

1:00PM: Check In
DXC Retail Experience Centre

Please bring your photo ID & sign in at the building lobby
1 Rockefeller Plaza, 27th Floor

1:30PM: Welcome
DXC Retail Experience Centre

2:10PM: Bus Departs DXC Lobby

2:20 - 2:40PM: Nordstrom Women's Flagship
225 West 57th Street

3:00PM: Hudson Yards
Hudson Yards is located between 10th and 12th Avenues from West 30th to West 34th Streets

- Forty Five Ten: (Level 5)
- B8ta: (Level 2)
- CAMP: (Level 2)
- LovePop (Level 2)

4:00PM Starbucks Reserve
31 9th Avenue

4:35PM: Showfields
11 Bond Street

5:00PM: Depart for Basketball Game, Brooklyn

6:00:PM: Tip Off! Brooklyn Nets v. Atlanta Hawks



Welcome to NYC!

Home to over eight million people receiving 1.6 Million online package deliveries day (racking up 471,000 parking violations), New York city and its retailers had a dynamic 2019 retail season, providing us with a lens into the current and future state of retail. We see the best elements of retail juxtaposed on the retail practical and strategic challenges facing the industry as we look ahead to the next decade. More importantly, NYC is still home to some of the most interesting and fresh retail in the world - what better way to kick off your Big Show week!



We bookend our tour with two very different interpretations of department store retail, and the selection of retailers our tour is focused on highlighting the global retail mega trends that are washing over retailers including the re-sell trend, experiential retail, new business models and the Live/Work/Shop/Dine singularity.

After the tour, HP will be hosting tour guests in a box suite at Barclays Center, to watch the Brooklyn Nets take on the Atlanta Hawks, powered by Intel®. HP and Intel are excited to provide guests the opportunity to relax, network, and share their experiences from the day.



Special thanks to our generous sponsors!

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COCKTAIL RECEPTION SPONSORS



A Message from our Presenting Sponsors



DXC Technology

DXC Technology is pleased to return as a sponsor of the Retail Council of Canada Tour of Stores highlighting innovative retail locations in New York City. DXC is a global technology company offering cloud-based solutions, consulting and implementation services, and deep industry knowledge delivered by dedicated and experienced retail experts. Our industry-focused, end-to-end retail solutions greatly extend the capabilities of Microsoft Dynamics for a true competitive advantage. DXC together with Microsoft look forward to welcoming you at the DXC Retail Experience Centre where we will be kicking off this year's tour.

Dave Rodgeron, Retail Industry Executive, DXC Technology



Microsoft Canada

Welcome to NRF 2020! We are excited to be back again for another year at Retail's Big Show! Our mission at Microsoft is to enable retailers on their digital transformation journey. To empower retailers with the tools to unlock the full potential of their customers, employees and data. With that, we are excited to be co-hosting the 'NYC Tour of Stores' in partnership with DXC, Retail Council of Canada and all of the supporting sponsors. We will kick off the day with DXC exploring the art of the possible at their Retail Experience Center followed by a first hand look at how various retailers are delivering innovative and impactful customer experiences. We look forward to sharing the day with you and exploring the power of intelligent retail.

Casey Shea, National Specialist, Retail & Consumer, Microsoft Canada



Visa Canada

Welcome to New York! Visa Canada is thrilled to be co-hosting this exciting retail innovation experience in Manhattan. We are focused on creating fast, seamless secure payments that help you streamline your customers' experience, no matter the channel. We believe design and innovation are critical to the retail experience, and together with the Retail Council of Canada, we are excited to showcase some of the newest, most groundbreaking retail innovations out there with this tour. Technology continues to transform the retail landscape in every way, from payments to customer experience, for legendary retailers and brand new pop-ups. We are looking forward to experiencing this retail revolution with you in New York.

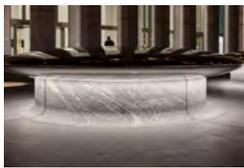
Jennifer Rumsey, Vice-President Merchant Sales & Relationships

Apple: The cube is back!

This franchise flagship originally opened in 2006 and re-opened in



September after undergoing massive renovations that doubled its size to 77,000 square feet, making this the



largest Apple store in the world. This iconoclastic retail store is also the only Apple in North America open 24x7, staffed by a team of 900.

Above ground, look for the 62 circular lights on the pad surrounding the cube - a particular wonder at night. 18 of these are raised skylights and



feed natural light to the sales floor below.

The sales floor is engaging with tree lined "Avenues" filled with product and surrounding walls of core and accessories.

DXC Retail Experience Centre

This year's retail tour kicks off at DXC's interactive retail experience centre showcasing integrated retail solutions built on Microsoft technology. From mobile and social to analytics, the Internet of Things (IoT) and cloud, the DXC Retail Experience Centre highlights an end-to-end retail journey from both the retailer and consumer perspectives, driven by integrated omnichannel and analytics capabilities that connect your entire retail business – from the back-office to the consumer. Join us for an overview of DXC's intelligent solutions designed to help retailers empower employees, engage customers and optimize operations. Find out what's possible today and redefine your retail journey to take your business to the next level.



Nordstrom Women's Store

At 320,000 square feet and at seven stories the biggest department store opened in Manhattan in 50 years (possibly the last?) Nordstrom's articulation of the format is on point and best in class. With a highly engaged group of associates, experience-first design backing their renowned service and integrated omni-channel features such as self-return and online product pick-up.



The journey inside is framed by two large tires, symbolic of Nordstrom's legacy of over-and-above customer service. Next, look for the self-serve returns drop off on the main floor and the interactive way finding kiosks that adjust to eight languages, and then the BOPIS pick up area on the ground

(Shoe Department). While on the floor, check out the Shoe Bar and stop in for a cocktail - then take it with you as you try on your Louboutins - the entire floor is licensed!

Nordstrom Local

Now with two new locations in New York



adding to the three in home town L.A., these locations were conceived as customer service points outside the main locations, with a focus on BOPIS, BORIS, style advice and customer tailoring services. More than a pop-up, these stores service key expanding points on the customer journey and reduce shopping friction in an innovative fashion.

Puma Flagship

Taking cues from the likes of Nike and Adidas branded flagship stores, the new Puma 2 floor, 18,000 square foot store on 5th avenue ticks all the boxes: Instagram worth images, customization zone, and bespoke coffee station. Nice accelerator or introduction to the brand.



Hudson Yards

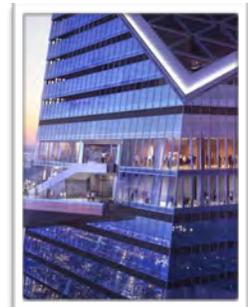
The embodiment of the “Live, Work, Shop, Dine” development mega trend that is sweeping the world, Hudson Yards, first conceived in 1963 and launched finally in 2019 as part of an ambitious 28 acre creation decades in the planning and still under construction. The ambition here is to create an entire neighbourhood with a shopping centre, visitor attraction, hotel, dining and residences - 18Million square feet in total.

Hudson Yard Shopping Centre opened in March and now features 100+ retail stores, 30 restaurants and Manhattan’s 1st Neiman Marcus. Its signature frontage facing the Hudson River features the \$150Million dollar seven story climbable Vessel with 2,500 hundred steps and a view of New Jersey, and the Shed, a city owned Arts facility.



The development totals \$25Billion, including a \$2.4Billion subsidy from the city to extend the No. 7 subway line. As a shopping mall it features a fairly traditional roster of retailers and fast casual-to-high end restaurants, but generally the sum of all of these parts is greater than the whole.

Expected to draw close to 20Million visitors in 2019, with a mix of tourists and New York city residents, the bet here is that locals will adopt this new community destination, and corporations will join in. Amazon recently picked up 350,000 square feet of office space, and condo sales continue apace.



The next major milestone will be the Edge, the highest sky deck in the Western Hemisphere at 100 stories, opening March 2020.

Intersect by Lexus

At one hand bespoke coffee shop, on the second floor high-end restaurant featuring a rotating series of Michelin-starred chefs, Intersect is a full on brand experience. You have to look hard to find the connections to Lexus, but overall the connection between design and flawless performance makes this a masterclass for retailers looking



to elevate their experience brand game.

Amazon Go

While the rumours of 3,000 locations were overwrought, Amazon’s “shop it like you stole it” convenience stores are quickly multiplying in Manhattan since the launch of their 1st location in early 2019, with now eight locations, plus another 16 across the U.S. If you are a Prime member be sure and download the Amazon Go app before you “Go” to get the full experience. Interestingly, they now accept cash!



Starbucks Roastery

Opened in early 2019 this 23,000 square foot shrine to coffee lovers is one of only five like it in the world. It is a multi-level retail experience & stage featuring a roasting facility, licensed cocktail bar with an extensive merchandising assortment.



It all starts at the roasting ovens, where green coffee beans are lifted and roasted fresh. These beans are then transferred to the main bar through a series of clear tubes to where baristas serve them to locals and visitors alike, and other stations that bag the fresh beans into bags for sale on the floor.

Be sure and check out the top level licensed bar, which also affords a great look over the entire coffee landscape. One look at the extensive custom merchandise, the dedicated coffee stations selling freshly roasted coffee, and you know this is a special retail environment.

So special in fact that Starbucks offers 45minutes guided tours - from the star of the green bean roaster to the special select coffee beverages. So not only can visitors experience their daily coffee, they can have a complete museum- like tour.



Glossier

This category re-defining digital native retailer is creating a cult-like following with \$100Million plus in 2018 sales and adding 1 Million customers last year alone. In this 3,000 square foot flagship, one of their only two bricks and mortar



locations, they create a destination for brand fans with a unique retail experience, part Consumers Distributing, part Cannabis retail, all Glossier

Customers take pics (or describe) the products that they want to the pink-coverall clad Glossier



employees that are everywhere on the sales floor - engaging with customers and helping with transactions. The associates enter the orders on their iPads that fit conveniently in their massive back pocket, then the order is assembled for the customers for central pick up. No cash, no fuss, no friction!

Forty Five Ten

This Dallas based retailer set up an outpost on the fifth level of Hudson Yards bringing its unique bespoke vision and eclectic merchandising to a series of stores, collectively forming one vision

Stores are divided into four categories of clothing: Women’s Designer, Men’s Designer, Vintage, and a platform for emerging labels called 4510/SIX. What distinguishes each store format however is the stunning merchandising - the use of mirrors, fine lines and custom merchandising units is inspiring.



CAMP

This venture capital based “family experience store” has rotating themed activities. If the store is media, this toy store takes the concept to the next level.



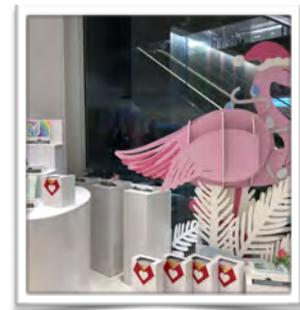
B8ta

Featured in our 2019 tour, B8ta continues to impress and is worth a visit. Well beyond their pop-up in the 34th street Macy’s store, with the same discovery and s hopping for new electronics products is here on a larger, dedicated canvas with their second largest location in the nation.



LovePop

This Boston start-up was a 2015 Shark Tank graduate and embodies the concept of pop-up in more ways than one. These greeting cards, designed by architects are themselves a stand-out in addition to the store format.



Chelsea Market

This vibrant testament to local food and retail was purchased by Alphabet (Google) in 2018 for \$2.4Billion. While itself not new, Chelsea Market's always changing mix of heritage, local and next



generation grocers, restaurants and retailers (e.g. Neighbourhood Goods) is more than worth a visit.

Moose Knuckles

This Montreal brands new NYC Soho flagship is a fabulous and relentlessly strong articulation of the brand statement, from the dynamic merchandising to the all-red VIP room in the basement - all delivered with fashion forward edge.



Showfields

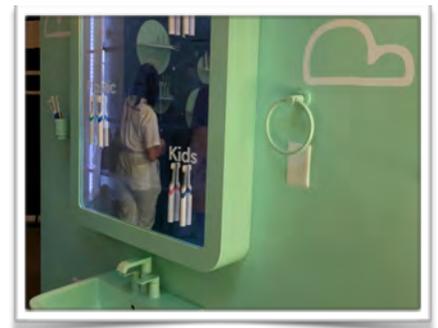
Certainly not lacking for ambition ("The Most Interesting Store in the World" sign out front would be a clue) Showfields is one vision of what the next generation department store might look like, or the future of shopping centres in a modern retail environment focussed on experiences integrated with product retail. It is a perfect bookmark from the beginning of our tour - from Nordstrom to Hudson Yards to this fascinating retail concept.

This multi-story stand alone building has been created to engage and inspire the customers "sense of discovery through revolving experiences with the brands and communities shaping out future". Like we said, ambition.



Each of the floors is a comprised of different brands with a common platform hosted by Showfields. Journey from floor-to-floor, room to room and meet the brand advocates, see the experiential platforms that Showfields has set up, and discover one future of retail tucked away here on the fringes of SoHo. .

In addition to the many direct-to-consumer brands that are featured, artists and creative talent can showcase their art at Showfields. It all ads up to a retail experience that is immersive and unique.



Special Feature: Exploring NYC Retail

New York offers much to see for the retailer looking for new and investing retail concepts to visit and experience - more than we can fit into our Sunday afternoon tour.

If you find yourself with a little more time on your hands, either during the Big Show or perhaps on a return visit to the Big Apple, here is a list of additional interesting retail locations you can experience on your own.

Featuring in our guide

*Apple 5th Avenue Flagship: 767 5th Ave, New York

*Nordstrom Local: 13 7th Avenue

*Puma Flagship Experience: 609 Fifth Avenue

*Intersect by Lexus: 412 West 14th Street

*Chelsea Market: 75 9th Avenue

*Hudson Yards: 20 Hudson Yards

*Glossier: 123 Lafayette St, New York

*Amazon Go: Locations including 300 Park Ave/30 Rockefeller Plaza, Concourse Level

*Moose Knuckles: 57 Greene Street

New & Noteworthy

*Matt & Nat: 242 Lafayette St, New York

*10 Corso Commo: 1 Fulton St., Lower Manhattan

*Taft: 135 Prince Street

