

LAMBERT + ASSOCIATES™

INTERNATIONAL FASHION & RETAIL TRENDS

国际时尚与零售发展趋势



Lambert+Associates is a European consulting group with an international network of partners, working with brands and retailers around the world to enhance their performance. Our extensive experience in the industry and our team of noted luxury and fashion experts provide us with an unparalleled mastery of the global luxury marketplace.

兰博国际零售咨询是一间拥有全球合作伙伴网络的欧洲咨询公司，旨在协助全球奢侈品及各类时尚商场百货与品牌提升业务表现及改善品牌形象。我们在这个行业的丰富经验与知名的奢侈品时尚专家团队为我们提供了独一无二的全球奢侈品市场的洞悉能力与掌控。

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GLOBAL OFFICES 全球办公室	YEARS OF EXPERIENCE 年从业经验	VIEW OF RETAIL CYCLE 零售行业视角	FASHION EXPERTS 时尚专家	BRAND NETWORK 品牌网络

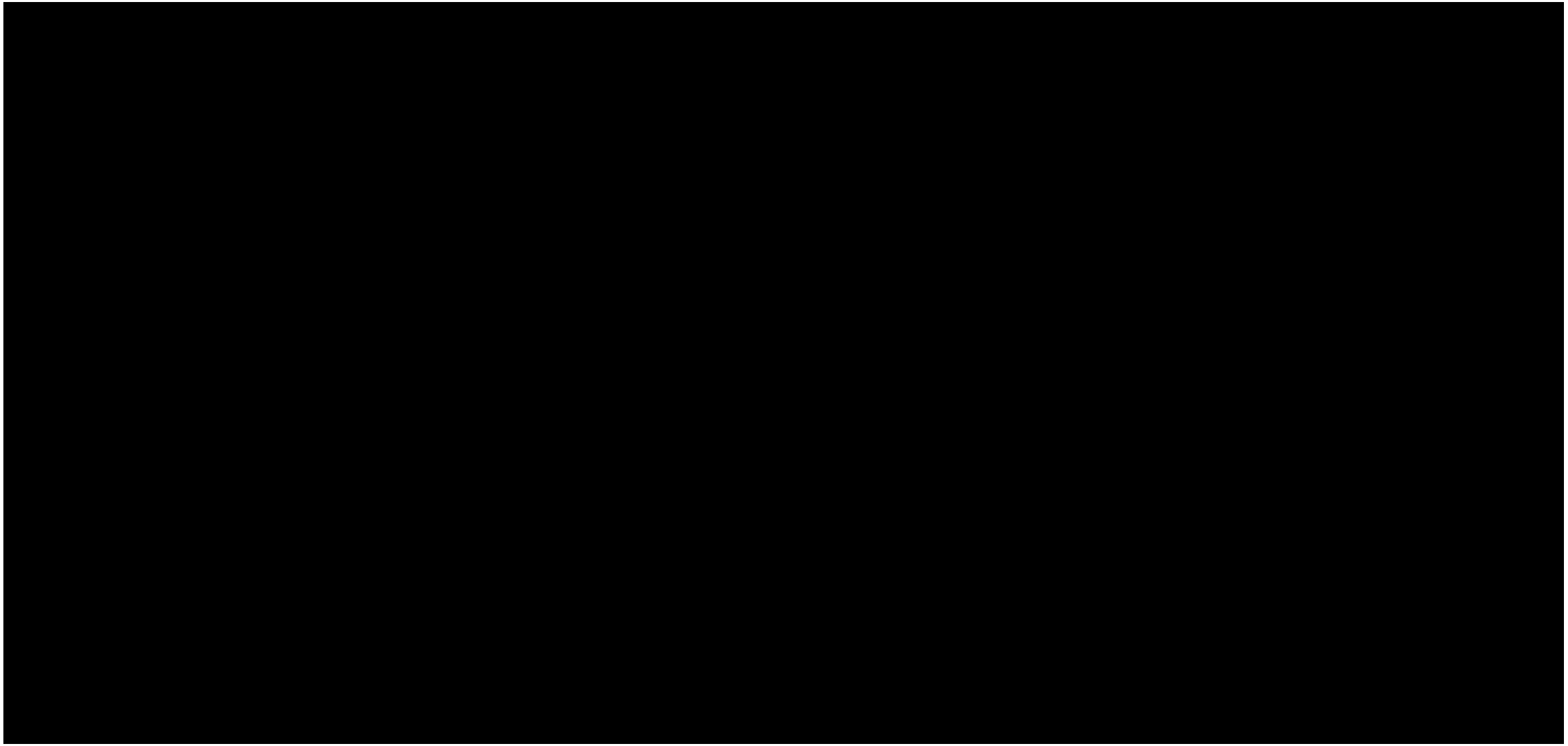


Our Partners
我们的合作伙伴

Retailers, brands and fashion organizations have trusted us for over 40 years. Some of our most trusted clients include:
40年来，众多欧美及亚太地区高端商场百货和品牌都与Lambert+Associates进行过业务往来，我们的客户包括：

Neiman Marcus
BERGDORF GOODMAN
Giuseppe Zanotti
Mercedes-Benz Fashion Week TBILISI
next
Fenwick
DELPOZO
ARAB FASHION COUNCIL
THE DUBAI MALL
DFS
WHOLE 9 YARDS
LUXURYLAB.US
The most important luxury brand & travel summit in Latin America
北京SKP
Lane Crawford
Galia Lahav HAUTE COUTURE
HKTDC

兰博国际零售咨询 – 掌握零售商业智能的艺术



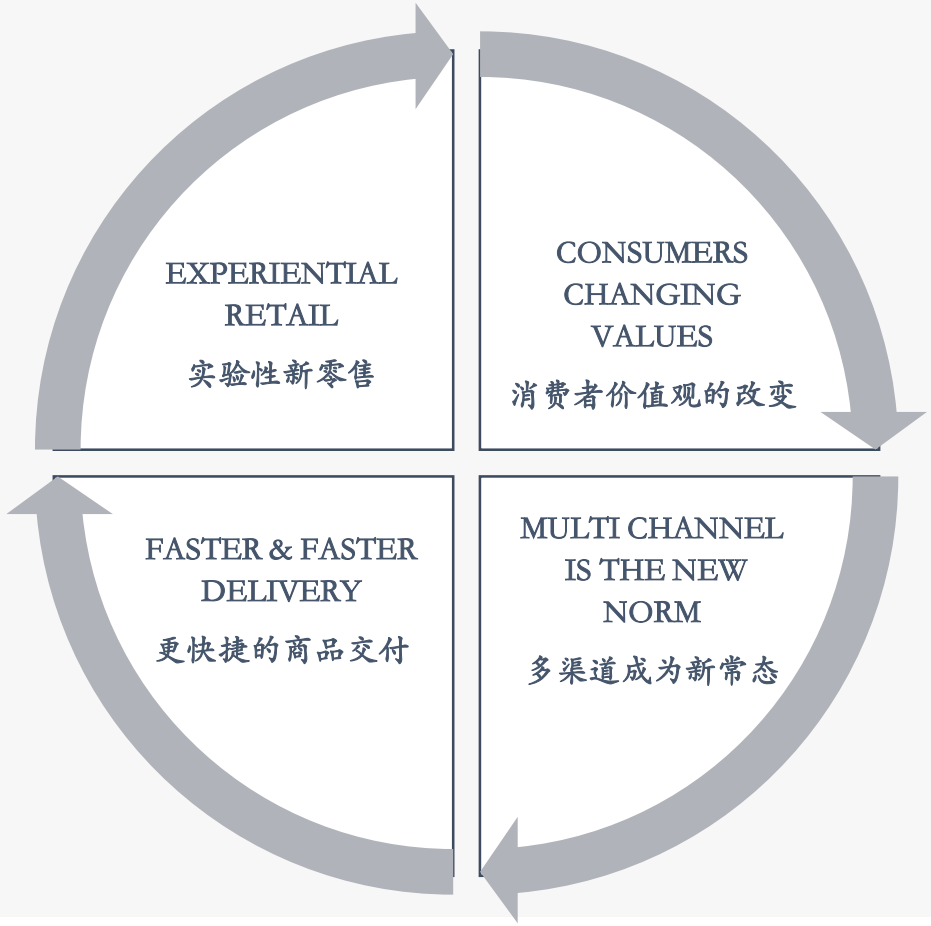
I.
DEPARTMENT STORE NOW
当今百货现状

II.
WESTERN RETAIL INNOVATION
欧美零售创新

III.
OUR INSIGHTS
兰博的洞察与观点

CHALLENGES OF RETAILERS TODAY
百货面临的挑战

Retailers must adapt to new shifts in demographics, attitudes and consumer preferences
百货商场必须适应人口发展、顾客喜好和消费态度的所带来的变化



DEPARTMENT STORES NOW
当今百货现状

- Customer experiences continue to drive luxury growth
- 客户体验继续推动奢侈品增长
- In store experience will remain important in 2020
- 店内体验在2020年依然重要
- European and the US luxury department stores are going through a stage of transition
- 欧洲和美国的奢侈品百货商店正在经历过渡阶段



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STATE OF THE RETAIL MARKET
欧美零售市场



European and American retailers need to focus on evolving and reinventing themselves by focusing on these 4 main elements to thrive in this current retail market:

欧洲和美国的零售商专注于发展和重塑自我形象，以在当前的零售市场中茁壮成长，他们会重点关注这四个主要因素：

- Customer Experience 客户体验
- Personalization 定制化服务
- Exclusivity & Uniqueness 独家产品和稀有性
- Community 专属社群体验
- Wellness & Sustainability 健康与可持续发展



CUSTOMER EXPERIENCE
客户体验

LIFTSTYLE EXPERIENCE
生活方式体验

NEIMAN MARCUS HUDSON YARDS
美国尼曼百货

- Lifestyle experience mixing fashion and food
- 融合时尚和饮食的生活方式消费体验
- Customer are entertained before transaction
- 先享受，后消费
- Cater to HNWI customers
- 迎合高收入人群
- Product curation
- 成熟的产品择选
- Diverse customer experience
- 多元化顾客体验



HOTEL LIFESTYLE EXPERIENCE
酒店生活方式体验

AUDEMARS PIGUET
UPSCALE RESORT
瑞士爱彼腕表品牌
高端度假酒店

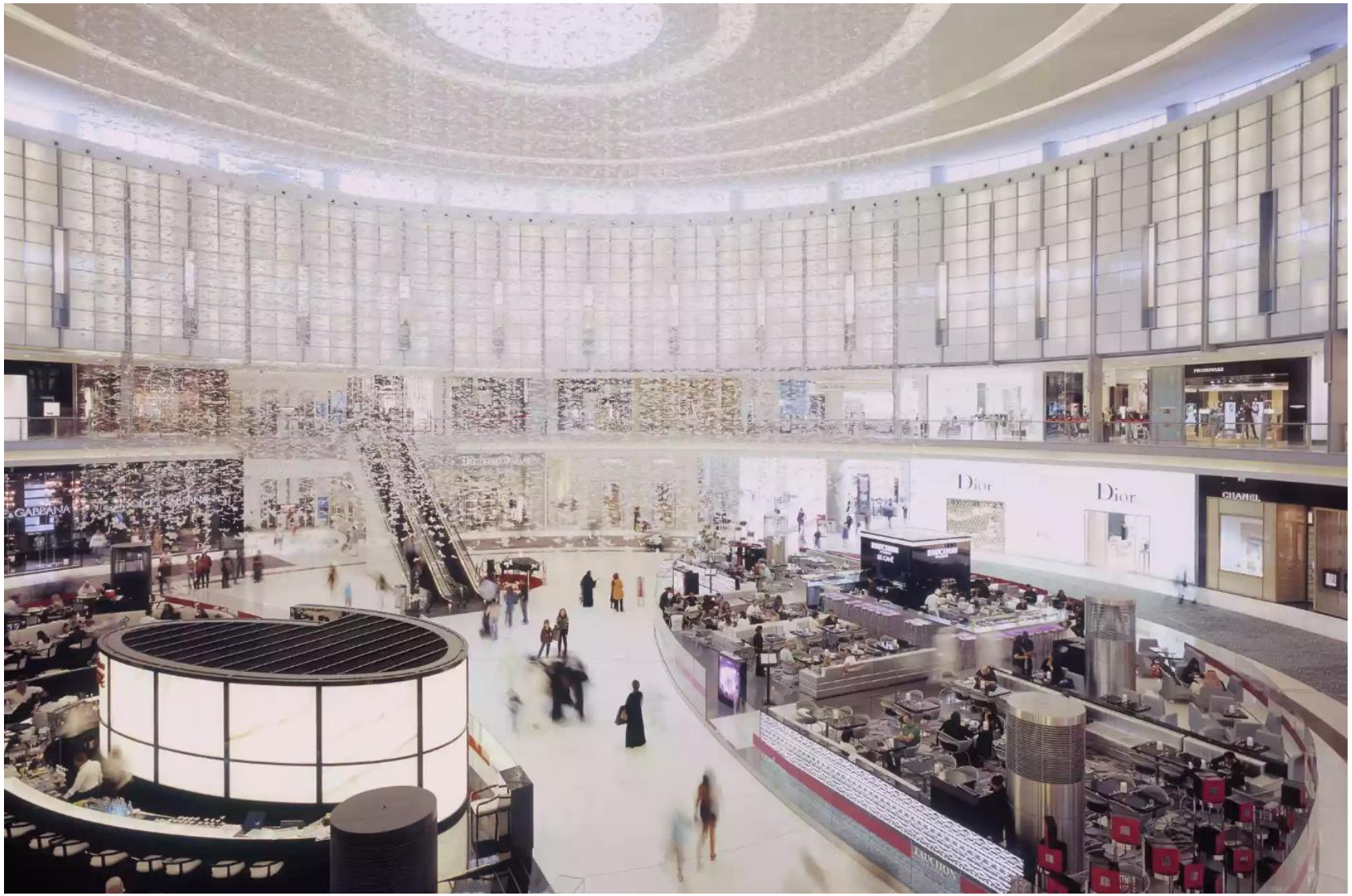
- Hotels: the new frontier in experiential retail
- 酒店是体验式零售的新领域
- Connecting key concepts in retail:
- 连接零售中的关键概念:
  - Lifestyle experience - 生活方式体验
  - Travel - 旅游
  - Emotional purchases - 情感式消费
- A Ma Maniére
- Audemars Piguet
- YSL



CREATING DIFFEIENCIATION
创造差异化

THE DUBAI MALL
迪拜购物中心

- Increase customer flow within the mall by creating curiosity
- 通过创造顾客的好奇心来增加商场内的人流量
- Give the customer newness and surprise them
- 给客户带来新鲜感和惊喜
- Differentiate the product curations and experience from the competitors
- 与竞争对手不同的产品择选和购物体验

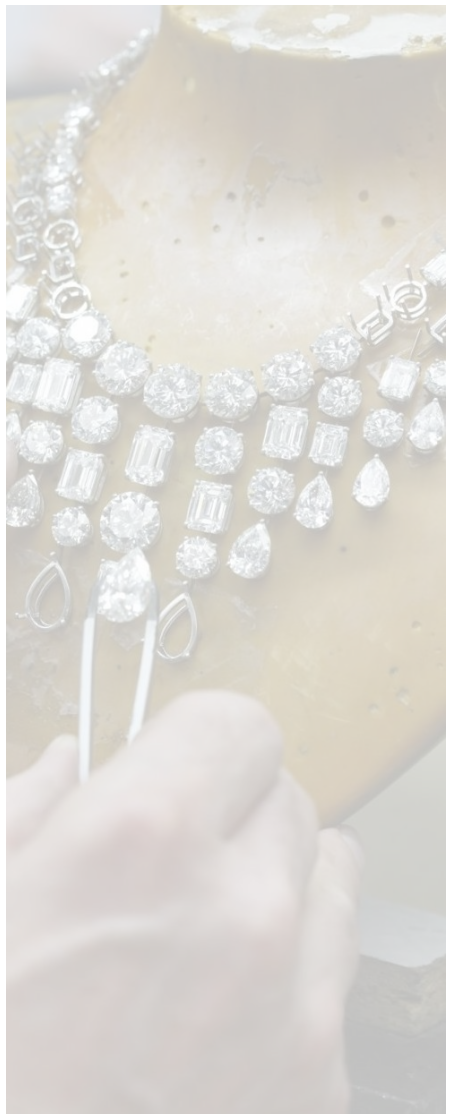


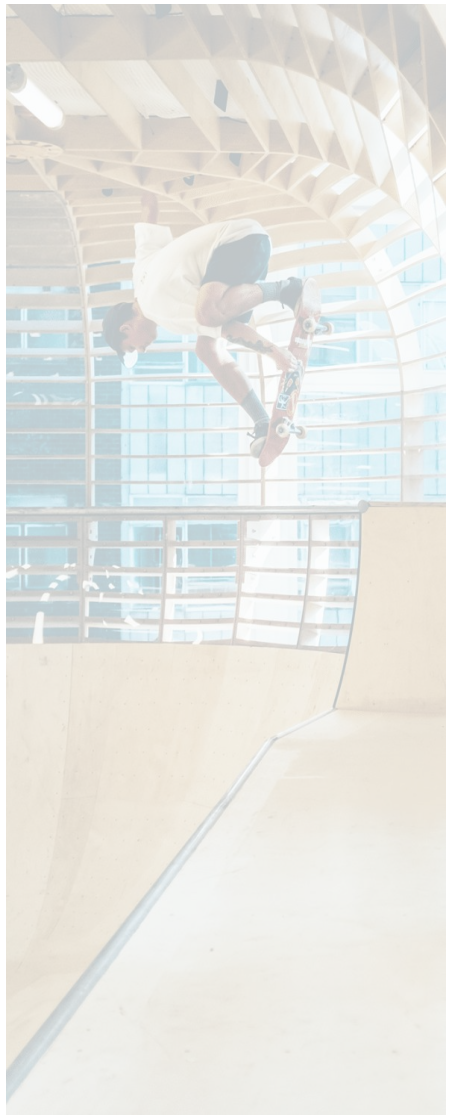




PERSONALIZATION
定制化服务









EVENT SPACE WITH PERSONALISATION
定制化的活动空间

GEEK MAIS CHIC
LE BON MARCHE
巴黎乐蓬马歇百货



- Retail innovation exhibition
- 零售创新展览
- 80 international fashion, beauty, and lifestyle brands
- 80个国际服装、美妆、与生活方式品牌
- Digital integration for product personalization
- 结合数码元素进行商品定制

UNIQUE PIECES
独一无二的作品

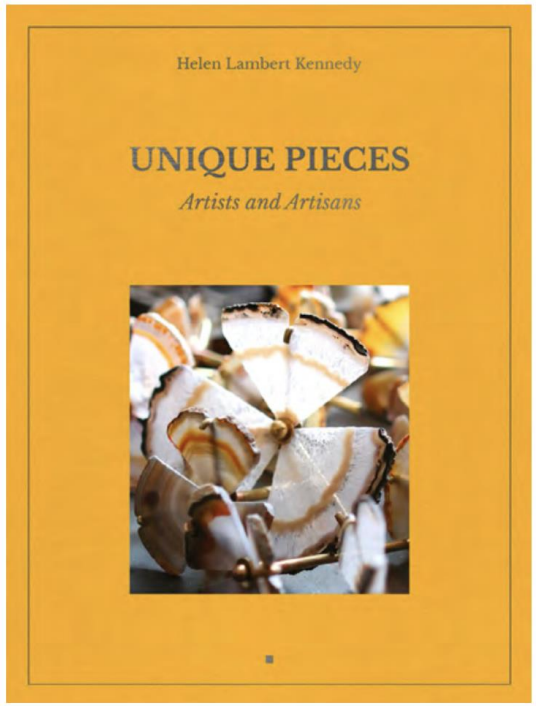
BOOK BY HELEN LAMBERT
出版书籍 – Helen Lambert

- Luxury Market is saturated
- 奢侈品市场已经接近饱和
- Customer is looking for exclusivity
- 顾客正在寻找特别和不同寻常
- Retailers are looking more and more to find something unique to offer their customers
- 百货商场为迎合顾客需求，在寻找越来越多的独家产品

UNIQUE PIECES
Artists and Artisans

book by HELEN LAMBERT KENNEDY
Forewords by Jean Louis Deniot, texts by Louise Rosen





PERSONALISED CUSTOMER EXPERIENCE
个性化顾客体验

FARFETCH STORE OF THE FUTURE
FARFETCH 未来体验店
大数据与人工智能



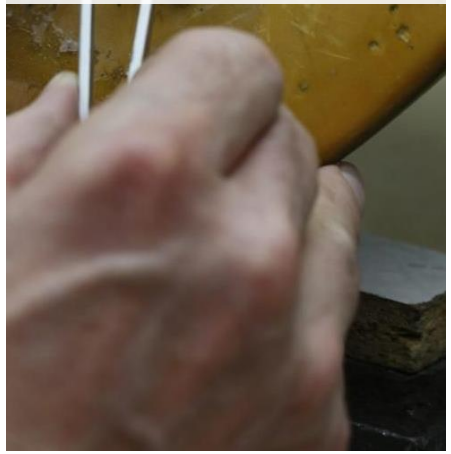
- Farfetch beginning to experiment with in-store technology
- Farfetch开始尝试开发店内技术
- “Store of the Future”in 2017
- 2017年开设的“未来商店”
- Realigning the relationship between in store and online experiences
- 重新调整实体商店和线上购物之间的关系
  - ❑ Using Big Data to do so better
  - ❑ 使用大数据进行支持

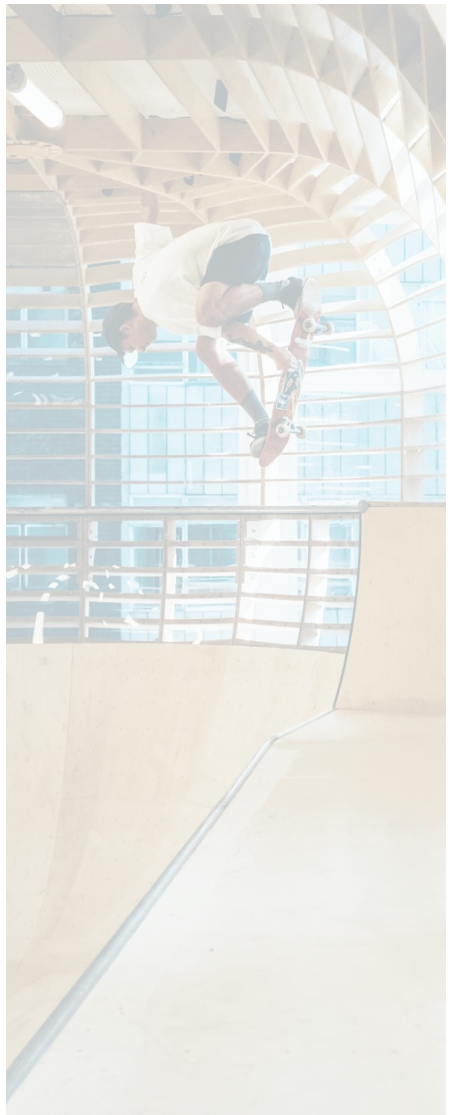






EXCLUSIVITY &
UNIQUENESS
独家产品&稀有性







One kind of unique piece
仅此一件的独家作品

Table of Contents

08
Interview with
HELEN LAMBERT KENNEDY

16
GILLES CHABRIER
Glass Sculptor

42
KATHY DALWOOD
Plaster Sculptor

70
ANDREA MERENDI
Paper Flower Designer

24
TAHER CHEMIRIK
Furniture and Jewellery Designer

50
SARA FLYNN
Ceramic Artist

80
KATHARINE MORLING
Porcelain Artist

34
MARIE CHRISTOPHE
Metal Wire Sculptor

60
CORALLA MAIURI
Porcelain Artist

88
FRÉDÉRIQUE MORREL
Tapestry and Taxidermy Artist



EXCLUSIVE LUXURY 独家奢侈品牌

BERGDORF GOODMAN 美国波道夫·古德曼百货

- High end lifestyle luxury shop
- 高端生活方式奢侈品百货
- Exclusive designers shops
- 独家设计师品牌商店
- Extraordinary selections of luxury products
- 非凡的奢侈品择选



UNIQUENESS
独一无二的专属体验

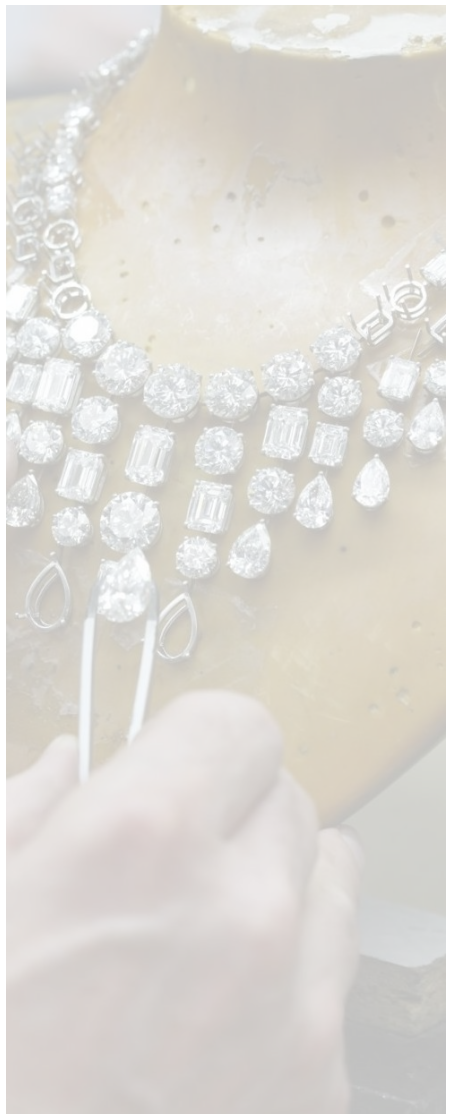
GALERIES LAFAYETTE
CHAMPS-ELYSÉES
巴黎老佛爷香街新店

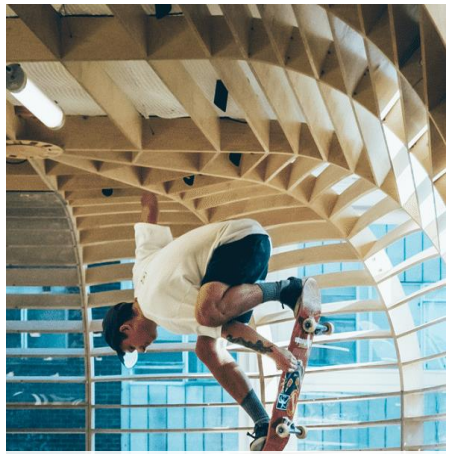
- A kind of concept store lifestyle able to surprise and seduce
- 能带来惊喜和诱惑的概念店
- Personal stylist
- 私人造型助理
- Playground, disruptive customer journey
- 颠覆性顾客体验之旅
- Build real partnerships with brands, not just collaborations
- 与品牌建立真正的合作伙伴关系











COMMUNITY
社群体验





COMMUNITY
社群体验

STATE OF THE ART BY SELFRIDGES
英国高端百货





- Store windows turned into art displays featuring famous designers
- 商店橱窗变成了着名设计师的艺术展示平台
- Invites customers for an art tour
- 邀请客户参加艺术体验之旅
- The Corner Shop is turned into an art workshop with limited edition and art pieces
- 限量版商品和艺术品的工作室





BRANDS DICTATING RETAILERS
品牌主导百货

OFF-WHITE &
VETEMENTS



- Digital communication is now driven by brands directly
- 线上营销现在由品牌直接驱动
- Brands becoming their own retails
- 品牌主导自身产品的零售

EVENT ONLINE OFFLINE EXPERIENCE
线上线下结合

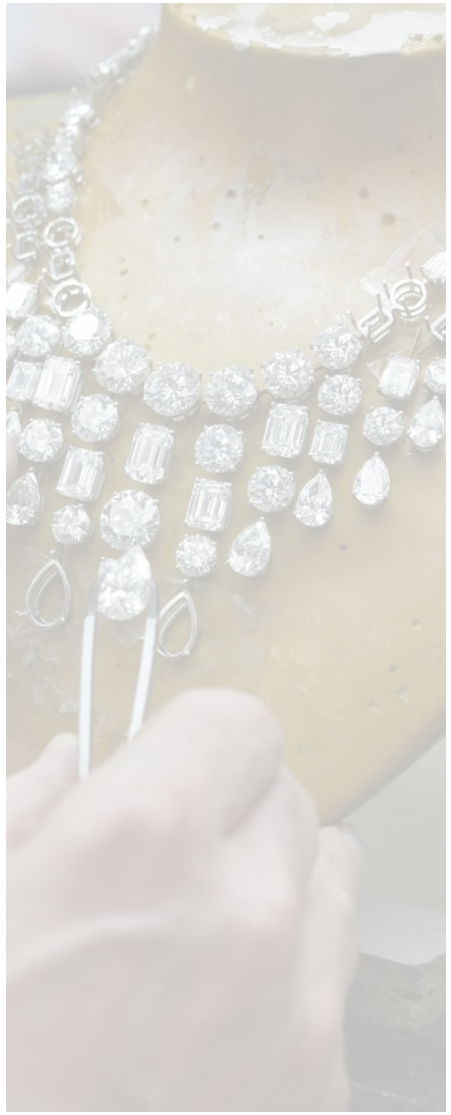
MATCHESFASHION
英国奢侈品电商

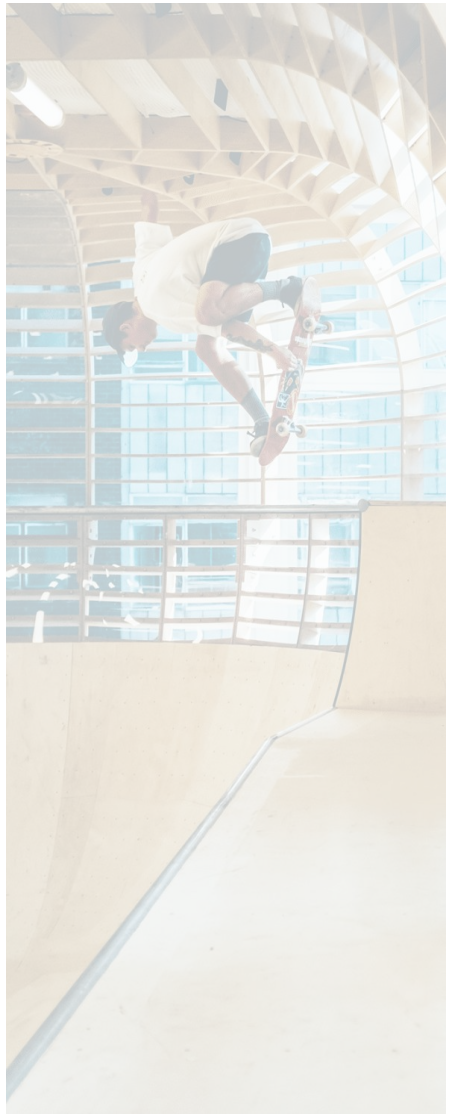
- Offer a more personalized service through its new retail hub in London
- 通过其位于英国伦敦的新零售中心提供更加个性化的服务
- Experimental retail space that changes every 2 weeks
- 每2周更换一次主题的实验性空间
- Personalized online to in-store product delivery for free
- 免费提供个性化的在线商品店内交付服务













WELLNESS & SUSTAINABILITY
健康与可持续发展

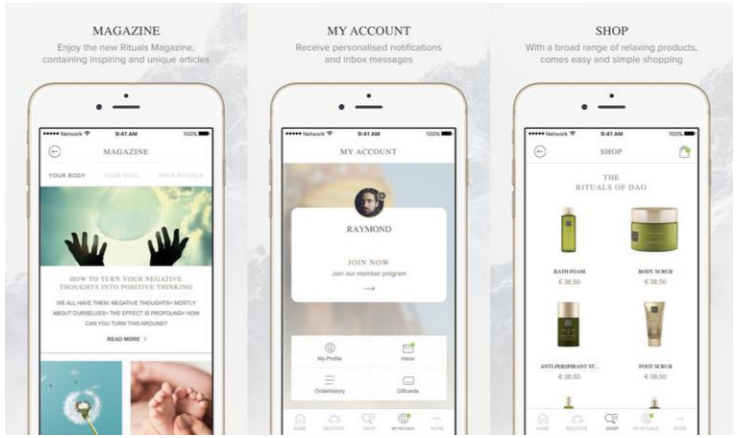


OMNICHANNEL SEAMLESSNESS
全渠道无缝体验

RITUALS
荷兰知名香氛品牌

- Always an experience brand - hand massages and tea in store
- 消费体验 - 手部按摩和品茶
- How to develop omnichannel presence on these principles?
- 如何在其他渠道上提供此类消费体验?
- People use its mobile app everyday for its yoga and meditation functions
- 人们每天都会使用其移动应用程序来进行瑜伽和冥想







LUXURY FITNESS EXPERIENCE
高端健身体验

WELLERY
BY SAKS FIFTH AVENUE
萨克斯第五大道精品百货

- Offering wellness as a luxury experience
- 在奢侈品百货内提供高端健身体验
- Salt therapy rooms, group fitness classes, weight loss treatments
- 提供盐疗室、团体健身课、减肥疗法等服务



FAUX FUR
人造皮草



- Sustainability fashion to become a huge trend in the near future
- 可持续发展时尚在不久的将来成为一个巨大的趋势
- Department stores are shifting to faux fur
- 百货商店正在转向人造毛皮

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TAKEAWASYS
观点总结



- Consumer is changing their values today
- 消费者正在改变他们的价值观

- Multibrand retailers have distinct personalities of exclusivity and uniqueness
- 百货商场和买手店应具有自身的独特个性和独家产品

- Transforming the mall experience by leveraging multichannel strategies and technology.
- 通过利用多渠道战略和技术改变百货的消费体验

- Craftsmanship and personalization are becoming more and more popular
- 高级手工艺品和定制化服务正变得越来越流行