

SEPTEMBER 2024

# THE WORLD OF RETAIL

The Biggest Monthly Stories From the Retail Industry!



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## MARKS & SPENCER PLANS FASHION- ONLY STORES

M&S is planning to open a range of clothing-only stores amid soaring fashion sales.

The high street retailer will launch a stand-alone clothing shop in London's Battersea Power Station later this year ahead of further openings, [The Sunday Times reported](#).

It said the Battersea store would be a trial of a new format with a curated "best of" range of menswear and womenswear, including its Autograph line, as well as lingerie.

It described the new stores opening in the Autumn, which will be called Marks & Spencer, as a new, smaller format.

It comes as [M&S' clothing division has undergone a resurgence](#) in recent years as executives target younger customers. If successful, M&S could open more clothing and beauty stores as chief executive Stuart Machin continues his store rotation plan, where the retailer closes or moves underperforming stores and opens new branches.

Image credit: Shutterstock

# TAPESTRY EXPANDS DATA INSIGHTS TO KATE SPADE

The parent company of Coach, Kate Spade and Stuart Weitzman is building on successful customer identification efforts.

Tapestry is rolling out the Bluecore customer identification platform in its Kate Spade New York banner, following successful implementation across its Coach and Stuart Weitzman brands.

According to Tapestry, the solution has been delivering strong identification improvements and contributing to marketing growth for Coach and Stuart Weitzman since initial deployment in 2022.

The retailer intends to collect data from marketing-driven engagements with real-time

shoppers and product data to generate insights by creating models related to customer metrics such as purchase intent, lifetime value, product affinity, and discount affinity.

Leveraging the platform, Tapestry also obtains data about customer movement, which helps identify opportunities to tailor marketing to new, active, and inactive customers across key digital channels including site, mobile, email, and social.

Image credit: Tricarico





# LUSH OPENS COVENT GARDEN STORE IN LONDON

Lush has opened the doors to its new flagship store in London's Covent Garden, marking its return to the city's West End after more than a decade.

The bath bomb specialist opened the space as a [festive pop-up last Christmas](#) and unveiled its permanent store and spa in August.

The 2,475-square foot space at 12-14 Long Acre is stocked with Lush's hair care, skin, and body care including a curated collection of previously discontinued products from the archives.

Customers will also be able to shop the brand's bath bombs, and reusable Knot Wraps, as well as flowers from the in-store florist.

Below the shop floor is the Lush Spa, comprising three single and one double treatment rooms. Six spa therapists offer treatments including new Scottish-themed hot stone massage The Highlands, hot chocolate-scented full body scrub The Comforter, and face, ear, and scalp massage The Sound Bath.



# PANGAIA PARTNERS WITH YESCOLOURS FOR THEIR CARNABY STREET STORE

YesColours, the pioneering paint brand known for its commitment to sustainability and innovation, recently played an important role in the launch of **PANGAIA's** debut UK store, located at 57 Carnaby Street in London.



Spanning 1,500-square feet, the space is adorned with a calming hue from feelgood paint brand YesColours, carefully chosen to inspire joy and optimism. YesColours' Mellow Neutral paint proved to be the perfect choice, aligning seamlessly with PANGAIA's ethical and sustainable values.

Offering 100% vegan and free from animal-

derived ingredients, as well as low VOCs to promote healthy indoor air quality and reduce environmental impact, the Mellow Neutral paint fits the bill seamlessly. YesColours' paint is also highly durable, making it ideal for a high-traffic retail space, while offering a smooth, vibrant finish that enhances the store's authentic design.

# LEGO AND NIKE ANNOUNCE COLLAB

The multi-year global partnership connects two of the most beloved and iconic brands to highlight how the power of play shapes lives.

The brands will bring to life the many ways creative play and sport can help kids be the best versions of themselves.

The partnership activity kicks off next year, and could see a series of co-branded products, content, and experiences that combine the imaginative power of LEGO® bricks with the “Just Do It” spirit of Nike to invite all kids into play and sport.

A recent study by the LEGO Group indicated that 59% of parents worry that their children do not have enough playtime or access to fun activities.

Both brands have a long history of championing kids’ right to play and backed efforts for the United Nations to adopt a resolution designating June 11 as the International Day of Play.



# WAITROSE PLANS 100 MORE CONVENIENCE STORES

Waitrose is planning to open 100 convenience stores over the next five years as part of a £1bn-plus investment in new outlets and shop refurbishments.

The upmarket grocery chain unveiled a revamped outlet in Finchley Road, north London, at the end of August.

This kicks off a new phase of expansion with its first new store in six years in Hampton Hill, west London, by the end of this year.

[James Bailey](#), executive director of Waitrose, said the group planned over five years to open up to four large supermarkets as well as the Little Waitrose shops, some of which may include relocations from existing sites.

He said older stores were also being refurbished to feature “more of what people expect from us and love such as counters, unequalled service, and a lot more fresh food”.

The new openings come as Waitrose has begun to regain market share after a tough period in which it came under pressure amid heavy competition from its rival Marks & Spencer and the cost of living crisis, in which shoppers sought out cheaper options.

*Image credit: Bloomberg/Getty*





T R I N N Y L O N D O N

## TRINNY LONDON OPENS FIRST PERMANENT STORE

From pop-up to permanent home, [Trinny London](#) is opening its debut flagship store on King's Road in Chelsea next month.

Revealing the plans on Instagram, founder Trinny Woodhall is filmed donning a branded hard hat as she smashes a sledgehammer into a wall.

The caption reads: "Warning: this is a hard hat area. Construction of our new flagship is underway and off to a smashing start. Will we see you there? Our London flagship store is coming soon."

Whilst specific details were not revealed in the social media post,

Woodhall said the flagship will not be open for "a few weeks" but appointments are now available to book online from the 11th of September.

The in-store services will include in-depth, one-to-one consultations across skincare and makeup, as well as a "fun-filled" duo makeup lesson with the British beauty brand's pro makeup artists.



# IKEA TRIALS SELF SERVE LOCKERS AT TESCO STORE

IKEA and Tesco are expanding their partnership by adding next generation self-serve IKEA lockers at the Peterborough Werrington Superstore as part of a new trial between the two retailers, to make collecting IKEA online orders easier than ever.

The new automated pick-up locker, one of three that will feature in the trial, is now live, with customers able to order a wide range of IKEA products, from home accessories and homewares to furniture.

Werrington Superstore is the first store in the country to benefit from these cutting-edge lockers, meaning Peterborough residents will be able to use the trial service before anyone else in the UK. Lockers in Dereham and Cambridge will be launched later this month.

Customers within 100km of the Werrington superstore will be able to make use of the service. To select a locker collection, at checkout, customers can choose the 'Collect from an IKEA Store or Locker' delivery option and select 'Tesco, Werrington Car Park Lockers' as the pick-up location.

Once an order has been confirmed, customers will receive an email and text containing a 6-digit code to unlock the locker and collect their order



# AMAZON JOINS FORCES WITH TIKTOK AND PINTEREST TO SELL MORE

Amazon and TikTok have announced a groundbreaking partnership that will allow TikTok users to seamlessly purchase products directly from Amazon ads within TikTok's app.



This is all made possible through new “shopping ads” that enable TikTok users to link their social media accounts to their Amazon profiles. Once linked, users can leverage their saved Amazon payment and shipping information to complete purchases without ever leaving the TikTok app. By allowing TikTok users to purchase

items directly from video ads, Amazon will capitalise on the impulse of viral fashion trends and consumers’ excitement in the moment. This is a potentially lucrative move when you consider 97% of Gen Z discover new fashion trends from ugc and 83% buy instantly because of the quality of the content. ([Forbes + Sprout Social, Inc.](#))

# TED LASSO STORE OPENS IN RICHMOND



Fans of Ted Lasso, your day is about to get a lot better. An official merchandise shop for the hit TV series has opened its doors in southwest London – specifically in Richmond, the heart of the Lasso universe.

On Paved Court, just walking distance from The Prince Head’s pub, (or as Ted Lasso die-hards would know it, the Crown & Anchor) fans of the show can get their hands on official jerseys, scarves, and hats embellished with the iconic AFC Richmond logo.

The shop, which spans over 500-square feet across two floors and is the UK’s first shopping destination for official Ted Lasso merchandise, opened at the beginning of August and has already gotten rave reviews from visitors and fans describing the store as a ‘must see’, with ‘great quality’ products.

The Apple TV+ series, which features an impressive pool of British talent including Hannah Waddingham, Phil Dunster, Brett Goldstein, and Juno Temple, concluded its third season in March last year.

Image credits: JNHP Retail Limited and Warner Bros. Discovery Global Consumer Products

# GO OUTDOORS OPENS EUROPE'S LARGEST OUTDOOR STORE

Go Outdoors is set to open Europe's "biggest ever outdoor retail shop" as it takes over the former John Lewis store in York's Vangarde Shopping Park.

The 125,000-square foot site will feature more than 380 brands across walking, camping and caravanning, watersports, running, fishing, horse riding, and climbing. It will also house its new concept cafe, Alpine Café.

The superstore has created over 42 new jobs at the [outdoors retailer](#), with 28 staff members joining from its old GO Outdoors York shop.

The store began trading on the 23rd of August, with a grand

opening weekend held over the 7th and 8th of September, hosted by [brand](#) ambassador and TV star Helen Skelton.

GO Outdoors CEO Lee Bagnall said: "I am extremely excited and proud to open the biggest outdoor store in Europe. I am thrilled to be able to bring the very best brands, products, and services to our customers in York, in our new game changing flagship store."



# MORRISONS RAISE FREEZER TEMPERATURES IN STORE

Morrisons has said it will be able to reduce grocery prices by raising the temperature of its freezers.

The supermarket chain will increase its frozen food temperatures from  $-18^{\circ}\text{C}$  to  $-15^{\circ}\text{C}$  in 10 stores as part of a trial to meet its net-zero goal by 2035.

The company, which has its headquarters in Bradford, claims to be the first UK retailer to make the move.

Ruth McDonald, Morrisons' Corporate Services Director, told the BBC: "What we will be doing is investing every penny of that back into reducing prices for customers."

She added: "As soon as we saw the science, we knew we had to jump on board and really drive some action in this space.

"And that's because there is a significant opportunity to reduce emissions here.

"What we found through the scientific studies is that if the entire supply chain globally increased frozen food temperatures by just three degrees, that could drive significant reduction in carbon emissions."

Image credit: Sean Dempsey/PA Wire





## **NEXT ANTICIPATES £1BN PROFITS THIS YEAR**

Next has upgraded full-year profit guidance after the retailer's sales smashed expectations in the first half, driven by a surge in overseas online demand.

The FTSE 100-listed high street giant saw full-price sales jump 4.4 per cent in the first half of the year, beating guidance of 2.5 per cent, after securing £42-million more in revenues than forecast in the second quarter.

Next told investors it had planned for a 0.3 per cent full-price sales dip in the second quarter, owing to 'exceptionally favourable' trading conditions last summer.

But total full-price UK sales eked out 0.4 per

cent growth, despite comparatively poor weather over the three-month period, while online overseas sales rocketed by a 'much better than expected' 21.9 per cent.

Consequently, Next upgraded its full-year pre-tax profit guidance by £20million to £980million, reflecting £11million in additional sales and logistics-driven cost savings of £9million.

*Image credit: Shutterstock/Thinglass*

# JOHN LEWIS LAUNCHES ONLINE PRE-LOVED DESIGNER BAG OFFER

John Lewis has launched its first range of pre-loved designer handbags and expanded its second-hand jewellery collection online.

The [department store retailer](#) has partnered with luxury reseller Sign of The Times to allow customers to shop over 150 options of second-hand designer pieces from the likes of Chanel, Christian Dior, Saint Laurent, and Gucci.

It builds on the pair's current partnership, which will see Sign of The Times open a permanent shop in the Peter Jones department store in London's Sloane Square following a successful pop-up.

John Lewis said it had seen searches for pre-loved handbags rocket 24% year-on-year and that premium handbags represented nearly 65% of all handbag sales across the business.

The retailer's Innovation Lead, Danielle Gagola, said: "We've seen tremendous success with our pre-loved designer pop-up with Sign of the Times in our Peter Jones shop and are thrilled to continue to build and make shopping more sustainably easier for our customers through JohnLewis.com."





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