

# EXPERIENCE INNOVATION

OUTFORM. | Magazine

**THE LATEST  
RETAIL TRENDS**  
WHICH COMPANIES ARE  
SETTING NEW STANDARDS?

**WHY EXPERIENCE  
MATTERS IN RETAIL**  
FOR BOTH CUSTOMERS AND BRANDS

**THE NEWEST WAVE IN  
DIGITAL INTERACTIONS**

**TECHNOLOGY IS  
SHAPING THE  
FUTURE OF RETAIL**  
AND BRANDS ARE EMBRACING IT



# A Word From The CEO

At Outform we strive to continuously push the envelope in our innovation efforts. To do so, we must always stay in touch with the latest advancements in the retail, technology, and design fields. We have put this publication together to not only bring you the latest industry news, but to add a dose of inspiration and spark to your day that we ourselves love to experience at Outform.

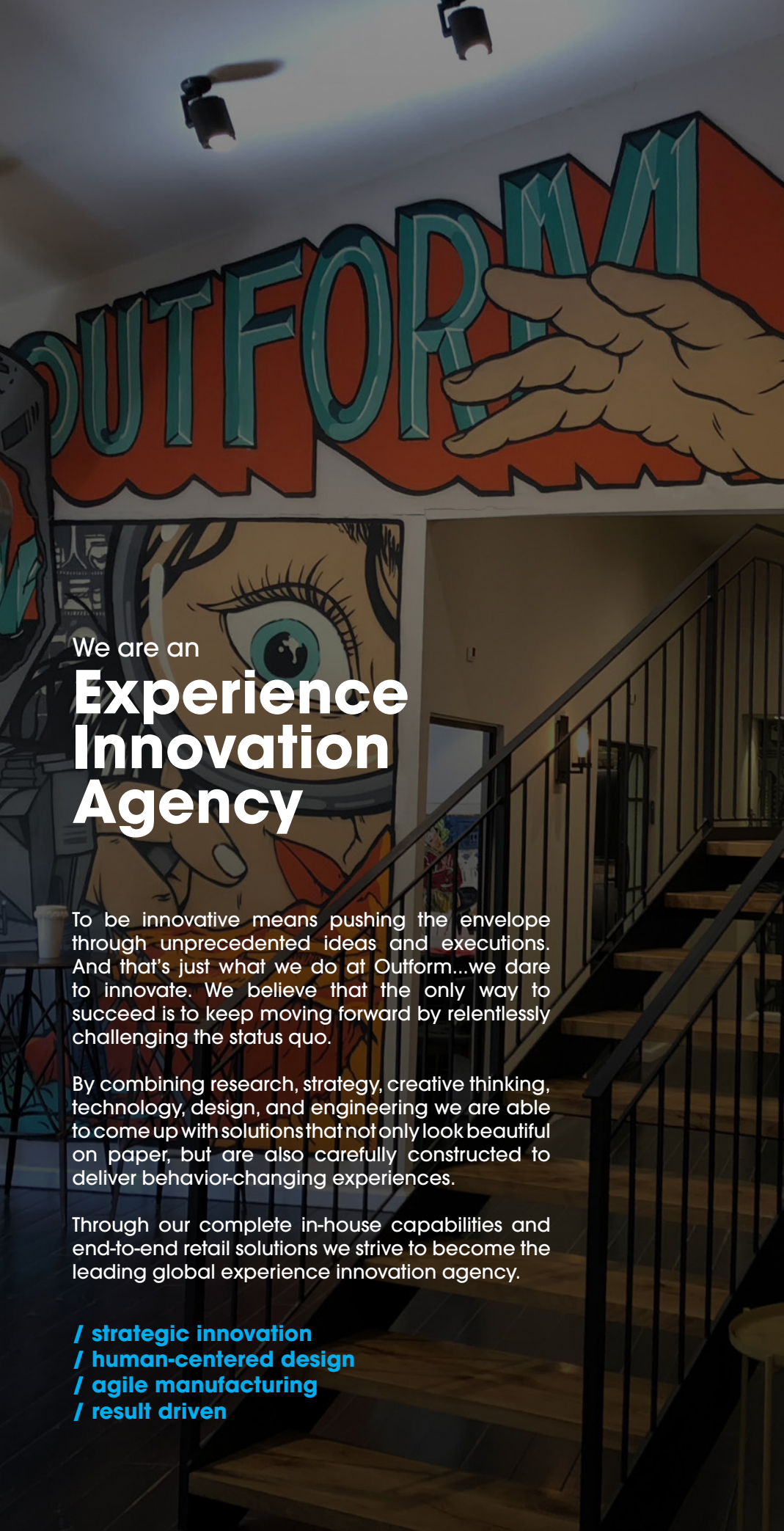
Happy reading!

**Ariel Haroush,**  
**Outform CEO**



Outform's Guiding Philosophy  
**“dare to innovate.”**





We are an  
**Experience  
Innovation  
Agency**

To be innovative means pushing the envelope through unprecedented ideas and executions. And that's just what we do at Outform...we dare to innovate. We believe that the only way to succeed is to keep moving forward by relentlessly challenging the status quo.

By combining research, strategy, creative thinking, technology, design, and engineering we are able to come up with solutions that not only look beautiful on paper, but are also carefully constructed to deliver behavior-changing experiences.

Through our complete in-house capabilities and end-to-end retail solutions we strive to become the leading global experience innovation agency.

**/ strategic innovation**  
**/ human-centered design**  
**/ agile manufacturing**  
**/ result driven**

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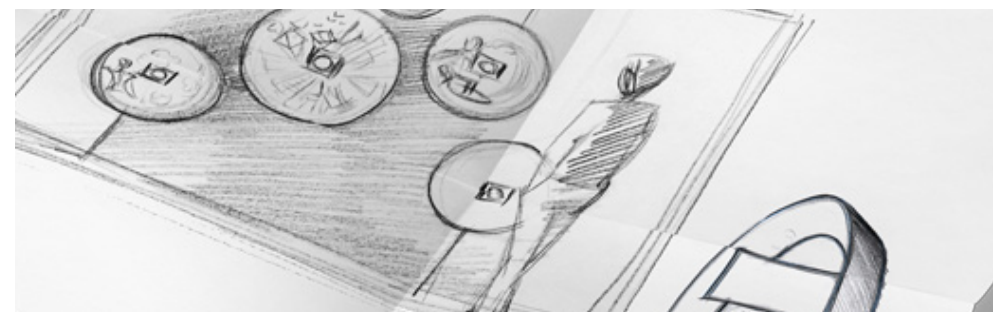
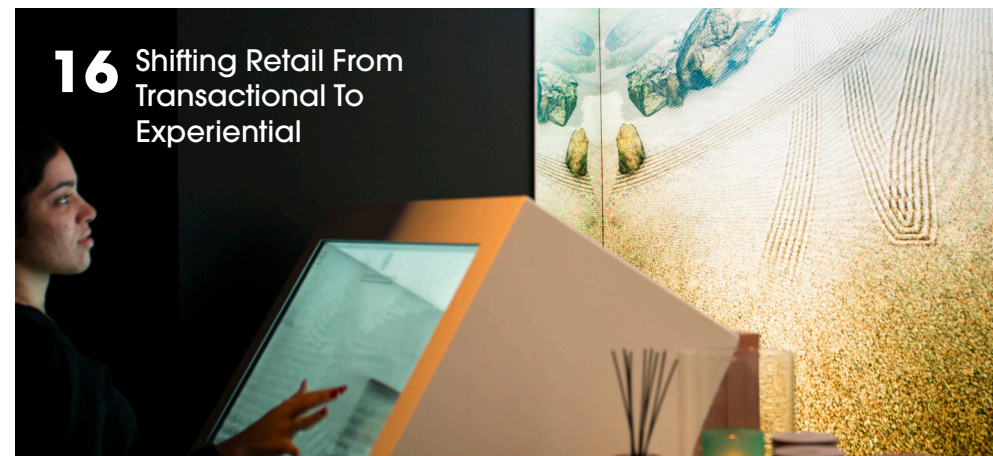
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# In The News

## The Rise Of Retail Experimentation

How retailers are taking their stores to the next level.

Experiential retail, also known as “retailtainment”, merges traditional shopping with entertainment and technology and is something that more brands are starting to adapt. Pushing the envelope of what is expected from a traditional store by consumers, experiential retail creates an opportunity for brands to get people into the door.

In a 2017 National Retail Federation report, which polled over 3,000 Gen Z consumers, 49% of the participants said they visit stores more often than before, incentivized by the entertainment and food options provided to them.

Last year, American Girl launched their own experiential store in New York City letting girls book hairstyling appointments for their dolls. Google has also unveiled several pop-up stores, which give shoppers an entertaining hands-on experience with their phones, smart home devices, and VR headsets to create a more personal way of connecting with their products. The Calvin Klein x Amazon



Fashion pop-up store featured Amazon Echo devices in the fitting rooms to answer shoppers’ questions about the items they were trying on.

According to PSFK’s “Future of Retail 2018” report, 55% of the 400 retail executives surveyed will invest in in-store experiences by 2020. These include food and beverage offerings, product demonstrations, special events, smart dressing rooms, and VR experiences, according to consumers from a 2017 Walker Sands survey. | [Learn More](#)



Google's Donut Shop promoting the Google Home Mini | [Learn More](#)



Calvin Klein x Amazon NY & LA pop-up store | [Learn More](#)





# Sephora's Cutting-Edge Technology

Sephora masters in-store sales by blending physical retail with digital components.

Sephora has figured out how to stay ahead in the retail game through their innovative in-store customer experience approach. While many retailers' brick-and-mortar locations are closing, Sephora keeps customers coming back to their stores, over 400 of them, for more.

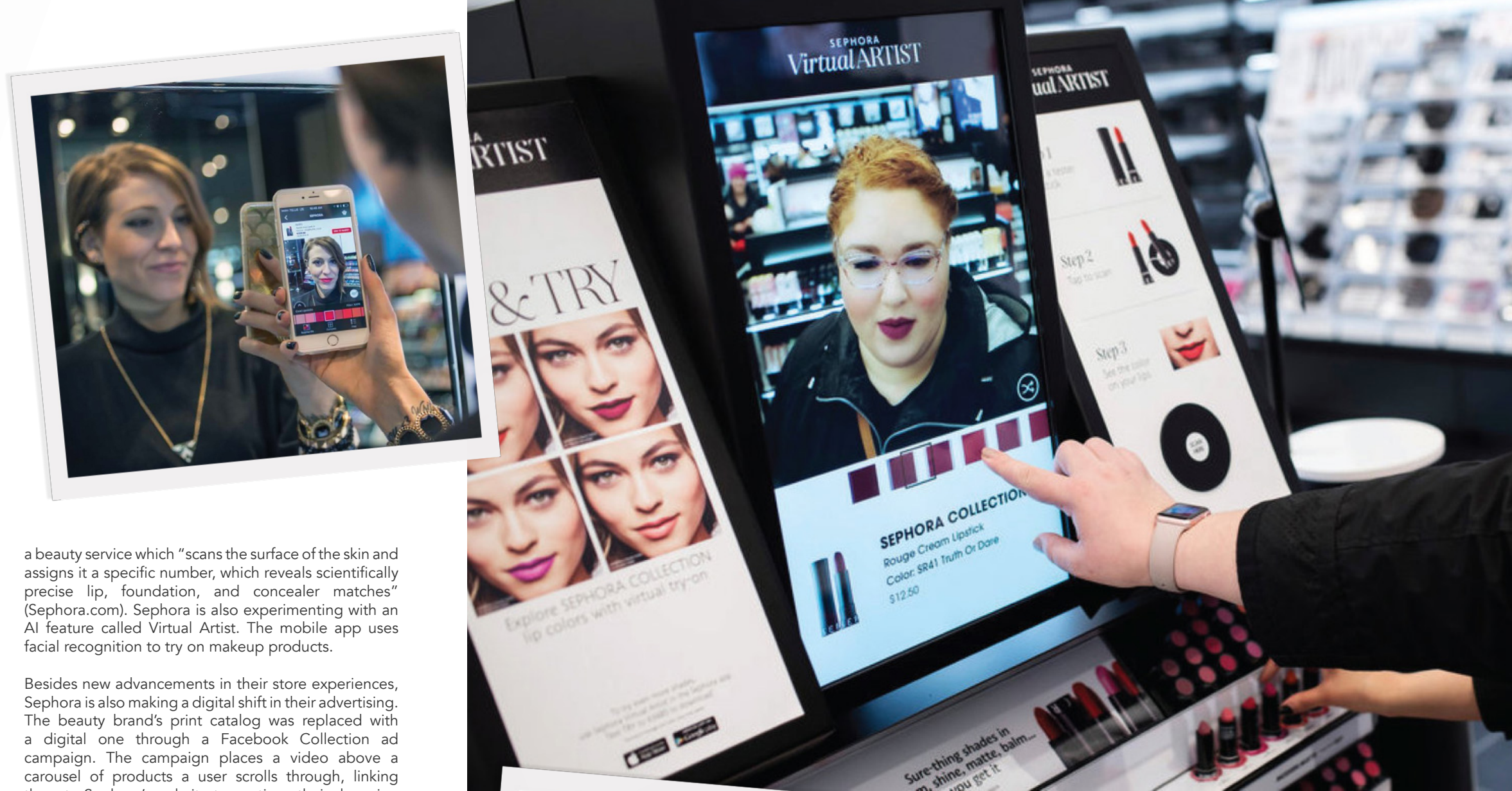
Part of the success formula includes infusing cutting-edge technology throughout their stores. Makeup is personal, and therefore calls to be seen and interacted with on a tangible level. There is only so much a makeup lover can find out about beauty products through a website before needing to try them on to determine if the products are right for them. However, although a digital channel may not always be the best way for customers to experience makeup products, incorporating technology into a physical retail space adds to the ultimate purchase decision. One example of Sephora's tech integration is Color IQ,



## SEPHORA IS TAKING THE MAKEUP EXPERIENCE TO A NEW LEVEL

a beauty service which "scans the surface of the skin and assigns it a specific number, which reveals scientifically precise lip, foundation, and concealer matches" (Sephora.com). Sephora is also experimenting with an AI feature called Virtual Artist. The mobile app uses facial recognition to try on makeup products.

Besides new advancements in their store experiences, Sephora is also making a digital shift in their advertising. The beauty brand's print catalog was replaced with a digital one through a Facebook Collection ad campaign. The campaign places a video above a carousel of products a user scrolls through, linking them to Sephora's website to continue their shopping journey. | [Learn More](#)

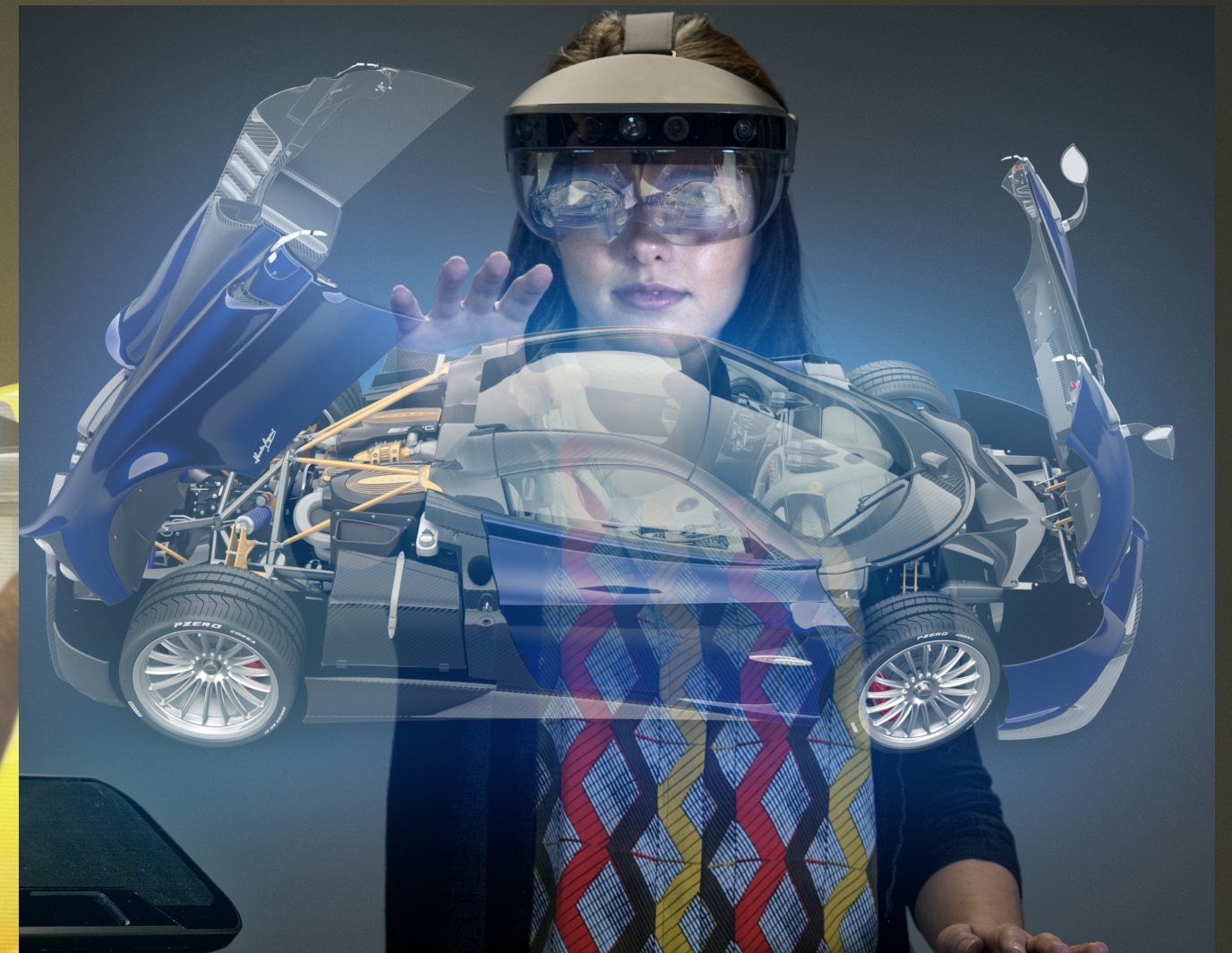




# Digital Interactions Are Becoming More Advanced

Meta, Ultrahaptics, and ZeroLight partner to shape the future of digital interaction with a multi-sensory encounter.

A BEACON FOR THE FUTURE OF INTERACTIVE EXPERIENCES



The level of interaction digital experiences are able to provide is continuously advancing. In an effort to get closer to creating virtual scenarios that feel like the real thing, technology pioneers Ultrahaptics, ZeroLight, and Meta Company have come together to combine augmented reality technology, haptic feedback, and real-time 3D visualization to create a new kind of digitally tangible encounter.

This project combines three of the five senses to explore a virtual version of the Pagani Huayra Roadster hypercar. Different interactions can be explored in a virtual way, such as configuring the car and feeling the vibration of its engine, to replicate a real-life experience. The sense of touch, which can add a lot to such an experience, is replicated through ultrasound, creating tactile feedback on the hand to interact with virtual objects using natural movements.

"Brands are continuing to reinvent the way they engage customers through digital experiences. ZeroLight's high fidelity visualization software harnesses the full potential of cutting-edge hardware, bringing products to life in stunning detail through cohesive, personal experiences. Such quality enables the clear perception and understanding of virtual vehicles, allowing for more informed decision making," said Joseph Artgole, associate marketing director, ZeroLight.

This technology was first showcased during the 2018 Consumer Electronics Show. This concept is what the future of truly immersive interactive experiences could hold, merging the lines between real and digital worlds. [Learn More](#)





# Chase Rolls Out Express Banking Experience

Chase makes simple banking actions faster for their customers.

Chase is rolling out a new format of their branches to make routine banking even easier for their customers. The branch concept is called "Everyday Express", and is set to launch in New York City and Culver City, California.

The new branches will incorporate technology to bring a newer, more modern approach to banking. The spaces will have a Digital Advice Bar, which use iPads to teach customers how to use Chase's digital products and services such as making money transfers, paying credit cards and other bills, and receiving financial advice about their accounts. Other services will include opening checking, savings, and credit card accounts as well as ATM transactions. If customers have more complex needs, such as setting up a home loan, they can use a video conference room to speak to a Chase banker for more information.

The six pilot branches are about the same square footage as Chase's traditional branches and will be used to learn how customers respond to the new space to determine if future Everyday Express locations will be redesigned with a smaller footprint. | [Learn More](#)



## A MODERN APPROACH TO TRADITIONAL BANKING







# Trend Report

## Retail Expectations From Millennials And Gen Z-ers

What these generations are looking to get out of their shopping trips.

Tech-savvy and synonymous with smartphone and online culture, Millennials and Gen Z-ers love to immerse themselves in all things digital. But it does not mean that these two groups do everything exclusively online. When it comes to shopping, the Millennial and Gen Z generations are channel-agnostic, seamlessly switching between buying online and in physical stores. These two groups have come to expect a seamless experience both on and offline for their shopping needs - 51% of Gen Z customers say that it is important for them to easily switch among channels when researching, browsing, or shopping.

When shopping in store, Millennial and Gen Z customers value an elevated and immersive experience. They are keen on things like availability, convenience, and a blend of personalization and technology. More than half of Millennials, for instance, find in-store visits more exciting when a retailer uses tech to show how a product is relevant to their needs. Gen Z-ers prefer technology that empowers them and adds direct value, such as allowing them to check inventory or using tools like interactive screens to help go online while they're in stores.



Nordstrom's Broadway location includes personal stylists, tailors, a shoe buffing station, a grooming area, and a bar with cocktails and wine. | [Lean More](#)

## MODERN SHOPPERS EXPECT MORE FROM RETAIL

Fun and creativity is expected from a shopping experience as well. Gen Z customers are interested in tools that allow them to customize, design, and create unique products on-site. Millennials also find pop-up stores interesting. 30% say they're drawn to them mostly due to competitive pricing and 28% note convenience and location to be compelling. More traditional retail factors also come into play. Millennials say that a knowledgeable sales staff and price also influence their purchasing decisions. | [Learn more about Millennial and Gen Z shopping habits.](#)



Zara customers can point their phones at designated spots in-store to activate AR models sporting Zara products to click through and buy. | [Learn More](#)



# Using Mobile To Enhance Brand Offerings

Consumers, particularly millennials, have become increasingly dependent on mobile phones. People check their phones, on average, 47 times per day. When it comes to buying, we use our phones to research, compare products, check reviews, hunt for bargains, buy, and arrange delivery.

In light of this increase in phone usage, retailers are leveraging mobile-centric technologies to enhance their brand offerings and engage customers in more personalized ways.



Ikea's AR app called **Ikea Place** allows shoppers to virtually place furniture into a room to get a preview of what the space will look like. | [Learn More](#)



# In-Store Experiences Improved With Tech

Brands are finding new ways to infuse technology into the customer experience through mobile, AI, and the Internet of Things. From self-service product discovery tools to in-the-moment connectivity, brands are adopting innovative solutions to enhance customer experiences across all channels.



Lowe's Vision mobile app has enabled in-store way finding via **augmented reality** to help customers better navigate through the space. | [Learn More](#)

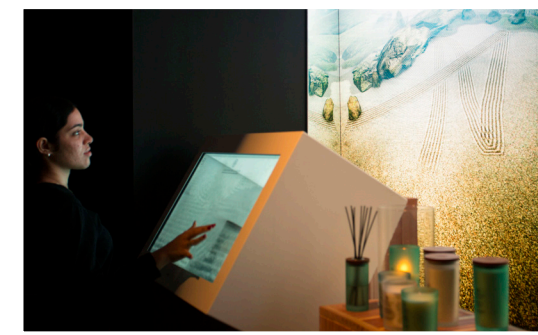


# Shifting Retail From Transactional To Experiential

All the previous trends highlight consumers' desire for deeper and more personalized experiences. Rich brand experiences go beyond physical products and in-store interactions to create deeper connections. With the use of voice technology, augmented reality, and artificial intelligence, shopping is leaping off the screen and morphing into a more immersive experience.



Yankee Candle has opened CandlePower, its first **experiential pop-up shop**, inspired by the power of scent. The pop-up features ten immersive exhibits highlighting scent, sight, sound, and touch. Photo opportunities and fun moments, like a sideways room and a Scent Test Bar, let shoppers discover a fragrance based on their personality type. | [Learn More](#)



# Investing In Data To Understand Consumers

To understand their consumers and deliver hyper-personalized offers and experiences, brands are enhancing their data-collection methods and innovating how they leverage analytics and insights. Through the use of data, brands have accelerated their ability to understand their consumers and anticipate their needs.



Westfield Malls is **tracking on-site customer demographics** and combining them with big data in real time to target ads based on an individual's profile and surroundings. | [Learn More](#)





Outform's extensive work with some of the world's leading brands has given us a deep expertise of the relationship between strategy, design, and manufacturing. Each part is unique and must be mastered. The ultimate success comes when the three parts are combined into one vision. We look forward to sharing our learnings from each of our three competencies with you each quarter.

# Industry Insights





# The Importance Of Starting With Strategy

From the Outform Strategy Team.

## Current Reality

Having an execution backed by strategy is invaluable, but many companies tend to overlook this crucial first step and jump right into design. This absence of strategy is sometimes unintentional, as some brands may not understand the need for it.

## How We Approach It

We start the strategic process by asking, "Why are we doing this?". Essentially, strategy is a unique plan for a brand to achieve its desired goal. It is about bridging the gap between business and design to differentiate a brand in a way that is unique and attractive to customers.

Even though strategy is not something that can be seen or touched, its presence cannot be discredited - when strategy is missing, the negative effects become immediately apparent.

At Outform, strategy begins with understanding your brand. This means knowing what your company stands for and who your customers are, including their demographics, like age and income, and psychographics, like values and lifestyles. It also means identifying the brand goals for a project, such as increasing awareness or sales.

Once these factors have been crystalized, Outform utilizes them, along with brand guidelines, to put together a

blueprint for our creative team who will go about bringing the strategy to life.

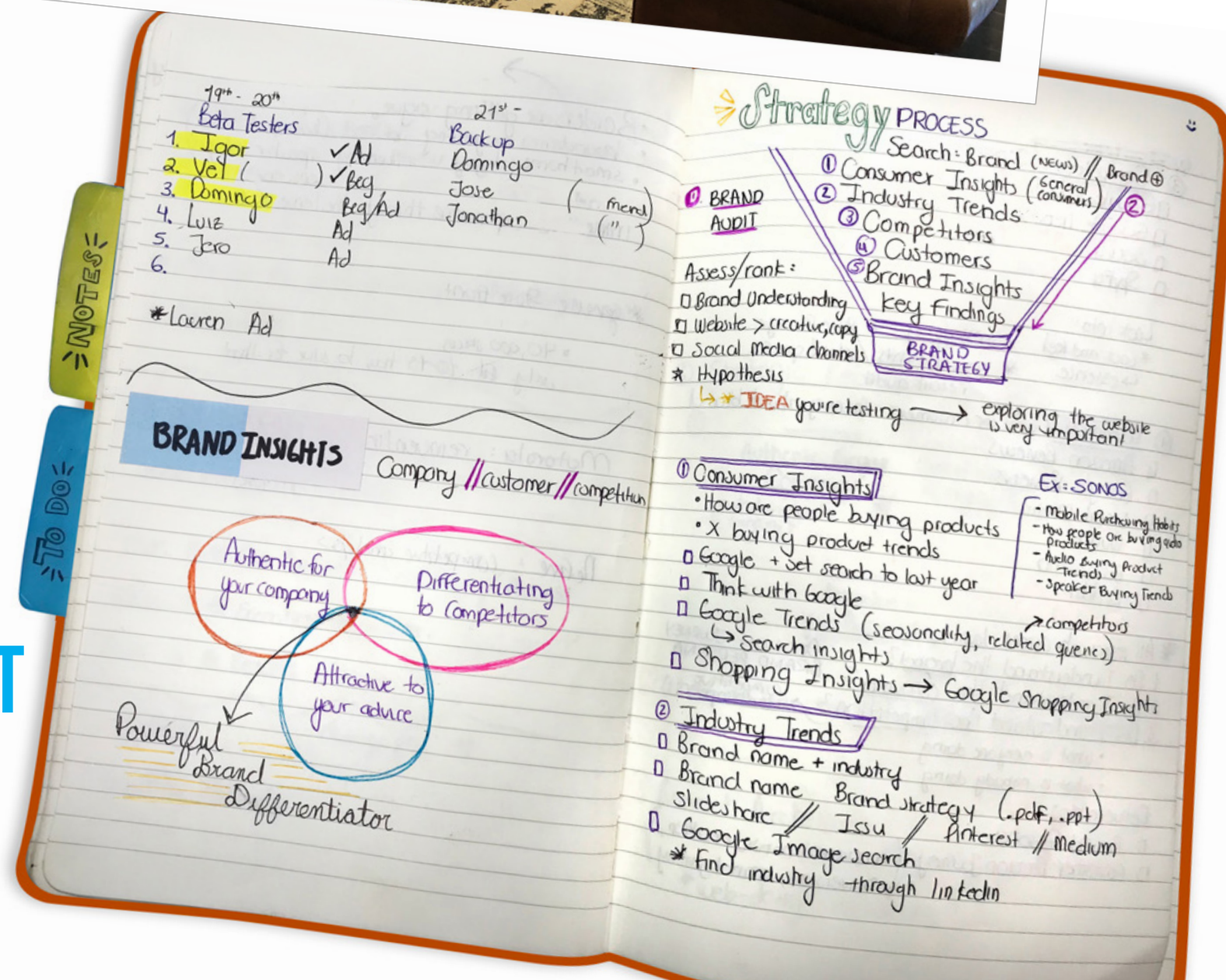
Finally, we start to think about materializing the brand identity and the brand's goals in a physical store, taking the environment, consumer journey, and competition into consideration in order to create a truly differentiated experience.

## Key Takeaways

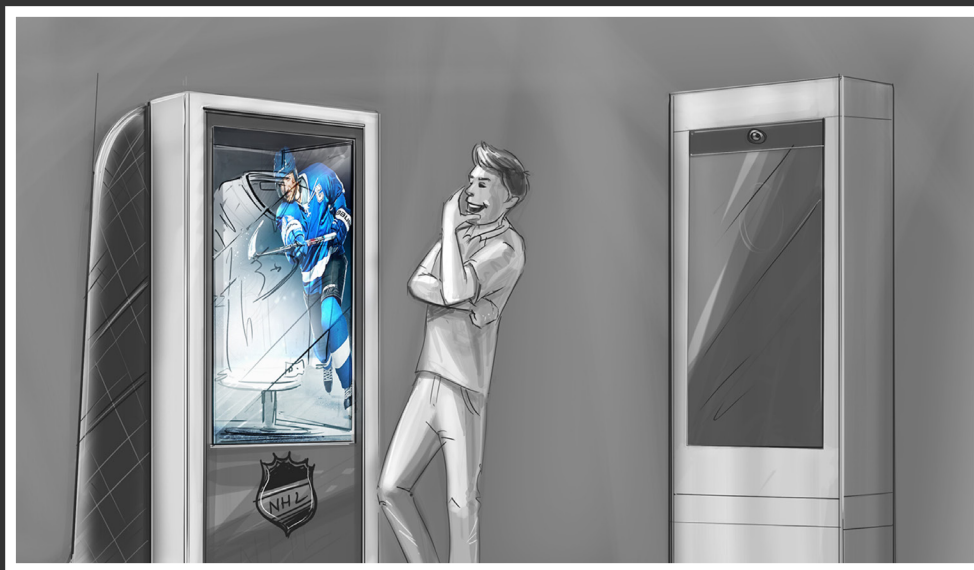
Here are some ways in which you can start thinking more strategically about your brand's needs:

- Have a clear understanding of what your brand stands for and who your core customers are.
- Set goals that are S.M.A.R.T - specific, measurable, attainable, relevant, and timely.
- Identify short-term tactics that will get you to achieve your underlying goal.
- Gain a thorough understanding of the physical environment that will house the execution you are developing.

# CREATIVE WITHOUT STRATEGY IS JUST NOISE







# Designing With Reality In Mind

From The Outform Design Team.

## Current Reality

A design can look great on paper, but it can be hard to turn it into a tangible execution if real life implementation is not taken into consideration. The disconnect between the creative process and the engineering of the execution can occur when a brand works with one agency for the design portion and another for the manufacturing portion.

## How We Approach It

It is important to understand the connection between design and engineering at the beginning of a project so that realistic expectations can be set.

When executing requests, Outform's creative process starts by having our design and engineering teams working in tandem. From inception, the design and engineering teams are in a constant communication ping-pong, sharing ideas and files, to ensure that what is sketched and rendered can also be built and implemented to impact the customer as needed. Details such as retail environments, metrics, materials, structural integrity, manufacturing standards, and expected functionality need to be understood and agreed upon by both teams so that the design can be created accordingly and manufactured as imagined.

Besides a solid link between the two teams, we also utilize the most relevant technologies to ensure a fluid process. Using

software such as SolidWorks and AutoCAD helps both teams see the visual and structural sides of a potential execution, giving added value to the scope of each project through a streamlined process.

Once the two teams are aligned on the finalized design, Outform is able to manifest the design in a VR environment. Displaying renders in a virtual reality setting helps us, as well as our clients, see how things will look in a real life scenario. Size, scale, proportion, and distance are all factors that need to be perfected prior to going into production. Placing a design into a VR environment can help us better understand if any aspects of the design need to be adjusted.

Having knowledge of these tools and methods is invaluable as it shows true understanding of specifications that turns ideas into a reality.

## Key Takeaways

Here are some tips on how you can start to approach the design process more effectively:

- Have the design and engineering teams work together from day one to ensure everyone is on the same page.
- If working globally, ensure that the same metrics are used across all teams internationally.
- Utilize programs such as SolidWorks and AutoCAD to get the most realistic representation of the finished product.
- Leverage the use of VR technology to see how the design looks in a 3D environment to ensure the spatial measures, proportions, and sizes are correct.

# DESIGN IS NOT JUST HOW IT LOOKS AND FEELS, BUT ALSO HOW IT WORKS





# Creating An Agile Manufacturing Process

## From The Outform Manufacturing Team.

### Current Reality

In today's increasingly fast-paced world, the demand for quick production is becoming more and more of a necessity. When it comes to manufacturing products and getting support for them, brands usually work with different companies, which can slow down the process of delivery as well as maintenance.

### How We Approach It

Agile manufacturing is a process which mixes local and global manufacturing capabilities to allow for rapid responses to customer's ever-changing needs while producing quality products in a short amount of time. The process is supported by high levels of communication within the company and a clear understanding of the scope of work that needs to be delivered. Employees are constantly up-to-date on the status of each stage of a project, addressing and correcting timelines, production quality, and turnarounds.

Outform's global presence and agile approach also allows us to take advantage of local resources, suppliers, and support. These relationships make it easier to work within new markets and add to the speed of production, assembly, and execution. Using labor and materials that are locally sourced brings a competitive advantage to a brand, lowers costs, and improves customer satisfaction through faster turnaround and delivery.

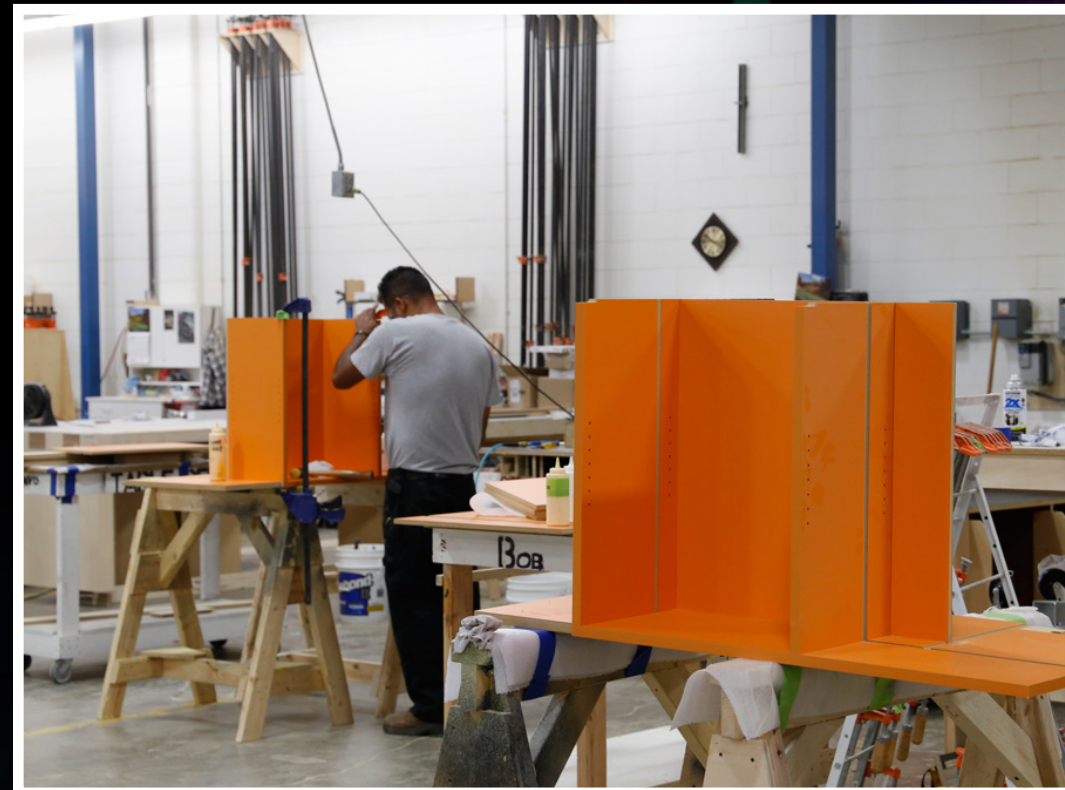
At Outform, to help our support team solve issues about a produced execution in a relevant and timely manner, we implement the knowledge of our engineering team.

When the support team communicates with the engineering team, they are made aware of the inner workings of an execution and use the knowledge gained to resolve issues quickly and effectively. Speedy assistance is also possible through our local support teams who can get to the problem in person in a shorter amount of time.

### Key Takeaways

When looking to create a more agile manufacturing and support process, consider the following:

- Before starting the manufacturing process, gain an understanding of what elements of production can be localized and what elements can be globalized to ensure that assembly is fluidly optimized.
- Start the manufacturing process and post-production process in tandem to ensure a quick response whenever updates are needed.



# TO BE A GREAT GLOBAL COMPANY, YOU HAVE TO BE A GREAT LOCAL COMPANY





# Outform Life Miami Edition



## Miami Office

Outform's headquarters is located in Miami's edgy Wynwood district, known for its blend of cultures and incredible art. The area is filled with a constant flow of bold murals, unique designs, and inspiring ideas.

We chose Wynwood because of the area's energy, vibe, art, and emerging tech, which are ideal for our creative expression. The office houses a group of creative individuals with varying cultures, skills, and personalities, specializing in ideation, strategy, and project management.



## New Miami Team Members



**Uros Predic**  
Innovation Strategist

Uros Predic, a native of Belgrade, Serbia, has been working in strategy since 2013. Uros' forté lies in his passion for creating simplicity in an increasingly complex world. Prior to joining the Outform family, Uros has worked in agencies with clients like Ikea, Beats by Dr. Dre, eBay, 3M, and Saint Gobain to name a few.



**Natalia Aristizabal**  
Marketing Strategist

Natalia's wonder and curiosity have led her to become a strategist and inspired her passion for understanding consumer culture. Intertwining logic, creativity, and a pinch of psychology, she loves to uncover human truths to craft unique brand stories. When she's not crafting stories for brands, you can find her at an art gallery, bike riding, or drawing.

# WHERE STRATEGY MEETS CREATIVITY



**shop!**

Outform is thrilled to have won **Display of The Year** at the 2018 Shop! Awards, the most prestigious award of the event.

Just another example of how we dare to innovate.



# Exploring Miami's Wynwood District

Every corner of Wynwood is covered in colorful graffiti that never fails to leave a lasting impression. The streets are an open art gallery featuring constantly changing works of artistic expression for everyone to enjoy. Whether taking a stroll through the neighborhood to get lunch or being stuck in traffic, seeing these graffiti pieces guarantees a feeling of creative, inspirational energy.

[Learn more](#) about the Miami office.







## Outformer Highlight

Lauren Sarasua tells us about what it's like spending her weekends in an underwater paradise.

**Lauren Sarasua is a project manager at Outform's Miami office who tackles daily client challenges. But in her free time she unwinds by exploring the oceans of South Florida as a fearless spearfisher who hunts for her own dinner, coming across different types of sea creatures.**

### Tell us Lauren, what is spearfishing exactly?

Spearfishing is when you use apnea, which is basically holding your breath for an extended period of time, to dive into the water and hunt below the surface.

### What made you want to try spearfishing?

I've been diving for lobster for a while, so it was just a natural progression to start hunting fish. I also don't like supporting the commercial fishing practice since it has such a negative impact on the environment. Commercial fishing results in a lot of bycatch, which is when a certain species of fish is targeted, but other marine creatures such as dolphins, whales, sharks, and turtles are killed in the process. So, although it seems cruel to some people, spearfishing is really the most sustainable way to harvest fish.

### How long have you been a spearfisher?

Less than a year. But free-diving, which is a sport you need to be good at to be a spearfisher, I have been doing for years. I grew up on an island so I've had a lot of practice with free-diving.

### How deep have you dove?

So far 85 feet, but I know I can go deeper...I can typically stay down for about two and a half minutes. Some of my spearfishing buddies have gone well over 100 feet.

### What is your favorite part about this sport?

I love being able to get my own food, I feel like a modern-day huntress. I always look forward to the meal that comes after the catch.

### Have you had any dangerous or scary experiences?

Once, my friend had just shot a fish and a bull shark was showing some interest in taking it, so I dove towards it to show aggression and poke it with my spear. I gave it a poke and it swam away, but then it returned a couple seconds later, so I poked it a bit harder. That gave us enough time to get the fish onto the boat. It was creepy, but it's important to stay very calm in those situations.

### Do you have any tips for people looking to try spearfishing?

Never dive alone. If you experience a black out or need help with anything, you know your buddy will have your back. I also recommend taking a freediving course to learn proper techniques and safety protocols.





# Outform Offices

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