

# *SHIFT* HAPPENS

RETAIL EXECUTIVES SHARE  
POST COVID-19 INSIGHTS

#**SHIFT**HAPPENS SERIES





Trends post pandemic will include:

Innovations in retail stores which ensure a safer and healthier physical shopping experience

A more integrated and customer-centric blend of in-store and online shopping

A continuation and acceleration of slow fashion, focus on sustainability, and “purpose over profit” retail movements

**Alex Genov**

Head of Customer Research at Zappos



# 16%

of consumers agree they will buy more socially and economically sustainable clothing while 1 in 5 desire to reduce clothing consumption.



Our customers demand for channels of contactless, drive through, mobile order, curbside and walk-up have accelerated the need to more rapidly innovate in real-time.

We expect to see big advancements in customer adaptation of mobile order technology and contactless payment as their preferred way forward. How we differentiate in our unique connection to our customers (digitally and in-person at distance) will be the success factor that sets us apart and onward toward the new horizon.

**John Boline**

Vice President of Store Design at Starbucks





**28%**

of retailers are considering technology for contactless payments as accelerated by COVID-19.



Trends to recover retail post COVID-19 will include reaching a larger online audience and growing an online presence. As well as virtual appointments, live talks, influencer engagement, and a genuine point of view around giving back.

Fashion will shift from being a vain profession to a humanitarian profession.

**Jason McNary**  
CEO of UNOde50

45%

of consumers like when retailers showed concern and contributed to social or medical agenda around resolving the corona crisis.



# Hey,

did you know? You will find the full interview on RETHINK Retail website: [click here](#).



COVID-19 has fundamentally changed the consumer journey and led to an acceleration of ecommerce.

Retailers need to quickly react to this new paradigm to meet their consumer expectations and preferences by investing in digital commerce and evolving the store experience to win.

Curbside pick-up and virtual clienteling may work for some retailers, but not all. The key is determining what role your store needs to play in the consumer journey and innovating to remove as many friction points as possible.

**Dan Goldman**

Global Head of Strategy at The North Face





# 68%

of retailers expect consumers will continue using ecommerce as their primary channel, even if more adopt curbside pick-up and virtual clienteling.



Financial liquidity is coming to the fore and sexy branding is losing power.

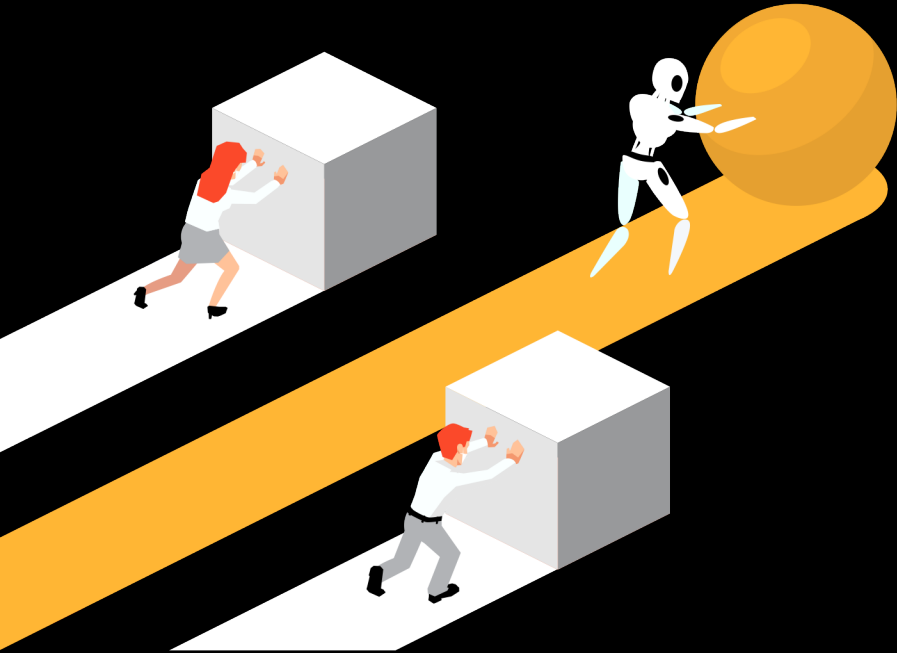
One of my mentors once said, “You haven’t truly managed until you sweat payroll.” Product segmentation is another big question:

With less revenue and resources, what will drive sales in a COVID-19 world which resonates with the customer now? In a product development timeframe of one year, how can we be more flexible in responding to demand with a global supply chain?

**Liz Alessi**

Vice President of Sourcing at Coach





# 1 in 3

retailers are considering supply chain optimization technology as accelerated by COVID-19.



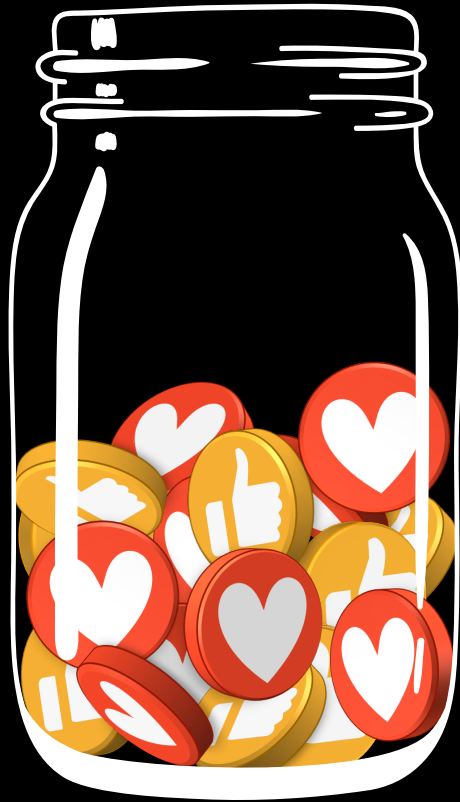
The reliance to provide more immersive digital retail experiences will be a growing trend in the next year; how can the brand merchandise its brand storytelling like it does with its product so it can stand out?

This will be done through social, through the website, and likely even over video conferencing.

**Eric Toda**

Former Head of Marketing, Hill City at GAP Inc.  
Ex Airbnb, Snapchat, Nike, Facebook





# 36%

of consumers say that social networks have become as important as other information sources when making product choices.



“ Customers are now relying more heavily on virtual selling opportunities to communicate with associates. AR is rapidly being adopted by retailers hoping to translate traditional in-store experiences like makeup try-ons to a contactless world. POS systems are being updated to accept new payment options. Physical stores are re-opening with an extensive laundry list of new safety measures.

The list of quick reactions necessitated by the Coronavirus presents immense challenges to retailers, but those that survive will likely be at least 5 years into the future from their pre-crisis rollout plans and in a way, it is exciting and energizing to experience the future evolve so rapidly before our eyes.

**Annemarie Dillard Jazic**

Vice President Online Experience  
and Digital Marketing at Dillard's





# 12%

of retailers are considering  
Augmented Reality technology  
for product testing as accelerated  
by COVID-19.



The most dramatic change since the pandemic started is the rate of which companies have adopted new technology and embraced change.

It was never a matter of whether or not a company (and leadership) could, but if they wanted to make dramatic changes.

**Phillip Raub**  
Founder of b8ta





# 1 in 3

retailers said the “shift from physical retail to eCommerce” had the most significant business impact within the first 3 months of the pandemic.

# RETHINK RETAIL

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