

BOXPARK

**THE FUTURE
OF RETAIL:
MULTICHANNEL
STORE**

ROGER WADE —CEO BOXPARK



BOXPARK SHOREDITCH

**NOT SOME RUN-OF-
THE-MALL SHOPPING
CENTRE. IT'S A LIVING,
FERTILE COMMUNITY
PACKED WITH TALENT,
INNOVATION AND
ATTITUDE THAT PUTS
CREATIVITY AND
FASHION BACK
WHERE THEY BELONG:
ON THE STREET.**



FRAE FROZEN YOGURT

try now
CHOCOLATE
FRAE
with hot winter toppings

BOX PARK



**HOME TO MORE THAN
FIFTY CAREFULLY
CHOSEN FASHION,
ARTS AND LIFESTYLE
BRANDS. BOXPARK IS
A RETAIL REVOLUTION
– THE WORLD'S FIRST
POP-UP MALL**



FASHION BRANDS

**ABUZE
AMNESTY SHOP
ART AGAINST
KNIVES
BOXFRESH
CALVIN KLEIN
DAVID MAYER
NAMAN
DC SHOES
DOCKERS
ETNIES
EVISU
FARAH VINTAGE
FIFTYFIVEDSL
GOLA
IRREGULAR
CHOICE
KANGOL
LACOSTE LIVE
LEVI'S
LUKE
MARIMEKKO**

**NEW ERA
NIKE+
NIKE iD
OAKLEY
ONE TRUE
SAXON
ONEPIECE
ORIGINAL
PENGUIN
PALLADIUM
PHAIDON
PLAYFUL
PROMISES
PUMA
ROUTE ONE
SMILEY
THE NORTH
FACE
URBANEARS
VANS
VOLCOM**

FOOD & DRINK BRANDS

**BUKOWSKI
CHOP'D
CRUSSH
CYBER CANDY
FOXCROFT
& GINGER
FRAE
FROZEN YOGURT
HOP-NAMO
MEXWAY
PIEMINISTER
THAI & LAO
STREET FOOD**

DEAD MAN WALKING



RETAIL IS ENTERTAINMENT



**VIDEO
KILLED THE...**



**ONLINE
VSTORE**

asos
discover fashion online

APPLE



NIKE ID BOXPARK



MULTICHANNEL



MULTICHANNEL WORLD



CUSTOMER TYPES

Unstructured data could be key to a retailer's growth
Unstructured data, p18

How companies can make the most of their existing data
Omni data, p18

Do loyalty cards give insight into customer behaviour?
Loyalty, p22

RetailWeek CUSTOMER INSIGHT OCTOBER 2011
In association with

eDigital Research  sas 



A SINGLE VIEW
How to link customer data across different shopping channels

NO STOCK



NO MONEY



INDECISIVE CUSTOMER



MOBILE PHONE

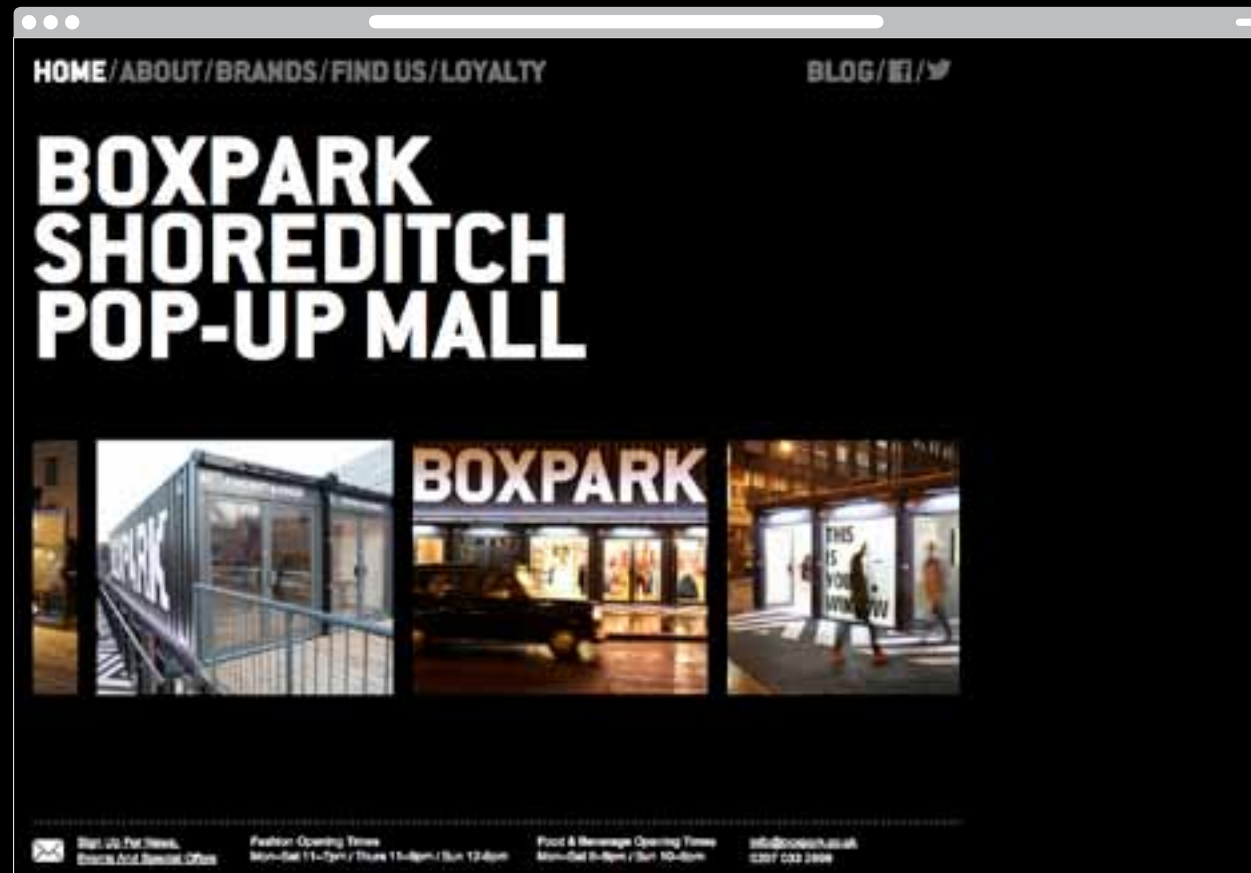


WIFI

**BOXPARK
SHOREDITCH
FREE WIFI**



FACEBOOK AND TWITTER



LOYALTY CARD

BOXPARK

**BOXPARK
SHOREDITCH
LOYALTY CARD**

TO ACTIVATE YOUR CARD
VISIT [BOXPARK.CO.UK/ACTIVATE](https://boxpark.co.uk/activate)



SUBJECT TO PARTICIPATING BRANDS TERMS & CONDITIONS
[INFO@BOXPARK.CO.UK](mailto:info@boxpark.co.uk) +44 (0)20 7033 2899



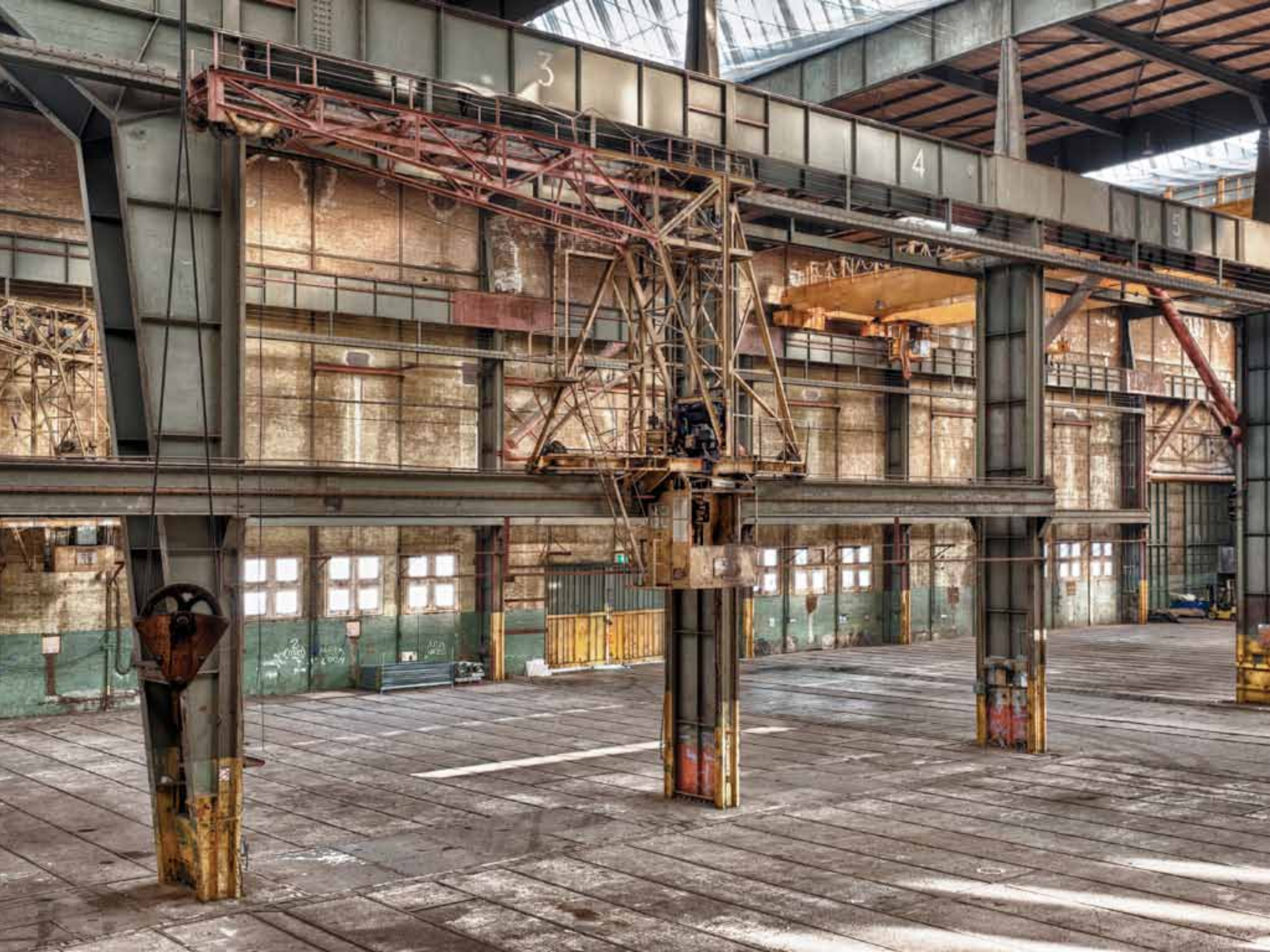
NDSM

**THE FORMER
NDSM SHIPYARD
IS A WORLD APART.
NDSM DISTINGUISHES
ITSELF FROM MANY
AREAS IN AMSTERDAM
AND EVEN IN THE REST
OF THE NETHERLANDS
BECAUSE OF ITS
HISTORIC CHARACTER,
LOCATION AND
CONCEPT.**

LASLOODS

**THE FORMER
WELDING HANGAR
IS OFTEN DESCRIBED
AS AN INDUSTRIAL
CATHEDRAL, DUE TO ITS
IMMENSE SKYLIGHTS
AND UNUSUAL DESIGN
DETAILS. THE LASLOODS
IS A TRUE EYE-CATCHER
AND FORMS AN
IMPORTANT PART OF
NDSM'S HISTORY.**



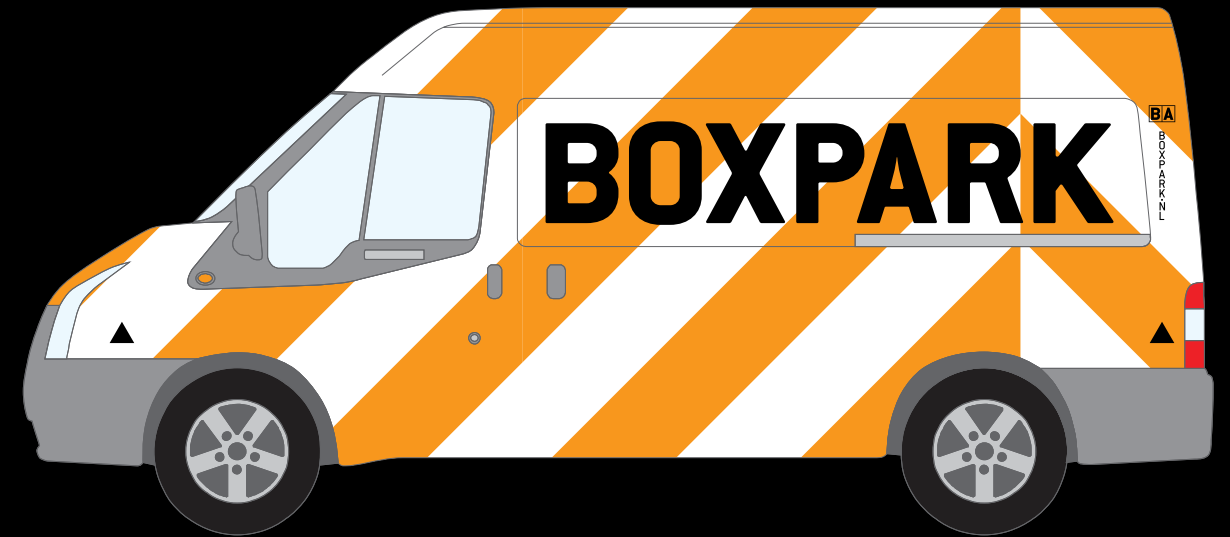




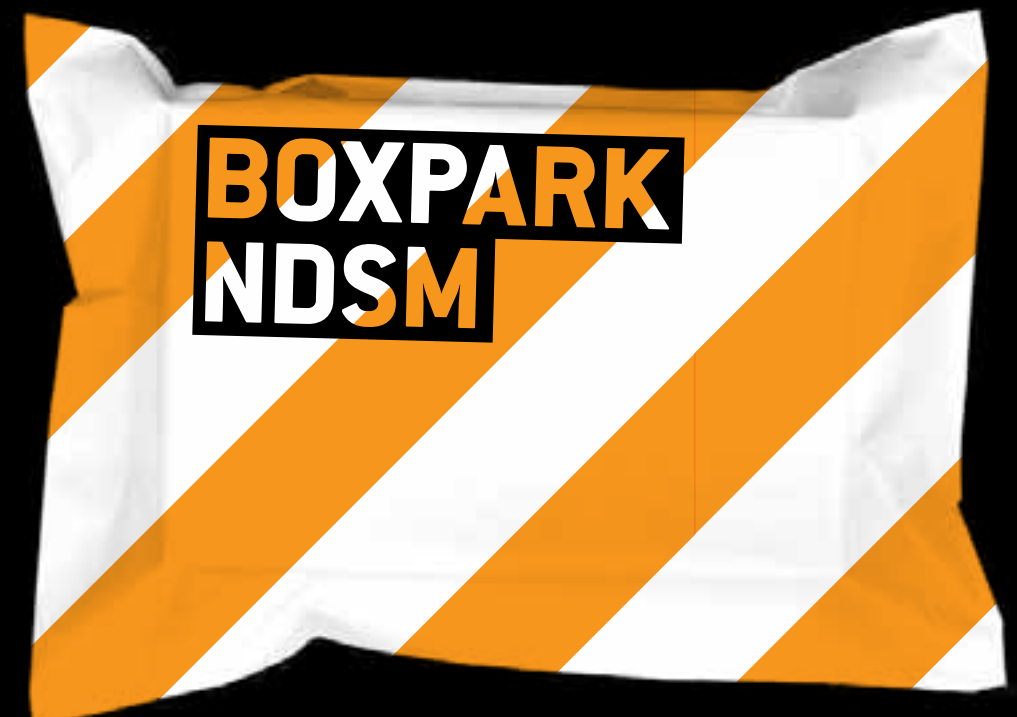
LAUNCH POSTER



DELIVERY VAN



PACKAGING



RETAIL MEETS ENTERTAINMENT

**SUMMER 2013,
BOXPARK WILL
BRING THE WORLD'S
FIRST POP-UP MALL
EXPERIENCE TO
AMSTERDAM.**

**BOXPARK NDSM
WANTS TO BECOME
KNOWN AS AN
EXPERIENCE BRAND.
A DESTINATION
WHERE RETAIL AND
ENTERTAINMENT
COMBINE.**



EVENTS SPACE
POTENTIAL USERS

**BOXPARK NDSM
WILL BE A CREATIVE
PLATFORM FEATURING
DJ'S, LIVE MUSIC,
PERFORMING ARTS,
ACTION SPORTS,
FILMS AND DANCE**





EMAIL

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WEBSITE

BOXPARK.CO.UK

CÓRIO

DESIGN

making worlds