a trigger for consumers to visit the store. - Hutspot Case</p> <p style="text-align: center;">state</p>	<p>Interactivity makes a webpage more interesting and connected to a real context. Subtle elements that are moving or changing when you scroll or click somewhere on the page. These changes all refer to coldness of the context. - Adidas Climateheat Case</p> <p style="text-align: center;">state</p>	<p>An consistent atmosphere over all platforms to tell a convincing story. The atmosphere over the website is very consistent, while it stays interesting to move through the website. The consistency comes with the colors they use and the atmosphere of the pictures that are displayed. Together with the tone of voice which is slightly mysterious and seducing are they setting a recognizable atmosphere. - Scotch&Soda Case</p> <p style="text-align: center;">state</p>	

<p>A large variety of products is attracting a large audience - IKEA Gift Shop Case</p> <p style="text-align: center;">— principle</p>	<p>People want to see the products they buy in the real context. Especially when the product are reaching a certain price level. - IKEA Place Case</p> <p style="text-align: center;">— principle</p>	<p>Things and actions stand out when they are unexpected. The first is that is different from what people are used to from IKEA. The location, collection, size and atmosphere of the store do not directly relate to what people expect of the brand. IKEA is emphasizing on this difference on purpose with the introduction video that is made for example. - IKEA Gift Shop Case</p> <p style="text-align: center;">— principle</p>	<p>Exclusiveness makes people greedy. Since the store is only open during the holiday period (until December 31) people only have a limited time to visit the store in first place and to buy products in second place. They have to go to the place now, otherwise they will miss it. - IKEA Gift Shop Case</p> <p style="text-align: center;">— principle</p>
<p>Interactions in a lively environment draw people inside. - IKEA Gift Shop Case</p> <p style="text-align: center;">— principle</p>	<p>Interaction keeps people fascinated. Being able to physically do something in the stores make people stay in the store. It gives them something to be fascinated about they creates an memorable experience. - IKEA Gift Shop Case</p> <p style="text-align: center;">— principle</p>	<p>People want to experience material and textures. Due to very high resolution representations of the materials and the textures used in the IKEA Place app can customers more easily estimate what they are actually ordering. - IKEA Place Case</p> <p style="text-align: center;">— principle</p>	<p>Real life sizes matter. To able to actually to show the full range of models in the relatively small store Audi had think out of the box. A car is usually a big purchase and therefore do customers want to experience it optimally. - Audi City Case</p> <p style="text-align: center;">— principle</p>
<p>Browse yourself, make final decisions with support. The concept guides the customers through the decision making process by smart questions and offering smart alternatives. There is always someone to help you but as long as you are exploring they give you the freedom to do that. - Audi City Case</p> <p style="text-align: center;">— principle</p>	<p>Customers want to experience product details. By combining these detailed pictures with clear explanation logos is it easy to explain their functions. The textures used in the product are found on the page as well. - Adidas Climaheat Case</p> <p style="text-align: center;">— principle</p>	<p>Customers want to see how products function during usage. The people in the pictures are real sporters and by seeing them wearing it, is it more easy to identify with them. The moving shots are also inspiring and motivating as well. - Adidas Climaheat Case</p> <p style="text-align: center;">— principle</p>	<p>Heritage is important for customers, it shows authenticity to make a brand trustworthy. Scotch is branding itself as the Amsterdam denim brand. They do this by using context pictures of amsterdam in their communication. They also say that the products they make are inspired by other cultures. - Scotch&Soda Case</p> <p style="text-align: center;">— principle</p>

APPENDIX J /CONTEXT FACTORS FROM PLATFORM BRAINSTORM

<p>Experiences are more important than owning/buying products, especially for millennials. This also induces that more products but also houses are rented, borrowed or shared instead of owned. This trend is not only influencing the business-to-consumer relationships but also the consumer-to-consumer relationships.- Traveling/Airbnb</p> <p style="text-align: center;">— development</p>	<p>Due to internet people always have access to information, and they also know where they are able to find it. This make they more critical as a customer.- Traveling/Airbnb</p> <p style="text-align: center;">— development</p>	<p>Autonomous cars will change the short to medium distance transportation completely. It will become extended version of Uber; ordering a car when you need to go from destination A to B.- Traveling/Airbnb</p> <p style="text-align: center;">— development</p>	<p>Work is becoming less important compared to doing nice things. - Partying/Lowlands</p> <p style="text-align: center;">— development</p>
<p>People are not looking for relationships in their own area of birth, they are looking for outside those circles. - Partying/Lowlands</p> <p style="text-align: center;">— development</p>	<p>Young people continue to live longer with parents on average. Compared with ten years ago, young people continue to live with their parents for longer. The average age at which they leave the home rose from 23.6 years to 24.6 years. - Linda</p> <p style="text-align: center;">— development</p>	<p>Millenials care less about saving money. They spend more money to (luxury) experiences, they go out more often. They use money to buy off 'fun-time' or convenience. Examples are food delivery and doing drinks in town. These development is supported by the fact that more people are living in the cities :- Entertainment/Pathe</p> <p style="text-align: center;">— development</p>	
<p>People looking for uniqueness and personal treatment in the products they buy and the experiences they have. - Traveling/Airbnb</p> <p style="text-align: center;">— trend</p>	<p>Local for local: a trend in which we produce and consume products at the source. This has a significant impact on transport flows and on the logistics chain.- Traveling/Airbnb</p> <p style="text-align: center;">— trend</p>	<p>The mobility of people is still improving and it is getting cheaper. Different means of transportation and their involved companies are competing on prizes and therefore they get lower. This makes travelling more accessible to people.- Traveling/Airbnb</p> <p style="text-align: center;">— trend</p>	<p>Since social media provided the opportunity to share anything like with each other are many people doing that. The current trend is that everyone can edit and carefully select the pictures they post. People are only showing their best shots at the most amazing places online. They make life look better than it is.- Traveling/Airbnb</p> <p style="text-align: center;">— trend</p>
<p>More people at the same cities means also more people in the same trains, which do all not socially connect to each other. This antisocial behavior is due to the many frustrations that the long-term sharing of a small public space entails.- Traveling/Airbnb</p> <p style="text-align: center;">— trend</p>	<p>It is a trend that more people are going to festivals. It is fashionable to be there and when you are there you have to post a picture on Instagram of how great it was. - Partying/Lowlands</p> <p style="text-align: center;">— trend</p>	<p>The audience is shifting from a more alternative group towards a commercial group. - Partying/Lowlands</p> <p style="text-align: center;">— trend</p>	<p>Because of the commercialization of the audience of the 'big' festivals a lot of 'subfestivals' are organized for niche groups. - Partying/Lowlands</p> <p style="text-align: center;">— trend</p>
<p>The experience that you get from a festival is considered as 'new luxury'. Instead of showing off their car are people now showing off their experience on a festival. - Partying/Lowlands</p> <p style="text-align: center;">— trend</p>	<p>Brands are trying to form communities of fans around their institutions. Football clubs are implementing this strategy especially a lot. They bring fans together in their stadiums but also by organizing several other events. In museums are they exhibiting their results of the past and they are selling merchandise to enable fans to show their support. Registration for membership are offering supporters multiple benefits and make them officially connected to the club.- Supporting/Feyenoord</p> <p style="text-align: center;">— trend</p>	<p>People are increasingly willing to not fit in a certain category. When they fit in they can always be subdivided. - Supporting/Feyenoord</p> <p style="text-align: center;">— trend</p>	<p>People are increasingly willing to not fit in a certain category. When they fit in they can always be subdivided. - Supporting/Feyenoord</p> <p style="text-align: center;">— trend</p>

<p>Retailers are triggering the underlying needs of customers with the setup of the store. They are trying to manipulate. - Traveling/Airbnb</p> <p style="text-align: center;">state</p>	<p>Companies have their own beliefs and values which are guarding their identity. Although these need to be secured are they also - Traveling/Airbnb</p> <p style="text-align: center;">state</p>	<p>People are changing at festivals. They adopt different identities. - Partying/Lowlands</p> <p style="text-align: center;">state</p>	<p>People are always craving to reach a certain level of status. - Supporting/Feyenoord</p> <p style="text-align: center;">state</p>
<p>Floortje naar het einde van de wereld is a television program about a woman that is travelling all over the world to the most special places. It is popular because she is doing something else than usual. - Entertainment/Pathe</p> <p style="text-align: center;">state</p>			

<p>People are always hunting for treasures; find something that no one else has.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>	<p>People are always looking for new experiences and surprises.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>	<p>People always mirror themselves to a certain state, where they look up to.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>	<p>People always mirror themselves to a certain state, where they look up to.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>
<p>People always show the best side of themselves in first instance.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>	<p>Gaining insight in the situation make people understand and create sympathy to them. This is why transparency is important to customers.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>	<p>When something is considered as a necessary evil by customers you have to take away the pains they have.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>	<p>People never like to wait.- Traveling/Airbnb</p> <p style="text-align: center;">principle</p>
<p>Authentic hospitality isn't created from a template. It's as unique as every host, guest, and context where it takes place, making it damn near impossible to replicate or scale. Exceptional hospitality boils down to a series of well-timed, small gestures that make you feel appreciated. They make you feel welcome. They make you feel at home. Put simply, being a good host is about being a good person. - Charlie Aufmann/Airbnb</p> <p style="text-align: center;">principle</p>	<p>Full profiles go a long way in building trust on the platform. For the folks on Airbnb who don't have reviews or previous experience they can convey to hosts, it's extremely important for those users to convey trust in other ways, like customizing their profile and building a basic identity as a member of the community. Building your profile isn't a task; it's an opportunity. And it's our job to highlight that opportunity for our community. - Charlie Aufmann/Airbnb</p> <p style="text-align: center;">principle</p>	<p>As with most things in life, you get out of Airbnb what you put into it. Trust on Airbnb is shared; it goes both ways. We've found the more effort a guest can signal to a host, the more trust a host is willing to give that guest. - Charlie Aufmann/Airbnb</p> <p style="text-align: center;">principle</p>	<p>Music elevates the stores atmosphere and therefore the consumers' moods. The shopping experience is considered more enjoyable (81% agrees), it lifts consumers' mood (78% agree). These numbers are higher among younger shoppers. - Mood Media, 2017</p> <p style="text-align: center;">principle</p>

APPENDIX K

/CONSUMER TOUCHPOINT RESEARCH

Physical touchpoints research

This research is conducted in Amsterdam. The main goal of this research was to get to know the role and function of the physical touchpoints and how they are adapted to the needs and behavior of consumers. During this research was focused especially on the elements location, the product or service they provide and the presentation of the product or service.

The research question was formulated as: What is the role and function of the physical touchpoints and how do they adapt to the needs of users and how do influence their behavior? To find the answers to the research question, observations at the physical touchpoints are conducted just as small interviews with staff members and customers. This document treats the insights per brand. A selection of most important brands is made.

Platforms

Albert Heijn

Albert Heijn is the most famous supermarket chain in the Netherlands. They provide good service and want to be able to serve the customer everytime and everywhere.

Location

Albert Heijn is selling its product in two concepts: Albert Heijn Supermarkets and Albert Heijn to go. Their supermarkets are always nearby, as a customer you don't have to go outside the city center. Right in the middle of the city center are there some supermarkets as well. This is different to other supermarket chains. The ToGo touch points are located on places where customers do not have much time, like train stations, and enable people to grab products for on-the-go.



Service/product offer and presentation

At the supermarkets is Albert Heijn offering the daily groceries. They provide more service than low price supermarkets by more and better trained staff that have their own specialty. The products they offer are mostly the commercial A-brands and

products of their own label. The A-brand products are usually displayed on eye-height level.

In the Albert Heijn ToGo's are the products displayed of the same quality. The product range is way smaller, only products that can be taken on-the-go are sold. This can be derived from the way products are displayed and packaged. The products are also slightly more expensive than at the regular supermarkets. The ToGo's are designed to provide and the customer a clear overview and the self-checkout counters are made to offer them fast and convenient service.



Other platforms

Next to their physical touch points is Albert Heijn offering their consumers also multiple digital platforms. They have a website and an app where you can order products online via their delivery service. The website also provides a recipe book and they communicate their 'bonus offer' there. Through registration of the customer's AH-Bonus card are they able to send their customers personalized discount offers. This is Bonus card is also needed for the customers to get their discount in the physical touchpoints. At last, is there also a separate app developed for the ToGo shops. This app provides the customer daily with new discounts and offer the possibility to save points to earn a free product.

NS (National Railways)

The NS is the company that provides the public transport by train in The Netherlands. They are controlling a lot of different touch points and therefore are they interesting to analyse.



Location and service offer

Stations are the places where the NS passengers meet their main physical touchpoint: the train. The train is the physical touch point that resolve the NS's user from its most important need to be transferred from location A to B. Nevertheless, the customer's sale is executed before they actually make use of the service and they have to get to the train station, stay there and leave at the next station again. This generates several needs for customers and NS is responding to this with several services.

Before departure and after arrival

To get from home to the station are their many connections with the local public transport organisations. Busses, trams and metros are taking you to the station to get your train. The NS provides a service themselves as well by offering the NS-bike. By installing the NS app on your phone or visiting their website are users able to get information about the departure time of their train. This information is updated instantly.



At the station there are many touch points to get information about your trip. There is signing everywhere at the station to guide you to the right platform. Additionally, big screens are available on the station to provide passengers up-to-date information about their trains. If you want personal assistance as a passenger you are able to get information at the service and information desks. At the small ones is it only possible to get information but at the large ones at the central stations is it also possible to buy (international) tickets. Buying tickets at the railway stations is also possible at the ticket machines, which are strategically located throughout the station.



Other services that are provided at bigger stations are small shops to buy food, drinks and reading material but also gift shops and fast fashion stores. These are all goods that could be bought just before departure and they serve to raise the level of convenience and entertainment at the station.



Travel

The main need of travellers is to get from location A to B. This brings all kind of subneeds with it like getting as close as possible to the final destination as fast as possible, travelling as comfortable as possible, being able to stay updated with the latest information and get some entertainment. The NS is responding on that by providing various trains which go to divergent destination. But also by providing better chairs, different classes, information screens and catering. The service that is provided is touching all kinds of consumer needs.



Other platforms

For NS is the train their main physical platform to fulfil the most important need of their customer: getting closer to their final destination. To help them to continue their last part of the journey they organise the public transport bike. This is an extra service that they provide.

Wetherspoons

During my minor in the United Kingdom I was intrigued by the concept of Wetherspoons and also during my last visit to England we visited some Wetherspoons as well. Wetherspoons is offering food, serves as a pub and also contain some hotels.

Location

There are 900 Wetherspoon locations at the moment. They serve in the big cities as recognizable catering places where visitors can have a good meal or a pint for a reasonable price. In small villages it functions as the meeting spot in town. Due to the low prices is it easy to gather for visitors of every group of age. Elderly come by for lunch and youngsters can have a drink until 1:00 am.

Product and service

In first instance Wetherspoons is know as a pub. The food menu is the same at every location but the beers are not. Next to the standard offer of beers they serve local ales and lagers. This principle is also used for the interior. The interior is typical for an old English pub but is is tweaked with local details, like paintings and pictures. The orders are taken at the bar and served at your table. Wetherspoons are housed in relatively large spaces and they mostly pick historical buildings with their own character. The plates and cutlery are the same at all locations. They do not play any music in their pubs and every year during spring they organise beer and cider festivals.

Platforms

Next to their pubs they also have their hotels, which are based on the same principles. Their hotels are called *Wetherspoon Hotels*.

Amazon

Amazon is one of the largest retailers in the world. They started as an online retailer that sold book, but nowadays are they offering a broad collections of products.

Locations, products and services

Since Amazon started as a as an online retail, could it appear to be strange to speak about locations. Of course is the biggest touchpoint of Amazon their webplatform. But eventually does the product have to reach the consumer. So the delivery service could be seen as a physical touchpoint as well. Their fast service is the extension of their webstore. Amazon is very aware of the fact that online and offline platforms are both important as a brand. In this way Amazon is able to reach their customers via multiple ways. This is important since possesses, next to their webstore, many platforms both digital and physical. Amazon provides their own cloud service, video-service and Alexa Internet among others. They also invest in new technology and develop physical product and service concepts to implement those technologies. Example of this is Echo, a speaker developed by Amazon to give Alexa, an artificial intelligence driven assistant, orders to make life easier. But also new retail concepts like Amazon Go, that enables customers to shop groceries without being needed to pay afterwards due to RFID technology. Next to that is Amazon also taking over large supermarket chains like Whole Foods Market. With over 460 stores are they

represented in the United States, Canada and the United Kingdom. This takeover illustrates that Amazon is aware of the importance of being physically visible as well.

Amazon is trying to be visible on all types of platforms to create touchpoints that reach almost everyone. Amazon wants to make life easier, in all their products and services is convenience leading. The interactions should be seamless and effortless.

Facebook

Facebook is one of the biggest companies in the world. Facebook is famous for its social media platform.

Platform

The main platform of Facebook nowadays is their free profile network service. People, organisations and companies are able to create their own profile and thereafter post (almost) everything they want to share online. In this way has Facebook become the largest online community in the world. It is a place where people can share their thoughts and ideas and companies can communicate the services and products they offer. In this way it became a new and easy accessible touchpoint for customers. Many retailers are advising customers to follow them on Facebook to keep up with their activities.

Facebook is applicable on the computer but also on smartphone and tablets. In this way is Facebook always with the user. Since over 2 billion of people are using Facebook nowadays it is true for almost a third of the world population.

With Facebook Ads Manager are companies also able to target the customers retailers want to inform. After posting an advertisement are they also able to analyse and track the popularity of the post and if it is needed to retarget it.

A younger platform of Facebook is Instagram. This platform differs from Facebook since it is less about the profiles of people but more about the photos and illustrations they post.

Facebook believes that their platform Facebook Messenger is their most important platform for the future. At the moment it is mainly used as a messenger application, just as Whatsapp, which is also owned by Facebook. Facebook envisions the users to be able to do payments and receive news feeds among others. In this way it will become the main app on the user's phone. Facebook says that they are making Messenger a people-centric app instead of an app-centric app. To do this they crib at WeChat from the Chinese company Tencent. For the Chinese inhabitants is this app playing a central role in their lives.

Store concepts

Luckily, not all retailers are operating in the same way. They are all trying to offer different products, services and/or experiences. In this section are a few interesting ones treated, to be able to distract interesting context factors from them.

Bijenkorf



Bijenkorf is the biggest department store in the Netherlands. They are

Hutspot

Hutspot is a concept store that offers multiple services and products at one place. They were one of the first concept stores in The Netherlands founded approximately 5 years ago.

Location

This year their fifth location of Hutspot is opened. They are now located in Amsterdam, Rotterdam, Eindhoven and Utrecht. They usually choose locations in the hip areas of the city centers. Their target group seem to be the creative and slightly alternative young adults, but the store is also easily accessible for people that differentiate from that group.

Product and service presentation

Unlike most brands is Hutspot not selling only one brands or product group. At Hutspot are they trying simulate the best version of a living room. You are able to study, go to the barber, buy clothes but also stuff like notebooks, coasters and watches. Offering this combination of widespread products and services makes it for customers interesting to stay and browse through the stores. The stores are relatively big which also contributes to ability to stay and feel welcome. Having people invites other people to come inside as well.

Their interior is styled very Scandinavian which is currently a very popular style. They use a lot of white in their interior which make the coloured products stand out more. The floor at the areas to study or have a drink is mostly in a warm wooden colour to make people feel comfortable.

The clothes in store are not categorized on brand but on colour, material or type of item. This not only creates visual unity and calmness for the visitors, but also generates the need to browse and discover their collection. In between the clothing racks are smaller products placed to make the consumer discover them as well and given them an compelling experience.

Not only the product range but also the price range of the products is broad. Hutspot handels a specific quality standard but above that standard is the price level very diverse. This pulls a broad audience to the store. Next to that, is Hutspot able to make well-considered decisions about the brands they want to sell since they get a lot of applications. Hutspot is not only selecting on brands who make the most money but more important to them is providing a stage for (local) creators, designers, artists and brands with potential. This is provoking sympathy to people.

Platforms

A large part of Hutspot's target audience is on Instagram and therefore is this an important communication channel for them. They do not only communicate products online but also the events they organise. They provide events like boat parties but also workshops. In this way they create a community.

Ace & Tate

Ace & Tate changed the traditional way of buying glasses. Their vision is to enable customers to buy glasses just as easy as they buy sneakers.

Location

The Ace&Tate stores are located in the hip areas of city centers. The cities they are located in are relatively big, like the capitals of provinces. They are expanding quite fast in Belgium and Germany.

Product and service

Most stores are relatively small and most of them look quite white and minimalistic. Nevertheless, every location contains an artistic and colorful element. It depends per location how prominent the presence of this element is.



The glasses are more or less displayed in the same way as at a normal optician. The models are divided by naming them to women or men names, and they are presented in that way as well. This makes clear where you are looking at. In store there are multiple staff members available that can help you effectively but friendly. Their way of selling and helping the consumer is fast but gives the consumer the confidence of buying the right product. Unlike buying glasses at the optician customers do not buy the frames and lenses apart from each other, but as one single product. In generally are the glasses 2 to 3 times less expensive at minimum than at the optician. They also explain their concept with small descriptions with an inviting tone of voice. keuze stress verminderen



Other platforms

One of the most revolutionary aspects of the concept is that the glasses are also able to buy online. Since glasses are very personal products that you want to compare with others is it possible to order five pair of glasses at once to do this. It was and still is quite unusual, particularly to advertise with it.

Sissy-Boy

Sissy-Boy is a retail concept that sell men's, woman and kids clothing, but next to that they sell a broad home collection that includes furniture and smaller gifts.

Location

Sissy-Boy stores are located at, for Dutch standards, middle size to big sized city. Next to the Netherlands are they also attendant a few Belgium cities like Gent, Knokke and Antwerpen. There are 40 Sissy-Boy stores in total, which all have different sizes and functionalities. In the larger cities of the Netherlands like Amsterdam, Rotterdam, Eindhoven and Utrecht is next to a 'normal' store in the city centre also a store located at the central station. In general contain these 'station stores' a different collection than the 'city center stores'. The station stores are operating more as a gift shop, they serve people that want to buy something just before they jump on the train. With this set up are they improving their brand presence and are they responding to consumer needs at that location.



Product and service

The city center stores are so designed that they invite the customer to discover the store. The stores are bigger, so you have to wander around to be able to see all products. The stores are furnished with small corners and (semi transparent) walls that make customers curious to find out what's behind them. The vibe in the stores is warm and welcoming and therefore people feel that they can browse through the collection. The prices of the products are reasonable but at such a level that customers do not expect rubbish. This supports the responsive image of the way of business and production. The collection is very broad and multiple types of products are presented next to each other. Opposed to most other concepts stores like Hutspot, Sissy-Boy only sells their own products.

Platforms

The website of Sissy-Boy is designed with the same mindset of the physical store. They display multiple of their products in only pictures. The context of the pictures is closely related to the stores; the pictures breathe the same atmosphere.

In some larger stores Sissy-Boy also offers their Sissy-Boy Daily concept. In this Daily concept they included a cafe/restaurant in the store where customers can sit and have a fresh coffee, smoothie or sandwich.

Leica (camera)

Leica is the manufacturer of very high end optometric equipment. One part of their company is developing high-end cameras, which are highly appreciated by photographers.

Location

Leica has only two monobrand stores in the Netherlands. A larger one in Lisse, and a smaller one in Amsterdam. The store in Lisse is located near the Gooi area which is known as the most fortunate area of the Netherlands. Next to that, is it also quite central located in the Netherlands. The Amsterdam store is located at the Van Baerlestraat, at the end of the P.C Hoofstraat, in the most posh area of the city. Due to the high priced products Leica sells is this a logical location where people expect extra service and customer care.

Product and service

The price range of Leica is very large. The lowest priced camera costs approximately 250 euros while the most expensive ones can cost more than 20 thousand euros. The most products are priced high, which generates a very specific audience. The Leica products have a lot of technical specifications that are hard to understand to all customers. Next to that, is the product range also very specifically defined, which makes it hard to understand the differences for the customer. For this, the staff in the stores is very important. They are there to explain the customer what they sell and what the specifications mean in function.

The products of Leica are not only functional but also contain a very emotional side. Leica is founded in 1869 and therefore has a rich history. A lot of developments have been done during this period and they all brought a new story with them. Leica has been the leading camera manufacturer for this period.

In store is everything about service. The staff is trained very well and know everything about the products. Since the products need a lot of explanation are the salesman really necessary. They try to ask the customer for its needs and from that are they able to make a translation to the tool, as they also call a camera, for a customer. They are enabling the customer to experience working with the tool by offering workshops and in context testing of the cameras. People who buy products at Leica are usually more than an hour in the store.

To show the customer what the results are of working with a Leica camera is Leica using their website and social media channels. Next to that, are they also having a small exposition in their store where they show the work of famous photographers that used a 'tool' of Leica.

Clothing stores

Concrete

Concrete started with selling high fashion and sneakers. Nowadays, they also included art, design toys and music to their collection.

Location

Concrete is a company that sells its products from three locations. They have two locations in The Hague and one in Amsterdam. On every location they are selling different things. They carefully select the items and brands that they would like to sell in their stores. Since they are only located in two cities they are mainly trusting on a recurring group of customers, that especially go out to visit this store.

The stores are located in the semi-hip areas of the cities they are in. In the streets of their location are no commercial brands represented. Mostly stores that have the same philosophy of selling a certain style where customers can relate to.

Product and service

The main trick of Concrete is that they offer a collection that is limited. Their collection is selected and composed by people who know exactly what their target group wants. Their clothing collection could be labeled as streetwear, but they are trying to inspire customers with some surprising side steps. In this way are they serving the customer in their needs that they want something extraordinary and special. Since the items are unique are they able to ask higher prices for them.



Since the collection is limited is Concrete's product offer is changing quite fast. This make it interesting for customers to update every now and then, to make sure they do not miss anything or just to see if there is something new in.

The staff in the stores knows everything about the products. Since the products that are sold are design products, is there a story behind the brand, designer or product. To be able to learn those stories and convey customers with them, the staff needs to be passionate about the products and be able to identify with them. Customers could thereafter identify with the salesman and use them as a reference to their own identity.

Concrete is not only selling clothes and footwear, but also other stuff that is related to the identity of the customer. The art, toys or music are enhancing the story that Concrete wants to tell. They are also inspiring and make relations with the identity of the customers and clothes. The art and toys are not very mainstream and therefore they set an creative atmosphere in the store.

The design of the stores are all quite different. They are surprising in their simplicity. The material and colors are also quiet and on background but they all setting a different atmosphere. They are different than most commercial stores and that is what their customers want.

Other platforms

Concrete has a webshop where they also sell their products. They communicate their products and the releases also via Instagram. The releases are not always immediately available via the webshop to give the people who really want the products the opportunity to come to the store.

Denoism

Denoism is a store that intentionally started as a denim focussed store that serves people with a high level range of jeans.

“We have to educate the man of Rotterdam.”

Location

Denoism is located in the hippest area of Rotterdam. In this area a lot of gravity art, creative agencies and young startups could be found. This creative environment makes this location an inspiring one and attracts people that want something different than the commercial clothes. On the other hand are there also two Michelin-star ranked restaurants located in next to the store that attract people with some more money.

Next to this area, are inhabitants of Rotterdam not particularly the perfect target group of this store. So the owners of Denoism say: “*We have to educate the man of Rotterdam.*”.



Product and service

For this reason are the products that Denoism sells changing over time. They started with more familiar brands like Levi's, G-Star and Denham, next to their more special, Japanese jeans. In this way people could become familiar with their stores and the brands that they eventually want to sell. Denoism started as a store that was mainly known for its jeans but they also want to sell other types of clothes that could be worn with a jeans.

One of the special services of Denoism is that they are having an atelier in their store. In this way are they able to adjust the jeans to the exact wishes of the consumer. They are even able to create a whole new jeans. Next to the clothes is there also a small restaurant where they serve drinks and food. All this makes the experience at Denoism is a pleasant one.



The store looks quite manly but not so extreme that you would feel on ease as a woman. The store is very well styled and finished with eye for detail.

Other platforms

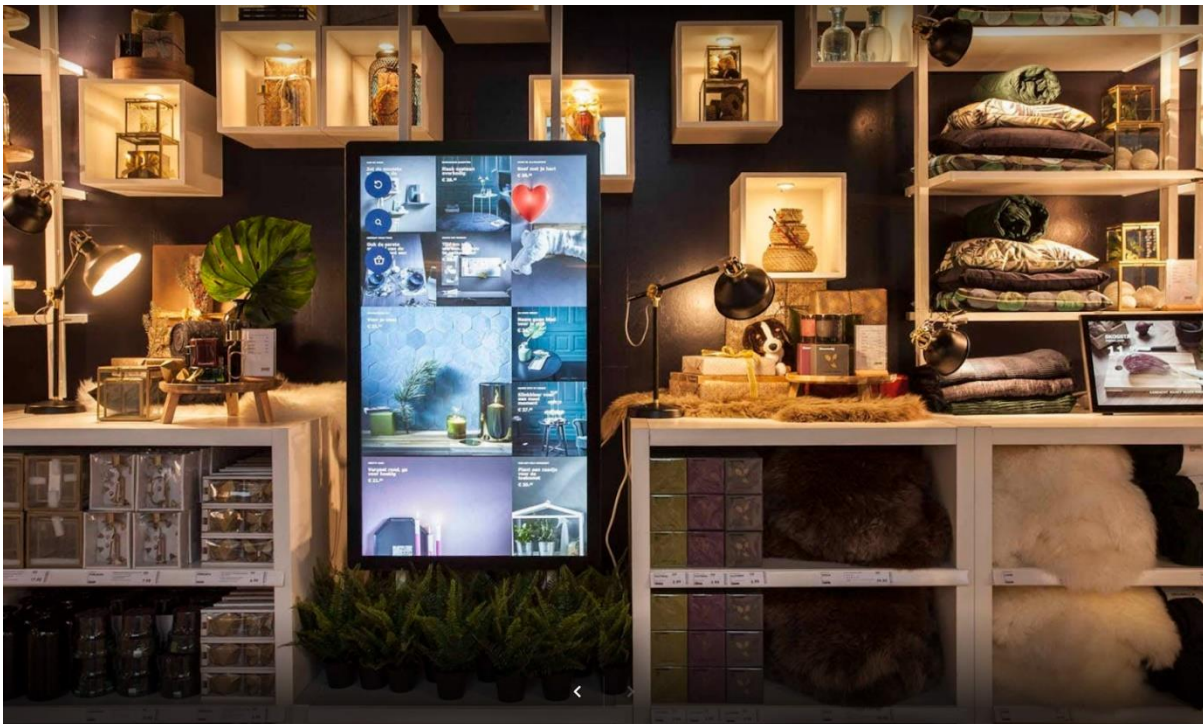
Denoism quit using Facebook for its social media communication and is now only using Instagram. With this platform is it easier to make a selection who and what you are following. In this way are you able to form your own community.

APPENDIX L /CASE STUDIES

Case studies

IKEA Gift Shop

As we all know is IKEA well known for their enormous centres where you can buy everything you need for your home, but IKEA is doing way more than that. They developed an augmented reality app to view the furniture in your home without needing to go to their shopping centres (fig 1). Since November 16 they also opened an atypical IKEA platform: A gift shop in the city centre of Utrecht. There are a couple of principles why this store is interesting to watch, which will be treated down here.



Difference attracts

This store attracts many people because of many things. The first is that it is different from what people are used to from IKEA. The location, collection, size and atmosphere of the store do not directly relate to what people expect of the brand. IKEA is emphasizing on this difference on purpose with the introduction video that is made for example.

Exclusiveness make people greedy

Since the store is only open during the holiday period (until December 31) people only have a limited time to visit the store in first place and to buy products in second place. They have to go to the place now, otherwise they will miss it.



Right time, right place

Additionally, the products that they offer and the name of the store are matching perfectly with the time of the year. People are getting down the streets to visit stores and to buy gifts.

Accessible without being open

The opening hours are extended in comparison to most other shops (10:00-20:00) which matches the needs of the customer of the store being accessible when they want. Outside the store an interactive screen is placed to enable customers to browse through the collection even when the store is closed.

Bring the store outside

The interactive screen is also very handy to attract people to come inside. Firstly, because interaction outside the store is drawing attention from people. People who are using it are drawing attention just as the opportunity to interact. Secondly, since the first interaction is outside it lowers the barrier to come inside. Thirdly, people come inside more inspired and informed and therefore know what they want to buy.



Interaction keeps people fascinated

Being able to physically do something in the stores make people stay in the store. It gives them something to be fascinated about they create a memorable experience.

Personalization

By facilitating to tell a message via the self-made video adds extra value to the gift. It makes the gift more personalized and therefore more valuable. Also, the line 'Geven met aandacht' which means as much as 'give some extra attention' is in line with approach.

Outstanding touchpoints support the brand

Even though this IKEA Gift Shop would not be profitable, it would boost the brand image of IKEA enormously. By generating a positive brand image, customers feel more attached to your brand and would therefore buy your products next time.

IKEA Place

As mentioned earlier has Ikea developed an app to connect the consumer to the store when they are at home. In this app they use respond on several needs of the customers.

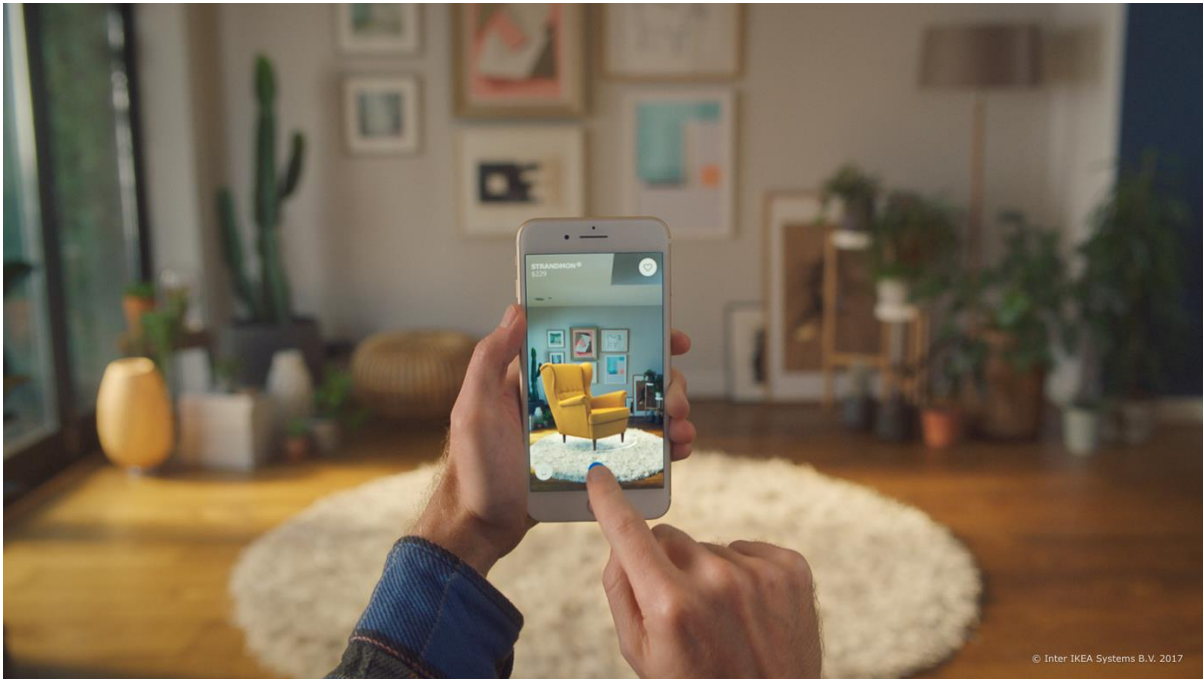


Fig 1: Ikea Place

See the product in its context

By using the applications of augmented reality is Ikea able to display the products in your own home before you buy it. In this way is the consumer able to see how the product fits in its destination context, considering both size and look and feel.

Experience material and textures

Due to very high-resolution representations of the materials and the textures used in the IKEA Place app can customers more easily estimate what they are actually ordering.

Everything is accessible at any time

By using an smartphone app is IKEA able to make adapt to the trend have everything always and everywhere.

McDonald's Case Study

McDonald's is well known as the fast food restaurant where they are able to serve your order immediately. To stay relevant for the consumer and to be able to match their needs are they now launching their new concept in Hong Kong.



It is all about experience and transparency

The new concept of McDonald's is called *Experience of the future* and this can especially be seen in the way the kitchen is set up. In the old concept was the kitchen always hidden, but in the new one is it very transparent. It is even called a 'theater

kitchen'. They also try to impress the consumer by using new technologies.



From fat to fresh: People are eating more conscious for the earth and healthier for themselves.

McDonald's is not only about burgers anymore. Of course, are they still there but, it is definitely not main reason to visit the McDonalds anymore. Customers can get salads and healthy sandwiches which are all made freshly for you.



Personalization in anything

How visitors want their food can be decided by themselves. In the new concept it is possible to build your salad or burger yourself. For the burgers are 28 different ingredients available, while it is also possible to determine how much salt you want in the meat.



Convenience vs. personal

To offer better service is McDonald's on the one hand trying to offer an more easy ordering procedure. It is now possible to order up front via the mobile app and its it possible to order via one of the digital screens in the front of the restaurant. On the other hand is McDonald's trying to offer better personal service, they are now serving at your table for example. The staff has been trained for more than 150 hours to serve the consumer the best they can.

Fulfilling external needs

McDonald's tries to invite people by offering services like phone chargers. This could be a reason for the customer to come inside or to stay longer.



Feedback en customer involvement

With the newly developed voice-app is it possible for the consumer to give feedback to Mcdonald's which give them the opportunity to help the customer or to change something in the concept.

Hutspot

Hutspot started a few years ago as a pop-up store in Amsterdam. Since then, they are grown to 5 locations in 4 cities in The Netherlands. Two of them are located in Amsterdam, and the others are located in Utrecht, Rotterdam and Eindhoven. They be best described as a concept stores. Hereby I describe the principles of what make them successful.



Offering a platform to local and authentic.

Hutspot is offering designers and selected brands a platform to display and sell their products. In this way can Hutspot offer a broad collection of new, local or surprising brands.

Forming a community (by organizing activities)

Hutspot is inviting customers to their brand by organizing activities and events. In this way are they forming a community around their stores. They get to know their customers and make them feel attached to the brand.

A place to stay, not to buy make

Hutspot is not a place to specifically buy something, it is more a place to stay. The stores are quite big and set up spacious which makes it easy to browse. Next to that is it possible in some of their stores to go to the barber or have a nice drink or even lunch at their bar. In Utrecht is there also room to study and to stay for the whole afternoon. This feeling of being able to stay makes it inviting to come inside.

Multiple products, full lifestyle is represented in stores.

Since Hutspot contains so many products of different categories it is fascinating to walk through the store. Consumers jump into new products that fit their lifestyle all the time. Since there are only a few of each is it not too busy and are not their too many impulses.

Exclusivity

The store is only located in the big cities of the Netherlands, and usually not at the most commercial locations in those cities. This makes them quite exclusive and this would be a trigger for consumers to visit the store.

Hointer

Hointer is a fashion store that does not operate via the traditional way. At Hointer you will not find many sizes of a single pair of jeans in store. Instead, they only display one of each. By scanning the products with your mobile phone they will be laid ready in your personally assigned fitting room.

Customers want to experience the products

Even though your package is delivered in one day nowadays, loads of people first want to experience the products before purchase. Hointer offers them a place where they can do this. After being done browsing your selected items are ready in your fitting room.

Browsing like on internet

Hointer is really focussing on the product. The products are displayed in the store and you can look at them just as you look at products when you are scrolling through a web store.



Offering convenience

By scanning the products with your mobile phone it is possible to request extra information about the products. The main function of this scanning is to communicate

that you want to fit this product in certain size. Just as you do with a shopping cart in a webshop.



Impersonal

With all information on your phone is not that much staff needed. They will only be there to support the shopping journey, but only in a very functional way. This will very please the 'leave me alone customer' but not the recreational

shopper.



Audi City

<https://www.youtube.com/watch?v=QDaD4QSgHCw>

Taking the showroom from the suburbs to the city centre

Usually car showrooms are not located in the city centres of large and crowded cities. Car showrooms are usually quite expensive, because of the large areas they cover to display the cars in real life. Audi did not accept this given and wanted to get the showroom into the city centre.

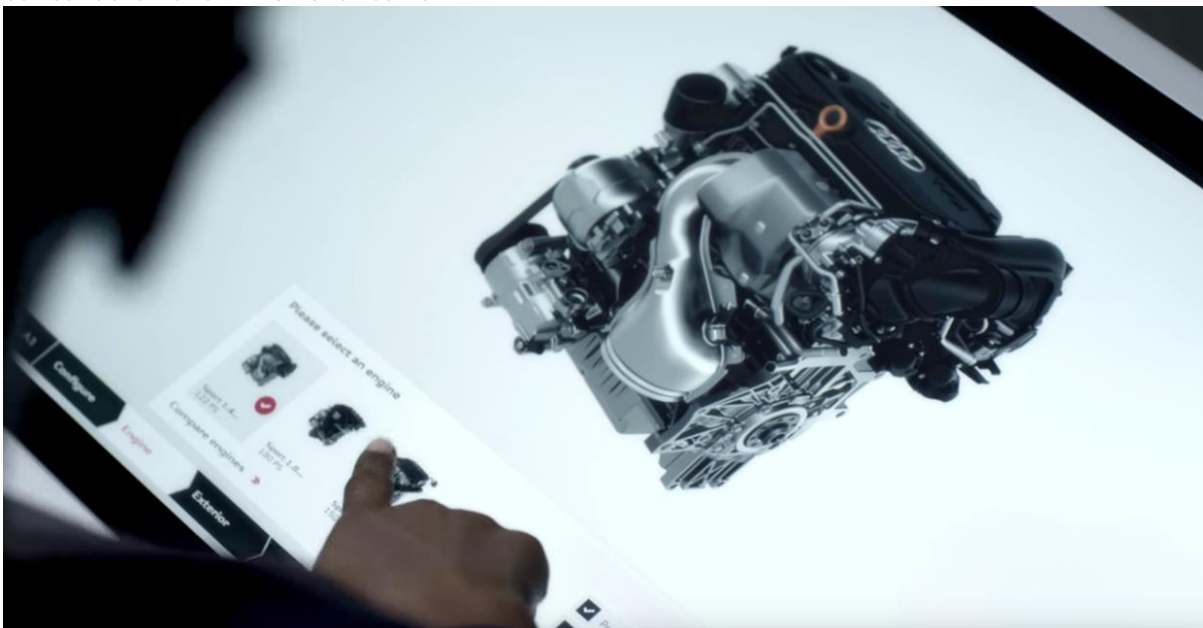


Real life sizes matter

To be able to actually show the full range of models in the relatively small store Audi had to think out of the box. A car is usually a big purchase and therefore do customers want to experience it optimally. In the first instance did Audi try to do this by displaying the selected car model in real life size on a big screen. In this way customers could refer to the real car on many aspects.

Real life material

One of the aspects the consumer could refer to on a screen is the material and its tactility. To cover this problem Audi produced samples with all the colours and textures of the in- and exterior.



Trust on your brand reputation

The last thing that could be questionable in this concept is the driving experience. For this aspect is Audi mainly relying on its own brand reputation. Audi has a good and reliable reputation. It worked out that way in real life since most of the customers bought their car without a test drive.



Stock hub

When customers do want a test drive is that not a problem either since it can be delivered from parking garage outside the city. Is this way the car could be available at the same day and is Audi paying less to rent the location than in the city centre.

Adding experience and customization

By adding effects and involving the customers with all their senses in the decision process are they feeling more attached to the product. Step by step creating your own customized car is doing this as well.



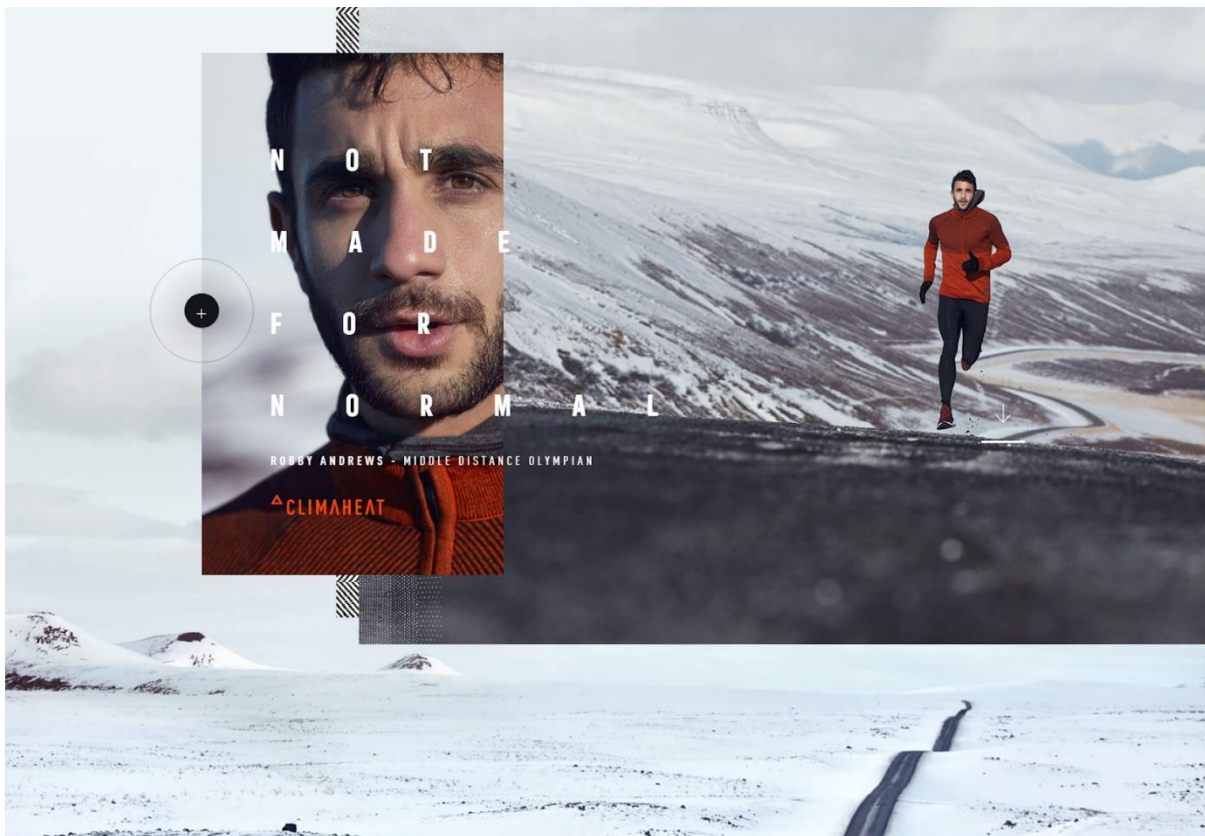
Browse yourself, make final decisions with support.

The customers are browsing themselves. The installation guides the customers through the decision-making process by smart questions and offering smart alternatives. There is always someone to help you but as long as you are exploring they give you the freedom to do that. When the customers really have to make decisions are they taken into a separate room and are they able to ask everything they want.

APPENDIX M /DIGITAL BRAND AND PRODUCT EXPERIENCE

Adidas Climazone

I picked the Adidas Climazone reference as an inspiring example of how to present a multi-sensorial experience of a product on a website. The Climazone collection is made to provide sporters the perfect outfit for a certain weather conditions. This collection can be divided into Climaheat, Climachill and Climaproof. Currently, is the Climaheat page the one that is popping-up when the website is opened, which is smart since it matches with the season.



Experience context

On the web page is the context of usage displayed a little dramatic. The environment looks extra cold with the snow and the rough landscape. The pictures used are very large and therefore they communicate the context clearly and overwhelming. Together with the small effects on the page is it easy for the consumer to move themselves in the context.

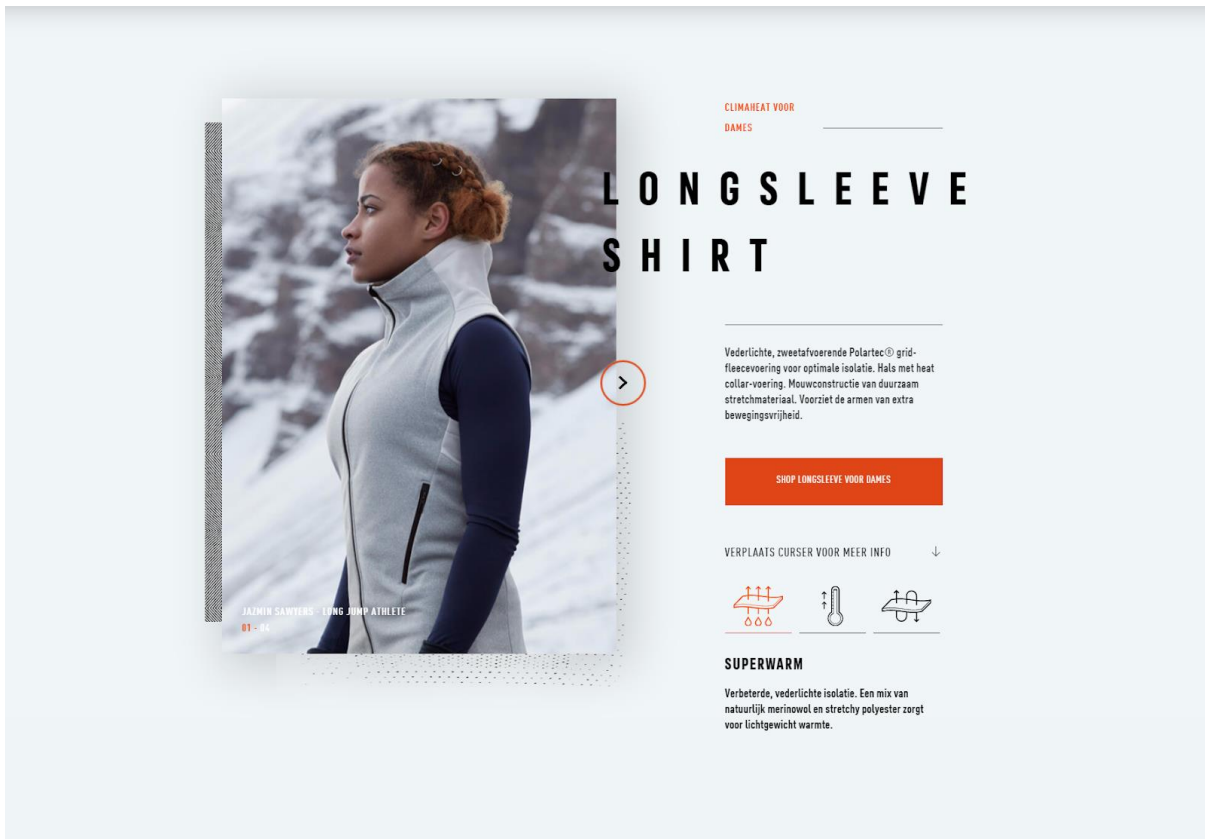
Experience product details

One of the main reasons to visit the physical store is to feel the product and the fabrics and to see the product details. On this page is tried to approach these experiences by showing very detailed pictures of the product and fabrics. By

combining these detailed pictures with clear explanation logos is it easy to explain their functions. The textures used in the product are found on the page as well.

Experience usage

The people in the pictures are real sporters and by seeing them wearing it, is it more easy to identify with them. The moving shots are also inspiring and motivating as well.



Interactivity

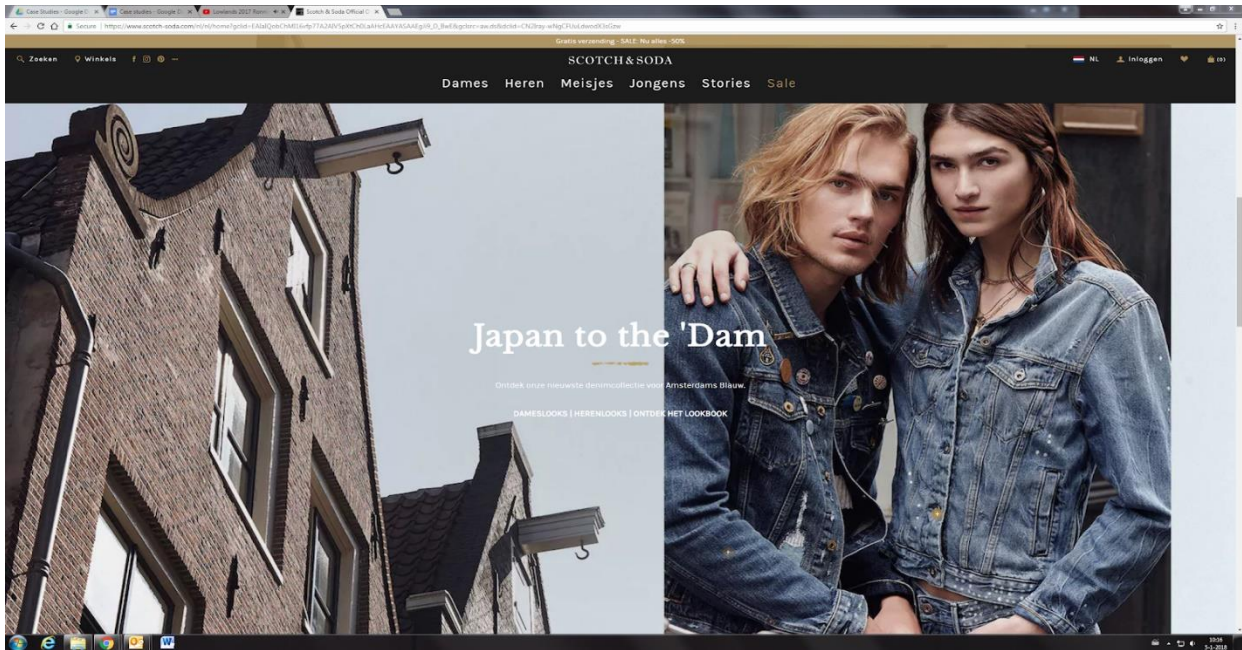
The web page is very interactive in comparisons with most pages. There are a lot of subtle elements that are moving or changing when you scroll or click somewhere on the page. These changes all refer to coldness or temperature.

Layout and colour use

The page is set up clear and relates to the webshop as well. The colors that are used refer to temperature and seem to be easy to understand.

Scotch & Soda

Scotch & Soda is trying to inspire people on their website by setting an atmosphere on their website and application. In this way are the online platforms an extension of the physical stores with a consistent appearance.

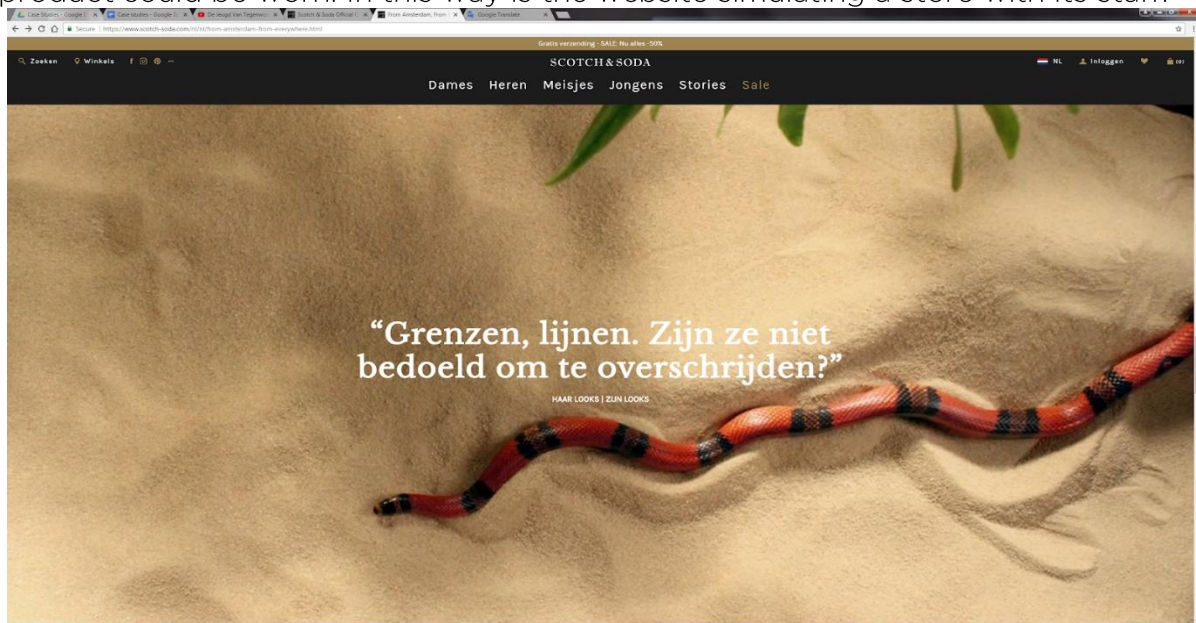


Heritage

Scotch is branding itself as the Amsterdam denim brand. They do this by using context pictures of Amsterdam in their communication. They also say that the products they make are inspired by other cultures. Scotch says that they are collecting these inspirations and translate them to an Amsterdam version.

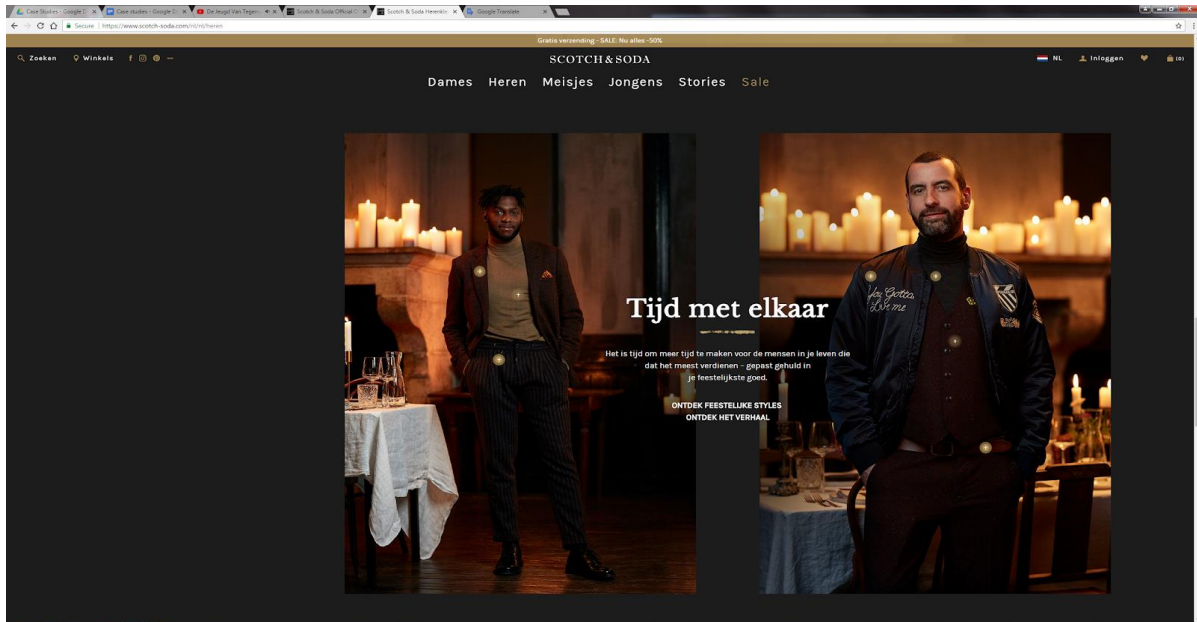
Context

Scotch very much focussing on setting a context on their website. Of course is the product important to them but it is always photographed in a specific environment. Products are many times showed on models, to enable customers to envision how the product could be worn. In this way is the website simulating a store with its staff.



Atmosphere

The atmosphere over the website is very consistent, while it stays interesting to move through the website. The consistency comes with the colors they use and the atmosphere of the pictures that are displayed. Together with the tone of voice which is slightly mysterious and seducing are they setting a recognizable atmosphere.



Lookbook

Next to the communications is the interactivity on the website and app interesting. Customers can browse via a lookbook and can find more information about products by clicking on the item that is worn by the model.

Instagram

Scotch is quite active on Instagram by posting daily. They also keep you up to date on events or other happenings by using their stories.

APPENDIX N

/LEIDSESTRAAT STORE VISIT

Store visit Leidsestraat 23-11-2017

In this report I will treat the things that caught my eye during the visit. The day that I visited the store was not very busy, partly because the Black Friday sales were coming up next day.



More time to help people during the morning

If you want to be sure that you will be served and helped well, visit the G-Star store during the morning. Just as in other G-Star stores are customers entering the store from around 13:00.

People in store pull other people in store

When there are customers in a store, other customers are more easily getting in as well. It seems like this could be especially true for the Leidsestraat since the open facade enables people from the crowded street to look inside.

Street is not a shopping street

Although the street is relatively crowded, is the audience not particularly into shopping. The main function of the Leidsestraat is to connect the Leidseplein to the rest of the city centre. Customers do not have the shopping mindset in this area which make it harder to seduce them to come inside.

Little place to look around while there is a lot going on

This is especially true in the front of the store. The Denim Tribune is more overwhelming than a 'normal' Denim Wall. It is harder to structure than a Denim Wall when it is used in the same way. For the customer it is hard to focus on the products and therefore to know where to start looking. This effect is reinforced by the winter jackets in the front of the store. It feels a little tightening after entering the store.

Right after the Denim Tribune are the 'Houses Racks' placed. These are visually inconsistent and give the consumer many sensual impulses.

The colored area division is it dividing the separate areas and therefore give them their own atmosphere and meaning. But altogether could it be a little intense.



Customers need a moment to land in the store

A few customers were entering the store and immediately walked through to the 'blue' part of the store. Thereafter they asked where they could find the jeans. It looks like these customers are shopping in a sort of automatic pilot mode and that is unconsciously looking for a moment of rest.

Hard to help multiple people

The staff aims to help a customer with full attention to give him/her the best personal service. But when it is crowded, the staff do not want to miss out on potential customers, so

they want to start multitask to serve them both the best as possible. In the current setup is it hard for the staff to do this, due to the combination of limited space and objects like tables and corners that block them.

Serious customers arrive prepared

Most customers that really want to buy something come to the store prepared. Sometimes they have the product themselves but mostly they have seen it somewhere else. The increasing use of the mobile phone is also due to this; customers have all the information they need in their pocket.

Fitting; instantly versus intimately

In the Leidsestraat are there two fitting zones which both have their cons and pros. The first one is close to all products, in this way the consumer can more get other products while staff can inspire them more easily. The second fitting room is more intimate. It is located more in the back of the store which provides the consumer a more private and caring atmosphere. The color and the carpet are well chosen. From this location, all the way in the back, is the customer further away from the products and it harder to interact with or be inspired by them.



Structure the jeans; how to communicate the characteristics of them?

This is a question that G-Star is struggling with. It is hard to categorize the denim in store in a way that forms a clear overview for the customers where to find what jeans, with what qualities.



Presentation vs. in-store stock

The products that were highlighted in the store were getting attention by the customers; especially by the ones that took some more time to browse through the store. The products were touched and could be reviewed by the customers. The downside of this way of presenting is that it takes a lot of space, which is not functional for the staff. They have to leave the consumer alone to get the products upstairs, which is also not beneficial for the consumer interaction.



Usage of internet

Internet is used more and more in stores, and this is supported by the endless aisle at the Leidsestraat. The location of the endless aisle is chosen well since it is next to the denim tribune and close to the fitting rooms in the front of the store. If I would be able to place an extra one in the store I would have done that near the fitting area in the back of the store.



Collection

The collection was looking very well and fitted very well together. I think that this effect is strengthened by the clear store division, that categorizes the collection.



Acceptance of change of retail landscape

People are naturally opposing against changes. Unconsciously are they trying to hold on to what they are used to do. This is also happening in every department and store of G-Star in some way, they are all fighting for their own position. It is hard to streamline all the ideas and create the same mindset in all departments and stores.

APPENDIX O /STORE INSPIRATION RESEARCH

Store windows

How to attract?



Detailed information
Providing detailed information outside to inform customers on beforehand.



Product presentation
Product and it is used is displayed.

Look and feel
Window that is related to the brands look and feel

Context
The mannequins are almost already in their context



Offer your service or product it packaging
Turn it around



Offer your service or product in the context where it is used
Give them what they need, when they need it.



Offer your service or product in a different context
This provides a surprise effect!



Product presentation
Product and its main feature is displayed

Product presentation
Another/better version of the product



Unrelated story
Telling a story in the windows that do not directly relate to the product

Expand your window
To unlock new interactions



Transparency
Give them a look inside to show them what you can offer



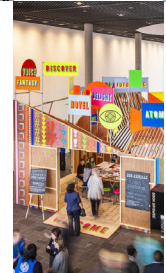
Contrast
Stand out with color, brightness.



Information overload
Provide so much information that people have to take a look



Personal message
To make them feel welcome.



Context

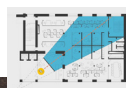
Where to locate a store



Communicate via different contexts
Sell your product by relating it to new products or contexts.

Store guidance

How to guide the customers?



Color divisions
Give areas to be highlighted a different color



Modularity
Change makes it new.



Form and color contrast
To make products stand out



Style
Form, material, color, font, graphics, etcetera.



Eye-catchers
Gives a Wow-effect to people. Surprise, frighten, treat, please them. Make an impact to be remembered.



Story
Completely new collection every three months. Various themes, 100% trendy. Find objects that you have never seen anywhere before.



The Butcher Boy
Brings a concept for a very different product (supermarket) to an new product (streetwear store).



Acce&Tate
Simplified a medical problem. They are not letting you pay for expensive license holders and retailers. You only wear the high-quality design and manufacturing anyway.



Signage
To make it clear

Guidance
To lead and teach them



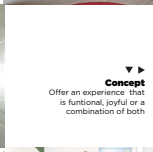
Discovery
This makes it surprising.



Convenience
Easy accessible, natural interaction, dynamics.



Concept
Offer an experience that is functional, joyful or a combination of both



Consistency
Make your brand recognizable. Not only in style but also in interaction, tone of voice, service; way of working.



Pave
Everything is focussed on one single subject: cycling. The store includes a library where shoppers can drink coffee and read magazines on cycling, lounge where they can watch important races on TV and showers where they can refresh after training.



Hutspot
A place to offer peace and inspiration. They sell clothes and products, they can get you a fresh haircut, you can drink a cup of coffee and join the events they organize



Threadless, NikeID
Personalize your products



Store atmosphere

This comes down to interaction

Tone of voice
Can set a vibe in stores



Store concepts

What and how to sell?

Tone of voice
Can set a vibe in stores



AH Biologisch
Add a greener part to your company



Toms
One you, one for them. This creates empathy.



Markthal
Shop in shop in different ways.



G-Star Raw
Show them the authenticity of the product



Store interactions

To enhance the user experience



Tone of voice
Can set a vibe in stores



Activity
Provide another activity



Omni-channel
Store and instore well connected

Personalize
Personalized message will attach you to the brand.

Social media
Instagram and Facebook provide powerful connections



Shop without fitting
Everything can be displayed on you.



Try it out
If you buy a new pair of shoes you want to try them out properly before you make the decision



Showroom/window
Bring the endless aisle to the window

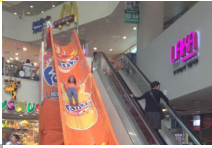


Fun and competition
A more fun/exciting alternative



Social media
Instagram and Facebook provide powerful connections that can be implemented in store

Put it into context
To let people know where to use.



Active positions
Makes it easier to identify



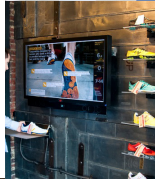
Experience the function
By making it very literally



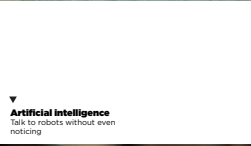
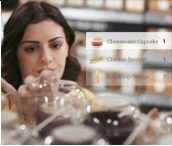
Discovery
Take elements from a museum experience.



3D printing
Buy products and then produce it



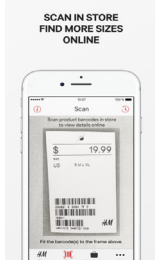
RFID
Every single product can be followed and information can be requested



Artificial Intelligence
Talk to robots without even noticing



Endless aisle
The never ending stock



SCAN IN STORE FIND MORE SIZES ONLINE

Store innovations

To enhance the user experience



Customer recognition
Gather information about your customer to provide better and more personalized service



Product presentations

How to communicate the message

Tangibility
Use other products to sell your own product



Discovery
Buy products and then produce it



Frame
Give every product their own space.



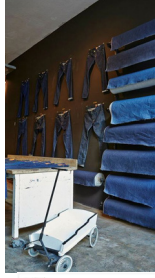
Unity
Background and all the products in the same color.



Brand appearance
How do other brands present themselves?



Details
Focus on details



Production and material
Show them where the product is made from WW



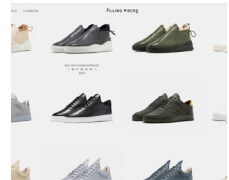
Ikea
By responding on the Balenciaga bag, that was a rip-off of their shopping bag, they inspired many people to do the same as Balenciaga.



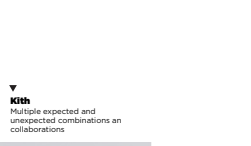
Ontour
Interesting playful action of a young brand. Creativity and DIY connects to them.



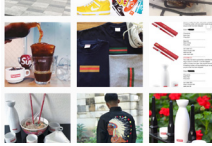
Acce&Tate
I see those bags everywhere, everyday.



Filling Pieces
Strong form language



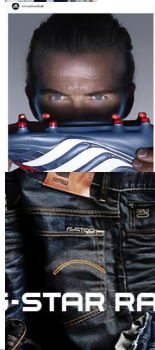
Kith
Multiple expected and unexpected combinations an collaborations



Supreme
They work with some of our generation's most groundbreaking designers, artists, photographers and musicians. All products are super limited and sell out quickly



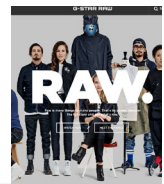
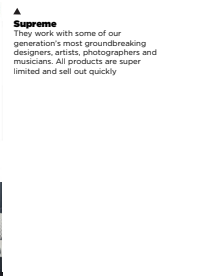
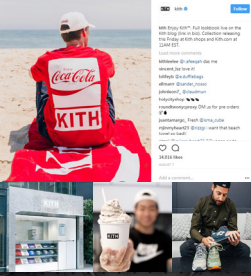
Adidas
Innovate in new products and product lines but honouring (and returning) the old.



Nike
Innovate in new products and product lines but honouring (and returning) the old.



Off-white
Worn by many celebrities. Strong recognizable elements (font)



RAW
These pictures are more RAW to me.

Empathy
These pictures are empathic to me.

APPENDIX P /CREATIVE SESSION OUTLYING CONTEXT FACTORS

To find more outlying context factors, a creative session is organized. Five activities were discussed. For every topic the following question was asked: Why are people doing this? To trigger the imagination of people, brands were connected to those activities. The outcomes of this session are the context factors displayed in appendix E.

PARTYING



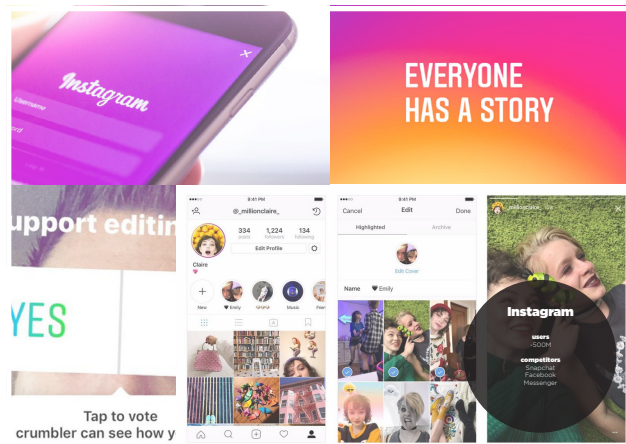
SUPPORTING



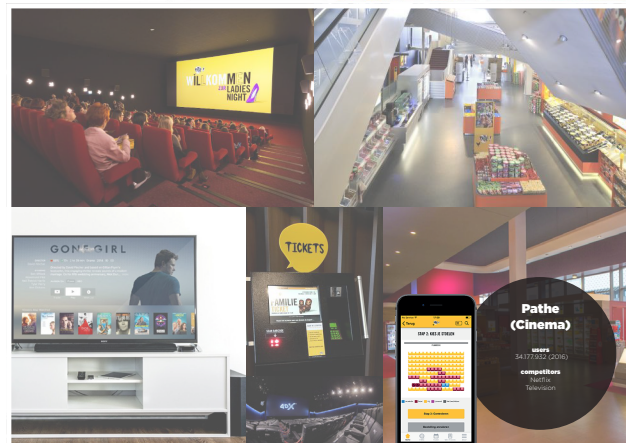
TRAVELING



CONNECTING



ENTERTAINING



side research presentation in

ON THIS PAGE ARE THE MOST IMPORTANT CONCLUSIONS OF THE INTERVIEWS ON THE TOPIC OF IMPLEMENTING DENIM WORLD INTO THE STORE CONCEPT.

research

The opinions are categorized in subtopics and the conclusions of those subtopics are listed in bullet points. The people that are interviewed are:

Richard Groenendijk – Creative Technologist
Anneke Goedhuis – Retail Marketing Manager
David de Kievit – Director Interiors
Jordi de Boer – Retail Manager
Andre Taris – Digital Designer

Other opinions gathered: Rene Ketting (Creative Director), Ruben Bus (Material Researcher), Rodney van der Knaap (Graduation student Design & Development)

The interviewees are globally asked the similar questions but since they all have different specialisms they did not all say something about all the topics.

MAIN RESEARCH QUESTION

How to design the Denim Area in the physical store and which elements of Denim World can we implement?

benefits of the store for denim area

Having a real tactile experience with the products enable customers to more truthfully value denim on material and color.

Denim is a personal buy which has a specific fit to every unique body. Therefore people want to fit it in real-life.

Personal and human relationships are the most strong relationships. Social interaction is something that makes people return.

Physical experiences can be more impressive and including than digital ones. Physical storytelling becomes stonger by feeling invited and involved.

functional shopping

Fuctional shoppers are mostly fit oriented. People that are entering the store with the question for a specific fit are functional shoppers. They know on beforehand what they want and need to be able to get to their goal very easily.

n/denim n stores

denim navigation

REPETITION

Repetition of recognizable elements in stores make it more easy for consumers to be reminded to the brand and its expressions across all touchpoints. This repetition can be in the form of, for example, colorcoding but but more strong are repeting moments of identification by the consumer. In this way the user can refer its identity to the brand.

NAVIGATION BASED ON PRICE

G-Star should not make people navigate on price. When people get in touch with our brand can get the overall price range. When when certain products are really much more expensive, their would be a reason for that and this reason should be clearly presented in stores.

PRODUCT PRESENTATION AND BROWSING

Identifying with the Floating Legs is very hard. The present the product and its shape quite well but it is hard for the consumer to relate to.

Browsing denim should not happen in the denim wall, it should happen before or in fornt of the denim wall. A relation/link between the browsing area and the denim wall could be very valuable. Nevertheless, the denim wall should always have a prominent place in the store. It functions as an icon, and shows of the identity based on expertise of the brand.

Special products needs to be taken out of the denim wall and be presented and explained separately in the store.

A store stays interesting by being relevant all the time. This relevancy can be achieved by implementing flexible interior.

identification of the consumer

PURPOSE OF PEOPLE AT A TOUCHPOINT

Every store or shop is different and in every store or shop they should first look into the purpose of this location.

See how the product fits and what it enables customers what they can do with it
By making use of real models and mannequins are is a brand able to confront people with what they can do with the products. It inspires people to make them do it themselves.

IDENTITY OF G-STAR, CONTEXT AND CREATING ATTITUDES

Consumers are relating themselves more easily to a product when this product displayed in the context of a attitude/identity.

Explanation of the identity is important to make people understand what this identity is about, although some space for free interpretation can be left to trigger the imagination of people.

Authenticity of a brand makes a brand credible, so do not go all over the place.

Identities/attitudes/looks should be made by HQ. They are created from combinations of fits, material, color, styles. Sophisticated, street, rough, sober. Bronson can also be included.

relationship g-star and consumer

The relationship between a brand an consumer should not feel intrusive. It should feel friendly and unconstrained. Nevertheless, customers are getting used to pre-during-post shopping: Never stop the conversation. A brand should have a strong identity. Without a strong identity no one can relate to you.