

RETAILTAINMENT: HOW TO INCREASE EXPERIENCE PER SQUARE METER





A GAME CAN TURN BACK TIME AT CHRISTINA'S PLAYCE

THE PLAYCE
POTSDAMER PLATZ

Discover Gamestate and much more at Potsdamer Platz Berlin!

DEAR READER,

As a reader of our magazine, you know that ACROSS is never about pessimism but about emphasizing opportunities and highlighting excellent and innovative examples so that the industry can learn from them. We do not have a naïve view of the industry - there is no question that the challenges are there and are more diverse than ever before. But if the worst retail crisis ever, the coronavirus pandemic, has taught us one thing: people not only need physical retail but have longed for it. Our cities, shopping centers, retail parks, and outlets are again full of life, energy, and innovation.

However, part of the reality is that many retail concepts have disappeared, and many who no longer have their finger on the pulse will go bankrupt. Retailers who can always find answers to consumer needs will survive. Retailers that fill their locations with unique energy and create rich experiences that go far beyond the usual shopping experience are and will, on top of that, be very successful in brick-and-mortar retail. We have dedicated this issue to these locations: retail concepts and locations that stage themselves for the customer, appeal to all their senses, create a holistic experience, and whose success can no longer be measured in mere sales figures.

In this issue of ACROSS, you can read, among other things, why Dr. Johannes Berentzen, Managing Director of BBE Retail Consultancy, advocates replacing the retail success formula of “more sales per square meter” with “more experience per square meter” (page 8), what Breuninger is doing right in this respect, and not just in its new branch in Munich (page 18), or how Brookfield, together with ECE, is creating an entire shopping center at Potsdamer Platz with “The Playce” under the themes of retail entertainment, experience, hospitality and community (from page 58).

We very much hope that this issue will give you plenty of inspiration for your daily work.

Yours sincerely,

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Meet us at Expo and MAPIC! EXPO REAL and MAPIC are just around the corner! ACROSS is the official media partner of the most important European Trade fairs for the retail and placemaking scene. Are you still seeking the ideal advertising and communication partner for these trade fairs? Talk to us! We offer a range of advertising and communication forms to support your trade fair appearance perfectly. Get in touch: r.winiwarter@across-magazine.com



IMAGE: ACROSS



IMAGE: ACROSS

Join our ACROSS Retail Talk on “Entertainment, Shopping, F&B – Rethinking Brick-and-Mortar Retail by Increasing the Shop Floor Experience” on September 25th. We will discuss how retailers and shopping center management can inspire and retain customers by offering authentic retail experiences. Join us to learn about expert insights from top professionals in the industry.



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COVER STORY

Brick-and-Mortar Retail Is Just That: Part of the Leisure Industry 6

Why and how should the stationary retail trade rethink space? If retailers focus on experience, not only will space be used differently, but traditional metrics such as sales per square meter should no longer be the only indicators of success in retail.

Customer Happiness Needs to Be Reflected in Turnover Figures 8

True retail experience represents a major opportunity to inspire and retain customers when they visit a store – perhaps the only opportunity, says Johannes Berentzen, Retail consultancy BBE.



IMAGE: BREUNINGER

“We don't think in terms of individual channels; we think as a brand.” 18

Alexander Entov, Breuninger Munich, about what positive experiences “made by Breuninger” look like, why there should be no separation between the offline and online worlds, and why customer feedback is ultimately the most decisive factor.

Technical Innovation by Brands and Close Collaboration with Landlords Will Determine Winners and Losers in Retail's “Secular Shift” 24

“We are all aware of the seismic changes in the retail landscape in recent years that have affected both owners and occupiers”, says Chris Fleetwood, Redevco.



Rethinking Brick-and-Mortar Retail in Order to Redefine Success in Retail 27

The Turkish retail world is one step ahead when it comes to experience-oriented retail. Turkish shopping centers and young brands, in particular, offer their customers products as well as experiences that go far beyond shopping.

“Creating places where people enjoy memorable moments together – that is the underlying principle for all change and innovation.” 30

Justyna Bartosz, NEPI Rockcastle, explains what makes the CEE's retail and consumer world tick and why it is that NEPI Rockcastle and its tenants can't pay enough attention to the buzzwords: experience, community building, and authenticity.



IMAGE: NEPI ROCKCASTLE

Experiential Retail: Shaping the Future of Shopping Centers” 34

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Why and How Should Brick-and-Mortar Retail Rethink Floor Space? 38

Retail is and always will be about four things – recruitment, transaction, fulfilment, and retention, states Ibrahim Ibrahim, Portland Design.

Measuring Success in the Outlet Business: “Consumers Want More Than Just Goods” 40

These days, the critical metric for success is no longer how much revenue a store generates, but how much of an “experience” it provides per square meter, explains Giles Membrey, Rioja Estates.

Success at the Point of Sale: More Than Just Numbers 42

Welcome to a new shopping experience. Bernd Albl, umdasch The Store Makers, explains what the new possibilities look like.

Redefining Retail Success: From Sales Metrics to Multisensory Experiences 46

As consumer preferences shift toward experiences over transactions, this measure no longer fully captures retail success. What is the new benchmark according to MK Illumination?

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In order for retailers and retail property operators to inspire and retain customers in the long term, it is essential that they rethink their spaces and develop innovative concepts, according to HBB.

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Leisure activities like dining out and entertainment have gained considerable importance in the retail and real estate sector in Austria as well.

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The Playce in Berlin: There Was No Need for “Just Another” Shopping Mall. 62

Like no other German shopping center, “The Playce” at Potsdamer Platz in Berlin is a shopping and cultural destination that focuses on food and beverage, leisure, and retail stores that are new to Berlin or unique in their concepts.

Lane7: “We are the new shopping center anchor.” 70

The bowling concept is opening its first location in continental Europe with The Playce in Berlin and the British company's appetite for expansion does not stop there.

P&C's Düsseldorf First Conscious Store: “Not Perfect, but Better Every Day.” 78

With its Conscious Fashion Store at The Playce Berlin in 2023 P&C Düsseldorf wants to create awareness for more sustainable fashion and positively influence the industry.

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After inflation peaked in 2022, 2023 was characterized by an adjustment to the increased cost of living.

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Kaufland Revitalizes Historic Market Hall in the Heart of Sofia with Attention to Detail 89

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Ganz House in Bratislava's Vibrant Eurovea City: Attractive Living and Exclusive Offices 92

Eurovea City is fast becoming the city's best location for working, living, and relaxing, and that's where developer JTRE is building the Ganz House boutique project.



IMAGE: JTRE

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The Expansion of Food Halls across Europe: Venues to Hang Out, Eat Out, or Go Out-out 94

In less than a decade, the number of European food halls has almost doubled, with the UK, France, and Italy leading the pack.

PROPTech

Why community is the biggest thing we're not talking about. 98

David Fuller-Watts, Mallcomm, explains what community building should stand for today and what the real estate industry, including proptech, needs to do to serve changing needs.