



Bikini Berlin

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EXPERIENCE (STILL) MATTERS:
MAKING MEMORABLE AND IMMERSIVE
RETAIL AND CULTURAL EXPERIENCES
(WITHOUT DIGITAL)



Miami Design District

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Gucci Garden

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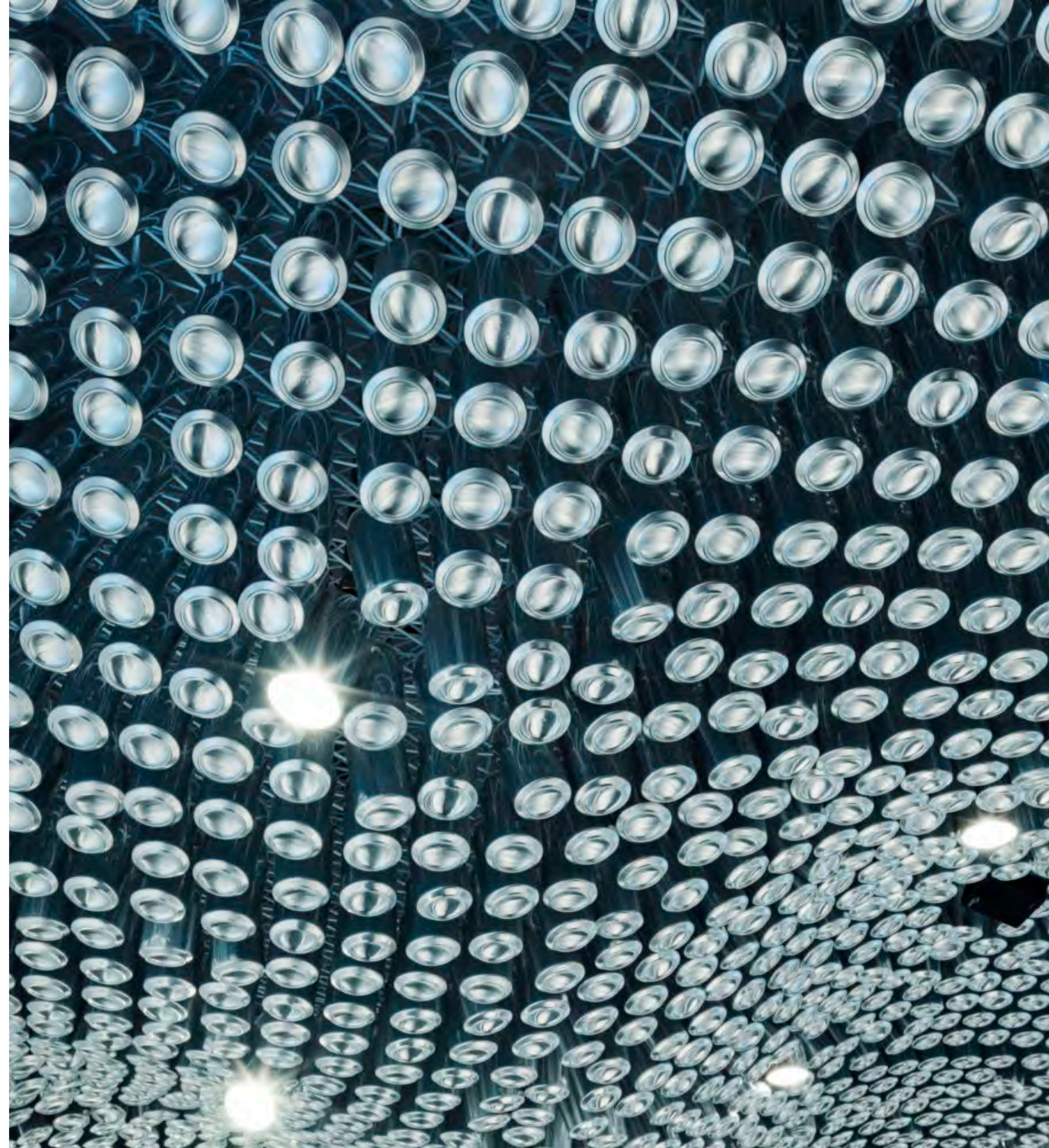
SALT Kaka' Ako

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SALT Kaka' Ako

THE GREAT BRAND STAND:
TODAY'S CUSTOMERS WANT BRANDS TO
STAND FOR SOMETHING.



Bottletop



Bottletop

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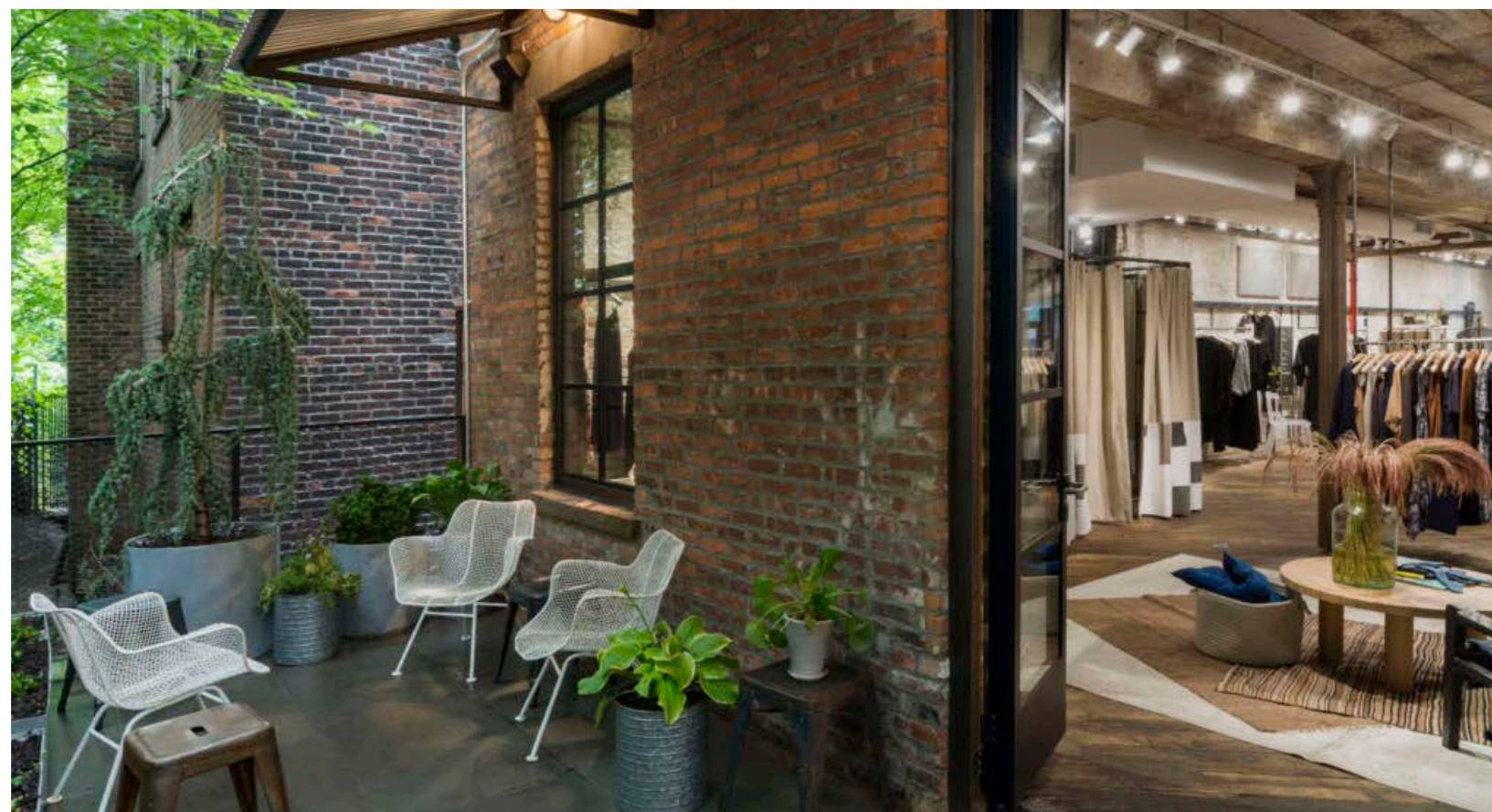
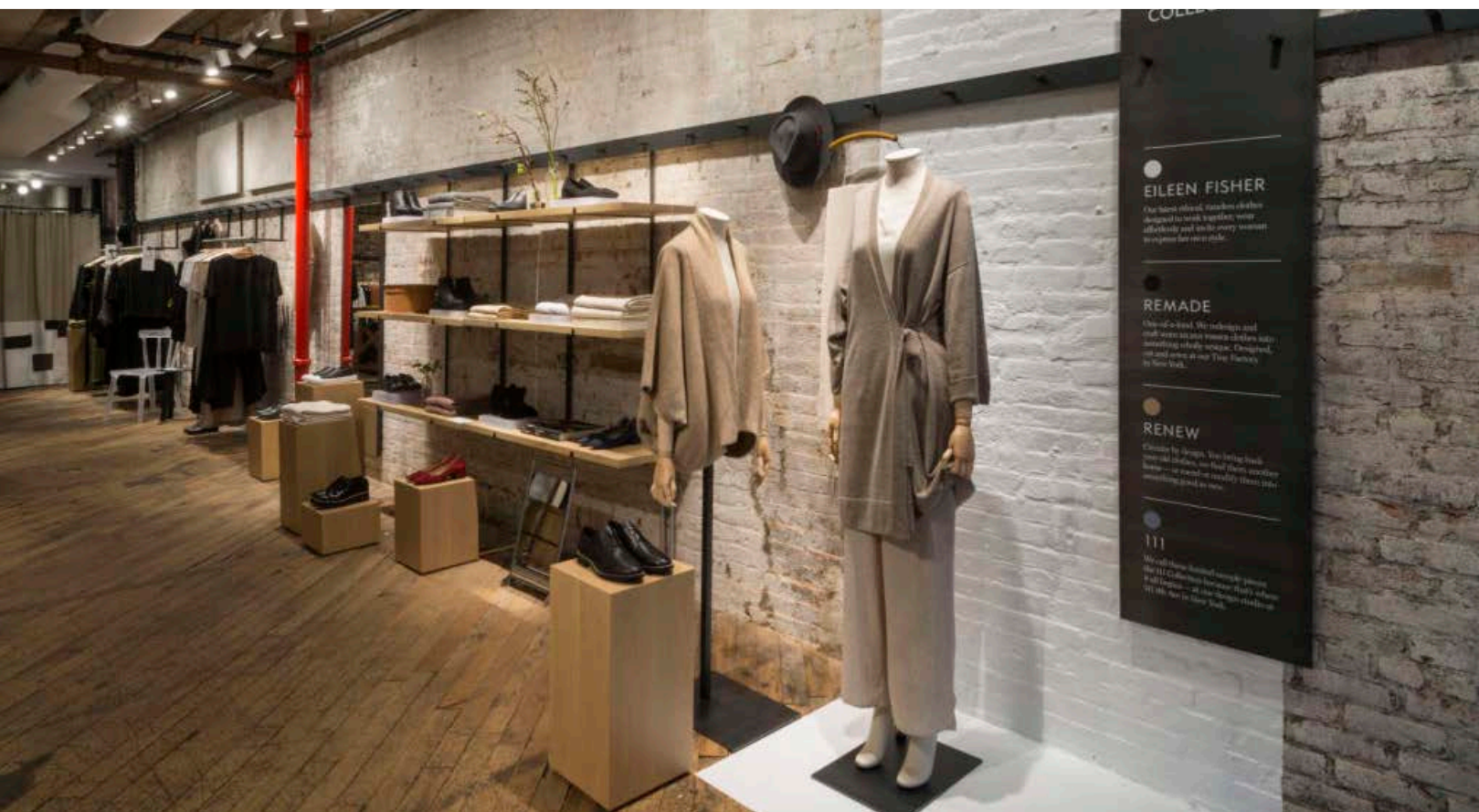
Eileen Fisher Making Space

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Eileen Fisher Making Space

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CONTINUOUS EVOLUTION:
AN EXPERIENCE THAT IS NEVER THE SAME
DIGITALLY AND PHYSICALLY



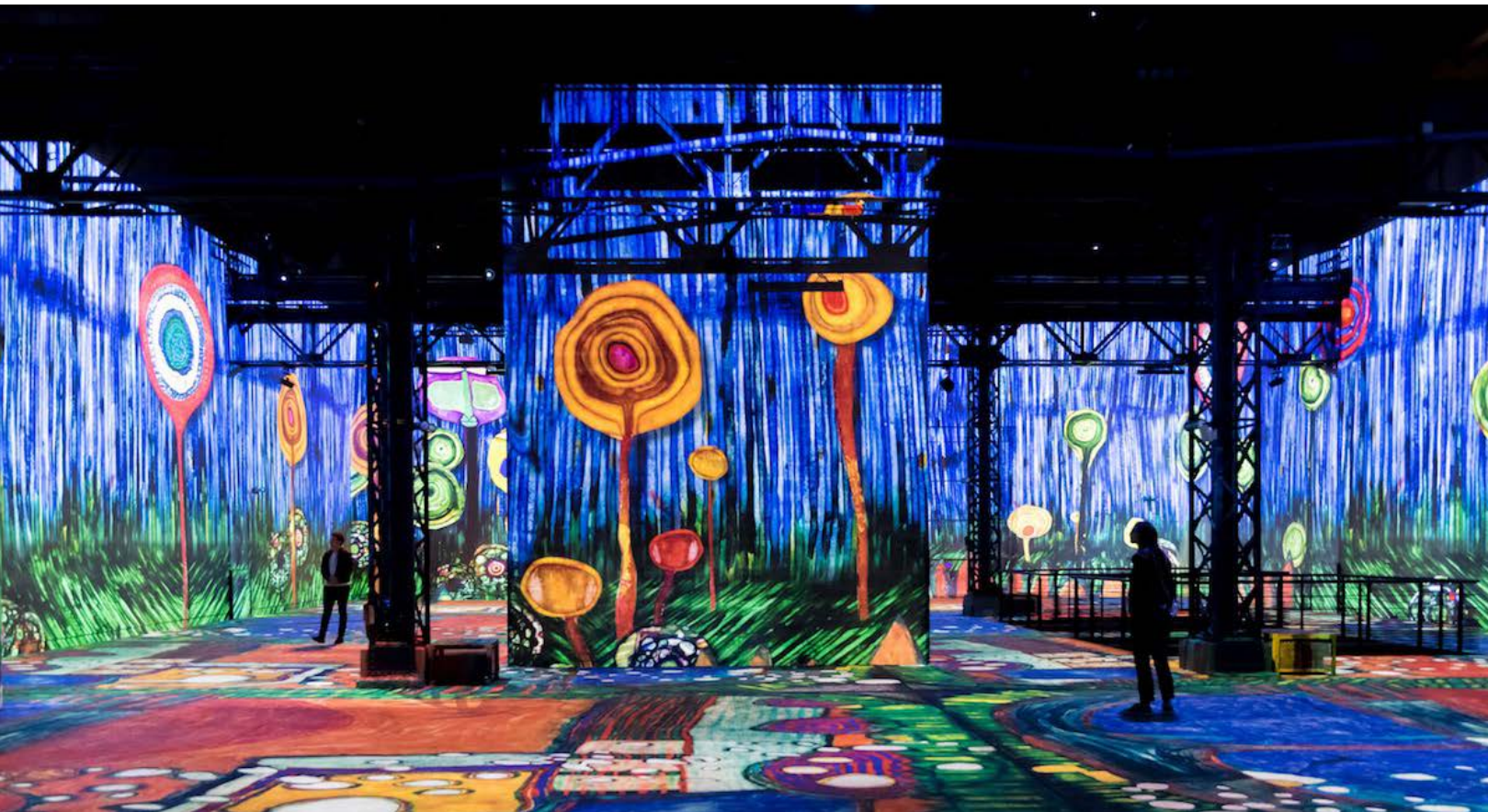
teamLab Digital Art Museum

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Camp

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Camp

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**What do these
retailers and centers
have in common?**

**THEY STEPPED AWAY FROM THE
PRODUCT AND
FOCUSED ON THE CUSTOMER,
EMPOWERED THE STORE ASSOCIATE,
AND CREATED A PLACE AND A
MEMORABLE EXPERIENCE.**

ORGANIZE AROUND THE CUSTOMER.

EXPERIENCE FIRST, PRODUCT SECOND.

PLAN FOR SURPRISE AND DELIGHT.

HAPPY EMPLOYEES = HAPPY CUSTOMERS.

EMBED TECHNOLOGY TO AMPLIFY THE EXPERIENCE.

Thank you.