

*Science of
Shopping
In a PostPan
World*



Rethinking Distribution

Available speaker notes for each slide can be seen by clicking [here](#). If there is no comment box, there are no notes for that slide.



Emotional Realities

Liquor store sign in the Bronx 🤔🤔🤔
I miss NYC..



Our Relationship to Consumption has Changed



Remember this?

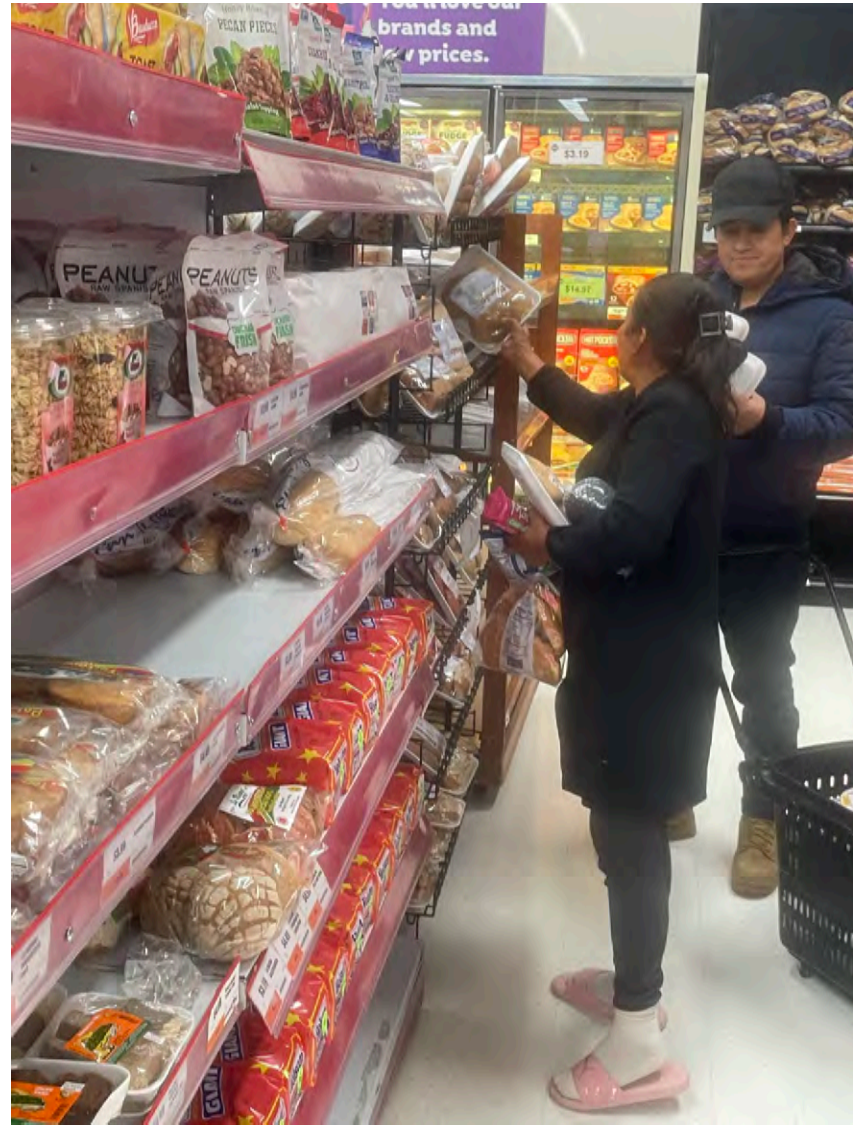


Retail Gravity



The Biological Constants

- **90% of us are right handed**
- **Misjudging the speed of movement**
- **People are getting larger but not slower**
- **The window of opportunity**
- **Text vs. Visuals**
- **Who is shopping for what?**



Rethinking Epicenters



Working From Home



Shopping Everywhere



The Impact of New Money



Getting Beyond Peaches and Cream





Technologically Empowered



Tech and the Service Model



Camera Play – Selfie Marketing



Selfie Spots



A Social Networked World



No Separation Between Real/Digital Worlds



Female Friendly Store



The Outfit, Not the Item



Theming the Corridors



Getting the Details Right



New/Old Rules



Owning A Color



Generational Priorities



Creativity and Light



Owning An Image



Educating to Sell



aerie
FAVORITES UNDIE GUIDE
 TOTAL CHEEK OR JUST A PEEK. OUR 7 FITS HAVE YOUR BODY COVERED.

THONG **MINI CHEEKY** **CHEEKY** **BIKINI**

MINI BOYBRIEF **BOYBRIEF** **BOYSHORT**

aerie
INTERNATIONAL BRA SIZE CHART

US	UK/INDIA	AUSTRALIA	FRANCE	GERMANY	JAPAN	HONG KONG	KOREA	MEXICO
32A	27A	10AA	95A	70A	AA70	70A	70A	27A
32B	27B	10A	95B	70B	AT0	70B	70B	27B
32C	27C	10B	95C	70C	AT0	70C	70C	27C
32D	27D	10C	95D	70D	CT0	70D	70D	27D
32E	27E	10D	95E	70E	CT0	70E	70E	27E
32F	27F	10E	95F	70F	CT0	70F	70F	27F
32G	27G	10F	95G	70G	CT0	70G	70G	27G
32H	27H	10G	95H	70H	CT0	70H	70H	27H
32I	27I	10H	95I	70I	CT0	70I	70I	27I
32J	27J	10I	95J	70J	CT0	70J	70J	27J
32K	27K	10J	95K	70K	CT0	70K	70K	27K
32L	27L	10K	95L	70L	CT0	70L	70L	27L
32M	27M	10L	95M	70M	CT0	70M	70M	27M
32N	27N	10M	95N	70N	CT0	70N	70N	27N
32O	27O	10N	95O	70O	CT0	70O	70O	27O
32P	27P	10O	95P	70P	CT0	70P	70P	27P
32Q	27Q	10P	95Q	70Q	CT0	70Q	70Q	27Q
32R	27R	10Q	95R	70R	CT0	70R	70R	27R
32S	27S	10R	95S	70S	CT0	70S	70S	27S
32T	27T	10S	95T	70T	CT0	70T	70T	27T
32U	27U	10T	95U	70U	CT0	70U	70U	27U
32V	27V	10U	95V	70V	CT0	70V	70V	27V
32W	27W	10V	95W	70W	CT0	70W	70W	27W
32X	27X	10W	95X	70X	CT0	70X	70X	27X
32Y	27Y	10X	95Y	70Y	CT0	70Y	70Y	27Y
32Z	27Z	10Y	95Z	70Z	CT0	70Z	70Z	27Z

Managing Trends



Chamber Maid Design



Rethinking The Labor Model, Market by Market



Female Friendly Bank



Seoul, a Frontier of Beauty



Where Does My Identity Go?



Going to the Frontier



Portable Showrooms



The Store Comes to Us...



Mall Agriculture



The advertisement features a central cartoon illustration of a man with a large belly standing on a scale. A speech bubble above him says "おなかさわってみて" (Try feeling your stomach). To the right, a large yellow sign asks "体脂肪、蓄積されていませんか?" (Is your body fat accumulating?). The main text on the sign reads "脂肪過多症に効く!!" (Effective for hyperlipidemia!!). The product name "へんせき 扁鵲" (Hensu) is prominently displayed, along with the manufacturer "大鵬薬品" (Taikou Yakuhin). The background shows a pharmacy aisle with shelves of products.

おなかさわってみて

体脂肪、蓄積されていませんか?

脂肪過多症に効く!!

へんせき 扁鵲
第2類医薬品
大鵬薬品

脂肪過多症

空箱 11種類の生薬が、脂肪過多症に効く

この空箱を 医薬品カウンターにお持ち下さい

空箱 11種類の生薬が、脂肪過多症に効く

Good Tag Line



My List

- **Greener Home:** How do we deal with trash and organic waste?
- **We need to get healthier:** Can We Help?
- **Running our Homes more efficiently:** Power, water, attention
- **Saving Time:** To spend with our Families and Friends
- **Teaching us Home Economics**
- **Cooking Faster and Better:** The digital pressure cooker
- **Recognizing New Rooms:** The media/study room. Laundries
- **Emerging World Low-Tech solutions:** Wind / solar cookers and washers
- **Conceiving of the BRIC home:** Across different classes
- **In order to sell we often have to teach:** What is our message?

For a PDF, please email:
paco@envirosell.com

ENVIROSELL

ALIŞVERİŞ BİLİMİ
PACO UNDERHILL

MÜSTERİ NEDEN,
NASIL,
NE ZAMAN,
NEYİ SATIN ALIYOR

SOYSAL

THE NATIONAL BESTSELLER

WHY WE BUY

The Science of Shopping

UPDATED AND REVISED
FOR THE INTERNET, THE GLOBAL
CONSUMER AND BEYOND

PACO
UNDERHILL

Paco
UNDERHILL
SHOPPING MANIA

perché compriamo

Bestseller
internazionale
pubblicato
in 30 Paesi



& Kupfer Editori

Paco Underhill

MIKS
ME
OSTAME



De magie
van het
winkelen



WAT VERKOOPT
WEL, WAT NIET?

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