THE DEPARTMENT STORE THAT NEVER SLEEPS

A TREND ADVISORY BOOK ABOUT THE FUTURE IN RETAIL EXPERIENCE FOR THE IN-STORE COMMUNICATION DEPARTMENT OF DE BIJENKORF AMSTERDAM
INTRODUCTION

This Trend Advisory book functions as the final product of the graduation project within the Fashion & Branding course at the Amsterdam Fashion Institute (AMFI). The Trend Advisory book based on innovations in retail experience will give topline advice to the department of in-store communications of the Bijenkorf Amsterdam. By creating four topics I have have harnessed the potential of digital technology to reinvent the fashion retail image and the way we experience it. Within this book examples, opportunities and applications are shown with a goal to inspire de Bijenkorf Amsterdam to transform their in-store communication level into a digital and dynamic Zeitgeist.

- Rianne Otto -
RETAIL IN A DIGITAL ERA

In February 2012 the city of Amsterdam introduced a policy for a 24 hour economy with the “Rode Loper” area as an exciting entrance to the city. The goal of the “Rode Loper” area is to create a new designed shopping and entertainment area with new creative initiatives and re-designed squares and streets. These changes in the city landscape of Amsterdam are made to attract more tourists and will give the city an international Metropolitan allure. To me this was a sign of a changing Zeitgeist where retail with a 24 hour mentality is becoming a new value of life. But how does this Zeitgeist look like and more important how will it infect de Bijenkorf Amsterdam?

Today we are living in an world where retail has been challenged by new technological influences. Technology plays a dominant role in the context and content of our lives, and it's definitely not going away, it is actually shaping and changing our values. The “online world” is giving consumers so many possibilities. They can orientate and shop easily by having no limit of time. Consumers are taking over the power of deciding when and where to shop or what to buy. Recent studies showed the future in shopping is not just online, but it's cross-channel, both online and offline. Consumers are getting more emotional and experienced driven and the need to touch and feel the garments and having the experience of a real store is becoming more important. Retailers will need to distinguish themselves from their competition, so retail experiences are therefor playing a much bigger role than ever before.

The international department stores are distinguishing themselves from other retailers by focussing more towards luxury consumption because the luxury market is the most stable market during the economic recession and has the most added value in brand experience. Today's luxury consumers go for 'new luxury': one which is more emotional driven and lifestyle-oriented. This can be extravagant and out of the norm and can be rooted in experiences and services instead of pure conspicuous consumption. Department stores are therefor changing from being mass-product based to fashion experience based with as a result more shops in shops and new creative initiatives in visual experience. But how does a retail experience look like in this changing digital Zeitgeist?

Our experience of fashion retail is changing. The online and offline world is fusing, or actually, the offline world is changing into the values we gained from the online world. In these times of instant, digitally-fueled information, a retail environment is no longer confined to the static world of the 10 till 6 opening hours, 2D communication and flat product displays. Today we are confronted with a dynamic new fashion universe, where film, performance, music, art and technology combine to create an infinitely richer retail experience with a 24 hour mentality.

De Bijenkorf Amsterdam is the flagship store of the leading Dutch department store chain. It is their aim to be the most innovative and inspiring Retail experience of the Netherlands. Therefor the retail concept is changing into a luxury fashion experience with high end fashion brands and shop in shops. In the future de Bijenkorf will be one of the main attractions within the 24 hour Metropolis Amsterdam as a leading department store. At this moment the retail experience of the Bijenkorf Amsterdam is still static. The solution to my Research question “What Would de Bijenkorf Amsterdam look like in a future Metropolis with a 24 hour mentality?” is:

A transformation into the future digital Zeitgeist with a 24 hour mentality is needed to bring the new luxury fashion concept to a higher, innovative level of experience.

This Trend Advisory book is divided in two parts. The large part is a Trend analysis based on retail experiences in a Digital Era. This part consist of four topics and will give a clear image of mood and examples of what’s the future in retail experiences in a Digital Era with a 24 hour mentality. The smaller part within this Trend book, at the end of the trend chapters, is the advise part. In this part the trends are translated to Application Examples. The total book will be an inspiration for the in-store communication department of the Bijenkorf Amsterdam to how the digital Zeitgeist with a 24 hour mentality can be applied to conceive a higher, innovative level of retail experience.
Technology in retail experience is taking over. In these times of instant, digitally-fuelled information, visual 2D and face-to-face experiences are the new digital 3D. The Digital Era has brought a parallelism to the digital and the analog world of fashion. Instead of getting inspired online, the digital world of fashion lines, live-streamed fashion shows and digital animations are now bringing digital inspiration to the retail experience. Digital Dynamics, can serve as a substitute for signage, backgrounds or collection presentations. The purpose of using digital dynamics is to create an experience that is both engaging and inspires the customers the way they are used to see online.
FLAGSHIP STORE GINZA TOKYO

Chanel's flagship store, designed by architect Peter Marino, is part of the exciting fashion place Ginza Tower in Tokyo, Japan where all the luxury brands are situated. During the day the glass facade of the building is transparent and provides views to the interior of the building. In the night the switchable transparency of the glass transforms the facade into a giant projection screen for images and graphics.

EXHIBITION PARIS 2012

For the exhibition of the luxury brand Louis Vuitton an installation of over 50 video screens and 17 projectors is realised into the Louvre Arts Decoratif. The installation features archive material from LV's shows, publicity and marketing, as well as a four cabinet montage of Marc Jacobs influences. The digital influenced exhibition shows a dynamic and modern way of telling an authentic brand story.

DEPARTMENT STORE MILAN

Excelsior is a new luxury department store in the centre of the metropolitan city Milan. The press already called it, the department store of the future because of the digital influenced atmosphere. The interior of Excelsior consist out of balconies where digital panels are projecting in-house developed fashion films supported by tehnolronic beats. The fashion projections are also visible on the exterior of the building, day and night.

‘The digital influenced exhibition shows a dynamic and modern way of telling an authentic brand story.’
**GARETH PUGH**
**FLAGSHIP STORE HONG KONG**

In 2010 British designer Gareth Pugh opened his first store in Hong Kong. The all-black store environment does not have traditional window display, rather a large glass wall that will show through to an LED screen in the back of the shop. Pugh is hoping one day the screen might connect to a live feed camera in his studio.

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**GUCCI**
**FLAGSHIP STORE MILAN**

Gucci recently launched its Gucci Immersive Retail Experience initiative that will see digital signage systems deployed to Gucci’s flagship stores around the world over the next two years. The Real Time servers are now capable of playing and livestreaming Gucci’s fashion shows for immersive experiences throughout the store. In the future the screens will serve for interactive purposes as well.

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**PRADA**
**EXHIBITION NEW YORK 2012**

At the exhibition “Impossible Conversations” the two designers Schiaparelli and Prada of two different generations are brought together. Filmmaker Baz Luhrmann created the projected films where the two designers are having a fictional conversation with each other. They attract a lot of attention while they’re projected large and the voices used in the films follow the visitors everywhere.
Appearance is everything in the retail world. Retailers must think carefully about the message they want to convey to consumers. An unusual, interesting and attention-grabbing store is more likely to keep consumers interested and persuade them to linger in-store for longer. Design elements like colored lightning, LED signage and most important changing atmospheres will give the store a lot of visual exposure. Static environments are making room for kinetic atmospheres. In the Department Store that Never Sleeps walls will turn into interactive panels as light projections create temporary art works. As it’s a looping process, the excitement of the screen appearing and disappearing creates constant changes of atmosphere. Diffused colors and graphics, projected by light, will give an extra dimension to the products by filling the environments with a kinetic “art” performance.
EXHIBITION LONDON 2011

Work by Yayoi Kusama on show at Tate Modern London includes the installation “Infinity Mirrored Room - Filled with the Brilliance of Life”. As the name already mentions, this installation is a by mirrors reflective space filled with colored light balls to emphasize the endlessness.

LOUIS VUITTON
EXHIBITION PARIS 2012

Conceived as a tale of two men - Louis Vuitton and Marc Jacobs - the multimedia exhibition examines fascinating, vastly different periods in the fashion industry. For the Vuitton dresses in sky shades, a theme called “Blue-y Vuitton” was created by Marc Jacobs. By using light performance the room is filled with a futuristic blue sky where the robot like mannequins are presenting the dresses.

YAYOI KUSAMA
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ROCKHEIM
MUSIC CENTER TRONDHEIM

Music Center Rockheim is located in the harbour and fjord area of Trondheim, Norway in a warehouse of the 1920s. The most impressive architectural element is the large glass box on the top of the existing warehouse with LED lighting and music related graphic images. During the night when the events are taking place the LED box changes in color, and text messages with upcoming events are projected.

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Chanel’s designer Karl Lagerfeld has set his mind on conquering Japan with an exhibition and pop up store. The newest collections and icons of the brand are presented in a pop up store with the experience of an exhibition. The line between retail and exhibitions is fading since products are so exclusively presented in a space which is filled with a color suffusing light experience.

Architecture and art are merged into Prada’s latest project. The 24 hour museum by Prada and Rem Koolhaas is a large ephemeral construction, because irony and entertainment is part of its social duty. The temporary museum environment is divided into three distinct areas, each inspired by a specific type of museum space: historical, contemporary and forgotten. The main space consists of a large metal cage of grating and neon lights that will host Francesco Vezzoli’s work.

Rodarte’s AW ’10 show was titled Blue Moon. By using blacklight, the setting was like a magical castle completed with lite candles while Elvis Presley serenaded the audience with “Blue Moon.” Rodarte is showing that fashion is not just about the garments anymore but it’s about the story we want to tell by using technology to tell it.
CONSUMER SPOTLIGHTS
BY INTERACTIVE DISPLAY

The consumer role is changing for they now have the power over the retailers. The limitless online possibilities are giving the consumer the opportunity to be the “art director” of their personal image, and a lot more places to buy their personal items at any moment of the day. The Department Store that Never Sleeps will give the consumer a platform to be part of the dynamic retail experience. The interactive display allows consumers to purchase and collect their items via hand gestures. It also memorizes what has been purchased, shopping trends, product information and much more and that just the practical side of it. Since the coming of interactive displays also lots of entertainment came with it. Interactive displays can function as a creative platform to interact with your consumer. By letting them participate in a direct (visual) conversation, the consumer will get the same role as the online art director within the retail experience. They all like the fame.
Chanel
Soho New York

For the opening event of the redesigned Chanel boutique in Soho New York, the exterior was turned into an interactive wall. It was a digital interactive graffiti space where guests were invited to tag, or write messages, on a series of screens, using paint cans that interacted with the screens. Graffiti artists were also on hand to work with guests and create original artwork.

Barneys
Department Store New York

In 2011 Barneys New York was completely in style of their event “12 days of Gaga”. Limited-edition Gaga goodies and Gaga workshops filled the store. And that’s not all. Because Gaga is a social media pioneer, Barneys created an interactive window display called Constellation Gaga that features a video screen dedicated to showing holiday tweets related to Gaga. Customers and Gaga fans could tweet their wishes by using #gagastars which were presented in the window display.

Topshop
Showstudio Project London

To celebrate the launch of Topshop’s make-up range in May 2010 SHOWstudio installed a unique interactive mirror on the ground floor of Topshop’s Oxford Circus flagship, where leading fashion designers, stylists and models dispensed fashion advice to Topshoppers that appeared across the surface of this ‘magic mirror’.

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DEPARTMENT STORE PARIS

For the Spring 2012 fashion windows of department store Le Printemps, interactive windows were created by SHOWstudio. The collections of international top designers were presented here. Visitors and fans could upload images and some of these uploaded images were exhibited in SHOWstudio’s “Visions Couture” 3D interactive installation and served as multimedia backgrounds to the collection presentations.

DEPARTMENT STORE NEW YORK

In the Spring of 2012 Bloomingdales lets its customers shop sunglasses on the outside of the store. The traditional window displays are making room for interactive windows. Now, instead of merely looking at sunglasses in a window, passerbys can virtually try them on. Six windows are dedicated to different designers. The interactive screen also features a print button to take home the picture with the designer sunglasses.

DEPARTMENT STORE LONDON

Taking More Liberty’s celebrated the creativity and exuberance of the London streets with a unique interactive window situated in department store Liberty London. passerbys had to showcase their most fashionable outfit to be judged by British fashion designer Gareth Pugh. The winner was rewarded for their outstanding sense of style with £300 in Liberty vouchers.

BLOOMINGDALES
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LE PRINTEMPS
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LIBERTY LONDON
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‘Music and rhythm find their way into the secret places of the soul’

- Plato -

Music performance translates the images we can’t describe. In a world full of choices, recognition is not enough to make the difference: in order to be chosen by the consumer, retailers need to establish a strong emotional connection with their public. Music has the natural ability to create strong emotional ties. Audio Exposure will perform to all above trend topics as an extra sense experience. The music will reflect the dynamic movements of the digital influenced visual experience. Shifting, changing, morphing in one another. Sound can also be used as a surprising factor, to create curiosity. Imagine walking on a street and all of a sudden you hear music coming from a window display; it intrigues you to have a look at the visual presentation and the products which are presented there. Soundscapes are the key into joining the experience by triggering the soul of the consumer.
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Various
film image, Metropolis by Fritz Lang
video of the Velvet Underground, by Andy Warhol
music quote, by philosopher Plato