

The Great Retail Pulse-Check



Even before the doors swing open, 'Great' Retail has an unmistakable magic. We step inside, it puts an arm around us and it says, "Yes! This is where you're meant to be". It cares. Great Retail is familiar but never dull. It is contemporary, yet embraces tradition. It is adaptable, yet committed to its values. Great Retail is useful, clear, reliable.. but never predictable. Great Retail meets our expectations. It meets us where we are.. And then it gently invites us to somewhere new and unexpected, somehow, a place we can no longer live without. Great Retail surprises, it delights, it inspires. It introduces us to our future. Great Retail educates us. It evolves our understanding of the world and our place within it. Great Retail reflects cultural moments. Great Retail is a cultural moment. And Yes, it trades products and services, but Great Retail also trades something far greater. It trades extraordinary stories and ideas. Our stories, Our ideas! It is our modern-day campfire, a gathering place that connects us with our people and to our community. Great Retail is disruptive. It challenges us to participate in life, it dares us to grow. And, when necessary, Great Retail is serious, strategic and uncompromising. It is 'Business-Smart', but with a heart. It has a soul. It is always, above all else..

Human

Great Retail knows when to party. To be playful. To be joyful. From a cheeky flirtatious wink, to a moment of whimsy, to all out gamification. And so, when we find ourselves in Great Retail, in these unique and memorable moments, we lose ourselves. We forget we are shopping. And when we forget we are shopping.. This is no accident. This is Design. This is Great Retail Design. So, to all the sceptics.. Yes, Sh*t Retail is Dead, But..

Great Retail is Alive

