THE EVOLUTION OF IN-STORE CUSTOMER EXPERIENCE

1800-2050, BACK TO THE FUTURE

1800-1899

SHOP WINDOWS

- First seen in Department Stores thanks to broader access to electricity and the industrialisation of glass manufacturing

PAYMENT

- Price tags, introduced in the 18th century, are now commonly used. Introduction of fixed pricing by the retail chain *Woolworth*. (USA - 1879)
- Direct cash payment replaces retailers taking on credit in stores

SERVICES

- Department Stores introduce changing rooms, open access, sales by catalogue and free returns

STORE FORMAT

- Rise of department stores: *Bennett's of Irongate* (Derby, Ang -1734), *Tapis Rouge* (Paris, Fr - 1784), *Trois Quartiers* (Paris, Fr - 1829), *Austin's* (Ireland of the North - 1832)
- First public shopping centres *"Galeries de Bois"* (Paris, FR - 1786), *Burlington Arcade* (London, Ang - 1879)

INFLUENTIAL PERSONALITY

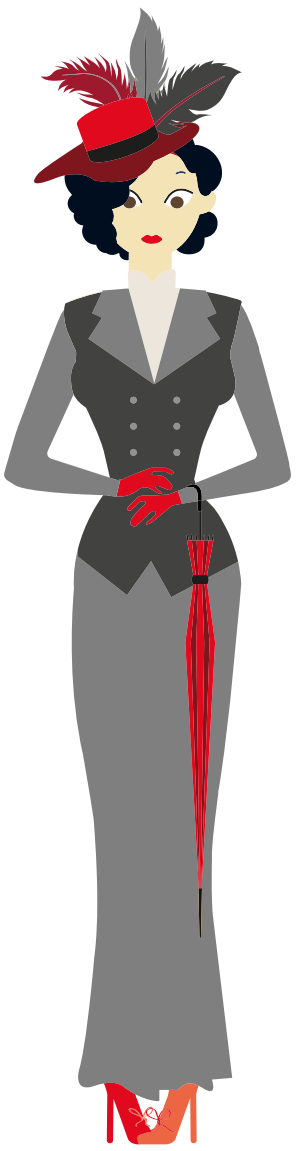
- Aristide Boucicaut, creator of the *Bon Marché* (Paris, Fr. - 1852)

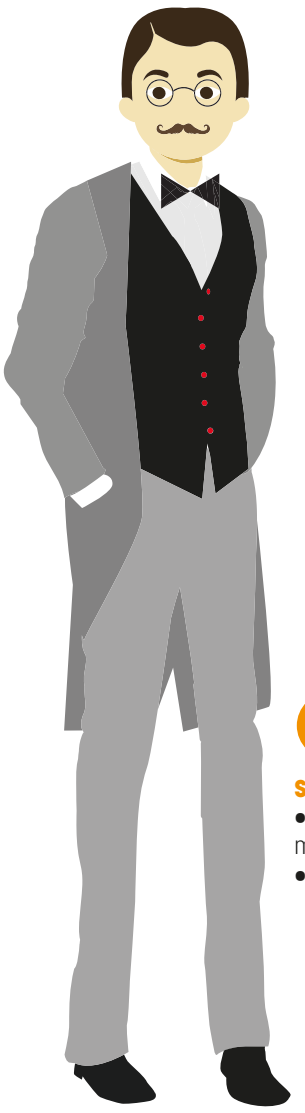
1900-1919

INFLUENTIAL PERSONALITY

STORE FORMAT

- Retailers focus on adding pleasure to the shopping experience *Selfridge's* (London, Eng - 1909)





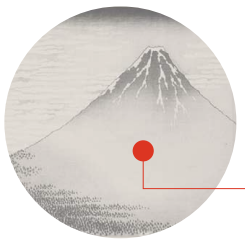
- Clarence Sounders and his *Piggly Wiggly* store with the installation of shelves and gondolas and the invention of self-service

- Grocers focus on managing flows. 1st self-service store *Piggly-Wiggly* (Memphis, USA - 1916)

ATMOSPHERE
- Restauration starts to be featured inside stores
- Rise of in-store hair salons, giving hairstyle, makeup and posture lessons
- Department stores start to become entertainment centres with music rooms, art exhibition, special decorations and book readings

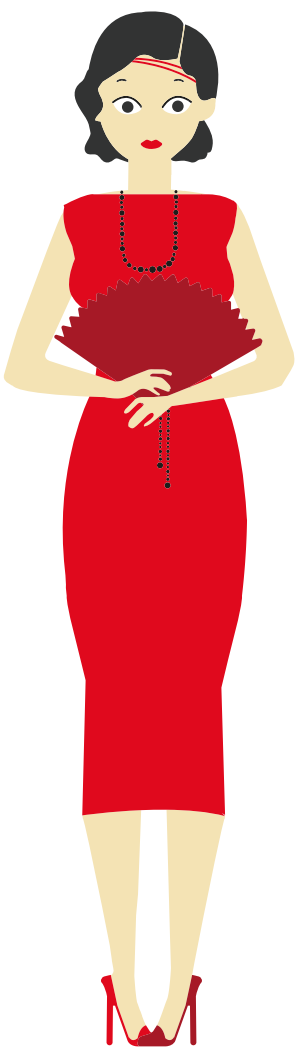
SERVICES
- Paper bags start to be used to encourage customers to carry their shopping rather than being delivered

SHOP WINDOWS
- Rise of the realistic wax models (1910)
- Neon signs appear (1910)



ADVENT OF ADVERTISING
- The Department store *Mitsukoshi* innovates by advertising on Mount Fuji (Japan - 1908)

1920-1939



SERVICES
- Invention of the supermarket shopping cart by Sylvan N. Goldman (USA - 1936)

ATMOSPHERE
- George Owen Squier invents the elevator music and founds *Muzak* (1922)
- Recorded background music arrives in stores at *Monoprix* (Paris, Fr. - 1927)

SHOP WINDOWS
- Rise of window stageplays with the Nativity scene at the *Galeries Lafayette* (Paris, Fr. - 1925)

STORE FORMAT
- Introduction of 1st supermarket which will be 40% cheaper than the competition: *King Kullen* (NY, USA - 1930)
- Simultaneous launch in France and in the United States of first franchise concepts in 1930s

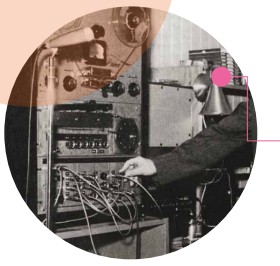
INFLUENTIAL PERSONALITY

• George Owen Squier, creator of *Muzak,* invents background music and brings it first to elevator and then to stores (USA, 1865 - 1934)

1940-1969

STORE FORMAT
- Albrecht brothers' *Aldi* marks the advent of discount stores (Germany - 1948)
- *Lorthland Shopping Center* is the 1st big open-air mall (Detroit, USA - 1954)
- *Southdale Center* is the 1st air-conditioned mall (Minnesota, USA - 1956)
- 1st hypermarket by *Carrefour* (Sainte-Geneviève-des-Bois, France - 1963)

PAYMENT
- *Bank of America* releases the 1st credit card ever (1958)



ATMOSPHERE
- *Mood Media* creates the 1st endless record launching at *Monoprix* (Fr. - 1954)

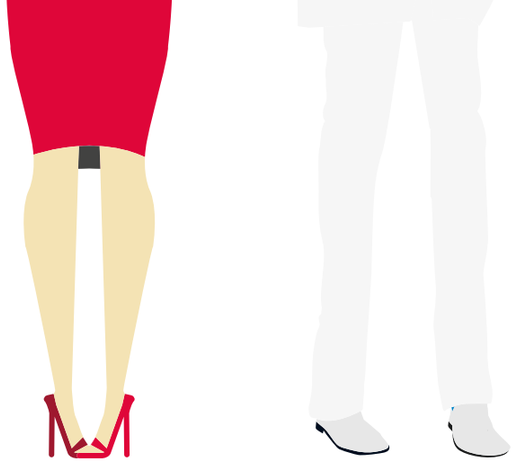
INFLUENTIAL PERSONALITY
- Edouard Leclerc pushes the "discount" further driving mass consumption (Landerneau, FR - 1949)

SERVICES
- Launch of the 1st *7-Eleven* opened everyday from 7am to 11pm (USA - 1946)

1970-1999

INFLUENTIAL PERSONALITY
- Jeff Bezos creates *Amazon* in 1994 challenging the traditional store concept of this time

SHOP WINDOWS
- Theatricalisation of shop windows: fake murder scenes in *Bloomingdales's* windows (NYC, USA - 1970)



PAYMENT
- Invention of the bar code in the 1970s
- Roland Moreno invents the chip smart card (1974)

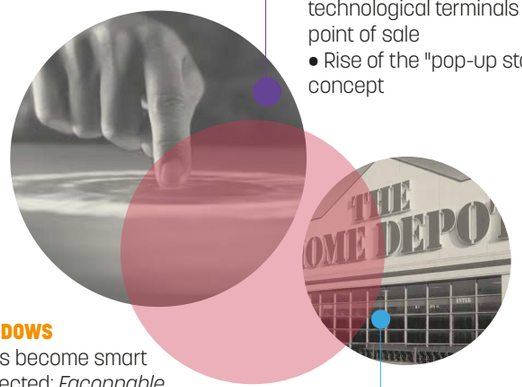
ATMOSPHERE
- *Abercrombie & Fitch* pioneers in sensorial marketing mix in store (USA - 1992)
- Introduction of in-store music design custom playlists and by *Mood Media*
- The 1st digital screens start to appear in retail as marketing tools

STORE FORMAT
- Appearance of the e-commerce: *Amazon* (1994), eBay (1995)
- Supermarkets, Hypermarkets and Malls all affirm as store formats across all continents

2000-2010

INFLUENTIAL PERSONALITY
- Steve Jobs reimagines the store, his legacy took the convergence between physical & digital store even further by creating "iBeacons" (*Apple* - 2013)

STORE FORMAT
- Exponential growth of the e-commerce
- Integration of touchscreens and technological terminals in the point of sale
- Rise of the "pop-up store" concept



SHOP WINDOWS
- Windows become smart and connected: *Façonnable* (Paris, Fr. - 2010)

PAYMENT
- 'NFC' Technology is first used in stores by *Home Depot* (US - 2010)

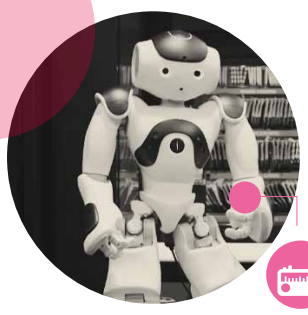
SERVICES
- 'Click & collect' first appearance at *Argos* (UK - 2000s)
- 'RFID' Technology first used by *Tesco* (UK 2004)
- The 'QR Code' makes the virtualization of the point of sale possible: *Tesco Korea* (2010)
- WiFi starts to be offered by stores to customers

2011-2016

SHOP WINDOWS
- Introduction of connected windows
- *Virgin Megastore* and *Hugo Boss* among the first uses of a passerby recognition system to deliver bespoke & real-time content (USA 2011)

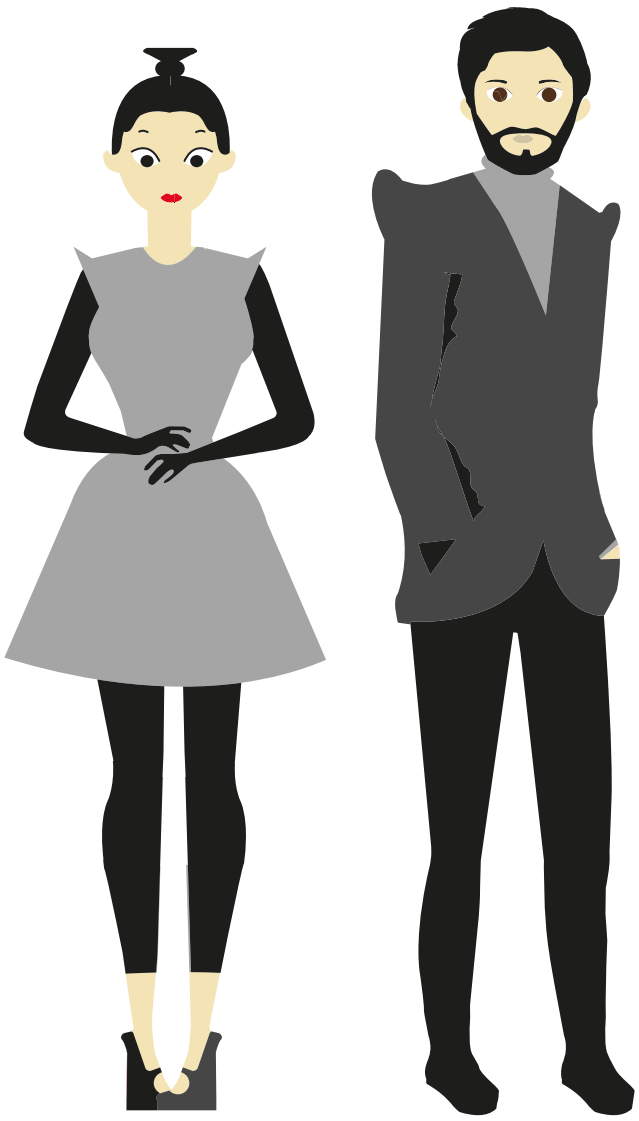
PAYMENT
- *Google Wallet*, 1st mobile payment system is launched (2011)
- Appearance self order and payment touch screens at *McDonald's* (2011)

SERVICES
- "Cross-channel" strategies spread
- 'click & collect' is more broadly used by brands
- 'Store-to-web' rises as trend
- Augmented clerks appear at *Sephora* (2011) and *Burberry* (2012)
- 3D printing enters the retail space: *Eram*, *Lissac* (2016)

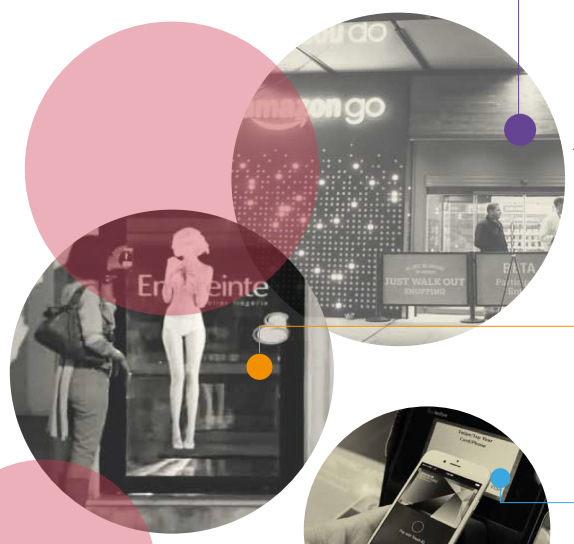


ATMOSPHERE
- Augmented reality is used in store by *Volkswagen* (2011)
- Robots start to appear in *Nao* and *Sephora* points of sale (Paris - 2015)
- 'Audio watermarking' technology developed by *Mood Media* allows brands to deliver branded content with music results via *Shazam* (2014)

2050



STORE FORMAT
- Department Stores develop around brand's' essence
- Smaller stores adapt to local communities' needs
- Integration of innovative startups to brands' businesses
- Connected objects will be a wide reality thanks to AI and Big Data



SHOP WINDOWS
- Connected windows and holograms

PAYMENT
- Tills have disappeared, replaced by digital receipts, payment via app and RFID
- Product personalisation will also lead to price personalisation

ATMOSPHERE
- Feel data: personalised content constantly adapted via neuro-scientific tools and algorithms
- Retailment: personalised and unique experiences via mixed reality technology

SERVICES
- Personalisation: desired products at the best time and the best price
- Voice and visual recognition
- 3D printing and visualisation to create bespoke products on the spot
- Logistics: trolleys are smarter and will often be actual robots