

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, Our **community**.. Our planet. 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** and **Environmentally-Aware**. It has 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**.

So, when we experience these great, **unique** and **memorable** moments, We lose ourselves... We forget.

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**