

March 2020

美容零售 - China

“实体店不再仅仅是售卖产品的场所，而且是为消费者创造体验的地方，其重点不仅仅在于以具有竞争力的价格出售产品，与线上渠道竞争，而且应转向打造具有记忆点的体验，提供专业建议，最重要的是为消费者设计接触新品的氛围，打造舒适的产品试用环境。”

快闪店 - China

“快闪店心系消费者对其的高度预期，致使其他零售业态采纳更多快闪元素，这种现在将在零售业更加普遍。消费者追求新鲜感以及与品牌的情感联系，这推动零售市场成为故事讲述者，而不仅仅是零售商。SKP-S的诞生充满酷炫、多元化的信息呈现。相对售卖商品来说，它追求与消费者进行深层联系。这种吸引眼球、动人心弦的风格注定会吸引志趣相投的消费者，打造独一无二的品牌形象。

— 施洋，研究分析师

February 2020

Beauty Retailing - China

“Bricks-and-mortar stores are no longer just a place to sell products but also a destination to create experiences for consumers, the focus should not only be selling products with price competition with online channels, but shift to create memorable experiences, to provide expert advice and the most importantly is to ...

Pop-up Stores - China

“With consumers' high expectations of pop-up stores in mind, pop-up stores will become more pervasive in the retail world by compelling other retail formats to have more pop-up elements. Consumers' pursuit of novelty and connecting with brands emotionally has pushed the retail market to become storytellers than mere capitalists. The ...