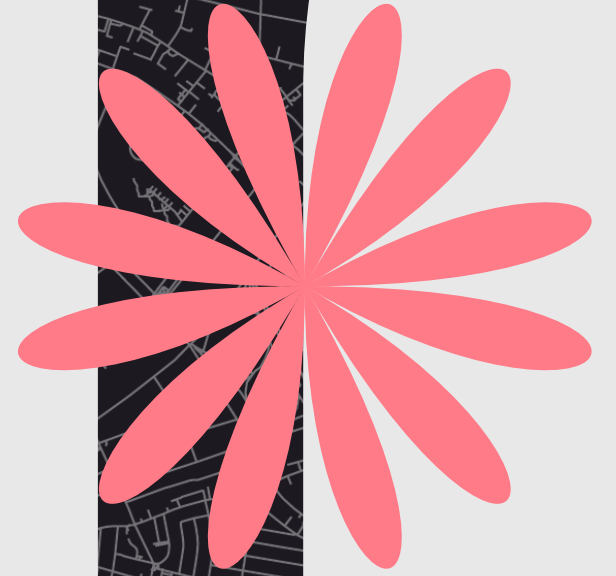


# TRENDSTOUR





# LOUNDOON



CHELSEA

WEST  
END

COAL  
DROPS  
YARD

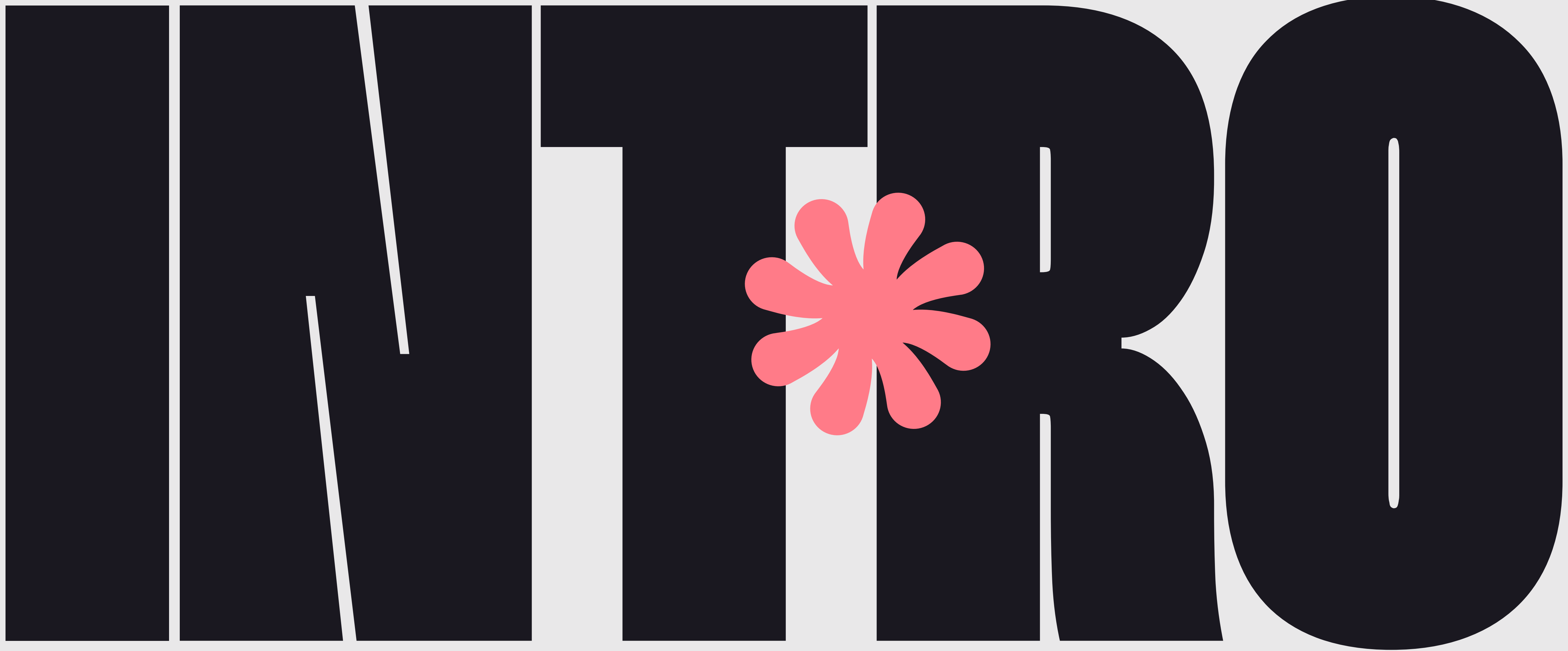
COVENT  
GARDEN

CLERKENWELL

WESTFIELD  
WHITE CITY







With the excitement of **London Fashion week**, the city is transformed into a canvas for **urban art installations and experiential brand moments**.

Immersive venues like the **Outernet**, Europe's biggest digital exhibition is a must see whilst **David Hockney's** large scale retrospective will be opening at new immersive venue **Lightroom**.

Meanwhile, the **retail renaissance of Regent Street** sees experiential flagships gaining momentum, such as the newly refurbished **H&M**. **Battersea Power Station** has become the **hottest new lifestyle hub**, a destination for retailers' new flagship investments.

**The focus** on the circular economy persists, with **new second-hand clothing concepts** such as **Charity Super Mkt.** and the second-hand fashion catwalk show by **Oxfam at LFW** sponsored by eBay.

# SPORTRT



01

Nike by Battersea

Adidas

Sweaty Betty

Adidas

Nike Town

Gymshark

On Running

Outsiders Store

**BATTERSEA  
POWER STATION**

**WEST  
END**

**COAL DROPS  
YARD**



# BATTERSEA POWER STATION

## Nike by Battersea

- Run clubs & workshops
- Diverse mannequins
- Styling sessions
- Click & Collect

## Adidas

- Run clubs & workshops
- Immersive changing rooms
- Click & Collect

## Sweaty Betty

- Luxury power Pod fitting rooms
- Style advisors
- Activewear recycling point

# WEST END

## Adidas

- A digital & omni-channel approach
- Personalisation/customisation
- Sustainability & circularity
- Interactive & experiential elements throughout store
- Community hub

## Nike Town

- A mixed offer e.g., gym, retail & F&B
- F&B offer linked to overall brand ethos

## Gymshark

- Blended hospitality – Joe & the Juice
- Event space
- Moveable clothes racks – lift to the ceiling to leave a workout space
- Check out kiosks

## On Running

- Tech-driven
- Lower ground floor will be dedicated to On's community – offering space for panel talks, workouts and events.

# COAL DROPS YARD

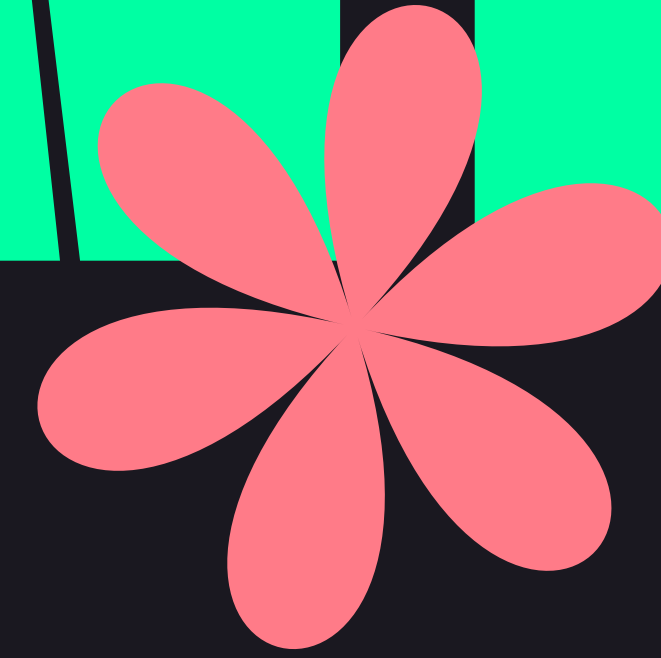
## Outsiders Store

- Product display
- Community & lifestyle focus
- Water re-fill



# EXPERIENCE

02



Anya's Village

Glossier

Levi Haus

Plantworks Lush

Outernet

Aesop, Regent Street

Samsung KX

Situ Live

**CHELSEA**

**WEST  
END**

**COAL DROPS  
YARD**

**WESTFIELD  
WHITE CITY**



# CHELSEA

# WEST END

# COAL DROPS YARD

# WEST- FIELD WHITE CITY

## Anya's Village

- Community Led Retail
- Experiential Focus
- Calendar of events
- Brand Art

## Levi Haus

- Sustainability Initiatives
- Artist Collection
- Levi Workshop

## Glossier

- Product conveyor belt
- Staff facilitating orders & payment
- 'Wet bar' to trial products

## Plantworks Lush

- Charity initiative led hospitality
- Multi-functional store/complementary use of space
- Circularity/sustainability
- Biophilic design

## Outernet

- Brand exhibitions
- Events – music, dance, culture
- Digital screens
- Immersive entertainment

## Aesop, Regent Street

- Sensorial experience - sensorium
- Treatment floor
- Test & try products

## Samsung KX

- A digital & omni-channel approach
- Interactive & experiential elements throughout store
- Community – events, workshops, café

## Situ Live

- Tech-driven
- Storytelling
- Omni-channel experience



# HOSPITALITY



03

Pantehnicon

Browns

Lavazza

Berenjak

Ducksoup

Wolf and Badger

The Standard

NoMad

Session Arts Club

**CHELSEA**

**WEST  
END**

**COAL DROPS  
YARD**

**COVENT  
GARDEN**

**CLERKENWELL**



# CHELSEA



## Panttechnicon

A fusion of Nordic and Japanese creativity and craftsmanship – a story told through food, drink and retail.

## Native

Sustainable, conscious food in an accessible, playful way.

# WEST END



## Lavazza

Immersing you in the very best that Lavazza has to offer. Not only through authentic coffee experiences, but also through top gastronomy.

## Berenjak

Persian food - reinterpreting the classic hole in the wall eateries lining the streets of Tehran.

## Ducksoup

It's weekly changing menu using the seasons using the best ingredients.

# COAL DROPS YARD



## Wolf and Badger

Shopping a well-edited selection of homeware, beauty and fashion, plus – hicce restaurant serving delicious food from Pip Lacey, the graphic-designer turned chef who won Great British Menu in 2017.

## The Standard

Seventies décor; kitsch bedrooms and swanky suites, some with private bars and outdoor baths; regular shindigs in the lobby lounge; and top cocktails.

# COVENT GARDEN



## NoMad

beautiful architecture with elegance & comfort.

# CLERKENWELL



## Session Arts Club

A beautifully atmospheric restaurant and rooftop bar set in a crumbling 18th century courthouse in Clerkenwell.

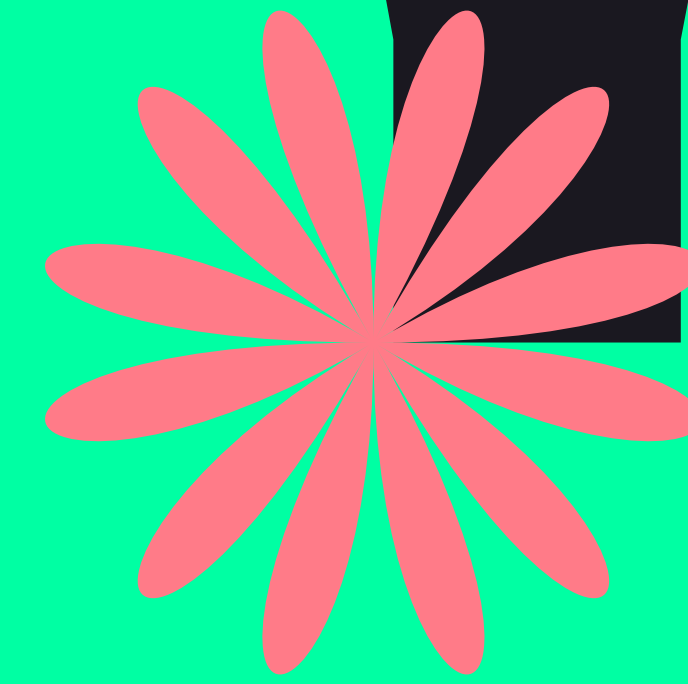
## Luca

British seasonal ingredients through an Italian lens.

# THE FLOW

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