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DIBOND®



Dibond is a rigid, decorative and exceptionally light-weight composite sheet that is increasingly specified for interiors in large retail environments. Manufactured from thin aluminium skins, with a recycled High Density Polyethylene (HDPE) core, Dibond is exceptionally versatile. Dibond is manufactured in Germany by 3A composites (formerly Alcan Composites) and forms part of a hugely respected portfolio of branded products alongside Forex and Kapa.

Available in the UK through Amari Plastics, Dibond has developed from being a product initially used for flat applications - such as shop fascia signage, to its current use in 3-dimensional products - often being bent, routed or shaped to create POS /POP, plinths, wall-linings, cladding or furniture by replacing MDF or Plywood. Dibond can be worked using traditional woodworking tools, making it easy to use; it can be routed and formed in to 3 dimensional shapes or cold-bent / rolled to make curves etc. The sheet weight is only 3.8kg per m2 and, being so light, Dibond is ideal for internal applications at both ground and raised levels – it is also a class 1 Fire retardant product as standard. A special grade of Dibond is stocked by Amari Plastics – Dibond FR, which offers a higher level of fire retardency classification. This grade has often been specified for use in UK airports for shopfitting and fixtures.

Apart from ease of fabrication and flame-retardency benefits, Dibond also meets the needs of the growing environmental lobby in that it is made from mostly recycled materials (the HDPE core being a recycled grade), and it is 100% recyclable. Offcuts, side-trim, workings

and sheets or panels returned from site can be baled and returned to Germany where the aluminium is split away from the HDPE core and both products can then be recycled and reused in lower grade products. This is the only Aluminium Composite product that this system currently operates for – other products of a similar nature, that are available from China, use a lower grade aluminium which cannot easily be recycled.

Dibond also meets the needs of designers and specifiers by being available in a large range of colours (matt and gloss) – with gloss exclusively available in a High Gloss range that can currently be seen in a variety of high-street chains. In addition to this there is a large range of metallic finishes, such as Butler Finish – a brushed stainless-steel effect (also available in Gold, Copper and Steel colours). Add to this a range of mirror products – also available in a variety of colours such as Anthracite and Gold and a Stucco finish - an aluminium sheet with a patterned, dimpled effect - and you have a stunning range and variety of finishes to create dazzling effects within the retail environment.

More recently 3A have added a range of 4 woodgrain finishes – the Decor Range – which allows you to use Dibond in applications where MDF or Plywood is too heavy or where a fire-rating is required. Whatever the application or the design, 3A Composites has a Dibond product for you available from Amari Plastics and support or training on how to work with the product can be provided.

This impressive product can be used in conjunction with the long standing famous product from 3A – Forex Classic Foam

PVC. Available in thicknesses of 1mm to 19mm in standard UK sheet sizes it has long been used for shop-fitting applications where weight restrictions and fire ratings apply.

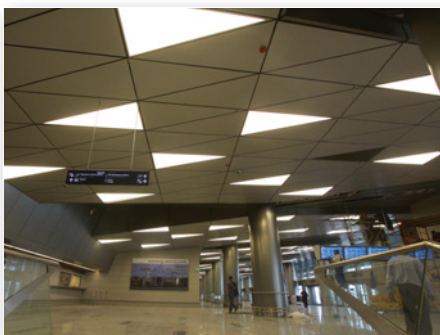
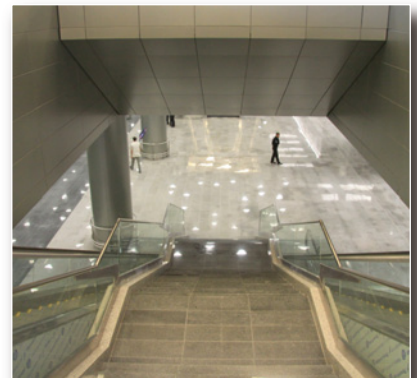
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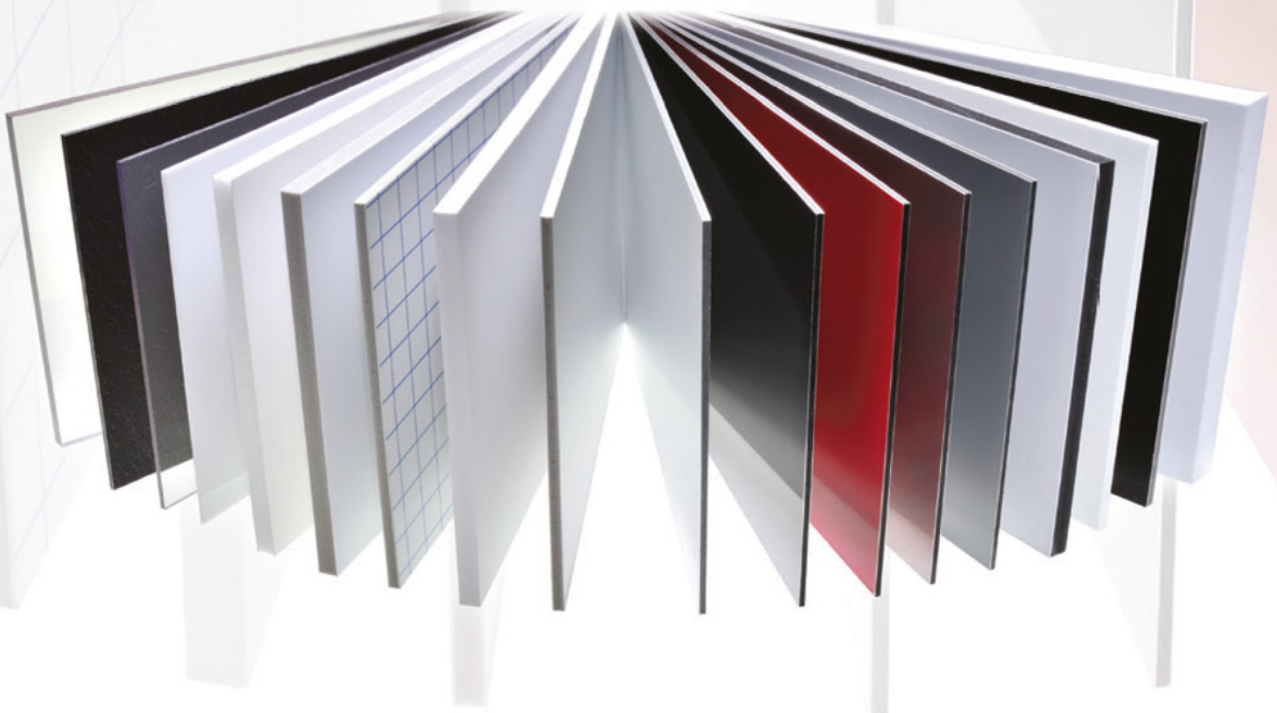


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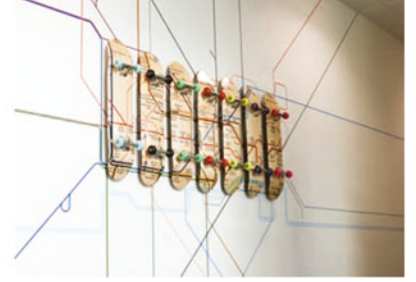


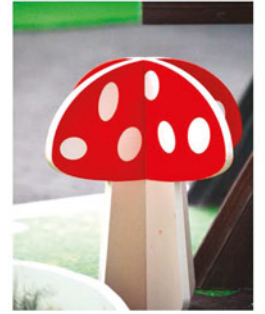
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Project: Temperley London,
The Gate Mall, Doha, Qatar

Store Design: Clements Ltd. (www.clementsretail.com)

Developers: Salam Studio & Stores LLC Qatar



Described as 'the Designer making the biggest waves in British Fashion', Alice Temperley recently opened her second store in the UAE, in conjunction with Salam Studio & Stores based in Qatar. In the exclusive, sophisticated shopping mall The Gate, Temperley assigned Clements Ltd. to complete the design.

A designer of choice for Catherine Duchess of Cambridge, the new store in Qatar took on a luxury, understated design synonymous with the simplistic style and sophistication of the clothing designed by Temperley. Hacer Lighting were at the forefront to provide class leading luminaires offering clean, contemporary lines bringing a designer edge to this retail lighting scenario. The sleek styling of the Arill Adjustable Recessed Downlighter boasts an impressive smooth pan and

tilt adjustment with excellent performance, perfect for retail and accent lighting. The Elito 042 Recessed Ported Downlighter offers a high output light source within a precision die cast lamp housing, integrated into a clean fascia. The luminaires incorporate class leading design with the latest engineering technology.

The range of superior quality, architectural luminaires by Hacer Lighting complement the retail design Clements Ltd. continue to produce for exclusive fashion houses, delivering dynamic and inviting spaces which reflect their brand vision.

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As one of the largest surfaces within a retail environment flooring is an essential part of the interior design and overall look of a store.

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Back for its second year, May Design Series will take place at London's ExCel from 18th May 2014 for three days of design inspiration. We find out all you need to know to make the most of your trip to this years' unmissable event.

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We catch up with some of our fellow exhibitors to see what they thought of this years event.

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MWL '14

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W

elcome to the May 2014 issue of A1 Retail Magazine

Fresh back in the office from the VM and Display show my mind is full of retail design inspiration. The BDC was full up with innovative and inspirational stands with something for everyone in the VM industry. Find out more about what some of our fellow exhibitors thought from page 38.

We are now getting ready for the May Design Series. Starting on the 18th of this month at ExCel, we have put a feature together with everything you will need to know to make the most of your time at this years' event. As proud media partners to the exhibition, copies of A1 Retail Magazine will be available at the event.

Also, this month, our features writer has been exploring the world of eCommerce, a sector of Retail that is moving at rather a fast pace – definitely worth a read.

We are now putting together our June issue where we are running a feature on the Marketing Week Live event so if you are exhibiting, please do get in touch – we may be able to include you in our article.

Happy reading!

Cally Law
Editor/ Director





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APPOINTMENTS

1. Tommaso Natale joins ZNAP as Chief Product and Strategy Officer.



2. The TPS Group of Companies has appointed former England and Leicester Tigers captain Neil Back MBE as their Business Development Director.



3. eCommera, a global software-as-a-service (SaaS) and big data company that was formed to help retailers profit from the move to omni-channel commerce, today announced the appointment of Kevin Sternecker as chief marketing officer (CMO).



4. Stuart Hill has been made CEO of wnDirect.

5. Maginus appoints Paul Spinks as Non-Executive Director.

6 and 7. Award-winning retail and leisure asset management specialist Realm is delighted to announce the appointment of two new senior members of staff. John Magee joins Freeport Fleetwood as Centre Manager and Jacquie Davies will be based at the Alderley Edge headquarters to take up a newly created Portfolio Facilities Management role.

WINNERS ANNOUNCED

UK organisations, local authorities, community groups and individual recycling pioneers were honoured at the **Awards for Excellence in Recycling and Waste Management 2014**.

This year's event received the largest number of entries to date, up 44% from 2013, demonstrating the growing importance of the recycling and waste management sector. ITV newsreader Julie Etchingam hosted the event, and representatives from the sponsors of each category revealed the winners of the 11 highly-acclaimed Awards – widely acknowledged as the industry's equivalent to the Oscars.

Julie Etchingam announced that the experienced panel of judges, chaired by John Woodruff, Chairman of the National Association of Waste Disposal Officers and Head of Waste Services at the London Borough of Bromley, had decided the following entrants were worthy of the highest accolades:

ZERO WASTE PLATINUM AWARD, sponsored by SAICA Natur and Wastecare Winner – KP Snacks

RETAIL RECYCLING CHAMPION – charity partner, British Heart Foundation Winner – Westfield Stratford City in partnership with Wastesolve

CIRCULAR ECONOMY SUCCESS, sponsored by Brocklesby Winner – ECO Plastics, Lincolnshire

AWARDS FOR EXCELLENCE IN RECYCLING & WASTE MANAGEMENT

WASTE MANAGEMENT INITIATIVE IN THE COMMERCIAL AND PUBLIC SECTOR, sponsored by Taylor Winner – Marks & Spencer in partnership with Helistrat

DESIGN OF A WASTE MANAGEMENT FACILITY, sponsored by Recycling Registration Service in association with the Environmental Services Association Winner – Calder Vale Road Household Waste and Recycling Centre, Wakefield Council

THE BEST COMMUNITY RECYCLING INITIATIVE, sponsored by DHL Envirosolutions Winner – Bulky Bob's Crisis Furniture Scheme, Liverpool

RECYCLING BUSINESS OF THE YEAR, sponsored by Ceris Burns International Winner – The William Tracey Group, Glasgow

COLLECTION CREW OF THE YEAR, sponsored by Geesinknorba Winner – RC8, Croydon Council

CIVIC AMENITY SITE OF THE YEAR, sponsored by Repic Winner – Northwich Household Waste Recycling Centre, Cheshire West and Chester Council

THE BEST LOCAL AUTHORITY RECYCLING INITIATIVE, sponsored by Aylesford Newsprint Winner – Belfast Inner City Recycling Initiative, Belfast City Council

LOCAL AUTHORITY RECYCLING CHAMPION, sponsored by Biffa Winner – Jessica Bunker, London Borough of Ealing



Round up with RETAIL EXPO

Visual Merchandisers line up for Retail Design Expo 2015

Written by Annie Swift,
Event Director, Retail Design Expo

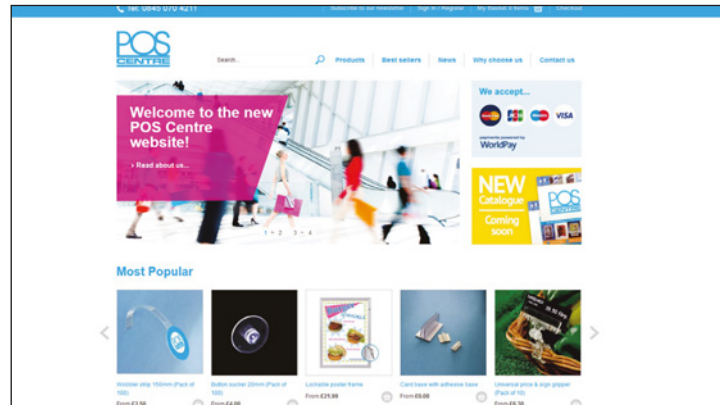
Visual merchandising will play a key role on many fronts at Retail Design Expo 2015. Purveyors of creativity, inspiration, logic and organisation are lining up to join our ever-expanding steering panel: Jacque Gray, former BHS creative director and founder of agency Cool Gray Creative is leading the charge alongside over 30 design heads from retailers, consultancies and brands.

Of course, where buyers go, suppliers will naturally follow and the number of VM exhibitors at the Show is gathering pace. They continue to be joined by players from all branches of the retail design sector, among them major names and some hidden jewels who, until now, have surprisingly kept themselves under the radar. Next month will also see the launch of Retail Design World's Student Awards, yet another feature added to the Expo's line-up. Star students from four leading colleges, mentored by David Dalziel from Dalziel and Pow and Tim Greenhalgh from FITCH London, will work on two live briefs over the next eight months. The two winners will be announced at Retail Design Expo next March, their prizes being invaluable internships at leading retailers and design consultancies. Watch this space for more developments.

**RETAIL
DESIGN
EXPO**
10-11 MARCH 2015
OLYMPIA LONDON

NEW WEBSITE

The Point of Sale Centre (POSC) has launched a new website as part of its commitment to providing a range of products combined with exceptional customer service. The new website at www.poscentre.co.uk features a modern operating platform to provide customers with a better shopping experience. It has been built to provide the optimum user experience on PCs and laptops as well as tablets and smartphones. Finding the right product is now easier than ever with a simplified navigation and an enhanced search. With greater product clarity and more information about sizes and pricing, plus an option to view more products on one screen, customers will be able to use fewer clicks to place their orders.



Moving stock over several floors?

Stannah has launched a new goods lift infographic (a neat guide to choosing the right lift (or two) for your retail needs and stock movement) to help retailers make the right choices.

The idea is to help staff by complying with the Manual Handling Regulations and then help your customers by improving customer service.

The neat little dumbwaiter lifts are so useful for retrieving a few items from stock to the retail floor (such as shoes). These small Microlift service lifts come in a range of sizes, in duplex pairs, in double decker configurations, every which way to ensure there is one that suits your building and your specific needs.



For more industry news please visit...
www.a1retailmagazine.com



MAY 2014

MAY DESIGN SERIES

May Design Series

18-20 May 2014

ExCel Centre

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www.maydesignseries.com

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SEPTEMBER 2014



Online Retail Awards 2014

16th September 2014

Royal Garden Hotel, Kensington, London W8 4PT

The Online Retail Awards are a unique, international celebration of the very best web, tablet and mobile sites that retailers provide for their customers to ensure that every online shopper enjoys the experience. (Enter your online retailing website before March 31, and be apart of the very best.)
www.onlineretailawards.com

SEPTEMBER 2014

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Decorex International

21st - 24th September 2014

Syon Park, London

This year, Decorex International, the leading luxury interior design show, is moving to the new location of Syon Park, London. Over 350 UK and international exhibitors will present new and innovative products over the course of four days, from 21 - 24 September, with the afternoon of Tuesday 23 September open to the general public.

www.decorex.com

NOVEMBER 2014



LUX Live 2014

19-20 November 2014

ExCel Centre

Two Hundred exhibitors, more than 6,500 visitors and countless lighting innovations all came together for LuxLive 2013. Now, building on that massive success, LuxLive is on the move to it's larger, shiny new home at ExCel for 2014.

www.luxlive.co.uk

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CASEFUTURES

Case histories will always be useful reference points, but what might tomorrow bring?

Online Retail Conference will see key industry experts providing insight what online retailers should be thinking about and aiming to achieve next – through new thinking, new techniques, new design ideas, new technology and new services.

Tuesday September 16, 2014 at the Royal Garden Hotel, London W8 4PT

Session 1: **Case Futures – An Eye on Trends**

Session 2: **Mobile, Mobile, Mobile**

Session 3: **Data Today and Tomorrow**

Session 4: **Delivery Innovation**

Session 5: **Design and Technology**

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ON TREND

2014 has been an exciting year in Retail so far. For anyone that has visited any exhibitions recently they will know just how the marketplace is bursting with new projects and products. We find out about some of these and we catch up with industry professionals and find out what they think will be on trend for this year.



CAN I BE OF ASSISTANCE?

Tensator's new technology gives Clarins a scent of the future.

House of Fraser, Manchester, Selfridges, Trafford Centre and Metro Centre in Newcastle is where you will find Clarins' first full-height Tensator Virtual Assistant, promoting the launch of Thierry Mugler's Alien Extraordinaire perfume. Tensator is a world leader and has created this shimmering centrepiece, a Virtual Assistant, the world's first full-height projection, a spectacular display for all the shoppers. "It was a big technological challenge – most people in our sector may not have previously thought it possible," Ajay Joshi, Tensator's head of media and technology explains. "Creating a seamless projected stature, 6ft high with arms outstretched, was very tricky. We had to work quickly and

efficiently to overcome the physical constraints and to explore the various technical solutions available to best fit the requirements. After all our hard work, I am very pleased with the result. The virtual goddess has an amazing presence and aligns to the vision we all shared when we started the journey." "It was great to achieve our own 'virtual goddess' for the Alien Eau Extraordinaire fragrance launch. It is vital for our brand for us to be creative innovators and, as this was the first time a head-to-toe projection has been executed in retail design, I'm proud of the result we achieved." commented Clarins Fragrance Group Design and Merchandising Manager, Vicky Barrett. www.tensator.com



THE PERFECT FIT

Portview help West Elm make their European debut.

A 30 strong team of specialist trades and sub-contractors put together by Belfast based Portview fitted out a 12,000 sq ft store in Tottenham Court Road, London for West Elm's first store in Europe. West Elm is a US based homes and interior retailer.

It took 16 weeks to refurbish this corner site throughout, which included moving the main staircase as well as exposing the internal brickwork, something which is essential to the identity of West Elm.

The key theme through the store is nature and has a feature 'living wall' installed around the staircase. More than 4000 plants needed to specialist lighting and watering mechanisms which have been fitted by Canada based specialist contractor.

Contract Manager for Portview, Paul McGovern, said: "This was a great collaborative effort by a truly international team. We managed the

project working with the client in the US, the designers in Dubai and London and the plant specialist from Canada to deliver a stunning new concept to the UK market. We even flew to Montreal ahead of commencement on-site to view a recently completed project there in order to fully understand the client's ultimate aspirations for the London store.

There are always challenges with a refurbishment project such as this, and we had to be flexible with aspects including the ceilings, but the finished product is a great addition to this busy retail location."

www.portview.co.uk





MANNEQUIN MADNESS

GENESIS MANNEQUINS, HERITAGE

GENESIS MANNEQUINS' male and female 'Heritage' range is a modern evolution of the trendy mannequin-bust combination. The heads and upper bodies of these mannequins are covered by hand with high-quality vintage fabrics available in a variety of colours and designs. Various finishes on arms and legs and, of course, articulated wooden arms in different colours offer endless combinations.

A novelty is the new GENESIS arm fitting. Due to its dual system this fitting is compatible with wooden arms as well as polyester arms.

With elegant and casual poses 'Heritage' gives the classic Retro look a timelessly modern and particularly classy appearance which is very trendy in the high-end fashion sector.

www.genesis-display.com



GDP, ECO-MANNEQUIN

For those of you who joined GDP at the Euroshop Retail Fair in February 2014 you would have had the opportunity to see one of GDP's Pandora range of beautiful Eco-mannequins. This third generation prototype was the outcome of over two years research and development of a truly green mannequin produced from natural plant fibres and bio-resins. The big difference between the Pandora range and other 'eco-friendly' mannequins is that our body forms have a higher level of recyclable and bio-degradable raw

material content without any sacrifice to strength and detail. Since Euroshop, our development team have been busy refining the materials and processes to further increase the recycled and recyclable content whilst optimising the weight and cost factors to bring them in line with conventional mass produced glass fibre mannequins. GDP believe that there is nothing quite like this available today, in terms of sustainability, functionality, cost efficiency and beauty.

www.gdprojects.eu





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THOUGHTS PLEASE...

ADAM TREGASKIS, HEAD OF RETAIL AT THE MARKET CREATIVE

“This spring new figures from Deloitte highlighted that the High Street is recovering better than other areas of retail, with a lower vacancy rate than shopping centres and retail parks. The High Street’s capacity to reinvent itself certainly helps its resilience, and as we move through the summer I’d anticipate that more out of town retailers will look to move in a similar direction. While the high cost of High Street space has traditionally created a barrier to entry for out-of-town sheds with large ranges and/or big products to display, if the High Street continues to become a more attractive

proposition then this could present a big opportunity for these brands. Inventive use of new technology, feeler samples and swatches could all work to deliver the full product experience in a smaller space. Audi is already moving in this direction with the arrival in Mayfair of Audi City - a new digital car showroom concept that uses technology to enable shoppers to experience the full Audi range, making clever use of prime city space.”

www.themarketcreative.com



DUNCAN HILL, MANAGING DIRECTOR AT HL DISPLAY

“Bulk bins have been widely used within certain retail sectors for many years. For example in pet stores customers appreciate the flexibility they provide – they can buy the exact quantity of dry dog or cat food they require, meaning there is no wastage and it is easier to stick within a specific budget. Another well-known example is Pick and Mix sweets. The principle is the same in that

customers can buy exactly what they want in the quantity they want it. While retailers in countries like France and Sweden have adopted the technique more widely, gravity fed bulk bins are not generally seen in grocery retail chains in the UK. With their many advantages though we predict that shoppers will start to see more bulk bins in supermarkets, especially in large format stores where space is not at as much of a premium.

The fact is that gravity fed bins can provide a convenient and hygienic solution for merchandising certain products in a flexible format for shoppers outside of the traditional pet and confectionery categories. Gravity fed bulk bins, such as our 3eBin solution, are used extensively

throughout Europe to merchandise everything from pasta and rice to sweets and flour in quantities dictated by shoppers not manufacturers.

3eBin bulk bins are completely airtight and designed so that customers do not come into direct contact with product they will not be purchasing. Time spent managing a 3eBin fixture is limited, as the bins merely require topping up by staff when product is running low.

Retailers can also benefit from introducing the bins in store as products would be purchased in larger quantities, saving them further costs and therefore providing potentially better pricing to customers than the competition.

Consumer spending habits have changed significantly over the last six years. There are now more people for whom the standard pack sizes traditionally found on the shelf are not suitable. Whether shoppers buy groceries on a weekly or monthly basis retailers need to respond to these changes by providing them with greater flexibility and control over their budgets. With solutions like bulk bins they can do this whilst also reducing costs long term.”

www.hl-display.com

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We delve into the world of eCommerce and look at just what it takes for retailers to create a seamless shopping experience and also what consumers are expecting and how it is delivered.

CONTROLLING eCommerce



There is no denying that ecommerce has changed the face of retail, offering consumers the chance to purchase goods over electrical systems such as computers and other devices where an internet connection is present. With the recent boom in smart phones, tablets and 3G/4G internet connections, products and services can now be accessed pretty much anywhere and at any time, but are retailers utilising these new sales channels to the best of their abilities and what do consumers expect when purchasing goods across any channel available to them?

A recent survey carried out by eDigitalReserch and Portaltech Reply has revealed that channel integration is proving increasingly difficult as more and more retailers turn to multichannel solutions in an effort to engage with their customers on a wider level.

Only one third (34 per cent) of the retailers surveyed felt that their current customer touch points were well integrated, this compared to 48 per cent in the same survey just two years earlier. More retailers are utilising multichannel platforms with 63 per cent of those surveyed operating across four or more customer touch points which is up 20 per cent compared with the results of last year. Almost two thirds (65 per cent) stated that they find existing technology systems a major barrier when creating an innovative multichannel experience.

Customer journey has also been found to be mapped incorrectly via the many sales channels with half (50 per cent) of those surveyed saying they were 'not aware' or 'not aware at all' of how many visits a customer makes across their channels before purchasing. With this lack of



knowledge retailers will struggle to improve their customer experience and stay ahead of their competitors.

With more and more channels to manage it is no surprise that retailers are struggling to keep on top of these vast amounts of data and manage correctly a seamless customer journey. Many retailers that are coming out on top are those who offer as much information as possible at every stage of the journey whether selling online or in store. Information is one of the main reasons why customers turn to online shopping, other than convenience.

Tim Jenkins, UK Director at e-Spirit comments "When shopping online, consumers have access to a much larger part of the market, gathering as much detail as they need to make their buying decision. This development has led to a new type of virtual stores – a hybrid between online retailer and magazine. It's a trend that has become particularly apparent in the fashion industry. Some online retailers have blurred the lines between website and magazine. Relying more and more on editorial content, they have turned to producing highly competitive online equivalents to glossy fashion magazines. Within these, content is used to create a connection with the brand, with the online store and ultimately, to foster consumer trust and loyalty. It is content that has to balance the missing sensory experience of touching, smelling, feeling the clothes – in online retail, the purchasing decision comes first and then comes the sensory experience.

Although it's unlikely that this new approach will ever completely replace the

act of in-store shopping, there's no doubt that by connecting content with commerce, retailers are learning to increase their appeal to the savvy, information hungry consumer. In doing so, they are bridging the gap between the buying decision and actual purchases and, unsurprisingly, creating a strong virtual identity and profile that binds consumers to their website and brands in the process."

Another factor retailers need to consider is consumer engagement with the brand, this is now being seen in the use of mobile phones with SMS text messages being a quick and easy way for retailers to get their messages to their target market.

Alfred de Cárdenas, President - Enterprise & Intelligence Solutions (EIS) at Syniverse Technologies comments "Mobile is paramount in the average consumer's daily life. The scale of mobile's proliferation opens a wealth of opportunities for businesses looking for better consumer engagement, and today's mobile networks are primed for advanced, multi-dimensional mobile marketing campaigns. Text messaging is pervasive and recognised as a viable, trusted way to communicate en masse. Global interoperability also means it's a fail-safe way for brands to ensure coveted, ubiquitous reach. Additionally, consumers are almost unanimously familiar with SMS and comfortable using it."

For retailers to deliver a consistent and seamless shopping experience they need to first understand their customers shopping habits and to do this need to look at the customer's lifetime experience of the brand.

Neil Capel, CEO, Sailthru comments



"The scale of mobile's proliferation opens a wealth of opportunities for businesses looking for better consumer engagement, and today's mobile networks are primed for advanced, multi-dimensional mobile marketing campaigns."

Alfred de Cárdenas, President - Enterprise & Intelligence Solutions (EIS) at Syniverse Technologies



“Spending via mobile is also increasing in popularity, with shoppers expecting their favourite stores to have an up-to-date app or mobile optimised site, allowing for easy viewing and a convenient, personalised experience regardless of their location.”

David Astley, National Sales Manager at Imerja

“Customers are overwhelmed by the amount of information they are presented with on a daily basis. Savvy customers today don’t want to be marketed to, they want easy access to information that is relevant to them so that they can make informed purchase decisions.

No longer can retailers look simply at campaigns and short-term gains like conversions from an online promotion or even attempt to manually correlate behavioural insights. It is time for them to engage with customers based on actual behaviour and insights gleaned from multiple dimensions of each individual. By taking a personalised approach across all communication platforms, retailers will be able to provide a seamless customer experience for the long-term and increase valuable brand loyalty.”

To compete in this ever changing and fierce market retailers have to understand their consumers and offer them a way of getting shopping 24/7, whether on the bus or at work. But what about the consumers, what do they expect from their shopping experience?

David Astley, National Sales Manager at Imerja comments “Last year, according to the Office of National Statistics, 21 million households throughout the UK had access to the internet, making online shopping easily accessible and enabling shoppers to

purchase items at the click of a button. Spending via mobile is also increasing in popularity, with shoppers expecting their favourite stores to have an up-to-date app or mobile optimised site, allowing for easy viewing and a convenient, personalised experience regardless of their location.”

Online consumers want fast, easily accessible information at the touch of a button with convenient and secure payment methods to complete the transaction. However, if when visiting a site they don’t find everything they need they know that, with a click of a button they will find another site offering what they are looking for.

Guy Mucklow, CEO of Postcode Anywhere comments, “As consumers become increasingly mobile, the importance of the mCommerce for retailers is undeniable. But capitalising on this requires marketers to develop platforms and mobile sites focused on delivering a convenient shopping experience that suits the device and is easy to use on-the-go. Smooth, streamlined points of sale that require minimal consumer input will be the difference between simply generating eCommerce and mCommerce traffic alike and delivering online sales.”

Consumers like to be presented with a consistent and clear brand identity but they also like to feel their offers are personalised and the retailer ‘knows them’.

Mike Harris, VP EMEA, Monetate

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build trust with its customers.

Retailers also need to ensure the technology is in place to accept whatever payment method a consumer wants to use. Furthermore, they need to ensure they can drive loyalty and reinforce core brand values before, during and after the checkout experience. By integrating offers and loyalty programmes retailers show consumers their custom is valued and that they are cared about, as well as being able to quickly solve any problems or issues that arise.”

To utilise eCommerce to the maximum retailers need to offer consumers multi channel selling platforms with a consistent and clear brand message. Retailers that use their eCommerce sites to drive store footfall help to benefit both their online and high street presence and create hype around their brand. 

comments “Although the world of retail is becoming more and more global, the fact of the matter is that presenting an identical version of a brand to every country in the world sets you up for failure. There are different cultures to contend with. Some brands are known for different products in different countries. For example, if you run an outdoor clothing brand store, no one visiting the site from a hot country would want to be offered winter wear, they’d want to see relevant items. In other words, they want the same brand identity, but a different approach. Retail brands must be able to adapt their brand image to cater to the demands of customers around the world.

Brand identity should remain clear and consistent yet subtly altered based on the individual consumer. This could be based on data like location, device or even weather. Retail is now a global and ever changing business and companies cannot ignore the power of personalisation if they want to succeed.”

Online payment needs to be secure and safe offering consumers peace of mind. Raja Ray, Director of Products and Solutions, VeriFone comments, “For many consumers security and ease of payment is just as important as a seamless experience. Many consumers are wary of online security and worry about the risk of fraud, particularly when it comes to their identity. Merchants must, therefore, focus on establishing their credentials as a dependable and legitimate retailer, easing the consumers concerns and helping to

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“Brand identity should

remain clear and consistent yet subtly altered based on the individual consumer. This could be based on data like location, device or even weather. Retail is now a global and ever changing business and companies cannot ignore the power of personalisation if they want to succeed.”

Mike Harris, VP EMEA, Monetate

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Lighting strategy:

The whole
store is in
the shop
window

Tim Higgs, National Account
Manager at Osram discusses
lighting as a crucial part of the
in-store customer experience.



OSRAM



A new age in Retail

A few years ago the high street shopping experience was clearly defined. First, the shop window was key to enticing passers-by to come in off the street. Then, stepping into the store, shoppers were given clear guidance with categorised rows of merchandise. Finally the check-out was easily found close to the exit. Retail lighting was used to enhance this journey. The shop window was illuminated to a high lux level, while the shop floor would be fitted with blanket linear lighting to reflect the fact that retailers showcased their whole product portfolio in-store. Check-outs were then lit to a similarly high lux level, for shoppers to see where they could complete purchases before making an exit.

However, the retail landscape has now changed. Online sales will rise by 17 per cent in 2014 with more shoppers turning to their laptops, tablets and mobiles. As a sign of how retail has changed, Deloitte figures suggest that only 9 per cent of consumers want to see the whole product range in-store. With so much competition from online sales and consumer habits shifting, the physical store is now tasked to create a more dramatic shopping experience with lighting playing a key role.


Creating theatre

In-store lighting is used to create a comfortable environment that reflects a retailer's personality and taps into a shopper's emotions and sentiment towards a brand. With less products in-store and a habitual inclination to make more purchases online, the shop window as it was, is now extended to the whole store. Bespoke lighting installations help to create shops within shops and produce a congregation

point for consumers to experience a brand from selected products. Rather than just driving purchases, lighting is used to arouse curiosity, create desires and positivity towards a brand. Accent lighting is higher to emphasise key products rather than a range. Colour rendering, colour temperatures and contrast are all considered to create an engaging brand experience.

The future is LED?

To create this new retail environment, LED lighting is set to be a key influencer in retail decision-makers plans. Nine out of ten discussions between retailers and lighting manufacturers are already LED focused because they not only help to create attractive in-store environments, they also lower energy consumption and thermal output. However, LED is still a relatively new concept in retail – according to BRE, only 10 per cent of UK retailers use LED lighting in some form. Fluorescent and metal halide options still dominate the market and can be just as effective to achieve aesthetic and energy goals.

Lighting in retail has far more than just a functional purpose. As retailers refurbish every three to four years, lighting is now a key enabler in promoting a retailer's brand personality and creating a lasting experience that will stay with the new breed of consumer. 

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“ With so much competition from online sales and consumer habits shifting, the physical store is now tasked to create a more dramatic shopping experience with lighting playing a key role. ”



Flawless FLOORING

As one of the largest surfaces within a retail environment flooring is an essential part of the interior design and overall look of a store.



1757 range by James Latham.

When consumers enter any space they want to be met with a clean and uncluttered space that invites them to continue further into the store.

Flooring within any retail space needs to look good but another key factor is durability. Flooring should be easy to clean and be tough enough to withstand the large amounts of footfall and wheeled traffic it will see daily. Health and safety also comes in to play with materials that reduce slippages being preferred by retailers. Any customer visiting a store will not have a good impression and is even more unlikely to return if they have slipped and hurt themselves. Entrance systems, if used correctly, can reduce the amount of wet and dry soiling that is walked into a building.

Louise Serjeant, Key Account Manager for Retail at Forbo Flooring Systems comments "Research shows that up to 94% of the dirt entering a building is brought in on the soles of shoes and the tyres of wheeled traffic. Wet and dry soiling can both create slip hazards but by taking sensible decisions over flooring surfaces and installing effective entrance matting the potential for slipping can be dramatically reduced, not to mention the savings on cleaning and maintenance - research shows

that cleaning bills alone can be cut by up to 65%.

Entrance matting should really start outside and move in. To keep a shop clean and safe, it's not enough to throw down a mat at the door - in fact the Health and Safety Executive advises against the use of loose lay mats, which they state 'can introduce a range of hazards and are not always very effective'. Instead, think carefully about footfall - the number of people walking in and out in a given period - and walking routes (the directions they take once inside the store) and applying that information in the design of the entrance area.

One of the best ways to plan an entrance flooring system is to think in applications or zones and a few manufacturers do offer integrated entrance systems to satisfy environmental requirements



too. The product chosen for the first zone, located outside the store should ideally scrape the coarsest dirt from the soles of shoes before people cross the threshold. On stepping into the shop itself, the secondary matting zone should remove moisture and finer particles. For the third, the circulation zone, which leads away from the entrance further into the store will benefit highly from a purposely designed entrance mat, such as Forbo's Coral as this area will be prone to residual soiling."

A new flooring type that is becoming increasingly popular and a great system for retail are luxury vinyl tiles (LVT). It provides a great amount of flexibility as it comes in both tile and plank formations whilst also being durable and easy to maintain. Because of the tile formation it can be used to create zonal areas within a store to better guide consumers around the products on display. Forbo's Allura in particular represents good quality and value with European manufacturing

advances opening up a wealth of possibilities to deliver bigger XL sizes and formats - in response to the demand for more open and bright spaces within the retail sector, new embossed finishes and creative colours; from reclaimed and vintage woods with paint effects to bright linear abstract designs are available.

For many stores, the interior design is what communicates the brand identity to the consumers and many high end fashion brands like to use natural products within their stores. James Latham offers a range of flooring and has now added a new range of 'aged' oak engineered boards. The aged look offers broken edges, a distressed top layer and no bevel. The range, called 1757, creates an instant sense of history and charm and each board is hand finished offering a completely unique look.

There is a generous 6mm wear layer and the range comes in five different designs; Charente; which is hand carved and oiled, supplied in 18 x 220mm, Amboise; which is saw marked, water marked, white washed and oiled and also supplied in 18 x 220mm, Dijon; incorporating a stressed face and edges which is gold stained and supplied in 18 x 190mm, Pontoise Noir; boasting a distressed face and edges which is then smoked and oiled, supplied in 18 x 190mm and Limoges; which offers a distressed face and edges and is oiled and finished in natural white matt, also supplied in 18 x 190mm. In

“One of the best ways to plan an entrance flooring system is to think in applications or zones and a few manufacturers do offer integrated entrance systems to satisfy environmental requirements too.”

Louise Serjeant, Key Account Manager for Retail at Forbo Flooring Systems



1757 range by James Latham.



Allura Clothing Store
Image courtesy of Forbo Flooring.

“The quality and finish of this premier grade flooring is exceptional and thoroughly convincing. Once fitted, a 1757 floor will look as if it has been down for years, adding instant charm and character to any project either in a commercial or residential setting.”

Andy Duffin, Director, James Latham.



1757 range by James Latham.

in addition, the Limoges, Pontoise Noir and Dijon ranges are all FSC certified.

James Latham Director, Andy Duffin commented, “Reaction from the market to this new range of flooring has already been extremely positive and we’ve had particular interest from the shop fitting and hospitality sectors. The quality and finish of this premier grade flooring is exceptional and thoroughly convincing. Once fitted, a 1757 floor will look as if it has been down for years, adding instant charm and character to any project either in a commercial or residential setting.”

Nora Flooring recently worked on a project specifying and fitting the flooring for all Virgin Active clubs. All clubs are designed to the highest standards with state of the art facilities and equipment. They were given a brief to provide the health and fitness clubs with a flooring that combines eclectic comfort with

long lasting resistance and easy maintenance. They provided flooring that was not only quiet and comfortable to work on but also extremely hard wearing and able to withstand weights and fitness equipment with ease. The flooring is easy to clean and maintain and also contributes to the clubs ethos for living a healthy lifestyle as it does not contain any plasticisers or halogens. 🌱

Contact

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May Design Series

Back for its second year, May Design Series will take place at London's ExCel from 18th May 2014 for three days of design inspiration. We find out all you need to know to make the most of your trip to this year's unmissable event.

Designed once again by Ab Rogers, May Design Series unites retailers, contractors, architects and interior designers. This year the show will be comprised of five design districts: The Furniture Show, DX, Lighting (including Arc), Decor and Kitchen + Bathroom.

400 exhibitors will be joining the line-up at May Design Series, many of whom plan to use the event as a platform to launch their latest collections.



**MAY
DESIGN
SERIES**



Why attend?

Conversation Series

Attend the conversation series at May Design Series if you are looking to be inspired and informed by industry experts. They will be sharing their insight into better business and design that works.

DX Freight

Once again, May Design Series will present an edited selection of the some of the best products from four European Shows.

Designers with Light

The Lighting sector of the show will host the Designers With Light Forum, a free-to-attend three day lighting design conference. The Designers With Light Forum will have a diverse range of presentations reaching out to design professionals outside the lighting industry as well as within. Presenters are a select band of experts who have different experiences of working with light include Lighting Designers, Architects, Product Designers, Manufacturers and Interior Designers.



Out of the Dark: The New Collections

A charitable social enterprise, Out of the Dark recycle, restores and revamps salvaged furniture as a means to train, educate and employ young people from disadvantaged backgrounds. Returning after a successful year last year, they will create four installations to tie in with the show districts.

New Design Britain

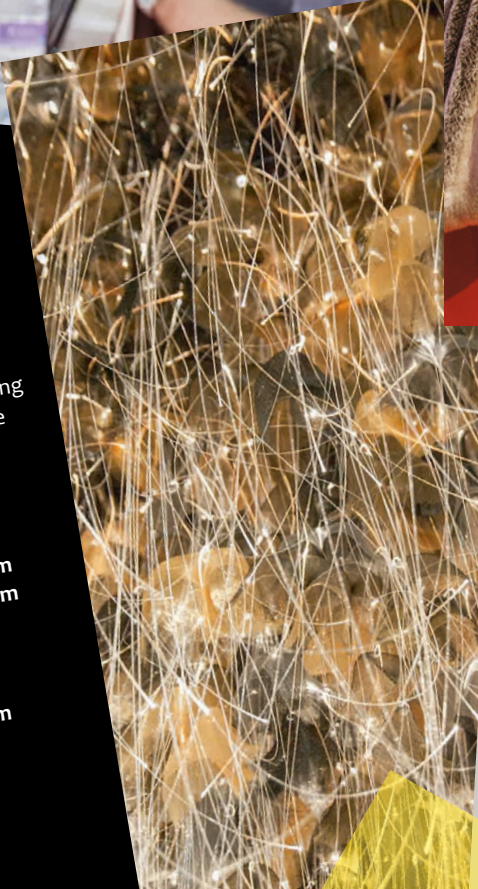
Back with a revitalised ethos, New Design Britain brings talented new designers to the forefront of the international design industry.

Designer Makers

The Designer Makers, a group of highly respected British Craftsmen who design and make furniture, will showcase truly unique furniture. Discover their work, all ready to buy there and then, or discuss with them how you can commission your very own individual piece of furniture.

MAY 
DESIGN
SERIES





Late Night Party
On Monday 19th May 2014 the show will be open until 8pm for a late night party.

Media Gallery
A1 Retail magazine and A1 Lighting magazine will be available in the media gallery.

Opening Times
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Monday 19th May 10am – 8pm
Tuesday 20th May 10am – 5pm

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A Visual Feast

From 29th April to 1st May, the BDC was transformed into every visual merchandisers dream.

With suppliers from the world of props, mannequins and lighting, there really was something for everyone in this vibrant industry at this year's VM and Display Show. In my opinion, the 2014 event was certainly the most aesthetically pleasing to date with stands that had evidently had lots of thought and work put into them. We find out from some of our fellow exhibitors what their thoughts were of this year's event...

Lucky Fox, comments from Jason Traves, Head of Creative Atmosphere at the show

"Creativity was everywhere to see at the 2014 show, with suppliers seemingly raising the bar with regards to the quality and diversity of services and products. This, along with the impressive range of sectors and brands attending the show, created a renewed enthusiasm and buzz around the venue. It was fantastic to engage with new potential clients, but it was also great to catch up with faces, old and new, from within the industry. The feeling of camaraderie between exhibitors experienced at the show is very special, and I imagine quite unique to our sector. In fact, we enjoyed the show so much we have signed up again for next year! In the meantime, we can't wait to hear from the new leads we met and get to work on lots more diverse and creative projects."

Trends at the show

"Technology was of course a big trend at the show and provided an exciting window into the future of the VM and display world. Mannequins featuring 'beacons' on

Universal Display's stand were a prime example of how technology is being injected into our sector. These innovative mannequins enabled you to see information on all products through the window, meaning 24-hour online shopping straight from the high street was more real than ever.

The world of 2D and 3D-printing is always evolving and elsewhere at the show Stylo showed us how the limitations of print is being lifted with their creation of a tube train from reboard. It was also very timely as it was the week of the tube strikes, genius!"

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bbrown, comments from Angus Morton, Head of Sales and Marketing

“The quality of visitors as previous years was very varied so some very good leads for future business. Overall I thought that all the exhibitors had done a very good job on some very impressive stands. I think it also shows there are some very passionate, committed people and companies involved in the Retail display market and Retailers are very lucky.”

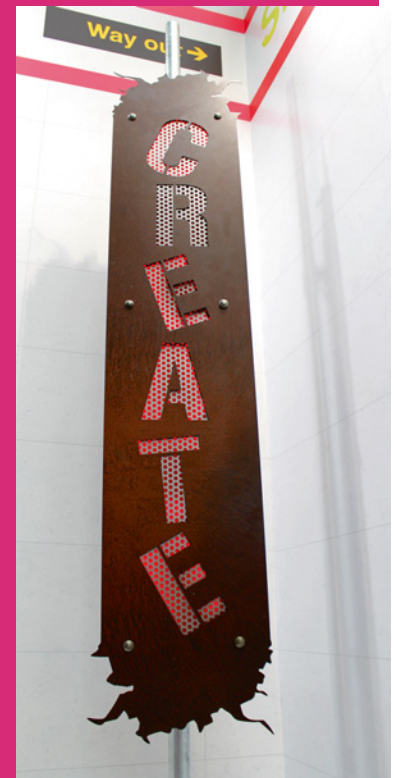
www.bbrown.co.uk

Exhibiting for the 4th time in 2014, A1 Retail Magazine enjoyed a busy few days at the VM and Display Show.
www.a1retailmagazine.com



Stylographics transformed their space at the VM and Display Show into a tube station complete with a train they made from reboard. Their stunning stand attracted lots of attention at the event and was certainly a big talking point for many visitors.

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We are going to the movies

Steve Thomas-Emberson explores the world of digital retail design.

‘Video killed the radio star’ went the 1970’s hip record. Yes, it was a record, certainly not a ‘music download’ into your mobile phone via something called an ‘App’. Life was so simple then - in the slow lane. Retail design was executed on sheets of paper and then explained to the retailer in the hope he or she understood it. Fast-forward to today and we have ‘animation’; it takes longer to prepare but the end result is just so much more exciting and a shop designed in London can be built in Dubai. In fact, forget about a simple shop let’s talk about a Shopping Centre or Airport interior, for that is what is now happening. This is not the world of the retail designer, it is the global domain of the ‘Senior Visualiser’ as Wojciech Piwowarczyk of The Design Solution explained. “Many things have changed since we first started to use Animation. There is always more than just outstanding visual quality that we strive for. We try to tell a different story each time and capture the

spirit and experience of a particular place. To achieve this we always use a tailored soundtrack composed and produced in-house. This is set to the film animation. Lighting is very important so we use different lighting styles to achieve the best natural light and atmosphere of the building. For example at Abu Dhabi airport we used volumetric light techniques to emphasise the spirit of Middle Eastern interiors with strong light piercing through the windows. To add more realism and capture the human scale we used real film footage of people shopping.”

These animations that are produced for the retail client give the client a useful marketing tool. It provides them with a captured vision which helps them to find the best selection of vendors and inspire them to provide exceptional designs of their own. For the Architect, Designers like The Design Solution animation helps them to understand the space and greatly



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“ There is always more than just outstanding visual quality that we strive for. We try to tell a different story each time and capture the spirit and experience of a particular place.

To achieve this we always use a tailored soundtrack composed and produced in-house. This is set to the film animation. Lighting is very important so we use different lighting styles to achieve the best natural light and atmosphere of the building. ”



improves the communication process, especially when talking country to country. The client can easily understand their intentions and creative ideas as Piwowarczyk says, “The client will have more confidence and faith in us, letting us go one step further. Our collaboration with clients is much more fruitful and our creative work more mature, it develops faster and we are able to verify them better, to make sure the designs work in reality.”

A good example of The Design Solutions work will be the new Duty Free area at Dublin airport where animation was used to good affect in the concept stage as the building is not built yet! It is going to be a very big store and will be quite unique in terms of its layout. Here animation helped both parties to understand the passenger journey through the space. One of the main ideas for the shop is that areas flow into another. Without a film from a passenger’s perspective it would be impossible to correctly judge and develop this concept. For

both parties perspective animation felt a much more natural medium to communicate the design, closer to the real thing.

Last December The Design Solution won the contract for Abu Dhabi airports Retail Design and Planning in which animation was to feature. The timescale was very short so animation was the preferred ‘design ideas delivery medium’. Piwowarczyk explains the story. “We knew that we had to have something that would catch their attention and generate enough interest to be able to explain our concept and ideas during the very long presentation. We started off with a few minutes animation showing of the space and what it was for, and had to achieve. This convinced our clients of the design proposal and helped us to generate trust that led us to win the completion.”

Animation like this is very much in its infancy, it will develop fast but where will it go from a retailer’s perspective as it

appears to be easily understood. Piwowarczyk tells us how he sees the future. “We will be trying to produce richer videos where sound and vision create clearer a more realistic picture. We wish to produce films with a strong background story that drives the design message. I hope to see more visual styles and techniques to represent better the mood and experience that is retail. We must always be accurate and as photo-realistic as possible but still with the artistic touch, and provide a very light and easily digested message. We are not and must not be afraid to venture into unknown creative territories and be able to surprise with something new each time. This is what I see as important”.

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Retail *Excellence*



On the lead up to the Retail Design Expo in March 2015, we will catch up each issue with a different member of their steering committee. This month we chat to Stephen Robertson.

RETAIL DESIGN EXPO

10-11 MARCH 2015
OLYMPIA LONDON

1. We can see you are on the steering committee for Retail Design Expo - what inspired you to become an advisor for this fantastic new event?

Retail design is a pivotal element of the expression of a retail brand: it is how the brand promise is sensed by the consumer. This is not cosmetic - the functionality and economics of the store is predicated on getting this spot on. Remarkably design is an underserved area for retail and related industry sectors and I would like to help put design centre stage and, indeed, in the board room where it should properly be considered. Moreover, as technology evolves as a servant of retailer and customer, then it is the task of design to ensure that this tech is integrated in a frictionless way that delivers all the benefit without the aggravation!

What can visitors look forward to at Retail Design Expo?

It is hugely synergistic, and dead right, that the Design expo is next door to the biggest Tech expo: a stand out point of difference. We will see new faces and new thinking plus a modernity of customer and tech application that has not been touched upon before. Put simply, I believe there will be a buzz about this expo that reminds me of the imperative: 'be there or be square!' Marvellous.

3. To date, what has been the most exciting challenge on the panel?

The panel is a wisely diverse bunch that only Annie could have crafted, seduced and blended. And it is this panoply of point of view and expertise that will continue to deliver inspiration and, feet -on- the- ground how do we make retail more profitable via great design. The Panel will challenge what can be done at an expo and the results of their work will be seen on the day... and beyond in stores. 📍

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Securing Retail



We speak to David Russell, Sales Director at Secure Retail.

1. What was the inspiration behind Secure Retail?

Secure Retail was born out of a team of directors who wanted to develop a company that offered operational excellence to the payments sector. When Secure Retail was formed, the payments sector was a very immature market with low customer expectation on service. The board wanted to emulate the same philosophy of continuous improvement in service and sophistication to the supply chain that they had developed in their previous electronic components businesses.

Our inspiration enabled us to develop an infrastructure that re-invented the way in which distribution of Chip & PIN hardware could be done, to improve service levels, and with it the customer experience.

2. What has been your biggest challenge to date?

I think I speak for the majority of the payments sector when I say this, but personally, my biggest challenge is the fast pace at which industry requirements and customer expectations are developing. The challenge therein is creating a value proposition to differentiate Secure Retail from the traditional manufacturers, today's exceptional service becomes tomorrow's expected service. My job role involves making sure that in the eyes of our customers we continue to deliver market leading services and solutions.

3. How did you overcome it?

I work with our customers to create bespoke solutions that tackle the pain

points they have previously experienced from sourcing their payments products through alternative channels.

We pride ourselves in not competing with partners, instead we create solutions that fill the gaps of our customers' offerings, in effect a menu they can select from.

Payment devices should be more than a bolt on to the point of sale infrastructure. Our payments specialisation and continued investment in this space allows us to provide services that meet the stringent PCI security standards and differentiates us from other suppliers in this sector.

4. What can we expect from Secure Retail in the future?

With the emergence of mobile point of sale, Secure Retail has become the preferred distributor of PowaPOS, a tablet based all in one fixed point of sale solution. Our vision is to harmonise fixed and mobile POS solutions and provide a standard payments and POS platform across both. The aim is to bring additional value to the retailer whilst keeping the in store experience familiar for both the store staff and their customers. 

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Day in the Life...

Matt Bradley



We find out what it's like to have a day in the life of Matt Bradley, Event Director at RBTE.

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“ Our conference theatres were jam packed at RBTE in March so we need to increase the capacity in our theatres. We had a fantastic speaker line up, and have plans in place for an even bigger and better programme for RBTE 2015 ”

No two days are ever the same for me – to say my role is varied is an understatement. This morning started early, with a conference call with one of our exhibitors based in Mumbai. We have clients from around the globe, so we work across a number of time zones. In addition to our international exhibitors we also work with partners and associates, so my day often ends catching up with our colleagues in the US.


The call was followed by a debrief with the sales team where we discussed current prospects and ideas for campaigns and check that we're meeting our targets. We've just closed our rebook period (which has been record breaking) which is an allocated time that provides our existing exhibitors with the opportunity to rebook the same position for RBTE 2015. Now this is closed we're ploughing through all the potential new exhibitors who are looking to book a stand.

As we're moving to Olympia's Grand Hall for our 2015 event, which will also incorporate the launch of our new show 'Retail Design Expo', I visited the new venue to assess the space and discuss where our feature areas will be situated. Our conference theatres were jam packed at RBTE in March so we need to increase the capacity in our theatres. We had a fantastic speaker line up, and have plans in place for an even bigger and better programme for RBTE 2015. Our new look Innovation Theatre which we ran in

association with Eccomplished was another show highlight. Each session was over-subscribed, and the introduction to the Innovation programme from Nick Wheeler, owner of Charles Tyrwhitt set the scene for an amazing two days of innovation, which was reflected across the show.

I headed back to the office and caught up on a few more calls, then I was straight back out for my lunch time work out session at the gym to keep in shape for my anticipated call up for Crystal Palace!

When I got back to the office I caught up with the editor of our online magazine, Essential Retail. We hold a weekly editorial meeting and it's a great opportunity to discuss what's happening in the market and keep abreast of the trends and hot topics. I then headed out again, this time to meet up with a potential client - as well as RBTE and Essential Retail we have a portfolio of events and services and this enables us to offer very targeted end to end marketing campaigns which go way beyond an exhibition stand.

Back in the office I prepared for the following days board meeting and also for an interview with a candidate for a newly created role at RBTE. We're growing rapidly and it's an exciting time for us. 

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Transform your website into a mobile POS

PMC Showcase Store Enabler in Casio Covent Garden Store.

An event at the Casio store in Covent Garden saw over thirty leading retailers attending. PMC and partners Casio, Epson and YESpay hosted this joint event to showcase PMC's Store Enabler, a unique application allowing retailers to transform their website into a mobile POS. They are able to scan products, print receipts as well as take secure payments. CEO of PMC, Paul Mason, commented "We wanted to give retailers the opportunity to see the benefits Store Enabler can drive in a real life store environment. We had a fantastic take up of invitations to the event, proving that retailers are searching for the right solution to their in-store mobile challenges." General Sales Manager Andrew Reason from Casio said "Casio experiences the same challenges as many other retailers; our stores can only hold a limited subset of our entire range. Store Enabler allows us to complete the consultative sales process successfully at the point of decision even if the chosen item isn't at the store with a customer present card transaction. This gives us true range

"We wanted to give retailers the opportunity to see the benefits Store Enabler can drive in a real life store environment. We had a fantastic take up of invitations to the event, proving that retailers are searching for the right solution to their in-store mobile challenges."

Paul Mason, CEO of PMC

extension and a higher level of customer satisfaction. Most of the other retailers who attended the event at the flagship Covent Garden store confirmed that they were experiencing the same or similar challenges to Casio, and a number of them expressed interest in considering Store Enabler for their stores in the near future." Paul Mason concluded "It was great to talk to so many retailers about how Store Enabler could be used in their stores to deliver a better customer experience and drive higher sales. The hugely positive reaction we received to Store Enabler validated our innovative approach to using existing systems to rapidly deploy a mobile solution that really delivers an all important ROI." 

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Enhancing the customer experience



“This is a bright new retail concept for the brand that aims to give today’s perfume shoppers the experience they are looking for when buying branded products. Strengthening our retail presence from every aspect.”

Jo Walker Managing Director of The Perfume Shop

The Perfume Shop launches next-generation retail concept at Westfield Stratford City.

Westfield Shopping Centre in Stratford London is where The Perfume Shop decided to open its new flagship store, all designed by arken P-O-P international. They focused on the experience of buying perfume with an ‘open sell’ approach giving a clean and personalised shopping experience. Customers now have open access to product testers and don’t have to ask a member of staff for test sprays. There is a new Perfume Expertise area so that customers can enjoy a personalised digital consultation, enabling them to find their perfect perfume.

Managing Director Jo Walker of The Perfume Shop commented “This is a bright new retail concept for the brand that aims to give today’s perfume shoppers the experience they are looking for when buying branded products. Strengthening

our retail presence from every aspect, it gives us a fantastic opportunity to show the best of The Perfume Shop and our extensive product range in a way that includes shoppers in the concept, letting them become more a part of the experience. Our newly imagined store concept creates a shopping experience that is more approachable in terms of its layout and youthful in design and colourways, with a heavy use of white giving it a fresh clean look while our other on-brand colour, red, is used to accent the tester sections, making them easy to identify instore.”

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Valentino posing with models. Rome, July 1967
Courtesy of The Art Archive / Mondadori
Portfolio / Marisa Rastellini


Passion for Fashion

The Glamour of Italian fashion exhibition is now open at the V&A in London. We find out more...

The Victoria and Albert Museum's spring exhibition 'The Glamour of Italian Fashion 1945-2014' is now open to the public! It tells the story of Italian fashion and radiates glamour and beauty, displaying 120 ensembles and accessories from some of the leading fashion houses which include Dolce and Gabbana, Giorgio Armani, Gucci, Versace, Prada and Pucci.

The exhibition illustrates the elixir of Italian culture through a series of traditional manufacturing techniques with spinning, weaving, cutting and stitching, some of which have been used for hundreds of years in Italy. The clothing is displayed on proportion>london's female mannequin collection FLUID which were customised for the exhibition. One of these mannequins required alternations to wear a Pucci shirt and tights and stands by Italy's iconic Vespa, using discreet armature wire arms and fibreglass hands, to allow this specialist figure to be placed in the

desired pose, with no stress applied to the clothing.

For many other garments the FLUID mannequin needed to have re-shaped bust and hip dimensions in order for the outfit to fit precisely. 

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Keeping Control



Brand new retail venture at St Pancras International selects Eurostop e-pos system and e-rmis suite of head office management applications to automate and facilitate its stock control processes.

An estimated one million visitors travel through St Pancras International each week and around 25% are there for other reasons than to travel. St Pancras Chambers Collection have transformed the Grade I* listed Victorian St Pancras Chambers and is now a 5 star luxury hotel and apartments and Eurostop retail management solutions have a new retail venture with a range of exclusive gifts available for purchase after passport control at St Pancras International. St Pancras Chambers Collection is using Eurostop's e-pos system and e-rmis suite of head office management applications to automate and facilitate its stock control processes.

Director of St Pancras Chambers Collection, Mr Thang Vo-Ta, said "St Pancras International presents a powerful business proposition for new retail venture like ourselves seeking to capitalise on the huge footfall coming into the station premises. Having a robust retail management framework is critical to our success. We believe that Eurostop's excellent reputation in the high-end specialist retail sector, combined with proven technology that offers the latest functionality in one, simple

to use package, will support our first step into retail from day one."

Sales and Marketing Manager at Eurostop Phillip Moylan, added, "New businesses such as St Pancras Chambers Collection need all the support they can get to stand out from the crowd and flourish in today's competitive retail market. Our single, integrated retail management platform will automate and streamline their back-office processes, giving them the freedom to focus their efforts 100% on providing exceptional customer service that boosts sales and delivers a healthy bottom line." 



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“As an online fashion retailer it's crucial that we make buying goods as quick and easy as possible for our customers. Secure Trading was the obvious choice for us, and on top of providing a wide range of payment methods for shoppers, it can also support us in future international expansion.”

Web supervisor for tReds
'Dan House'

tReds

With over 30 stores in the UK, tReds the footwear and clothing company for men, women and children has expanded its online payment management by using Secure Trading a leading independent payment management company. Secure Trading provide a full range of payment management services. They have a resilient gateway to efficiently process card payments of all types with cyber security and anti-fraud measures ensuring that customers details are safeguarded at all times.

Secure Trading is PCI DSS Level 1 compliant and subsequently stores all sensitive data removing the need for tReds to have to handle customer's card details which in turn adds an additional layer of security as well as having scope to provide currency conversion solutions so are ready for tReds overseas expansion.

Web supervisor for tReds Dan House said "As an online fashion retailer it's crucial that we make buying goods as quick and easy as possible for our customers. Secure Trading was the obvious choice for us, and on top of providing a wide range of payment methods for shoppers, it can also support us in future international expansion."

Channel and Product Director Michael Lane at Secure Trading, commented "tReds has great potential for growth and it's fantastic to see the company bringing its offering online. In the modern ecommerce arena it's essential that businesses take a holistic approach to payments. It's not enough to look at payment processing in isolation - it's vital that security, compliance, optimisation and other elements are considered in tandem. Unlike many independent ecommerce platforms in the UK, tReds is ambitiously setting its sights on the global market, and we are looking forward to supporting the company every step of the way and facilitating its growth overseas." 

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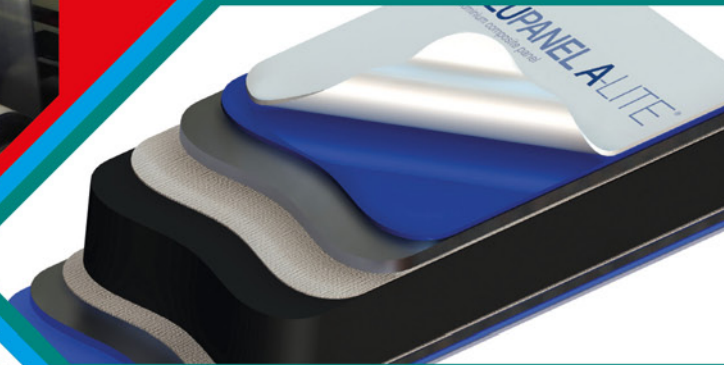
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Mad About Design worked closely with Dior to design, build and install a promotional site to promote the launch of Addict Fluid Stick on a Roadshow stopping in 3 shopping centres. The black structure was highlighted with pink neon lights and TV screens, and a central consultation area encouraged shoppers to enter the space and test the product. A photobooth was also created and offered shoppers the chance to take a snapshot of themselves to keep. The striking site was moved to three shopping centres throughout April, offering the brand a full month of visibility across the country.



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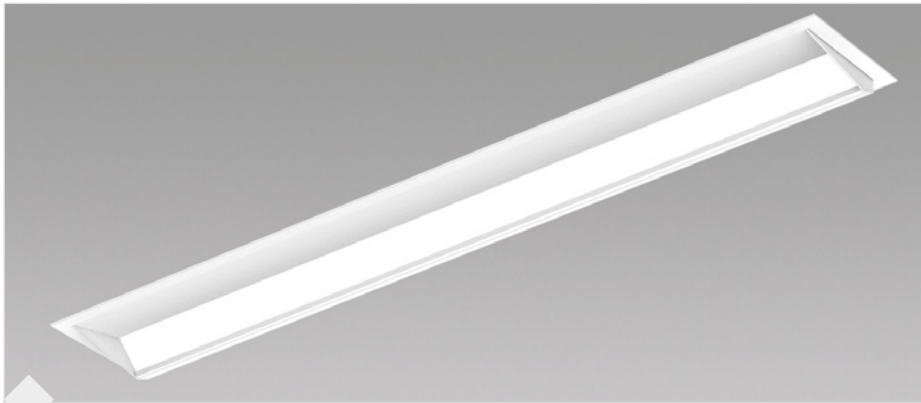
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Continuing to develop their innovative LED range, the ultra slim Wallwasher LED by Hacer combines high output, exceptional photometric performance, energy efficiency and longevity. The extruded aluminium 'drop down' asymmetric design with a recessing depth of only 31mm, delivers lighting directly into the wall and ceiling junction making it eminently suited to wall display illumination in retail applications. Designed for 15mm and 25mm T grid ceilings with complementary versions for recessed and surface applications, the Wallwasher LED hosts a choice of gear types adding to the luminaires versatility and is available in Warm White (3000K), Neutral White (4000K) and Cool White (5000K) versions.

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New from German manufacture Aslan this self-adhesive vinyl has been developed specifically for the wall decoration market. It has an easily removable/repositionable adhesive allowing it to be applied simply and removed cleanly. The film comes in a range of 25 colours and can be plotter cut into intricate designs. Apply to almost any wall surface for promotional or longer term graphics. Excellent for retail, display, hospitality, and schools - in fact anywhere where graphics need applying direct to the wall surface.



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Designed specifically for use in low bay retail and warehouse settings, the new IS LED luminaire from GE Lighting combines exceptional light quality with excellent vertical illuminance – offering a greater depth of light for a uniform appearance across shelving displays.

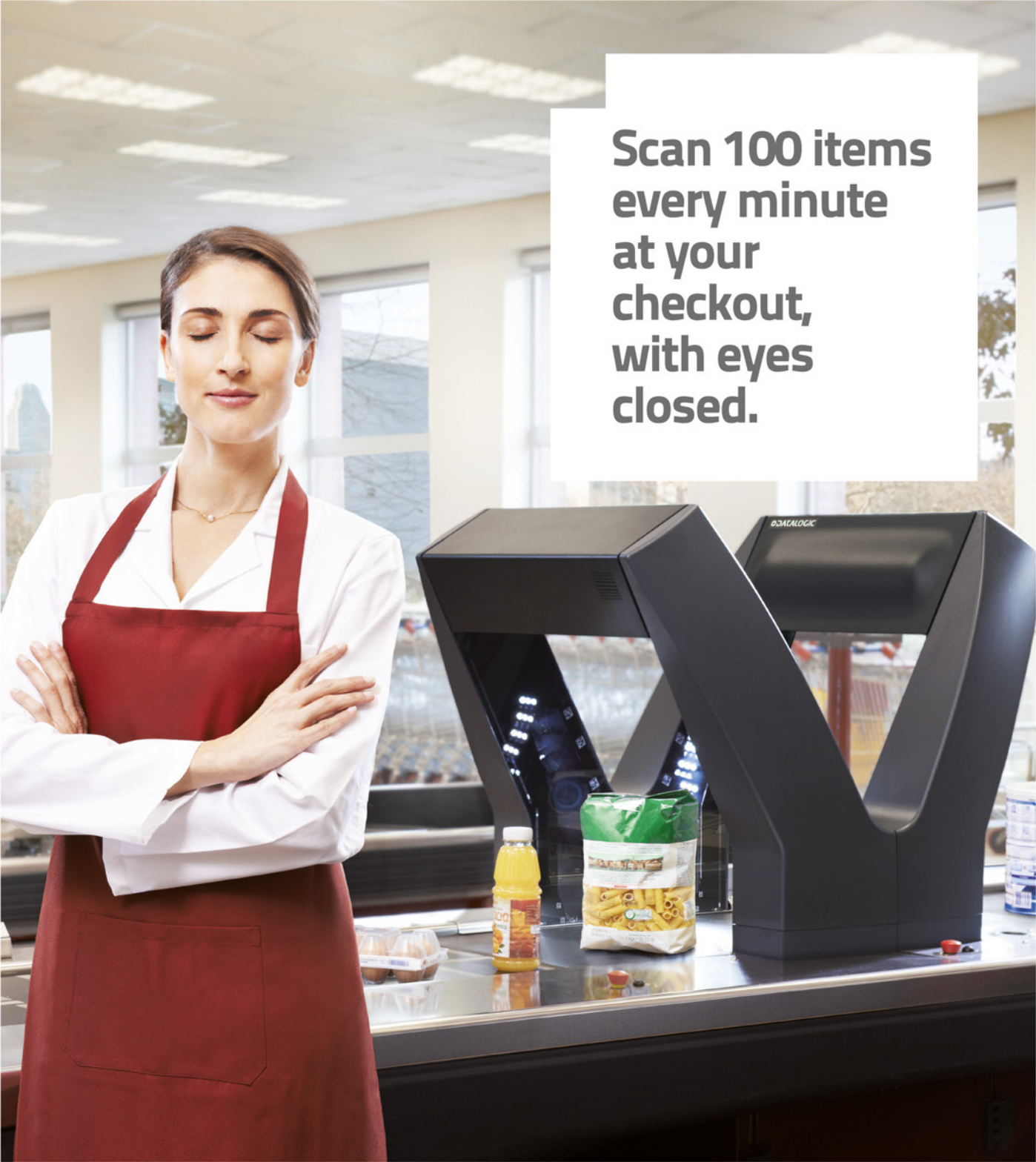
Offering an unrivalled alternative to HID or T5 high intensity fluorescent fixtures, the new IS LED luminaire offers a CRI of 80, which combined with its vertical illuminance qualities ensures low glare and no pixelation of light. Within a retail environment this means bottom shelves are more effectively lit, better highlighting all merchandise and creating a pleasant shopping experience for customers.

Mad About Design

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Acqua di Parma commissioned Mad About Design to design and build a site in Selfridges to support the launch of Blu Mediterraneo Ginopro de Sardegna and promote their summery fragrance collection. Inspired by the sights and smells of the sea along the Italian coast, the site was created to host an artist making special edition bottle lids on site. A wave of bottles was created using acrylic rods and real orange trees sat either side of a lightbox visual of a sunny seascape, to complete the charming scene.





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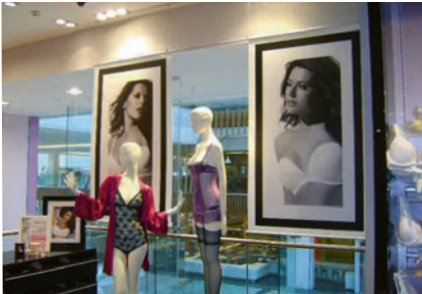
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The wide range of poster frames come in standard sizes or are made to measure. These range from slide-in hanging frames; perfect for category signage, through to waterproof exterior lockable poster cases. Their hanging systems are perfect for window displays, providing a simple solution for hanging large promotional posters. The front opening designs make it simple to change posters single handed, whilst also complimenting any interior.

arken provide a wide range of LED poster displays perfect for all areas of the store, but in particular window areas. They also supply literature dispensers for brochures etc and can create any point of sale displays you may need.

Also creating entire stores from design through to installation - The New 'Perfume Shop' at Westfield Stratford (see page 58) being one of their latest projects arken truly are a one stop shop for retail interiors and displays.

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A best seller is the Bevelled Edge Light Panel range (sometimes referred to as LED Light/poster Pockets) for displaying graphics/posters in windows & on walls. These Light Panels have always been popular with Estate Agents, Building Societies, salons and other high street retailers, which is why Mid West are constantly developing these products.

New innovations in these ranges include Bevelled Edge Light Panels with various coloured glowing edges, different bespoke shapes to suit all logos & some brand new illuminated shelving that will also display a poster.

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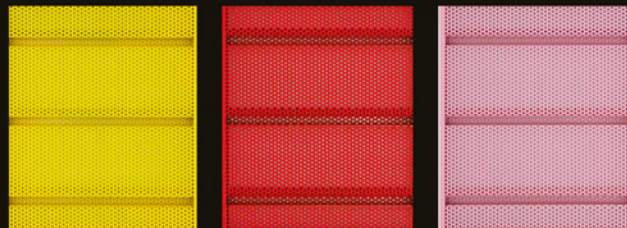
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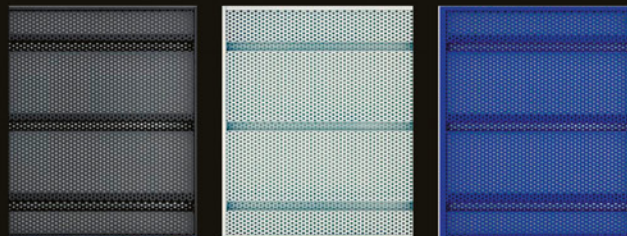
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With an increased use of safety floors in the private sector the demand for warmer and more welcoming finishes is growing. Forbo’s advances in technology see revolutionary STEP safety crystals embedded throughout the wearlayer, providing a fully slip resistant solution. The entire collection meets with the prevalent UK slip standards; wet Pendulum test >36 and >20 surface roughness, as well as EN1385 for sustainable slip resistance.

Garry Bateman Head of Technical Sales and Support at Forbo Flooring Systems comments: “The current trend is demanding a less industrialised look and so the concept for STEP has evolved to include softer and more natural inspired designs to help create warmer environments. Meanwhile the incorporation of the innovative STEP crystals refreshes the collection and ensures the designs look much brighter and fresher, yet still offering outstanding slip resistance properties suitable for the intended area.”

www.forbo-flooring.co.uk/STEP
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Improved Productivity with ONELAN's New CMS Features v1.1.5

Improving productivity for marketing departments and content designers is essential for efficient management of multichannel digital signage networks. Large retail and advertising networks require frequent and accurate content updates. ONELAN's new CMS features make this possible.

Channel and playlist complexity is simplified through use of the Conditional Play Editor. Content and media players are tagged with pre-defined meta data values. Content then plays when the conditions are met e.g meta tags match. Additionally to speed up building of long or complex playlists, playlist items can be duplicated and then the media only replaced, retaining the original items' play properties.

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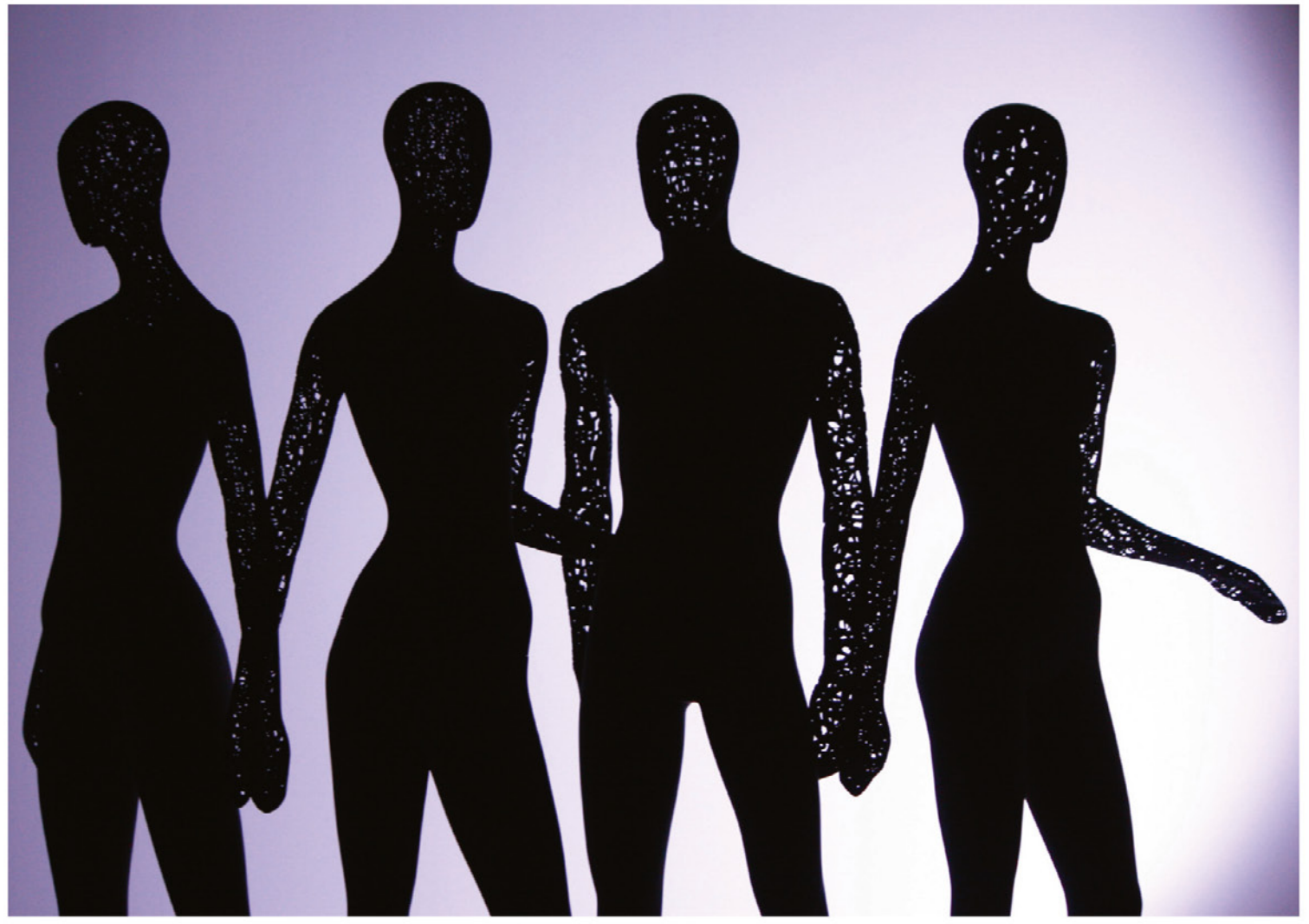
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CLASSICALLY CAMBRIDGE

This contemporary and stylish hotel right in the heart of the city of Cambridge proved to be a hit when our Features Writer, Ruth, went to stay.

Hidden down a narrow street, positioned right next to the river cam, right in the heart of Cambridge is the Varsity Hotel and Spa.

After arriving at the hotel and making use of the excellent valet parking service we were met by several friendly staff, holding doors, retrieving our luggage and checking us in, they couldn't do enough to make sure our first

The hotel has just 48 rooms each celebrating the cultural heritage of Cambridge. Our room was spacious and well designed with a stunning bathroom and floor to ceiling glass windows with a Juliet balcony.

The bathroom, complete with a freestanding roll top bath was luxurious and relaxing and the little touches such as bathrobes and slippers only added to make the hotel feel a



impressions of the hotel were good.

The hotel comprises of a lobby on the ground floor with rooms situated on the floors above and at the top a stunning roof terrace looking out over the picturesque views of Cambridge. The spa and restaurant are located in the adjacent building both with views over the river Cam.

home from home.

The restaurant is a steak house and grill and serves excellent food alongside a comprehensive cocktail list. The cocktail menu also has a very helpful cocktail map to help you choose from their extensive list.

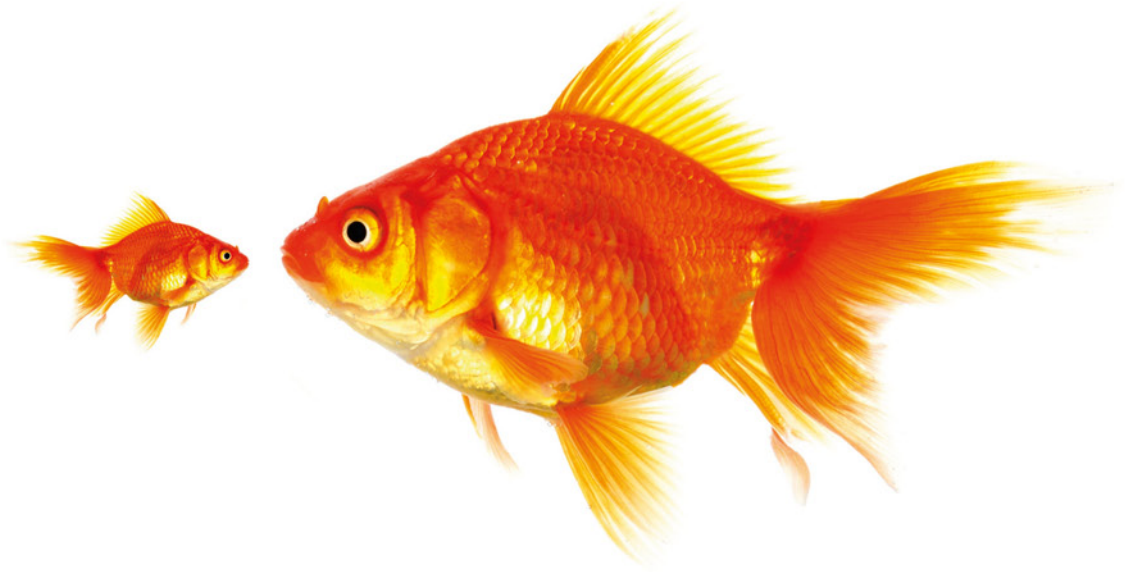
Breakfast comprised of croissants, toast, cereal and fruit although a cooked breakfast



was available at an extra charge. We decided on a hot breakfast with my partner ordering an egg and bacon muffin and myself eggs Benedict. Both were well cooked and beautifully presented and breakfast was a relaxed and enjoyable affair, with views over the river and attentive staff. You can even choose to have your breakfast served in your room if you wish.

All in all the Varsity Hotel and Spa was a delightful hotel that took pride in making sure every guest enjoyed their stay. The small touches really made it feel luxurious and the setting couldn't have been better.

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Is the cloud the future of payments?

Colin Swain, Head of Product, Innovation and Insight at Kalixa Group talks to A1 Retail about how customers are becoming omnipresent as they interact with retailers and other businesses across a growing number of channels. An omni-channel retail environment, demands an omnipresent payment system, so customers can make payments consistently and seamlessly. For payments to become omnipresent, we need to look to the cloud.

An evolution in commerce

In the last decade, the cloud has transformed how consumers shop. The industry has witnessed the emergence of trusted and reputable online marketplaces such as Amazon along with the advent of simple cloud-based services to develop websites. These, as well as the broad range of social networks and search engine tools, make it possible for anybody to set-up an 'online stall' practically overnight. Attracting customers and selling in the cloud has never been so achievable. The problem for payments, however, is that they have been playing catch-up with the cloud-based shopping experience. All too often, the payment experience has been 'retro-fitted' from the real world. Consumers have to enter their full card numbers or bank details, as well as personal information, in order to make a single purchase.

The potential of the cloud

One inevitable change will be more choice for the consumer and retailer at the point of purchase. Technology is already offering connections to hundreds of different payment options, a choice that simply didn't exist a few years ago. The proliferation of new payment mechanisms began in the e-commerce world. However, as physical stores become better connected, these new payment networks are beginning to appear in-store as well. Thanks to the cloud, it's far easier for providers of these new payment options to enter the market and quickly reach a



range of retailers in a matter of days. As a result, consumers have access to more payment options than ever before – they not only have the choice of paying with their debit and credit card but also through their mobile bill or eWallet. Another big change is that payment networks will become far smarter, more adaptable and more context-aware. This is due to the intensified competition and the increasing dominance of mobile devices and new digital media. As always, the perfect payment is secure and frictionless - the consumer shouldn't really need to think about it. Therefore, whether a consumer is paying through their mobile, tablet, TV, in-store or in their car, the payment experience is bespoke to them and the device they're using.

The future of payments lies in enabling an omni-channel experience for the omnipresent customer. From NFC technology to mobile tablets, there are a wide variety of options to be explored. With cloud-based payments, retailers can provide a simple, cost-effective solution, while customers benefit from low-friction transactions. 📱

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