

# Retail Trends 2019

**URBANISM NEXT**

PRESENTED BY  
CALLISONRTKL

MAY 8, 2019

Hello.

# Retail is about change.

a transactional purchase .....> a personal interaction

a retail store .....> a retail playground

bricks to clicks .....> clicks to bricks

**THE BEST RETAILERS  
DON'T DIFFERENTIATE  
PHYSICAL FROM DIGITAL SHOPPING.**

**RETAILERS NEED TO OFFER  
WHATEVER EXPERIENCE AND CONVENIENCE  
THE SHOPPER WANTS,  
WHEN THEY WANT IT.**

**FORMATS — SMALL TO LARGE:**  
**RETAILERS ARE TRYING AND TESTING**  
**OUT DIFFERENT RETAIL APPROACHES**  
**FROM EPIC EXPERIENCES TO**  
**NEIGHBORHOOD STORES.**



# Starbucks



# Starbucks Express

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Starbucks

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019





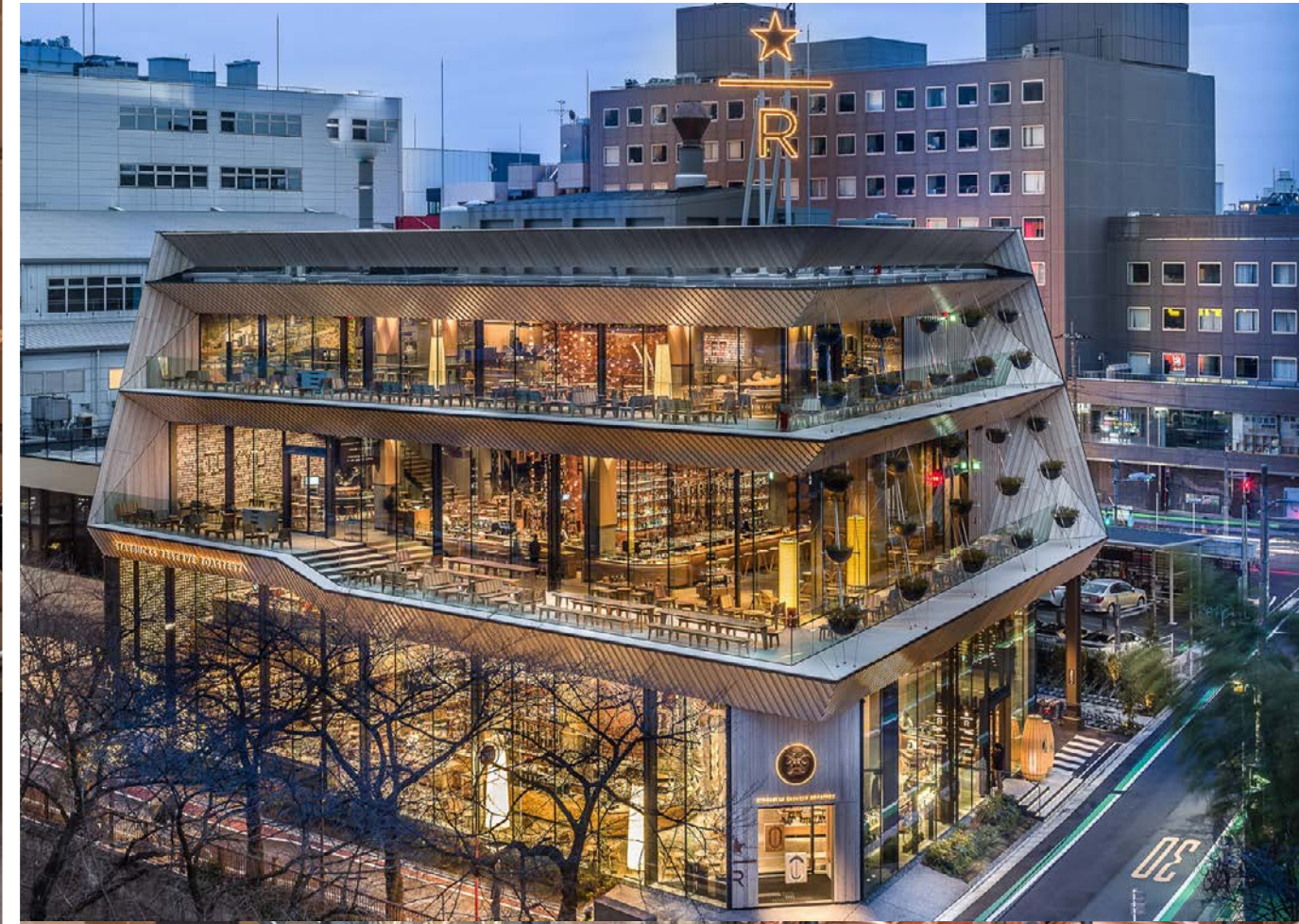
Starbucks

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Starbucks

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



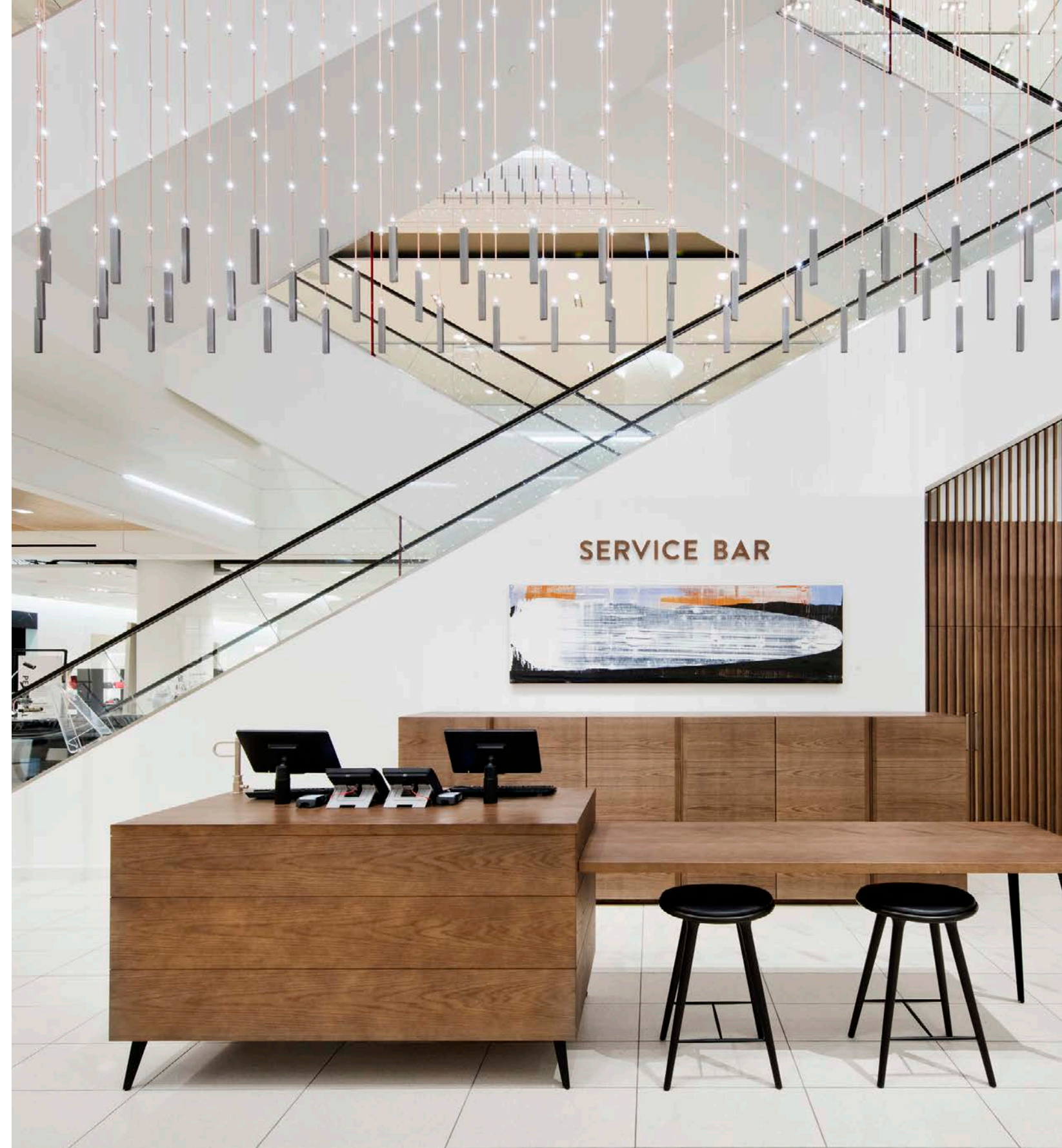
# Starbucks Roastery

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Nordstrom

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Nordstrom

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Nordstrom

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Nordstrom Local



# Nordstrom Local

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



**THE NEW DEPARTMENT STORE:  
WHERE DIGITALLY NATIVE BRANDS  
GO OFFLINE**



**b8ta**

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# The Market @ Macy's + b8ta

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Neighborhood Goods

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Neighborhood Goods

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Neighborhood Goods

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Neighborhood Goods

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019

**IT'S ALL BLURRING TOGETHER**  
**FROM CO-WORKING TO COMMUNITY**  
**GATHERING PLACES,**  
**RETAILERS ARE TESTING DIFFERENT**  
**COLLABORATIONS AND CONCEPTS TO**  
**FURTHER ENGAGE WITH CUSTOMERS.**





# The Lounge by AT&T

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Mikser House

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Mikser House

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Mikser House

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019



# Bikini Berlin

URBANISM NEXT | CALLISONRTKL | MAY 8, 2019