

## 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%**

# THE FUTURE OF BRANDS: BRAND EXPERIENCE

### 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

## CONSUMER EXPERIENCE GAP

THE GROWING DIVERGENCE BETWEEN CONSUMERS' EXPECTATIONS AND THE RETAIL REALITY

## PREDICTION

CONSUMERS WILL EVOLVE INTO **SEEKERS** OF **DISCOVERY HAPPINESS TOGETHERNESS**

### RECOMMENDATIONS BASED ON DARWIN'S THEORIES OF EVOLUTION



VARIATE RETAIL TO RELEVANT & LOCAL



EVOLVE THE ROLE OF RETAIL ASSOCIATES



EXPERIENCES TRANSCEND TRANSACTION



ADDRESS CONSUMERS' NEED FOR TIME



ANTICIPATE & ADAPT TO CONSUMERS' FUTURE NEEDS

FASHION INSTITUTE OF TECHNOLOGY

Masters of Professional Studies - Cosmetics and Fragrance Marketing and Management

Class of 2017: Carrie Cohen, Stacey Goldstein, Grace Gordon, Morgan Hagney, Raj Kochar, Sophia McLoughlin, Erica Roe, Pragati Ruia, Zuzanna Wozniak, Francesca Zanghi