

RETAIL

Retail sector's Top 10 headlines of 2017

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Retail has faced disruption. Image credit: Neiman Marcus

By STAFF REPORTS

Retail is adapting to consumers' increasingly digital behavior through innovations and investments in elevating the shopping experience.

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Whether embracing ecommerce for the first time or doubling down on efforts to connect the online and offline channels, retailers looked to modernize their approach without losing their sense of service. Meanwhile, new store formats and uses of technology showed that luxury retail is unafraid to experiment and evolve.

Here are Luxury Daily's top 2017 headlines from the retail sector:



24 Svres takes inspiration from Le Bon Marché. Image credit: 24 Svres

LVMH's 24 Svres takes Parisian shopping global

Luxury conglomerate Mot Hennessy Louis Vuitton's multi-brand ecommerce platform launched with 21st century customer service.

Shoppers who browse 24 Svres' selection from the ecommerce store's iOS app will have access to stylists in Paris via video conference, while consumers will also have access to help via a Facebook messenger bot. Officially launched on June 6, this ecommerce destination arrived as digital luxury sales are growing faster than the overall

market ([see story](#)).



Rent the Runway and other disruptors are changing the fashion game. Image credit: Rent the Runway

Less-is-more mentality calls for new models of fashion, beauty retail

Consumers are adjusting their perspective on ownership, leading to the rise of alternatives to traditional purchasing in the fashion and beauty categories.

The convergence of consumers' thriftiness and desire for sustainability is creating new models for consumption, such as rentals and secondhand marketplaces. In a webinar from Euromonitor, titled "The New Consumerism: Impact on Beauty and Fashion Industries," two of the research firm's analysts pointed out that brands in these categories need to regroup and deliver experiences and products that consumers are willing to pay for to remain competitive ([see story](#)).



Nordstrom Local. Image credit: Nordstrom

Nordstrom's new concept store focuses entirely on services, consumer intent

U.S. retailer Nordstrom is opening a new take on the department store model by focusing more on services and less on products.

Dubbed Nordstrom Local, the store will not have a dedicated inventory of products, and instead will focus on personal services such as manicures, tailoring and personal styling. The smaller, more bespoke experience is meant to be a more exclusive version of the traditional Nordstrom shopping procedure ([see story](#)).



Marc Jacobs' popular Daisy fragrance line is produced by Coty. Image credit: Marc Jacobs

EU court rules luxury brands can block distributors from online selling

In a landmark ruling, the Court of Justice for the European Union (ECJ) has decided that luxury brands have the right to protect their image on online platforms such as Amazon and eBay.

On Dec. 6, the ECJ ruled in favor of Coty, Inc., who brought German-based distributor Parfmerie Akzente to court nearly a decade ago to prevent the retailer from selling its perfumes on Amazon. Coty, who develops the fragrances of brands such as Chlo, Marc Jacobs and Calvin Klein, felt that being sold on Amazon and similar ecommerce sites dilutes the positioning of its perfumes and the fashion houses tied to them ([see story](#)).



American shopping malls are inspiring confidence from the luxury world. Image credit: JLL

Malls spent \$8B in renovations over the last three years: JLL

Shopping malls are not usually considered centers of luxury retail, but recent research shows that mall owners are pouring money into redesigns and renovations to be more accommodating to different types of consumers and communities.

Over the last three years, malls in the United States have poured more than \$8 billion into renovations with an eye on turning the mall experience into something more upscale with options beyond the usual shopping mall fare. This research comes from real estate management and investment firm JLL in a report outlining the future of the new U.S. mall ([see story](#)).

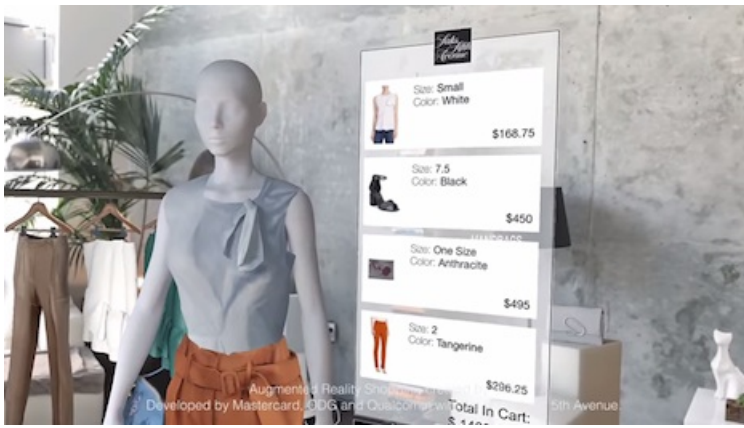


Image courtesy of Amarium; the future of luxury retail will focus on more efficient stores

Efficiency replaces expansion as luxury retail adapts to "new normal"

Despite China's continued position as the top spender for luxury goods, brands should consider scaling back their store footprint in the market, according to a new report from Boston Consulting Group.

In the changing luxury market, the retail expansion that drove 60 percent of the growth in previous years will be replaced by organic growth, which will now account for 70 percent of the market's development. With consumers slowing their purchases of hard luxury in favor of experiences, BCG advises a revamped bricks-and-mortar strategy that optimizes efficiency of square footage ([see story](#)).



Mastercard and Saks bring AR to shopping

Saks, Mastercard tie in AR to shopping for ahead-of-its-time experience

Department store chain Saks Fifth Avenue is helping to usher in a futuristic payment solution using augmented reality.

Mastercard has worked with Osterhout Design Group and Qualcomm Technologies to develop an AR payment program debuting with Saks. The solution will allow for shoppers to gain greater insight on products and recommendation but will also authorize payments through eyeball scanning ([see story](#)).



FarfetchOS promotional image. Image credit: Farfetch

Will Farfetch's Store of the Future be enough to remedy luxury retail?

Online retailer Farfetch is furthering efforts to humanize the retail experience by closing the loop between digital and in-store selling with its Store of the Future launch.

Unveiled April 12 at Farfetch's invite-only FarfetchOS conference in London, Store of the Future (SoF) is in BETA, and will link together the online and offline worlds through data touchpoints that enhance and personalize the retail experience for consumers while presenting sales associates with chances to become in-store influencers. As luxury retail is reconfigured to respond to modern consumers' shifting behavior and expectations, technology has gone from a hindrance to an empowerment tool ([see story](#)).



Neiman Marcus is looking to omnichannel to boost sales. Image credit: Neiman Marcus

Neiman Marcus invests in omnichannel to turn around sales

Despite facing a challenging retail environment, Neiman Marcus is confident in its positioning for success, particularly in the digital luxury landscape.

In an effort to turn its results around, the retailer has been focusing on growing its full-line business. Neiman Marcus is banking on a combination of omnichannel retailing and product selection to combat a softening market.

Sources close to the matter had shared that Canada's Hudson's Bay Co., owner of Saks Fifth Avenue, was in exploratory talks with Neiman Marcus Group. During a conference call on June 13, Neiman Marcus Group president and CEO Karen Katz said that the group would not be seeking a partial or full sale anymore, putting any speculation about a new owner to rest ([see story](#)).



Exterior of Nordstrom's Seattle flagship store. Image credit: Nordstrom

Nordstrom family suspends private ownership plans

Members of the Nordstrom family have put their exploration of taking the retail company private on hold for the remainder of the year.

This June, the Nordstrom family announced that they were looking into the possibility of purchasing all common stock in Nordstrom Inc., turning it into a privately owned company. While suspending its efforts in the short-term, the family is not abandoning its exploration of going public entirely ([see story](#)).

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