

Spring

Snapshot 2018



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In the News | Trend Spots | Weird & Wonderful | Packaging | Retail

Noticeboard

BAKE OFF SPONSORSHIP



Amazon is to sponsor The Great British Bake Off second series on Channel 4 - using it to promote its Alexa and Echo smart speakers. Amazon is thought to have paid around £5m to sponsor the series making it the biggest ever UK TV deal. It's ironic how the major online players are now the biggest spenders on TV.



SAVE OUR SPECIES

Lacoste is famous for its iconic crocodile. But for this year's Paris Fashion Week, the brand has redesigned it. The iconic crocodile was replaced with 10 threatened animal species. As part of Save Our Species campaign, Lacoste aims to raise awareness about the state of biodiversity, donating the proceeds to the International Union for Conservation of Nature.

NESTLÉ UK UNVEILS RUBY PINK CHOCOLATE KIT KAT BAR

Available in the UK from 16th April giving consumers a chance to try the naturally pink, fruity berry chocolate (that's free from all additives).



Drinkfinity soft drink pods

PepsiCo is launching Drinkfinity in the UK- the first time it has brought an ecommerce-only brand to the market as it looks to widen its appeal among a younger, health-conscious customer and develop more one-to-one relationships with consumers. Drinkfinity is a healthy squash-like drink that comes in the form of plastic 'pods' that are added to water. It is based around four key trends... choice, sustainability, wellness and personalisation - all impacting how consumers buy and consume goods.

Britain's Biggest Brands 2018

Our ranking of Britain's Biggest Brands is new and improved for 2018

the brands



1 (1) Cadbury

29 Mar 2018

Inflation has been a major driver of growth for Britain's biggest grocery brand



2 (2) Coca-Cola

29 Mar 2018

It's a return to form for the world's most iconic soft drink brand



3 (3) Nestlé

29 Mar 2018

Britain's supermarkets have sold 35.4 million (4.3%) fewer products bearing the Nestlé trademark in the past year



4 (5) Walkers

29 Mar 2018

If Walkers was distracted last year at the prospect of closing its Peterlee plant, it didn't show



5 (4) Heinz

29 Mar 2018

Despite Ed Sheeran becoming an unofficial ambassador with a Ketchup tattoo on his arm, Heinz has dropped a spot in the table



6 (6) Warburtons

29 Mar 2018

The typically high-profile TV advertising for Warburtons took another turn this autumn



7 (7) Müller

29 Mar 2018

It's a non-mover at seven, but Müller has seen a 7.9% drop in value and unit sales



8 (8) Purina

29 Mar 2018

The performance of Britain's biggest petfood player encapsulates the petcare market right now

H&M INTRODUCES NEW ONLINE BRIDAL RANGE



Draped dress £34.99

OCCASIONWEAR

THE WEDDING SHOP

The fashion retail giant's new Wedding Shop is an e-commerce platform where customers can purchase new and affordable items for brides, bridesmaids, flower girls and wedding guests. The Swedish retailer is hoping The Wedding Shop will grow to become a one-stop destination for brides who are wary of the high costs that come with weddings.

Ford vending machine



Alibaba has taken retail innovation to a whole new level with the launch of the world's largest vending machine. Located in the city of Guangzhou, China, the vending machine 'dispense' cars purchased on Alibabas Taobao app.

Trend Spots

Key trends coming into the home in Spring/Summer 2018 and beyond...

Iberian Spirit



Taking influence from traditional cultures, this high summer story captures the laid-back spirit of summer festivals bursting with colour, craft and street food. Cultural references from the Iberian Peninsula and the Mediterranean inspire an exciting blend of materials and patterns in the home. This blend of old and new filters through for a fresh summer look with a hint of nostalgic familiarity. Decorated with vivid colour and pattern, this trend reflects the bustling energy of a Portuguese market and cultural street festivals.

BOTANICAL PRINTS

Flowers and botanical prints are always in fashion, it's just a case of what makes them feel new. This seasons prints have gone small-scale - straight out of an artist's sketchbook or forager's handbook these include wild florals, weeds and herbs which are becoming inspirational.



Image credit: New season collection at Marks & Spencer IDEAL HOME

RICH PIGMENT



Grey may still be the neutral of choice for many interiors, but colour is set to be bolder this year. We're feeling braver with colour choices - on both walls and furniture pieces, as sofa colour choices of late have demonstrated. Moody interiors are more popular than ever too, with brooding violet, navy and striking emerald green all key colours for 2018. The rich new shades that make up the spring/summer palette are all beautifully enhanced by furniture pieces being produced in luscious velvet!

Image credit: Dominic Blackmore IDEAL HOME

ENGLISH COUNTRY HOUSE STYLE

While the classic country house look - with its chintz, curtain swags and patterned carpets, never went away for many people, it's now getting plenty of decorating nods from the younger generation. Until recently, it was quite difficult to find sofas and chairs on the high street with hallmarks such as fringing and whimsical pleated "skirts". Now, a handful are coming through, such as Arlo & Jacob's Drew chair, made in collaboration with House & Garden magazine. Plenty of pattern, from big blowsy florals to dainty sprigs, are a must, alongside pleated lampshades.



Drew armchair in Priya, Arlo & Jacob TELEGRAPH

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What's Next

Garden Trends for 2018 and beyond...

HEALING HOUSEPLANTS



The wellness trend brings houseplants into homes across the UK. The nation's burgeoning interest in physical wellbeing and mindfulness is seeing people create interiors that mimic green, calming jungles. Such plants are often juxtaposed against clean-lined, mid-century furniture and white walls. Health conscious gardeners are also increasingly interested in the medicinal qualities of the plants they buy, with sales of soothing aloe vera and health-giving herbs also on the rise.



CACTUS CRAZY

Cacti are making a comeback in the home, garden and beyond. Cacti and succulents are the must-have plants of the moment: compact, visually striking and near impossible to kill. Their popularity has seen them break out of the garden and pop up in shops with their images appearing on lamps, bunting, socks and crockery. This success is partly down to their iconic looks suiting the social media age as they photograph brilliantly!



EXOTIC EDIBLES

Gardeners are seeking out the unusual and more than ever want to grow the exotic alongside the traditional veg plot. This has been spurred on by experiences when travelling, eating out, and by increasingly adventurous supermarket fresh food offerings. Climate change is also likely to make it possible for British gardeners to grow more unusual crops in the future. Loquats, persimmons, kiwis, amaranth, peaches, nectarines and almonds are already viable in milder parts of the UK and their viability in more northerly and chillier parts of the country is set to increase.

CLIMATE CHANGE BRINGS GARDEN CHANGE

Classic English perennial borders and lush greens make way for Mediterranean alternatives. Our changing climate is a big challenge facing gardeners and we may see the end of the classic English perennial border as well as lush, green lawns struggling if subjected to periods of drought and flood. The plants that may replace them are Mediterranean shrubs such as rosemary and lavender, which are much more adapted to drought conditions, as well as exotics. Above all, climate change brings a period of upheaval and uncertainty and...only 2% of gardeners feel that they have the knowledge to adapt to a changing climate.



PLOT TO PLATE



Today's gardeners are seeing the damage our current food system does to the environment, and are picking up their spades and doing something about it. Young gardeners are particularly eco-conscious and are the most likely to utilise community gardens, which are often hot beds of environmental forward thinking. Veganism is one of the fastest growing lifestyle movements, with the number of Brits choosing a plant-based diet rising by more than 360% over the past decade. This has spurred an increased demand for fresh, beautifully grown fruits and vegetables, which is also trickling through to households and sustaining the Grow Your Own trend.

Wildlife Watch



Brits are putting wildlife high on the gardening agenda. Gardeners are no longer just interested in how pretty their garden is; 82% of the British public would like to attract more wildlife into their gardens and look to help the birds, bees, butterflies and hedgehogs.



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weird & Wonderful



Barbie Unveils 17 New Dolls Based On Inspiring Women. Each "Inspiring Women" doll comes with educational information about the way each woman shaped society. The line up consists of both historical and modern-day figures.



Russian studio Texturra: have created a beautiful range of engraved rolling pins each with its own pattern. From a neutral one like flowers to seasonal, festive or individually designed.



FIREBOX.COM: Face Licker lollipops capture all of your facial features and transform them into a super tasty tutti-frutti treat on a stick. They're actually life-sized, as big as your actual head.



The Dessert Museum in Manila is an interactive eat as you play and learn experience where the sights are just as delicious as the sweets. As you slide, jump, play and swing through The Dessert Museum you'll be treated to samples of desserts especially curated to suit the room. There are only two things on the menu - sugar and selfies. Welcome to the Dessert Museum. Please don't eat the furniture.



Zooheads is a new brand selling animal-inspired 3D printed shower heads to make your morning routine a little more wild!



Plato Design: Nino Garden Gnome. The guilty pleasure you no longer need to be ashamed about!

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The rise of plant power...

'Going vegan' is predicted to be the biggest food trend of 2018...

International meal delivery service Just Eat has named veganism as a top consumer trend in 2018. Their most recent survey conducted in the UK found an increase of more than 3.5x the number of vegans over the past decade, making veganism one of Britain's fastest growing lifestyle movements. The movement is being driven by young people making more ethical and compassionate choices - 42% of all vegans are in the 15-34 age category. This indicates growth is likely to rise further in the future. In total an estimated 3.25% of the British population, around 1.68 million people, are either vegetarian or vegan.

No longer relegated to the fringes of society, veganism is going mainstream. Finally recognised for its positive impact on sustainability and animal welfare without the need to sacrifice taste or style, vegan living is starting to become the norm and the movement is just getting started in making its mark

Here are some of the key reasons you should consider veganising your business in 2018:

UK SUPERMARKETS REPORT SURGE IN SALES OF VEGAN FOOD.

Half of UK adults adopting 'vegan-buying behaviour' as number of full-time vegans grows four-fold in 10 years. Britain's supermarkets are reporting a surge in sales of vegan food, which they expect to continue throughout the year, despite the end of Veganuary.

Waitrose reported strong sales in January, singling out the popularity of meat-free haggis for traditional Burns Night. Sales of vegan-friendly haggis jumped 36%, while a gluten-free variety enjoyed a 151% uplift compared with last year.



TESCO: Wicked Kitchen Created and crafted by pioneering chef Derek Sarno, in collaboration with Tesco. Whether you're vegan or not, our exclusive 'wicked' food range unleashes the mighty flavour of plants like never before.

THESE KEY DEVELOPMENTS AND PLAYERS ARE SIGNS THAT THIS MARKET WILL CONTINUE TO GROW

Competition is heating up in the race to produce plant-based burgers that look, feel and taste like their animal-based counterparts, even to the point of 'bleeding' red juice. Plant-based dairy alternatives are expected to represent 40% of the combined total of dairy and dairy alternative beverages within three years, up from just 25% in 2016, according to research firm Packaged Facts. The company predicts new types of dairy-free milks to find wider audiences in 2018, including barley, hemp, pea, flax and quinoa.

Vegan cheese has taken off in a big way, with the global market estimated to be worth just under \$4 billion by 2024, growing at a compound annual growth rate of 7.6% from 2016 to 2024, according to a report by research firm Bharat Book.



BAILEYS: Made with real almondmilk.



GOODFELLA'S: Is boasting of the UK's first frozen vegan pizza.

CROSSTOWN DOUGHNUTS x PALM THINGS: range of plant mylks.

EVEN ANIMAL AGRICULTURE INDUSTRIES ARE TAKING NOTICE

According to Allied Market Research the global meat substitutes market is expected to earn a revenue of \$5.2 billion by 2020, a compound annual growth rate of 8.4% during the forecast period 2015-2020. In Denmark Naturli Foods created a plant-based minced meat which has been taken on by the country's largest retailer Dansk Supermarked Group. The product, which translates as 'Minced Veggie', will be sold in the supermarket chain's 600 stores in the new year. Meanwhile, Dutch meat company Zwanenberg Food Group, is shifting half its focus on to plant-based proteins with the aim of 50% of its turnover to come from non-meat products such as vegetarian snacks, soups and sauces. In other news Campbell Soup Company left the Grocery Manufacturers Association and joined the Plant-Based Foods Association and Walmart encouraged its suppliers to create more plant-based products.



PRET A MANGER: vegetarian-only branches Veggie Pret stores in London.

Changing Eating Habits...

BUT WAIT, IT'S NOT JUST ALL ABOUT FOOD...

While the plant-based food sector is experiencing tremendous growth, interest in animal-free products is being piqued in other sectors too. Vegan fashion is cited as a major trend for 2018 in The Future 100 Report by global research firm J. Walter Thompson Intelligence. We've seen the creation of alternatives to leather made from pineapple waste, apple peels, mushrooms, kombucha and wine as well as the first biofabricated leather brand and vegan silk.

Luxury car manufacturers are responding to the demand for cruelty-free materials, with Tesla reported to have removed animal-based leather as an option for its seats and Bentley exploring alternative materials to cater for high-wealth ethical consumers.

Beauty brands are removing animal products from their formulations and even condom makers are recognizing this growing market and making their products vegan. The Green Condom Club in Switzerland, Hanx, a luxury brand created by a female gynecologist in the UK, and Australian brand Hero Condoms, all launched this year using latex with no animal by-products.

The plant-based revolution is here to stay. Make sure you don't get left behind!

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By Katrina Fox Founder of VeganBusinessMedia.com

Latest DIY products that have caught our eye...

THE SMART DOOR LOCK



With the Yale Conexus L1 Smart Door Lock from Yale, your smartphone is now your key. The Conexus L1 puts you fully in control of your door, allowing you to configure, control and unlock your door all from your smartphone via our Bluetooth low energy App. For the ultimate peace of mind, you can create and send mobile keys to family and friends, and revoke when necessary, whilst also keeping track of who comes and goes simply using your smartphone.

 Send & Receive Virtual Keys <small>Control access from your smartphone</small>	 Keyless <small>Say goodbye to your keys</small>	 In-App Control <small>Control access from your smartphone</small>
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*Features available when used in conjunction with Samsung SmartThings Hub and latest app. Samsung SmartThings Hub sold separately.

Tough and virtually invisible



Gorilla Glue has launched the new, extremely Tough and virtually invisible, Gorilla Glue Clear. New Gorilla Glue Clear is for tradespeople, DIYers, and home improvement enthusiasts looking for a highly-effective bond that combines strength with subtlety. This is the perfect new adhesive for anyone looking for a professional looking finish.



Designer Cork Wall Tiles



Cork Wall Tiles from Cali Bamboo are easy-to-apply wall panels layered with the sustainable, raw bark of the cork oak tree. These tiles are durable and offer sound-dampening and insulation.



DULUX ROLLER TESTER

We love the new Dulux roller tester. Quick and easy, the built-in mini-roller applies paint to the wall just like a decorating roller, so you can see exactly how your colour will look in your space before you start painting.

WHAM BAM UPCYCLED

Wham® Bam Upcycled Toolbox is super strong, made from reground recycled single use household plastic, helping to prevent more plastic going into our oceans. Removable insert tray, lid snaps into place. Strong aluminium handle with ridged grips.

wham UPCYCLED
MADE FROM RECYCLED HOUSEHOLD PLASTIC WASTE

For every plastic bottle brought to our household plastic waste recycling centre and sorted into a stream of plastic, we help the planet to become an equally greener planet, but with a bit of extra added to help the planet. Our plastic waste recycling centre has been open since 2014. However as of January 2023, China has banned importing our plastic recycling waste. This means we now have to find a new way of processing it at our household recycling.

We have been working with recycling centres to find a solution and we are pleased to present this limited plastic recycling product. This will help to reduce the amount of plastic waste that ends up in our recycling plants. The only other options for our plastic waste are to send it to landfill or to burn it. We are committed to our recycling plants.

All of our products labelled as WHAM UPCYCLED are made from reground household plastic. We do not currently accept any other household plastic waste. We do not currently accept any other household plastic waste. This is not a general waste recycling bin. We hope to see the new material recycled in our next product design.

How it works:
→ WASH & SCRUBBIE → SCRUBBIE → FILTERED INTO GRANULES → RE-MOULD INTO NEW PRODUCT

MADE IN BRITAIN
www.whamproducts.co.uk



Unsightly mould is a thing of the past

In the UniBond Sealant and Tile Adhesive range there are two new products that can remedy this situation and make your bathroom grout and sealant look like new. With UniBond Sealant RE-NEW you don't have to remove the existing sealant. It can be smoothed with the built-in applicator without any stringing and contains the unique UniBond Triple Protect mould prevention formula that is powerful enough to stop mould reforming.



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Millennials...

How retailers will have to adapt to millennials' spending habits in 2018!

Millennials are surpassing baby boomers as the largest generation. So, it's vital for retailers to understand how millennials are spending their money in order to be profitable in 2018. Here's how millennials will be shopping this year...



WHAT'S MOST IMPORTANT TO MILLENNIALS WHEN CHOOSING A RETAILER?

When choosing a retailer, millennials value price and the product selection. 63% of millennials said price is an important factor, and 82% said the selection of products is an important factor. In fact, millennials value price more than baby boomers (49% said price is most important), and they value selection less than Gen Xers (90% said selection is most important).

MILLENNIALS SPEND MORE TIME RESEARCHING BEFORE SHOPPING

Approximately half of millennials (47%) spend one to three hours researching their finance options before making a major purchase. Millennials, on the whole, are not impulse shoppers, he said. They like to research, they like to feel confident that the retailer and brand align to their values, and they want to make sure they're getting the best price for an item, so they leverage a lot of channels in order to find this information.

MILLENNIALS ARE MORE LIKELY TO MAKE BIG PURCHASES

Millennials are spending more than their parents are right now. 81% of millennials said they made a single purchase of \$500 or more in the past year, compared to only 61% of baby boomers.

MILLENNIALS ARE THE MOST 'BRAND LOYAL' GENERATION

Millennials are more brand loyal than any other age group, with 69% choosing the same brand for a major purchase in the last year. This could explain why millennials are hesitant to try a new brand when making a major purchase, with only 17% saying they would.

MOST MILLENNIALS ARE NOT SHOPPING ONLINE BUT USING APPS

This might come as a surprise, but less than half of the millennials surveyed - 41% said they shop online all the time. However, you need to factor in-app shopping with the millennial audience. We're looking beyond retailers' websites to their app shopping. Millennials are the leading demographic when you look at in-app shopping. Combine that with online, and you've got a very e-commerce focused set of consumers. Even if they are not shopping on retailer sites all the time, they are shopping online more frequently than older shoppers.



MOST MILLENNIALS WANT DISCOUNTS WHEN SHOPPING ONLINE

When millennials shop online or with a retail app, 66% say the primary perk is the access to promos, coupons and discounts. In fact, millennials care more about discounts than the other age groups, and app shopping.



MILLENNIALS CARE LESS ABOUT SEEING PRODUCTS IN PERSON

When shopping at a retail store, 93% of consumers over the age of 35 said the ability to see merchandise in person is important, versus only 81% of millennials. This could be because millennials are more accustomed to shopping online than the older generations.

SHOPPING IN-STORE IS MORE OF A SOCIAL ACTIVITY FOR MILLENNIALS

Millennials still enjoy the social aspect of shopping. They're making an event out of it. They shop with friends or family, they browse, they grab a coffee and window-shop. To this group, shopping is an event, not an errand. And in many cases, they enjoy doing it. In fact, nearly half of millennials are heading to the mall as a social activity. 49% of this age group said that the social attributes of shopping are important to them.

MILLENNIALS ARE GRAVITATING TOWARD HONEST, ETHICAL, AND SUSTAINABLE PRODUCERS

This has led to a surge of interest in brands like The North Face and Patagonia. This shift toward practical, sustainable fashion and away from the culture of buying cheap clothing from stores that jump on trends poses a big threat to fast-fashion retailers, such as H&M, which may offer lower prices than these brands but fall short on quality by comparison.

FOCUS ON..

HOW RETAILERS CAN GIVE MILLENNIALS THE OPTIMAL SHOPPING EXPERIENCE?

The retailer landscape is always changing and so are the customers. To attract and maintain millennial customers, retailers should keep three things in mind: convenience, price and experience:

1. We know that millennials are active online and they research regularly. In fact, they research online while they shop in store.
2. Retailers will see the 'buy online, pick up in-store' option become increasingly popular, as well as same-day shipping and delivery. These benefits and services appeal to millennials who want instant gratification when it comes to shopping today.
3. Additional conveniences like a coffee shop, a fast-casual restaurant, free gift wrap, charging stations, etc. - all of these things make for the kind of convenient experience that millennials are expecting more and more.

How old are they?

Millennial (age 18 to 34)
Gen Xers (age 35 to 54)
Boomers (age 55 to 72)

Source: Gabrielle Olya at Go Banking Rates and TD Bank.

Market Halls

Food Halls are back, with a surge of new openings in the UK. The modern take on the hallowed halls of the past is all about the experience...

Street food is booming - it's hip, tasty and highly profitable.

Now big investors are planning to dive in, bringing the once edgy hipster world of gourmet burgers and communal dining onto the UK's premier high street - London's Oxford Street. Landlords are seeking new ideas to rejuvenate town centres where traditional shops have lost their appeal.

'Market Halls', backed by property investors and restaurateur Simon Anderson is the beginning of a new era for British food halls.

It's a new area of growth which comes just as casual dining chains (many of which rapidly expanded with the help of private equity money) face a crisis from rising costs and bored diners.

By the summer 'Market Halls' in Oxford Street will host 14 kitchens and three bars, all independent local operators who currently run no more than a handful of outlets. Anderson says "there's now a thirst for variety as chefs and restaurateurs now have a fan base much like pop stars, with people wanting to try every new dish and go to every pop up. Food has really changed its position in the psyche of the nation. It is much more important to people now and is the biggest area people spend on. Food is the new rock 'n'roll and we are just providing the stage".

'Market Halls' is planning to open at least three food halls in London this year which combine communal dining areas with nearly 50 kitchens and eight bars between them. A further two in London and others outside the capital are also being considered.



CASE STUDY

The first to open in April will be a 10,000 sq ft site in the former Walham Green tube station in Fulham. Victoria is scheduled to open in the summer followed by a 36,000 sq ft temple to street food in part of the former BHS flagship store just off Oxford Street. The biggest in the UK it will feature 25 restaurants, 4 bars, demo kitchens along with event space. A market with butchers, bakers and a cheese monger on the ground floor will be topped off by two floors of dining. The defunct store's lighting and children's wear departments will now host long dining tables served by several kitchens as well as a demo kitchen with charming views onto Cavendish Square.

Founders Anderson and Lewis-Pratt spent the past 12 months visiting sites around the world to ensure that the food halls will be the most significant and exciting the country has ever seen. "We want to create permanent hubs that work for the community... we want to bring these sites back to life". Local, independent, artisan brands will be offered space among the plethora of producers while bars will shy away from large breweries to work with craft beers instead. It will appeal to all audiences he believes "the core will be the key millennial crowd but we're trying to make sure the offer appeals to families" with children's areas planned.



Source: The Guardian, Sarah Butler and Alice Richardson. The Grocer, Megan Tatum

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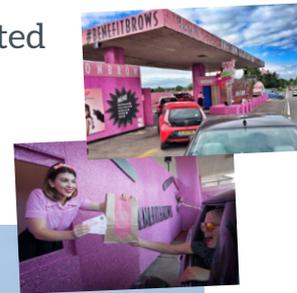
Experiential Shopping

With the demise of Toys R Us (amongst others) it's been well documented that retailers need to harness the experiential powers to be able to survive on the high street. Here's a round up of the latest initiatives...

Let's talk about...

BONOBOS

Bonobos, an American menswear store started online but has opened physical stores across the US which is described as 'virtual stockrooms for the website'. Customers are greeted by a guide who acts as a personal shopper offering help and style advice but the clothing stays on the racks and purchases are mailed out from the central warehouses.



BENEFIT GLASTON-BROW

Not strictly in-store but we couldn't help including Benefits drive-through brow initiative - Glaston-BROW! Set up just outside the Glastonbury festival on the A37, this pop up made the car queues a little more bearable with some free festival essentials! All those sharing a picture with their drive-through gifts automatically stood the chance to win a years supply of products.

ADIDAS STUDIO

There's no doubt about it: adidas' Shoreditch based Studio London is a stroke of genius! The idea is that Londoners after some free sports classes can book in with the brand's studio on Brick Lane. Described as a hangout space for workout warriors, the studio offers fitness classes, running sessions, nutritional workshops and more.

The only way people can view the studio's upcoming schedule and book themselves in is by interacting with the adidas Facebook Messenger Chatbot, who can give you all the details you need. This presumably helps the brand curb oversubscribing and also helps marketers get to know the sort of classes each customer enjoys attending and, of course, ensures its customers are engaging with them via social media.

Pretty crafty way to get to know customers better, right?



TOPSHOP Lastly, a retailer that blazes the trail in store experiences - Topshop. Specifically its flagship store on London's Oxford Street which uses a combination of pop-up retail and experiential campaigns to delight customers.

Essentially, it aims to make a visit to Topshop about much more than just basic apparel, tempting customers with things they might not even realise they want while browsing in-store.

Alongside personal shopping, which is available free of charge, the store also includes a number of hair and beauty services ranging from brow-taming to piercing. Alongside a café, it also includes integrated food and drink pop-ups such as Bubbleology and Lola's cupcakes.



It's the unexpected nature of the experience that also differentiates Topshop from the high-street competition. From the new retail pop-ups in-store (some appearing for a limited time only) to its recent experimentation with VR - the brand is focused on keeping the in-store experience fresh and original for returning customers, while delighting new ones.



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Let us know what you would like to see next time...

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