



International Distribution Institute

New ways for promoting sales within the DS and on-line

DISCUSSION PANEL

15 June 2019

Cernobbio, Italy

The Panel

CHAIR: Jeffrey Brimer, Alexius
Solutions LLC, Denver

Marta Freilino, Legal Counsel, la
Rinascente S.p.a., Milan

Sergey Medvedev, PhD, LLM,
Partner, Gorodissky & Partners,
Moscow

Barbara Vogel, Head of Legal, De
Bijenkorf, Amsterdam

OVERVIEW

- Part 1: In-Store and Retail Experience
- Part 2: On-line Experience



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PART 1: In-Store and Retail Experience



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PART 1: In-Store and Retail Experience

**Sergey Medvedev, PhD, LL.M., Partner,
Gorodissky & Partners, Moscow**

In-Store and Retail Experience

Popular Channels of trade:

- Multi-brand and mono-brand stores
- Malls and trade centers
- Outlets

In-Store and Retail Experience

Legal instruments:

- Supplies and sales/purchases
- Dealership and distribution
- Licensing and franchising

In-Store and Retail Experience

Main issues:

- Contractual scope and subject matter
- IP and product aspects
- Financial and tax aspects
- Supply and delivery issues
- Territory and term
- Non-disclosure and non-competition
- Choice of law and jurisdiction

Events

Barbara Vogel, Head of Legal
de Bijenkorf (part of Selfridges Group)

Dior Breakfast – Utrecht, Amstelveen & Den Haag

de Bijenkorf 

What

On Sunday 19th May de Bijenkorf invited the top Privilege Members to join an exclusive 'Dior Breakfast' event in de Bijenkorf Utrecht, Amstelveen or Den Haag.

The guests were welcomed with a glass of prosecco. Hereafter, they enjoyed a unique experience: a luxury breakfast located within the cosmetics department floor.

Upon having enjoyed breakfast, the guests were invited to Dior's beauty products counter.



On Sunday 6th of May de Bijenkorf The Hague opened her doors exclusively for Nick Bril; co-owner and head chef of two-Michelin star restaurant The Jane in Antwerp.

Nick Bril launched his book 33, which describes his past year being a chef, DJ and father. The book includes 33 fine dining recipes.

Privilege Members paid 90,- for the exclusive 5-course dinner, including wines which were selected by the sommelier from our Wine Boutique in de Bijenkorf The Hague.

85 Privilege Members attended the dinner (sold out immediately)

After the dinner Nick Bril signed copies of his book and limited editions were sold. Privilege Members could also buy the selection of wines which were made.

From May 1st we are serving a sandwich in cooperation with The Jane in our restaurants. (until 31st of July). Black Diamond Members were offered a free sandwich.

2 star Michelin star restaurant The Jane & de Bijenkorf

de Bijenkorf 



Waldorf Astoria x de Bijenkorf Amsterdam

What

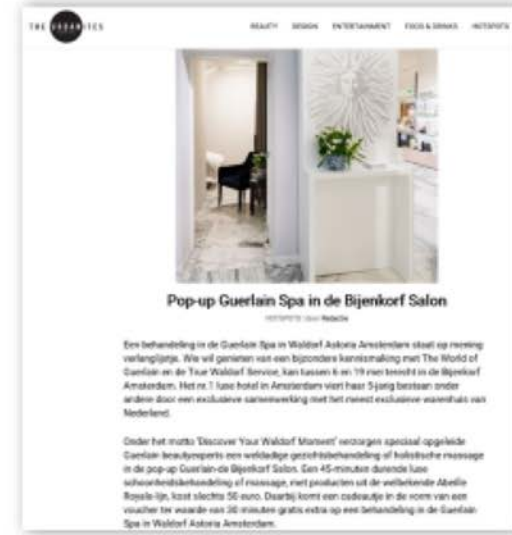
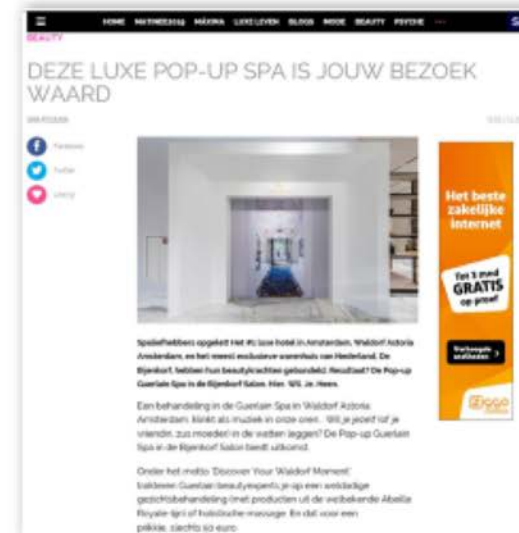
De Bijenkorf Amsterdam and Waldorf Astoria Amsterdam joined forces for a unique collaboration to celebrate Waldorf Astoria's 5 year anniversary.

Between the May 6th and 19th guests discovered an exclusive Guerlain facial or holistic massage by specially trained Guerlain beauty experts. The treatments were offered in a World of Guerlain pop-up in de Bijenkorf's Amsterdam treatment room. A 45 minute treatment for €50.

After the treatment, guests also received a touch-up at the Guerlain counter.

The collaboration received impressive media coverage, such as mentions in the Dutch Harper's Bazaar, Nouveau and Marie Claire.

NPS-score: 70





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HOLT RENFREW

MOTHER'S DAY CAMPAIGN - NATIONAL
MAY 8-12TH 2019



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FLOWER CARTS

For Mother's Day 2019 Campaign, the national animation carried out was "Flowers for Mom". A national gift with purchase on a spend in beauty over \$350 between May 8-12 at Bloor and May 10-12 at all other stores.

Met with much success in all doors, this campaign aimed to create a special gifting moment as well as a photo moment as each cart was set up to look like a flower market.

MOTHER'S DAY CAMPAIGN 2019



Bloor

HOLT RENFREW

MOTHER'S DAY CAMPAIGN 2019

FLOWER CARTS



Square One



Ogilvy



Yorkdale

HOLT RENFREW

SCENT GARDEN EXPERIENCE



For Mother's Day 2019 Campaign, the Bloor Street location engaged in a week long immersive animation named "The Scent Garden Experience". Between May 4-May 12, the scent garden space was home to animations and masterclasses as well as acting as our resident Holt Renfrew Mother's Day photo moment.

On Wednesday May 8, this space was home to a floral workshop and on Sunday May 12, home to a Mother's day portrait studio.

HOLT RENFREW

CUSTOMER ENGAGEMENT

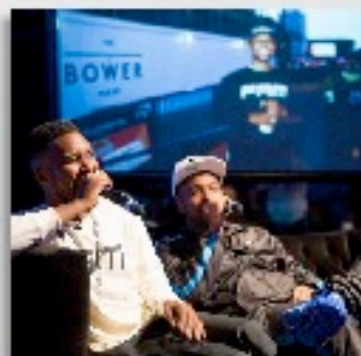
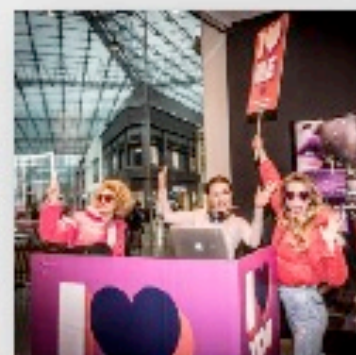


Holts Edit Trend Week SS19 Event Images





SELFRIDGES&CO



WE DRIVE
CUSTOMER
AWARENESS &
ENGAGEMENT
ACROSS

CALENDAR EVENTS

BRAND LAUNCHES

SALE

COLLABORATIONS

INFLUENCER MARKETING

PARTNERSHIPS



Launch of our new Designer Street Room in London

Creating a buzz around the 'first of its kind' space amongst the target audience

- via a Hypebeast partnership collaboration
- an instore launch party with key influencers
- and the opening of the skate bowl.





Style Secret to Body Confidence with Gok Wan

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- To celebrate body positivity amongst Women – we invited Gok Wan, the makeover maestro in-store to instil a sense of body confidence in women in Ireland with the ultimate lingerie and shapewear masterclasses – Style Secrets to Body Confidence.
- The event was a ticketed event, where x115 customers enjoyed delicious bites and gin cocktails before enjoying a live lingerie and shapewear masterclass!
- Each guest received a luxury goodie bag sponsored by key Lingerie pieces.

Results:

- x115 attendees
- 7.2k views IG story with 295 swipe-ups
- €12.1k, +16% PL in sales on the day across lingerie

ARNOTT'S





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Pop-up, storefronts and special events

Avv. Marta Freilino, Legal Counsel
la Rinascente S.p.a.



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Pop-up, storefronts and special events

Inside the stores brands may customize the following spaces to create a complete layout:

- Façade
- Colonnade
- Storefronts
- Entrances
- Floor plans
- Escalators
- Terrace

Storefronts

Style, design and creativity become the protagonists in the store fronts created by the best designers and signed by Rinascente and its brand partners

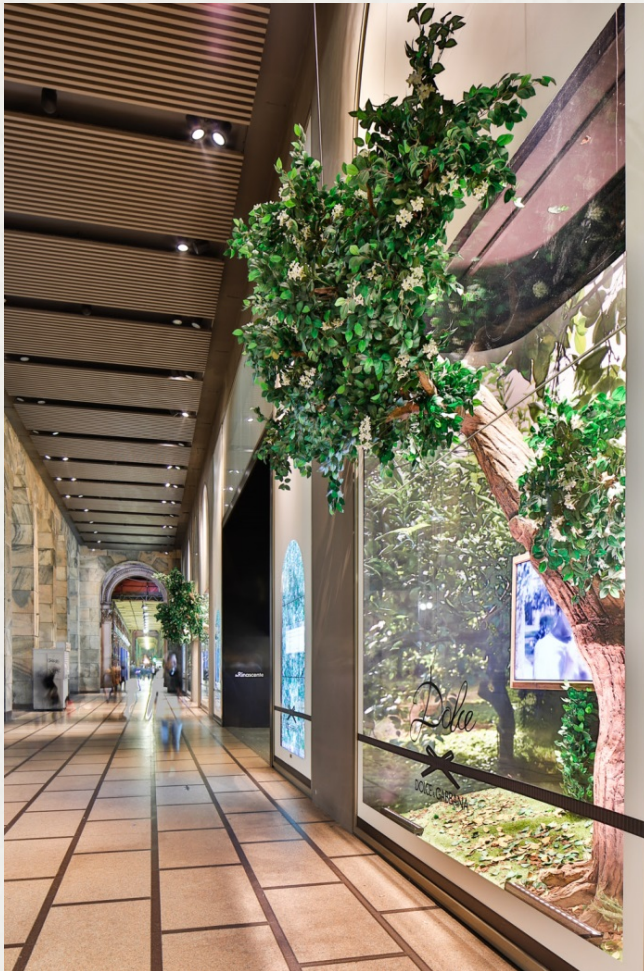
- Weekly cycles
- Mono-brand or multi-brand cycles with the same products category
- Personalized soundtrack
- Internal animation



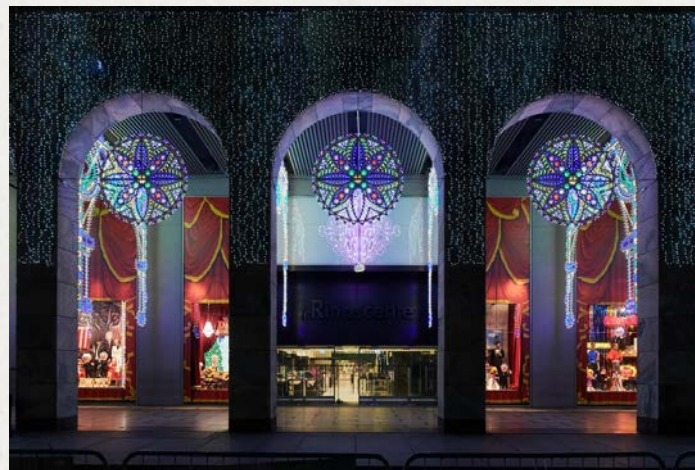
RINASCENTE



RINASCENTE



RINASCENTE



RINASCENTE

Pop up

Temporary spaces that brands can customize for:

- LAUNCH OF NEW PRODUCTS
- BEST SELLERS SHOW OFF
- PROMOTION OF EMERGING TALENTS

The customization of the space is in charge of the brand.
The project must be previously approved by Rinascente.

Legal framework

- **Short-term concession agreements**
 - *Use of a dedicated area*
 - *% fee on turnover*
 - *Sell of products upon Rinascente commercial license*
- **Supply of exhibit areas and accessory services**
 - *Use of a dedicated area*
 - *fixed fee*
 - *MKT and communication activity for promotion of goods*
- **Outpost**
 - *Use of a dedicated area for a short period*
 - *Supply of products own by*

POP UP WOMEN'S COLLECTIONS_ Fendi



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POP UP MEN'S COLLECTIONS _ Hogan



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POP UP Men's Collection Brooks Brothers



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Up Sunset Bar _ Dior Dolce Vita



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POP UP Food Hall_Tartuflanghe



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POP UP_Google



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TOP STORIES_Dolce & Gabbana



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Special events

The Store becomes set for:

- **fashion shows**
- **show cooking**
- **press conference**
- **media events**

Triumph show on the terrace



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Show-cooking on the terrace



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Press Day Dolce & Gabbana



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The Green Life _ by Lorenzo Guzzini



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Exhibition Area_The Green Life 2019



Exhibition Area_ Lounge Internazionali BNL d'Italia



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Up Sunset Bar _ Moët & Chandon Event



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ROMA VIA DEL TRITONE EXHIBITION AREA

Unique scenario for a Department Store

Archeological site in Rome with the **Acquedotto Vergine**, inaugurated by Emperor August on 19 b.C.



RINASCENTE

Mille Passi attraverso Roma

- 7 special events on the themes:
History, Art and Innovation
- In cooperation with the Superintendence for Cultural Heritage of Rome
- Speeches of professors and arts historians



THE STORE AS A DESTINATION

for shopping

but also for a total experience

**strictly connected with
the city**



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Part 2: On-line Experience



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PART 2: On-line Experience

Sergey Medvedev, PhD, LLM, Partner,
Gorodissky & Partners, Moscow

On-line Experience

- E-commerce and online sales
- Terms of use and users' agreements
- Websites and domain names
- Data protection and privacy
- 'Google' tax

Cookies

Barbara Vogel, Head of Legal
de Bijenkorf (part of Selfridges Group)

Cookies

- AB testing to improve website
- Saving basket between sessions
- Suggest relevant product
- Identify issues on website in order to improve online shopping experience
- Limit number of identical advertisements



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On Demand + WeChat social platform

Avv. Marta Freilino, Legal Counsel
la Rinascente S.p.a.



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RINASCENTE ON DEMAND

IT'S INNOVATIVE, EASY TO USE
AND EXTREMELY CONVENIENT.

IT'S THE INSTANT MESSAGING
SERVICE THAT FINDS YOUR FAVOURITE
PRODUCTS AND HAVE THEM
DELIVERED WHEREVER YOU WANT.

WHATSAPP **+393440081600**

EMAIL **ONDEMAND@RINASCENTE.IT**

ON DEMAND

INSTANT MESSAGING SERVICE
FOR A LUXURY SHOPPING EXPERIENCE



• **INSTANT MESSAGING SERVICE**

- E-mail, WhatsApp and WeChat
- 7/7 during opening hour of the Store
- lead time 1 hour
- all products available at Rinascente Milan
- same price, same promotions





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DOWNLOAD

Download WhatsApp
on your smartphone,
if you don't have it yet



ADD

Add our number
+393440081600
to your contacts



SNAP

Send a picture
of your product
with a description



CHAT





Define with our personal
shopper details about
payment and delivery



SHOP

Purchase the product and
have it delivered wherever
you like

A Personal Shopper will:

- find the **product** you wish in the store 
- confirm your choice through **photos** 
- help you to finalize the **purchase online** 
- **ship** it directly to your home or wherever in the world 

Legal Framework

- **Italian Consumer Code** - Legislative Decree no. 206 of 6 September 2005
- **Distance contracts**
- General sales terms – Right of withdrawal
- Privacy - Accept and proceed
- Link to the payments provider
- E-mail of confirmation



Rinascente OnDemand:
English, Russian, Chinese and Italian

WeChat Social Platform:
Chinese

Contacts

- **OnDemand:**

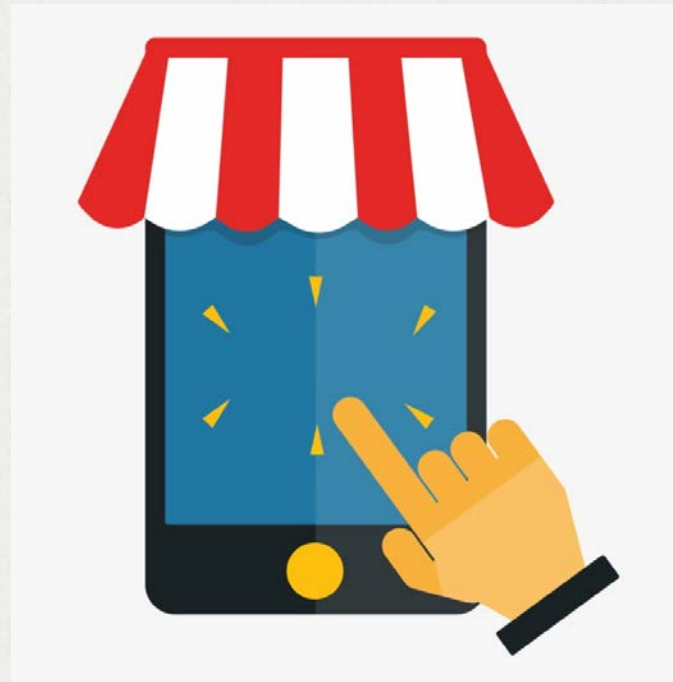
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<https://www.rinascente.it/rinascente/en/ondemand/>

- **WeChat:**

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Enjoy your shopping!





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Questions and Discussion



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Thank you for your attention and
participation!

Sergey, Barbara, Marta and Jeff