

RETAIL

Top 10 luxury in-store efforts of 2017

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Prada Station pop-up at the Promenade Shops, Macau Galaxy. Image credit: Galaxy Macau

By DANNY PARISI

In the era when customers can order a growing array of luxury goods online, retailers have to offer something more to keep luring consumers into bricks-and-mortar stores.

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In 2017, retailers took on that challenge with gusto, creating a number of unique in-store efforts designed to give consumers the type of experience they could not get online. As Amazon and other ecommerce platforms continue to dominate the retail conversation into 2018, these kinds of efforts will have to become even more common to keep in-store retail healthy.

Here are the top 10 in-store efforts of 2017, in alphabetical order:



Chinese actress Yang Mi modeling Michael Kors' Mercer handbag, exclusive to DFS for fall 2017. Image credit: Michael Kors

LVMH-owned travel retailer DFS is embracing Michael Kors' jet-set lifestyle through exclusive products and in-store enhancements.

This September, DFS' T Galleria locations will host an exclusive Michael Kors collection of men and women's apparel and accessories, including an edition of the Mercer handbag, which will only be found at DFS this fall. DFS

often works with brands to curate duty-free shopping experiences because of travel retail's mass appeal to consumers making their way through airport terminals ([see story](#)).



Dolce & Gabbana's colorful #DGSneakers. Image credit: Dolce & Gabbana

Italian fashion label Dolce & Gabbana is placing emphasis on its footwear category with the opening of a dedicated sneaker boutique in Milan.

Located at Via Della Spiga 1, Dolce & Gabbana's sneaker boutique will sell a collection of the brand's colorful, graffiti- and patch-adorned tennis shoes. With luxury's continuous shift toward casual dress, high-end sneakers are an ideal way for brands to leverage creativity with craftsmanship ([see story](#)).



FarfetchOS promotional image. Image credit: Farfetch

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 ([see story](#)), 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](#)).



Edelweiss is now selling at Harrods. Image courtesy of Edelweiss

British department store Harrods is bringing a modern touch to live music by retailing Edelweiss' bespoke player pianos.

Made by Cambridge-based piano company 1066, the Edelweiss instruments offer 100 different finishes, expanding on the traditional wood stains. Acoustic piano sales in the United Kingdom have dropped in the past few decades, a trend that Edelweiss intends to help turn around ([see story](#)).



Le Bon March brings the Italian family to life. Image credit: Le Bon March

LVMH-owned department store Le Bon March Rive Gauche is bringing Italy's family traditions to its Parisian flagship in a limited exhibition.

The department store will be sharing a new collection that celebrates Italy's goods with four distinct groupings. Each category of products will be based on a member of the affluent Italian family, intertwining a story line into bricks-and-mortar shopping ([see story](#)).



DreamDry's Flatiron location in New York; photo by Elizabeth Lippman, courtesy of DreamDry

Department store chain Neiman Marcus is extending its in-store offerings at select locations with the addition of blowout hair salons.

The experiential addition comes by partnership with Hudson Blvd. Group (HBG), a holding company formed in 2015 that specializes in high-end beauty services. HBG's beauty portfolio includes DreamDry, a salon concept that offers on-the-go women convenient and personalized hair services as well as Spruce & Bond, a brow and hair removal studio, and Pucker, a cosmetic and eyelash extension provider ([see story](#)).



Prada Station pop-up at the Promenade Shops, Macau Galaxy. Image credit: Galaxy Macau

Italian fashion house Prada is stationing itself at the Promenade Shops, Galaxy Macau for the holidays.

From Dec. 15 until Jan. 14, a Prada Station pop-up takes reference from the world of travel, retailing merchandise designed for different parts of a journey. This is the first of a series of train-themed pop-ups from Prada planned for 2018 ([see story](#)).



Selfridges launched various niche collections for its Music Matter campaigns. Image credit: Selfridges

British department store Selfridges is emphasizing the close relationship between fashion and music with a new in-store initiative that mixes retail with performance.

Young affluent consumers are drawn in through experiences while shopping rather than just quality products. Selfridges is innovating the department store experience by turning its flagship into a performance venue throughout the summer and fall ([see story](#)).



Say "I do" in Stuart Weitzman, spring 2017 Bridal collection

U.S. footwear label Stuart Weitzman is walking down the aisle to give its bridal shoes a physical point of sale.

Last year, Stuart Weitzman relaunched its bridal footwear collection ([see story](#)) and is now planning to expand the program from being online only to in-store at select boutiques. Wedding season sees brides-to-be splurge on the big day, and a pair of high-end heels are often on a nuptial to-do list ([see story](#)).



Smythson of Bond Street's promotional image for the 3rd annual London Craft Week May 3-7

British leather goods maker Smythson of Bond Street is celebrating 130 years of craftsmanship by retracing its history through products.

To celebrate its 130 years in business, Smythson is placing emphasis on the craft involved in the creation of its leather goods and stationery products, as well as how they have been used by notable historical figures. In the luxury sector, savoir-faire drives interest and often justifies pricing as consumers trust the quality of an item ([see story](#)).

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