

SYNERGY
people | sustainability | innovation

NEW CHALLENGES IN RETAIL

KEYS TO SUCCESS AND INTERNATIONAL CASE STUDIES





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NETHERLANDS

PATTERN
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ROMANIA

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CHINA

RXG RETAIL
WISDOM
INDIA

RETAIL DOCTOR E
RX GROUP
AUSTRALIA / NEW ZEALAND



Key Customer Expectations

FEEL&LINK

QUICK&EASY

SUSTAIN

FEEL & LINK

Emotional shopping

Multi-sensoriality

Emotional link with customers

Creation of active customer communities

Customer as store ambassadors



Nespresso | From boutique to generous café

Amsterdam



Nespresso | From boutique to ‘fluid’ and ‘sensory’ café

Amsterdam



Nespresso | From boutique to 'welcoming' café also in the sales approach

Amsterdam



El Corte Inglés | Assisted and stimulating fresh produce section

Spain



REGALA FRUTA



¿Quieres sorprender con un regalo tan sano como original? ¡Acierta con nuestras cestas de fruta! Elige entre una amplia variedad de modelos, dedica tu mensaje e indica una dirección con fecha de entrega. ¡Así de fácil!

CONSULTA A NUESTRO PERSONAL Y ESCOGE TU CESTA
ESCANEA EL CÓDIGO:



¿QUÉ NECESITAS HOY?

My Jewellery Atelier

Netherlands

2011 Ecommerce start-up by a 22-year-old girl

2015 First store

2025 30+ boutiques NL, DE, BE, FR

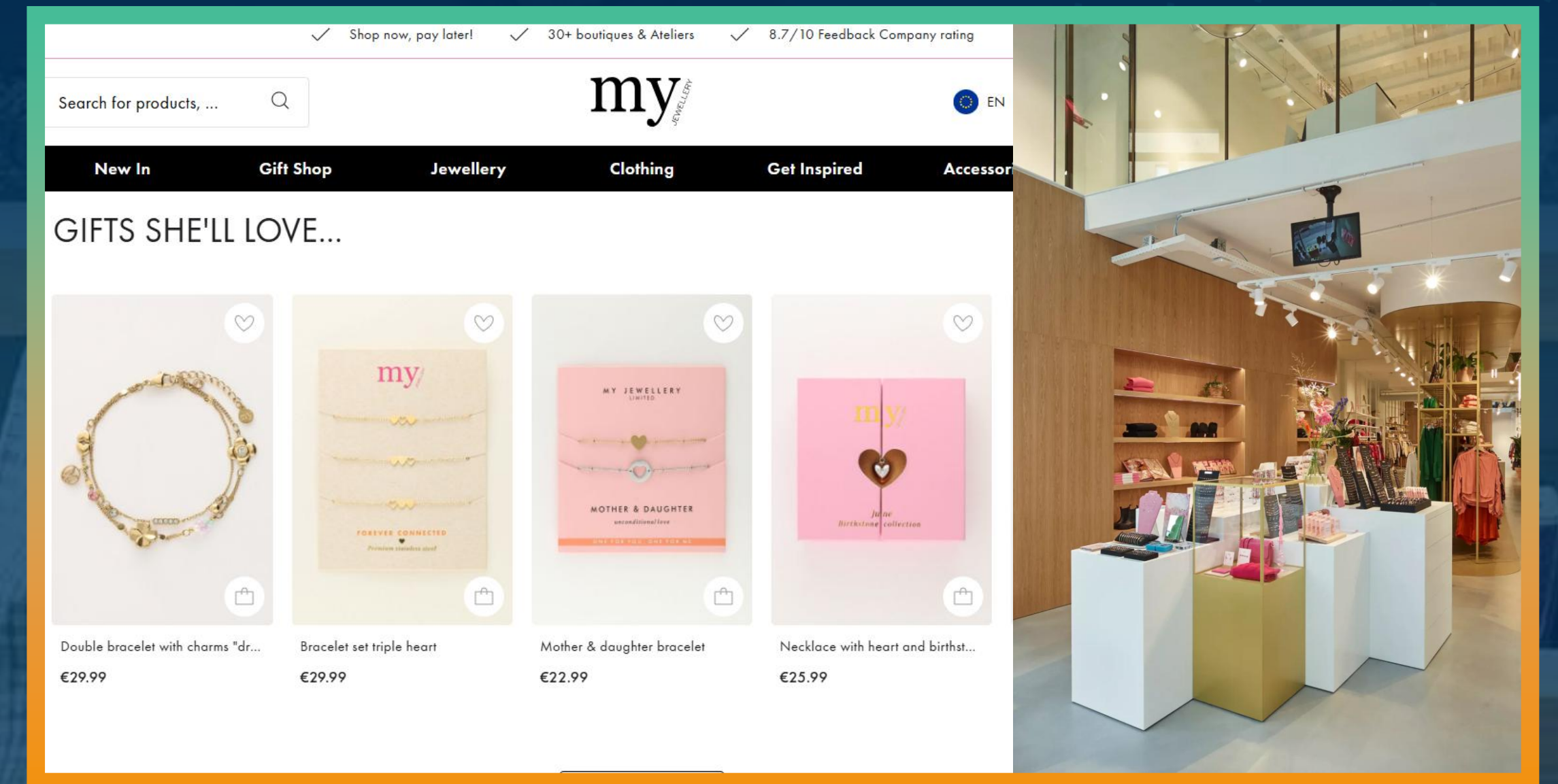
850 employees

Ecommerce with shipments to 22 EU countries

670.000 IG followers

2024 New concept opening - 110 sqm

Jewelry co-creation atelier



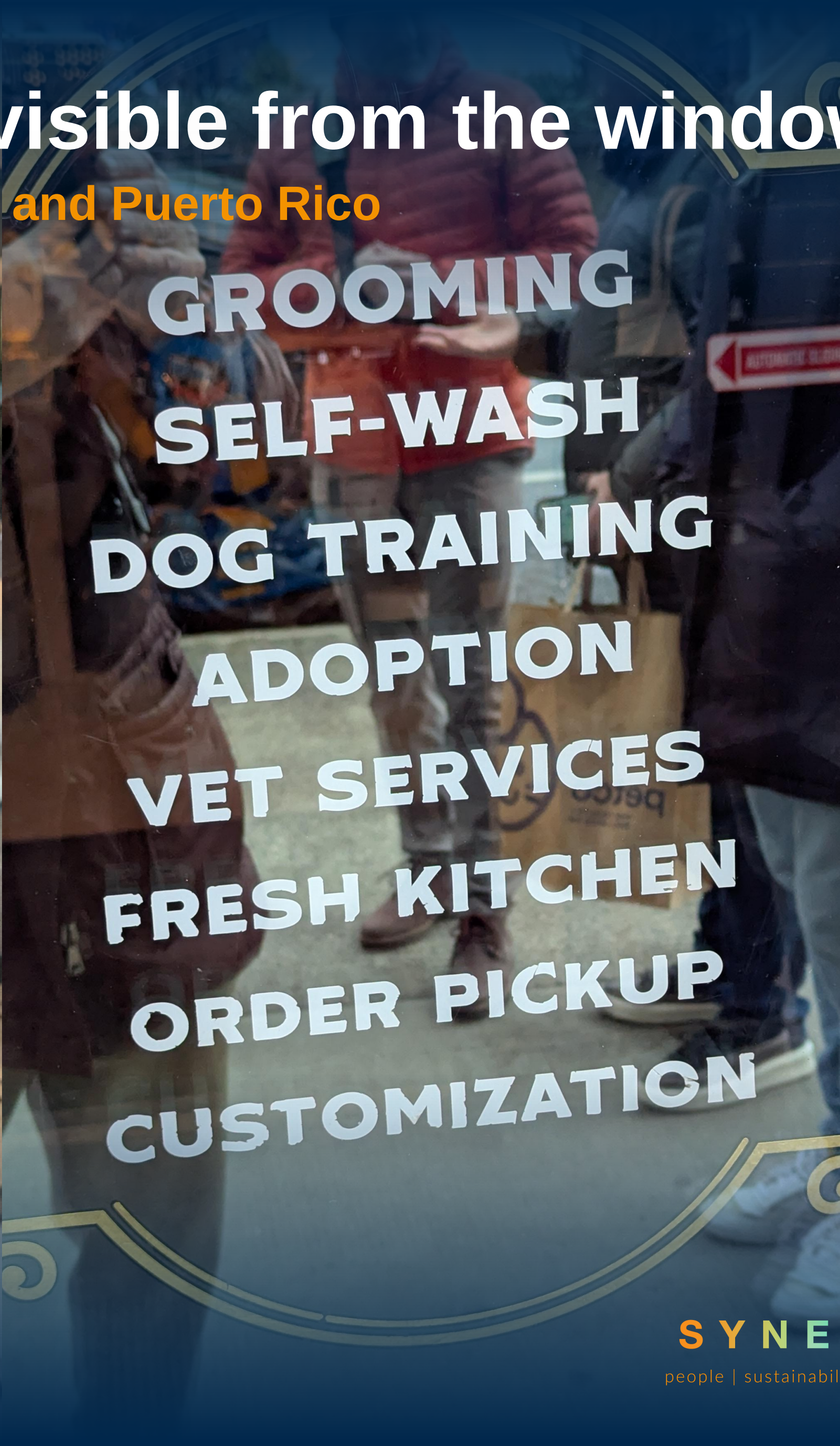
My Jewellery | Jewelry creation events and parties

Netherlands

2 ATELIER + 6 MORE OPENINGS PLANNED IN 2025

Petco | Services focus: visible from the window

New York | 1.500+ stores in USA, Mexico and Puerto Rico



GROOMING
SELF-WASH
DOG TRAINING
ADOPTION
VET SERVICES
FRESH KITCHEN
ORDER PICKUP
CUSTOMIZATION



Petco | Boutique-like look & feel

New York



Petco | Customer training and education

New York



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PROMOTICA
PEOPLE DRIVEN COMPANY

KIKI LAB
360° Retail

Petco | In-store kitchen for fresh recipes for dogs

New York



Deli Fresh

No defrosting needed. Simply take home and serve.

MONDAY		
Lamb & Brown Rice	Venison & Squash	
TUESDAY	WEDNESDAY	THURSDAY
Fish & Sweet Potato	Chicken & Rice	Turkey & Whole Wheat Macaroni
FRIDAY	SATURDAY & SUNDAY	
Beef & Russet Potato	Cook's Choice	

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Carrefour | Customization services in hypermarket

Dubai



QUICK&EASY

Increasing value of time
and convenience

Simplicity and fluid experience

Enabling smart tech



Market4U

Brazil

Self-service micro convenience shop

From 70 sqm to 2 sqm

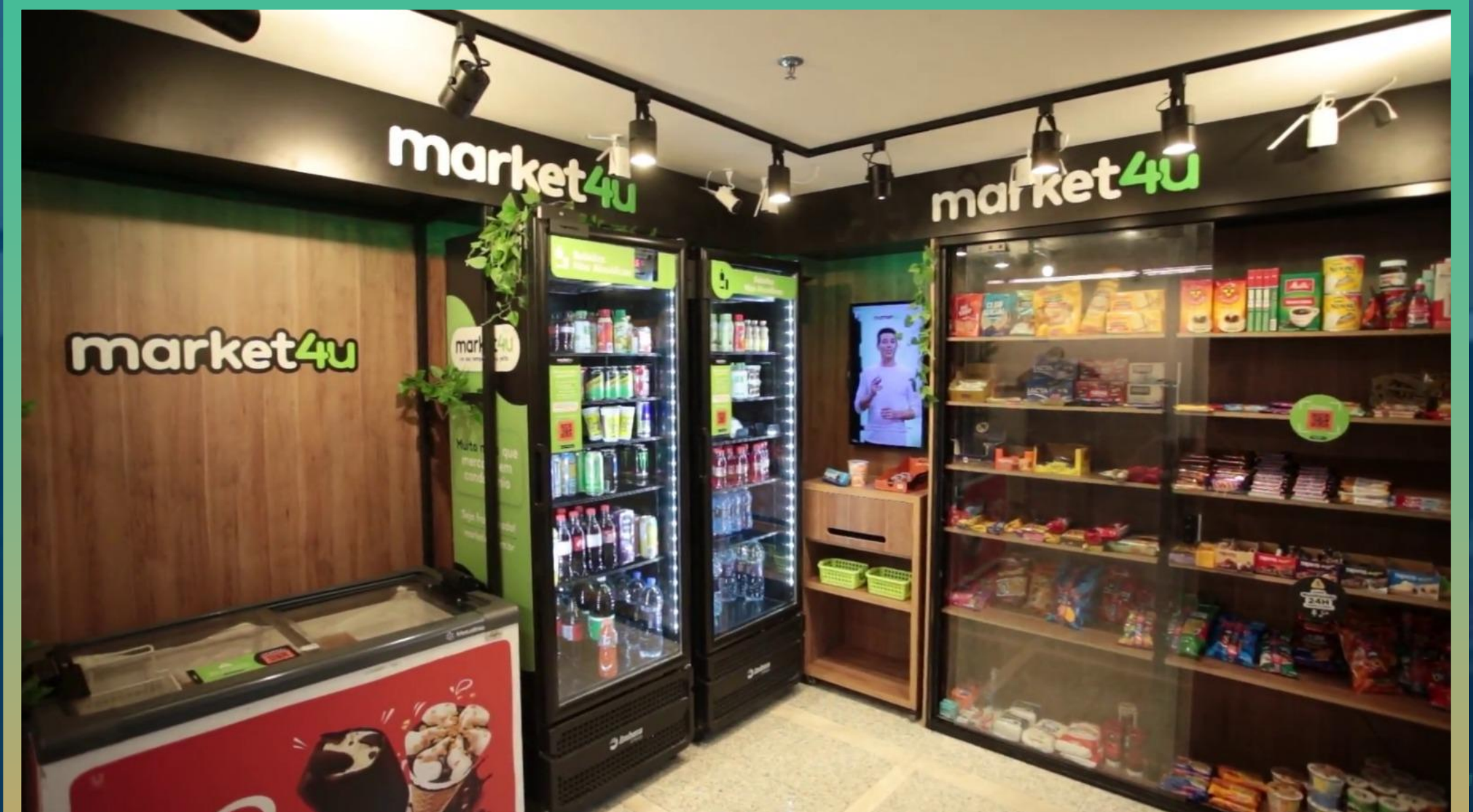
Unusual locations: common areas of block of flats, offices, gyms, garages, ...

2020 First opening

2.000 SKUs

500 SKUs per location

Geolocalised with AI analysis of each location



Market4U | Availability 24/7, app payment based on trust

Brazil | Product scan and payment on app - control cameras, also for alcohol purchases

160 CITIES IN BRAZIL | 2.100+ MICRO-SHOP IN FRANCHISING

Sam's Club | Store of the Future

US

Sam's Club (Walmart group)

1983 First opening

600 Warehouses club

Sam's Club - Store of the Future

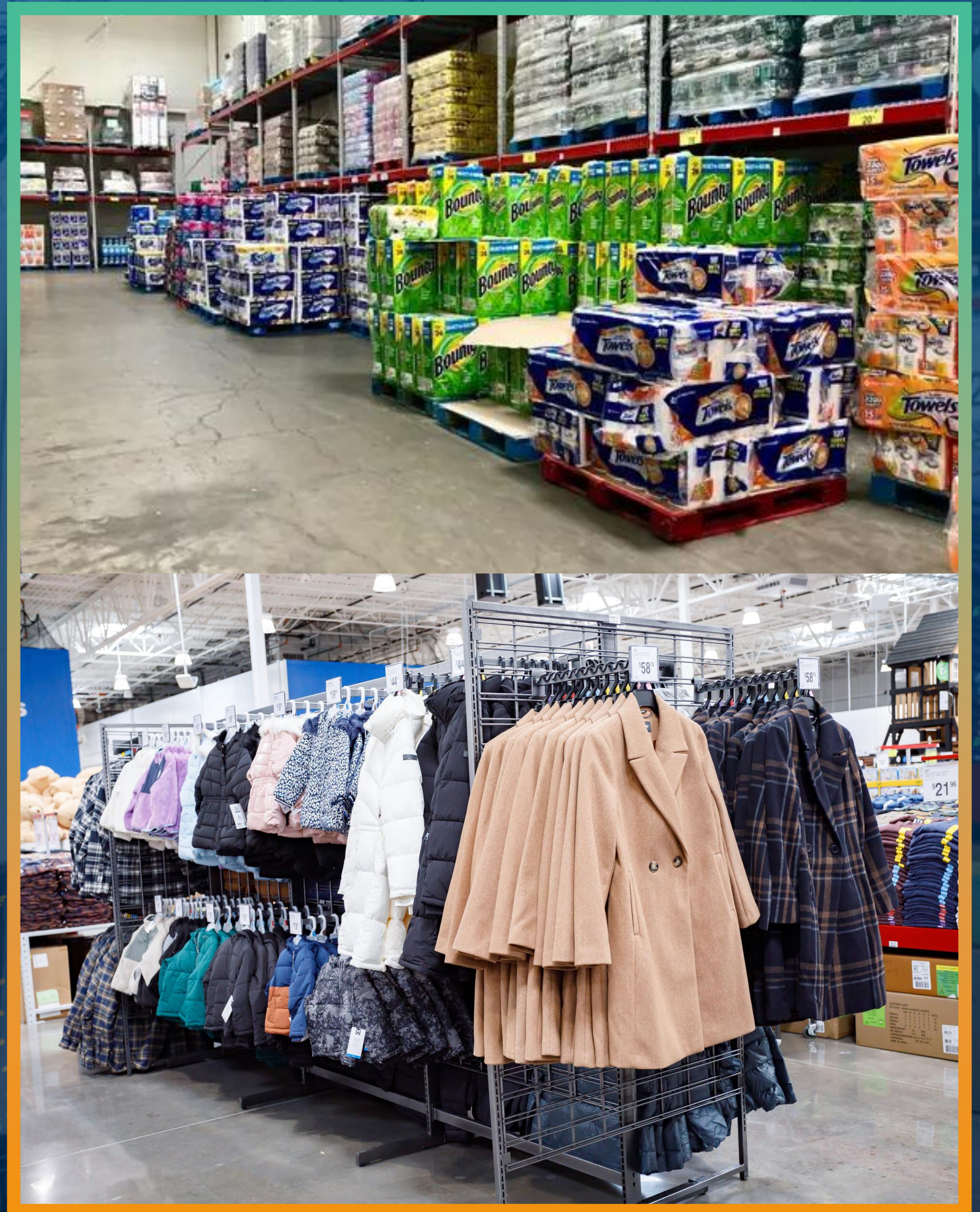
2024 Opening - 14.000 sqm

New technologies and AI to simplify and speed up

Customer experience

Employees work

Optimising costs



Sam's Club | Automatic shopping detecting and payments: no queues

Dallas, US



SUSTAIN

Convergence of the 3 P's

- Planet
- People
- Profit

Retailer and Brand as exemple
of engagement

Edutainment for virtuous
customers behaviours

Le Super Tout Nu

Toulouse, France

Supermarket without non reusable packagings

2024 First opening

400 sqm + 400 sqm warehouse

2.000 references

Mix national and local brands



Le Super Tout Nu | Elimination of plastic and boxes, and use of glass with deposit

Toulouse, France



Internal reconditioning process for jars

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Ikea Pre-owned | Second hand platform P2P

Oslo and Madrid

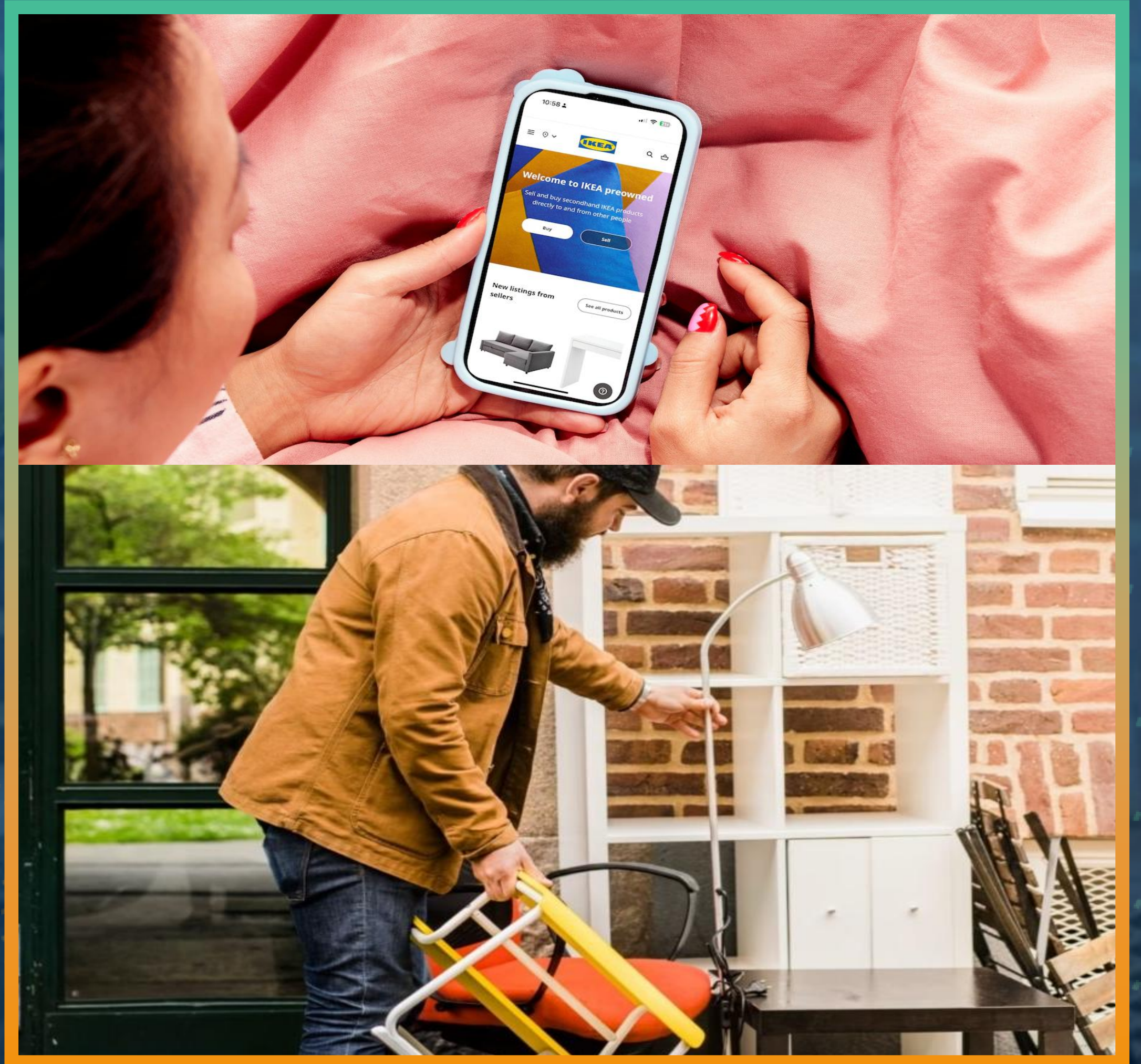
Platform for buying and selling used Ikea furniture between customers

2024 launch in Oslo and Madrid

Facilitated access with geolocation

No fees taken by Ikea

Seller can convert the payment, increased by **15%**, into an Ikea gift card



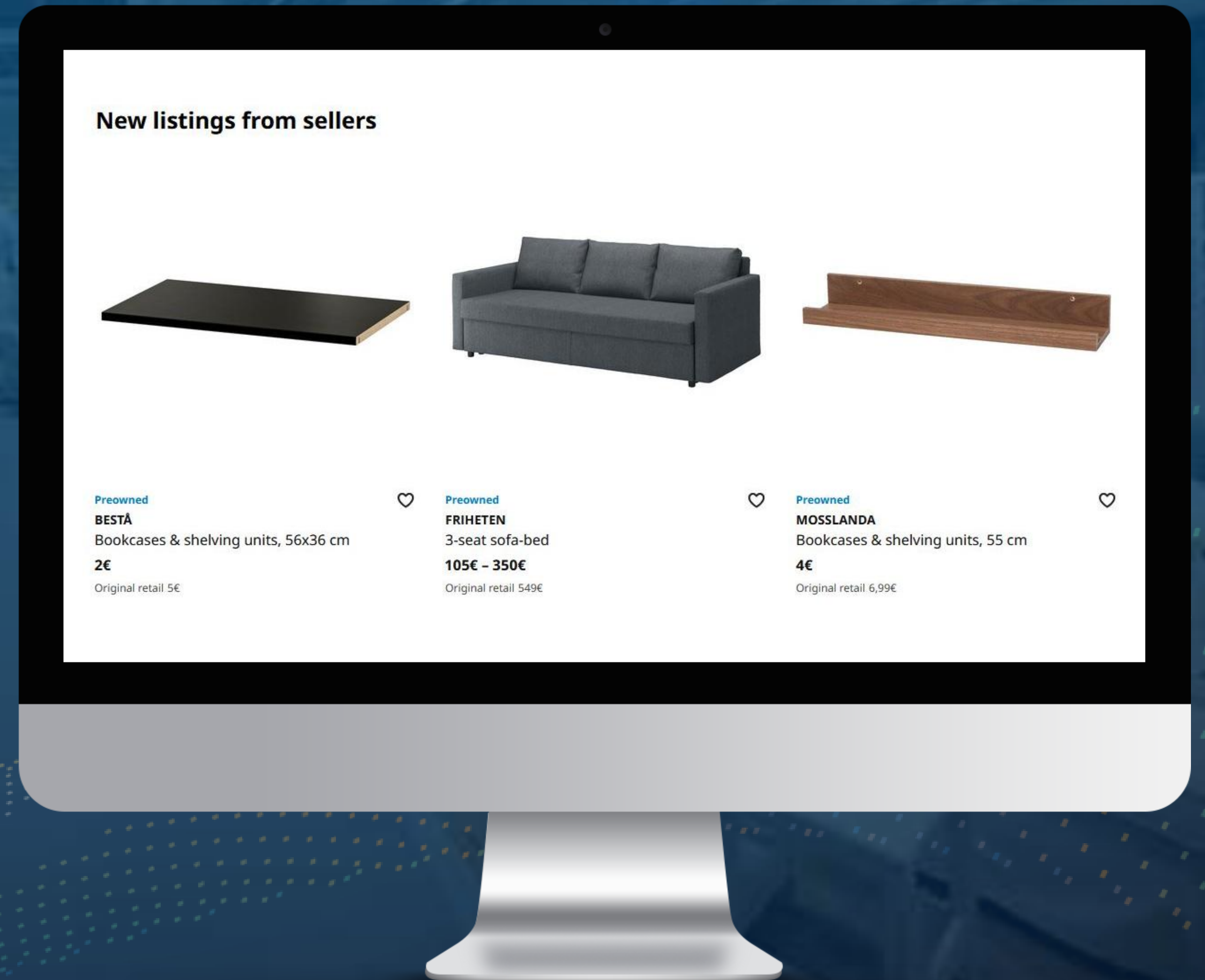
IKEA Pre-owned - High satisfaction and project development

Oslo and Madrid

200.000 + visits to Madrid site in 5 months

4,8 / 5 Madrid customer satisfaction rating

2025 service extended to all Spain and Norway



Carrefour - Inclusive Hypermarket

Paris

2023 Hypermarket refurbishment (11,000 sqm)

Accessible shopping for customers with visible and invisible disabilities (e.g. neurodivergent)

Project realised with dedicated associations

Apps created especially for orienting and facilitating



Carrefour | In-store communication and facilitation in all details

Parigi



Vous êtes déficient visuel ?

Téléchargez l'application Orion qui vous aidera à vous orienter dans ce magasin.

OOrion



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Key Customer Expectations

FEEL&LINK

QUICK&EASY

SUSTAIN

KIKI LAB ACADEMY

PEOPLE EMPOWERMENT

CLASSICS

Formazione

Stile di leadership

Consulenza organizzativa

Progetti di assessment

SPECIALS

Success Insights

Micro videopillole di cartoni animati

Co-Progetta Lab

Giocoleria manageriale

Micro video pillole di cartoni animati

Accade anche nei migliori negozi

Introduzione



KEEP IN TOUCH!

Barcellona 2-4 giugno

Shoptalk Europe Kiki Lab partner
inviti disponibili con rimborso trasferta

Webinar 11 giugno

Retail Rafting con CFMT
Sostenibilità Retail: ambiente e people

Milano 15 ottobre

Innova Retail Award 2025-26 Premio di Kiki Lab
Candidature (gratuite) aperte fino al 31 maggio

