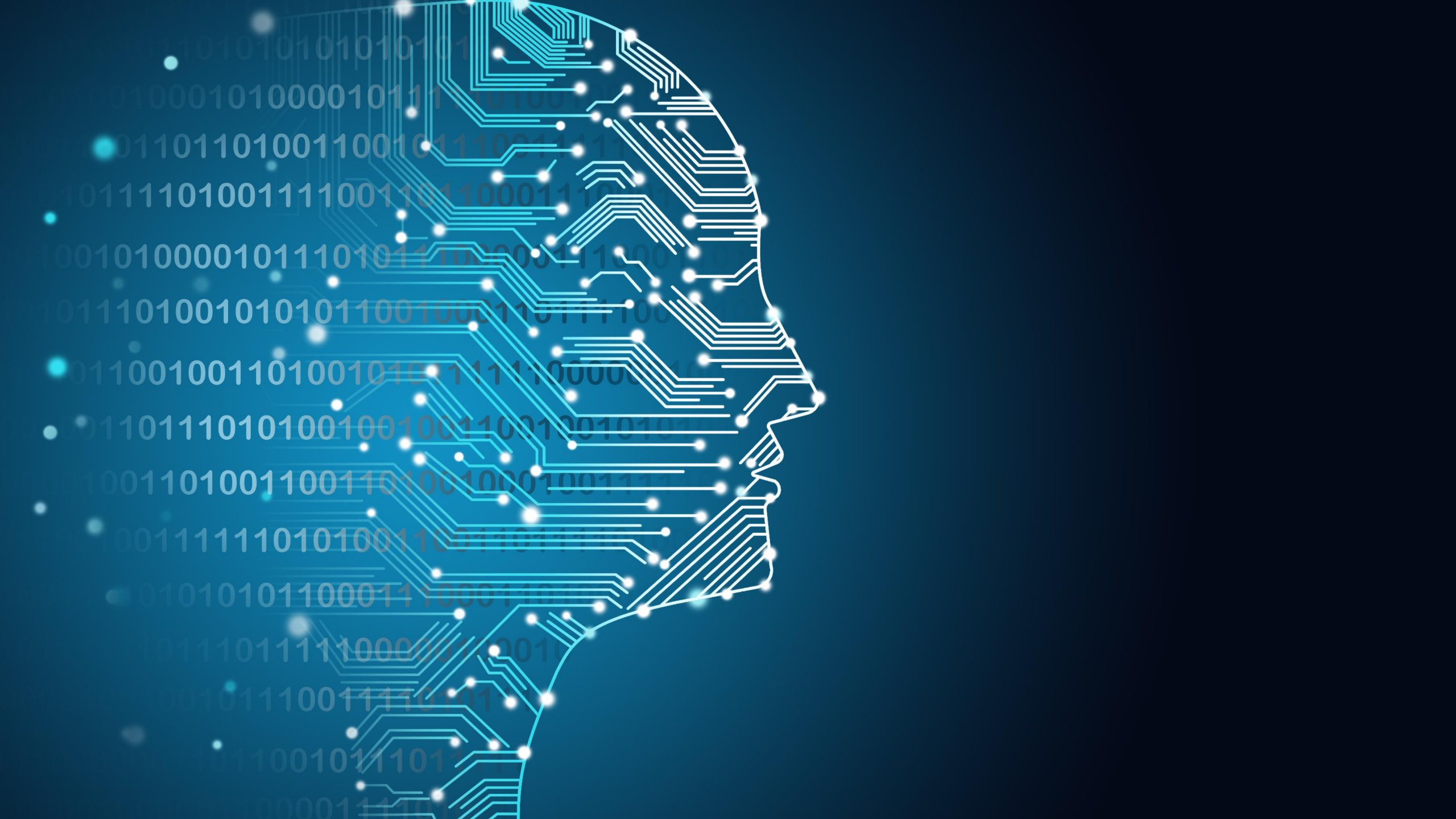
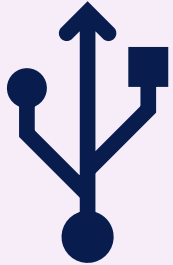


**Future tenants and innovative  
retailers**



# What does the future of retail look like?



Increased use of  
technology



Rise of  
omnichannel  
shopping



Growth of  
direct-to-  
consumer  
brands



Increased focus  
on sustainability



Greater  
emphasis on  
data and  
analytics

**/imagineprompt: the world is  
changing in retail**





**/imagineprompt: the world is  
changing in retail, landscape**



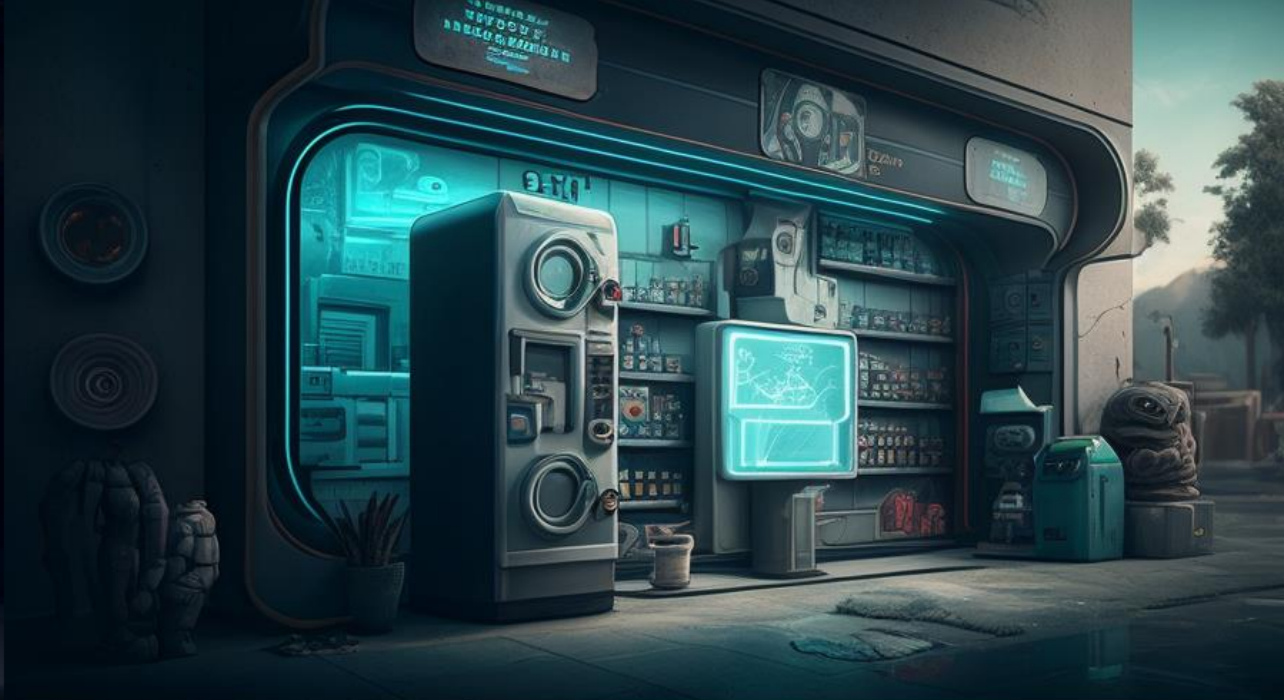
**/imagineprompt: the future of  
retail in malls**





**/imagineprompt: shop of the  
future, photo realistic, 4k, --ar  
16:9**

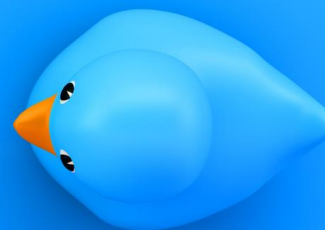
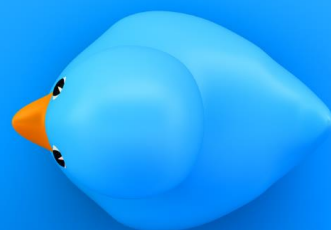
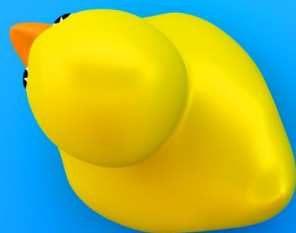




?









# Consumers are behaving differently

Kantar

**In the current financial situation,  
how should brands advertise?**

Offer a positive perspective



Show how they can help in the new everyday life



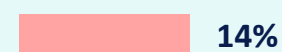
Not exploit the current financial situation to...



Communicate as they usually do



Avoid humorous tones



I don't know



SOOK

SOOK









Cyclon<sup>TM</sup>

Run.  
Recycle.  
Repeat.



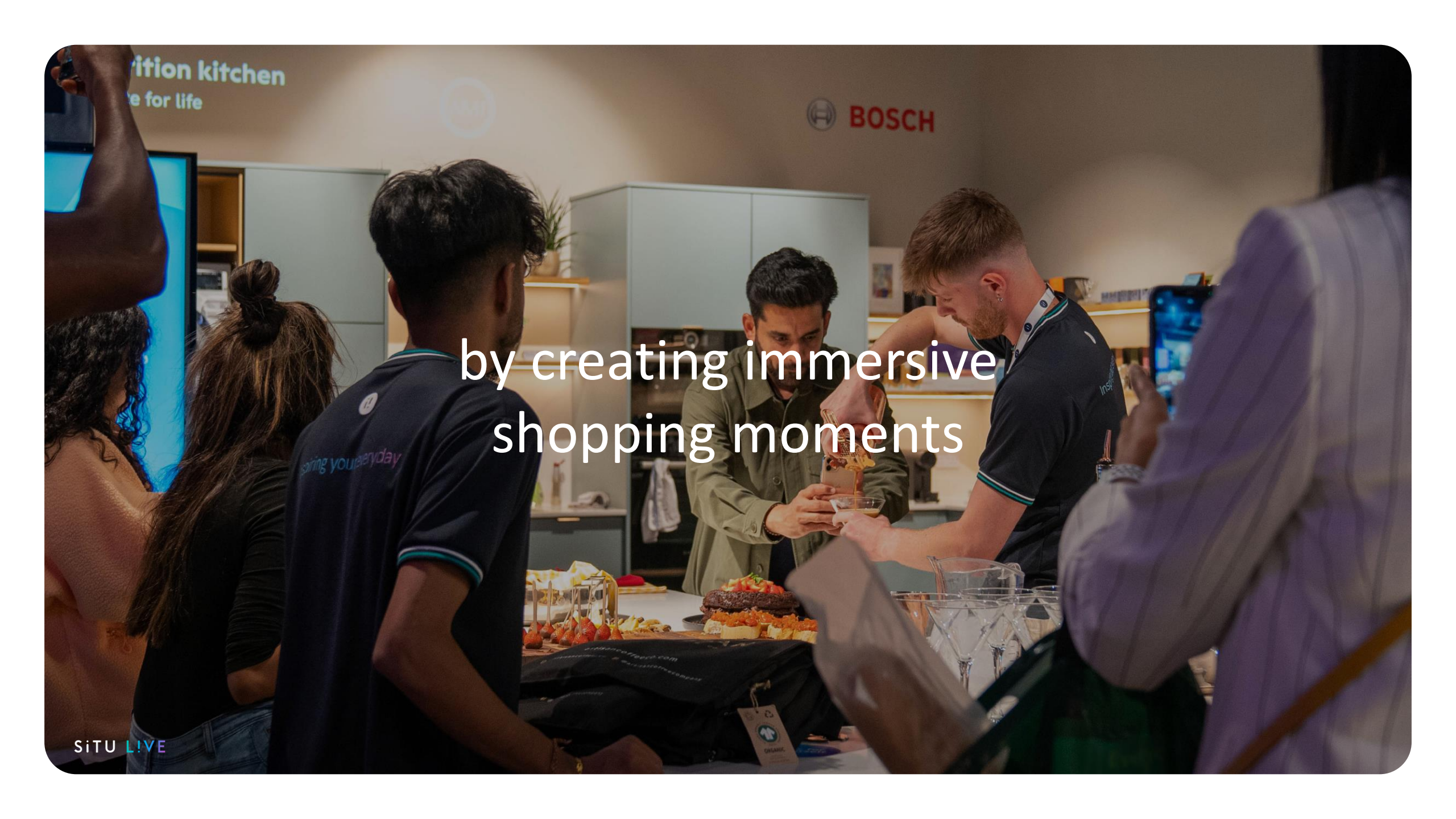
**experience**





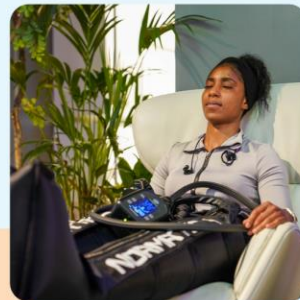
Inspire a better life





by creating immersive  
shopping moments





that connect  
people with products

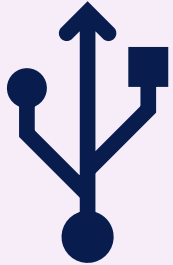


SiTU LIVE

 **BOSCH**



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emphasis on  
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# What does the future of retail look like?



Increased focus  
on sustainability



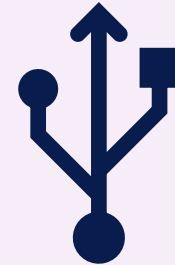
Growth of  
direct-to-  
consumer  
brands



Rise of  
omnichannel  
shopping



Greater  
emphasis on  
data and  
analytics



Increased use of  
technology

75%

of adults in Great Britain worry about climate change.

81%

of adults in Great Britain are making changes to their lifestyles to help tackle climate change.

6`8%

of people in the UK see personal decisions on energy usage and insulation as an important factor to tackle sustainability.



Celebrating individuality



ESG



Nostalgia & fauxstalgia



Creating swapportunities



Thinking global, acting local



Now or never



# SiTU LIVE

The new way for consumers  
to **discover, experience** and  
**shop** products.



Thank you