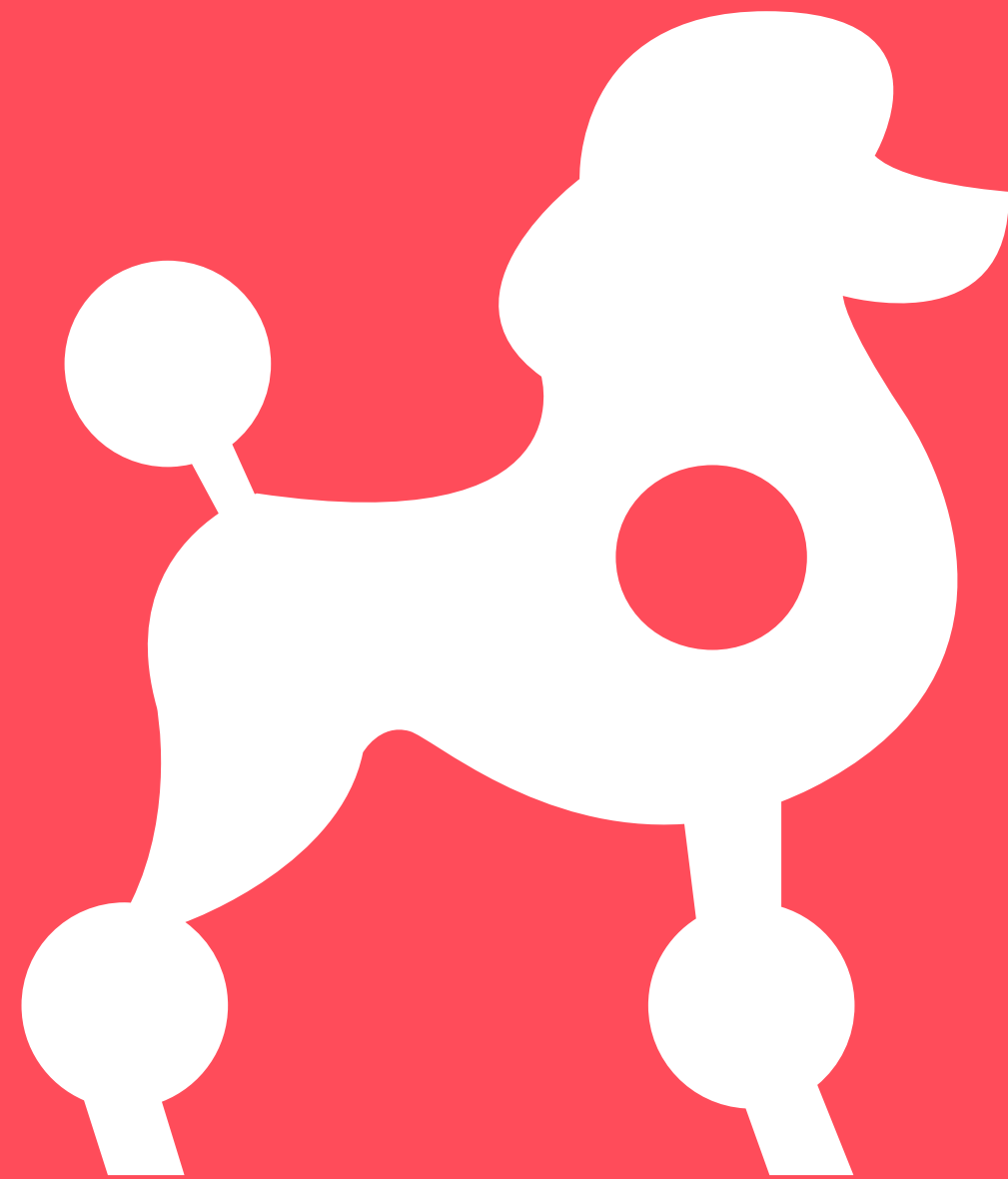


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Be inspired

Whether you're pitching for your agency or preparing a strategy meeting for your business, our Quarterly Updates will give you an insight into the future of shopping and keep you up to date on the latest trend innovations.

The newest edition of our Quarterly Updates also contains many linked best practices. You can use them as a source of inspiration for your own innovations to stay one step ahead of rising customer expectations.

In addition, with TANTE EMMA RELOADED, we present you a focus trend which already has a huge influence on the future of shopping today.

We wish you an inspiring read.

Your PudelsKern Team

F O C
U S -
T R E
N D :

TANTE EMMA RELOADED

People feel lonelier than ever. They are looking for new, innovative spaces where they can overcome their isolation through joint experiences with others. More and more shops are turning into community hubs, where customers can do more than just shop.

F O C U S - T R E N D :

TANTE EMMA RELOADED

What drives the trend

- Despite all the egocentricity humans are still social beings that strives for community. There they find what they needs for self-realization: connectedness and recognition by others.
- Nearly 25% of adults in the United States and Great Britain always or often feel lonely, excluded or isolated ([KFF, 2018](#)). This is especially true of the younger generation ([Cigna, 2018](#)).
- Many people see the dominance of social networks as a reason for their isolation. In the real world, they are looking for innovative forms of re-connectivity and new spaces for joint experiences with others.

F O C U S - T R E N D :

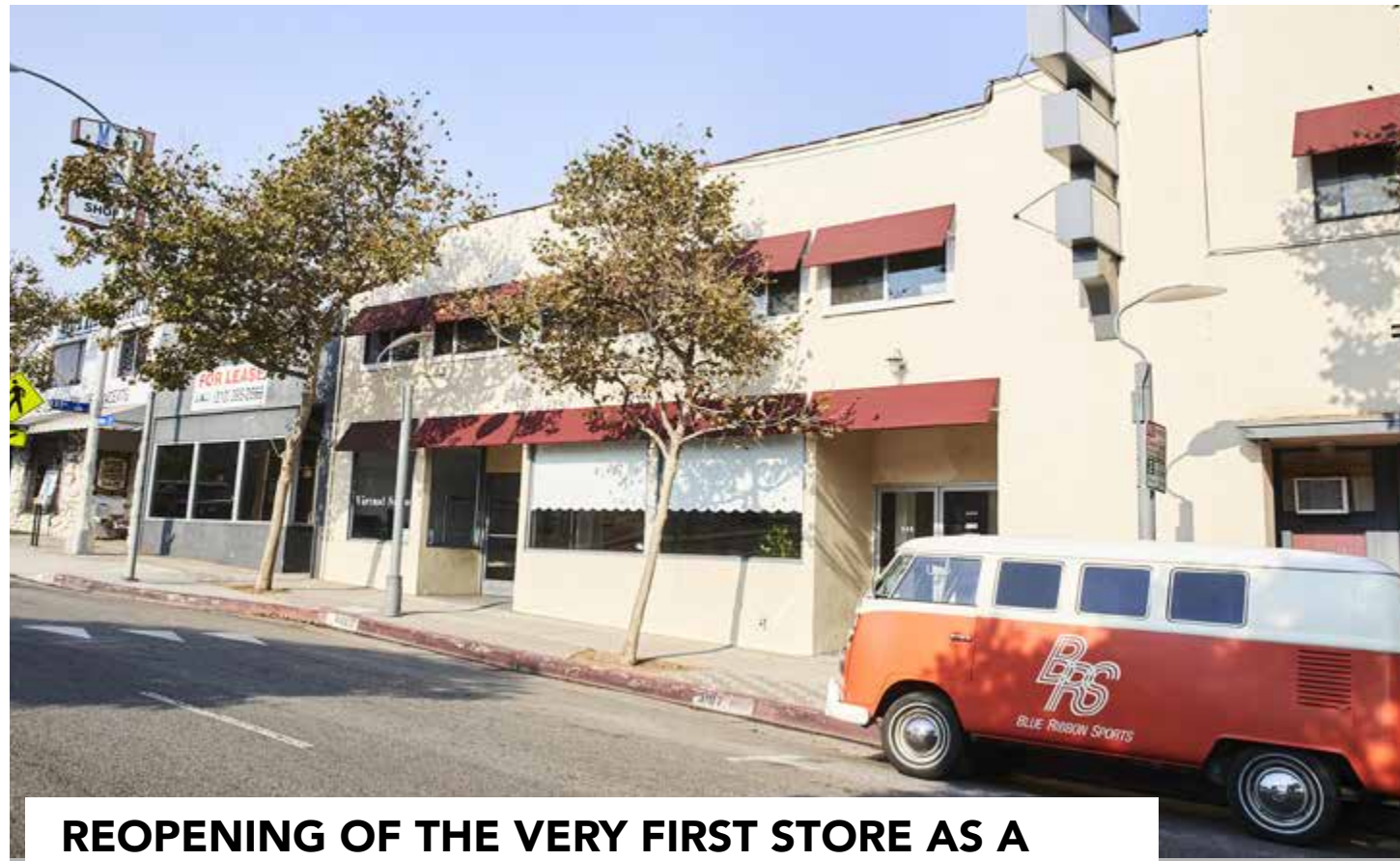
TANTE EMMA RELOADED

Why the trend is relevant

- The increasing yearning for a culture that fosters relationships in the real world is prompting more and more retailers and brands to rethink the purpose of their stores and their role in society.
- Community-oriented stores, like Apple's Town Squares, are based on the former corner shops which are called „Tante-Emma-Läden“ in German. They were not just shopping. They also acted as community hubs, where people met and talked.
- Not only concept stores, but also major retail chains sponsor concerts, organize virtual reality events or open up indoor skate parks to create spaces for joint experiences.

TANTE EMMA RELOADED

Nike



REOPENING OF THE VERY FIRST STORE AS A LOCAL COMMUNITY HUB

With its community store program, Nike wants to become a positive catalyst for health-conscious change in local communities. Now the company has reopened its very first store from 1967 in Santa Monica, California. It was already a meeting place for sports enthusiasts. The new old store presents memorabilia of the company's history and once again serves as a local community hub, where runners can talk about their sport and about shoes.

Lululemon



POP-UP LIBRARY IN THE FLAGSHIP STORE DESIGNED TO ENCOURAGE READING

In cooperation with the US publisher Penguin Random House, the sportswear brand Lululemon opened a reading-inspiring mini-library in its flagship store and community space HUB Seventeen in New York. The pop-up library included over 1,000 books on fiction, health, fitness and mindfulness. In addition, there were author readings and „curated food experience presentations“. The Seventeen hub also hosts regular community events, such as yoga and wellness seminars.

The Body Shop



SHOPS AS „ACTIVIST HUBS“ FOR LOCALS ACTIVISM PROJECTS

The Body Shop puts „activism at the heart of its new branding strategy“ and transforms its UK outlets into „activist hubs“. To revitalize the image of the brand and to attract more customers into the stores, the staff should initiate „local activism projects“. The focus of the projects is gender equality, as the company sees itself as a feminist brand. The repositioning is a response to declining sales in the UK's shopping streets.

TANTE EMMA RELOADED

Selfridges



**OPENING OF THE FIRST IN-STORE SKATEPARK
IN GREAT BRITAIN**

The British department store Selfridges opened the first In-store skate park in the UK. It is to demonstrate the proximity to the youth scene and to express the new face of modern luxury. The concept is focused on men's fashion. But it is aimed at both men and women who like to buy men's clothing. The wooden „Skate Bowl“ is intended to illustrate the close relationship between fashion and street culture. Selfridges considers the Bowl as part of its DNA as well as its function as a „social hub“.

Convenience



**HOMAGE TO THE NEIGHBORHOOD SHOPS
FROM CHILDHOOD DAYS**

Convenience in Toronto is more than just a convenience store. It is also a cocktail bar and restaurant. With its retro design, it wants to remind the millennials in the neighborhood of the „cornershops“ of their childhood days. Accordingly, the interior is a retro mix of neon signs, retro wallpapers and wall murals inspired by video games. It also includes retro telephone handsets for listening to music and recorded messages. The store offers a nostalgic range of takeaway products.

Walmart



**ON THE NEEDS OF THE COMMUNITY TAILORED
TOWN CENTERS**

Walmart will transform 12 of its locations into „Town Centers“. They should become places where people can meet, talk and become active together. The US retailer wants to contribute more deeply to the nearly 5,000 communities it serves. Each Town Center is designed according to the specific needs of each community - with family, health and wellness areas and local events. With the Town Centers, the company wants to involve more people in its own Walmart community.

15 TREND INSPIRATIONS

15 TREND INSPIRATIONS

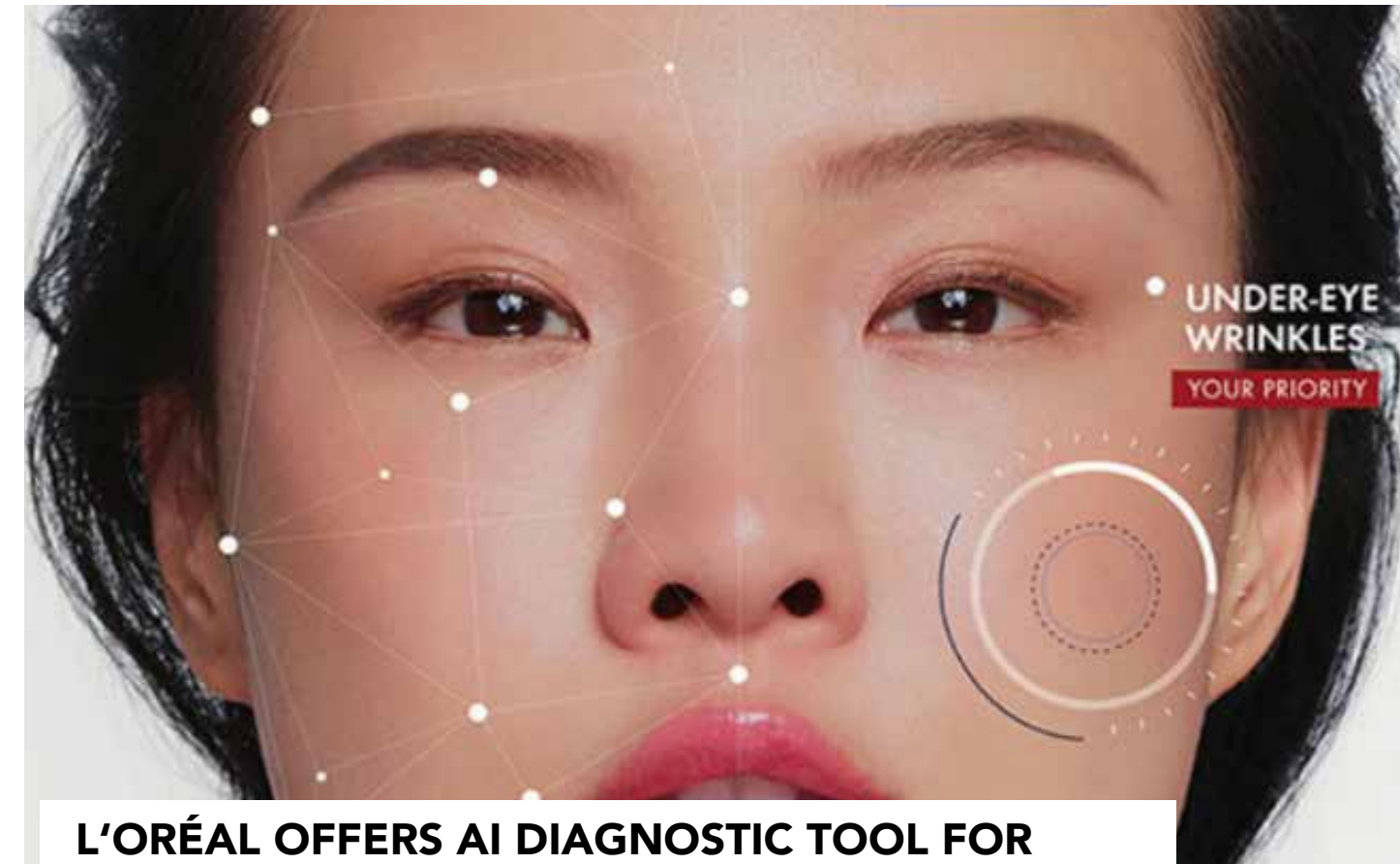
Guilt Free Shopping / Second Life



AMERICA EAGLE OPENS SECOND-HAND POP-UP FOR SNEAKERS

American fashion label American Eagle has teamed up with Urban Necessities, a reseller of sneakers, to open a pop-up store in its New York SoHo store. The pop-up store sells former limited and regular sneaker editions from Supreme Streetwear, Nike, etc. It targets Generation Z and quenches its hunger for trendy sneakers and sustainable consumption through second-hand shopping. With the pop-up store, American Eagle is responding to the new way teenagers are shopping.

Youniverse / Perfect Match



L'ORÉAL OFFERS AI DIAGNOSTIC TOOL FOR CUSTOMIZED SKIN CARE PROGRAMS

L'Oréal has developed an AI-based Skinconsult tool that creates personalized skin care recommendations tailored to the individual skin type of the user. Customers need to upload a selfie to a website. The photo is analyzed on the basis of various age-related variables of the skin. The system aims to democratize skin diagnosis, as users only need their smartphone to take a selfie. The tool should be available worldwide on the brand websites.

Wedentity / Status Pictures



ROHTO PRINT MIRRORED TEXT ON SUNBLOCKER FOR MIRROR SELFIES

Asia is the world leader in selfie. The Japanese FMCG group Rotho responded to this with a limited edition of the Skin Aqua Sunblocker. It is specially designed for mirror selfies and is aimed at beauty bloggers and influencers. Therefore, the text on the packaging was intentionally printed mirrored. So it can be read correctly if the customer makes a mirror selfie with the product. Skin Aqua pays homage to Alice in Wonderland and her journey behind the mirror.

15 TREND INSPIRATIONS

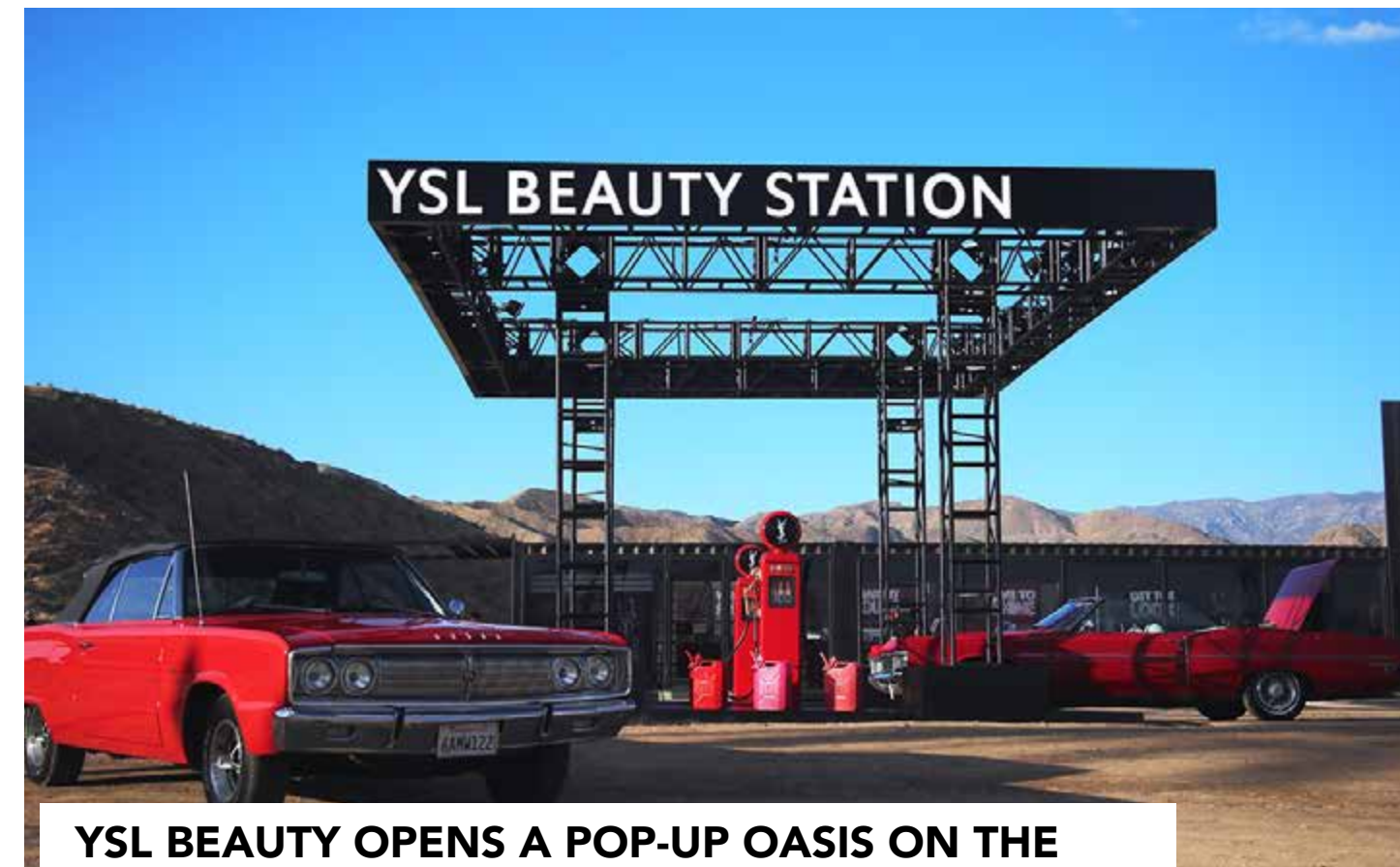
Dearsire / Free Love



NEW BALANCE OPENS BAR, THAT ONLY ACCEPTS MILES AS PAYMENT

In preparation for the Spring Marathon, New Balance has opened the „The Runaway“ pub in London, which is designed specifically for the marathon participants. The only currency accepted are miles. To this end, the sneaker brand has launched a challenge together with the fitness network Strava. Anyone who participates can upload the „Runaway Card“ to the smartphone wallet. The card is automatically filled up with completed miles, which can then be exchanged for beer.

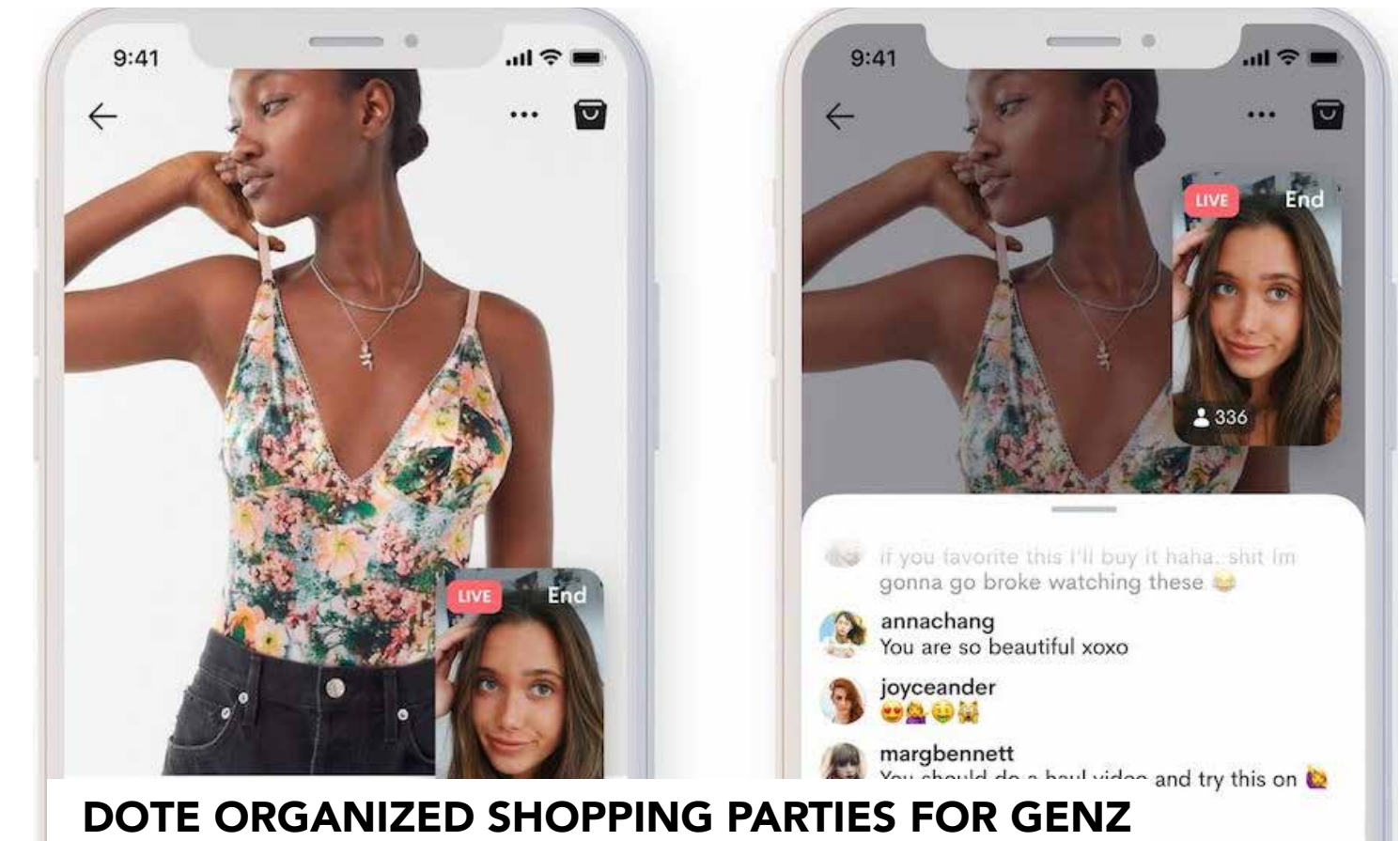
Inspiretail / Out of the Bricks



YSL BEAUTY OPENS A POP-UP OASIS ON THE WAY TO THE COACHELLA FESTIVAL

For the Coachella Festival, French fashion label Yves Saint Laurent created a special kind of pop-up experience. On the way to the festival, it opened a retro petrol station as a make-up oasis. There, customers could test YSL Beauty's latest and best-selling products and talk with experts about beauty tips for their desert trip. They could also try different lipstick colors at a make-up machine. Only persons with a valid concert ticket had access.

Choice Cuts / Livestream Shopping

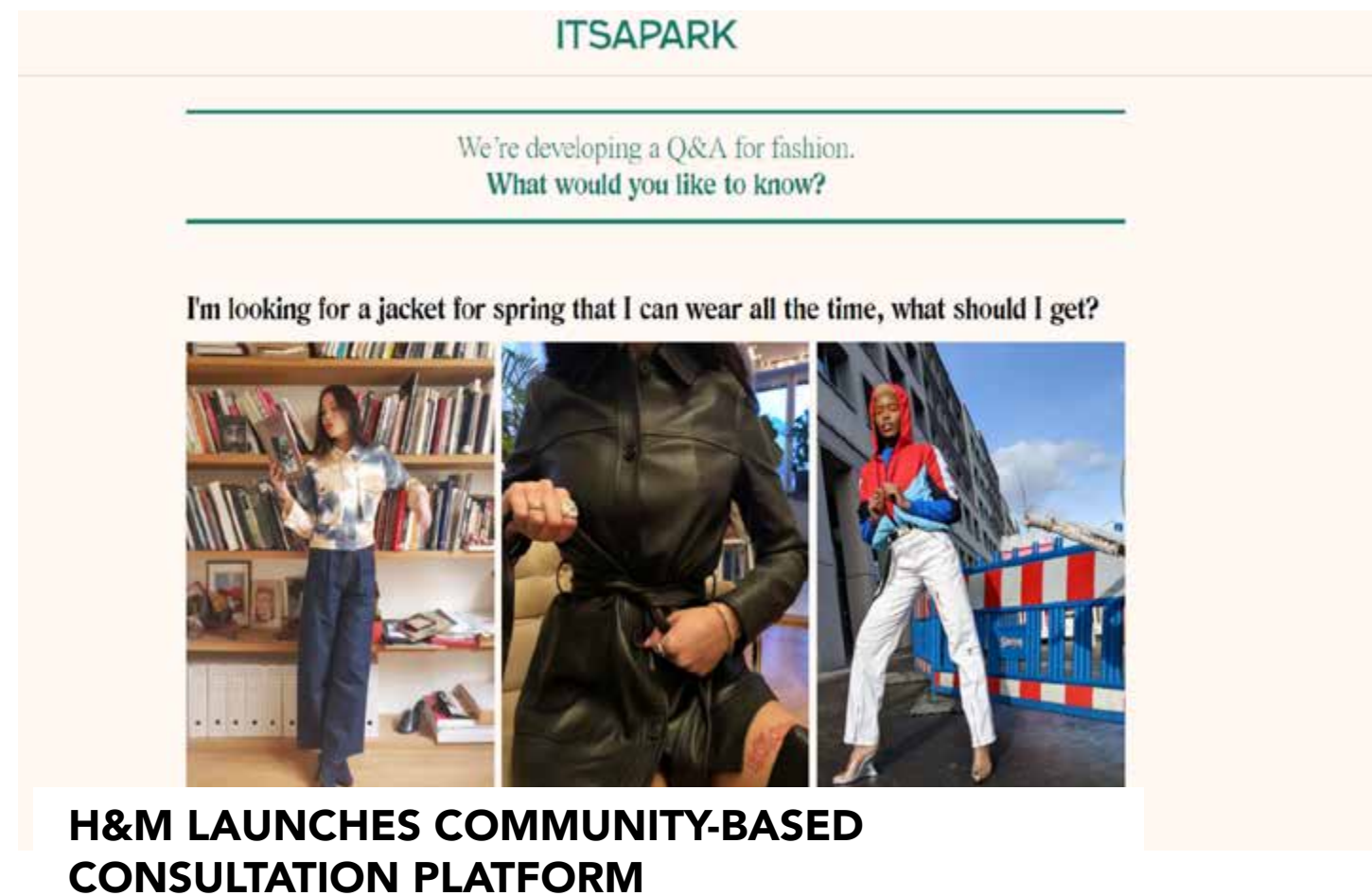


DOTE ORGANIZED SHOPPING PARTIES FOR GEN Z VIA LIVE STREAMS

The social shopping platform Dote, which wants to be a „dream mall“ for Generation Z, extended its app with the livestreaming feature „Shopping Party“. It should revive the common shopping experience with friends in a mall. With this feature, influencers can share their online shopping experience in a live stream and interact with their viewers via live chat while they browse through the assortment themselves. Dote also plans to run „branded shopping parties“ sponsored by brands.

15 TREND INSPIRATIONS

Shoptimization / Good Choice



With „Itsapark“ H&M launches its own community-based online platform for „really helpful fashion tips“. On it users can ask questions about fashion, which are answered by other users. So they can exchange „honest“ style recommendations. Each answer contains a photo or video and a list of „shoppable“ products available from H&M or other manufacturers. Itsapark also offers a discovery function to discover current fashion trends.

Guilt-Free Shopping / Feel-Good Experience



The initiative „Print Your City“ is part of the „Zero Waste Future“ program of Coca-Cola in Greece, where residents of Thessaloniki can convert their plastic waste into street furniture using 3D printing. They can choose between different objects, colors and functions on a website. There they will also learn how much recycled plastic is needed to make the object. The finished objects are exhibited in public places in the city.

Youniverse / Perfect Match



The chocolate bar brand KitKat is known in Japan for exclusive varieties with regional Japanese ingredients. During Craft Sake Week, Nestlé Japan opened a „KitKat Pairing Bar“ in Tokyo. Visitors could taste different KitKat flavors along with different sake varieties in a taste test. Based on five questions, an AI presented a pairing of KitKat and Sake that suites their personal tastes.

15 TREND INSPIRATIONS

Easy Shopping / Automagical Commerce



PETZ LAUNCHES E-COMMERCE WEBSITE ON WHICH DOGS CAN PURCHASE

Dogs can buy their own food on the e-commerce site of the Brazilian pet chain [Petz](#). Facial recognition and AI are used to identify the dog's reaction to the products displayed on the monitor. The owner only needs to place his dog in front of the computer and clicks on the desired product category. As the dog watches the product videos, the AI analyzes its response. If it is positive, the product will automatically be added to the shopping cart.

Choice Cuts / Astro-Shopping



AMAZON RECOMMENDS PRODUCTS BASED ON HOROSCOPES

If you do not know why you want to spend your money on [Amazon](#), you can now watch the stars. The e-commerce giant sends monthly shopping horoscopes to its prime members. The company uses the zodiac signs of the customers to identify the products that best match their spiritual needs. The horoscopes are created by the US astrologer and writer Anna Katz. The service is available through the Amazon Prime Insider newsletter.

Happy Ending / Mobile Trader Reloaded



BURGER KING DELIVERS HAMBURGER TO CUSTOMERS THAT ARE STUCK IN TRAFFIC

With Traffic Jam Whopper, [Burger King](#) customers in Mexico City can order a hamburger to their car while they are stuck in traffic. Delivery is by motorcycle. On the basis of real-time traffic data, customers are informed via mobile phones and digital billboards when the delivery service is available for them. According to Burger King, delivery orders increased by 63% during the first week of testing. The program is also to be extended to other megacities with an extreme traffic volume.

15 TREND INSPIRATIONS

Dynamic Discovery / Magical Touchpoints



NEXTECH RECOGNIZES THE CUSTOMERS FEELINGS BY AUGMENTED REALITY APP

AR already plays a major role in the cosmetics, fashion and furniture industries. NexTech seeks to capture the emotions of shoppers using AR applications to recommend products that appeal to them at the right time. NexTech uses Microsoft's Azure platform to analyze the user's emotions in real time through image recognition and an AI.

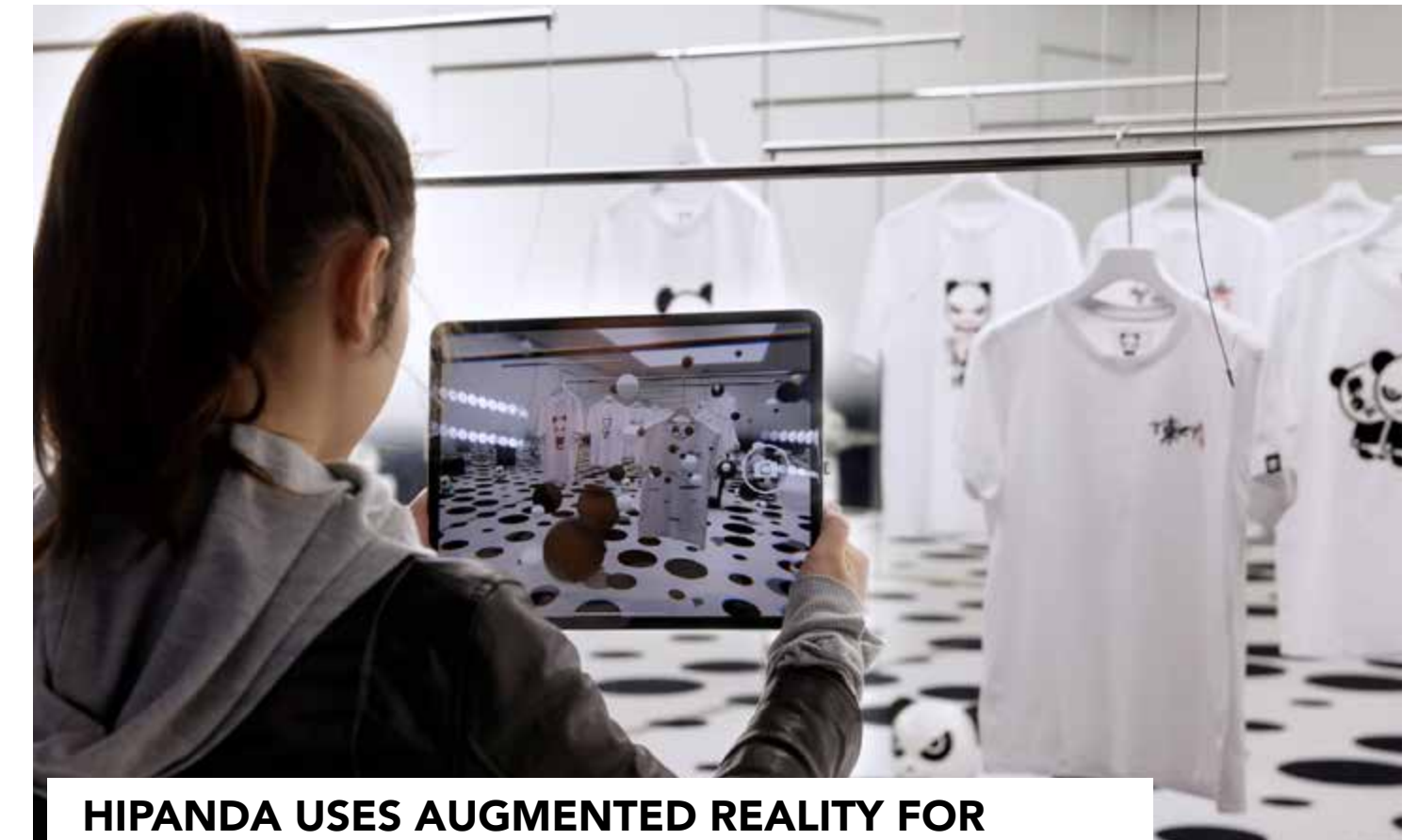
Inspiretail / Out of the Bricks



TACO BELL OPENS POP-UP HOTEL FOR UNIQUE BRAND EXPERIENCE

Taco Bell, a US fast-food chain, is opening a hotel resort in Palm Springs, California for a limited time this summer. The Bell: A Taco Bell Hotel & Resort pop-up resort is designed to give brand-name fans a unique brand experience from check-in to check-out. Almost all aspects of the hotel are characterized by the Taco Bell brand. In addition to classic taco menus and exclusive menu creations available only at the hotel, there is also a souvenir shop and a taco nail salon.

Dearsire / Playsumming



HIPANDA USES AUGMENTED REALITY FOR IMMERSIVE IN-STORE EXPERIENCE

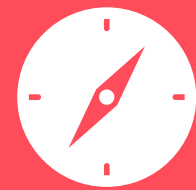
In the „Ghost House“, the new flagship store of the Chinese streetwear brand Hipanda in Tokyo, the customers experience an immersive in-store experience. Architecture and product presentation merge with augmented reality into a shopping experience in which shoppers can literally „immerse themselves“. Via smartphone or tablet they can experience the Panda, the brand mascot, in the rooms in action. At the same time they will be introduced to the latest collections.

WHAT'S NEXT?



SX Inspiration Keynotes

With inspiring trend presentations, open your team's eyes to a future-oriented SX.



SX Trend Radar Sessions

In a Trend Radar Session, you identify and prioritize trends that are relevant to your business.



SX Innovation Management

We support you in setting up and implementing an in-house innovation management.



SX Design Workshops

Together with you, we develop and implement a trend-oriented and future-oriented SX strategy that is tailored to your business.

START IN THE FUTURE OF SHOPPING!

The Shopper Experience (SX) has become the key factor for the company's success. We support you in setting up your own SX Innovation Management so that you are well prepared for the future of shopping

About PudelsKern

Since 2009 we observe and analyze shopper trends. With our trend knowledge, we support companies - strategically and creatively - in designing their shopper experience across all touchpoints so that they are always one step ahead of the expectations of their customers.

Find out more about PudelsKern and what we can do for you at pudelskern.info