

RETAIL

## Retail Store Tours spotlights innovative stores in Shanghai

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*An Armani outpost. Image courtesy of Retail Store Tours*

By STAFF REPORTS

Consumers in Motion Group is bringing its Retail Store Tours to Shanghai to showcase the sustained strength of bricks-and-mortar retail in China.

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While the luxury ecommerce market in China is significant, more than 80 percent of total retail sales are completed at physical stores. During the full day Retail Store Tours experience, attendees will visit both mass-market and luxury stores that are experimenting with innovative strategies.

"In reviewing the retail innovation around the world, Shanghai and China stand out in forward-thinking business models and with the retail formats winning in retail today," said Dan Hodges, CEO of Consumers in Motion Group, in a statement.

### Shanghai shopping

The Shanghai edition of Retail Store Tours, launching on Aug. 23, begins with a guided tour of the Starbucks Roastery, led by the architects who designed the store.

Also included on the tour is the first female-only themed shopping center, Shui On Xintiandi. Other stops include Armani and Burberry boutiques, as well as experimental stores on Huaihai Middle Road.



*The Shanghai skyline. Image courtesy of Retail Store Tours*

According to Retail Store Tours, these bricks-and-mortar locations are strong examples of minimalist design, engaging in-store technology and empathetic customer service.

Since last year, Consumers in Motion's Retail Store Tours has taken small groups on curated tours of New York shops, allowing them to gain a firsthand perspective on best practices.

The tour begins with a presentation that will cover the themes of "See, Feel, Think, Act and Touch." This will be followed with tours of eight to 10 stores that were picked as prime examples of these tactics, including some from the fashion, beauty and luxury categories ([see story](#)).

Retail Store Tours has since expanded to other cities, but Shanghai is the company's first experience in mainland China.