



INSTITUTE

INSIGHTS

HUBDAY
BACK FROM



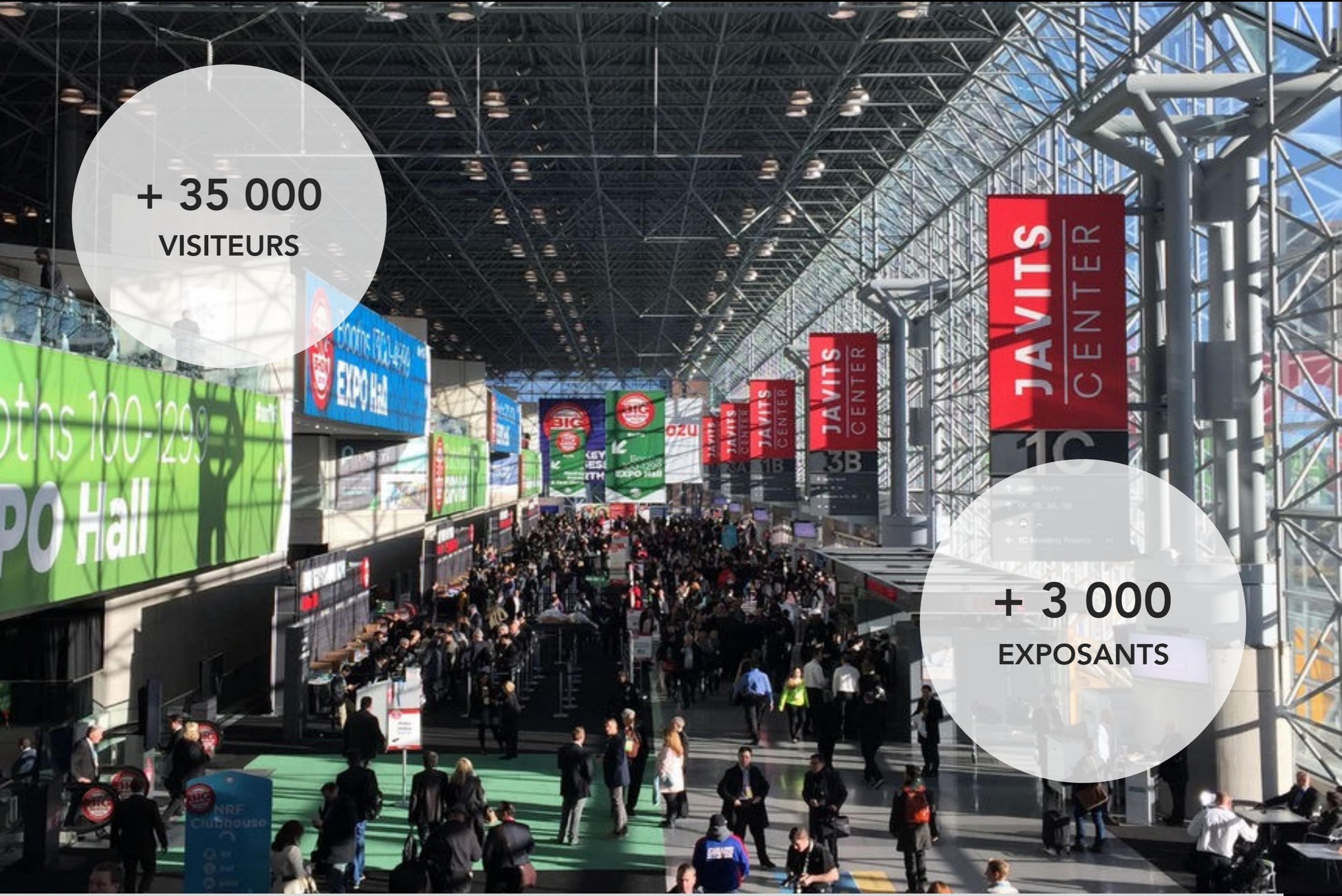
2017

10 TENDANCES

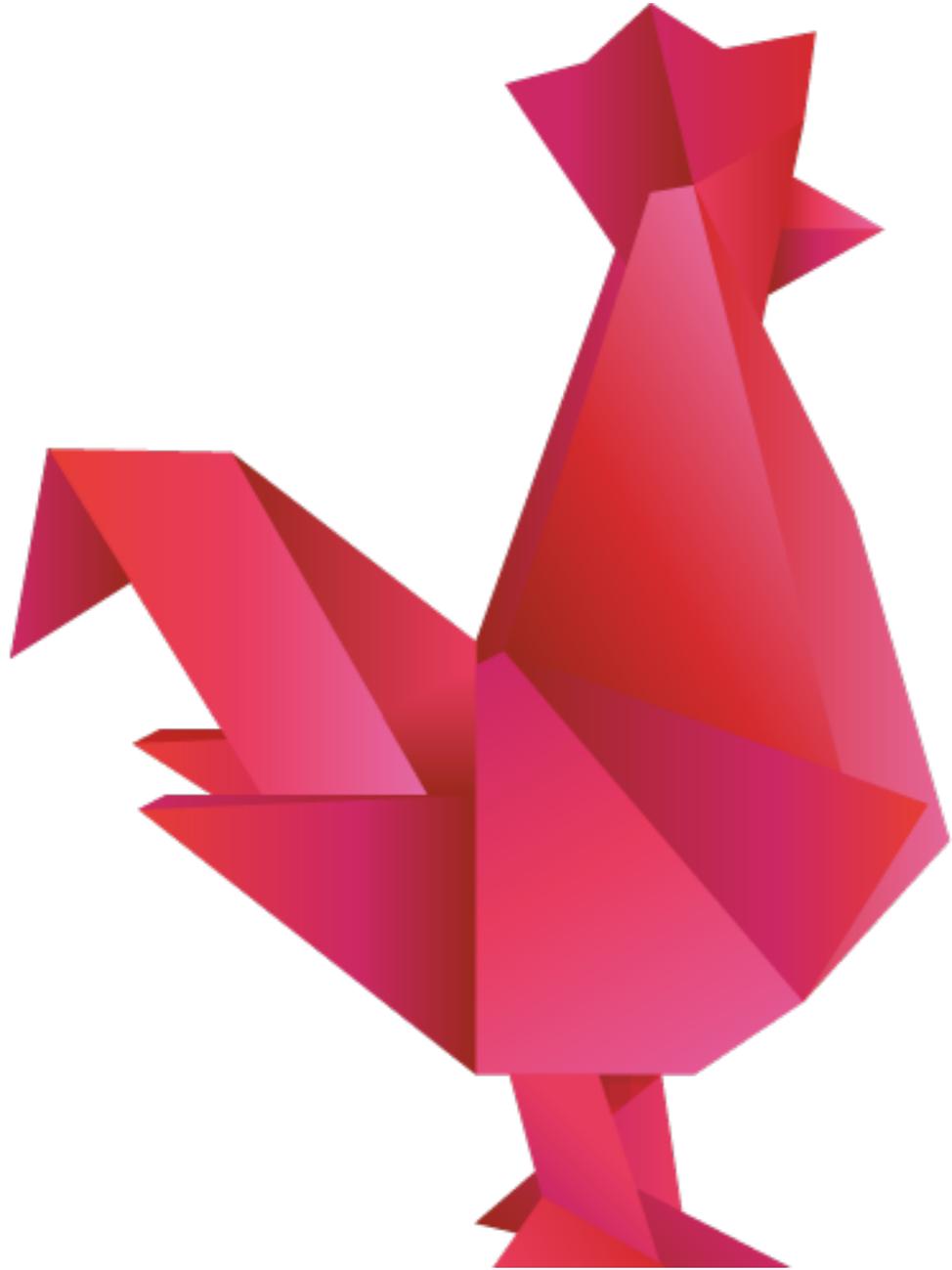
NRF BIG SHOW 2017 EN CHIFFRES

+ 35 000
VISITEURS

+ 3 000
EXPOSANTS



LES 10 FRENCHIES/ NRF 2017



ALKEMICS



Critizr.



Ysance

L'ENJEU : POSITIONNER LES BONS HOOKS INSTORE & ONLINE

HOOK WAR



Hooks (Hameçons) + Expériences

=

**Du Temps Instore
Des Ventés**

=

Feedbacks / Fidélité

1

FOCUS

CULTURE CLIENT

« En terme de culture, il est essentiel de tracer, mesurer, à travers différents capteurs, l'expérience de nos Clients. Nous avons identifié 7 moments de vérités, 7 rendez-vous avec le client où tous les collaborateurs doivent concentrer toute leur énergie. »

**THIERRY PLANTEGENEST
DIRECTEUR CLIENT
GROUPE RENAULT**



A close-up photograph of two hands clasped together in a firm grip. The hand on the left is a natural skin tone, while the hand on the right is painted with a vibrant, multi-colored pattern of blue, yellow, and red. The background is a solid, deep purple color.

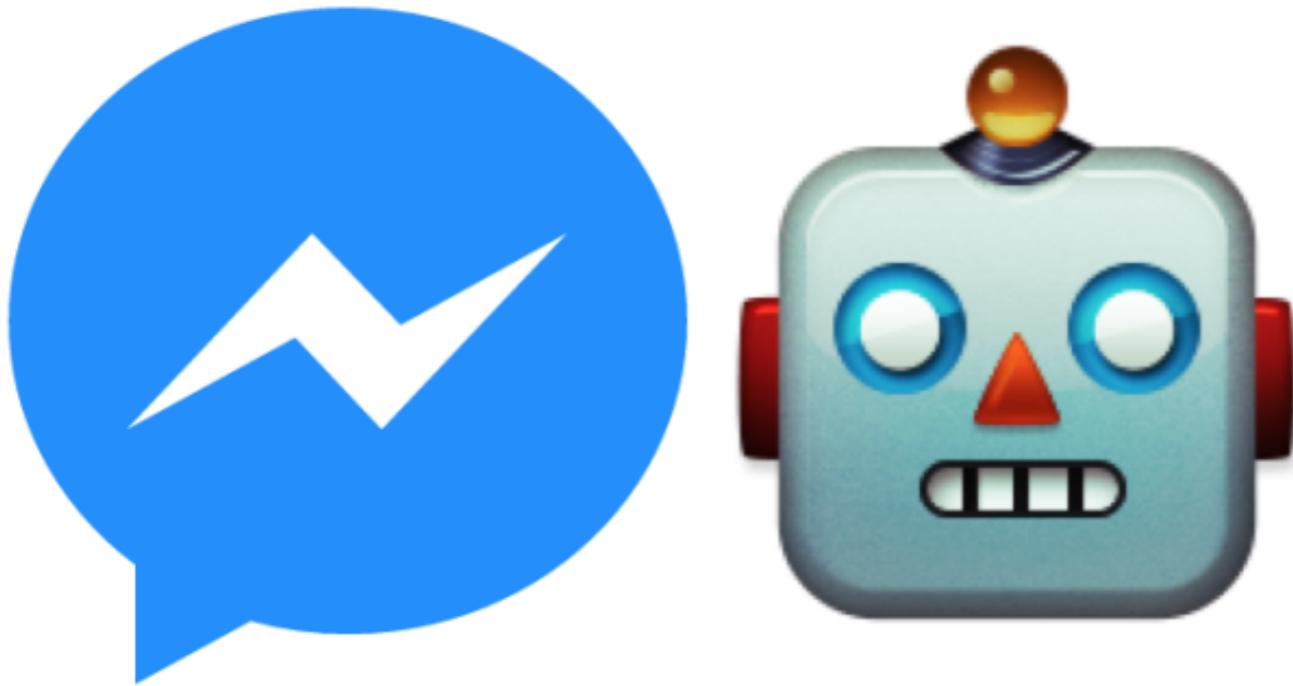
**A la recherche d'authenticité
de confiance
et de transparence**

2

**LE MOBILE AU CENTRE
DU PARCOURS D'ACHAT**

**+ 30% des ventes sur
l'internet mobile
en 2016**





+ 33 000 ont vu le
jour depuis avril 2016

- . Chatbot serviciel
- . Chatbot expérientiel
- . Chatbot commercial
- . Chatbot entertainment

Les shoppers veulent

- d'applications qui rendent + de services



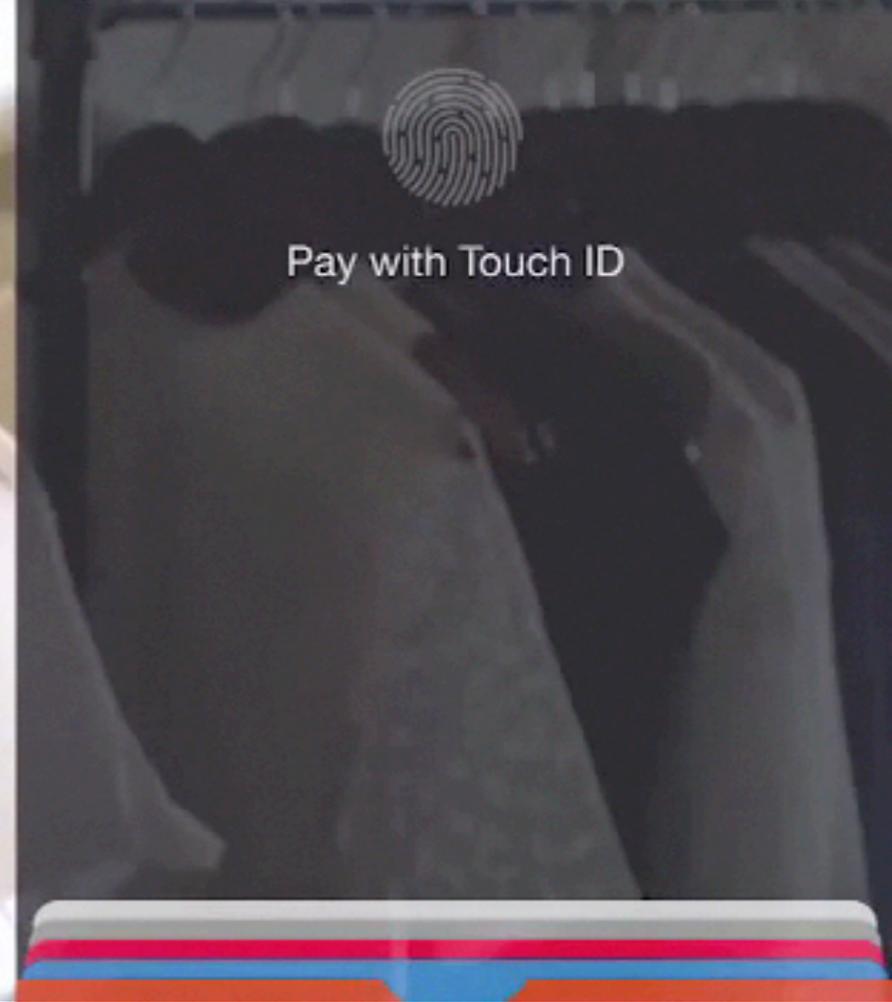
Fidéliser et faciliter l'achat

3

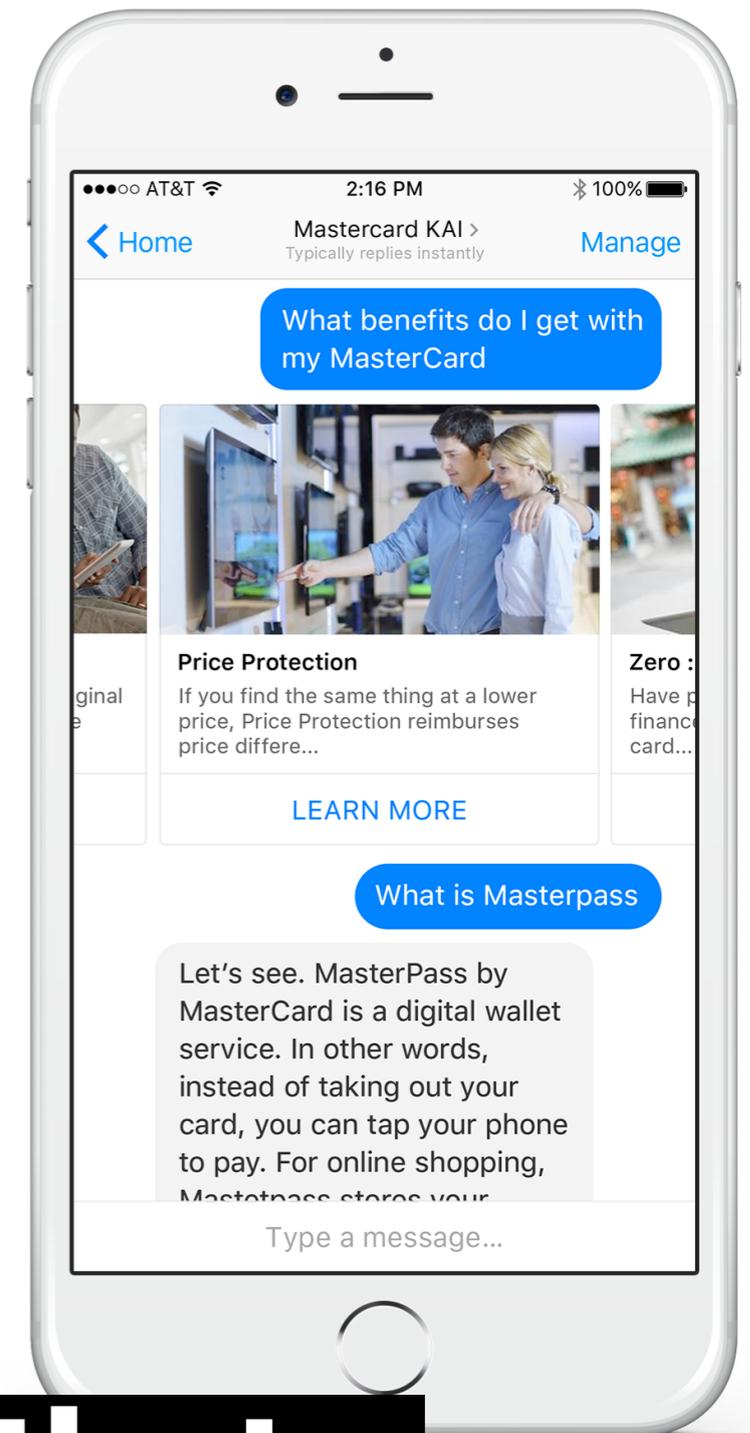
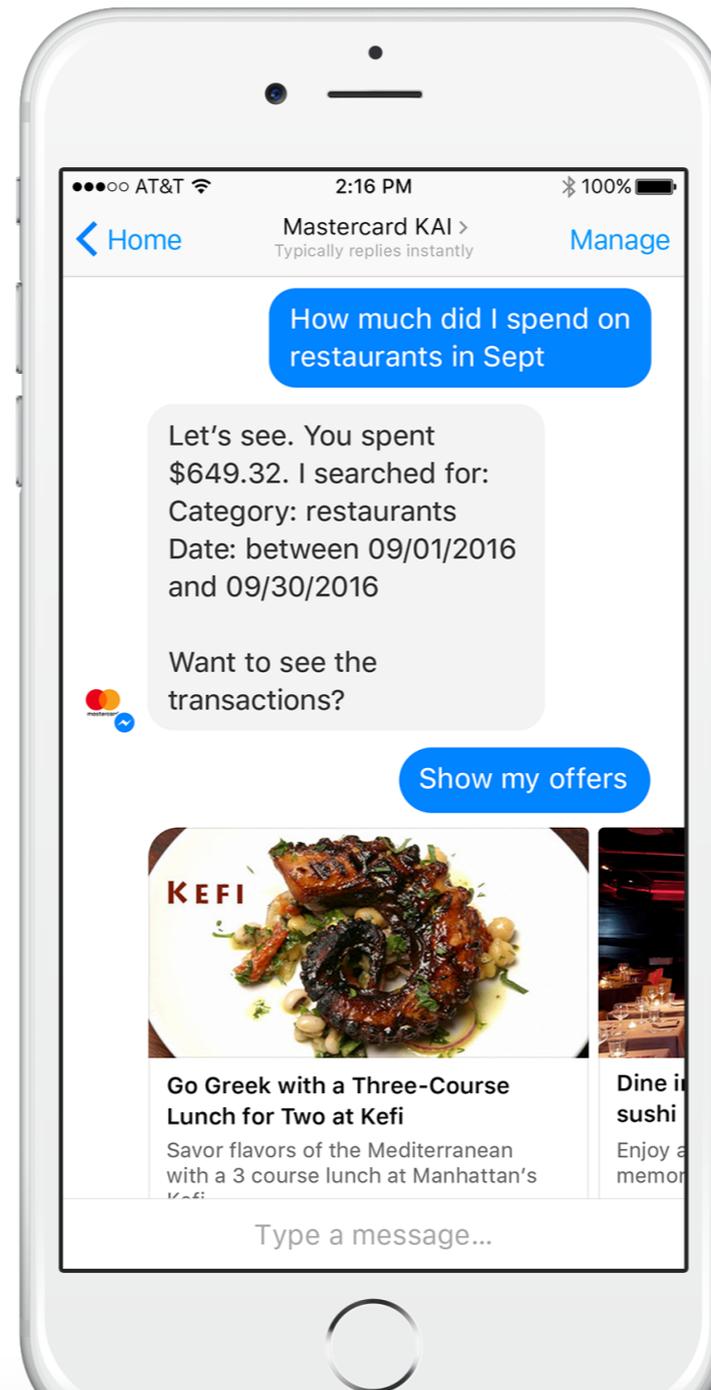
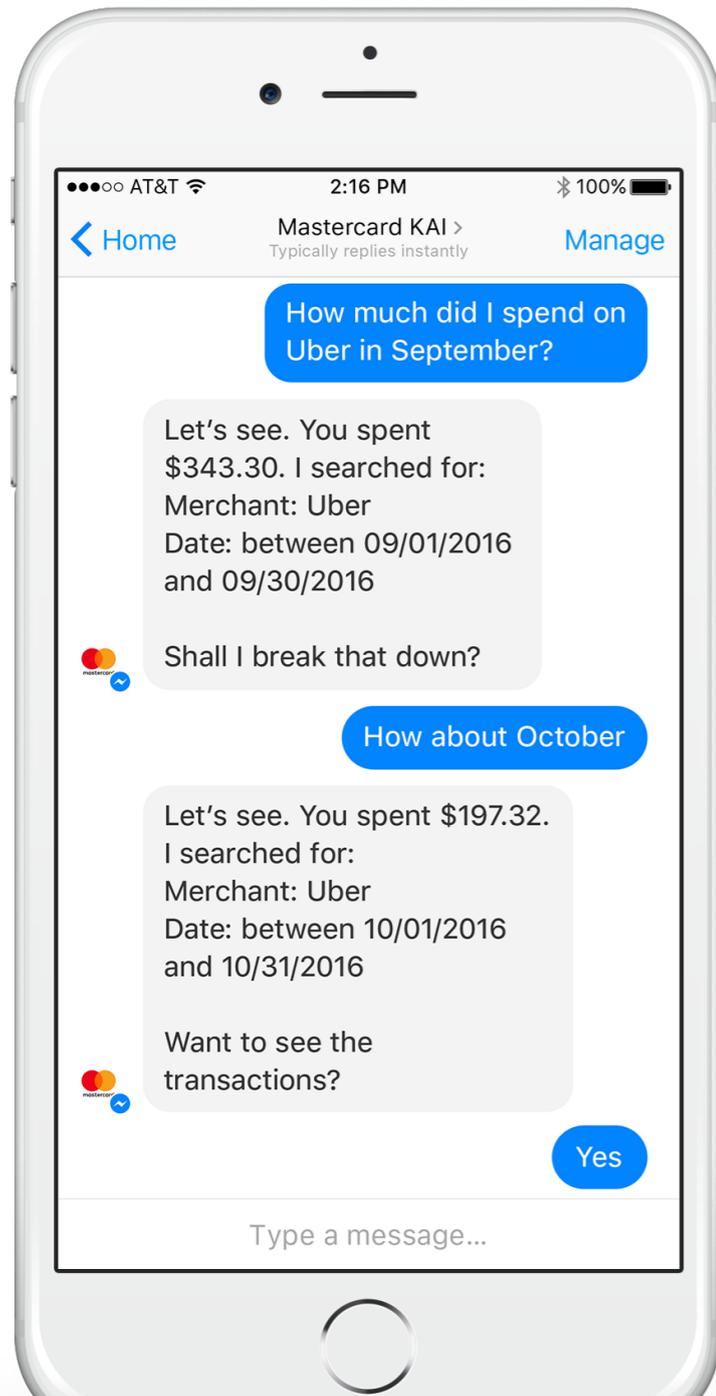
**LA RÉVOLUTION
DU PAIEMENT**



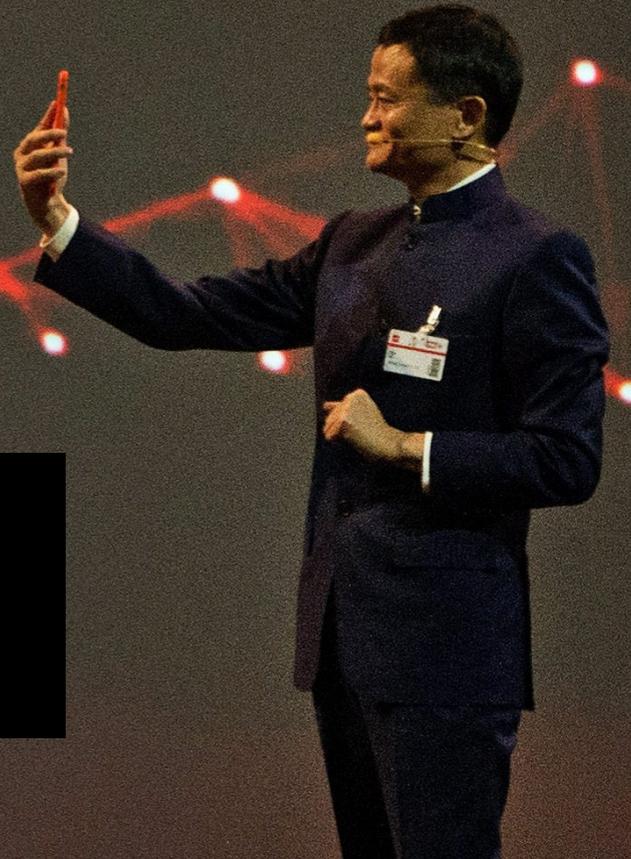
Le paiement sans contact



Payer avec Touch ID



Payer grâce à un chatbot



Payer avec un sourire

DIGIMARC | 

 **DATALOGIC**
THE VISION IS YOURS

Honeywell

 NCR

 **ZEBRA**



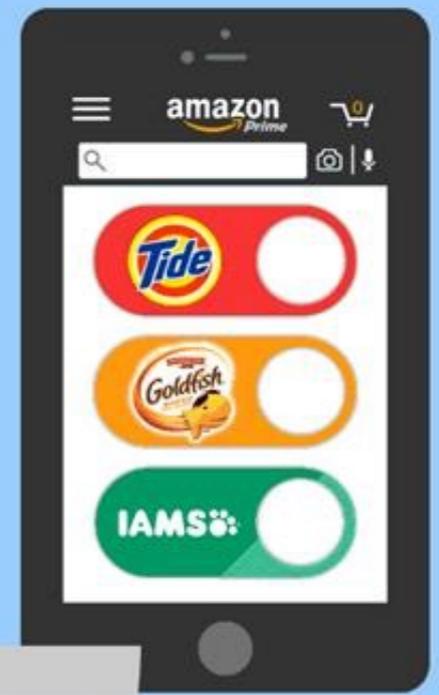
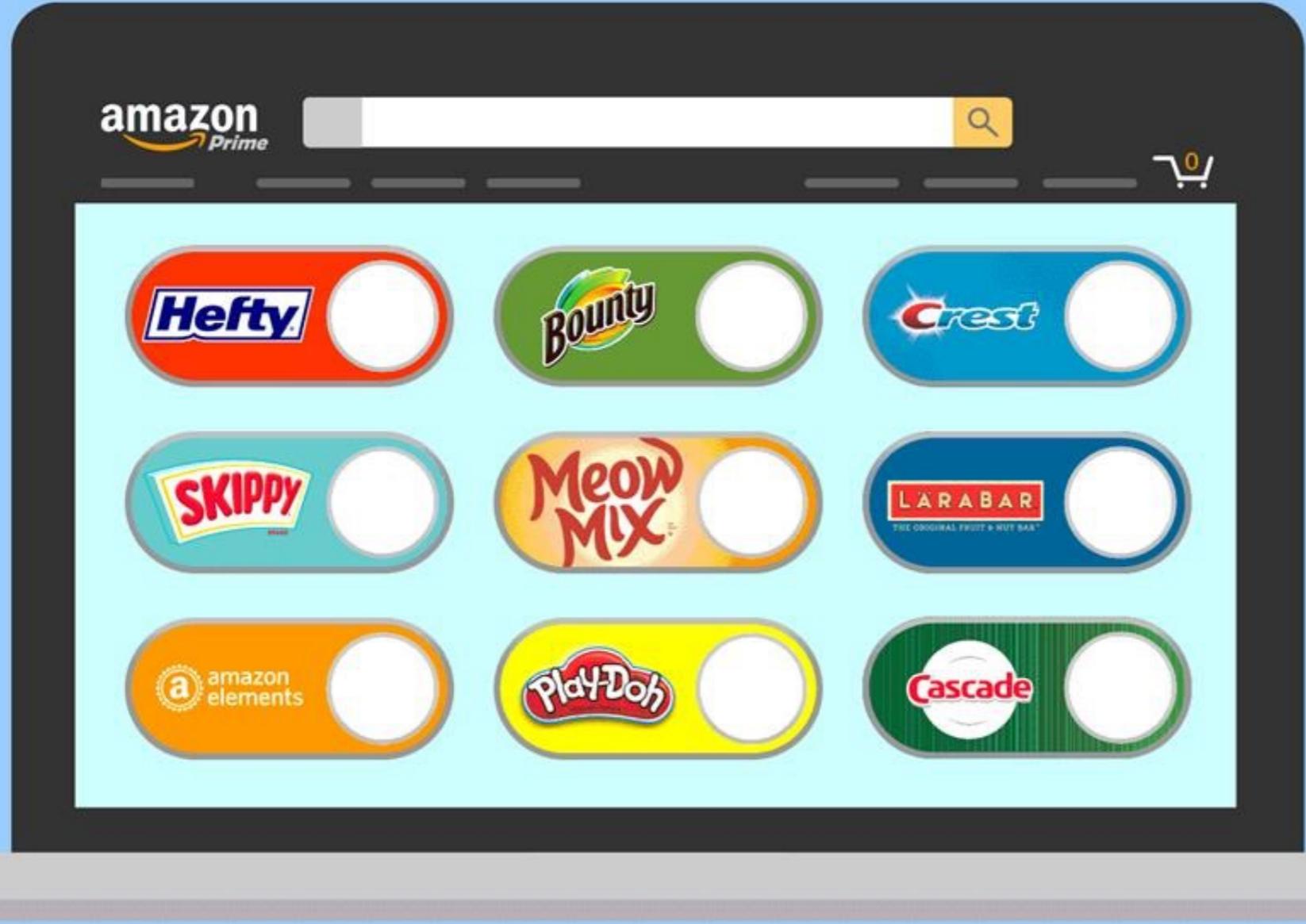
Exit

LEVEL
3
STAIRS
ELEVATOR
BUSINESS LOBBY
THIS LEVEL

WestRock
CONNECTED
PACKAGING SOLUTIONS

Invisible Barcode

4 SHOPPER SANS FRICTION





chronodrive



LeDRIVE
Intermarché



La voix comme interface de recherche et de commande

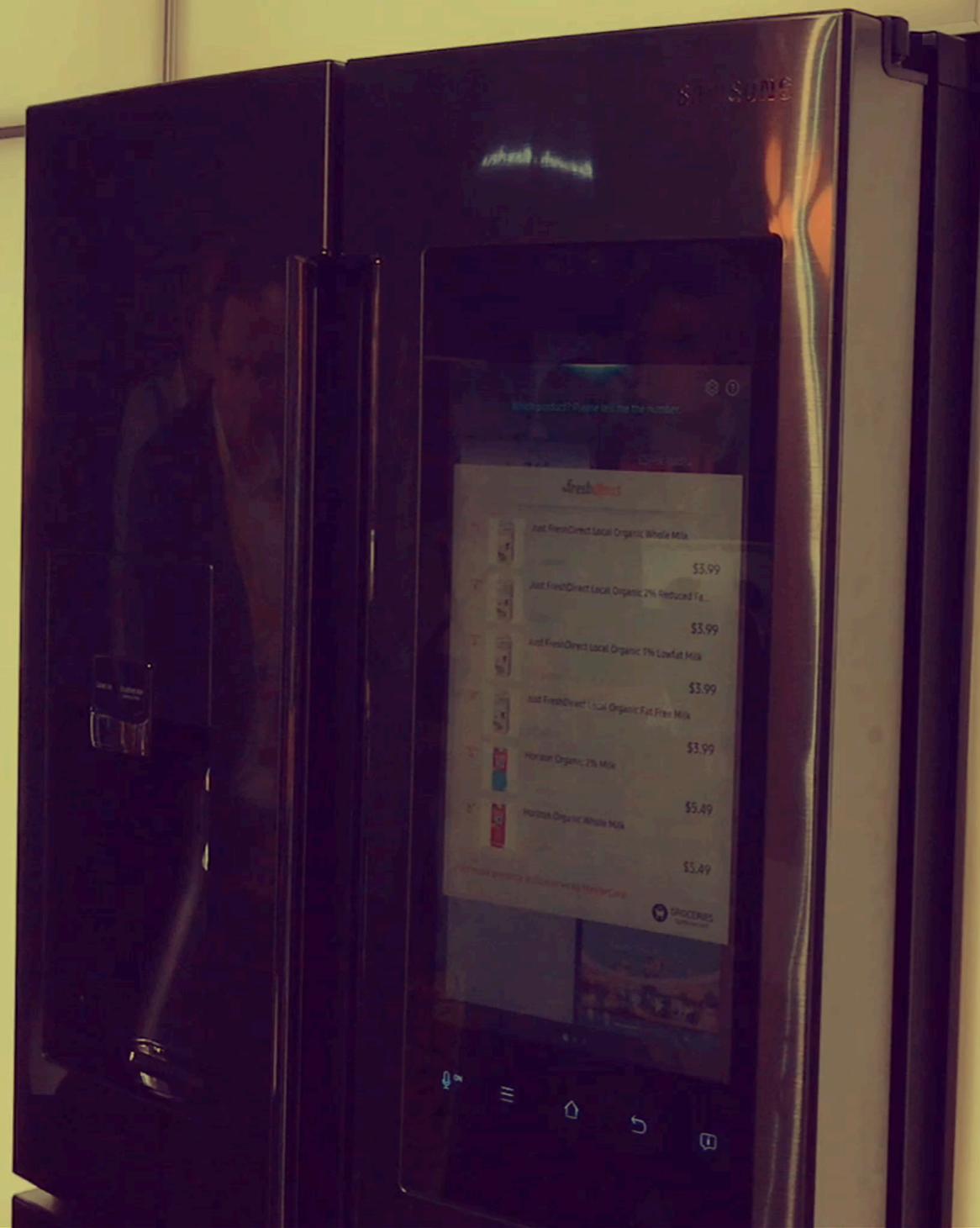




En route vers le V-Commerce

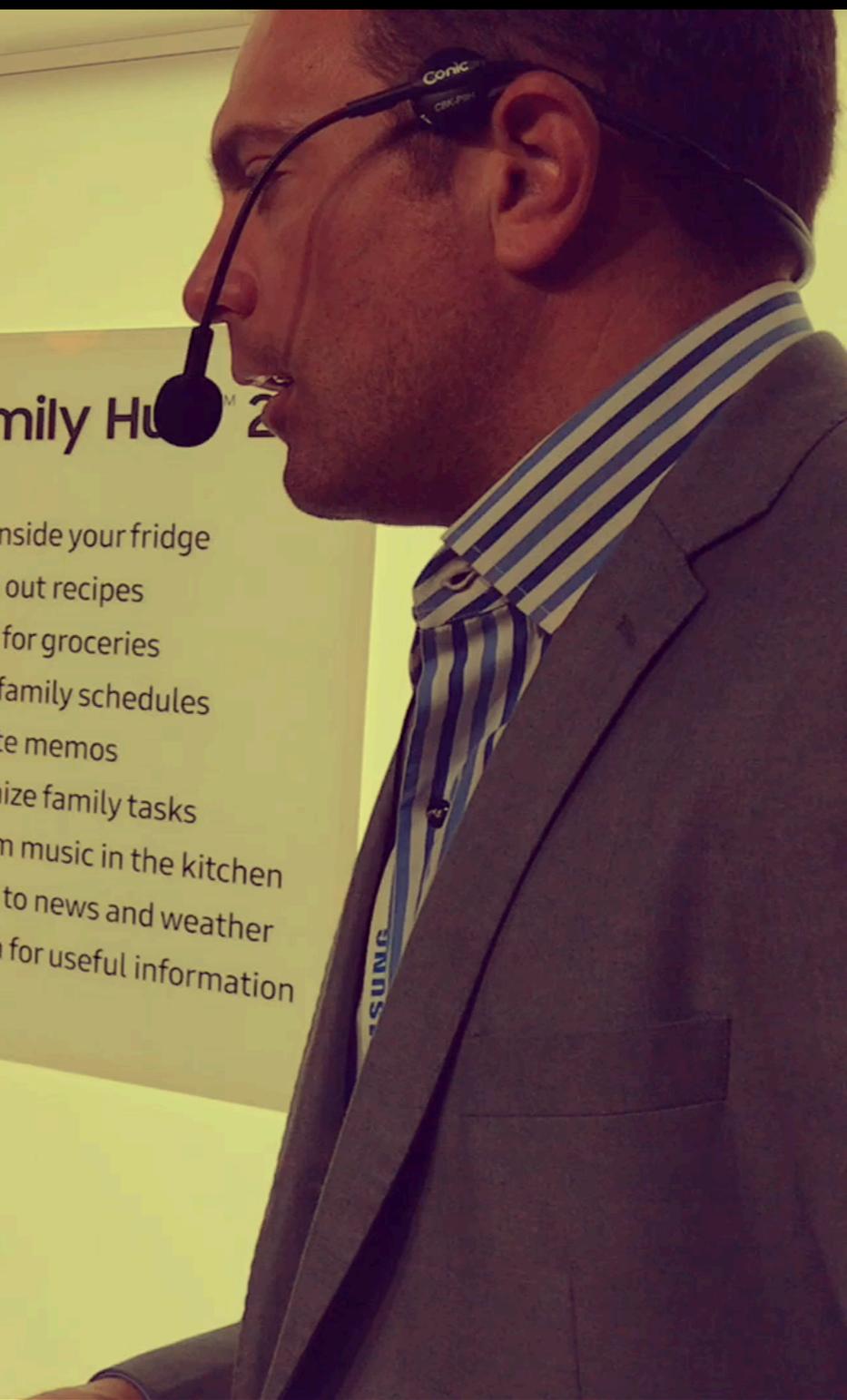


Le Family HUB 2.0 de SAMSUNG



Family Hub™ 2

- See inside your fridge
- Read out recipes
- Shop for groceries
- View family schedules
- Dictate memos
- Organize family tasks
- Stream music in the kitchen
- Listen to news and weather
- Search for useful information



Family Hub™ 2.0



instacart

pandora



freshdirect



Glympse



nomiku

Peapod



emart

LOTTE Mart

Home plus

Melón

Bugs!

HYUNDAI



kakao



AccuWeather

tunein



upday for SAMSUNG

MARKET WALL



Loblaws



Mindful Chef

L'EQUIPE



CHEFKOCH.DE



R.it



coop @home



苏宁易购 suning.com



Woolworths The fresh food people



5

**LES MAGASINS NE POUSSENT
PLUS DES PRODUITS...
ILS POUSSENT DES
EXPÉRIENCES**



Store Telling

Your Store = Your Media



InStore Video w/out Interaction





Dior

HUB
INSTITUTE



The Kooples





UNI
QLO

HUB
INSTITUTE

JAPAN TECHNOLOGY

JAPAN TECHNOLOGY

HEATTECH

JAPAN TECHNOLOGY

HEATTECH

JAPAN TECHNOLOGY



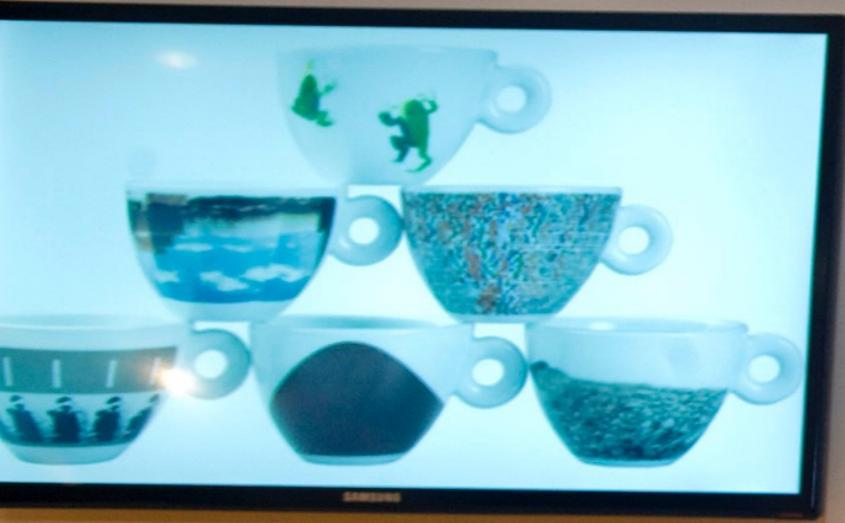
+ pop-up stores



6

SLOW RETAIL :

+++ DE SERVICES



Free Coffee





Free Phone Charging

WHATEVER THE
WORK MAY BE

THE WORKSHOP

NEW YORK CITY HAS LONG BEEN THE PHOTOGRAPHER'S MUSE.

TO CELEBRATE THE CITY AND ITS PEOPLE, WE HAVE OPENED THIS COMMUNITY-BASED VENUE FOR COLLABORATION AND CREATIVE PRODUCTION.

THE LEVI'S® PHOTO WORKSHOP IS A PUBLIC FACILITY THAT FEATURES A PROFESSIONAL-GRADE STUDIO, VINTAGE CAMERA RENTAL, PRINTING EQUIPMENT AND OTHER RESOURCES TO EQUIP PROFESSIONALS AND AMATEURS ALIKE.

WE ARE INVITING LOCAL PIONEERS, NON-PROFIT ORGANIZATIONS, ARTISTS AND THE REST OF NEW YORK TO SHARE THESE RESOURCES. WELCOME.

FROM
LEVI'S
PHOTO
WORKSHOP
TO
YOUR
PHOTO
HERE

YOUR PHOTO HERE

PHOTOGRAPHS
3 Unique
POSES
ALL PHOTO BY Chris & Ryan

PHOTO WORKSHOP



New Work
New York
CURATED BY THE BANNER OF TENNYCO'S.COM

PhotoBooth



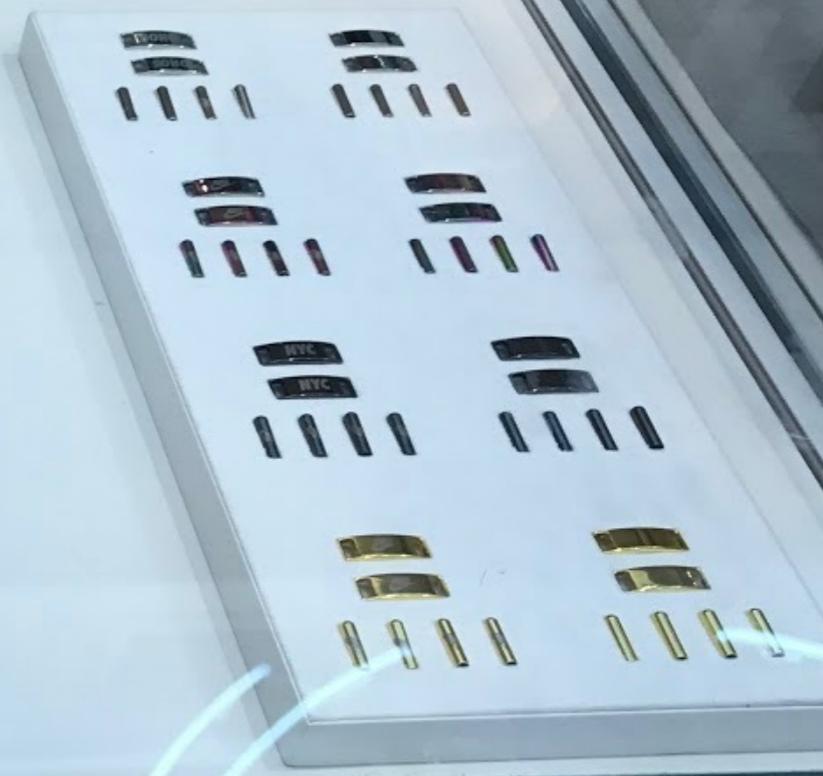
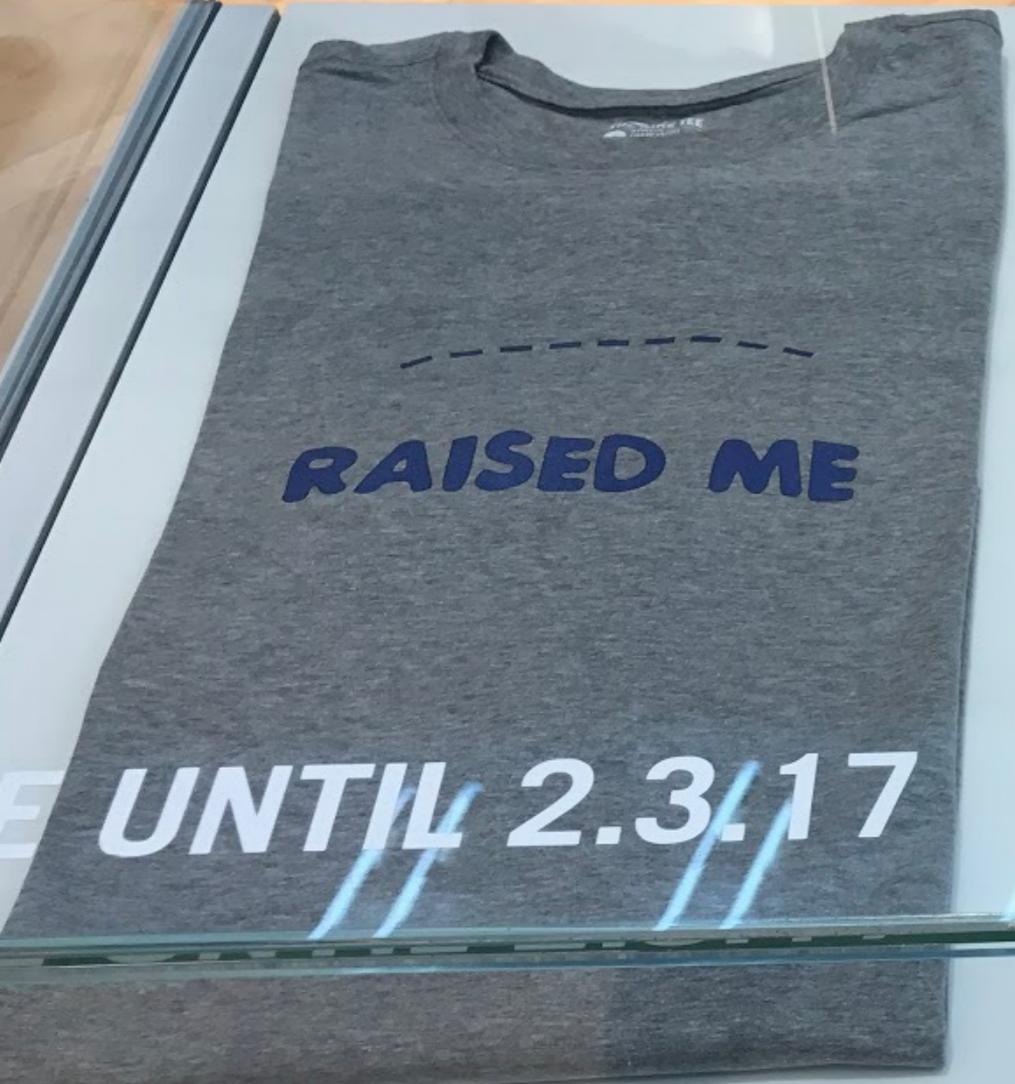
lululemon  athletica

Coworking space



Yoga Class





MAKE IT YOURS

GRACE MICELLI IS AN ILLUSTRATOR AND CURATOR OF ART IN BROOKLYN, NY. HER WORK EMPHATICALLY PLAYFUL, PROVOCATIVE AND OFTEN POLITICAL. SHE HAS COLLABORATED WITH NIKE, NIKE+ AND NIKE+ APParel. HER WORK HAS BEEN EXHIBITED IN ART GALLERIES AND MUSEUMS ACROSS THE US AND ASIA. IN 2011 WITH A FOCUS ON NEW YORK CITY, SHE CREATED THE 'RAISED ME' COLLECTION. THE 'RAISED ME' COLLECTION IS A LIMITED EDITION OF NIKE+ APParel AND NIKE+ APParel.

Custo & Buy



CONVERSE
WORKSHOP

A digital screen displays a close-up of a hand using a needle and thread to stitch a shoe's upper, set against a blue background.

Create your canvas

A grid of 20 fabric swatches in various colors and textures, including quilted, woven, and patterned materials, is displayed on a wooden pegboard. Below the grid, three pairs of finished sneakers are shown on a black shelf: gold, white, and orange.

Pick your pack

This section shows the internal components of a shoe, including laces, insoles, and outsoles, mounted on wooden boards. Below, three pairs of sneakers (yellow, white, and black) are displayed. At the bottom, two boxes of color swatches and two boxes of thread spools are shown.

Custo & Buy

Jim Jannard



Oakley By You

FLAK 2.0 High Wrap Protection Downward Field of View Interchangeable Lenses

TURBINE Classic Wrap Style High Wrap Protection

HOLBROOK Metal Rivets and Lenses Classic Style

01 PICK ACTIVITY. 02 CHOOSE YOUR FIT. 03 DECIDE LENS. 04 PERSONALIZE DETAILS

GOLF ACTIVE LIFESTYLE GOLF ACTIVE RADIUM FROGSKIN/LATCH FLAK 2.0 TURBINE HOLBROOK

FRISBON Tearless Silhouette Inset Factory Pilot Logo LATCH Classic Keyhole Bridge Rounded Lens Shape General Clip

ICONS EAR SOCKS ETCH THE LENS

FLAK 2.0 High Wrap Protection Downward Field of View Interchangeable Lenses

RADAR EV High Wrap Protection Upward Field of View Ventilation Interchangeable Lenses

RADAR LOCK High Wrap Protection Upper Field of View Ventilation Switchlock

01 PICK ACTIVITY. 02 CHOOSE YOUR FIT. 03 DECIDE LENS. 04 PERSONALIZE DETAILS

CYCLING BASEBALL FLAK 2.0 RADAR EV RADAR LOCK DAILY ROAD TRAIN

RADAR LOCK High Wrap Protection Upper Field of View Ventilation Switchlock

RADAR EV High Wrap Protection Upward Field of View Ventilation Interchangeable Lenses

High Wrap Protection Downward Field of View Interchangeable Lenses Prescription Ready

Custo & Buy



3x1



Custo & Buy



Custo & Buy



Try & Buy

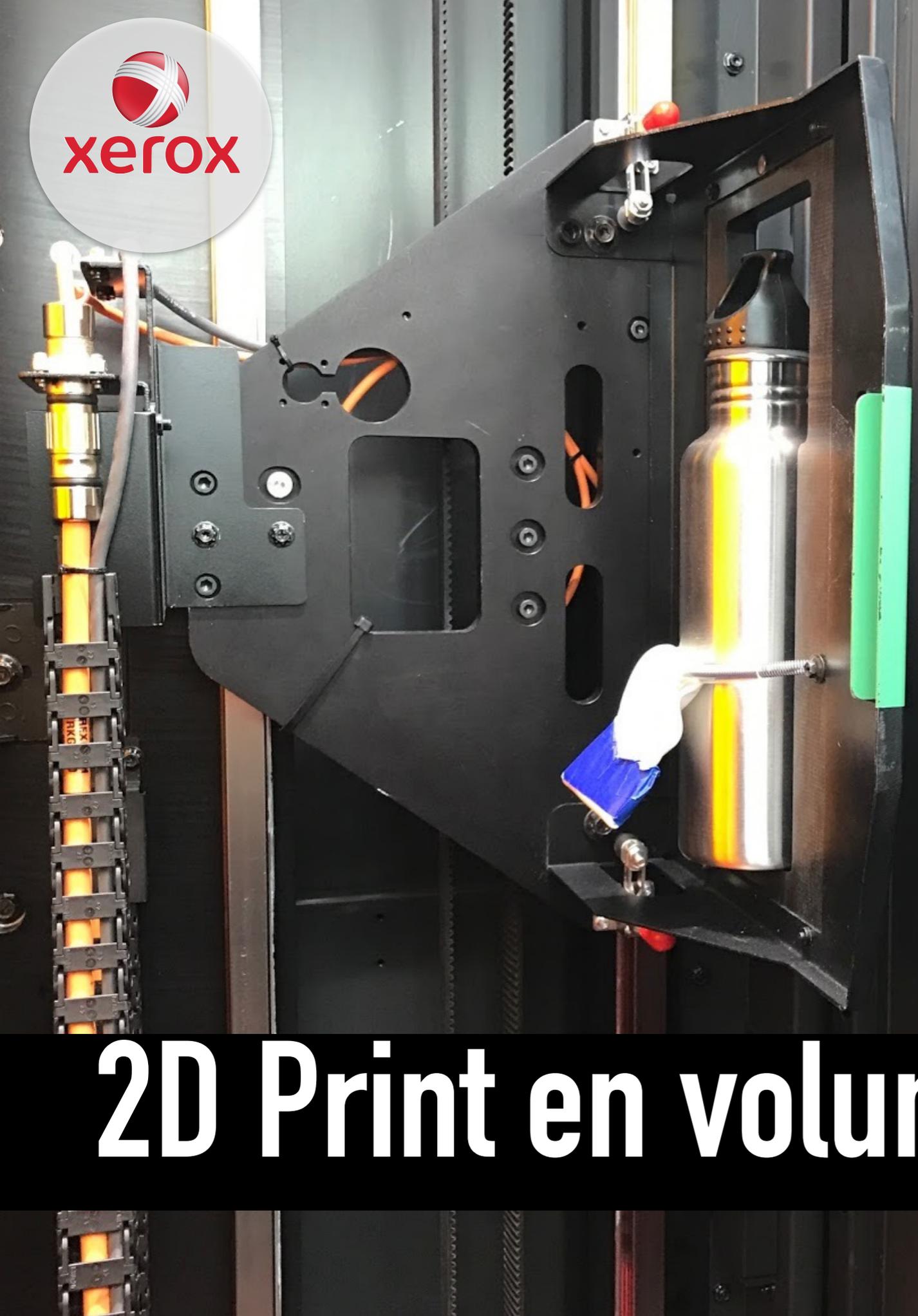


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^ **Porch**

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Buy & Get Install



2D Print en volume

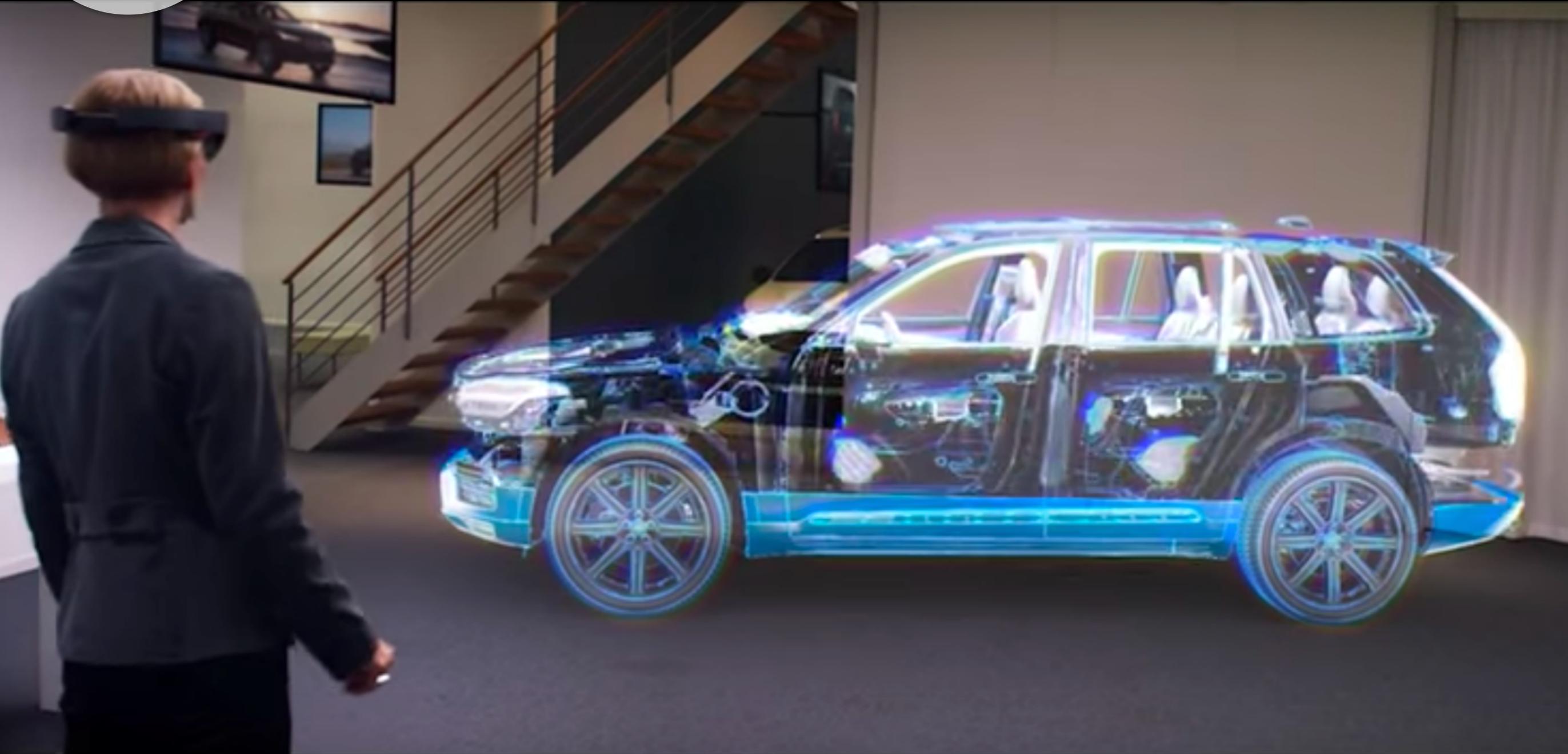
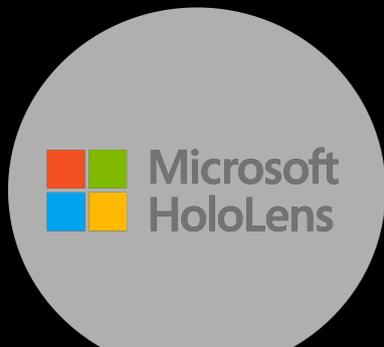
7

**PERSPECTIVES
RÉALITÉ AUGMENTÉE /
VIRTUELLE**



**NIKE STORE
CHAMPS ELYSEES PARIS**









8

**GEOMAPPING &
ANALYTICS EN
MAGASIN**



PHILIPS

Tracker grâce au Li-Fi

ses imagotag



Transformer les étiquettes en pages Web

The Technology in the Store



Microsoft Technologies Powering the Microsoft Store

Virtual Machines

Infrastructure and line of business workloads run on Windows Server Hyper-V virtual machines



Video Wall & Digital Signage

Immersive multi-media video wall powered by Windows and .NET



Store Employee & HQ Collaboration

Microsoft Skype for business and SharePoint Server technologies provide stores with advanced communication and collaboration capabilities between stores and with corporate HQ

Systems Management & Monitoring

Microsoft System Center 2016 provides operations with 100% centralized management of IT deployment and monitoring functions



POS and CRM

Windows Phone Point of Sale device integrated with Microsoft Dynamics AX and CRM Online



Wireless Infrastructure

Wireless infrastructure provides both guests and store associates secure access to store networks including free Internet Wi-Fi

Active Directory and Access Control

Server and client access control managed by Windows Server Active Directory



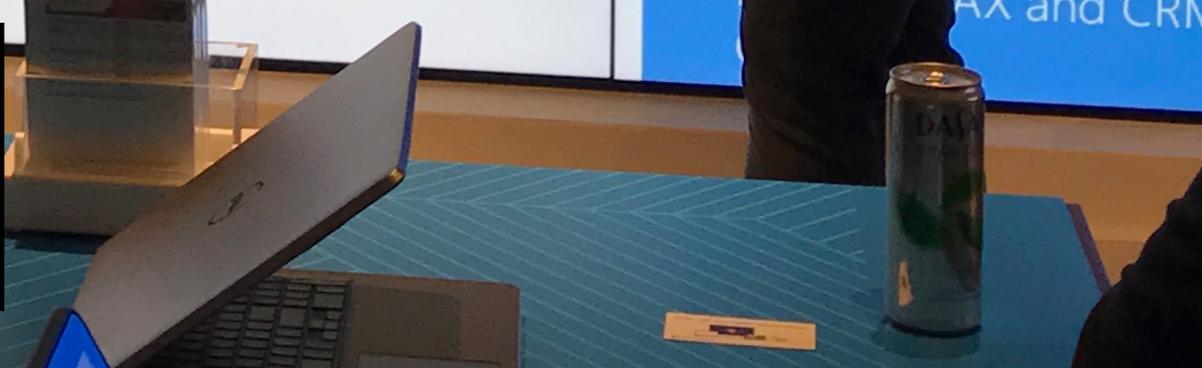
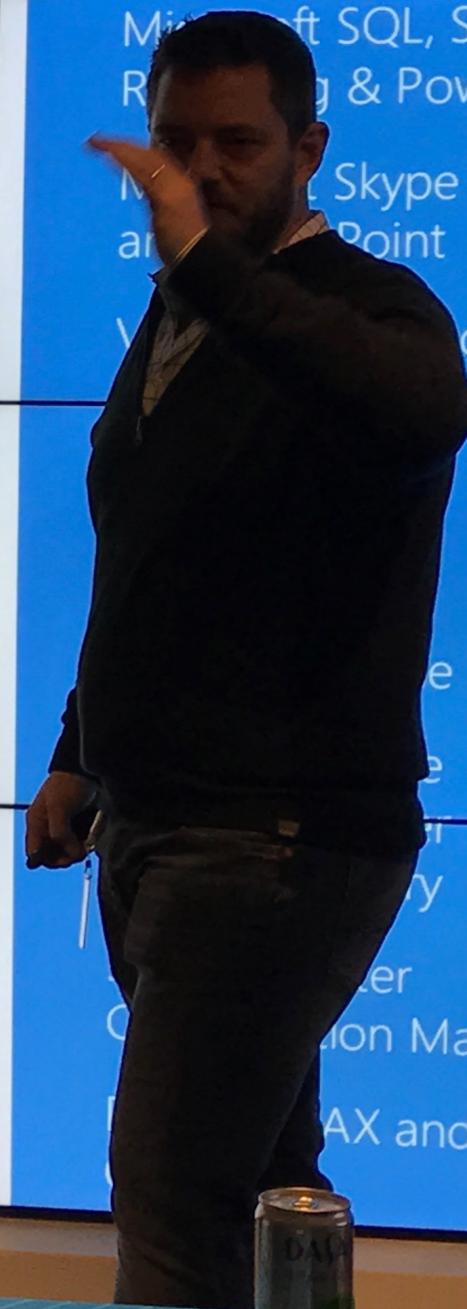
Automated People Counts

People counting data integrated with AX sales data to measure customer sales conversion.



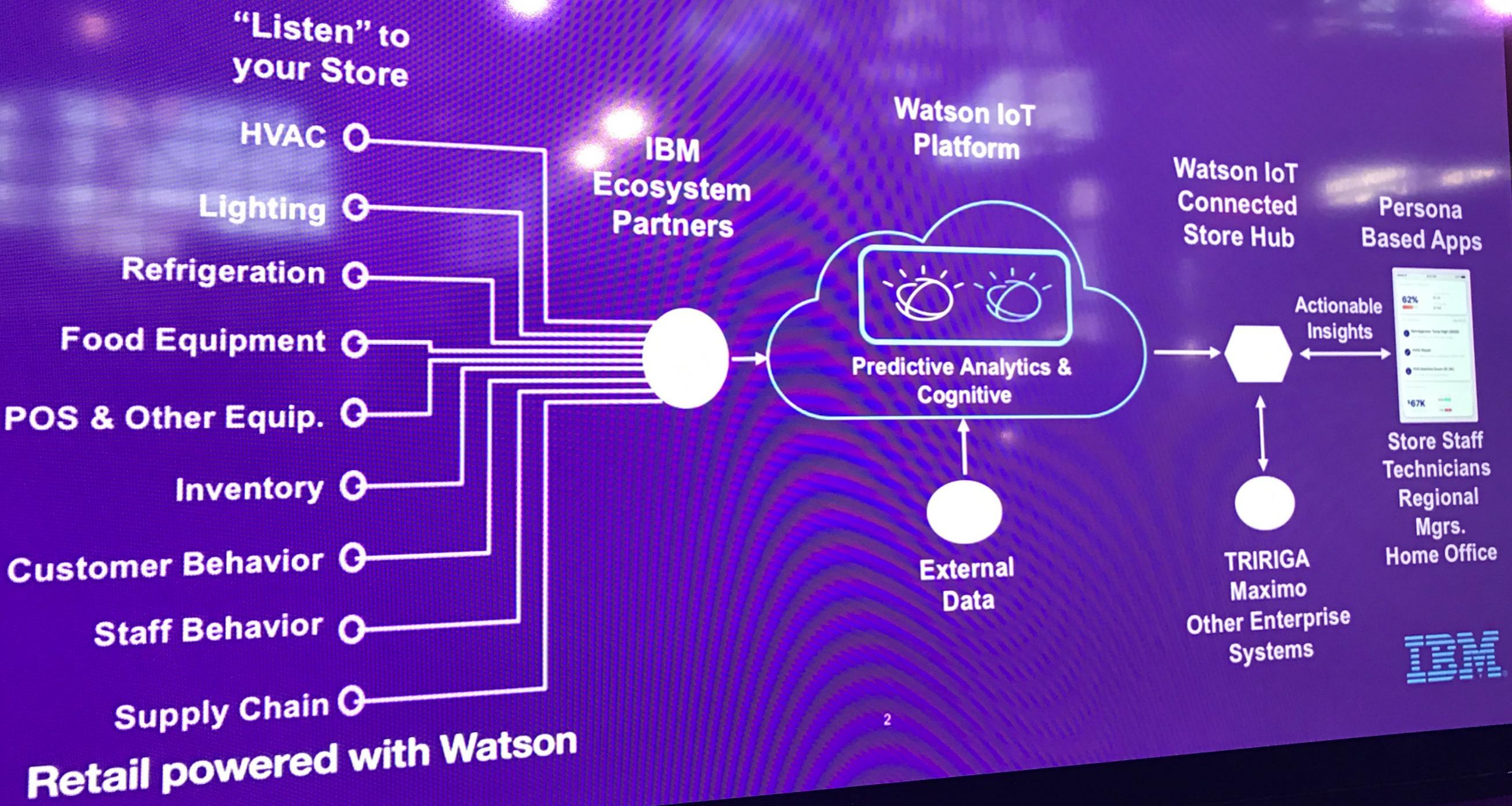
Instore Analytics

Microsoft SQL, SQL Reporting & PowerBI
Microsoft Skype and SharePoint
Windows Server 2012
System Management
AX and CRM



9 UN NOUVEAU RÔLE POUR LES ÉQUIPES BOUTIQUES

Watson IoT Connected Store



Retail powered with Watson

AI : enjeux RH pour les équipes



BONOBOS

Devenir des personal shoppers

Select an Appointment Type

30 MINUTE

A Guide will help you discover your perfect fit. Perfect for busy schedules.

60 MINUTE

Wardrobe overhaul? Book now for a full hour with an expert Guide.

GROOMSHOP

Wedding bells ahead? We'll get you decked out for the big day.

Le clienteling

10

LA LOGISTIQUE



amazon.com



HUB
INSTITUTE



La robotisation des entrepôts



La livraison par robot





La livraison par voiture autonome

amazon

Prime **n:ow**

One-Hour Delivery on Thousands of Products



City Warehouse



SHELFIE

SHELFIE





10 TRENDS RETAIL EN 2017



INSTITUTE

INSIGHTS

1. FOCUS CULTURE CLIENT

2. LE MOBILE AU CENTRE DU PARCOURS D'ACHAT

3. LA RÉVOLUTION DU PAIEMENT

4. SHOPPER SANS FRICTION

5. - PRODUITS + EXPÉRIENCES

6. SLOW RETAIL : +++ DE SERVICES

7. PERSPECTIVES DE LA RÉALITÉ AUGMENTÉE /VIRTUELLE

8. GEOMAPPING & ANALYTICS EN MAGASIN

9. UN NOUVEAU RÔLE POUR LES ÉQUIPES BOUTIQUES

10. LA LOGISTIQUE

@vincent_ducrey



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