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EMERGING TRENDS ACROSS VARIOUS SECTORS,
SPANNING CULTURE, TECH, BEAUTY AND MORE.

QUARTERLY PACK
ISSUE #21
OCT 2025

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INSIDE SPACE NK'S MAJOR NEW FLAGSHIP AT LONDON'S OXFORD CIRCUS



SPACE NK

Space NK has turned heads once again with the opening of its new flagship store concept in London's iconic Oxford Circus (8th August).

The new concept is designed to meet the evolving needs and desires of its customers. As part of this, the flagship store showcases a curated selection of new brands, exclusive product launches, and beloved favourites, offering customers the opportunity to “discover the very best of beauty”.

It also promises unique elements such as the ‘Play Space’, where customers can discover products, participate in brand activations and experience beauty in a “more creative and immersive way”.

Another standout feature is the ‘Viral Drops’ installation: eight suspended tubes hanging from the ceiling, each showcasing trending products. Shoppers are invited to interact with the station by filling a Space NK travel bag with deluxe minis from cult-favourite brands such as Byoma, Tatcha, Kosas, Rare Beauty, Color Wow and Ouai.

Throughout the store, dynamic displays like ‘New In’, ‘Bestsellers’, ‘Store Picks’ and ‘Trending Now’ help guide the shopping experience. There's also a particular focus on fragrance, brought to life through a series of immersive experiences.

At the ‘Fragrance Discovery Table’, customers can explore Space NK's bestselling scents, organised by fragrance notes. This area also features the retailer's first-ever engraving station, offering personalised fragrance bottles with qualifying purchases.

The ‘Scent Station’ invites visitors to take a digital ‘Find Your Perfect Body Spray’ quiz. A conveyor belt showcases body spray testers from brands like Phlur, Sol de Janeiro, and Kopari, encouraging customers to test and discover scents.

Another digital experience is the ‘Your Lips & Blush But Better’ quiz, which aims to help shoppers find their ideal lipstick, gloss, oil or blush.

The move marks a significant milestone for the premium beauty retailer, signalling the start of a new chapter in its ongoing expansion journey.

“The mission with our flagship is to push boundaries once again on what can be achieved with an in-store shopping experience, adding another page in the story of Space NK, as we celebrate 30 years as a leading British beauty retailer,” CEO Andy Lightfoot said following the store's initial announcement earlier this year.

To celebrate the new London flagship, Space NK has also partnered with viral plush toymaker Jellycat to create a limited-edition bag charm. The new collaboration resembles the British beauty retailer's signature black shopping bag.



INSIDE SPACE NK'S MAJOR NEW FLAGSHIP AT LONDON'S OXFORD CIRCUS



THOUGHTS & INSPIRATION

- Space NK have built two flagship stores in quick succession - this and Birmingham's Bullring. This shows a real intent and confidence in their vision for expansion. Most retailers will open one and wait for a response, which will then often never materialise into future store openings.
- The Viral Drops installation is super fun and immersive. Obviously reminiscent of the excitement and spectacle of a sweet shop or Wonka's Chocolate Factory. Customers recreate the childhood memory of buying sweets from an old pick 'n' mix or one penny jar. Encouraging impulse buying with visitors affectionately swept up in the experience.
- The Store design offers a warm and welcoming environment, in contrast to more traditional, sterile health and beauty spaces. Copper detailing, soft furnishings and light wood finishes provide an indulgent but relaxed 70's-era styling but with modern customer services and technology.

P.LOUISE TO LAUNCH IMMERSIVE BEAUTY WORLD AT TRAFFORD PALAZZO



P.LOUISE TO LAUNCH IMMERSIVE BEAUTY WORLD AT TRAFFORD PALAZZO

P.Louise City Transforms Beauty Retail into a Playground.

This autumn, P.Louise City opened its doors in Manchester, marking the brand's first permanent flagship. Spanning two floors and 5800sqm, the store was designed by founder and CEO Paige Louise Williams as a fully accessible space built around creativity, self-expression, and community.

At the heart of the flagship is its immersive “*beauty playground*”. Visitors can sip signature concoctions at the Bad B*tch Juice Bar, browse essentials at the P.Louise Pharmacy, or explore the P.Louise Supermarket; each space bringing a playful twist to the shopping experience. Makeup education areas allow guests to experiment, learn techniques and connect with the brand's creative ethos, while a dance floor adds an unexpected, energetic element, making the store feel as much like a cultural hub as a traditional retail space.

Every themed zone encourages interaction, inspiration and fun, while showcasing the brand's full spectrum of colour cosmetics, skincare, bodycare and haircare. With P.Louise City, the brand has turned shopping into a unique experience, redefining what a beauty store can be.





THOUGHTS & INSPIRATION

- Pink! Pink and more Pink!
Totally unique and visually striking environment. Similar to dynamic installations only usually attempted by 'pop-up' shops. Brave vision for a flagship.
- Interactive Playground:
Juice bar, pharmacy, supermarket, and even a dance floor turns shopping into a multi-sensory, playful experience.
- Learn While You Shop:
Makeup education zones let visitors experiment and master techniques on the spot.
- Community at the Core:
designed for connection and creativity.
- Digital Energy, Real Life:
The flagship brings the brand's online culture into a vibrant, immersive and dream-like physical space.

WORLD'S LARGEST POP MART FLAGSHIP STORE HAS OPENED IN BANGKOK AT ICONSIAM



POP MART's Bangkok Flagship made a dazzling debut this summer.

This year, Bangkok welcomed the world's latest and largest POP MART flagship store: a fantasy-filled, Thai-inspired playground for collectors by the Chao Phraya River at ICONSIAM.

POP MART's newest venture is monumental, both literally and figuratively. Spanning over 760sqm, the store sits on the 7th floor of ICONSIAM, combining collectible culture with Thai heritage and design spectacle.

Presented as a 'POP MART Global Landmark Store,' this Bangkok flagship isn't just a retail space; it's a two-floor immersive experience rooted in the theme 'Light up Passion and Bring Joy.'

That theme is reflected through fluid curves inspired by the Chao Phraya river, glowing Blind Boxes, a four-metre-tall Molly in traditional Chakri dress riding an elephant and vivid, polychromatic interiors that borrow from Rubik's Cubes and temple architecture.

What makes this space unique, even by POP MART's fantastical standards, is how deeply it leans into Thai identity. The design draws from water culture, traditional craftsmanship, and a spirit of inclusiveness, weaving it all into a contemporary, colourful package.



Rather than following a standard layout, the store takes visitors on a closed-loop path that subtly encourages exploration of every corner without retracing steps.

On the first floor, collectors will find blind boxes galore in the grand 'Mega Zone,' a dedicated 'Pop Bean Zone' that invites guests to dive into the brand's signature element of surprise, and towering figures of Molly and The Monsters, designed for both collectors and social media.

The cherry on top, however, may be the debut of the POP MART Cafe, the first one to open outside China. The menu takes inspiration from character backstories, while the VIP zone features a pink-hued signature scent (Cotton Berry, a nod to LABUBU Macaron) drifting through the space.

THOUGHTS & INSPIRATION

- A whimsical, wild, and wondrous fantasy land. Once again, appearing to channel elements of 60's and 70's styling and psychedelia. Playful and dramatic; everything is unique from the colours to the lighting, to even the structure of the interior.
- POPMART have focused on creating a strong emotional connection with customers by offering an immersive and joyous retail experience, alongside celebrating Thai culture, rather than just selling products.
- The core of PopMarts business is selling Blind Boxes which contain a surprise mystery figure. Boots could offer a service similar with limited edition collaboration products using social media and celebrities to generate intrigue and excitement.



ZARA DEBUTS NEW HIGH-TECH STORE CONCEPT IN MANCHESTER



ZARA MANCHESTER



Zara has unveiled its latest high-tech store concept in the UK for the first time, reopening its expanded Trafford Centre flagship after relocating within the mall.

The fashion giant's 3000sqm store introduces its newest global flagship format, designed to blend fashion, architecture, sustainability and advanced technology for what it calls an “*elevated shopping experience*”.

Alongside its full womenswear, menswear, kidswear and fragrance ranges, the store features dedicated spaces for special collections including Zara Origins and Zara Athleticz. The Athleticz line is prominently displayed near the windows to draw external attention, while formal menswear, women's shoes and bags each occupy their own distinct “*boutique-style*” spaces.

The store's interior is made up of a sequence of interconnected rooms, each with its own entrance under a unifying portico.

The Trafford Centre flagship is also the first in the UK to feature Zara's in-store automated clothes sorter. Fed garments manually, the system sorts items into sections and restocks the rails automatically, freeing staff to spend more time with customers.



ZARA MANCHESTER

Other in-store technology includes four assisted automated return stations and two additional automated drop-off points for online returns.

There is also a new assisted service table for side-by-side support and faster service flow, as well as several assisted checkout zones, including accessible payment stations. Customers can browse real-time inventory, locate products and arrange online order collection via the Zara app or website.

The store also features a cardboard collection point for recycling online packaging, a used clothing collection container in partnership with a charity, and a repair booking service, complementing Zara's online pre-owned resale platform.

Zara said in a statement: *"The reopening reinforces our commitment to retail innovation, offering customers a new destination where fashion, architecture, sustainability and advanced technology come together to create an elevated shopping experience."*



THOUGHTS & INSPIRATION

- **Tech spotlight:** Zara's new automated clothes sorter uses RFID technology to identify and route garments within the stockroom, automatically restocking rails and freeing staff to focus on customer service. This behind-the-scenes innovation keeps the shop floor seamlessly replenished and staff free for their customers.
- By adding automated return stations and drop-off points, Zara makes returns quick and seamless, removing one of the biggest friction points in retail.
- The introduction of assisted service tables and checkout zones strikes a good balance between digital efficiency and human interaction, keeping the personal touch while speeding up service.
- The emphasis on sustainability technology, including packaging recycling, clothing donation, and repair booking, extends innovation beyond convenience, supporting a more circular shopping model.

JUST EAT LAUNCHES FUN STUDENT-FOCUSED EXPERIENTIAL CAMPAIGN



JUST EAT STUDENT CAMPAIGN

A new campaign from Just Eat and Live & Breathe aimed to shake up student life across UK campuses at the start of the academic year.

‘Hey U Up’, targeted students across key university cities on Freshers Week. The initiative, which ran from late September until 10th October 2025, brought Just Eat’s energy and irreverence to the heart of UK cities including Manchester, Liverpool, Birmingham and Nottingham.

Central to the campaign was a bold neon orange Just Eat phone booth, placed on campus to tempt students with sultry “food craving” whispers and the catchy ‘did somebody say?’ jingle. Inside, participants used a touchscreen menu to select their favourite treat and were rewarded with playful audio monologues tailored to their choice.

Each experience finished with a voucher for discounted orders and a helping of Just Eat-branded freebies, with hidden cameras recording candid reactions for the brand’s social channels. The activity was supported by digital out-of-home (DOOH) media placements across universities.

Drawing directly on student feedback, Live & Breathe created the campaign with PrettyGreen, who produced the live activation, in response to an appetite for authenticity and humour. ‘Hey U Up’ delivered a bold and shareable experience as an antidote to generic Freshers Week tactics like free tote bags and forced mingling.

THOUGHTS & INSPIRATION

- The idea reinforces Just Eat’s personality as a spontaneous, witty and accessible brand that doesn’t take itself too seriously but understands its audience perfectly.
- The campaign is a clever example of cultural innovation, less about tech, more about understanding people. It replaces traditional Freshers’ Week giveaways with something memorable and participatory, an experience students will share rather than a freebie they’ll forget.
- Playfully provocative, the “Hey U Up” concept cleverly borrows from dating culture and late-night texting, making it instantly relatable to students while tying neatly into Just Eat’s fun, irreverent brand tone.
- Low-tech but high-engagement, the neon phone booth invites real-world interaction, creating spontaneous, shareable moments that naturally feed into social media content.
- Data-informed creativity is at the heart of the campaign, with insights drawn from genuine student feedback showing a desire for humour, authenticity and connection.



NIKE'S HOUSE OF INNOVATION



NIKE'S HOUSE OF INNOVATION

Nike has introduced an immersive shopping experience using 3D holographic technology from HYPERVSN.

To mark the launch of its new Air Max Dn trainers, the brand has unveiled a series of intricate 3D visuals at its House of Innovation store in Paris. Each station showcases the shoe's design in holographic form, allowing visitors to explore every detail.

The holographic displays bring the Air Max Dn's innovative features to life, highlighting its comfort and responsiveness. From the moment shoppers enter, they're drawn into a 3D universe that transforms a traditional retail visit into an energetic, sport-inspired experience.

Immersive design continues to lead innovation in the fashion and retail sectors, driving engagement and boosting sales. The collaboration between Nike and HYPERVSN demonstrates how advanced technology can redefine retail environments and create deeper customer connections.

Video on [LinkedIn](#)



NIKE'S HOUSE OF INNOVATION

THOUGHTS & INSPIRATION

- Nike uses technology as storytelling device, bringing design and movement to life in a visually-engaging way.
- The installation blurs the physical and digital, showcasing how immersive tech can redefine the in-store experience.
- By focusing on customer immersion, Nike turns a product launch into a destination, an experience worth sharing on social media and a place you want to revisit.
- The concept demonstrates scalable innovation, adaptable for future campaigns or pop-up activations.
- The store's aim is to provide an experience over convenience. The showcased technology deepens emotional connection, driving loyalty and long-term brand engagement.



ASDA LAUNCHES FIRST CHARITY TIKTOK SHOP FOR BREAST CANCER AWARENESS MONTH

Asda has launched its first-ever charity TikTok Shop, supporting Breast Cancer Awareness Month through its long-running Tickled Pink campaign.

Throughout October, customers will be able to purchase an exclusive TikTok Shop bundle featuring nine pink-packaged favourites for £7.17, a price chosen to represent the 1 in 7 women in the UK diagnosed with breast cancer in their lifetime.

The bundle includes Yorkshire Tea, Mr Kipling Viennese Whirls, Nescafé Cappuccino sachets, Chicken Super Noodles, Candy Kittens Eton Mess sweets, Pot Noodle Chicken & Mushroom, Diet Coke, chocolate digestives and Marmite. All proceeds will go directly to Breast Cancer Now and CoppaFeel!, Asda's Tickled Pink charity partners.

The TikTok initiative forms part of Asda's 29th Tickled Pink campaign, which this year spans more than 200 pink-themed products across George, general merchandise, and food and drink ranges. Working with suppliers, Asda has ensured that 15% of Tickled Pink products feature breast check awareness messages on-pack, from 7Up's "Drink lemons, check your melons" to Kit Kat's "Have a break, have a check."

This year also marks a major milestone, as Tickled Pink celebrates £100 million raised since 1996, funding research, education, and support services in partnership with Breast Cancer Now and CoppaFeel!.

THOUGHTS & INSPIRATION

- Using TikTok to reach a younger audience where they already spend time feels effortless and engaging. Meeting customers where they are and offering them a fun and affectionate way to engage with a charity campaign.
- The £7.17 price point, representing 1 in 7 women affected by breast cancer is a simple yet powerful way to turn a statistics into a clear and memorable message.
- Innovation doesn't always mean inventing something new, it's often about reimagining existing channels in meaningful, culturally aware and effective ways.

EXCLUSIVE TIKTOK ASDA TICKLED PINK BUNDLE

£7.17

A price which represents 1 in 7 women who will be diagnosed with breast cancer in their lifetime in the UK.

All proceeds go to Breast Cancer Now and CoppaFeel!



100% of the sale price of this bundle will be donated to Breast Cancer Now (Reg. Charity Nos 1160558 and SC045584) and CoppaFeel! (Reg. Charity Nos 1132366 and SC045970). This donation will be divided at a 70/30 split to Breast Cancer Now and CoppaFeel! respectively.

ASDA
Tickled
Pink

**BREAST
CANCER
NOW**
The research &
support charity

CoppaFeel!
breast cancer awareness

AND FINALLY...

Keeping with Breast Cancer Awareness month. Breast Cancer UK puts “*Street Nipples*” on the map for awareness month.

Breast Cancer UK is marking its first creative campaign with an eye-catching street stunt: “*Street Nipples*”, launched October 1st in London, Manchester and Edinburgh.

Devised by Joe Public London, the campaign uses reverse graffiti (pressure-washing pavements through breast-shaped stencils) to turn overlooked pavement studs into playful but pointed reminders about the importance of early detection.

The artworks will fade over time, but the message ‘to check regularly and know the signs’ is built to last.





Thank you

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International Retail