

**HOW DOES
TECHNOLOGY
FEED FASHION
TO CREATE AN
IMMERSIVE
RETAIL
EXPERIENCE
FOR THE
CONSUMERS?**

How Does Technology Feed Fashion to Create an Immersive Retail Experience for the Consumers?

Autumn West

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A case study submitted in partial fulfilment of the requirements for
BA (Hons) Fashion Management & Communication

Sheffield Hallam University

**Sheffield
Hallam
University**

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25%

of consumers did not feel like this would make them more inclined to go into these specific stores

88%

of people agreed to feeling comfortable with the use of artificial intelligence at home

84%

of consumer have tried virtual reality or some form of artificial intelligence at home

Digital retail is set to increase by

39.1%

by 2023

Online sales from 2018 has risen by

54.9%

Whereas high-street shopping has decreased and only grown by 2%

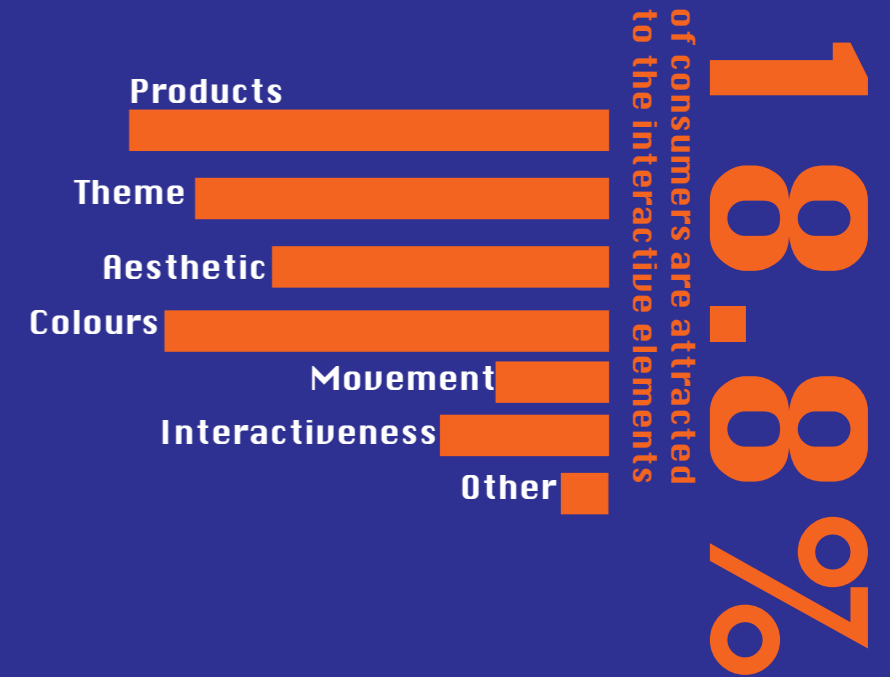


83% of consumers wanted new technology advances in-store

16% of consumers wanted no technology advances in stores



From 2018 Selfridges sales rose from £787.9m to £809.9m



90%

of participants would prefer to have more technological advances in window displays in the future

79%

of consumers believe shopping experiences should be determined by the age of the participants that enters that store

79%

of generation Z agreed to this forcing them to shop online.

49%

of consumers, aged 55-64 agreed showing that this generation appreciates the more physical displays

48%

of consumers agreed they use stores as showroom rather than a purchase destination

87%

of consumers think brands need to put more effort into omni-channel retailing

52%

of millennial are the first to try out new technologies

“Fashion and technology will inevitably become one”

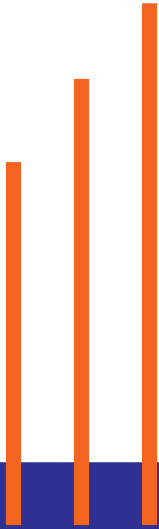
– Endogadget (2017)

“Retailers are going on the offence, using technology to entice customers to shop both online and in store”

– Michelle Evens (2018)

“AI has been powering retail for years, and retailers have only been scratching the surface of what’s possible”

– Geoff Hueter (2018)



Steven Skinner
-SVP, Retail and Consumer
Goods Consulting-
“For customers, these experiences help
them feel closer to the brand with a
personalised, intimate experience and level
of service they cannot get elsewhere”

Andy Jones
-Consumer Experience
Director-

“Online shopping has made it
incredibly simple for consumers
to shop around easily comparing
products and receiving advice,
with 24/7 shopping now at their
fingertips”

Nick Dew MD
of Creative Media

-Breaking down barriers-
“Technology is removing
the Physical Barriers when
it comes to fashion”

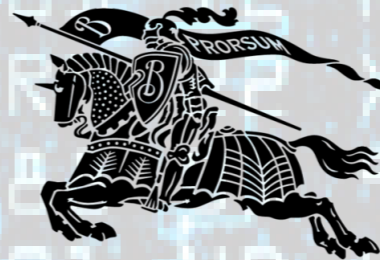
Richard Dodgson
-Founder of Timebased
Events-

“Brands can now connect and interact
directly with huge consumer audiences
through social media channels and live
streaming. It provides brands with the
opportunity to engage with their target
audience”



**LONDON FASHION
WEEK PROMOTERS
OF TECHNOLOGY
IN RETAIL**

GUCCI



BURBERRY
ESTABLISHED 1856



adidas

HARVEY NICHOLS



VANS

SELFRIDGES & CO



MICHAEL KORS

**BRANDS AT THE
FOREFRONT OF
TECHNOLOGY IN
FASHION**

ABSTRACT

A brief description of how Technology is helping the Fashion industry. Looking at what will be explored within the main body of text. Expressing details and factors that can determind the positive and negative effect on the fashion industry.



Within the Fashion Industry consumers are wanting more than an ordinary standard service. The ordinary services consist of browsing, up-selling, purchasing and leaving. It has no special meaning or interaction for the consumer to grasp a hold of, it means retail experience becomes boring and similar from store to store. Consumers are requesting experiences and interaction with store's and brand's they shop with. Primary research shows consumers want new technological ways of connecting to save time, effort and experience something different and unique that they have never seen before. (Fig.1)



This case study will explore the way technology is helping to advance the retail experience for consumers, as well as giving an outlook on how far technology has changed the retail experience to provide a better outcome for consumers. It intends to explore the different types of technological aspects, that are most common within retail however dive deep into the brand's that use these devices to gain a following from consumers in order to increase footfall and revenues. Technology is a becoming the compromise on the high street and physical shop-ping experiences. Due to online usage store buying has decreased massively. Online sales from 2018 has risen by 54.9% whereas high-street shopping has decreased and only grown by 2%. (Statista, 2018). This shows that technology creates a decline in the physical purchases however it allows larger companies to rise and gain more interest helping them in the industry. Brands such as Nike, Adidas, Selfridges and Tesla have taken this to their advantage by

mixing retail with experience to create the ultimate Technological experiences to help them within the industry, you will see details of this interaction explored below. Technology has helped to merge all aspects of retail to create a technological version people can partake in anywhere at any time. Yet this is the main reason the High-Street is declining and physical shopping is not at the forefront of consumers mind anymore. However not all technology has a negative impact on the Fashion Industry, some aspects are projecting the future of fashion, such as the use of drome's in Fashion shows or moving in-store installation. It creates a new outlook on something that was considered standard and has turned it into a stylish interaction to allow consumers to be engaged in what the brands have to offer.

No matter how much technology can help individuals it will always have pros and cons but not all consumers are engaging with this right now. It may be creating cons with high-street brands and resulting in closures creating negative ideals on what technology has to offer, however within the fashion industry it is creating change and exploring a topic Fashion has never thought to work with before. The revolution of technology is on a rise however we are only just at the beginning of its potential. Fashion brands want to push that retail experience and technology although others have already done this such as Michael Kors's take on the Cinderella dress at the 2019



Where the more reactions the garment got on technological platform the more the dress light up and changed colour, to react in cohesion with the individual's thoughts. Many individual moments like this have been created by fashion houses yet it is now that they are focusing on how technology can really play apart within their connection to the consumer, to improve their physical journey while connecting to the brand.

90% of participants would prefer to have more technological advances in window displays in the future

90%

Online sales from 2018 has risen by

54.9%

whereas high-street shopping has decreased and only grown by

2%

Methodology

A overview of the strategy in place to write this document. A brief description of each paragraph and an expression of running themes and consumer needs.



Us



Each chapter highlights a diverse section in the market and how technology impacts this, it explores specific details such as Window Displays and how specific brand have risen to become the best at this to connect with the consumers. Retail experiences and specific elements are in practice already to feed the consumers need. Artificial Intelligence and the brands that take this on to make milestones for the fashion industry and how that is designed to entice consumers into purchasing products however, it shows just how demanding the industry is, on changing and adding new ideas in order to retain the consumers attention. While focusing on how this technology is a great thing to be added into the fashion industry it also has its down sides, which will be explored throughout.

The connection between Visual merchandising and Artificial Intelligence through in-store experiences, will become apparent as well as the main aims and objectives driving Visual Merchandising to connect with the consumer. Visual Merchandising has driven consumers to buy products for generations but why is this? Due to Omni-channel retailing a relationship with Merchandising and Artificial Intelligence has grown to create a larger concept. It helps to blend various channels of retail for a more appealing and fuller shopping experience. (Pegler, Kong, 2018). It takes two different channels of retail to blend them together and create one. It helps stores to not reply primarily on brand loyalty but pushes them to work on consumer needs instead. (Pegler, 2012)

Both primary and secondary research strategies help to develop the conclusions within this dissertation. It has helped to explore all aspects and each area in depth to produces the outcomes linking with this. Numerous primary research methods such as one on one interviews, box pops and surveys have been used to utilize expert opinions as well as giving a new outlook from the consumers. The consumers feedback from surveys allows topics to be explored from their view in order to see consumer preference and needs. However, interviews with industry professionals expands on the view of what actions are being taken and put in place to show consumers that retailers and the fashion industry advisors want to put their needs first. Although, all of this is put together with secondary research coming from magazines, books and online sources. This helps to give a statistical view on all subject areas and show first-hand the difference that technology has physically created with statistics. On the other hand, it shows more disadvantages towards this subject rather than advantages. Primarily due to a lot of consumers using technology at home forcing physical stores to take serious action in order to gain back the attention of the consumers however each chapter will display exactly how stores do this. These methods helped to require the information needed in order to discuss the main advantages, disadvantages and subject areas in order to find out how technology helps stores and consumers create relationships based on the compatibility they all have with technology.

Deciding on each research method became vital in order to gain the most relevant knowledge possible. Methods such as one on one interviews allowed me to talk on a personal basis with consumers and store workers to gain inside knowledge on the connection they have with brand or give to the consumer. However, box pops gave a new look into a few brands personal merchandising strategies and how they set out stores to create journeys for consumers. Primary research primarily helped to understand the consumers mid-set and shows what they want and are engaged with. However Secondary research is used to confirm these consumer insights and help understand the statistics on an educated level. Secondary research such a book and websites are used in order to see the strategic side and locate the main rises and decrease in specific areas.

Interview with Charlotte Hague



What we're going to do is we're going to do a questionnaire and some questions and interview basically about like technology and artificial intelligence in stores so its going to be used for a dissertation but its only going to be used so that my tutors and that can see it so is it alright with you if I use what you say in my dissertation?

C; Of course, it is I can confirm

So the first question is from a visual merchandisers point of view how important do you think it is that the consumer has the ability to connect with a brand?

C; Its really important because if you don't have that connection with the brand how do you... why would you want to shop there I think that the merchandising of the store and the lay out of it is what brings consumers in its like eye catching its like your windows and things like that if there not, do you know what I mean and its making sure that its using the right visuals to bring those people in at the right time of the year

In your opinion do you think technology and like artificial intelligence helps the consumer to be connected with the brand more than without having it in the store?

C; Yeah I mean if you look at... Nike we are one of the leaders of technology with the assets we use which makes life in store a hell of a lot easier. If you look at the apps that we've got, we've got 4 different apps for Nike and its all for the different type of customers that we have, for the sneaker heads, you've got your normal Nike shopping then running club and the training club but its all designed for different people to bring those people in because they all have that brand fashion. As well as artificial intelligence with what we've done with AR which is augmented reality with an initiative running around, so it helped consumers connect with it in store and the company at the same time for example snap a QR code and then they could see sneakers running across the screen in different places in store and like clouds because it was obviously about air its real cut and its just something cool and different for people and consumers when they're coming into store like 'oh I want to go into Nike because it has AR going on and I want to go into Nike because I've seen this they go hand in hand together

Do you think that you'll see more technology coming into stores in the future, like obviously you've spoke about QR codes and stuff, do you'll think they'll be more of a chance to have more technology in store in future and how you think it will effect footfall and stuff

C; Definitely. I mean the more technology, like you have got your social media on top of its game. We're constantly changing things all the time so like before it were concentrating on peoples emails now were concentrating on getting people to scan QR codes and download the apps and get people to do this with other technologies coming in throughout like IT based but there's also the product technology as well. I do not know if u wanted to talk about that?

Can talk about an go into that

C; Every year they're bringing out new technology like react which is one of the new ones, zoom, makerfly and next percent. You have only got to think about them like they're constantly come out with new technologies in the products apps do the Nike research lab and like they're constantly looking for new innovations

Do you think this technology will help the consumers come into the store and help technology with products and in the store in the future?

C; What makes the product better and it makes the service quicker so the indoor shopping markets have self service and makes it easier and the ques are a lot more shorted if you think about it that way its starting to come into retail but a lot of people are timid around it because of the theft which is not as easy but with RFID as well which is a other new technology which make things better and quicker.

As a whole in your opinion do you think technology belongs in the fashion industry and what do you think of it being a part of it?

C; Yeah it does because for one how are you supposed to get your name out there these days everything within the world evolves around technology like were using zoom right now it's the same within the retail industry the way they're connecting with the consumer via twitter, Facebook, Instagram websites and if they didn't have any of that how are they supposed too run? Event independent stores they're using it massively through Facebook and Instagram that's how they're getting there business its how they're starting their business I think it belongs in the fashion industry because I can't see any other way of selling, especially with the times now.

Do you think that the Nike flag ship store new York have physical experience for consumers like treadmills where they can try out trainers do you think consumers want that advance in store do you think that it helps sell the products or the consumers are reluctant to use it?

C; I think it probably helps, more because its ae exiting new thing for customers too see for example if they want to use the treadmill to buy new running shoes. If stores have treadmills there they can try them out and leave with the right pair that's right for them rather than going home trying them on at home and then having too come back I think its better because you can find the actual right pair and they have simulations and different technologies going on in the changing rooms I find it fascinating.

In your opinion what do you think the most important features withing a store to gain consumer footfall what elements do you think is most important to get people in the store?

C; First people walking by is visuals and window and how store is laid and you need eye catching and seasonal and have the right set up to get people to come in, for instance if it was September a lot of places was back to school but if we had running its not going to bring people in because people out shopping are going to be wanting trainers, back too school stuff and back packs and accessories so you want kids stuff back in the windows that's just a example same with technology based that's the way you bring customers in like members get alerted to events and sales which drives you into footfall and stuff.

The instore experience that Nike have do you think there will be a rise in this within the Nike or within the consumers within the market as a whole or just innovators such as Nike that take it up on themselves too do this?

C; Yeah I think so its all about innovation at the minute without innovation you wont survive if you bring out the same stuff you won't survive you're not going to last

Do you think that brick and motor stores are a thing of the past so the regular stores that don't do the interaction do you think they're a thing of the past because obviously Nike can develop that experience for consumers from home?

C; A little bit because if you look at stores that are going in to liquidation and administration they're the stores that aren't going in the right direction in terms of technology and product. So, they must think that they don't follow the same path they're just going to close.

In your opinion do you think the consumers want a more physical experience like service or more of a digital experience like what you've said you've had in store?

C; I think that depends on who u have with you like younger people like stuff more digital but the older generation like too physically see the clothing and not as good with technology and ill say you want to pay card and they be like 'I'm doing it now for you' and they'll say 'that's good isn't it that's so clever' I think they are trying to learn with technology and it is fascinating and that's what brings older generation towards technology. I mean I personally prefer too go into stores and try on clothes and like too see them too because online it can be deceiving because sometimes when you order online you can think it's nice then it comes and its horrible and a different material to what you though, not specifically in Nike but in general from other places that I've shopped at for example ASOS and things like that sometimes I think that looks really nice they I buy it and it comes and I'm like ugh, sometimes I like too shop online sometimes I like too shop in stores, sometimes its nice to just go out and have that experience but at the same time its quick and easy too shop online

So from what you said do you think age is a huge factor of success in store whether a store will do well depending on the age of the consumer?

C; With Nike I don't really think age is a factor because we have different age ranges of consumers we've got kids , adults because of the products we have in the store because of the different areas we cater for like running, training and have a lot of people in there 60s 70, running that want that and need that product and also we have a younger generation that are inclined to the sports wear at the moment and as they grown up they want more of the training product because they start to go to the gym and stuff like that but I think with the brand ages isn't really a issue we have a different age range like grandparent coming in shopping for their kids and grandkids.

If you obviously have that new technology advance in you store how would you go about having the technology in your store and how would you use it to your advantage?

C; I would love it if we had VR in store I've used it b adore its amazing and you could use it for trying out football boots and stuff like that, you could have a pitch in the VR headset and have the ball move and it would benefit.

You feel like it would be a big improvement to the store if the elements were added in?

C; I think it would defiantly bring people in because VR is amazing and the place where I went it had que for people to go in the store and go on it and you could only go on for 10 mins but we would struggle to use it too our advantage at the minute I think AR is better at the minute. Virtual reality would be a good one, maybe could use you have a shopping experience without having too go out and have a Nike game that maybe people could play at home as well.

For people to have these experiences in store flag ship stores has got the imeressiveness of doing activities in store do you think consumers want that experience at home as well as store so if they were connected too the brand they want a mixture so they can experience in store at home?

C; I think it's difficult to get the same experience I store because you haven't got that personal touch you've got you're people on chat and they are really good I've spoked too people and they've been funny nice and helpful and you can still get that experience but the same tine how are you supposed too help you online and guide you to a item but they could and say 'how do you need help' and say if you needed a shoe they'd give you the code and the link I that'd be the way around that one.

Do you think that Nike is a leader in this sort of use of technology like they're the best in this sort of technology? Like the experiences of technology in stores?

C; Definitely I think we are at the forefront of technology there's not many people that are close to the place that we are in technology especially within the products and the assist devices and the apps I font think there many people close

Would you say that Nike is striding to be more technology focused now rather than being a standard bricks and motor, are they pushing themselves too be more technological? In terms of experiences going into stores like AR like would you say it is the focus to getting it into stores?

C; Yeah I think they're going to be bringing it in make often in the initiative set ups and things like that throughout but it might change I don't think they'll use it every month because it'll be like the normality you want it too be something exiting and new so i think every so often they'll bring it and they'll think 'they've got it this month I need to go in' they'll do it with product like the riffs they've not been available for a couple years and people want the riffs so the create that need for them and start bringing them back out some people are buzzing for them and then take them back off

Would you say that the consumer wants is vital on how you display products like you or Nike or any fashion company displays products?

C; Yeah, what I was saying earlier how you display your products is your retail calendar and have different things displayed every month like September its back to school Christmas its about gifts summer about shorts and polo a t shirt and beginning of year getting back into gym and training gear and running and October season changing so need too show water proof because its raining a lot

As a whole as a brick and motor store do you think the use of technology will be the next thing too create footfall in stores?

C; Yeah

Finally as a three part question, in your opinion would you say technology is a good or bad thing or a bad of both in fashion?

C; I think it's a good thing technology going to advance more and more the more people get used to it the better, its coming whether people like it or not so they are going to go hand in hand and needs to

Do you think the consumer engagement will benefit from this so like customers will want to be apart or people will want too be apart or people will be reluctant from this?

C; I think it'll be a mix of both you'll get people who are fine with it they'll be people who'll be reluctant too it because they're not used too technology and will be struggling to get there head wrapped around it and people who'll thrive on it and be used to it and know exactly what to do and you've got apps and greets you on your phone and can scan items and someone will just bring it to you so I think most stores with Nike will go the way eventually where as the stores like our NSF Nike stores were the last ones to receive that were at the bottom of the food change where as NTR get everything first

As a whole you've said consumer engagement is massive part of Nike will the age range differ of people using technology is the most vital people using it?

C; I'd say this generation are teaching the older generation how to use it you have both sides of the spectrum for example I've got a granny and nan my nan is very old fashioned and wont even do online banking where as my granny we call her techno Trish she's very good with technology and do all sorts and has the best of the best and about 10 years difference where as my granny is 70 where as my nan is 80 that sort of age range have people whore good with technology where as I'm in the middle I can work it out but not amazing where as my brother who's a couple of years younger is a technical whizz

That's everything thank you

C; No problem

To be honest at the moment no brand significantly stands out for me. Pretty little things shoots and displays are always sick and on trend, where as stores like new look and river island are certainly falling behind.

Womacks of Bawtry. There they have seasonal window display and they have unveilings because they are that popular

Nike, all funky fashion

Harvey Nichols Harrod , John Lewis , house of Frazer

Brands that come to the consumers minds when thinking of stores with technology



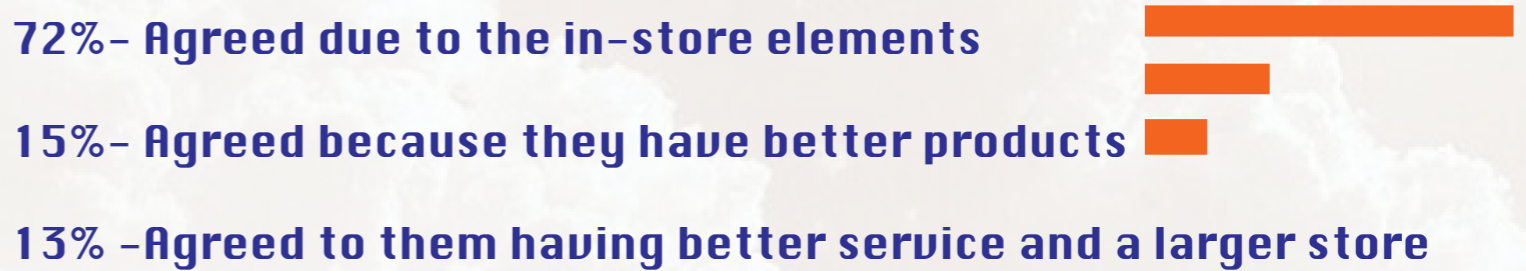
Richard Nuttall- 04.04.2020- Nike Head coach at Nike Factory Store Rotherham

-During a zoom meeting Richard was talking about Nike effects of the Coronavirus.-
He stated "Nike's online sales have increased by 50% due to customers still want-ing our products due not having the physical access due to store closures"

Nike Retail Employees- Annonymous- 27.03.2020- Do you agree that Nike Town London is excelling?



Why do you think this?



Anna Dallinson- 20.02.2020- Nike Retail Manager- When describing the difference between online and in-store what do you think are the main differences?-

Anna: Physicality. The ability to create the physical touch point for the consumer. Consumers want the personalised touch, and this is hard to create when they are not physically present. The ability to have online chat rooms with Nike employee gives that connection and personalization yet does not explore this to the fullest. Consumers gain help and friendliness from the brand, but no experience is truly made. More of a personalization. At the same time how is this supposed to help? As chat rooms do not offer the ability to physically show consumers what's new or give them the chance to experience what is happening in-store.

**Brands
Immersive Layout
Artificial Intelligence
Footfall
Consumer engagement.**

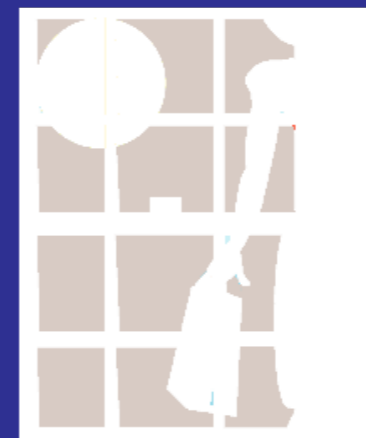
Key Words:

**Brands
Immersive Layout
Artificial Intelligence
Footfall
Consumer engagement.**

CHAPTER 01

WINDOW DISPLAYS BRICKS & MORTAR VS HOME IMMERSION

A look into consumers and how they engage with Window displays. Focusing on the brand that are at the forefront of this exhibitions of technology. Discussing the contrast of physical retail experiences in comparison to bricks and mortar stores. Displaying the consumers thoughts and opinions on how window displays create an immersive experience for them.



Consumer engagement is one of the main factors to drive store footfall. It is created by numerous factors such as sense of community, esteem and aspiration as well as value proposition and customer-centric and service-orientation. (Pegler, 2018). These factors force consumers into stores to allow focused driven sales to specific target audiences allowing brands to create specific demographic looks through Visual Merchandising to relate to the individuals. The main aim of Visual merchandising is to gain consumers attention to allow them to have the urge to buy into the brand. It also helps to enhance and entertain consumers by educating them on the brands aesthetic. (Berlin School of business & innovation, n.d.) Artificial Intelligence and in-store experiences create the same feel. Some stores have a great in-depth understanding of this which helps them to thrive above others and create a larger engagement with consumer by visually attracting their attention. Reflecting on consumer immersions brands such as, Selfridges and Harvey Nichols are at the forefront of this from a branded bricks and mortar retail perspective. Bricks and mortar stores have limitations due to the fact it is a static way of meeting consumer needs. Brands such as Nike and Adidas take this to the opposite end creating immersive experiences for consumers while at home allowing a non-static approach. However, some stores do mix both sides of this together such as Burberry. Whilst researching Visual Merchandising primarily and secondary these brands always come to the forefront with them forever changing innovative displays.



Selfridges have a loyal client base yet appeal to the whole population by showing diversity when displaying for the public. Since 1906 they have used the store ethos of everyone is welcome. (Selfridges, n.d) The main reason Selfridges connect to this ethos is to improve consumer footfall, displayed primarily at Christmas with the large standing Window Displays. However due to this being a bricks and mortar store consumers have to physically be present to be able to see this and create this interaction. It shows consumers a physical appearance for them to be connected to, where as Nike make this interaction available to consumers from their home. Nike's approach provides an alternative view on what bricks and mortar stores have to offer and shows a new wave of technology connecting with stores but from a more personal surrounding area. Both are at very different ends of the spectrum technology wise due to the fact that one is more physical, and one is digital based. This also links to the generation gap and the way, the new technology focused generation wants to have that primary connection from home. Whereas the older generation is used to seeing this physically and it is their signature shopping style. Offering immersive experiences from the home is a new great technological advancement however it is becoming a downfall by discouraging people to want to connect physically.

Looking at the consumers feedback, consumers still want this engagement however these physical and technological approaches are very different ways of doing so. Bricks and mortar stores whilst they may be physically attractive to certain individuals are losing the credibility due to consumers not being able to experience the same interaction with the stores at home. Forcing brands such as Nike to take over the market to show forward thinking to all consumers. Working with industry experts, Selfridges created the first attraction on Oxford Street, for its time it was seen as the new diverse way of marketing. Selfridges created Window Displays for London. Displays did not only show merchandise they created a story for consumers to be a part of, creating the first immersive experience of its era. (Jones, Davies, Woodward, 2013). Taking on the impossible job of attracting the consumer from outside, Selfridges has managed to do this for a number of decades. The only element they haven't managed to get a grasp of is creating that relationship with the consumer from home.

Gaining the attention of the consumer has played a vital part in many window displays but the new era of immersion from home is taking over. However, as times are changing Selfridges has managed to adapt to their approach to ensure consumers stay engaged with the store physically by adding in renowned display techniques. Working in Selfridges favour they are still pushing boundaries and make records for the fashion industry. Due to the lavish Window Displays Selfridges sales are increasing every year maximising footfall and revenues. From 2018 Selfridges sales rose from £787.9m to £809.9m (Statista, 2016) due to their innovative approach. Whereas in current times as of 2020 window displays cannot be seen on a regular basis. Due to this situation innovation at home is thriving so bricks and mortar stores have no way of connecting with the consumer. When interviewing a head coach at Nike, they said

“Nike's online sales have risen by

50%
in the last three months”

From 2018 Selfridges sales rose from
£787.9m
£809.9m

Giving the consumer the interaction they need from home has played a vital part in this. Within primary research when asked what stores the target consumer thinks of when window displays are discussed Selfridges still managed to come out on top with the older generation however the younger generation focused on brands with Home innovation such as Nike. (Fig.2-10) To date Selfridges are the epitome of physical window displays yet as of the new way of merging technology and fashion Selfridges have created The New order Lea Sorli a creative researcher from Selfridges described this as

“Merging the physical and digital worlds more than ever before...By using digital art in the windows, we’re more engaging with the rise of the New Aesthetic, which is the visual language of digital technology” (Selfridges, n.d.)

From this statement Selfridges shows just how forward thinking physical window displays are becoming too connect with the consumers’ needs and supporting the Future of Fashion. Yet it is not taking a leap into creating that connection for consumers at home. It shows high difference between both sides of the market however different consumer types prefer one side more than the other. Selfridges are still showing the same ethos of everyone is welcome however they have an expanded to create a more productive approach for the younger generation. Both sides to this argument are still trying to connect with the consumers preferences’ as Primary research shows 90% of participants would prefer to have more technological advances in window displays in the future. Meaning Selfridges are taking the right approach to give the consumers what they want but Nike’s changing the environment to allow them to have this anywhere. Meeting the consumer needs and creating the relationship, they want with technology allows them to have the memorable moments they desire.

A more mixed approach is taken by Burberry as they blend both of these aspects together cohesively to give the consumers interaction in the store as well as a bold physical appearance mixed with a connection to the consumer on an outside of store basis.(Economist, 2013) Burberry has taken aspects from Selfridges such as creating windows that are interactive and immersive for all consumers but then also by pushing the use of technology, by taking elements from Nike to give the consumers what they need in other locations.

18.8%
of consumers are attracted to the interactive elements

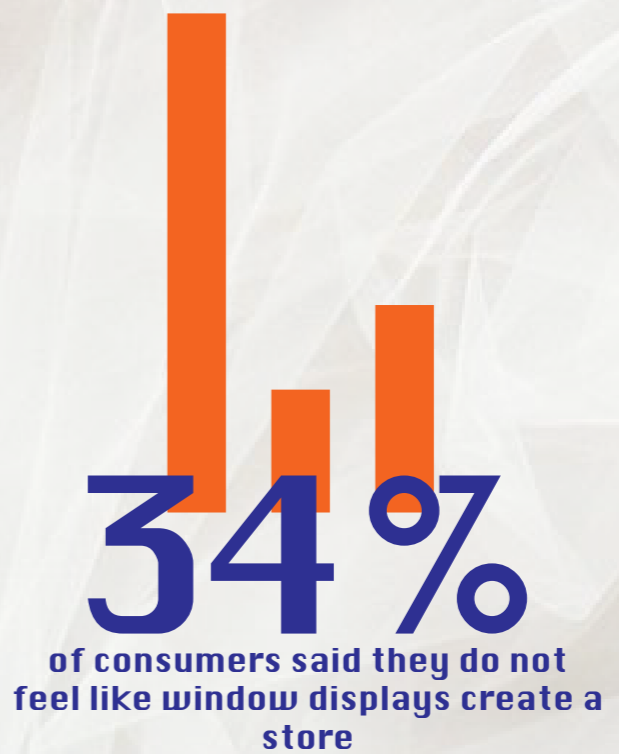
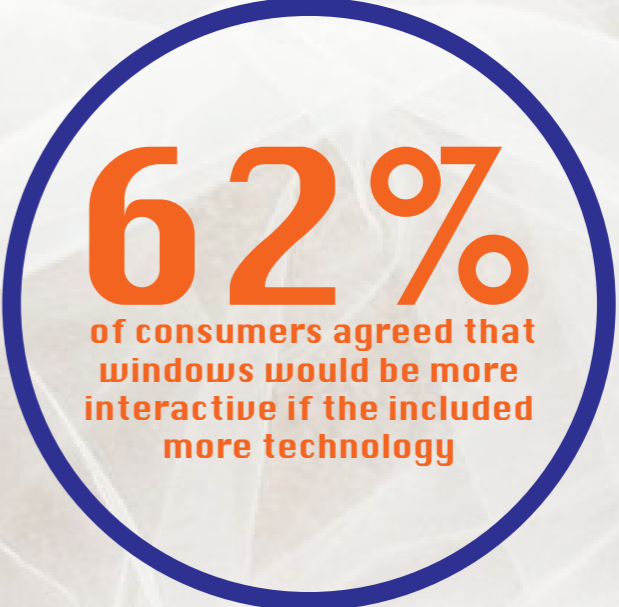
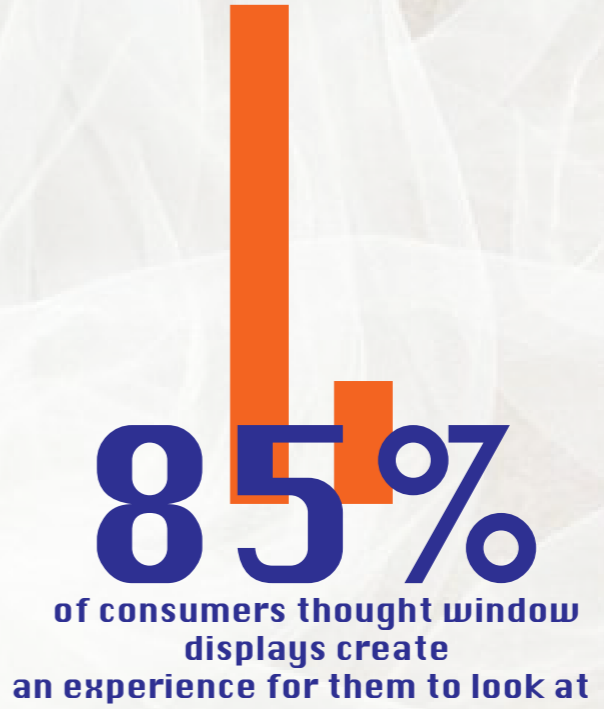
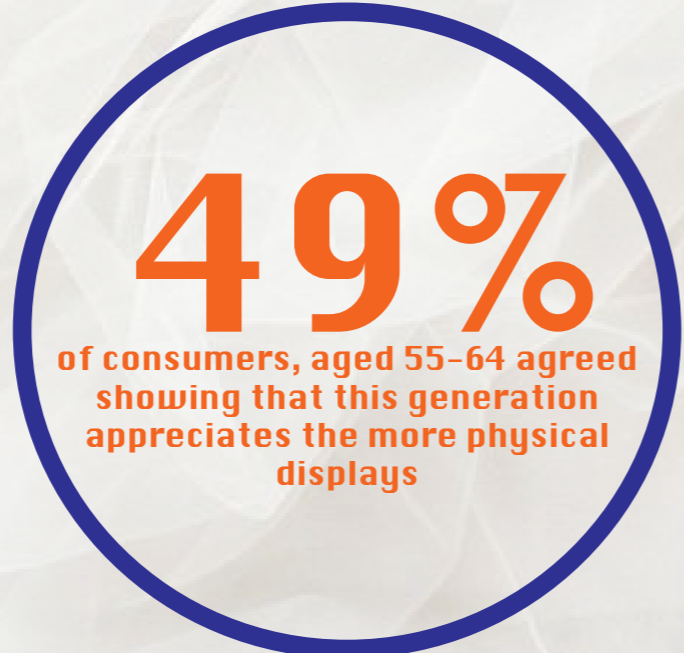
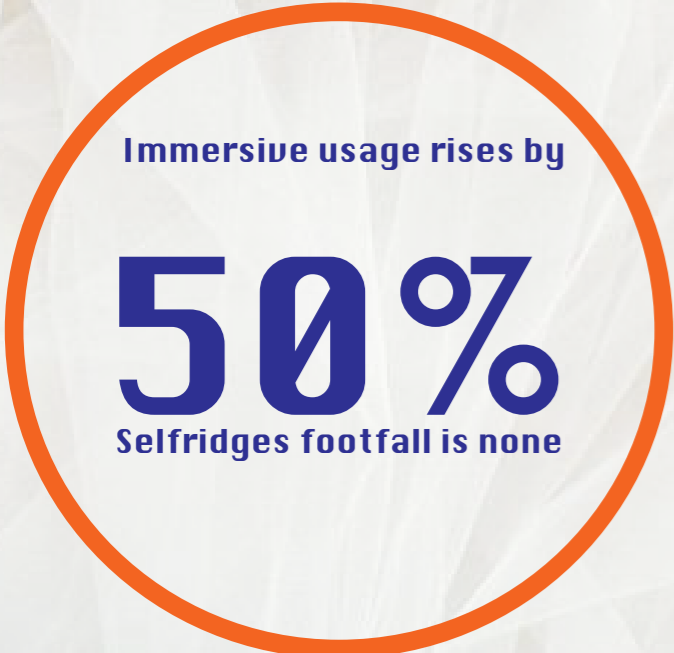


As primary research shows 86% of consumers are attracted by the products, which creates a physical need of being able to see window displays. However, 18.8% of consumers are attracted to the interactive elements

This shows why it is important to create this home interaction. (Fig. 11) All these elements are used to help provide consumers with what they find attractive.

Consumer footfall is a chance to see how interactive the stores Window Displays are. Its measures' the amount of people attending the store. But also, goes hand in hand with the conversion rate. The footfall creates the amount of people attending stores whereas the conversion counts how many people actually buy products based on what entices them outside. According to current data as Nike's online immersive usage rises by 50% Selfridges footfall is none. Showing just how much technology can do for a brand in order to keep them relevant throughout the year.

However, this may all be well in thinking of the future of fashion, an opposing argument is that the new ear of Window Displays is taking over the main reason consumer's want to shop. Window Displays are adapting and changing to fit in with the new aesthetic of technology. On the other hand, they are distracting and do not reflect the price point of the items. (Nicasio, F. 2018). Exploring new avenues are creative and diverse but consumers who have been loyal to the brand may not what such a significant change. Sometimes less is more and filling the void with technology does not suit everyone. Specific consumers may just want to purchase the products the brands have to offer but when purchasing from them the use of technology may have an adverse effect on sales. Meaning some people are less likely to shop in-store creating less footfall. However, 79% of generation Z agreed to this forcing them to shop online. Yet only 49% of consumers, aged 55-64 agreed showing that this generation appreciates the more physical displays.(Statista, 2019). The consumers opinions are split on this decision showing window display and technology is still going to play a major part within the future of fashion whether it is received physically through a bricks and mortar store's or digitally from the comfort of the consumers home.



CHAPTER 02

PHYSICAL IN-STORE EXPERIENCES

Focusing on brands at the forefront of in-store experiences and how they drive consumers into store's with technology. How brands focus on consumers needs to ensure their footfall is increased. linking to how technology helps brands create footfall, sales, and conversion.

VR



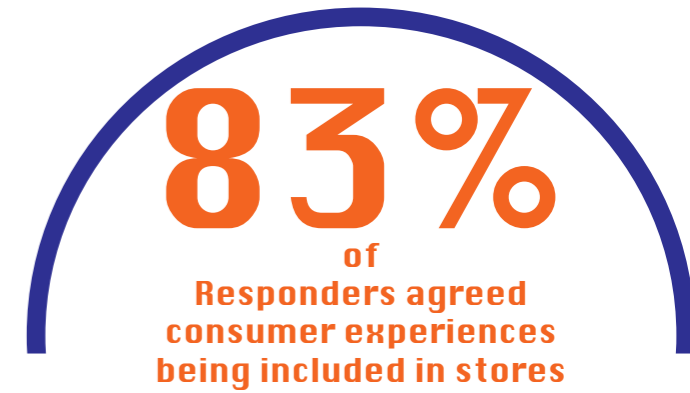
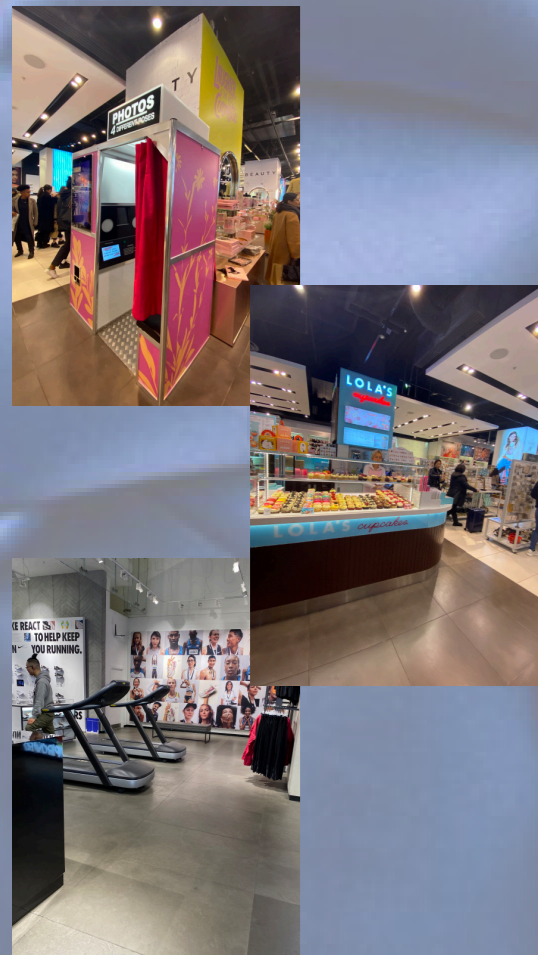
AR



While consumers want to access technology, physical in-store experiences are on the rise. This helps bricks and mortar stores to regain consumer footfall by allowing consumers to gain interest in the store's physical attributes. Large fashion company's such as Nike, Tiffany & Co, and Vans have decided to increase this variable to try and break the moulds of standard bricks and mortar stores. They want to merge consumers' needs and physically give them the chance to connect with the brand. Speaking to industry professionals at Nike they believe that having the connection with the consumers is very important to allow the consumer to shop there. The main layout and merchandising of a store is the focal point to bring individuals in to store at specific times of the year. Vans approach is very similar, they have created a new immersive concept store in London.



“Focusing on both the feel of a physical journey of exploration, creating a truly immersive area of the store was key” (Isinstore, n.d.)



To summarise, Vans have tried to recreate the bricks and mortar retail experience, focusing on consumer needs and recreating the connection to stores. Nike have taken the same approach by opening flagship stores in London and New York. Primary research shows staff members at Nike agree that Nike's London store is highly successful due the variety of interaction the consumers can have. Targeting the consumer is done through omni-channel retailing, helping to enhance consumers senses while shopping in a store. This technical approach allows technology to be used in a physical setting, that connects with the consumers not just on a physical level but also emotionally. (Piotrowicz & Cuthbertson 2018). Elements such as indoor skate parks and design studios, help to increase footfall yet reduce returns, as consumers have the ability to have a hands-on experience when purchasing products. Nevertheless, this is interaction is great milestone for bricks and mortar store yet opposes immersion at home by creating neglect as consumers can not interact. When conducting Primary research, consumers were torn on these elements, both opposing one another greatly.

Although primary research shows 83% of responders agreed consumer experiences being included in stores, a large number of responders were apprehensive to the thought of these experiences being technology focused. (Fig. 12) Most participants agreed that it would be more fun and allow them to connect with the brand but 25% of consumers did not feel like this would make them more inclined to go into these specific stores.(Fig. 13)




79%

of consumers believe shopping experiences should be determined by the age of the participants that enters that store

A large number of stores are beginning to add experiences as they believe it helps increase footfall and produce sales. Statistics show this is true for bricks and mortar stores, however, consumers feel like age plays a huge part in experiences being received well. Primary research suggests 79% of consumers believe shopping experiences should be determined by the age of the participants that enters that store in order to cater to everyone's consumer needs. Bricks and mortar stores want to cater to all consumers, however looking deep into their main technology advances these stores typically focus on gaining the attention of generation Z, all their in-store elements are a reflection of this age group. In paragraph one, research suggests what each generation needs. Nike and Vans have created a large physical in-store experience for consumers to take part in. When asked, consumers aged 45+ believe this does not cater for their specific needs as most of these brand experiences are all physical and proactive. This is an error of the brand as it is reducing consumer connection to products and in-store experiences. This is becoming a huge problem, decreasing consumers connection with immersive experiences. Brands need to focus on this and change their strategy when connecting to the consumers by word-of-mouth. The likes of Nike and Vans do cater to these consumer needs but these non-physical elements do not get talked about due to new technology. Consumers want to know about the positives, the never seen before, and the something different. Despite the older generation being able to embrace these technological changes through their revolutionary ways of adapting (Boardman, Parker-Stark, Henninger. 2020) smaller immersive details mean more, the less physical elements play a key role in their journey through stores.


87%

of consumers agreed that technology in stores would help them connect with the brands more

Social media is predominantly the main source of reaching out to the younger consumers. Allowing them to be more connected to the world, brands and fashion as a whole. (Dadwal, 2019). It allows new technological experience to reach them personally and give the access to the latest basketball court, or the latest design studio. With all these huge physical advances taking over the retail experience the smaller aspects such as interactive mirrors and colour changing lights in the fitting rooms all get by passed. Primary research shows the top end of our generation want to know about these aspects as they are age appropriate, and more beneficial to their retail experience. Stores are connecting to this generation but going about it in the wrong way, by not displaying what this generation needs and disregarding that connection to this consumer group. Physically when attending these stores these experiences are well used by the older generation, but getting the message out about these specific elements to the consumer are none operational.


9%

of consumers less likely to into store with technology advances

Immersive experiences are not just about the senses they are also about the consumers being at one with the products, as well as having the chance to physically look touch and try out the products before purchasing. Primary research shows industry professionals agree with this way of merchandising with technology as it allows consumers to physically be hands-on with the products without having to take them home and build that bond with the brand alone. It helps consumers find the right product for them all while taking them on a journey. Journeys play a huge part within immersive experiences in store and add to the story telling aspect. Story telling helps consumers to connect with the brands creating these immersive experiences on a personal level, giving them multiple touch points with the brand. This can be through immersive experiences, or theatrical performances. (Osipova, 2015). These interactive displays of immersion help brands take in consumers and connect to their needs and senses to create a positive outlook on the products as well as the technology presented to them.


72%

of consumers agreed that artificial intelligence is a positive thing

Bricks and mortar stores show compassion towards the consumers and these immersive experiences provide a chance for them to increase footfall and have a rise in sales. Not all consumers agree as primary research shows a lot of consumers find it distracting and find it takes away from the true meaning of shopping. Online however, these channels are not yet explored to their full capacity. Using omni-channel strategies the consumers can learn about these advances but not physically have these immersive experiences from home. Looking into the future of fashion, this is something a lot of fashion brands such as Nike and Vans are going to improve on, yet their main focus at the moment is to get consumers into stores to allow them to have that physical connection to the brand.

Consumer feedback on technology in fashion in-store

'Augmented reality is increasing being used in stores to enhance the consumers shopping experiences there are scannable QR codes on the glass windows so people walking past are invited to download the Gucci app'

'Clothes'

'They have the best clothes and model them, so I know what they'll look like when they're on'

'Clothes what are fashion colours what are bright'

'Lots of things good use of products from all areas'

'Would be cool and interactive'

'Because would bring a different shopping experience'

'Poses colour spirit'

'Good combination of clothes that I could picture myself in'

'Inclusiveness in mannequins and the way the product is displayed'

'Always change never use the same thing always bright colours'

'A range of things in the store'

'London store has robots with the shoes on making it look futuristic and interactive'

'On trend fashion bright colours destinations such as holidays festivals which attract you'

'They are consistent they use a similar theme all the time but change small details they use this same colours etc. so you can easily identify their brand'

'Not too much going on but lots of colour and careful product placement'
'Simple'

'They use different products on manikins to show off their most popular / new products to acquire customers'

'They have some things as a consistent that are signature to the brand such as the angel wings have different styles of lingerie on display but all within a theme or blend seamlessly into one key ideal colours and have the videos of the use of catwalks'

'Their unique and loud products how they are presented and interactive elements'

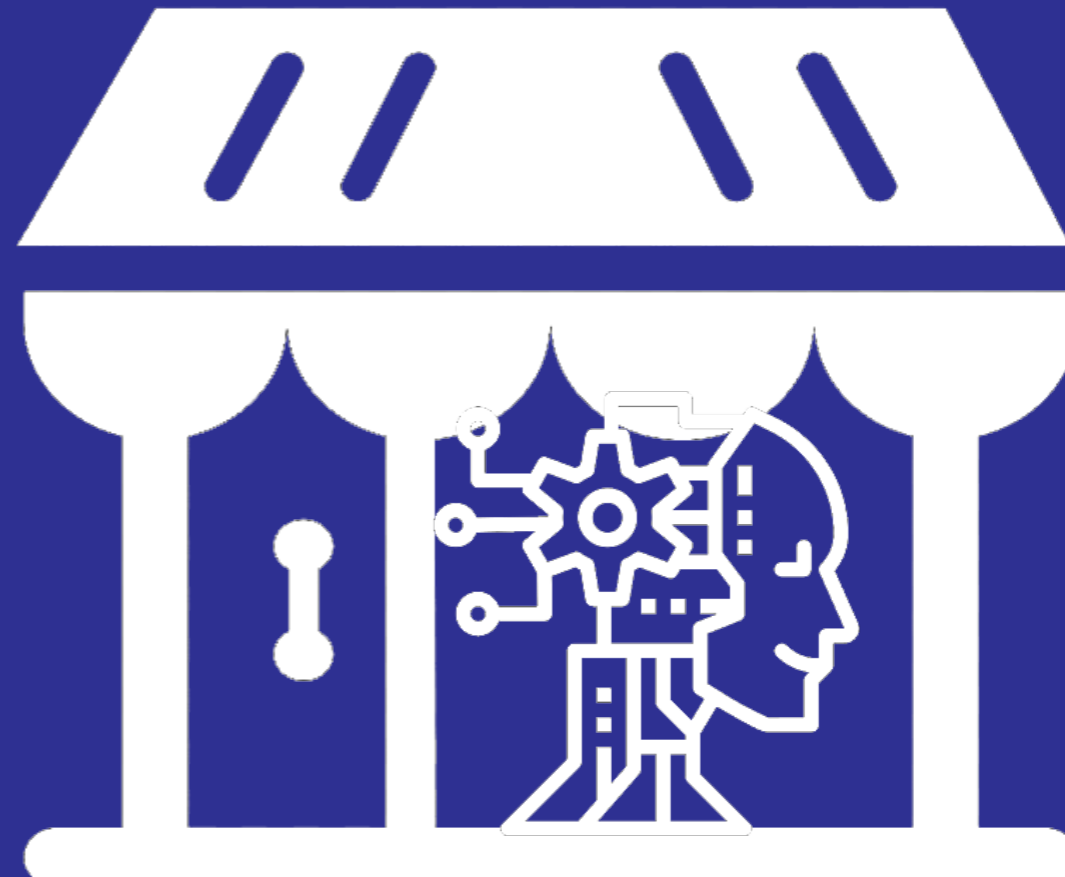
'They seem to be theatrical and in sense magical'

'Make the place more fun and interactive'

CHAPTER 05

Artificial Intelligence Vs Spatial Interaction

Looking at the contract between artificial intelligence and spatial design and how this helps the consumers. Discussing the difference between in-store retailing and online retail, and the difference in makes to consumers journeys. Discussing how fast fashion can not cater to these technology changes and why this is happening for those specific brands.



“Unsettling due to the thought of them containing surveillance”



“Computers taking over the world”

When brands want to connect to the consumer, whether it be online or in-store, artificial intelligence is a vital aspect of this. Artificial intelligence isn't the standard technology we see and are familiar with in stores, it is way more advanced than that. Bricks and mortar stores are using this to gain insights into the consumers whereas online apps and websites are using it to force products on the consumers due their interest, attributes and purchases. Artificial intelligence in stores can also be referred to as hybrid-agents. These agents help to sort out information to help brands understand the size of each individual market without having to physically investigate it themselves. These agents are mixed with traditional standard store modelling, working hand-in-hand to create strengths to give the consumers what they need. Consumers' however, will not know about these specific agents, yet brands are pushing this and driving towards this change as it allows them to have an over-view of all market areas with just one click. Both of these areas link with consumer behaviour by mixing spatial interactions with this new network of artificial intelligence (Hepepenstall, Evans, Birkin, 2006).

Bricks and mortar stores are not the only users of this technology. Jansen (n.d) observed that there is a mixture of low-level fashion with their recognition for this topic. As well as middle level fashion companies with their understanding of the consumers, mixed with high-level fashion technology and applications. This blends into one to allow every aspect of the market to be in touch with artificial intelligence and give the consumers the right experience they require. Each level of the market as an individual element into understanding how artificial intelligence works and gives the consumers a touch point for each individual aspect within the region of operations. Meaning consumers get a taste of all the elements that artificial intelligence provides, to allow consumers to never receive one side of this technology.

Artificial intelligence does not just stop with bricks and mortar stores, it has a chain behind it to help develop the best possible outcome for the consumers. It mixes design manufacturing and supply chain to the market to be able to create an artificial intelligence era for consumers to shop in. Within the market artificial intelligent elements such as conversion meters help to track the footfall to ensure that consumers are buying the products that the design tier is creating. It enhances the ability for bricks and mortar stores to track when consumers are attending the store, to help advance the bricks and mortar effect. However, this does not directly link to the consumer needs but bricks and mortar stores can locate the busiest hours to ensure that the consumers' needs of interaction are met within these required hours. (Bisen, 2020). Consumers will have the ability to connect with each level of the fashion industry to provide them with elements on each scale, not only through bricks and mortar but through various other sources too.

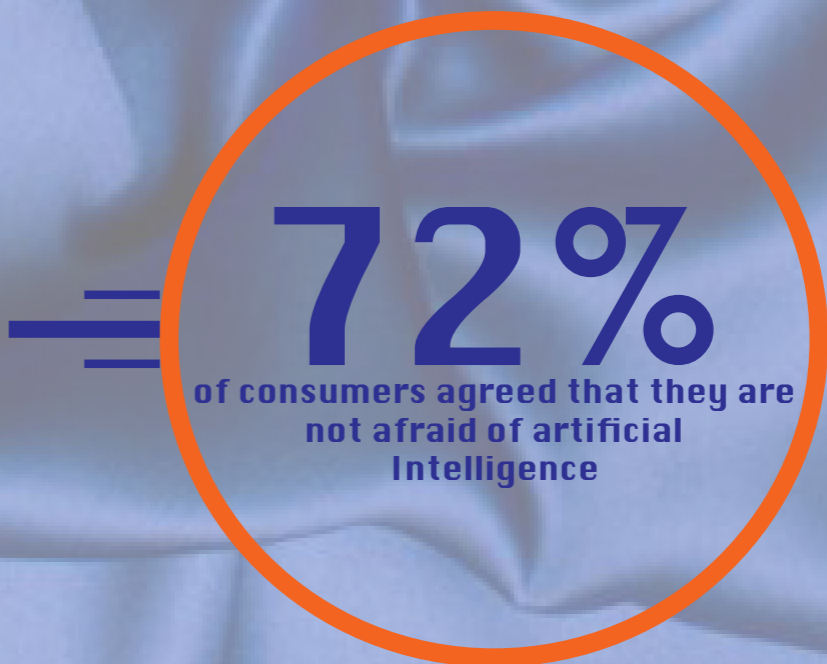
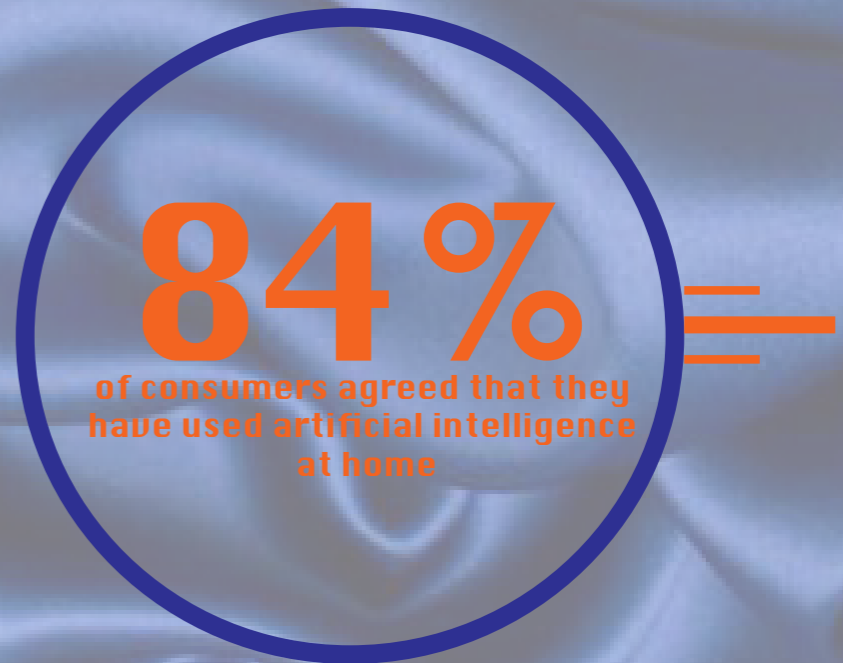
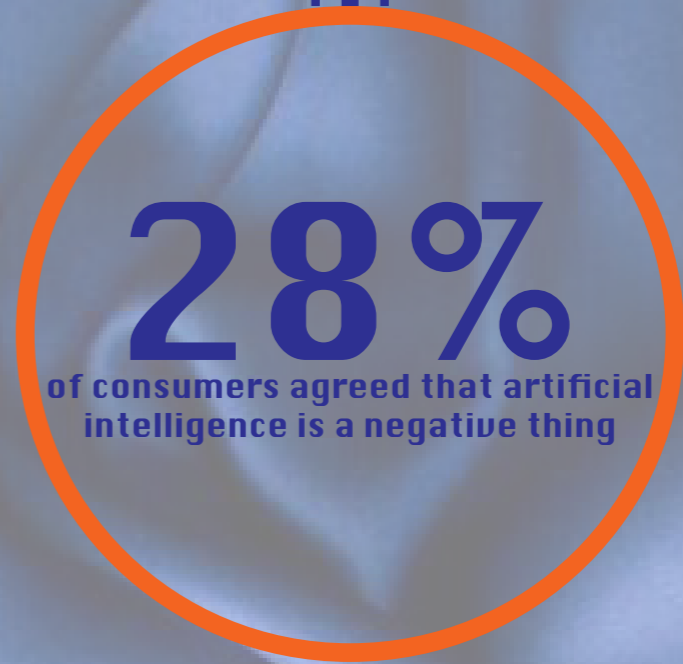
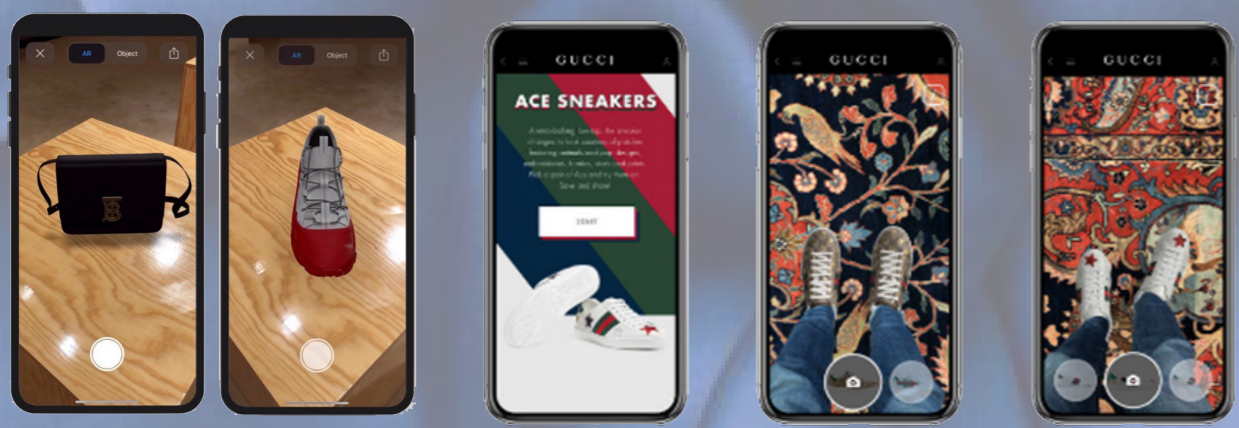
Diving deeper into elements of artificial intelligence and spatial interactions elements such as virtual reality and augmented reality are current and up to date, yet in the future will become a sense of normality for consumers. Breaking the boundaries of what consumers consider to be bricks and mortar stores, as well as adapting them spatial settings to allow them to interact with the spatial features at home. Some consumers find these elements neglecting and high maintenance, according to Poelking (2017) research consumers describe these elements as “unsettling due to the thought of them containing surveillance” as well as pushing their fears of “computers taking over the world”. For consumers artificial intelligence is a fear of the unknown however, fashion houses and specific fashion brands are driving artificial intelligence to consumers to ensure this opinion gets overlooked. When researching into consumer needs through primary research specific consumer responses suggested this fear. When asked their opinions on artificial intelligence in stores one specific consumers response said



“I'd watch for a short while, not sure if I'd try depending on what it is . I personally would be curious myself and wouldn't want people watching me”

Bringing forward the fear's consumers have with in-store artificial intelligence. On the other hand, primary research shows 84% of consumer have tried virtual reality or some form of artificial intelligence at home.(Fig 14). 88% of people agreed to feeling comfortable with the use of artificial intelligence at home. (Fig. 15). This is something brands need to focus on to allow consumers to feel comfortable with using this new technology. If the home setting is the only way the consumers feel comfortable using artificial intelligence, fashion brands need to make sure this is the focal point instead of forcing consumers to attend the stores to become part of the vision, they need to allow consumers to do this from home.

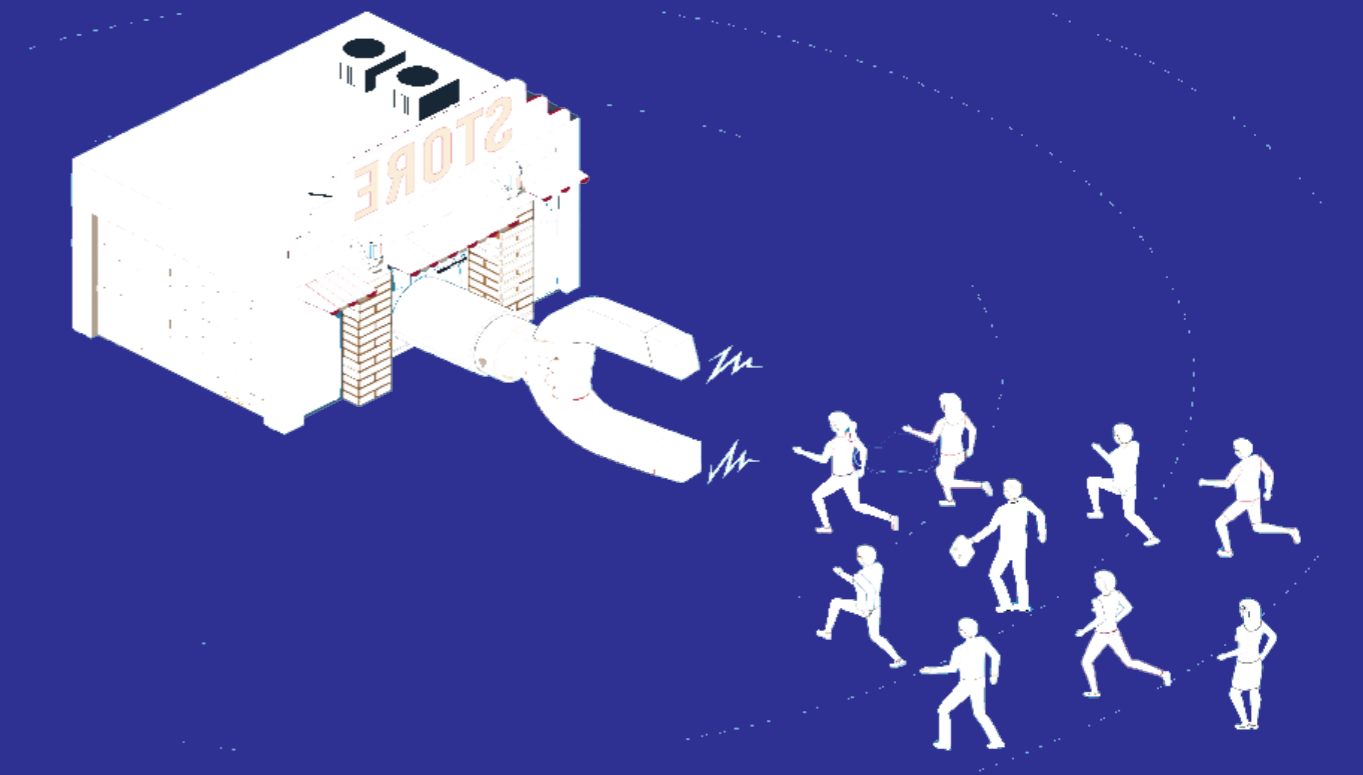
Brands such as Gucci and Burberry allow consumers to experience this augmented reality at home providing them with the needs and the comfort they desire. Both brands do this by the use of the app. They allow consumers to try products on and physically see products in front of them that are not there. Consumers need access to a smart phone or any electronic device, this allows them to see products in real life without having to venture out to the stores. It gives consumers the chance to see what products Gucci and Burberry have to offer without leaving their homes. It provides the maximum comfort that consumers are longing for, as well as allowing them to not physically have to try on the products, as augmented reality does this for them. (Fig. 16 & 17). High-end fashion houses have the ability to do this due to the revenues they make and the ability they have to get this technology, leading to improved consumer experiences by giving consumers the chance to see products from the comfort of their own home. Despite this, fast fashion brands cannot give the opportunity to their consumers as they are predominantly bricks' and mortar lead stores. This technology it's not something that fast fashion brands can gain, while it would improve their stores and promote their brand, this is not their priority.



CHAPTER 04

Specific technology elements to help consumer experiences

Looking into specific elements that improve consumer experiences to decide whether these elements have a positive or negative impact. Looking at the consumer market and how effective these elements are for consumers. Also looking into how this elements help online and off line.



Bricks and mortar stores have their own specific elements that can help consumer engagement that online experiences do not have. Technology can work both in-store and online however these specific elements all enhance the brands products, leading to increased footfall and revenues whenever included. Many technology advancements are being created within the fashion industry and nothing seems to be limitless. Proving the fashion industry and technology go hand-in-hand to give the consumer the best retail experience. Primary research came up with a list of things that consumers want to see possible in stores and at home. A few of these aspects were, the ability to try out products in the weather changing conditions to know whether the product will do its job, more indoor activities such as football, golf and basketball, as well as the ability to try and close without physically having to get dressed. Some of these elements are already used by bricks and mortar stores however, due to them not being distributed evenly, a lot of consumers don't know about the technology that is already out there.

Technology such as interactive mirrors to eliminate the need to try on products, are used by brands like H&M and Adidas. Based in these brands flagship stores these interactive mirrors help bricks and mortar retail thrive in consumer experiences. Consumers are attracted to “presentation, Lighting, colour, sound” (Boone, Kurts, Khan, Canzer 2019) all of which are created by interactive mirrors. Meaning what the consumers are attracted to is put directly in front of them, the mix of lighting displayed from the mirror as well as the colours it portrays, all enhances the consumers experience. This allows them to easily see products while providing them with a connection to this technology.

Consumers are attracted to “presentation, Lighting, colour, sound”

Bricks and mortar stores have a lot to offer consumers physically, yet online and e-commerce experiences do not. E-commerce is the ability for consumers to purchase online and have the chance to gain a connection with a brand via online sources. When speaking to industry professionals from Nike they stated that e-commerce is very different from the physical experience. It is a struggle for them to create this physical touch for consumers at home. This is proven by the number of stores that cannot cater to consumer needs without them being physically present, however e-commerce lovers tend to have more acceptance to technology.(Foster & Strauss 2016). Stores need to focus on this in order to achieve the best possible outcome for the consumers while online.

Consumer preferences are a main factor to whether these technology advances will do their job by helping consumers in-store. This is due to the fact some consumers prefer e-commerce ways of shopping online and others prefer that physical experience. As Technology advances are catered more towards bricks and mortar stores this drives footfall into this element of the fashion industry. When talking about a specific products all the technology used is based on a face to face interaction with technology itself. These specific elements could be the greatest achievement by the fashion industry not only for gaining consumer interaction and creating immersive experiences, but for offering the chance to save bricks and mortar stores from the era of generation z an e-commerce sales. It is a positive that stores are driving online experiences to allow consumers to have their needs met while at home. However, these technology advances in stores are becoming the main reason why the High Street decline is coming to an end. Technology is driving consumers into High Street stores creating more footfall and revenues in order to stop the High Street from declining. (Whytock 2019). The future of technology in fashion will not depend on the amount of money brands have to throw at the subject, as consumers want a range of both online and in-store. It will be the change of these brands to give the consumer the best experience rather than the most expensive technology advancement.



12%

of consumers agreed that they do not feel comfortable using Artificial intelligence at home

8%

of consumers agreed that artificial intelligence would neither effect or add to stores experiences

As consumers want emotional connections with brands, bricks and mortar stores or a way of giving them emotional experiences while offering the benefits and speed of shopping online. The two go hand in hand to create the best experience for the consumer. Mixing the ability to use elements such as interactive mirrors, yet give them the option of shopping at home and reserving products in store for them to pick up the same day. This creates a cohesive playing field between online and in store as consumers can browse products at home then attend stores to physically see the items and experiences these brands have to offer. Amazon and Nike do this primarily through apps and online retail. Nike offers the consumers and the chance to browse online and reserve products. However, as soon as the consumers attend

a physical bricks and mortar store, the app updates their setting by placing them in that location to drive products the brand has in store. Amazon on the other hand create a pickup service where consumers can select products online and connect them from the SafeDeposit locker in their chosen location. These interactive elements however not as bold as all the technology within stores, allows consumers to have the best of both worlds ,by mixing online and in-store retailing to create one journey for the consumers to experience.

“Trying out new gadgets kitchen equipment etc, VR sets, maybe something that outs the image of the clothing on you instead of actually having to try it on”

“Mini football pitch”

“Tech to see what clothes look like on you without actually trying them on”

“Touch screen that show you live stock also have stuff like basket ball courts or football”

“Better shoe measuring for kids”

“Mirrors to show different options to the item you have on”

“Basketball , footwear , golf “

“Lifting a cup be it tea or americano”

“More chairs for oldies to rest with free tea and coffee in one play area so it gives the shopper more time to browse”

“To be honest no idea but it would be great for experiences that might be suitable for older generations like me , everything I aimed at the youth”

“Simulation sports gold, football etc.”

“It depends on what the person likes to do. If theyre a dancer they might want to try out some trainers by dancing etc”

Technology Consumers want to see in retail in the future

CONCLUSION

An overview of how technology enhances the consumers experience. Looking at online and offline factors to determind the positives and negative of each area. Discussing what retail will come to in the future and how technology will play a part in that, to give consumers the best interaction with brands and their shopping experience



The forever changing factor of technology will not allow bricks and mortar stores to fall behind, and if they do the consumer expectation will not be met. This primarily leads to the consumers interest decreasing, creating less footfall, and sales for the brands, alternatively leading to closures and in some cases the end of bricks and mortar stores. However, if stores take on the opportunity of including technology their sales will rise. The increasing use of digital channels whether it be in-store or online, through window displays or interactive immersive store layouts will produce a huge change within the fashion industry. Digital retail is set to increase by 39.1% by 2023, it allows consumers to become one with brands digitally. However, due to this large increase it show just how technology creates and impacts on consumers. They want to continue having this experience with new digital channels.(Kalms, 2019) What is considered normal will be taken to a whole new level, leaving brands that do not use technology to catch up or primarily be left behind.

Brands need to focus on marketing techniques they already have in place such as omni-channel retailing and word-of-mouth to help them shape a new future but not neglect the fact when the consumer is at home, they still want to be taken on a journey just like in a physical bricks and mortar store.

Bricks and mortar stores will always be in competition with e-commerce sales online however, building the bond between these two areas will allow brands to reach new heights that the fashion industry has never seen before. Such as Focusing on consumer needs and giving them the best of both in-store and online will help their sales rise and increase the revenues they make on a daily basis. Bricks and mortar stores as well as online both have interactive elements to allow consumers to have a journey through fashion that has never been discovered before yet due to technology.



This is a new way of creating a personal consumer interaction. Showing that brands cannot focus on one aspect more than the other using a mix of both bricks and mortar and online retail with technology will keep consumers up-to-date and interactive with the fashion industry. (Piece. G, 2015)

Many aspects within the chapters above need to be considered when taking technology into stores such as consumer needs, consumer expectations, physical versus digital, and consumer preferences. If these aspects are taken into consideration technology will not be accepted by the consumers in the fashion industry. Brands need to allow technology to be received by consumers by giving them what they need and what they prefer, rather than what's new and what's the biggest technology advancement at that moment in time.

Age appropriation also need to be taken into consideration to allow Brands to offer technology to all ages rather than focusing on one specific age group. If brands do this the technology advances will be received by all consumer groups.

Brands need to take the opportunity that technology is giving them to allow consumers to have the best immersive experiences in their store. No matter how big or small the technology element is, consumers will be intrigued with the fact that it is something different or something out of the ordinary. Nevertheless, brands need to ensure they push all elements out to consumers to allow the negative connotations behind technology to be overseen by the consumer. This will create a cohesive journey for brands and consumers to use technology to help create immersive experiences in the future of fashion.

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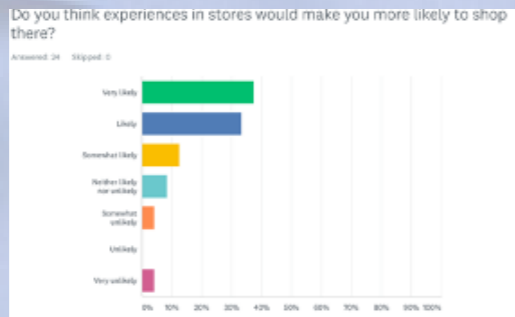
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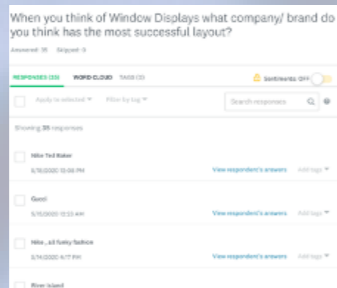
Appendices

Fig. 1



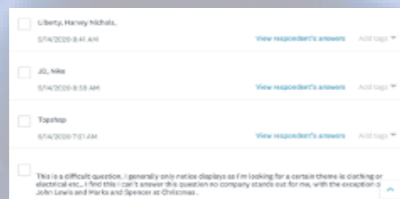
Primary Research Questionnaire

Fig.2



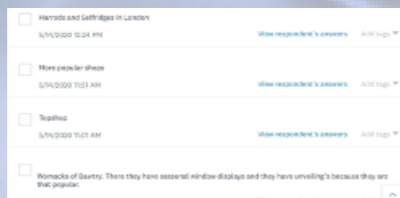
Primary Research Questionnaire

Fig.3



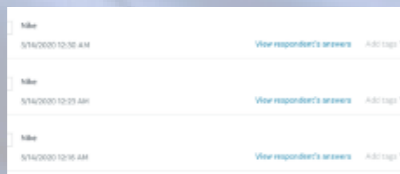
Primary Research Questionnaire

Fig.4



Primary Research Questionnaire

Fig.5



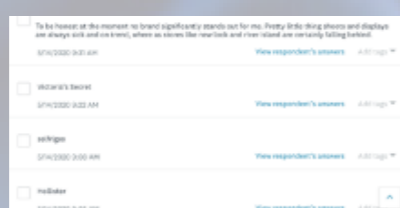
Primary Research Questionnaire

Fig.6



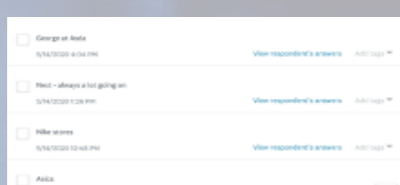
Primary Research Questionnaire

Fig.7



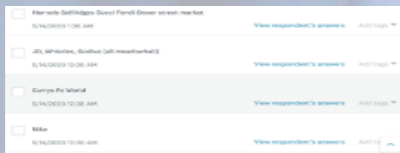
Primary Research Questionnaire

Fig.8



Primary Research Questionnaire

Fig.9



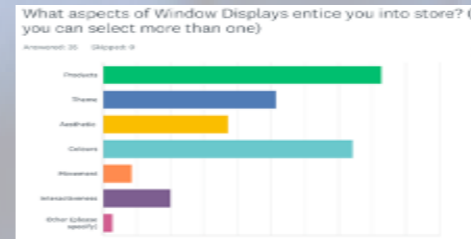
Primary Research Questionnaire

Fig.10



Primary Research Questionnaire

Fig. 11



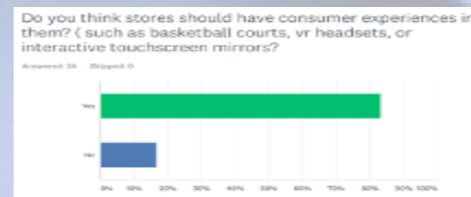
Primary Research Questionnaire

Fig.12



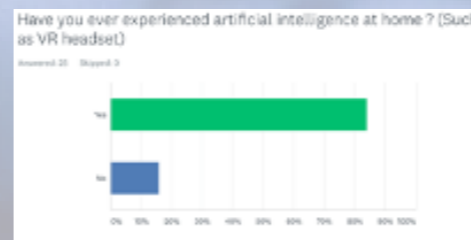
Primary Research Questionnaire

Fig.13



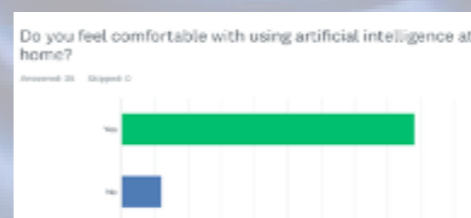
Primary Research Questionnaire

Fig.14



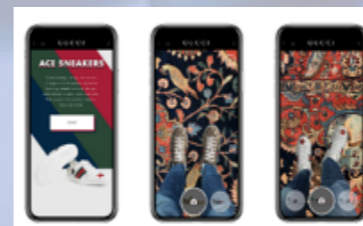
Primary Research Questionnaire

Fig.15



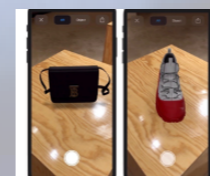
Primary Research Questionnaire

Fig.16



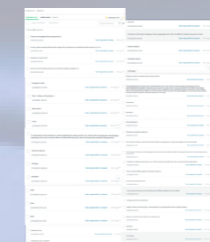
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Fig.17



Secondary Image: <https://sourcingjournal.com/topics/technology/burberry-augmented-reality-luxury-retail-google-search-3d-197496/>

Fig.18



Primary Research Questionnaire

Fig.19



Primary Image of Tim Walkers Wonderful Things Exhibition

Fig.20



Primary Image of Tim Walkers Wonderful Things Exhibition

Fig. 21



Primary Image of Nike Flagship Store London

Fig. 22



Primary Image of TopShop Flagship Store London

Fig. 23



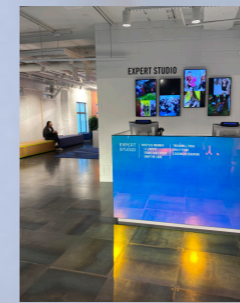
Primary Image of Nike Flagship Store London

Fig. 24



Primary Image of TopShop Flagship Store London

Fig. 25



Primary Image of Nike Flagship Store London

Fig. 26



Primary Image of Nike Flagship Store London

Fig.27



Primary Image of Nike Flagship Store London

Fig.28



Primary Image of TopShop Flagship Store London

Fig.29



Primary Image of Nike Flagship Store London

Fig.30



Secondary Image:
<https://www.radissonred.com/blog/art/christmas-window-wonderland/>

Fig.31

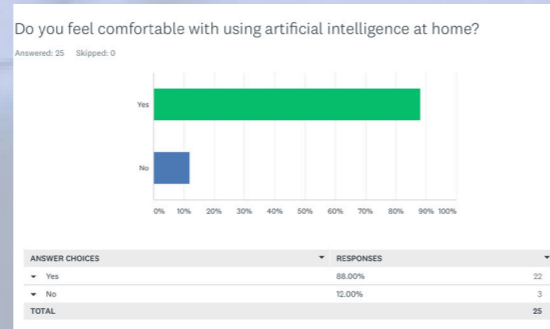


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Fig. 34



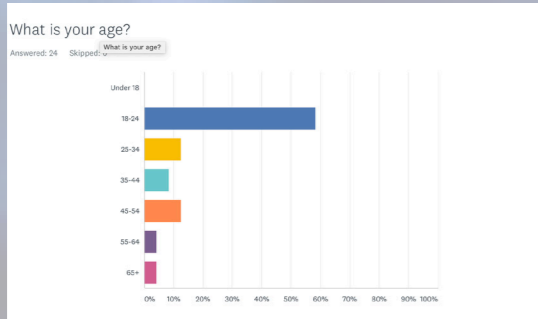
Fig. 40



Primary Research Questionnaire

Fig. 35

Secondary Image: <https://www.linkedin.com/pulse/why-artificial-intelligence-big-deal-retail-industry-anurag-harsh>



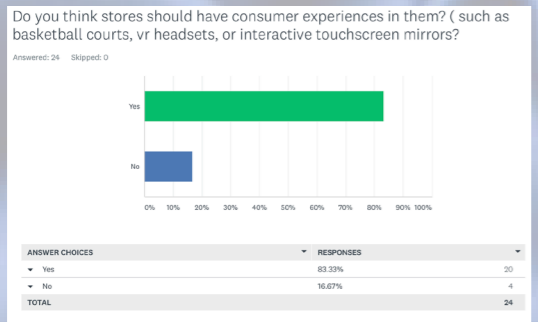
Primary Research Questionnaire

Fig. 41



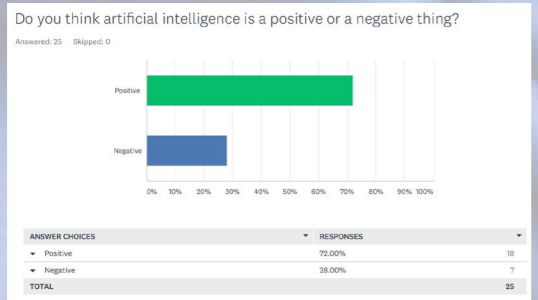
Primary Image of Nike Flagship Store London

Fig. 36



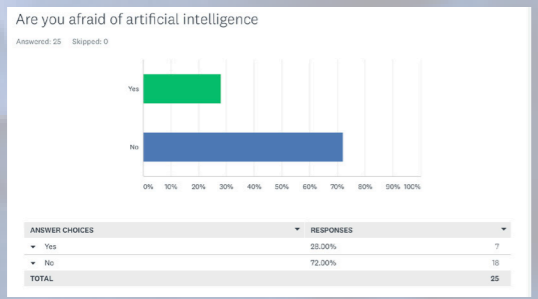
Primary Research Questionnaire

Fig. 37



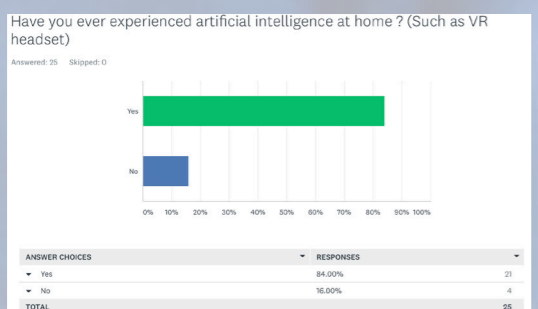
Primary Research Questionnaire

Fig. 38



Primary Research Questionnaire

Fig.39



Primary Research Questionnaire

i. Charlotte Hague- 21.01.2020- Nike Visual Merchandiser- Full Interview <https://nike.ent.box.com/s/jdc5k4b5s3oadm-ux9wtdgwztraewqvf>

ii. Richard Nuttall- 04.04.2020- Nike Head coach at Nike Factory Store Rotherham
During a zoom meeting Richard was talking about Nike effects of the Coronavirus. He stated "Nike's online sales have increased by 50% due to customers still want-ing our products due not having the physical access due to store closures"

iii. Nike Retail Employees- Anonymous- 27.03.2020- Do you agree that Nike Town London is excelling?

100%- Agreed Yes
0% - Said No

Why do you think this?

72%- Agreed due to the in-store elements

15%- Agreed because they have better products

13% -Agreed to them having better service and a larger store

iv. Anna Dallinson- 20.02.2020- Nike Retail Manager- When describing the difference between online and in-store what do you think are the main differences?

Anna: Physicality. The ability to create the physical touch point for the consumer. Consumers want the personalised touch, and this is hard to create when they are not physically present. The ability to have online chat rooms with Nike employee gives that connection and personalization yet does not explore this to the fullest. Consumers gain help and friendliness from the brand, but no experience is truly made. More of a personalization. At the same time how is this supposed to help? As chat rooms do not offer the ability to physically show consumers what's new or give them the chance to experience what is happening in-store.

HOW DOES
TECHNOLOGY
FEED FASHION
TO CREATE AN
IMMERSIVE
RETAIL
EXPERIENCE
FOR THE
CONSUMERS?