THE FUTURE OF BRANDS: BRAND EXPERIENCE

MACRO TRENDS

- **9 RETAIL BANKRUPTCIES**
- **3,000+ RETAIL DOORS CLOSED YTD 2017**
- **E-COMMERCE IN 2016 +15%**
- **5X TOTAL RETAIL SALES**
- **CONSUMER SPENDING IS UP +3.8%**

**RELEVANT FACTS**

- **10%** US RETAIL SPACE TO BE CLOSED, CONVERTED, RENEGOTIATED
- **#1** MOST IMPORTANT IN-STORE SHOPPING FACTOR IS THE SALES ASSOCIATE
- **1/3** WOULD RATHER WASH DISHES THAN SHOP IN-STORE
- **78%** MILLENNIALS WOULD RATHER SPEND ON EXPERIENCE VS. GOODS

**RECOMMENDATIONS BASED ON DARWIN’S THEORIES OF EVOLUTION**

- **VARIATION** VARIATE RETAIL TO RELEVANT & LOCAL
- **INHERITANCE** EVOLVE THE ROLE OF RETAIL ASSOCIATES
- **SELECTION** EXPERIENCES TRANSCEND TRANSACTION
- **TIME** ADDRESS CONSUMERS’ NEED FOR TIME
- **ADAPTATION** ANTICIPATE & ADAPT TO CONSUMERS’ FUTURE NEEDS

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CONSUMER EXPERIENCE GAP

- THE GROWING DIVERGENCE BETWEEN CONSUMERS’ EXPECTATIONS AND THE RETAIL REALITY

PREDICTION

- CONSUMERS WILL EVOLVE INTO SEEKERS OF DISCOVERY HAPPINESS TOGETHERNESS