

RETAIL

Retail Store Tours debuts experiential excursions to luxury stores in New York, London and Paris

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London's Harrods is one of the most-visited department stores in the world. Image credit: Shutterstock

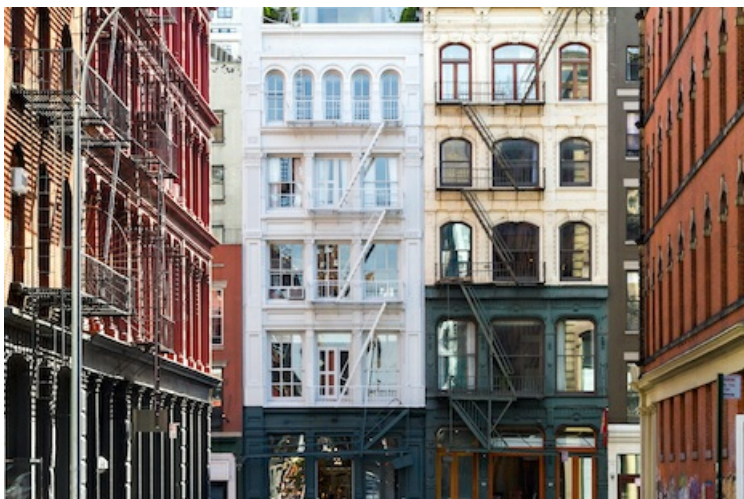
By LUXURY DAILY NEWS SERVICE

Retail Store Tours will launch a study tour across New York, London and Paris to visit retailers who have been selected primarily for their innovation.

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The curated 2020 World Luxury Retail Study Tour, as it is called, takes place June 4-10 with guides and speakers offering insights and observations. The target is executives looking to gauge the luxury retail experience with help from experts and access to the visited retailer's key talent.

"We are targeting senior luxury executives, retail executive innovators, architects and investment bankers," said Dan Hodges, founder/CEO of **Retail Store Tours**, New York.



New York's SoHo district is a mix of hip, high street and luxury stores, attracting a noticeably younger shopping crowd. Image credit: Shutterstock

Talk shop

In New York, the tour takes registrants to the SoHo district downtown Gucci and stores whose brands are part of LVMH.

In Paris the tour goes to Galeries Lafayette and LVMH-owned brands' stores, while stops in London comprise Harrods, Selfridges and Stella McCartney.

The stores were curated for the human touch, employee training, use of technology to enhance the customer journey, store design, brand story, unique value proposition and the ability to change.

Each tour will have a capacity for 15 executives only.



Galeries Lafayette in Paris is an opulent luxury emporium. Image credit: Shutterstock

AN EFFORT is underway to secure a sponsor to underwrite the entire tour.

"Tour speakers will share their strategies, insights and learnings into the latest themes impacting retail, such as building team culture, leveraging technology to understand and engage customers, delivering exceptional customer service, and the latest trends in store design and visual merchandising," Mr. Hodges said.