

RETAIL TRENDS 2021

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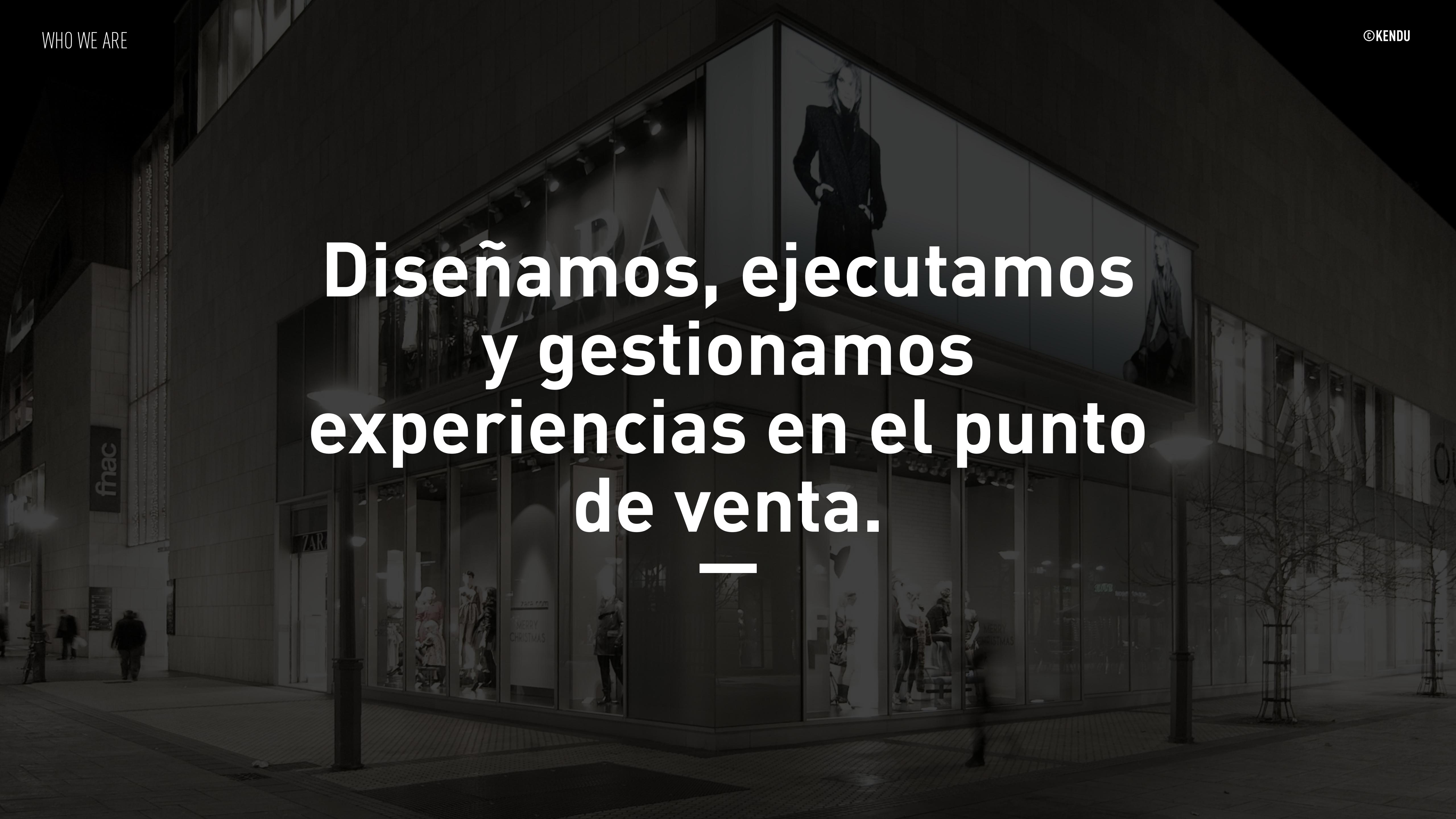
kendu.com

01

¿Qué es Kendu?



Innovadores en
comunicación visual
desde el año 2000



Diseñamos, ejecutamos
y gestionamos
experiencias en el punto
de venta.

People
working
for people

160 cerca del cliente
10 idiomas
130 países donde encontrarnos
16.000 tiendas donde vernos

EUROPE

Headquarters
& warehouse



USA

Headquarters
& warehouse



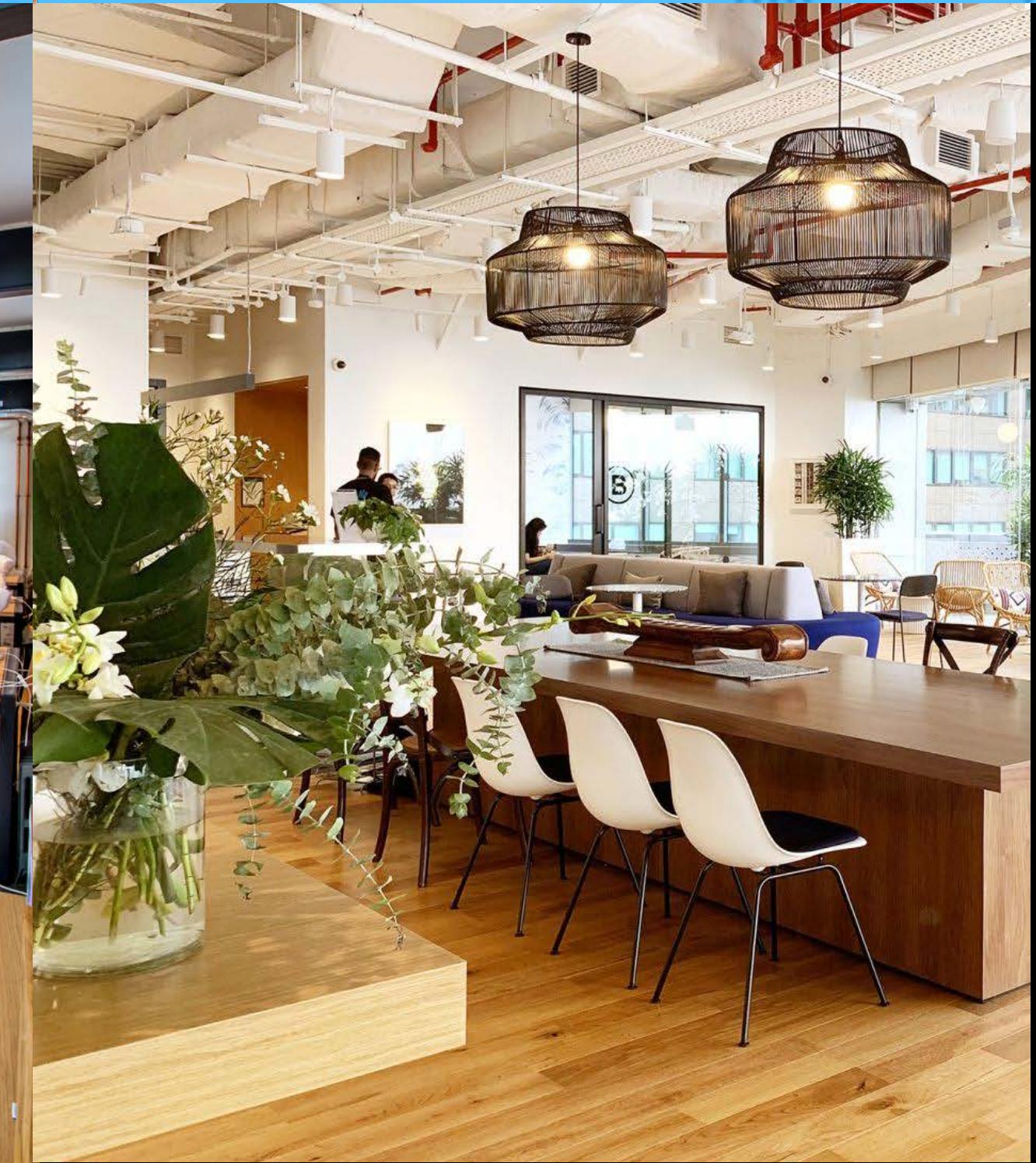
UK & NE

Office
& Showroom



APAC

Office



Sport



Adidas



Fashion / Lifestyle



PRIMARK®

ZARA

Superdry.

Timberland

OVS

MANGO

GAP

Telcom



O₂



Beauty

L' OCCITANE
EN PROVENCE



Loreal

Loreal

Galerie
Lafayette

HOUSE OF FRASER
SINCE 1849

Galerie
Lafayette

HOUSE OF FRASER
SINCE 1849

Dept. Store



ALAIN AFFLELOU



And more...



Disney



ALDI

02

¿Ha sido 2020 el
año más difícil
para Retail?

**2020 ya iba a ser
un año muy
complicado para
los Retailers**



01. **La presión de ser Omni-Canal**

- Online compitiendo con el espacio físico.
- Integración de canales y departamentos
- Presión exponencial de e-commerce y cambio en modelo de negocio, de B2B a B2C.



03. **Incremento de los costes**

- Mayor inversión en tecnología
- Mayor presión de rentabilidad del m²
- Incremento de costes de personal especializado y operaciones



02. **Modelos de Tienda Antiquados**

- Desaparición del Department Store
- Demasiado espacio físico e inversión en Real Estate.
- Propuestas de valor irrelevantes.



04. **Apuesta por la sostenibilidad**

- Transparencia y responsabilidad social
- Consumidor más exigente
- Consumidores más comprometidos

COVID 19

—
10 Years of change
happened in 10 weeks



03

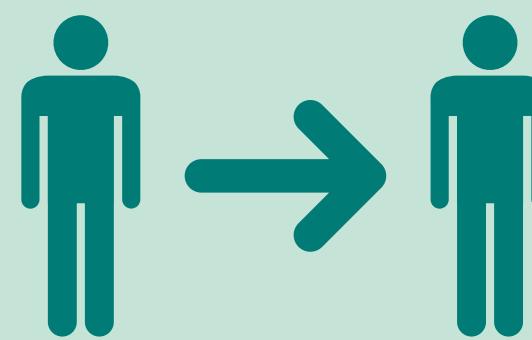
¿Y cómo va a
responder el 2021?



Un futuro lleno de oportunidades

—
2021 será el año de la experimentación.

El diseño de las experiencias en el punto de venta alcanzará nuevas dimensiones y las marcas tendrán que estar en constante modo de innovación para adaptarse a comportamientos inciertos.



01. Nuevos (DTC) Retailers

Muchas marcas referencia desaparecerán otras que hasta hora dependían de la distribución irán directos al consumidor, en parte por la oportunidad de inversión en espacio.

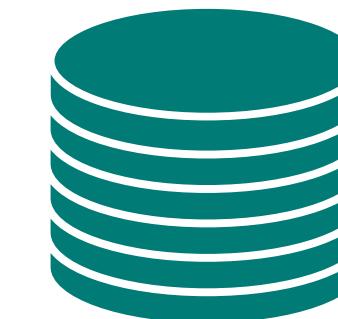
70% 2023
of NIKE's business will be DTC



03. Omni-canal o desaparecer

La aceleración de la digitalización seguirá creciendo incluso después de la pandemia. Ciertos comportamientos cambiarán para siempre y sin una estrategia omni-channel sólida los retailers desaparecerán.

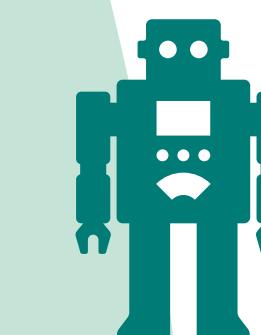
+30% 2021
Off-line sales won't come back



02. Nuevas formas de comprar.

La seguridad todavía será la principal preocupación a la hora de repensar la experiencia en la tienda y de ahí surgirán nuevas experiencias que se convertirán en la nueva forma de comprar.

5bn Europe
contactless transactions in 2020



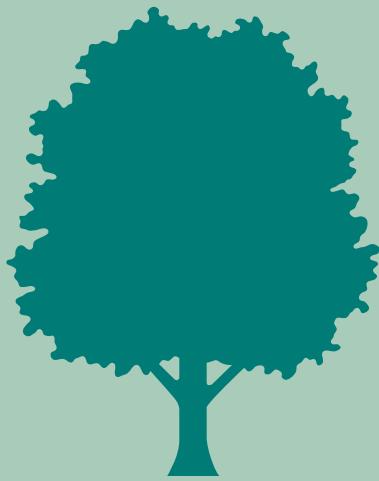
04. La llegada de la automatización.

Con tiendas más experienciales, muchas funciones y operaciones dejarán de ser rentables y se buscará en los robots y algoritmos la fórmula de crear un infraestructura operacional que permita que el valor de las personas sea mucho mayor.

+150k ROBOTS
No of robots deployed by 2024

05: El consumidor responsable

El COVID ha cambiado radicalmente nuestra visión sobre el consumo responsable. Hay una mayor implicación en tomar medidas de protección del medioambiente y de ayuda los problemas de nuestras comunidades.



Medioambiente



Comunidad Global



Responsabilidad

A woman with long, dark hair is shown from the waist up, standing in a dark room. She is wearing a dark, flowing dress. A bright, glowing red and orange energy field surrounds her head and shoulders, appearing to emanate from her body. Her eyes are closed, and she has a serene expression. The background is dark, with some faint, glowing blue light visible.

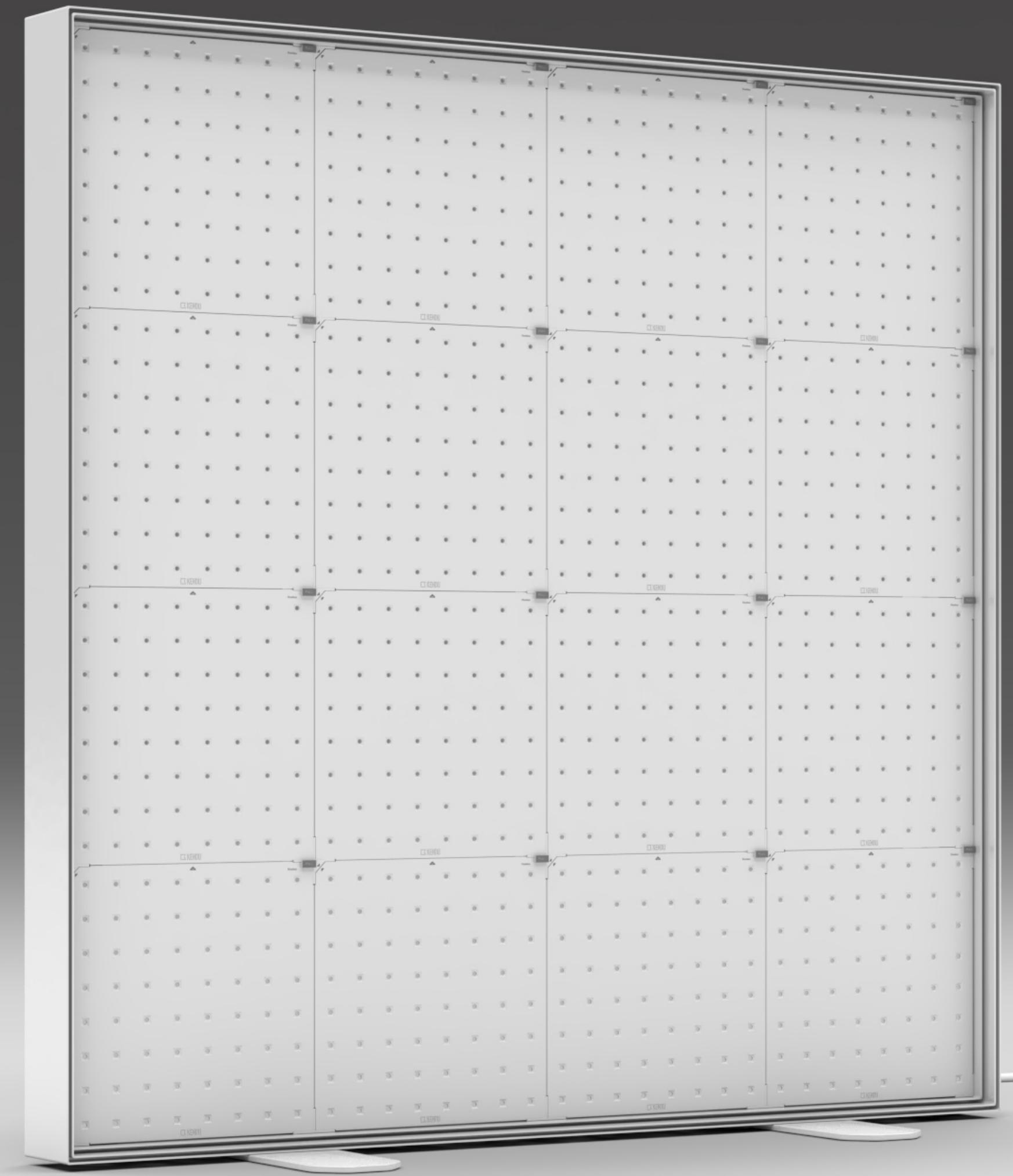
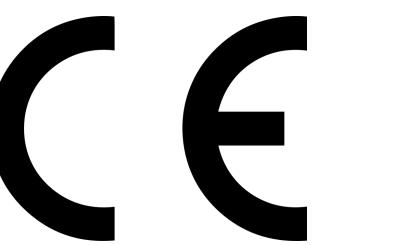
FLOW
BOX

FLOWBOX

The Dynamic Lightbox

Flowbox combines the tension fabric system (textile + silicone) with dynamic LED lights to create an exciting, animated display lightbox.

The award-winning animated LED lightbox is easier than ever to set up and includes a range of exciting new display features. Flowbox is UL and CE certified.





**Flowbox is a real revolution
for shop windows and in-
store communications. It's
the perfect match between
image and movement.**



Ivan Nantón - VM Director OVS & Springfield

3 step set-up

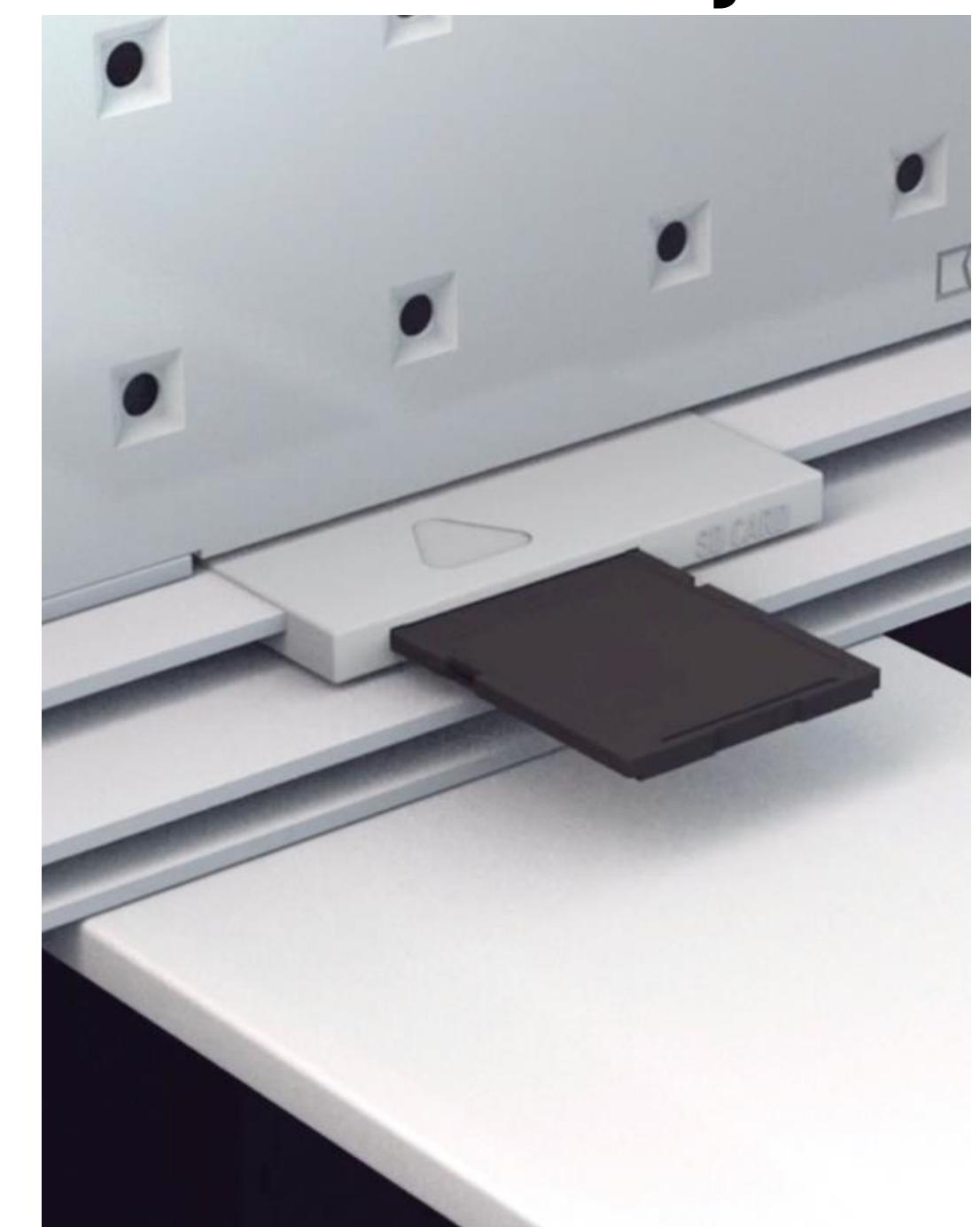
Frame + lighting



Textile



Creativity



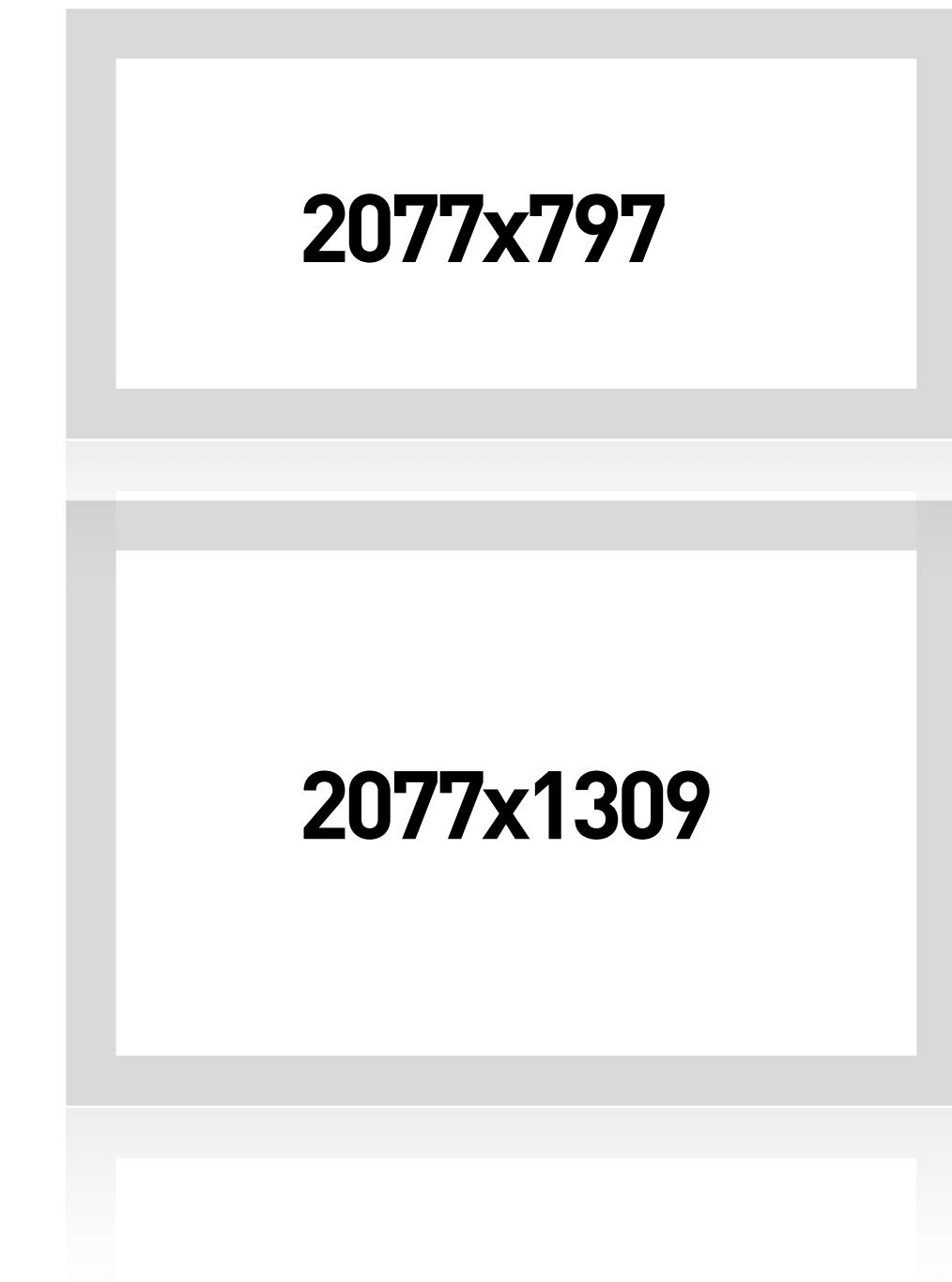
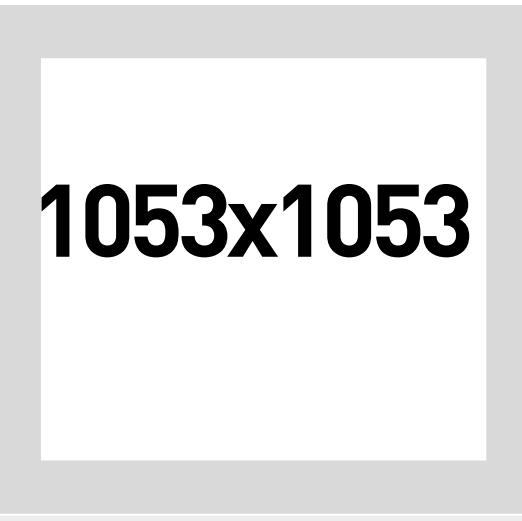
The external aluminium frame includes a click-style locking system to easily join all the parts together. No cables no connectors. Magnetic led plates assembly.

Silicone Edge graphics, silicone beading sewn around the edge of the printed graphic, which fits into the channel around the outside of the frame. Giving the print a smooth, wrinkle-free appearance in the frame.

Plug & Play creativity recorded in an SD Card easily inserted in the bottom of the frame.

Standard Sizes

We reduce delivery lead times by offering standard sizes available in anodized, white or black frames. Synchronization of the different displays is possible, creating a wide range of different combinations.



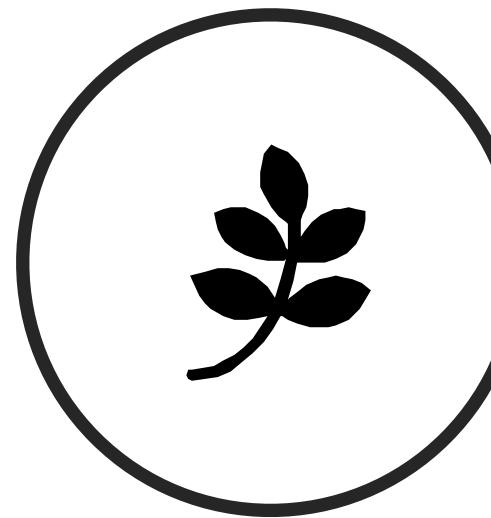


Key Benefits

KEY BENEFITS

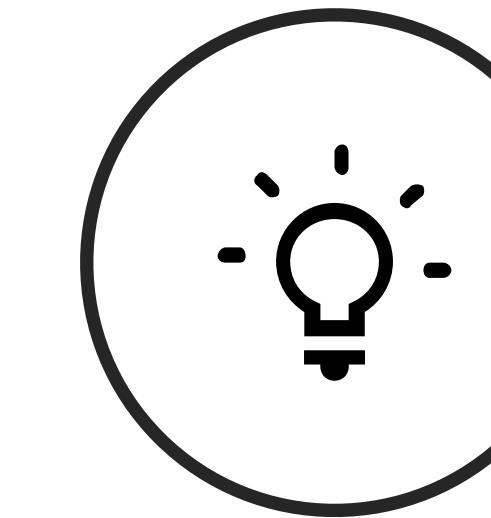
Energy efficiency

Flowbox energy consumption is 70% less than similar displays with the same brightness such as video walls.



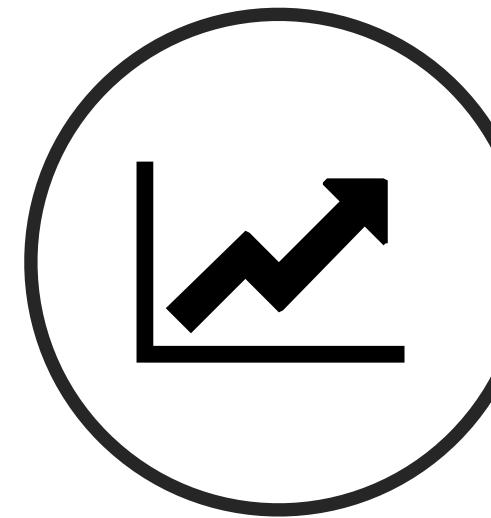
High Resolution

Create a lasting impact on customers thanks to its high resolution with the fabric visual. High definition and colours capture attention!



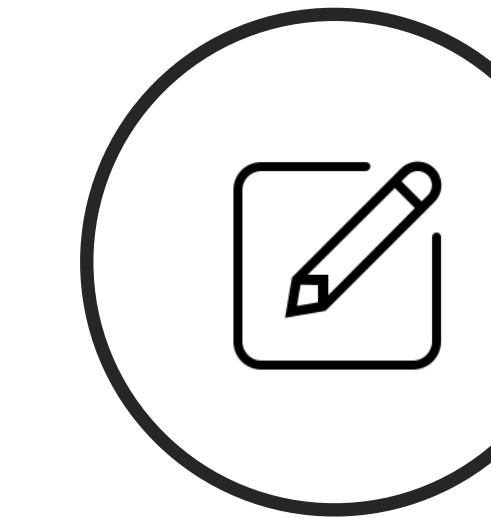
Cost-effective

Spend less, get more. Flowbox can mean up to %50-300% CAPEX reduction comparing to other high brightness displays on the market.



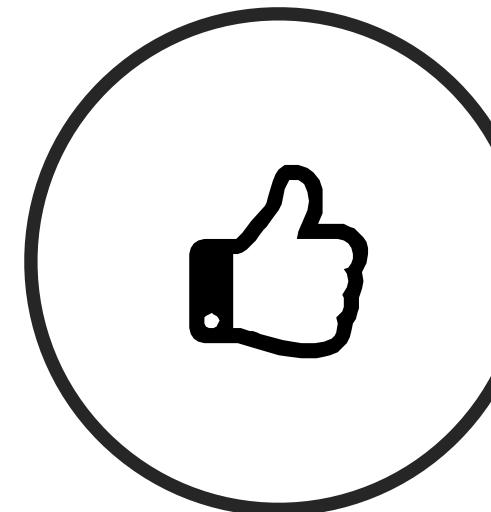
Endless creativity options

Flowbox offers endless creative options from subtle tonal variations to continuous colour changes .Choose a high quality visual and bring it to life with custom created animations.



User friendly set-up

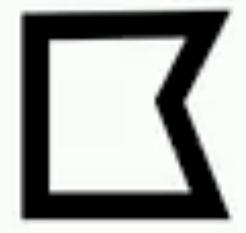
Featuring a brand-new framing system and the latest generation LED plates, Flowbox can easily be installed in 15 minutes by store staff.



Internationally awarded

In addition to 17 international design awards, Flowbox has been named a winner in the Red Dot 2020 Product Design awards. A total of 18 awards.





FLOWBOX

The Strategy

Flowbox creates **new opportunities** for the expansion of the tension fabric market.

We introduce a **new space** bringing to live static images and **reducing significantly the cost** against the LED displays.

We are **expanding the application beyond the retail**. We have successfully introduced Flowbox in **other markets and applications** such as the events, entertainment and cinema industry.

We are actually serving customers **around the globe** such as Nespresso, Adidas, OVS... in different localizations: Europe, Hong Kong, Israel, US...

Standardization drives us to **bigger roll-outs** and the need to create a digital creativity library that combined with the fabric **generates a recurrence** in visual replacement.



A dark, grainy, black-and-white photograph of a landscape. In the foreground, there's a paved road or path. To the left, there are some low-lying plants and small trees. The background is mostly dark, with some faint shapes that could be distant buildings or trees. The overall texture is very noisy and has a vintage feel.

Any Question?

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THANK YOU

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