

## \\ Background

**The Retail Futures Challenge student competition** has become an established and popular part of the World Retail Congress.

Now in its 5th year, the Retail Futures Challenge seeks to promote the future talents and to bring the students' fresh thinking and new ideas on retail into the Congress itself.

## \\The Challenge

The 2013 World Retail Congress will take place in Paris on October 7-9<sup>th</sup>. The brief of the final **Retail Futures Challenge** will not be presented to the students until all the teams will arrive in Paris. They will then have just over two days to complete the task and present to the judges.

**We have to build up a team of 4 students (BA, MA, Master) to go to Paris and win the international competition!**

## \\ Selection of participants & deadlines

**The selection will be in 3 different stages;** the selected students in stage 3 will be ready to go to Paris

### Stage1|

15<sup>th</sup> July 2013

send us at info@labomint

\_your personal data (format attached)

\_your best design project (better if on retail but not necessary!)

.....  
SELECTION to Stage2  
.....

### Stage2|

date & place to be confirmed with selected students (maybe skype?)

depending on Stage 1, it could be interesting to meet you, physically or virtually; we'll contact you to decide where and when

.....  
SELECTION to Stage3  
.....

### Stage3|

2<sup>nd</sup> September 2013

each student selected in Stage 2 should deliver a proposal for the challenge that is

**“select a store-based retail concept (selling direct to consumers) that is currently trading in their college's home City. This concept should be selected by them because they believe it to be strong, possessing a good competitive edge, is not currently operating internationally and that it has long term potential“**

among the delivered challenge the selected team will decide which one (or combination) bring to Paris to enter the final challenge

### **\\deliver**

- \*up to 8 single A4 images (horizontal, 300 dpi, jpeg or pdf) representing what detailed hereunder (these images can be drawings, collages, diagrams, texts, a mix of different techniques or any other form that you judge as appropriate)
- \*a description of the store based in milano you proposed to match the criteria above
- \*an explanation on why it's a strong candidate for expansion into another country and why could be a long term growth potential in this omnichannel world.
- \*a thinking about how the retailer developing can be more relevant and appealing to its target customers over the next 5 years
- \*a thinking about how it will enhance its physical space by embracing the rapidly emerging requirements of today's consumer.

.....  
**SELECTED! WE HAVE *RETAIL FUTURES CHALLENGE* TEAM!**  
.....

## **\\ Let's get prepared**

Once selected, the team will between them and with guidance from their tutors agree on which retail concept to focus on and to use the time before travelling to Paris to familiarise themselves with the business and to think about how they see the retailer developing to make it even more relevant and appealing to its target customers over the next 5 years.

They should think in particular about how it will enhance its physical space by embracing the rapidly emerging requirements of today's consumer.

## **\\ Let's go & win | 5-9 October, Paris**

All teams will be required to arrive in Paris in time for the start of the competition on October 6th. The teams will assemble in Paris and there will all be given a full briefing on stage two and the Challenge which they will have until the morning of October 8th to complete and then present.

The emphasis for 2013 is therefore to give all teams an equal chance, a clear briefing and a set of tools, materials and expert support to help them complete the mystery task.

This task will encourage them to spend time travelling around Paris, to use their initiative, creativity and resourcefulness in order to prepare their response and then produce a compelling presentation to give to the judges and audience.

Each team will be assigned an experienced retailer as mentor together with support from the teaching staff member accompanying them. They will also have the support of French-speakers to help and guide them around Paris should they require it.

The teams will use the time in Paris to develop their ideas, research them and validate before preparing a presentation on their response to the Challenge in readiness for the final session taking place on the last morning, October 8th.


The panel of judges and Congress delegates will then vote for the team they feel presents the best ideas and proposition. The winning team will be announced at the gala dinner on the evening of October 8th in front of all the congress participants, a great opportunity to make professionals connections.

## **\\ Terms and Conditions**

The selected team will be host by Retail Futures Challenge in Paris and the airplane tiket and hotel will be paid.

<http://www.worldretailcongress.com/>

<http://laboworks.org/>

 laboworks on facebook

**POLITECNICO DI MILANO**



**SCUOLA DEL DESIGN**





