

A decorative border of colorful triangles in shades of blue, green, yellow, orange, and pink, arranged in a pattern that frames the central text.

INSIDER TRENDS

**Helping large retailers innovate and
implement world-leading, profitable
retail ecosystems**

You're in good company

Clients include:



DIAGEO



Walmart



Mercedes-Benz

KICKS

SAMSUNG



MARKS & SPENCER



TESCO



Bata



Clarks



Etam

METRO



L'ORÉAL



BOSS
HUGO BOSS



NA-KD



NESPRESSO



Stenströms



LVMH



FUJITSU

COTY

Johnson & Johnson

About Insider Trends

Everything Insider Trends does is about the future of retail. We pride ourselves on providing meaningful, original, no-nonsense insights, all backed by solid data.

Insider Trends is led by Cate Trotter, who has been named one of the world's top 50 influencers in retail for the past 3 years. She's been quoted multiple times in Forbes magazine and is a RetailWire BrainTrust expert. LinkedIn named her one of the top 15 most listened to professionals in the UK.

We frequently work with senior team members – including Unilever's CEO, Tesco's CIO, NK's C-suite, House of Fraser's CEO, Clarks' MD, Hugo Boss's Director of Global Retail Operations, the General Manager of L'Oreal France and Carrefour's Chief Operations Officer.



About Insider Trends

Insider Trends is a truly end-to-end retail futures consultancy.

The IT team includes Senior Trend Consultants Jack Stratten and Alexander Van Riesen. Between them, they've delivered safaris, presentations, workshops and innovation projects for clients including IKEA, Shell, EE, Diageo and Nespresso throughout Europe.

Supporting our project delivery team is a whole host of trendspotters, researchers, writers and project managers who are essential to making sure our far-reaching projects stay on track.

And finally, our strategists, digital consultants and in-house digital solutions team actually implement the strategies and innovations our projects create.



What our clients say

“We enjoyed Insider Trends’ dynamism and, of course, professionalism. My team was very happy with the project, I heard that it has been a very long time since they had such level of performance.”

– Chanel, France

“The feedback was great. The places visited were extremely relevant to our brief, the discussions were useful and insightful, and the service was highly professional. It was a big moment for our vision process. I’m sure we’ll be in touch regarding future projects.”

– Ana Herrero, HR Director, Leroy Merlin Portugal

“Very good presentation – one of the best in years.”

– Jamie Smalley, MD, RunBreeze



Typical projects



A series of safaris, presentations and an in-depth workshop for PVH (parent company of Tommy Hilfiger and Calvin Klein) to help them shift their approach to innovation and change management

NA-KD®

We designed and delivered a new ecommerce site for fashion brand NA-KD, with a focus on improving speed and mobile access. The new site boosted traffic and sales in over 160 different markets and led to a 121% sales increase.

*Galeries
lafayette*

Multiple safaris, meetings with innovators and a follow-up workshop for world-renowned Parisian department store Galeries lafayette. This project helped them to understand and develop new retail models



Consultancy for VF (parent company of Vans, Timberland, North Face and JanSport among others) to support the design of their upcoming flagship experiential retail space in Milan

 PUIG

A self-guided safari, presentation and in-depth workshop for Puig (parent company of 14 renowned brands including Jean Paul Gaultier and Nina Ricci) which shaped the way the brand defined the future of fragrance retail

Typical projects

KICKS

Implementation of a unified omnichannel solution for KICKS, a beauty retailer with 250 stores and £250m+ turnover. Our solution connection its physical stores and ecommerce platform, ensuring a seamless shopping experience, wherever customers choose to shop. Sales in some regions beat expectations by 21%.

Stenströms.

Delivery of a B2C and B2B ecommerce platform for Stenströms, a Swedish shirtmaker. We built an omnichannel solution that connected with stores, offered measuring and style advice, and improved logistical capabilities

Clarks

'Store of the future' project. We pinpointed examples of how stores will function in 10 years' time, helping to futureproof Clarks' global portfolio of 1000+ stores

Johnson + Johnson

Safaris and presentations in London and New York for pharmaceutical giant Johnson + Johnson, helping them to think about retail differently and to drive their retail plans for 2019

Typical projects



An innovation programme to help futureproof Chanel's retail & product concepts, as well as its employee training programmes



This omnichannel hair and beauty business came to us for a new ecommerce platform. We devised and built a platform that delivered a smoother shopping experience and better integration with social channels, increasing sales by 17%



An afternoon to help Unilever's new CEO connect with leading global executives on his first day in the role. We devised 3 different trend routes that featured many founder meetings and interactive challenges



A day of on-site meetings with some of London's most innovative entrepreneurs, providing 'blue sky' inspiration



A retail safari incorporating tasks and activities. This was followed by a workshop to refine and develop ideas appropriate for Telenor. The workshop included the development of an action plan for ideas to be tested in a new concept store

Services

Futures research

Our futures research underpins everything we do, and helps retailers shape their strategies. It focuses on the following areas:

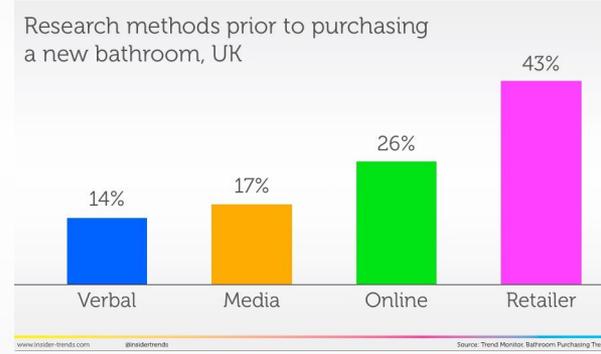
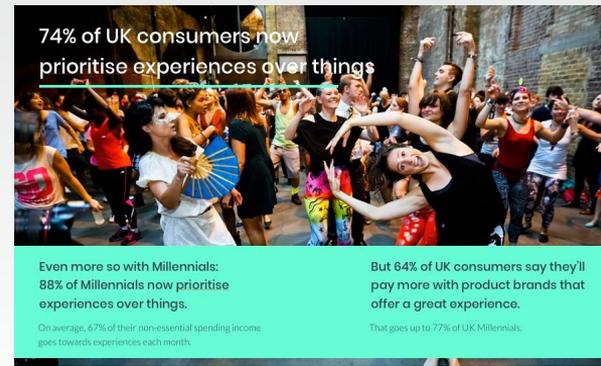
Retail trends

Trendspotting is the DNA of our business. Using our own unique methodology, we cut through the clutter and show you the trends that matter.

Consumer trends

We combine our insights and research with leading market data to help you understand your future consumer and invest with confidence.

Insights can be shared in whichever format you wish - presentations, reports, videos, or all of these.



Retail safaris

If the future of physical retail is all about experience, shouldn't you experience the best in world retail for yourself?

All of our safaris are developed on a bespoke basis to precisely meet the needs, interests and challenges of each client. Your safari will be led by a Senior Trend Consultant, who will explain what each space does differently and how this helps the brand sell more. They'll then present you with questions for your business to help you rework the trends and innovations.

There is also the opportunity to meet some of the team working in the stores, plus leading retail tech companies and design agencies.

Follow-on workshops can also be added to help turn your experience into ideas that can take your business to the next level.

Safaris are available in London, New York, Paris, Tokyo, Dubai, Seoul, Shanghai, Milan, Amsterdam, San Francisco, Singapore and more.



Presentations

Our 'fat free' trend presentations combine the latest retail trends with solid, recent data. We'll then use a variety of case studies to show how you can take advantage of these trends.

Our team present regularly all over the world. We are as comfortable bringing stimulus to C-suite meetings as we are opening retail conferences for 1,000+ retail professionals.

Every presentation is tailored to your interests, needs and challenges. We cover all aspects of retailing, including tech, customer experience, supply chain, and category-specific trends.

We also deliver quarterly retail briefings, keeping clients updated with the latest developments, research and innovations in 60 short minutes.

View [Cate's showreel here](#) and [Jack's here](#).



Workshops

Supercharge your projects and get full value out of your time with us by turning stimulus into action. Our workshops help clients get a 10x return on their innovation investment.

We run workshops for groups of 4 to 100+ people, selecting tasks appropriate to group size. Target customers can also be involved in workshops.

Our sessions are designed to be as enjoyable as they are useful, as play and joy can lead to game-changing ideas.

Workshop output can include charts of actions and responsibilities. They can also include posters, comic books and animated videos to bring commitments, future scenarios and customer journeys to life in engaging, memorable ways.



Reports

Our bespoke reports are typically used for two reasons:

- To inform clients' internal projects
- As promotional, sponsored reports

Our reports mix Insider Trends' fresh perspectives with useful data. We can also include your opinions on topics, alongside interviewing industry specialists and experts and forward-thinking customers. All of our reports are professionally designed, making them as attractive as they are useful.

Sponsored reports can be featured on your website and/or ours. 50,000 retail professionals visit our website each month. Reports can be used for lead generation, capturing and share readers' email addresses with their permission.



Strategy & Advisory

Having studied the strategies and initiatives of the world's most innovative and successful retailers for a decade, we are well placed to advise on approaches and projects that will put your business in the lead.

We can:

- Devise or support the development of new strategies, visions and projects
- Introduce you to partner companies and specialists who can move the needle on your profits, operations and customer experience
- Use our in-house specialists to design and implement the initiatives that result



Innovation programmes

Using our expertise and far-reaching retail and digital connections, we deliver innovation programmes that help retailers trial, measure and assess their newest concepts. Typical programmes involve:

- Fixed-term innovation programmes that culminate in pop-up stores to test and measure the impact of prototypes
- A series of sprints to devise, implement and measure the results of new initiatives. Learnings will be incorporated into each subsequent sprint
- Meetings and hackathons with leading tech companies to develop and test new concepts
- Regular check-ins with your team to support them, hold them accountable and embed innovation with the business
- Ongoing campaigns and trials to make innovation a permanent part of your business



Technology assessments

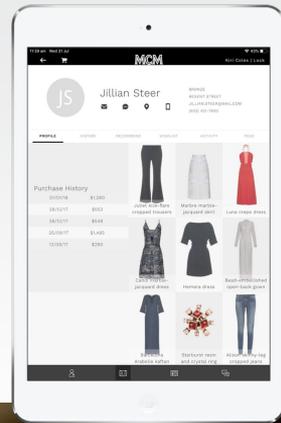
Having worked with many of the biggest and most ambitious tech innovators in retail, we've built a comprehensive understanding of retailers' technology needs for the future. We can help with:

Technical assessments and roadmaps

We assess clients' current IT set-up and develop a technical roadmap to futureproof their business.

Technical partnerships and products

We guide and advise our clients in choosing technology providers and solutions, focussing on scalability and ease of implementation. We can draw on our extensive research and global connections to introduce you to gamechanging, forward-thinking providers.



Execution and delivery

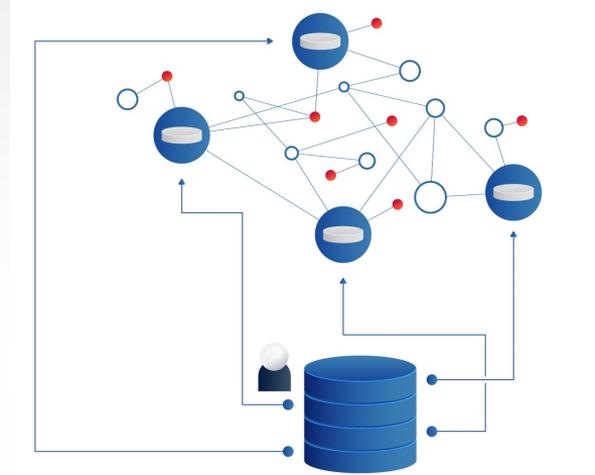
Our in-house IT, ecommerce and omnichannel solution designers build the digital frameworks that have helped many clients grow and transform their businesses. Typically, we offer:

Technical omnichannel architecture and platforms

IT architecture and platform solutions, together with the IT systems needed to power them. We have extensive experience with both pureplay ecommerce platforms and systems that seamlessly link online and offline retail.

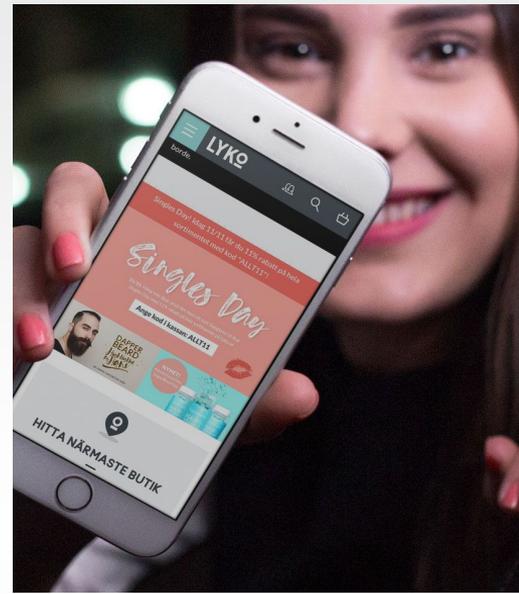
Technical development and implementation

We implement third-party systems and software as well as developing our own, bespoke omnichannel solutions.



“We don’t focus on what happens in one year, we look five years ahead. So we surround ourselves with experts who can see around corners and give us good advice. Their solutions are future-proof, solid and ready for new functionality based on new ideas. The developers put themselves in the customers’ shoes, and make sure that their experiences are top notch.”

– Ricard Lyko, CEO, Lyko



“We choose partners with experience and the best technology. We didn’t get an ecom project, we got a brand temple.”

– Fredrik Strandberg, CEO, Stenströms



“Insider Trends are THE trend experts.”

– Belinda Picaud, Associate Director, Lemensearch



INSIDER TRENDS

Inspiring, strategic and
implemented retail futures

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