

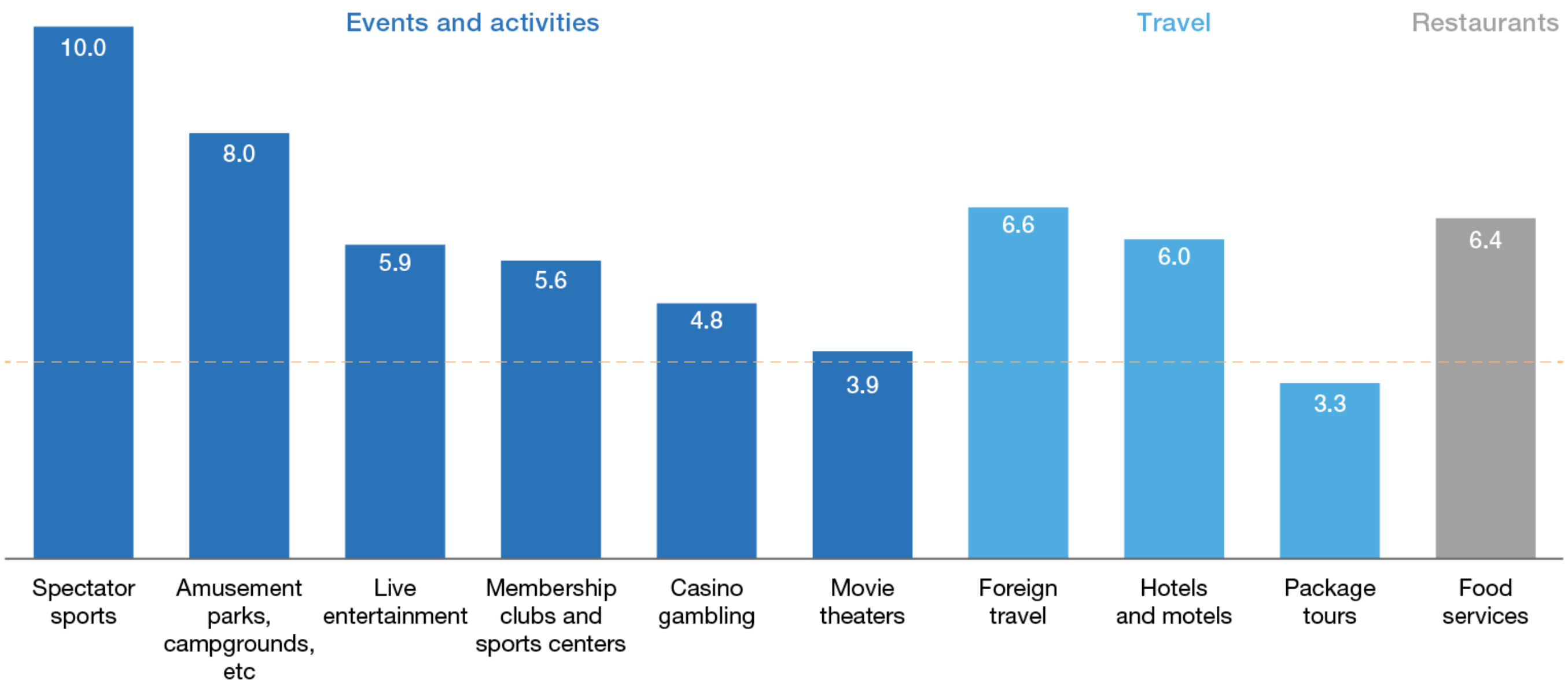
The Future of Retail

Transactional to Experiential

Consumer spending on experiences is growing faster than overall expenditures.

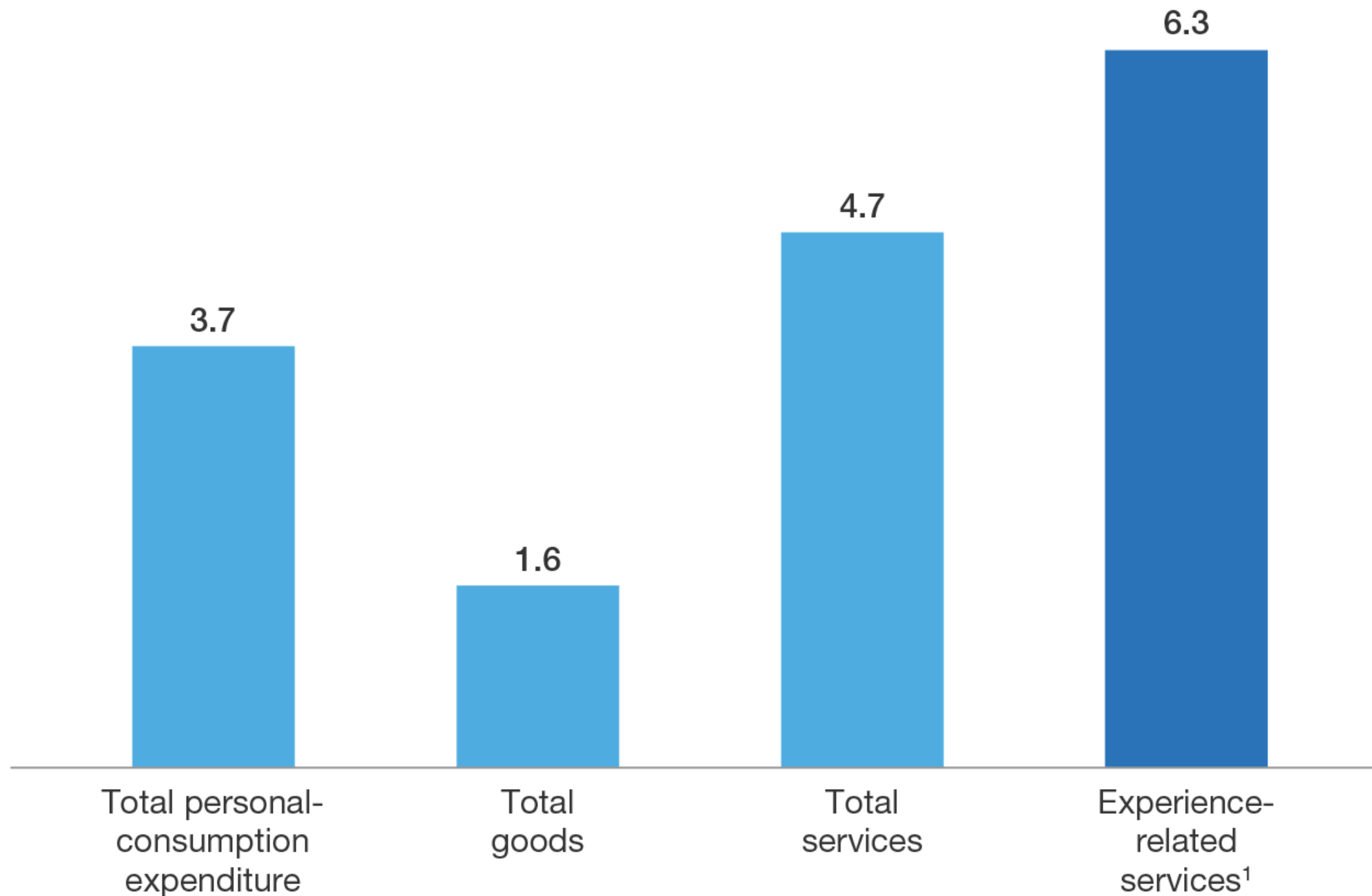
Average annual personal-consumption-expenditure growth, 2014–16, %

--- Average annual growth in overall personal-consumption expenditure: 3.7



Consumers are shifting their expenditures from goods to experiences.

Average annual personal-consumption-expenditure growth, 2014–16, %



¹Experiences include the following Bureau of Economic Analysis service categories: membership clubs, sports centers, parks, theaters, events, museums, casino gambling, food service, accommodations, air travel, package tours, and foreign travel by US residents.

**What Does This Mean
For Retail/Spaces?**





“Today at Apple’ is one of the ways we’re evolving our experience to better serve local customers and entrepreneurs. We’re creating a modern-day town square, where everyone is welcome in a space where the best of Apple comes together to connect with one another, discover a new passion, or take their skill to the next level. We think it will be a fun and enlightening experience for everyone who joins.”

Angela Ahrendts, Apple Retail Chief



Then And Now

Then	Now
Occasion Programminng	Trend Programming
Planned Out	Reactive
Annual Planning	Monthly Planngg
Product-led	Narrative-led

011 THE RIGHT TO LIVE HOW ONE ORGANISATION IS CHANGING THE LIVES OF THE POOR 018 A GREEN AFFAIR FLEX YOUR TREASURE-HUNTING MUSCLES IN THE CITY, ON FOOT AND BY BUS 032 KOP! ON A QUICK CRASH COURSE ON LOCAL COFFEE 036 STAR-CROSSED LOWERS REDUX LIDA DAN DARIA, DATUK USMAN AWANG'S MASTERPIECE RETAKES CENTRE STAGE 047 IN THE HOUSE OF HOLLAND A BRAND NEW MULTI-LABEL BOUTIQUE FOR THOSE WHO APPRECIATE STYLE AND DESIGN HAS OPENED 070 BANGSAR GIRL THE POLITICS OF NURUL IZZAH

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ARTCADE

ALDO

proceeds like a game, don't
let all your sweat be your guide!
I want to say thank you for letting me
see inside you, for letting a
small, nervous girl know that

● 臺灣省立美術館

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In Practice

- Story and Experiences First
- Data is your friend
- Agile and Flexible
- Focus on interaction, not transaction