



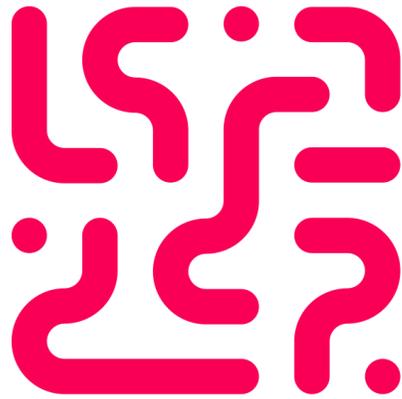
RETAIL  
INNOVATION  
PLATFORM

#RINPseminar

# STORES THAT WOW!

Door Katelijn Quartier (Universiteit Hasselt) en Boudewijn Raessens (Fontys Hogeschool)

*Seminar the future of retail  
21 September 2022*



# Stores that WOW

Prof. Dr. Katelijn Quartier  
Dr. Boudewijn Raessens

Hey.

ד.ג.א.  
י.ק.



Philippe Swartenbroux



Ilse Vandoorselaere



Prof. Dr. Katelijn Quartier



Charlotte Beckers, consultant



Nonku Grootboom, PhD student

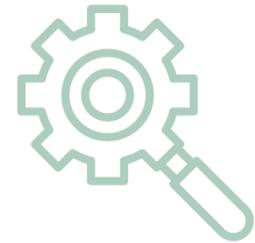


Elisa Servais, PhD student

Wat?



# What can we do for you?



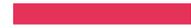
Onderzoek



Tools



Consultancy/training



Waarom?

“

**Middelmatigheid**

is uit, het is gewoon

**niet goed genoeg**

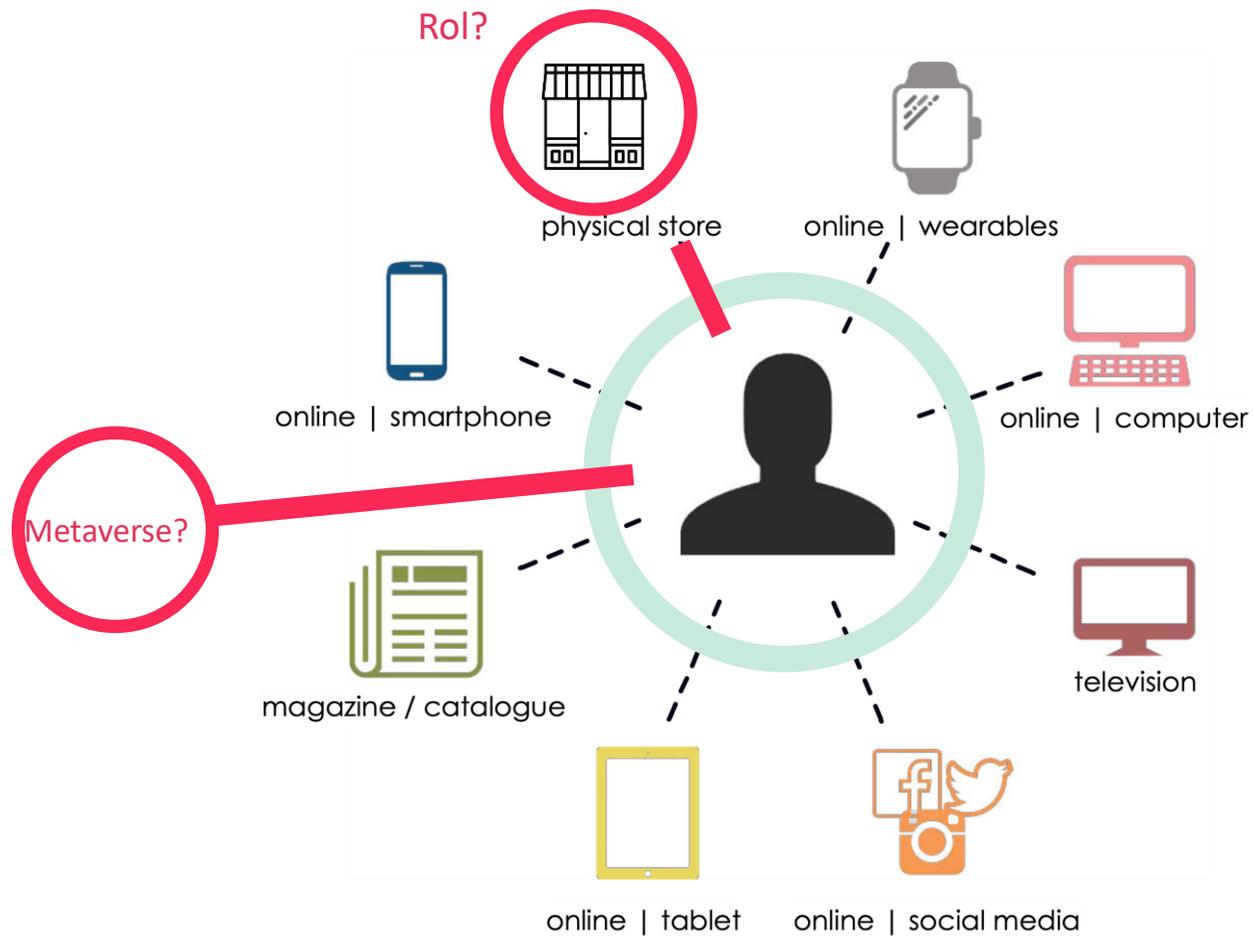
meer...



“

Media is becoming the  
store and **the store** in  
essence is becoming **media**

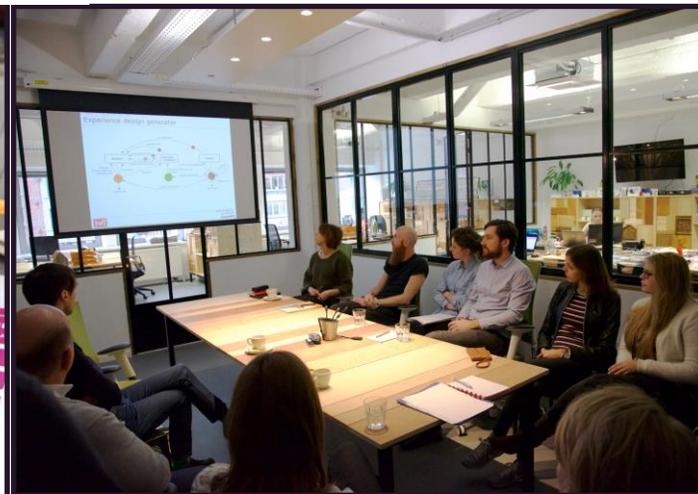
Dough Stevens



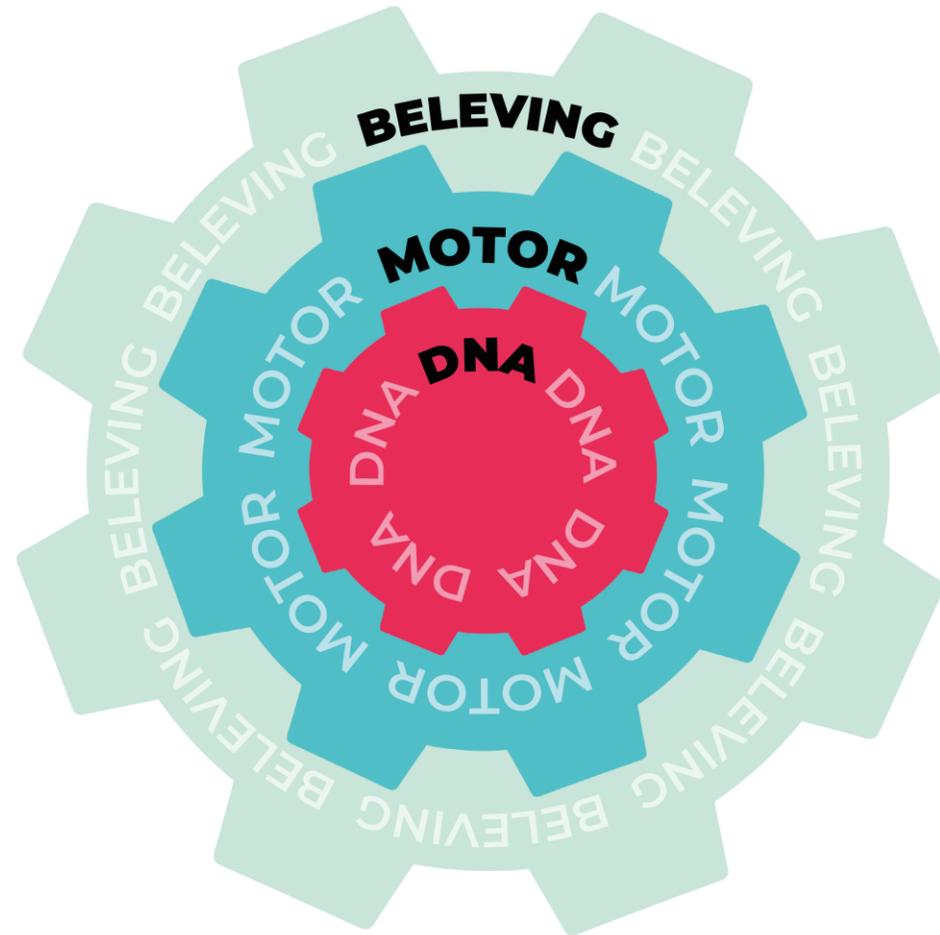
It is a race for  
**time,**  
not budget

# Research

Not data, but the  
**WHY?**

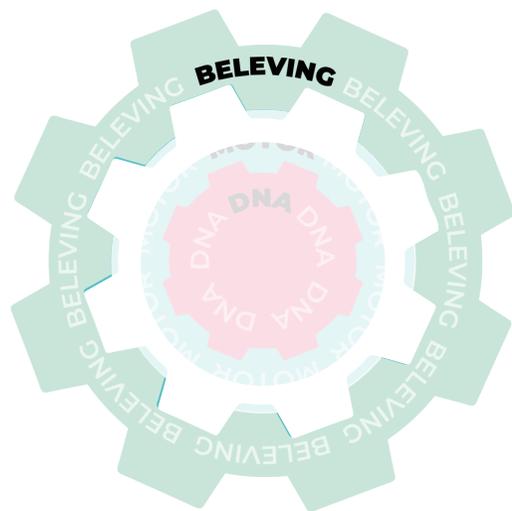




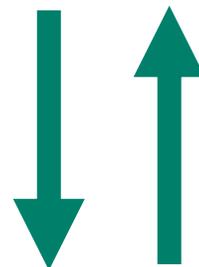
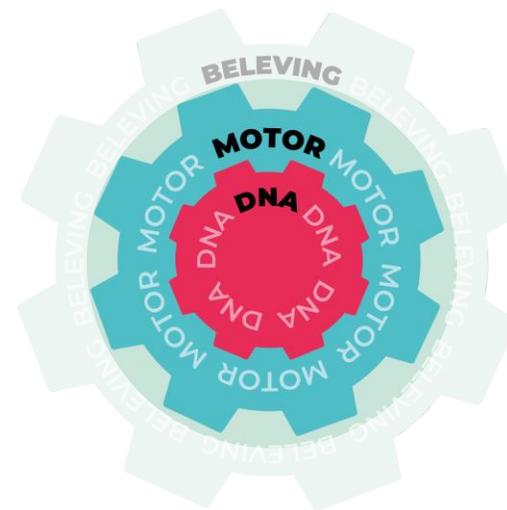




Winkel A

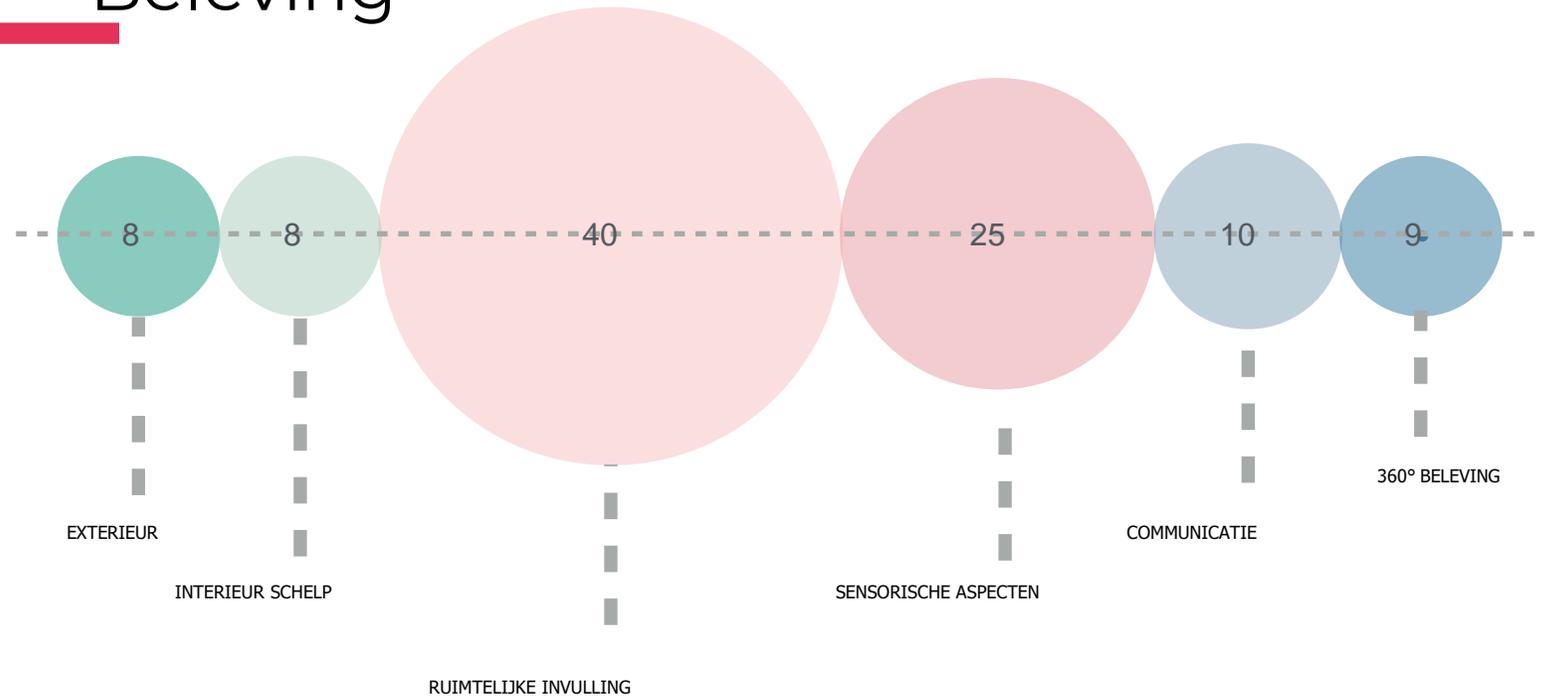


Winkel B



Appreciatie beleving

# Beleving







London: Glossier



Lush

It is (still) about  
experiences...

.but they need to be...

emotive & engaging,  
co-creative & immersive,  
elasticising & bounderyless

Technology  
is here to  
Serve.



Burberry Londen





“

The best  
technology is the  
one you do not see

# Future retail



Dark stores



Walk out technology



Flagship stores



“

Technology is the  
answer,  
but what was the  
**question** again?

(Cedric Price)

# Thank you!



[www.retaildesignlab.be](http://www.retaildesignlab.be)

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