

PRESS RELEASE

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Shopping in the Future event for INSEAD alumni supported by Kurt Salmon

London, UK, 13 June – More than 70 guests, including senior executives from Marks & Spencer, Carphone Warehouse, eBay, Coca-Cola, Lion Capital and Shell participated in a discussion on Shopping in the Future at an event organised by the INSEAD Alumni Association in the UK and supported by Kurt Salmon

Moderated by Siobhán Géhin, associate partner, Kurt Salmon, the panel of experts who gave their view on what the in-store shopping experience would look like as online and mobile retailing continue to evolve, comprised: Richard Cuthbertson, director of the Oxford Institute of Retail Management at Saïd Business School, Oxford; Ibrahim Ibrahim, managing director and owner, Portland, a leading international branding and environmental design consultancy; Stephen O'Brien, group strategy director, Dixons Stores Group; and David Judge, executive creative director and co-founder of StartJudgeGill, the UK-based brand, digital and environment agency.

Key themes that emerged from the discussions were:

- Customers will increasingly have the option to pay elsewhere (via mobile, online etc) if the product is not to be consumed there and then – so shopping centres may become more focused on consumption and on experiences
- Retailers must embrace the new omni-channel world, embrace change and look for ways to use technology to produce real benefits for customers –e.g. the adidas wall
<http://www.youtube.com/watch?v=NKbsfOAVu3Y>



- The role of the sales advisor may change as the desire for customers to interact with “real people”, in tandem with the full use of technology increases
- Customisation, particularly in luxury goods, and the impact of 3D printing technology may affect retail and how and where goods are manufactured and consumed in the longer term

And, not unexpectedly

- Keep focused on the customer and keep delivering what the customer wants

Ends.

About Kurt Salmon

Kurt Salmon is the leading global management consulting firm specialising in the retail and consumer products industry. We leverage our unparalleled industry expertise to help business leaders make strategic, operational and technology decisions which achieve tangible and meaningful results.

Kurt Salmon is a company of Management Consulting Group (MMC - London Stock Exchange). For a larger vision: www.kurtsalmon.com

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