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RETAIL ECOSYSTEM

Keynote: The Great
Acceleration – The Race to
Retail Relevance

Carl Boutet – Chief Strategist SRX

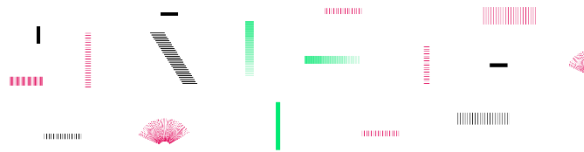


STUDIORX.CA

Carl Boutet

Retail Strategist

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JANUARY 16th, 2020





Sapientia ut. Etiam nec, lorem
sem. Nullam lectus sapien,
Fugiat ut cona id, rhoncus.

SCOTT GALLAWAY

CARL BOUTET



CARL BOUTET

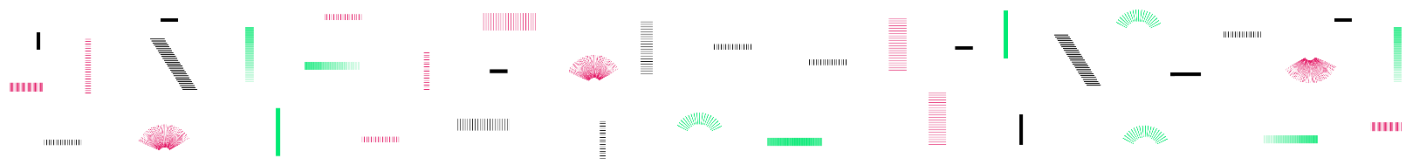
THE GREAT ACCELERATION

THE RACE TO
~~RETAIL RESILIENCE~~
RELEVANCE



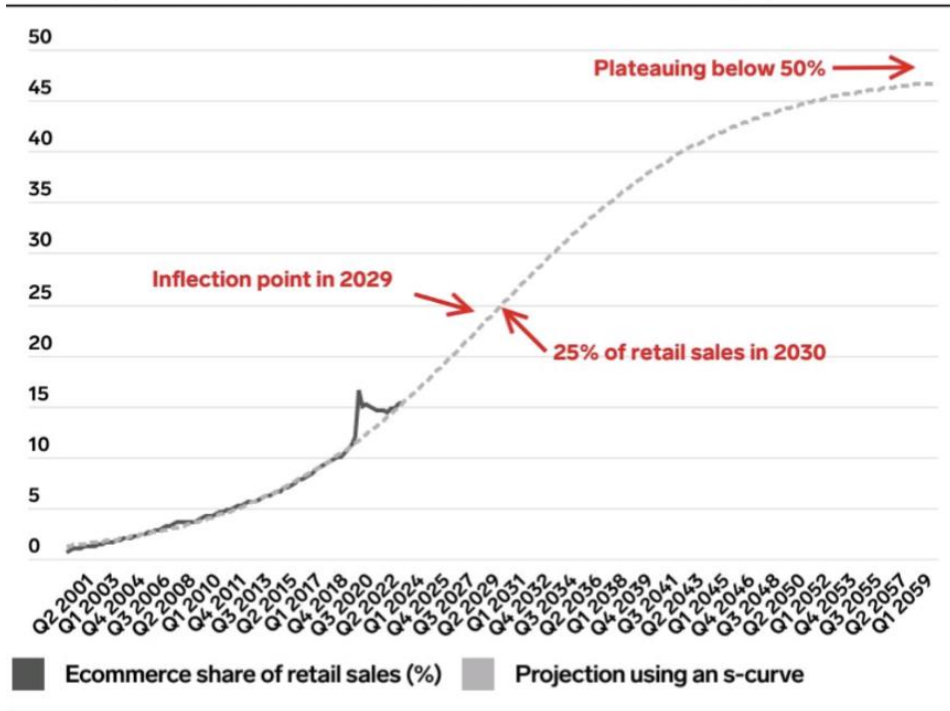
UK: Online Retail Sales as a Percentage of Total Retail Sales

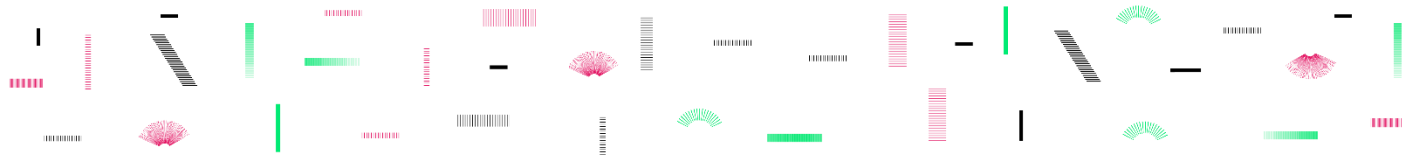




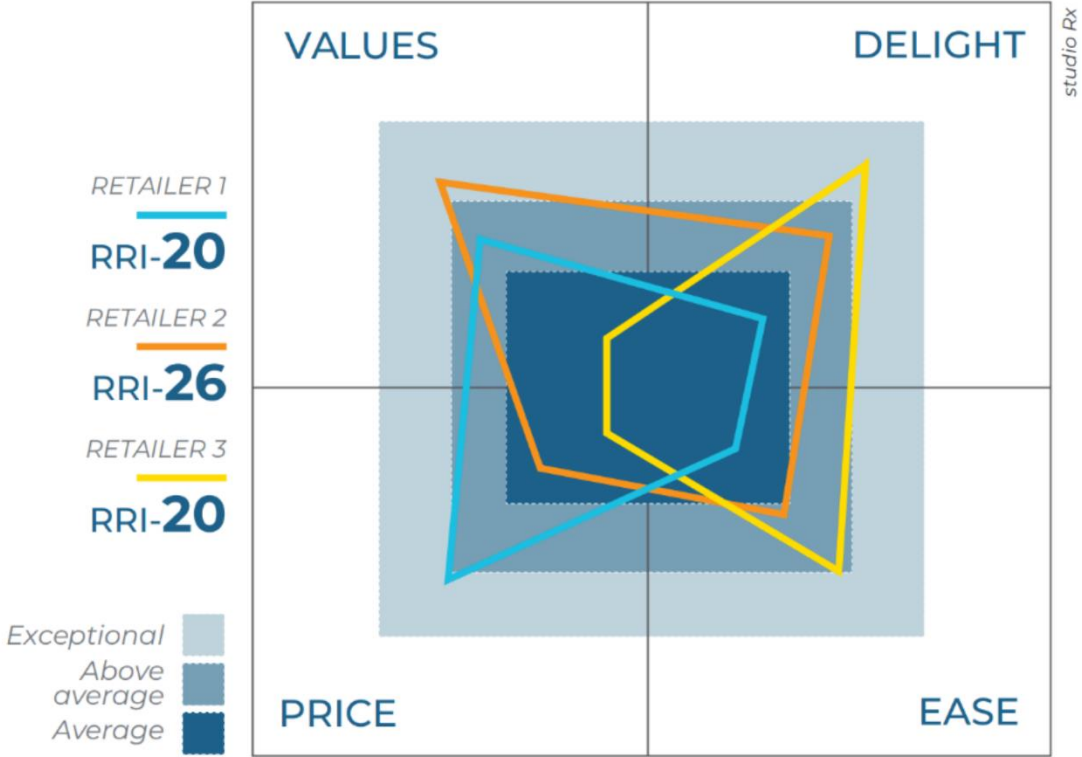
The Majority of the Retail Shift to Ecommerce in the US May Still Be Coming

ecommerce share of retail sales in the US (%)





RETAIL RELEVANCE INDEX



Retail Relevance Index *Inspired by the Kahn retailing success matrix.*

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The (R)evolution of the commercial & retail destination

12 world-class experts share their perspectives that are meant to provoke an important conversation on how the commercial real estate industry needs to radically adapt to remain relevant.

Architects, designers, developers, business executives, data scientists, strategists & technologists from around the world shared their thoughts over 3 work sessions.

These are the highlights that we hope will inspire others to also contribute their thoughts & inspirations on how to improve the purposes & business models of commercial centers.



Carl Boutet

Montreal, CA, Chief Strategist &
Board Advisor, StudioRX

“Property owners need to rethink where
& how they create & monetize the value

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Eric Foster

Montreal, Canada, President,
Foster Real Estate Inc



“We need to rethink the financial model to unlock new opportunities for an asset rather than aiming to get a return on the asset’s theoretical value”

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Hussam Raouf

Dubai, United Arab Emirates.
Managing Director at Mont Hill.

“Malls’ Developers should become a
‘Solutions Providers’ above and beyond
the Real estate aspect”

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Stacey Shulman

Santa Clara, USA. Vice President IoT group at Intel Corporation
Chief Innovation Officer - Retail, Banking, Hospitality and Education



“Reinventing CRE industry goes beyond quantifying traffic, it about engagement and measuring what drives that traffic into stores”

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Maxime Cohen

Montreal, Canada. Associate Professor at McGill University | Expert in Pricing and Data Science | Advisor to Corporations+Startups

“It is now time to undertake a disruption to the landlord-tenant retail lease agreement by finding clever ways to share risks and benefit both parties”

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Michel Lauzon

Montreal, Canada. President & CEO of LAAB
| Entrepreneur, Architect, Urban Designer,
MOAQ, MOAA, Fellow RAIC.

“The unicorns who will spur the next value leap in retail real estate will be platform creators as well as community and city builders.”

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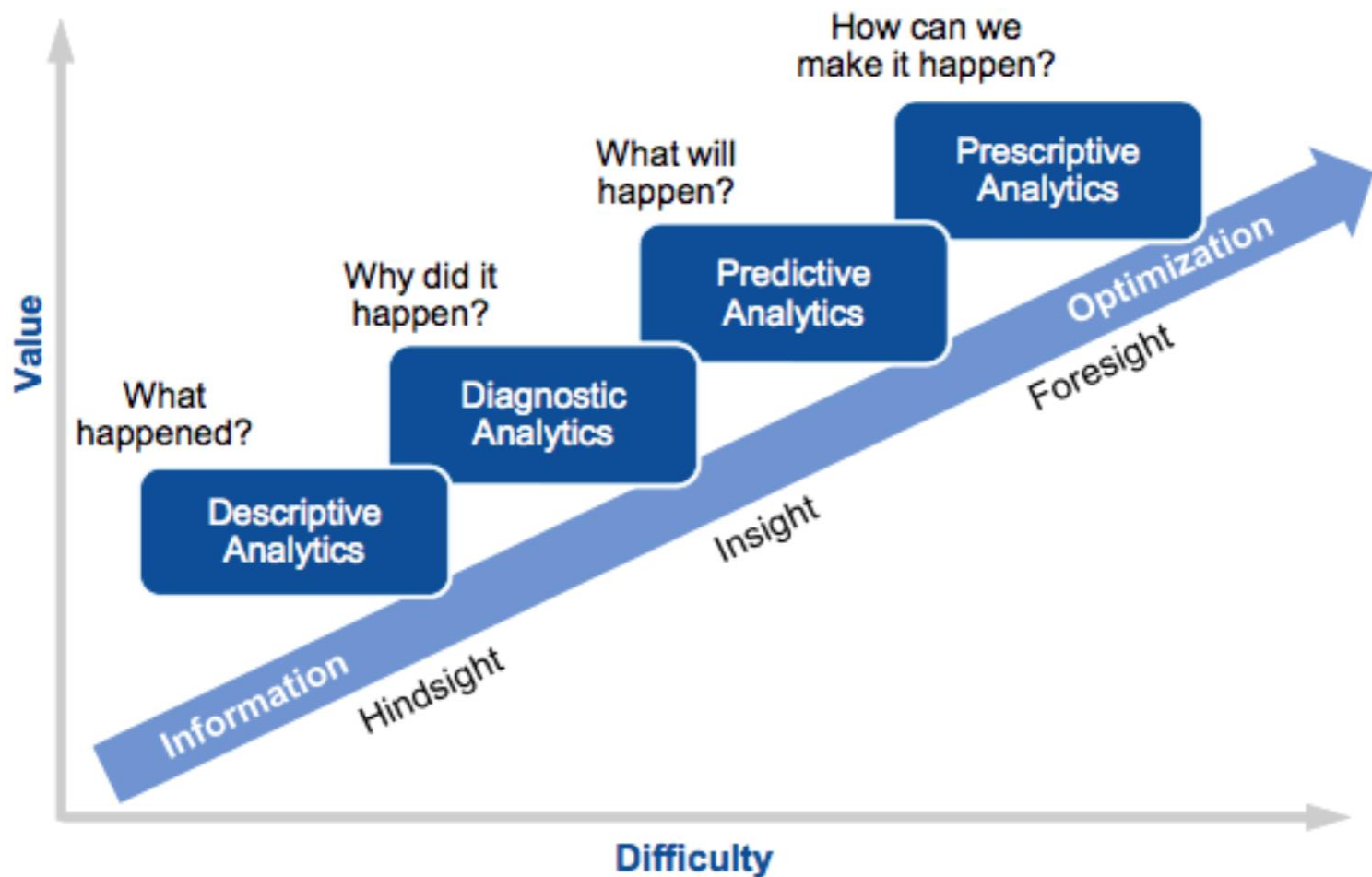
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Blondet- Gonté Isabelle

“Data and partnership
have a key role to play
going forward”



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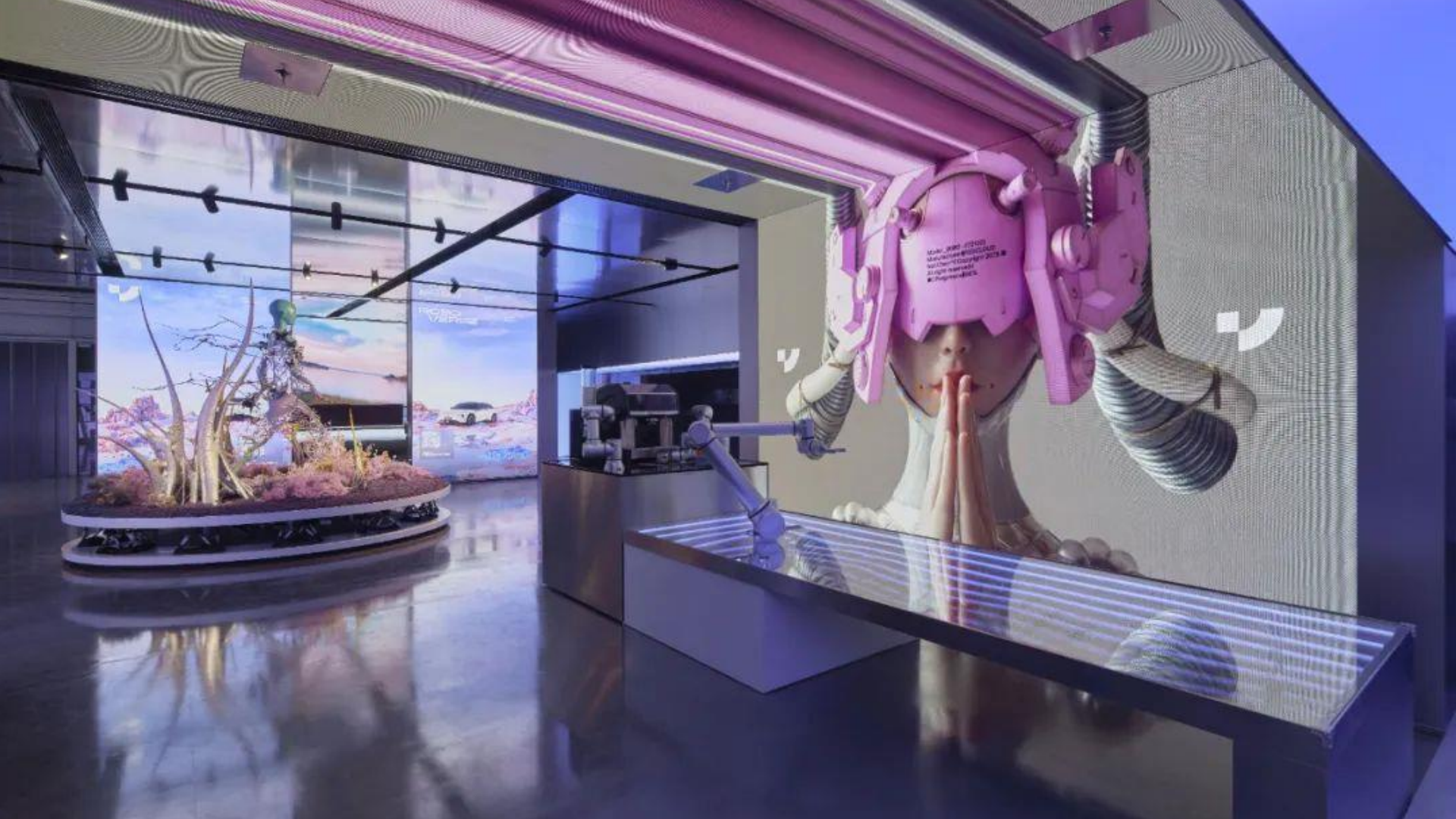
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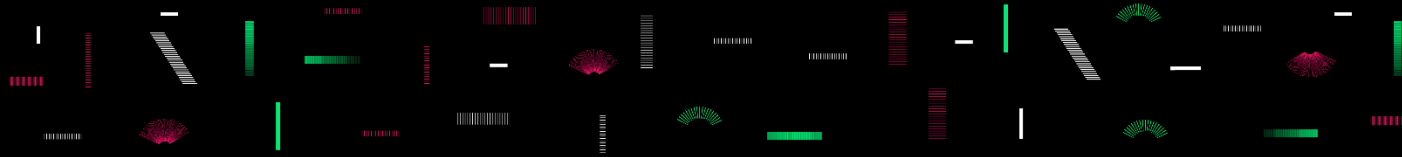
Matt Judge

San Francisco, USA. President and
CCO at Eight Inc.

“Build a design where technology pulls people closer together and makes it more relevant and engaging rather than just convenient”



Model: 0000-000000
Manufacturer: 0000000000
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#Futuristic



“The future of retail is about delivering experiences and designing spaces for **social connections**.

The key is creating space as a **multi-sensory ecosystems** with a digital first mindset, which allows consumers to experience a **continuous flow** of information between the **physical and digital worlds**.

We are seeing a design trend for **environmental psychology**, which will undoubtedly transform retail experience in the next chapter.”

Richard Chang, Retail Practice Area Leader and Studio Director at Gensler Shanghai

Lição principal #1

Crie ecossistemas que envolvam comunidades e ajudem seus clientes a compreender melhor os consumidores.

Lição principal #2

Abrace a Grande Aceleração e as muitas oportunidades que ela apresentará.

Obrigado!

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