

Fabrizio Valente

KIKILAB

people | sustainability | innovation

PROTAGONIST

NUOVE SFIDE DEL RETAIL

Chiavi del successo e casi internazionali



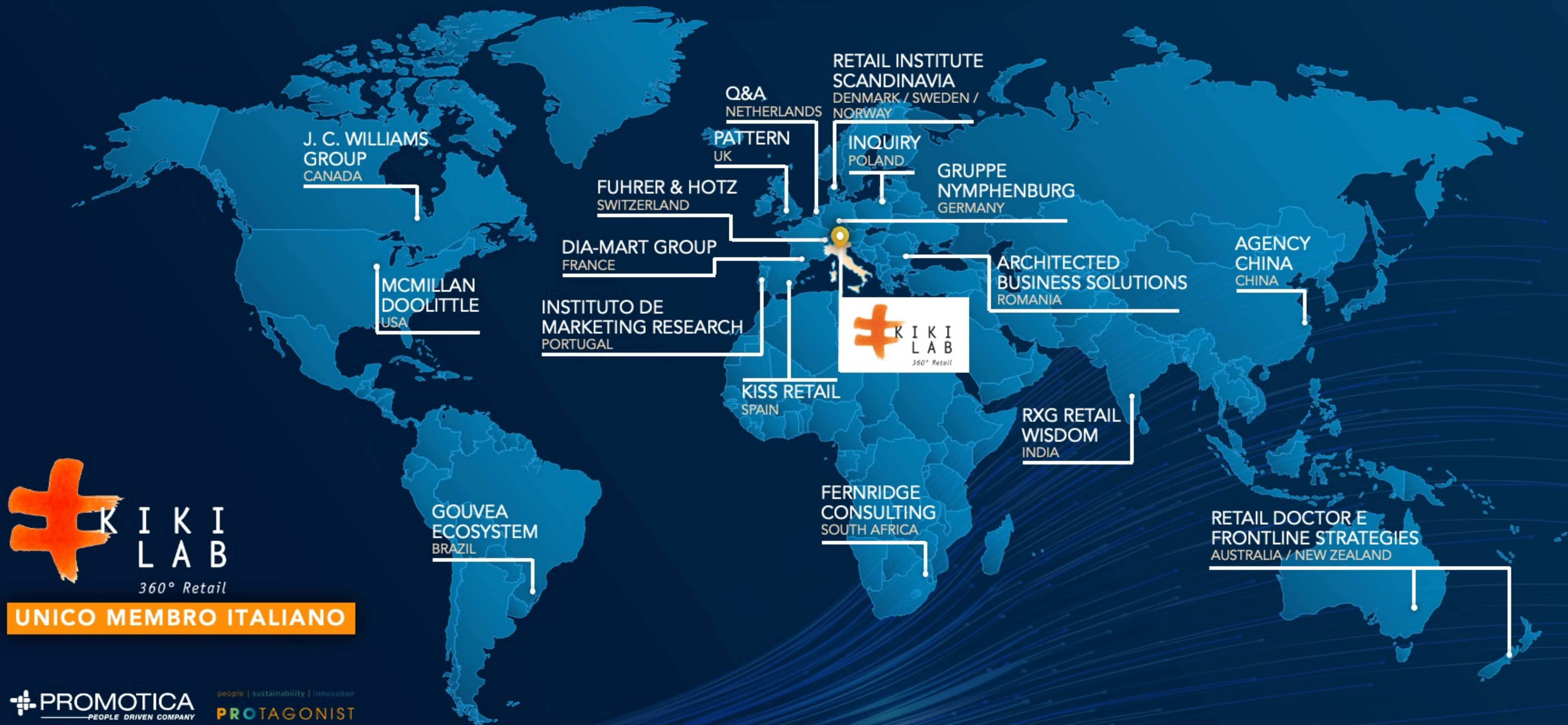
KIKI LAB: RETAIL 360°

- RetailObserve® (osservatorio)
- Consulenza
- Formazione e Benessere organizzativo
- Ricerche
- Mystery Lab – Clienti Misteriosi
- Servizi 360° e Innova Retail Tour



Ebeltoft Group

Global Brand & Retail Experts



TEMI CHIAVE

1 Disruption

2 Quick&Easy

3 Feel&Link

4 Sustain

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Il futuro del retail

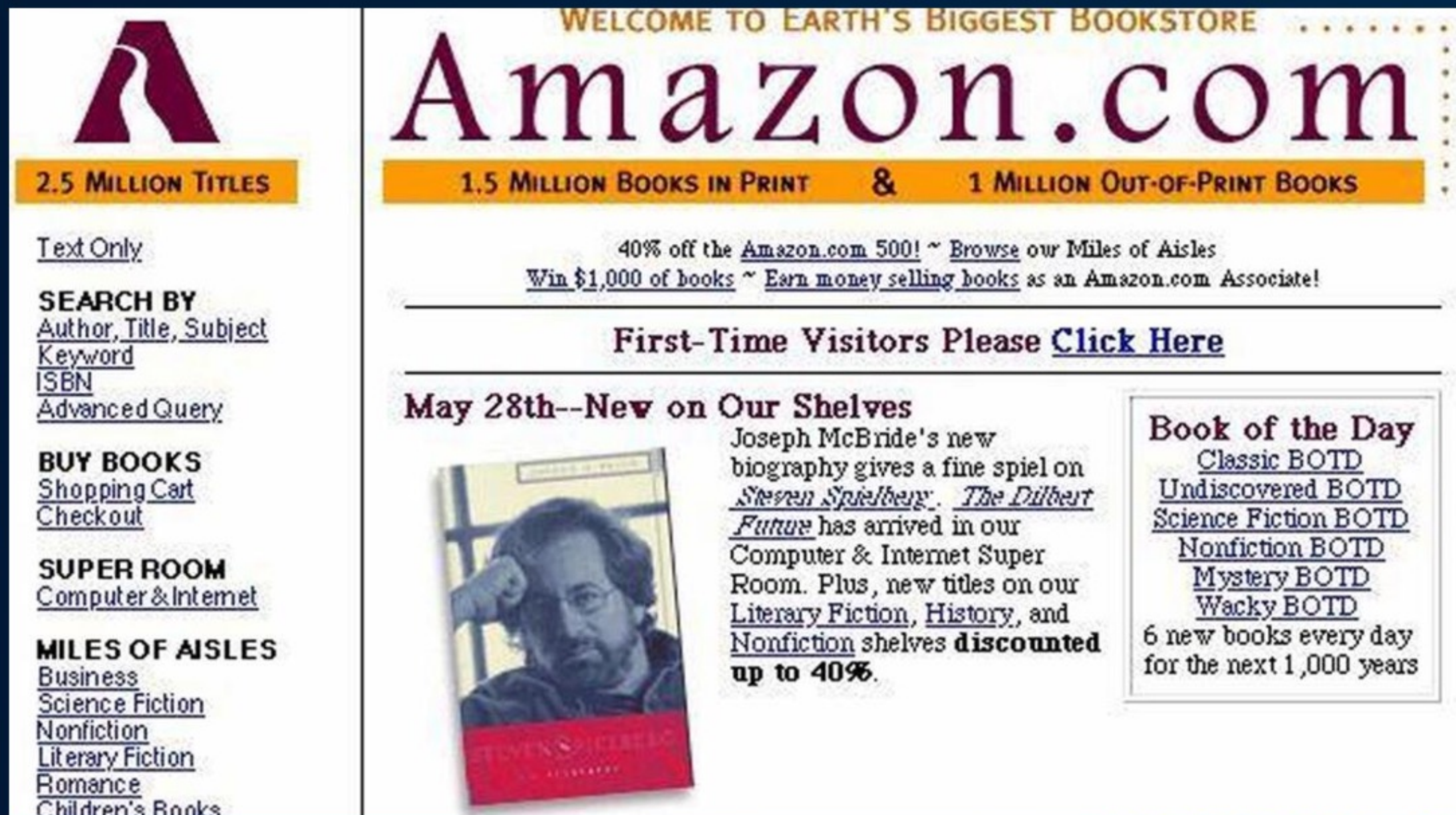
VINCE IL PHYGITAL

FISICO + DIGITALE

Disruption 1: Retail dei libri con Amazon

1994

Inizio Amazon con ecommerce libri



WELCOME TO EARTH'S BIGGEST BOOKSTORE

Amazon.com

2.5 MILLION TITLES

1.5 MILLION BOOKS IN PRINT & 1 MILLION OUT-OF-PRINT BOOKS

40% off the Amazon.com 500! ~ Browse our Miles of Aisles
Win \$1,000 of books ~ Earn money selling books as an Amazon.com Associate!

First-Time Visitors Please [Click Here](#)

May 28th--New on Our Shelves

Joseph McBride's new biography gives a fine spiel on Steven Spielberg. The Dilbert Future has arrived in our Computer & Internet Super Room. Plus, new titles on our Literary Fiction, History, and Nonfiction shelves **discounted up to 40%**.

Book of the Day
Classic BOTD
Undiscovered BOTD
Science Fiction BOTD
Nonfiction BOTD
Mystery BOTD
Wacky BOTD
6 new books every day for the next 1,000 years

Text Only
SEARCH BY
Author, Title, Subject
Keyword
ISBN
Advanced Query

BUY BOOKS
Shopping Cart
Checkout

SUPER ROOM
Computer & Internet

MILES OF AISLES
Business
Science Fiction
Nonfiction
Literary Fiction
Romance
Children's Books

2015

Prima apertura libreria



Disruption 2: Retail dei libri con Indigo

1997

Apertura prima libreria



1998

servizio 'consigliati da Heather'
soddisfatti o rimborsati

*10 libri consigliati dalla fondatrice,
grande appassionata lettrice*



Heather's Picks

Books chosen & loved by our CEO

We guarantee you'll enjoy these recommendations,
or you'll receive an exchange or refund.

“

HEATHER'S PICK

“If you enjoyed *The Nightingale* by Kristin Hannah or *The Alice Network* by Kate Quinn – you will love *The Lost Book of Bonn*. Set in Germany between 1935 and 1946, this deftly woven novel is at once a history lesson, an homage to the power of words, a reminder of sweetness of first love, and implicitly a call for all of us to stand strong in the face of that which is truly wrong. This is a story so worth the reading. It will engage you while reading and leave your thinking.”



Evoluzioni

Indigo

Soddisfatti o rimborsati: esteso a quasi 1.000 libri

Indigo Search

Books Home Beauty & Wellness Clothing & Accessories Hobbies & Games Stationery Gifts Sale

Book Collections / Heather's Picks

Heather's Picks

Heather's Business Picks

Heather's Fiction Picks

Heather's Lifestyle Picks

Heather's Literary Fiction Picks

Heather's Picks for Mom

Heather's Non-Fiction Picks

Heather's Biography Picks

Heather's Picks: French Translations

Heather's Top 25 Picks of All Time

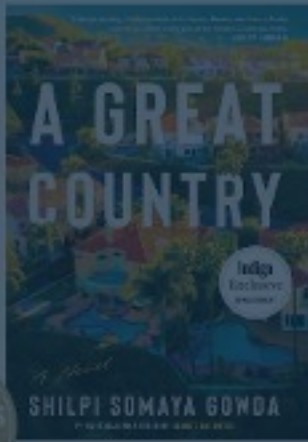
Heather's Kids' Book Picks

Available in store: ☐ Find a store

Heather's picks are guaranteed reads. Love them or get your money back*.
1,093 items

Sort By: Best Matches

**> 170
NEGOZI**

 Amor Towles Table for Two: Fictions Hardcover \$42.00 \$30.00 4 formats available Up to 30% off Indigo Bestsellers	 Brianna Labuskes The Lost Book of Bonn: A Novel Paperback \$23.99 \$16.79 2 formats available Up to 30% off Indigo Bestsellers	 Shilpi Somaya Gowda A Great Country (Indigo Exclusive Edition): A Novel Paperback \$26.95 \$20.21 3 formats available 25% off Shilpi Somaya Gowda's Books
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*Eligible book(s) can be returned at any time after purchase, in any condition, for a full refund with proof of purchase.

Amazon Books

**CHIUSURA
DI TUTTE
LE 68 LIBRERIE**

Nuove forme di Disruption

WINNING THE SUBURBS

Holly Springs, NC highlights



49%
Penetration rate



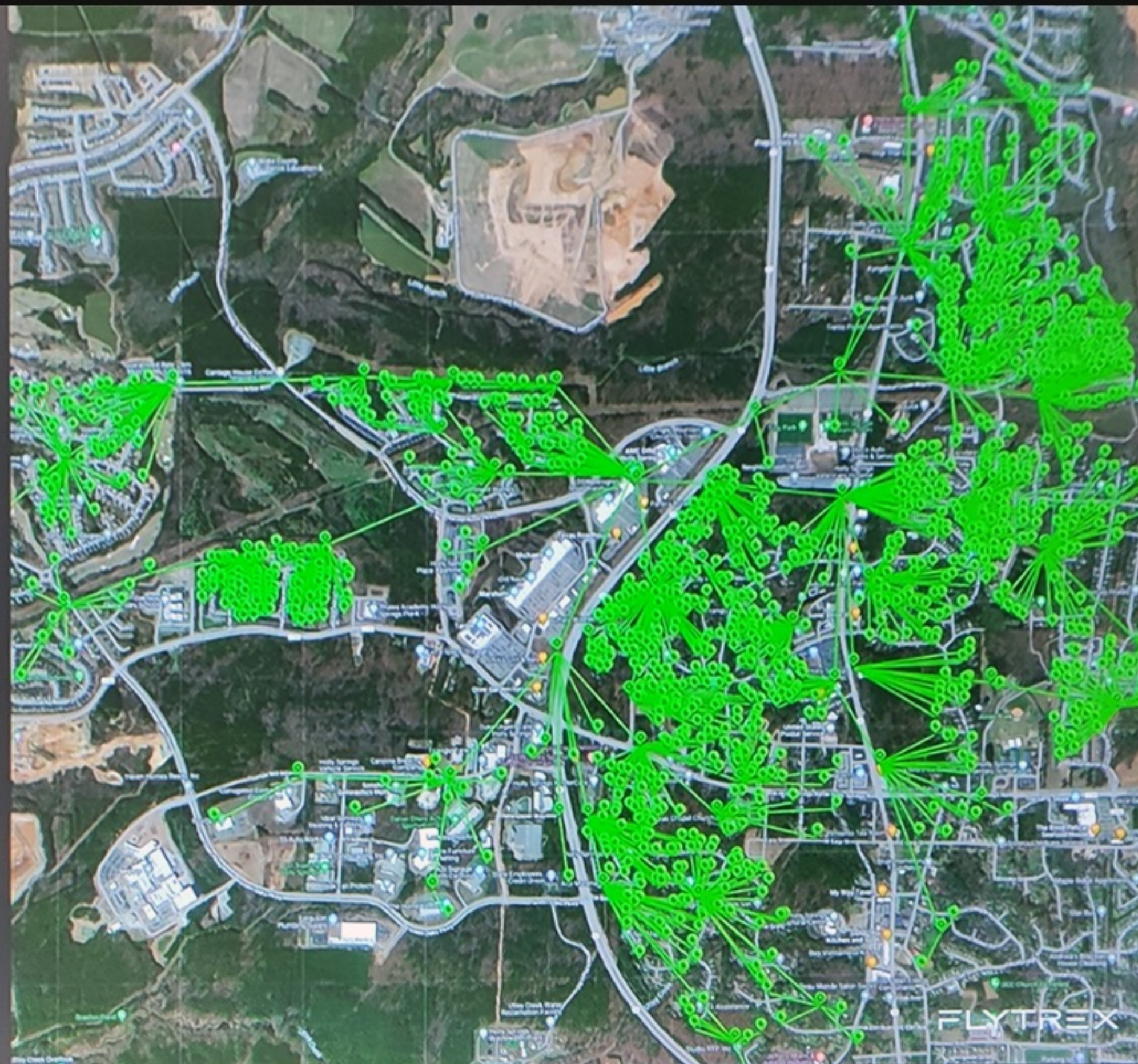
4.76/5.0
Customer feedback



75%
Returning users



Superior delivery
service



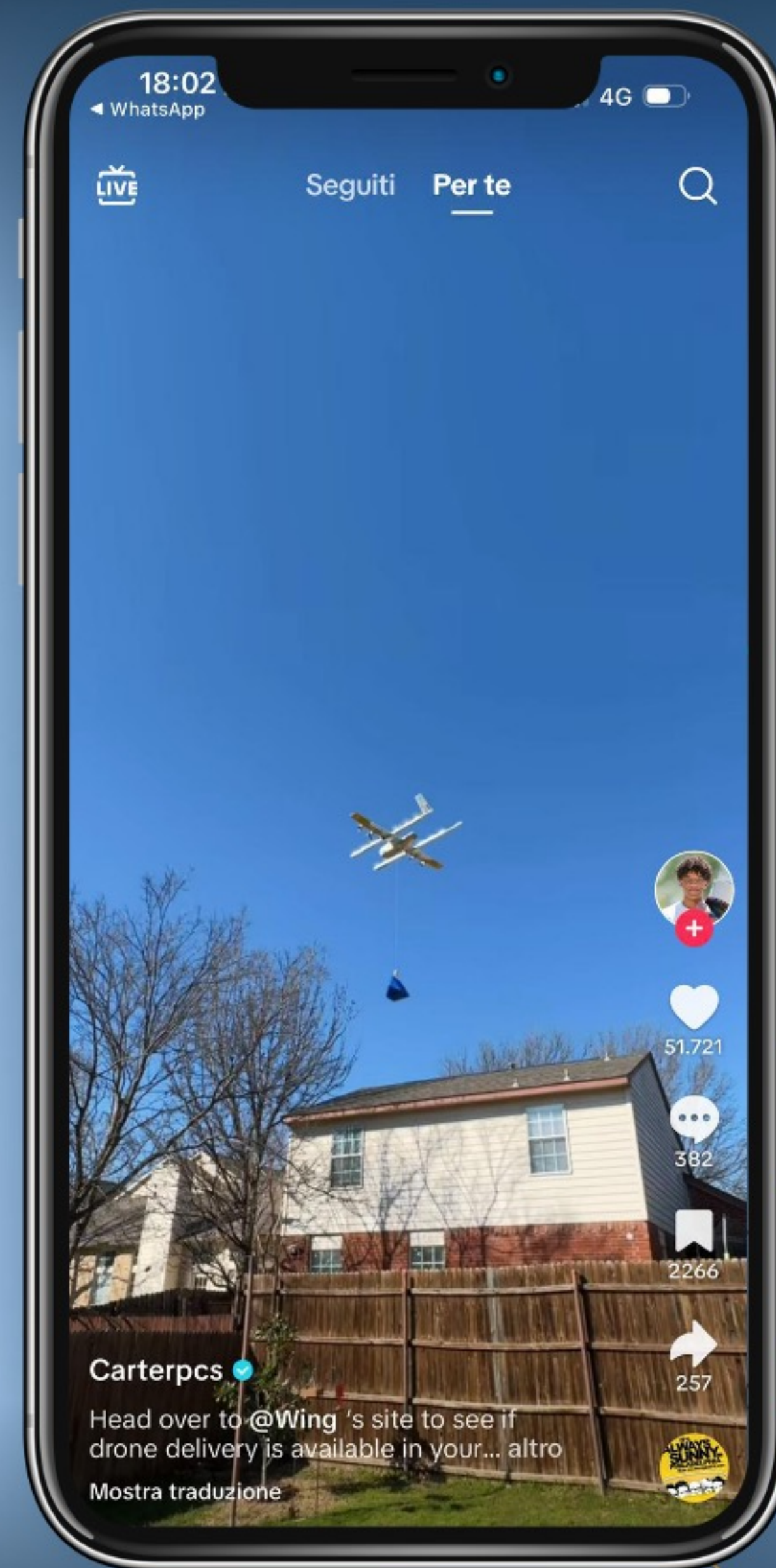
Walmart

Consegne con droni

- 7 Stati US
- 37 Hub logistici
- Costi competitivi
- Più veloce
- Più green
- Partnership MailBoxes per ottimizzare i voli di ritorno

DRONI CON Walmart

da spettacolo
a new normal



+511K
like

Macro-trend

QUICK&EASY

SOSTENIBILITÀ

FEEL&LINK



Macro-trend

QUICK & EASY

Sweetgreen | Infinite Kitchen

Chicago



Catena 'insalatone' fast-casual, dal 2007

- 2023: Infinite Kitchen, nuovo flagship automatizzato
- Ordini totalmente personalizzati
- Distribuzione accurata, efficiente e senza sprechi

Sweetgreen | Attività dei collaboratori per dettagli final

Chicago



600
insalatone
all'ora



Carrefour Hoplà

2023: Chatbot con Chat GPT4 e AI,
integrato con e-commerce

Ricette anti spreco e per diete specifiche

AI suggerisce prodotti
naturali e salutari

**Hopla**
● En apprentissage

i already have some ham, pasta and tomatoes what can i cook?

With ham, pasta, and tomatoes, you can prepare a delicious Ham and Tomato Pasta. Here are the additional ingredients you might need:

- 1 onion
- 2 cloves of garlic
- 1 tablespoon of olive oil
- 1 can of tomato sauce
- Grated cheese (optional)

You probably already have these common products: olive oil, salt, pepper.

Posez-moi une question

**Hopla**
● En apprentissage

i have guest and one of them is allergic to gluten, can you suggest a dessert please?

Absolutely, I can suggest a Gluten-Free Chocolate Mousse. Here are the ingredients you will need:

- 200g of dark chocolate
- 6 eggs
- 50g of sugar

You probably already have these common products: sugar.

Would you like me to display the recipe instructions?

Posez-moi une question

Decathlon Retail Lab

Madrid



1.750 negozi in 60 Paesi

2023: apertura Retail Lab:

- testare soluzioni e servizi innovativi da estendere a tutta la rete

Scan & Go senza app con QR code e sistema RFID

Nuovo layout con shop-in-shop

Economia circolare:

- Vendita prodotti seconda mano
- Noleggio attrezzature

Decathlon Retail Lab

Madrid

Test prodotti

per vari sport



Decathlon Retail Lab

Madrid

Comparatore scarpe



Decathlon Retail Lab

Madrid

Click&Collect in versione self-service





Macro-trend

FEEL&LINK



Ultraviolet by Paul Pairet, chef pluristellato

Shanghai

Ristorante gourmet multi-sensoriale

2012: apertura

2022: aggiornamento concept

Ambientazione teatrale dinamica:

- Scenografia musicale e visiva ad hoc per ogni portata
- Pareti rivestite da schermi altissima definizione
- Sensori per tracciamento movimento clienti per sincronizzare l'evoluzione delle immagini

Ultraviolet by Paul Pairet, chef pluristellato

Shanghai



Chefs à Mesa | Gourmet accessibile con gli 'chef a casa'

Lisbona



Specializzato gourmet stellati

2023 apertura:

- Partnership 6 chef portoghesi

Solo asporto o consegna a domicilio

Piatti pronti con ricette originali

- Freschi, sottovuoto o surgelati
- Anche brodi o basi da completare a casa

Chefs à Mesa

PROMOTICA
PEOPLE DRIVEN COMPANY

PROTAGONIST

Chefs à Mesa | Ricette Chef famosi a prezzi accessibili

Lisbona



11,50 €

2 porzioni
di lasagna



Fresh | Freschi di qualità a libero servizio

Francia

fresh.
au service du goût

2017: prima apertura

- 500 mq sup. media

1.300 referenze,
solo freschi

700 fornitori:

- 80% con certificazione 'alto valore ambientale'
- Prevalenza km.0
- Niente surgelati

Solo take-away
(niente banchi)

Fresh | Design a bancarelle
Francia

46 negozi, rifornimento 6 volte a settimana

- Frutta e verdura al centro del layout
- Costante umidificazione per garantire freschezza
- Visual merchandising per colore



Stradivarius (Inditex) | Wave Store Concept

Barcellona



850 negozi in 64 paesi

- 2023: apertura nuovo concept
- 2.000 mq su 2 piani
- Palazzo storico ex-banca: retail design valorizzante degli ambienti originali



Stradivarius Wave | Click & Collect in ex-caveau della banca

Barcellona



Stradivarius Wave | Fragrance Lab per test profumi

Barcellona



A group of diverse people are engaged in gardening activities in a community garden. In the foreground, a woman with short brown hair, wearing a light blue t-shirt and blue gloves, is smiling and looking towards a younger woman with dark hair in a braid, who is wearing a red t-shirt and blue jeans. They are both working in a wooden raised garden bed. In the background, other people are also gardening, and there is a small wooden structure, possibly a shed or a signpost. The scene is set outdoors with trees and a clear sky.

Macro-trend

SOSTENIBILITÀ



BikeFlip | Bici in abbonamento per bambini e ragazzi

Olanda

Sostenibilità sociale e impegno nella comunità

2019: lancio online (Utrecht)

2019: apertura store ad Amsterdam

5€ - 17.50€ range di fee mensile

9 misure

Acquisto bici usate con buono sconto

Sostenibilità sociale e impegno nella comunità

Biciclette a persone emarginate

Formazione per persone in difficoltà

BikeFlip | Comodità di uso
Olanda

2.000 bici usate da 750 bambini nel 2022

- Scelta bicicletta a distanza
- Consegna a casa in 48h
- Riparazioni gratuite a domicilio
- Disdetta possibile in 1 mese



Binstar | Outlet con 'super-affari' a sorpresa

USA

Adventures
in savings

5 mln tonnellate
di prodotti nuovi gettati ogni anno

2023 lancio Binstar: 'gli affari nel cestone'

Prodotti nuovi e di brand noti (anche Apple)

- Abbigliamento, tecnologie, ...
- Vecchi modelli, resi, stock invenduti
- Da catene e da e-commerce

Caccia al tesoro: esperienza da 'mercatino'

BinStar | Prezzi 'al ribasso' e social media 'al rialzo'!

USA

Prezzo unico

con ribasso
progressivo
da 19\$ sabato
a 2\$ venerdì

Welcome to
BinStar  Let Binny show you the way

Every Item is the same price — ALL DAY LONG***

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday**
\$19	\$15	\$10	\$8	\$5	\$3	\$2

** Friday Deals after 4pm \$1 *** price per bin item, while supplies last

1

Dig up great deals in our bins

Let's go on a treasure hunt!

Grab a big yellow and black bag and follow the treasure map into the bins. (You can buy the bag to carry your treasures at checkout if you'd like!)

Then, dig in - and dig up - great deals from our bins. Toss anything you don't want into the center bin.

2

Buy your treasures

At BinStar, you'll find all sorts of **returned items and overstocks from retailers and brands**, large and small.

Find your treasures, from electronics to household goods to appliances to clothing and so much more.

Need help? Ask a **BinStar team member in a yellow shirt!**

3

Save the landfills

Did you know that **nearly 10 billion pounds of high-quality returned merchandise is tossed to landfills every year?**

We scoop them up to bring you great deals - **thanks for helping us save the landfills with every purchase.**



Follow @shopbinstar 20 Stockwell Drive, Avon, Mass. • bin-star.com 

shopbinstar
Avon (Massachusetts)

Binny Brag of the week:

Einhell SDS Plus Rotary Hammer 18V 3/4 in Unit



Mi piace: 8
shopbinstar Binny 🧡 Brag!

The Binny Brag of the week 🧡 goes to this incredible @Einhell_AG 18V 3/4 in SDS Plus Rotary Hammer!

This Rotary Hammer typically retails for \$279.13, but just last week, one of our awesome treasure hunters uncovered it for no more than \$19! 🧡

shopbinstar
Avon (Massachusetts)

Retails for:

\$279¹³

Einhell SDS Plus Rotary Hammer 18V 3/4 in Unit



e: 8
nstar Binny 🧡 Brag!

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Arena Centauro Ibirapuera

San Paolo

Nuovo format di catena retail articoli sportivi

225 negozi in Brasile, dal 1981

Flagship Ibirapuera 2023

1.000 mq su 3 piani

Location parco popolare tra sportivi

Offerta di vasta gamma di attività:

- Corsi di calcio e basket, ma anche ballo, yoga,
- Eventi culturali e di intrattenimento

Studio dedicato a creazione di contenuti

Arena Centauro Ibirapuera

San Paolo



Servizio riparazione

Arena Centauro Ibirapuera

San Paolo



Brand generoso

Valorizzazione del parco
con installazione
postazioni stretching
e ristrutturazione pista
da jogging

Macro-trend

QUICK&EASY

SOSTENIBILITÀ

FEEL&LINK

KEEP IN TOUCH!



4 Luglio | Webinar
Retail Rafting con CFMT
AI e new tech nel Retail

24 Settembre | Webinar
Retail Rafting con CFMT
Food Retail

22 Ottobre | Milano
Innova Retail Award
Presentazione dei progetti finalisti e premiazione

12 Novembre | Webinar
Retail Rafting con CFMT
Sostenibilità e People

26-28 Novembre | Cannes
Mapic

people | sustainability | innovation

PROTAGONIST