



**STATE OF THE RETAIL
INDUSTRY**

**WHAT'S NEW, WHAT'S HAUTE,
WHAT'S TRENDING, WHAT'S NOT**

THE STATE OF RETAIL



- Less foot traffic as customers shop online
- Concierge Economy Rises
- Mobile traffic grows, tablet traffic slows
- Big push to capitalize on digital marketing as shoppers do more shopping online
- Fast fashion / off-price market grows, designers struggle to compete

REFLECTION ACTIVITY

- WHO IS YOUR TARGET AUDIENCE? WHAT GENERATION AND/OR GENERATIONS?
- HOW ARE YOU CURRENTLY MARKETING TO THEM? WHAT NEEDS TO CHANGE?
- HOW DOES YOUR BUSINESS MAKE THE SHOPPING EXPERIENCE EASY? WHAT ARE YOUR OMNICHANNELS?
- WHAT EXPERIENCE DO YOU CREATE FOR YOUR CUSTOMER?
- HOW DO YOU CONNECT EMOTIONALLY WITH YOUR CUSTOMER?

TAKEAWAYS

- WITH RETAIL SHIFTING HEAVILY TOWARDS ONLINE SHOPPING, YOU MUST HAVE A STRONG VIRTUAL PRESENCE. TIME MUST BE SPENT MAKING YOUR VIRTUAL PRESENCE COMPETE.
- IDENTIFY YOUR TARGET DEMOGRAPHIC AND MARKET TO THEM BASED ON THEIR GENERATIONAL PREFERENCES.
- CREATE A UNIQUE AND AUTHENTIC EXPERIENCE. CONNECT THROUGH SOCIAL MEDIA AND/OR EMAIL MARKETING BASED ON THEIR PREFERENCE.
- MAKE SURE THE EASE OF SHOPPING IS COMMUNICATED SEAMLESSLY ACROSS ALL CHANNELS.

THE GOOD OLE DAYS (PRE HYPER TECHNOLOGY)



1. Shoppers Used to Rely on SalesPeople
2. ShopKeepers Would Welcome People from the Neighborhood
3. Customers Going to a Store depended on Familiarity
4. Word of Mouth made products must-have and small shops “retail empires.”
5. Nothing could replace holding, feeling & inspecting the product before purchase.

**HOW TECHNOLOGY HAS CHANGED
THE RETAIL GAME
“OMNICHANNEL MARKETING”**

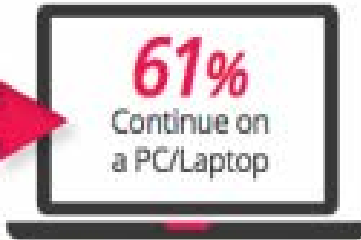
**MARKETERS NEED TO PROVIDE A SEAMLESS EXPERIENCE TO
CUSTOMERS REGARDLESS OF CHANNEL OR DEVICE USED.**

HOW TECHNOLOGY HAS CHANGED THE RETAIL GAME “OMNICHANNEL”

65% Start on a Smartphone



61%
Continue on
a PC/Laptop



4%
Continue on
a Tablet



25% Start on a PC/Laptop



19%
Continue on
a Smartphone



5%
Continue on
a Tablet



11% Start on a Tablet



10%
Continue on
a PC/Laptop



WE WANT IT & WE WANT IT NOW!

amazon *Prime*

CUSTOMERS CRAVE “UBER-
LIKE” EXPERIENCES

HOW TECHNOLOGY HAS CHANGED THE RETAIL GAME “TARGETED INTERNET ADS”



- Collecting customer information by monitoring search habits, purchase habits, etc.
- Alleviates the need for SEO if the shop can afford it
- Complicated but can generate returns

**HOW TECHNOLOGY HAS CHANGED
THE RETAIL GAME
“SOCIAL MEDIA”**

**EVERYONE’S A STAR ON
SOCIAL MEDIA. A PLACE
WHERE PERCEPTION IS
REALITY.**

**NO BUSINESS, NO WEBSITE,
NO PROBLEM!**



**HOW TECHNOLOGY HAS CHANGED
RETAIL: SOCIAL MEDIA CHANGES
FASHION WEEK**



**HOW TECHNOLOGY HAS CHANGED
RETAIL: SOCIAL MEDIA CHANGES
FASHION WEEK - BLOGGERS**



**THE “SEE NOW, BUY NOW”
REVOLUTION**



**TECHNOLOGY, SOCIAL MEDIA &
BLOGGERS BOOST FAST FASHION**



**TECHNOLOGY AND HIGH DEMANDS
CREATE MAJOR DESIGNER EXITS:
DIOR, LANVIN, YSL, OH MY!**

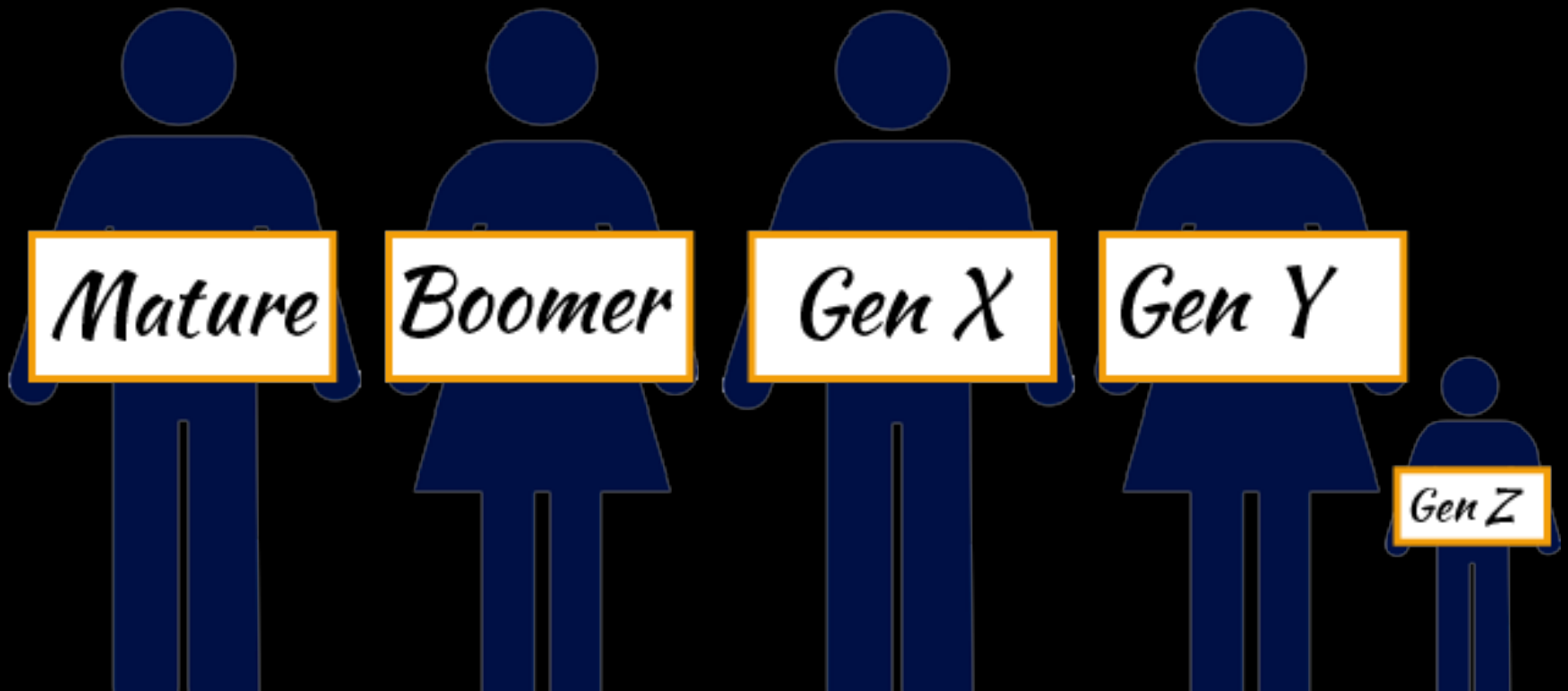


**FASHION, RETAIL AND MEDIA:
MAGAZINES OUT? BLOGGERS IN? THE
RISE OF INFLUENCER MARKETING**



HOW DOES RETAIL SHOPPING DIFFER GENERATIONALLY?

Generational differences - how are we different?



BABY BOOMERS



- Born Between 1946 and 1964
- The “me” and “rock and roll” generation
- Responsible for social changes
- Still have the most disposable income and account for 50% of retail sales
- Very comfortable shopping online but prefer one-to-one interaction
- Facebook is the top social media method but merely to browse and find retailer contact info
- Love coupons, sales, and loyalty discounts

GENERATION X



- Born between 1965 and 1980
- Grew up street smart, often with divorced or career-driven parents
- Want to save the neighborhood, not the world
- Raised in the transition of written knowledge to digital knowledge / most were in school without computers
- Account for 25% of the US population
- Respond to email marketing and personalized shopping experiences
- Love loyalty programs
- Facebook is preferred method of social media & video marketing

MILLENNIALS



- Born between 1981 and 2000
- Grew up in a digital world and never knew a world without computers
- Prefer to work in teams
- Fast and immediate access to anything
- 247% more influenced by blogs or social networking sites
- 90% research products online
- 68% are influenced by friend's posts
- Spend 2-3 hours on social media per day

GENERATION Z



- Born between 1996 and 2010
- Millennials on steroids
- Want “stuff” not experiences
- Prefer to own
- Shops heavily online but prefer stores with physical presence
- Likes to interact with brands on social media
- Likes places that are authentic and with social causes
- Will only wear clothes that align with their values
- More open-minded
- Gen-Z stays away from massive retailers and do not shop at the malls