

RETAIL

Top 10 luxury retail efforts of H1

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Galeries Lafayette's "Music Machines" was up for a month and a half. Image credit: Galeries Lafayette

By SARAH JONES

Luxury retail is increasingly becoming about more than just shopping, as stores put together multifaceted campaigns that entertain or educate.

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From music to video games, luxury department stores are finding ways to turn their in-store environments into cultural and experiential hubs. Retailers are also responding to changing consumer demands with new loyalty programs, merchandise offerings and sales floor formats.

Here are the top 10 luxury retail efforts of the first half of 2018, in alphabetical order:

**These times
require us to
have imagination
because**

CLEO WADE

Barneys looks to podcasting for modernized approach. Image credit: Barneys

Department store chain Barneys New York added entertainment to its repertoire of offerings with a new endeavor.

Barneys has taken on podcasting with a new series dedicated to a sophisticated, yet lively discussion. Fashion, culture, style and design are all topics covered in "The Barneys Podcast," which launched on May 2 ([see story](#)).



Bloomingdale's sold Nintendo-themed merchandise. Image courtesy of Bloomingdale's

Department store chain Bloomingdale's tapped into today's 90s nostalgia through a campaign that took a playful approach to fashion.

Bloomingdale's spring 2018 campaign paid homage to the video game system's iconic games including Super Mario with exclusive products, in-store activations and marketing materials. This gamified approach to retail reflects retailers' growing focus on creating experiences that extend beyond a transaction ([see story](#)).



Harrods' pop-up shop. Image credit: Harrods.

British department store Harrods embraced the secondhand fashion market to support children's charity NSPCC.

Opened on April 13, the month-long pop-up sold pre-owned designer goods to raise funds for the organization. Dubbed Fashion Re-told, this marked Harrods' first standalone charity shop ([see story](#)).



Galeries Lafayette's Music Machines campaign. Image credit: Galeries Lafayette

French department store chain Galeries Lafayette ushered in festival season with an immersive celebration of music in all forms.

Galeries Lafayette's "Music Machines" campaign spanned pop-ups, live concerts, workshops and a contest, engaging consumers through sights, sounds and experiences. Bricks-and-mortar retail is increasingly leveraging experiences that go beyond the commercial to surprise and delight shoppers ([see story](#)).



Le Bon Marché's Let's Go Logo includes an installation by OffWhite. Image courtesy of Le Bon Marché

LVMH-owned department store Le Bon Marché Rive Gauche encouraged overt visual branding in a limited-edition logo exhibition.

For "Let's Go Logo!" the Paris retailer invited 130 brands from fashion to food to rethink their unique nameplate for its bricks-and-mortar store and 24sevres.com platform. While logo-heavy fashion was once considered passé, it has found new popularity thanks to streetwear influences ([see story](#)).



Retailers that focus on innovation and rethinking conventions will get ahead. Image credit: Nordstrom.

Department store chain Nordstrom joined the fight for greater size inclusion in fashion, pressuring brands to do the same.

Nordstrom is undergoing a series of initiatives to help offer wider ranges of sizes in its stores and online, even including a digital tool that provides a convenient way to find accurate sizing. New signage and marketing tools help direct shoppers to brands with larger sizes, while custom mannequins are being made for Nordstrom stores to include up to size 12 ([see story](#)).



Rinascente transformed its stores into shoppable gardens. Image credit: Rinascente.

Italian department store chain Rinascente highlighted its organic and sustainable products through a unique take on experiential shopping that integrates art installations with commerce.

Rinascente's stores in Milan and Rome were transformed into shoppable forests, with displays up from March 27

and 29, respectively. The installations within the department store floors, named The Green Life, aimed to reconnect busy shoppers with their "green side" ([see story](#)).



Saks new Beauty 2.0 department. Image credit: Saks

Department store chain Saks Fifth Avenue's flagship is undergoing a major renovation to make way for more accessories on its ground floor, but its new execution of the beauty department could be indicative of an emerging trend.

Saks' uptown New York store has undergone significant refurbishment beyond a simple faade uplift, with a makeover in fundamental methods of business. The retailer's newly opened beauty department, named Beauty 2.0, has been moved to the second floor and offers a new strategy toward cosmetics buying to compete with retailers such as Sephora and Ulta ([see story](#)).



Selfridges' Radical Luxury window displays to start its campaign. Image credit: Selfridges.

British department store chain Selfridges made it its mission to strengthen the definition of luxury in a society where almost everything can attain the coveted moniker.

Luxury brands are struggling to find themselves in today's climate, where quality goods are easily attainable and countless services and products are deemed as "luxury," even if the item is not on par with the standard, traditional definition of the characteristic. Selfridges feels the word has lost all meaning and underwent an investigation to determine what it means to be luxury today ([see story](#)).

Radical Luxury included a multi-sensory exhibit ([see story](#)) and a short film screened in movie theaters ([see story](#)).



Spring is looking to entice millennials with cash back. Image courtesy of Spring

Ecommerce platform Spring appealed to the millennial shopper through a program that gives customers cash back in lieu of points or promotions.

SpringBack is positioned as an alternative to the traditional loyalty program, as it rewards customers for every dollar spent with Spring with cash back rather than store credit or other brand-specific perks. Retail has typically looked to periodic sales to drive business from value-conscious consumers, but Spring is aiming to win with consistency ([see story](#)).

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