

# RETAIL DESTINATIONS: THE SHOW MUST GO ON

201 Bishopsgate – 09.09.2020

Sponsored by: Nuveen Real Estate



retail property analyst

**nuveen**  
REAL ESTATE

## 8.45-9.15 REGISTRATION AND BREAKFAST

### 9.15-9.25 WELCOME AND OPENING REMARKS

**Mark Faithfull**, Editor, Retail Property Analyst

**Myles White**, Head of European Retail, Nuveen Real Estate

## HOW TO THINK DIFFERENT

### 9.25-09.50 RETAIL RESORTS: Sun, sand and shopping?

As we emerge from the health crisis, creating great destinations has never been more complex and many of the past rules for shopping centres need rewriting. **Eurofund CEO Ian Sandford** outlines plans for retail resort into Costa del Sol and explains why the future means focusing on the visitor.

### 09.50-10.15 THE INNOVATION GENERATION: Shaking up the model

In order to change, destinations need to bring in different offers, fresh thinking and new innovations. **Julie Villet, director of URW Lab & CSR, Unibail-Rodamco-Westfield**, discusses how she has helped spearhead a radical shift in attitudes and approach at one of the world's largest retail-led groups.

### 10.15-10.35 SWEATING YOUR ASSETS: How Gymshark scored in athleisure

Athleisure brand Gymshark has been quick to build a strong following among consumers as it carves out a niche in this booming retail sector. From online engagement during the crisis to a pop-up shop, **Gymshark retail director Mitch Healey** explains how the company is developing a mix of online and physical initiatives to create an enduring ethos around the brand.

### 10.35-11.05 RETAIL 3.0: Who needs shopping centres?

Retail is no longer the anchor to development in the traditional sense. **Our panel, led by Martin Perry, head of European retail, Nuveen Real Estate**, looks at how the mix is being rethought in the current generation of new developments and considers how the events of 2020 will shape evolution in future schemes and through asset management.

## 11.05-11.30 REFRESHMENTS AND NETWORKING

## RETAIL, BUT NOT AS WE KNOW IT

### **11.30-11.55 MISSION IMPOSSIBLE: Blurring the lines of reality**

At a time when visitors and consumers are increasingly demanding stimulation and differentiation, technology can hold the key to creating genuinely immersive environments. **Tom Scalabre, co-owner and creative director of specialist Superbien**, explains how destinations can embrace digital, including the amazing aquarium recently created for Altarea in the south of France.

### **11.55-12.15 PICTURE THIS: Setting sales with brandships**

In a digital age, telling a brand story, engaging consumers and emphasising points of differentiation is becoming increasingly important. **Theo Georghiades, project leader for House of Photography at FujiFilm**, reflects on why when the company wanted to reach out to consumers it chose an interactive store that could showcase its products and services while illustrating its rich brand legacy.

### **12.20-12.45 DISH LIST: Revolutionising dining through innovation**

As the F&B sector matures and evolves, **Charlotte Mindus, director of global restaurant consultancy Livit** sets out how as an F&B specialist it decided that to truly understand future trends it needed to open its own, innovation-packed restaurants in Sweden and the US, collaborating with Spotify along the way.

### **12.45-13.10 WHAT SHE WANTS...When she wants it**

Shoppers have become accustomed to an ever-changing retail offer and innovation becoming part of their daily lives, but how do you figure out what ideas are really going to resonate? **Catharina Frankander, brand experience manager, H&M Group**, explains how the fashion chain introduces new services and innovations and focuses on winning solutions.

### **13.10-13.15 IN SUMMARY**

**Retail Property Analyst Editor Mark Faithfull** wraps it up.

### **13.15-14.00 LIGHT LUNCH AND NETWORKING**