

	OUR VIEW ON	
	<b>Brands &amp; Boutiques   MAY 2015 selection</b>	

## → STREET NEWS

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### - CARHART (US)

After selling its apparel for over 120 years through local hardware stores to national retailers like Dick's Sporting Goods or Bass Pro Shops, work-wear retailer Carhartt is opening stores

### - H&M

H&M has announced a plan to accelerate store openings this year. an additional : 400 stores globally on top of the 3,511 locations it was operating at the end of last year. The new store openings will be located in China and the U.S., though H&M said it will debut in several new markets this year, including South Africa, India, and Peru.

### - LEROY-MERLIN (Fr, DIY)

Opens its 3d inner-city store in Paris

### - LUSH (Cosmetics)

Opens on Oxford Street its largest store in the world (800 sqm on 2 levels)

### - MANILA GRACE (It, fashion)

To open its first store in France (Paris, bd St-Germain)

### - MARKS & SPENCER

After 14 years of absence re-opening in Brussels on 5 000 sqm

Is selling branded trainers for the first time

In a seemingly organic collaboration, retailer Marks & Spencer is partnering with British footwear maker Walsh in a bid to move its apparel more upmarket, and increase its number of products made in the UK

### - RITUALS

Opening of its 1st shop in Paris

## → NEWS IN MALLS

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### - KARL MARC JOHN (Fr, fashion)

To open in Vill'Up (Apsys)

## → CONCEPTS & BM

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### - IKEA

Ikea Canada is testing a new concept, a "pick-up-point" store, in London, Ontario, and Quebec City. The two locations, slated to open in late 2015, will allow customers who have shopped online or at an Ikea store some distance away to pick up their products closer to where they live.

### - LE PAIN QUOTIDIEN

Will test an Ecommerce service : order and pay online and be delivered at home or office (without using cars)op

### - MCDONALD'S

Is testing home delivery service in 3 NY districts

### - STARBUCKS

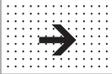
Has unveiled its new "express" store format, just across from the New York Stock Exchange in downtown Manhattan. The 538-sq.-ft. space is one of the most streamlined in the company's diverse portfolio.

Has announced a partnership with music streaming service Spotify. The joint venture will link customers to exclusive content

### - WHOLE FOODS MARKETS

Announced plans to debut a new store format targeted at millennials. The company said the stores are expected to begin opening next year, and the expansion will be "fairly rapid." It did not reveal the name of the new banner.



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## → DEPARTMENTS STORES & SUPERMARKETS

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### - ASDA

Will test in June a 22/24 click and collect point

### - AHOLD & DEHAIZE

Two huge retailers from the Benelux, Dutch Ahold and Belgian Delhaize, have confirmed the rumours about talks concerning a possible merger. However, the talks will rather lead to Ahold's acquisition of Delhaize, than to a merger between equal parties.

### - KAUFHOF, INNO

German retail concern Metro Group has confirmed its intentions to sell its department store branch Kaufhof, including the Belgian Inno branch. It is in talks with several parties, but no official bid has been tabled.

### - MACY'S Inc

Is entering the off-price retail arena, with plans to open four Macy's Backstage stores in the New York City metro area this fall. The stores will measure about 30,000 square feet each, providing apparel, shoes, accessories and jewelry, plus housewares and home textiles. Each will offer free Wi-Fi and a suite of fitting rooms, and one will also test a café concept.

The pilot stores, all in New York, are Lake Success Shopping Center, in New Hyde Park; Melville Mall, in Huntington; Queens Place, in Elmhurst; and Sheepshead Bay, in Brooklyn.

### - SACKS Inc

Revealed the three locations where it will open its first Canadian Off 5th stores next year: in Tanger Outlets, suburban Ottawa; Outlet Collection at Niagara, in Niagara-on-the-Lake; and Vaughan Mills, suburban Toronto. These are the first of as many as 25 that Saks Fifth Avenue Off 5th is planning to open in Canada.

Saks Fifth Avenue Off 5th will open its first city-center store this week, a 40,500-square-foot unit on San Francisco's Market Street.

### - WALMART

After 20 years in China, Walmart is ramping up growth plans there, with the announced openings of 115 new stores by 2017.

## → DIGITAL NEWS

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### - AMAZON

Amazon.com Inc.'s Prime Now quick delivery service now applies to certain stores in Manhattan, enabling consumers to receive items they order from those retailers in as little as an hour.

### - NORDSTROM

Luxury retail chain is testing a curbside pickup program aimed at luxury shoppers in a rush.

The retailer is testing the program, which is available only via the website and not Nordstrom's mobile app, in 20 stores,

### - CARREOUR

Is trialling LED lights embedded with technology that can track shoppers in the store and send them coupons.

Pilot project in Carrefour Euralille

The 7,800 sqm remodeled Carrefour Euralille supermarket in Lille will be the spot for the pilot program. It consists of Philips' 'connected' LED lights, which use VLC (Visible Light Communication) light impulses to send information to smartphones.

### GOOGLE

Is matching Apple Pay with Android Pay, adding mobile privacy controls that could adversely impact marketers and making it easier for mobile shoppers to buy directly from a Buy button on search ads displayed on smartphones.

#### Sources :

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