

Designer Customization



Fashion brands add kiosks in-store that allow post-purchase personalization

Implications - Tapping into the desire for deeper meaning in all areas of spending, fashion brands are channeling the current fascination with personalized goods by incorporating in-store customization kiosks that provide a more experience-driven purchase. This progression highlights the need for brands to create room for consumers to customize the products in order to create an extension of themselves tied to the brand, something that is especially important during a time in which individuals are feeling less of a connection to material objects and large institutions.



Luxury Clothing Customizations Gucci is Allowing Consumers to Do DIY Modifications In-Store



Sports Lab Interactive Retail The New ASICS Flagship in Paris Offer High-Tech Customization



Handbag Personalization Kiosks Coach Has Debuted a 'Craftsmanship Bar' Flagship Retail Concept



Minimalist Design Emporiums The New MUJI Fifth Avenue Store Has a Custom Scent Lab



Branded Customization Services The Burberry Monogramming Service Lets Shoppers Personalize Goods

5 Ideas + 45 Related Examples

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Score: 7.6



DEMOGRAPHICS



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Retail Kinship

Consumers search for retail concepts that encourage personal growth

Implications - Destination retail concepts are quickly gaining traction as consumers continue to search for communal shopping experiences. More than just a spot to "hang out," these locations are evolving to be a shared experience where consumers can also learn and discover more about the products at hand. This type of collaborative relationship between store representatives and customers suggests that community experiences can double as experiences of personal growth.



Design Community Showrooms The Provide Showroom in Vancouver Combines Modernity with Classicism



Communal Retail Shops 'Cornerstore' Houses Its Retail and Textile Production in One Space



Organic Community Stores Dubai's Biorganic Health Food Shop Doubles as a Social Hub



Taste-Focused Cheese Shops This Store Encourages Customers to Sample Products Before They Buy

Score: **6.0**

Popularity Activity Freshness

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4 Ideas + 35 Related Examples

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Dedicated Discount



Established brands emerge with budget concepts to entice consumers

Implications - Big brands are aiming to woo discerning consumers with curated discount offerings presented under new budget brands. As consumers seek to make purchasing decisions that live up to their values and stay within their budget, they search for reasonable compromises that they can trust via the bigger brand's reputation. In addition to underlining new consumer priorities in a post-recession economy, this progression speaks to the shrinking middle market and the need to appeal to consumers based on values rather than traditional demographics.



Retail Kitchen Experiences IKEA's Instead of Cafe Pop Up Addresses Dining Affordably



Conscious Beauty Collaborations This Eco-Friendly Beauty Brand is Launching a New Line with Target



Budget-Friendly Organic Shops This Sister Chain of Whole Foods Will Cater to Millennial Shoppers



Affordable Airline Grocery Marts The easyFoodstore in London is Sells All Groceries for 25p



Dedicated Discount Product Shops Shinsegae Group will Launch Stores for the 'No Brand' Line

5 Ideas + 45 Related Examples

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Score: 7.0



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Social Store Entertainment



Retail concepts incorporate elements that reflect the Gen Z lifestyle

Implications - In order to capture the attention of youthful consumers in a space they frequent such as the mall, many brands are emerging with in-store concepts that illuminate their social media habits and reinterpret these behaviors to better inform the retail experience as a source of entertainment. This progression reinforces the fact that Gen Z feels more comfortable communicating digitally and suggests that additionally, young consumers are expecting over-the-top amenities that will enhance their offline and online experiences.



In-Store Selfie Contests Joe Fresh Embraces Social Media to Focus on Word-of-Mouth Promotion



Content Creator Shops The New YouTube Store in London is a Physical Place to Buy YouTuber Merch



Digital Flagship Beauty Stores The New NYX New Jersey Store Has an Interactive Makeup Station



Fast Casual Snapchat Filters An IHOP Snapchat Partnership Will See In-Restaurant Geofilters



Mall Skydiving Simulators Warner Bros Used Virtual Reality Skydiving to Promote 'Point Break'

Score: 8.6



DEMOGRAPHICS



5 Ideas + 45 Related Examples

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Communal Living

Millennials find a sense of community, meaning & a way to cost-cut

Implications - The running stereotype may be that Millennials live at home with their parents, but new communes allow those starting off their careers and short on money to get on their feet and follow their passion together. These hubs are popping up in dense urban cities, offering flexibility in an age of instability.



Urban Co-Living Spaces Startup 'WeWork' is Testing a New York Co-Living Building Called 'WeLive'



Short-Term Apartment Rentals This Network of Co-Living Spaces Lets Workers Live All Over the World



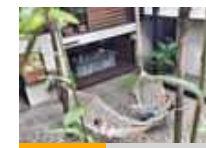
Communal Living Houses Open Door Offers Co-Living Spaces for People to Live as a "Family"



All-in-One Housing Services 'Krash' Facilitates Modern Living Arrangements that Suit Individuals



Pivoting Co-Living Lodging



Co-Living Nomad Projects

Score: **6.7**

Popularity  Activity  Freshness 

DEMOGRAPHICS  

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6 Ideas + 45 Related Examples

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Narrative Flagship



Large brands offer unique amenities in-store to establish personality

Implications - As brick-and-mortar retailers work to entice consumers into stores, many established brands are moving to incorporate unexpected offerings in the form of personalization kiosks and other amenities. Often integrated into a brand's foremost flagship boutique, such experience-focused incentives serve to funnel consumers into a physical store, where they can better grasp both product function and brand history. This shift suggests the power of flagship stores in articulating a brand experience and showcases the potential of such interactions as a crucial "brand touchpoint."



Community Hub Supermarkets This Award-Winning Whole Foods Austin Location is Retail Playground



Minimalist Design Emporiums The New MUJI Fifth Avenue Store Has a Custom Scent Lab



Upscale Watch Boutiques



VR Convenience Stores



Korean Beauty Brand Flagships



Gamified Athletic Retailers This Decathlon Connect in Munich Features Digital Amenities



Luxe In-Store Facial Treatments

Score: 7.0



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7 Ideas + 63 Related Examples

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Cannabis Commerce



Regional marijuana legalization opens the door for new ventures

Implications - Just as a fast-growing legal recreational marijuana market has created a demand for brands and products, the emerging opportunity has allowed for the emergence of new ventures that serve functions unique to the cannabis business. In addition to highlighting the far-reaching nature of the legal cannabis market, this shift highlights the opportunity for brands offering B2B services to leverage the needs of entrepreneurs in unique emerging sectors.



Connective Cannabis Platforms This Platform Helps Marijuana Dispensaries Improve Customer Service



Cannabis Merchandising Firms The High Road Design Studio is Aiming to Rebrand Medical Marijuana



Convenient Cannabis Service Apps Blazenow is a New App That Helps Users Find Dispensaries



Seed-to-Sale Management Software



Medical Marijuana Management Apps



Medical Marijuana Biotech Brands



Corporate Cannabis Collaborations

Score: 7.2



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7 Ideas + 48 Related Examples

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Score: 7.6



DEMOGRAPHICS



5 Ideas + 45 Related Examples

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Shoppable Media



Retailers offer purchasing options in entertainment pieces for convenience

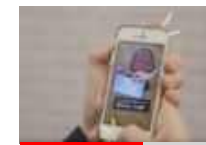
Implications - As consumers' schedules become more conflicted and brick and mortar retail engagement decreases, more convenient, addictive ways to shop are needed. Shoppable media elevates the availability of products and increases opportunity for brand interaction in a way that is fast and fun. More importantly, these interactions are organic and un-intrusive; two things especially dear to today's youth generation.



Shoppable Construction Barriers Kate Spade's 'Coming Soon' Wall is an Interactive Retail Platform



Shoppable Athletic Videos In Partnership with Smarterz, Puma Makes It Possible to Shop a Video



Social Screenshot Coupons



Short Shoppable Videos



Shoppable Comedic TV Episodes



Virtual Shopping Displays eBay's Christmas Displays Let Customers Buy From Real-Life Windows



Shoppable Music Videos

Score: 5.9



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7 Ideas + 55 Related Examples

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Workshop Retail

Retailers create workshop areas for heightened customer involvement

Implications - Realizing the need for greater customization, retailers are rolling out mini in-store workshops and stations to instigate interaction. Designating specific sections of the retail space to allow for customization, product testing or educational experiences, brands are seeking to revamp the retail landscape into a place that is more user-friendly and personalized to consumer preferences.



High-Tech Beauty Bars The Skinfood Concept Shop
Features Tech-Integrated Displays



Experiential Coffee Boutiques Nespresso's Flagship Coffee Store Encourages Tasting and Discovery



Handbag Personalization Kiosks Coach Has Debuted a 'Craftsmanship Bar' Flagship Retail Concept



Shop-in-Shop Retail Hubs The Aritaum Mega Shop Spotlights Self-Care Brands with Distinct Stations



High-Tech Maternity Stores



In-Store Co-Working Stations

Score:
7.9



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6 Ideas + 54 Related Examples

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Urban Escapism

Modern structures include quiet spaces for consumers to reflect

Implications - Consumers are seeing the widespread integration of natural interior spaces designed to facilitate moments of tranquility in chaotic urban settings. Often designed to filter out distractions and allow one to connect with their thoughts, such spaces highlight the relationship between one's environment and overall well-being, as well as the need to take dedicated breaks from the connected world in the pursuit of self-preservation. In addition to highlighting the modern emphasis on mental wellness and its relationship to functional design, this progression speaks to the desire to "unplug" in a world of constant connectivity.



Waterfall Tower Developments 'Marina One' Will Have a Tiered Garden Atrium with a Giant Waterfall



Urban Park Airports The Singapore Changi Airport to Offer Greenery and Fresh Air for Travelers



Garden-Shrouded Student Residences A Project at a Swiss University Will Have Plenty of Greenery



Artificial Rainforest Hotels The Rosemont Hotel Boasts An Artificial Rainforest and Beach

Score: **6.1**



DEMOGRAPHICS



4 Ideas + 36 Related Examples

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Urban Foraging

Consumers adopt systems for cultivating their own vegetables at home

Implications - As consumers are looking for innovative systems that allow them to grow herbs and produce at home, many are embracing indoor growing for cooking and medicinal purposes. Often purchased in kits that provide all the necessary supplies, these products allow consumers to access healing properties through culinary means. This progression speaks to the interest, especially in older consumers, in consuming products with a more pointed focus on purity as well as medicinal benefit.



Luminous Vertical Gardens This Indoor Hydroponic System is Designed for Small Living Spaces



Mason Jar Gardening Kits The DIY Mason Jar Herb Garden Kit is Perfect for Amateur Chefs



Self-Sprouting Mushroom Snacks Chloé Rutzerveld's Edible Growth Project Features 3D-Printed Food



Culinary Mushroom-Growing Logs



Mushroom Harvesting Logs



Miniature Mushroom Gardens



Culinary Herb Gardening Kits

Score: **7.0**



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7 Ideas + 57 Related Examples

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Zero-Waste Grocer



New grocery retailers entice consumers with zero-waste business models

Implications - As vested grocery brands work to redesign business models in order to cut back on food waste, many new zero-waste retailers have begun to enter the market. Facing less barriers to innovation, such emerging supermarket concepts succeed in offering consumers the customization they desire with an immediacy that is difficult for established brands to deliver. In addition to highlighting the desire to support sustainable brands, this shift speaks to the evolving nature of the relationship between retailers and consumers to include more collaboration.



Recipe-Based Grocery Stores This Store Will Allow Shoppers to Buy Recipe Kits and Ingredients



Waste-Reducing Supermarkets This Danish Supermarket Only Sells Expired Food



Zero-Waste Grocery Stores The Fillery is a Sustainable Supermarket for the Eco-Conscious



Zero Waste Markets Vancouver to Lead with Canada's First Zero-Waste Grocery Store



Waste-Free Grocer Concepts Lagom is Market Concept Based on Using "Just the Right Amount"

Score: 6.7



DEMOGRAPHICS



5 Ideas + 41 Related Examples

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All-Day Bistro

Consumers flock to charming hybrid cocktail bar cafes

Implications - As expectations around the consumer experience continue to expand, many hybrid cafe-cocktail bars have emerged to offer combined services and added value. Related to the contemporary role of local businesses as community hubs, such establishments entice consumers by creating a space that has something they desire at all points throughout the day. Additionally, this shift indicates a push toward hybridized businesses as consumption becomes more experience-driven.



Cultural Institution Cafes Pennethorne's Cafe and Bar is the Latest Eatery at Somerset House



Industrial All-Day Cafes This Bar and Restaurant in Gdynia, Poland Boasts a Vintage Aesthetic



Intimate Open-Kitchen Eateries This Washington DC Restaurant Has the Atmosphere of a Homey Kitchen



Hip Multidisciplinary Hubs The Kinfolk Studios Family Have Created A Creative Hub in Brooklyn



Hybrid Cocktail Bar Cafes The Walton is a Quaint, Tiny Cafe and Cocktail Bar in Toronto

Score: 6.6



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5 Ideas + 44 Related Examples

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Convenience Curation

Retail super stores are scaled down for intimacy and convenience

Implications - As consumers continue to frequent smaller stores, big box retailers and super store environments are implementing convenience-focused locations with a smaller selection of goods. This approach appeals to those who don't want to make shopping an occasion, decreasing choice in favor of curation. More importantly, it shows the versatility of such retailers, their desire to connect with consumers on a more intimate level, and oftentimes, creates an opportunity to spotlight in-house brands and new initiatives.



Big-Box Convenience Shops 'Walmart To Go' is the Brand's Take on the Convenience Store Format



Express Grocery Stores Sobeys' Unveiled a New Express Store Concept in Nova Scotia



Pharmacy Produce Markets Shoppers Drug Mart Now Features Fresh Produce Offerings



Local Shopping Kiosks American Express' Shop Small Helps You Experience Local Treasures

4 Ideas + 31 Related Examples

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Score: **6.1**

Popularity Activity Freshness

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Commuter Commerce

Covert retail spaces embed themselves into fun commuter spaces

Implications - As brands look to embed themselves into the daily routines of consumers, many are opting to host experiential pop-up shops in commuter spaces as a means of genuinely surprising individuals in a mundane part of their day. In addition to demonstrating the resonant power of such clandestine consumer interactions, this shift is related to the escalating creativity of pop-up shop venues as influenced by densely populated urban centers.



Streetcar Shoe Experiences The Nike SNKRS XPRESS is a Curated Event for All-Star Weekend



Parking Lot Shops 'The Park-Ing' Transforms an Underground Parking Lot into a Retail Space



Subways Station Pop-Ups This Pop-Up Shop is Located Inside an Old Subway Station Bathroom



Chic Commuter Boutiques Toronto Eaton Centre's Mobile Closet Makes Fashion Accessible

Score: **7.8**

Popularity

Activity

Freshness

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4 Ideas + 36 Related Examples

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Device Sharing

Consumers begin renting technology rather than investing

Implications - As consumers and businesses alike look for cost-efficient alternatives to ownership of large-scale technology, various platforms that make short-term rentals possible have begun to emerge. From health systems looking to transform unused equipment into a source of revenue to a consumers testing equipment pre-purchase, these services speak to the evolution of the share economy. This progression speaks to the growing value of collaborative consumption among consumers, even when it comes to something as essential as technology.



Velomobile-Sharing Services The Veemo Bike Share Service Would Cost About \$0.20 Per Minute



All-Subscription Retailers This New Store Lets You Rent Any Product in Exchange for a Monthly Fee



Technology Rental Apps NYC Startup KitSplit is a Peer-to-Peer Platform for Leasing Tech Equipment



Music-Centric Creative Hubs The Sonos Studio London is a New Community Space in Shoreditch



Tech-Lending ATMs



Equipment-Sharing Medical Groups

Score: **6.0**



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6 Ideas + 52 Related Examples

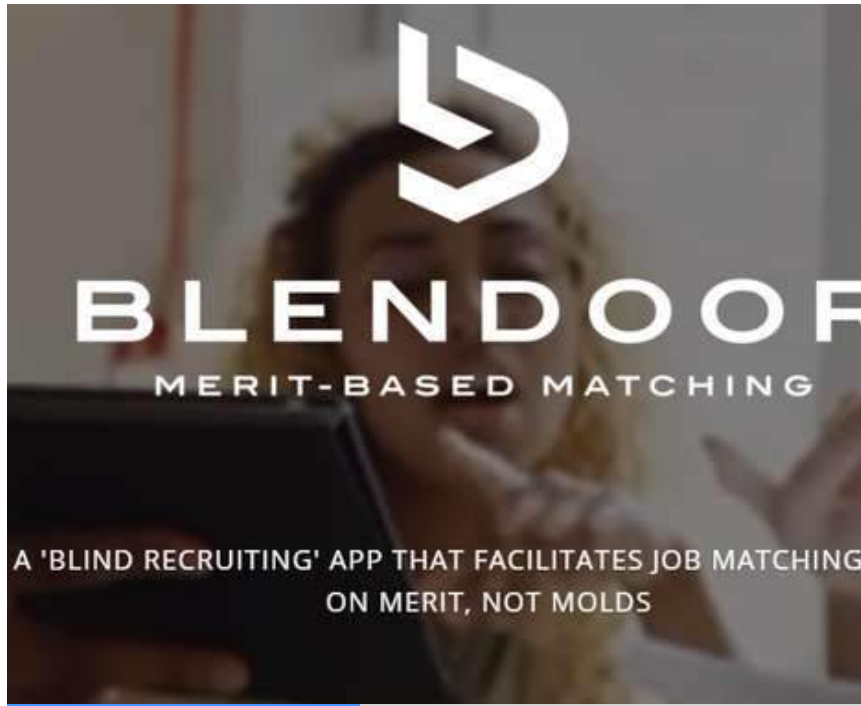
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Recruiting Neutrality

Innovative recruitment platforms aim to eliminate bias

Implications - In an effort to engage in ethical hiring practices, brands have begun leveraging progressive recruitment platforms that eliminate particular elements of the traditional process that are seen to lead to unfairness and bias. In addition to highlighting the ever-evolving experience of recruitment in the digital age, this progression demonstrates the attitude of the emerging workforce that conventional hiring practices may not best serve all stakeholders.



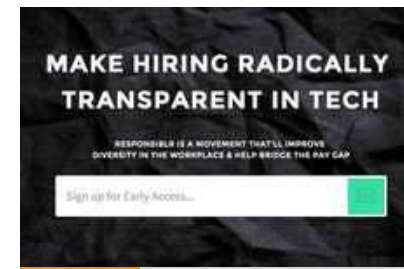
Blind Job Matching Apps The Blendoor Apps Removes Your Face and Name From the Application Process



Gender-Balancing Hiring Tools The Anti-Sexism App Sniffs Out Subtle Bias in Job Post Listings



Anonymous Job Interviews This Company Conceals the Identity of Each Job Candidate



Bias-Eliminating Hiring Platforms Responsiblr Aims to Close the Pay Gap and Diversify Workplaces

4 Ideas + 36 Related Examples

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Score: **4.0**

Popularity 

Activity 

Freshness 

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Fast Casual Hospitality



Hotel brands buck complex structure with youthful diffusion brands

Implications - As Millennial travel habits continue to redefine the industry, many established hotel chains are launching diffusion brands that offer simple, streamlined experiences at lower price points. A progression that was first felt in the fast food industry, this shift is related to the cost-consciousness of younger travelers, as well as the push for transparency from brands in the form of product and fare structures that are more easily understood.



Millennial Hotel Concepts Marriot International's New Moxy Hotels Brand Image Targets Millennials



Bare-Bones Hotel Brands This Midscale Hotel Chain is Designed for Budget Travelers



Soft Brand Hotel Chains Hyatt Hotels' The Unbound Collection is Geared to Social Media Consumers



Minimalist Millennial Hotels Hilton's Tru Brand Rental Rooms Opt for a Bare Necessity Aesthetic

Score: 5.1



DEMOGRAPHICS



4 Ideas + 34 Related Examples

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Culinary Laboratory



Consumers flock to experiential attractions focusing on future food

Implications - As consumers seek experience-driven engagement in all realms, many are embracing hands-on workshops that introduce them to futuristic concepts like 3D-printed food and sensory-enhanced dining. Part educational workshop, part entertainment, such immersive attractions speak to the modern consumer's pursuit of memorable, multifaceted experiences. Additionally, these "labs" speak to the more scientific, well-informed approach to food that both health-conscious and Foodie consumers are employing.



Nutritious 3D-Printed Foods This Food Lab Gives Healthy Ingredients a More Appetizing Form



3D Printing Culinary Labs The 3DS Culinary Lab in La is an Office and Educational Hub



Multi-Sensory Food Labs Westfield's Tongue Twister Shows How Sight, Smell & Sound Influence Taste



Human Tear Cocktails The 'Bitter Tears' Workshop Teaches People to Make Drinks Out of Their Tears

Score: 6.3



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4 Ideas + 36 Related Examples

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Les villes tours ou Babel



<http://www.treehugger.com/green-architecture/broad-sustainable-building-completes-57-story-tower-building-3-floors-day.html>



Merci!

Et si tout n'était qu'illusion et que rien n'existait ? Dans ce cas, j'aurais vraiment payé mon tapis beaucoup trop cher.

Woody Allen

L'immobilier: revu et conçu collectivement



L'architecture et la communication conceptuelle - externe



L'architecture et la communication conceptuelle - externe



L'architecture et la communication interne



La ville comme communication

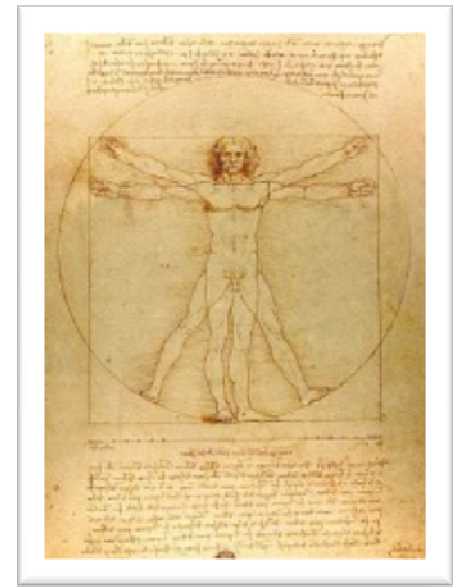
- Les places publiques
- La mixité
- POD
- Les fresques ou peintures murales et les graffitis

La vie en immobilier

- Le Bio [mimétisme](#)
- L'agriculture urbaine
- L'autodétermination énergétique
- L'Arcologie – architecture et écologie (frugale, efficient, équilibre, *Lean*)
 - Vitruve – l'architecture est une imitation de la nature (pérenne, utile et belle)
 - Utilitas (Attitude), Firmitas (Concept), Venustas (Communication)

Nous avons besoin d'architecture qui nous parle, nous avons besoin d'immeuble qui nous ressemble dans notre environnement parce que s'ils nous ressemblent et qu'ils demeurent nous sentirons la beauté. S'ils nous ressemblent, nous y appartiendrons aussi. Ce n'est pas où est le bâtiment, mais la façon qu'il est fait.

Patterson architecte



Communication

- Architecture Apple, TeraXion,
 - Controverse CDPQ
- Vêtement intelligent
 - Avertir si l'environnement est néfaste pour la santé – Immeuble conséquence?
- Image du quartier comme écoquartier et la volonté de demeurer
- L'environnement des parcs industriels avec des bâtiments fade et carré va-t-il attirer les plus créatifs pour la PI et améliorer la productivité?
- La maison où je vis en famille, la maison où je travaille, la maison où je m'éclate. Comment sera-t-elle? Le lieu où sera ma maison comment sera-t-il? La qualité de l'environnement pour ma santé physique et mentale sera-t-elle présente?
- La ville où je demeure reflétera-t-elle mes valeurs?
- Est-ce que l'ensemble de ces variables sera pris en compte dans la valeur?

