

Concise

Store Review

M&S Food Clapham

The instore proposition at M&S Food is undergoing somewhat of a radical and timely shakeup. In recent weeks, two 'new generation' stores have broken cover. The rallying cry in its Clapham store seemingly to have been to go bigger, bolder and louder.

Here, in what it hopes will be a new chapter of success, M&S is on a mission to try and get more of the family shop and broaden the appeal of its food offer – championing its 'foodie' and service credentials while underpinning a new drive to everyday value that's more accessible to all.

Feeling like a hybrid of M&S and Whole Foods Market that will appeal to customers who want to make 'the right choices' but also want high levels of convenience. The commuter shopper has a huge range of choices with packaged ready meals from the 'Market Deli', to the home cooked convenience of fresh meal kits. And if there's no time or inclination to even put the oven on at home, that's catered for too.

There is a marked move towards showcasing sustainability and environmental solutions. Within artificially lit, hydroponic system greenhouses, herbs are literally grown in front of shoppers. Meanwhile, reduced packaging gives the freshest products possible. It's a great example of future thinking and represents one of many 'interactive and sensory' features M&S is deploying to make its food shops of the future 'cut through' the standard fayre.

In short, M&S Clapham presents a significant and positive change in the right direction, albeit one that will require deep pockets to rollout the changes more widely across the estate, and at pace.

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Case Study

O2 Retail Insight

Telco retailers always have one eye on tomorrow. But the need to take a wider view on future store development is one that will be familiar to many brands right now. Our recent in-depth review of existing stores and detailed customer research is helping to shape the future of the O2 customer experience – adding insight and focus to senior management plans in ways that will help connect the brand and its instore proposition to future customer needs. For O2, continued success means having a trusted partner that can challenge the business to think differently, in highly relevant and appropriate ways. And thanks to a partnership that goes back many years, our deep knowledge of O2's business, the wider telco sector and global retail best practice, mean Visual Thinking remains the first call for respected and far-reaching insight.

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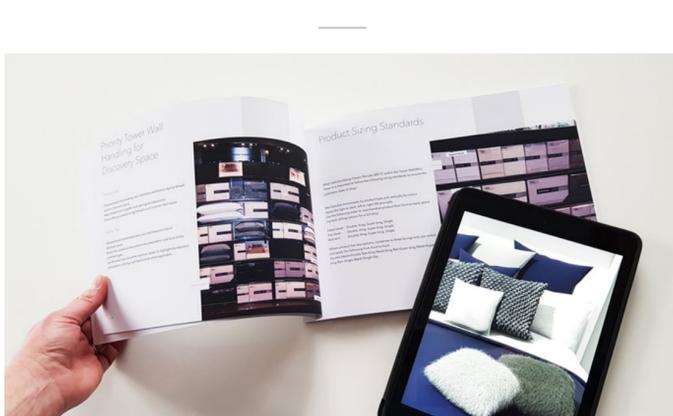
Podcast Series

The Retail Exchange

Colourful is the new black: that could be the motto for Swedish sock retailer, [Happy Socks](#). In the new episode of The Interview Series, we talk exclusively to the brand's Head of Retail, Aleksander Milenkovic. Recorded at World Retail Congress 2019, he sits down with host Ben Bland to share the story of this unorthodox, fun loving brand – one that's full of colourful designs, celebrity collaborations and exceptional charm that, it says, is guaranteed to make you smile.

Missed an episode? Catch up on every podcast in The Interview Series at www.theretailexchange.co.uk and on iTunes podcasts.

[Listen Here](#)



Case Study

Crisp Clear Detail

How can you put a common retail challenge to bed? For luxury bedding brand Sheridan, the answer lay in working with the team at our sister-company, creative agency DSGNLAB. Our innovative 3D environment design allowed senior teams within the business to conduct in-depth analysis of planned space and layout choices in the smallest detail, and at an early stage. The result? More informed decision-making and widespread improvements in retail sales.

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Events

Future Heroes

As founder of Visual Thinking, Karl McKeever has overseen instore transformation projects for many of retail's major players in the last 25 years. Telling the story of his own career journey, he'll be hoping to inspire the next generation of visual merchandising heroes at a British Display Society talk at the London College of Fashion in central London on 30.09.19. Tickets to this free event are now limited.

[Book Tickets](#)

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