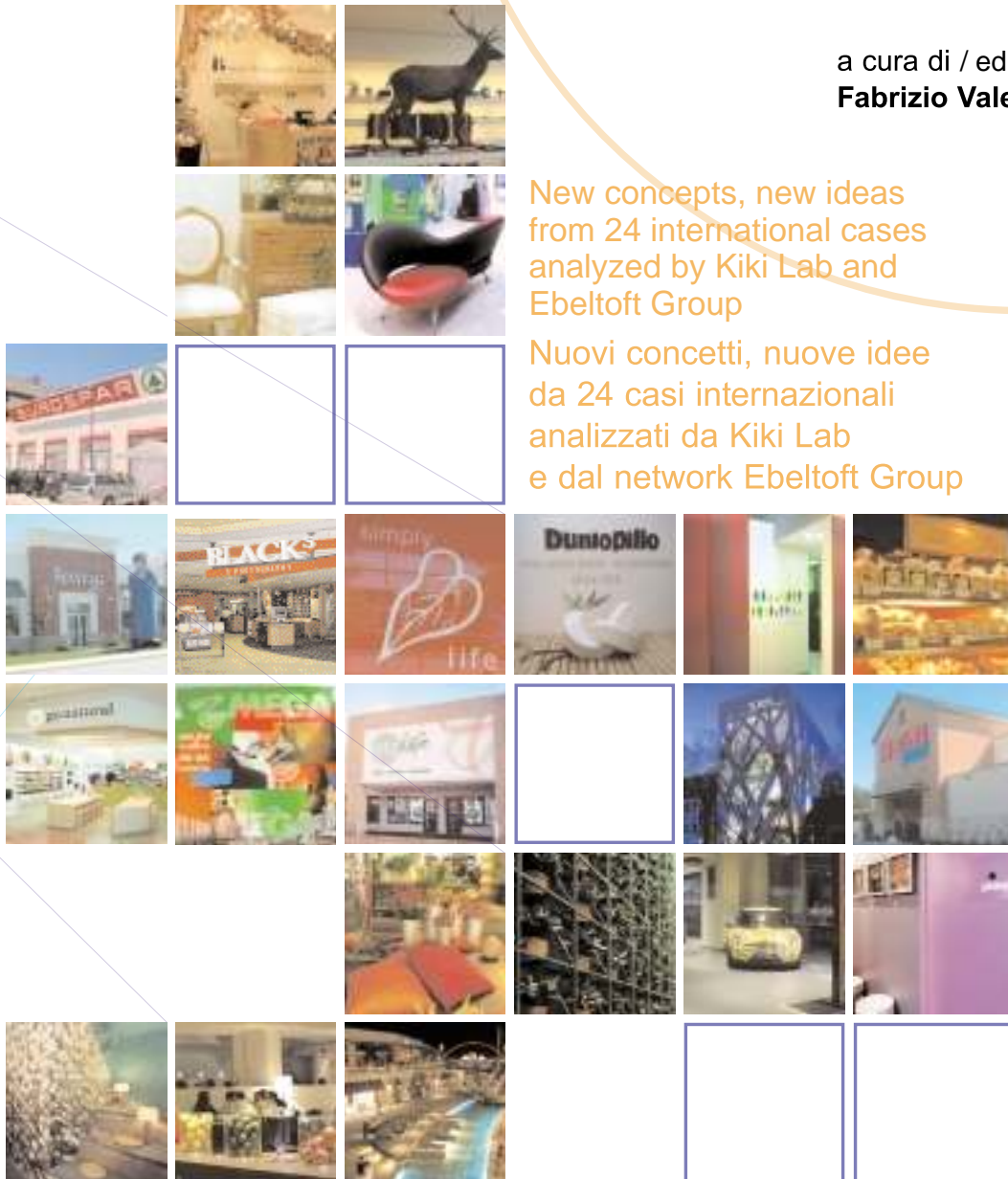


Retail Innovations 2

a cura di / edited by
Fabrizio Valente - Kiki Lab

New concepts, new ideas
from 24 international cases
analyzed by Kiki Lab and
Ebeltoft Group

Nuovi concetti, nuove idee
da 24 casi internazionali
analizzati da Kiki Lab
e dal network Ebeltoft Group



edited by Fabrizio Valente - partner Kiki Lab and Ebeltoft Group

Retail Innovations 2

Edizioni O.P.S.

▲ Foreword by / Prefazione di Daniele Tirelli – Popai Italia	6
▲ Introduction by / Introduzione di Fabrizio Valente – Kiki Lab	7
▲ Sponsor Presentations / Presentazione degli Sponsor	12
▶ Cases	17

Australia		Italy	
Terry White Chemists	18	Habits Culti - Noy -	
J. Farren-Price	22	MINI Space Ambros Saro.....	70
		Eurospar.....	74
Brazil		Mexico	
Clube Chocolate	26	Mega	78
Villa Daslu	30		
Canada		Portugal	
Black's Photo	34	Freeport Designer Outlet	82
		Go Natural.....	86
China		Spain	
Xintiandi	38	Camper FoodBALL e	
		Casa Camper	90
Denmark		Switzerland	
House of Dreams	42	Alprausch	94
		Turkey	
Great Britain		Meydan (Metro Group).....	86
Ann Summers	54	USA	
B Never Too Busy		EQ Life	98
To Be Beautiful	58	HEB Plus!	102
Marks & Spencer.....	62	Maytag Demo-store	106
India		Web	
ICI Paint	66	Apple iTunes Music Store	110
Japan			
Kinokuniya International	46		
Tod's	50		

▲ Presentation Kiki Lab and acknowledgments	114
---	-----