

# Convergence

Trend Report for Little Diversified Architectural Consulting

02.22.22



Restaurant Shops



In-Mall Support



Reflective Display



Car-Free Retail

LITTLE  
DIVERSIFIED ARCHITECTURAL CONSULTING

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**Prepared by:**

Mary

**Delivered on:** 2/22/22

**Briefing:** This report explores examples from architecture that represent the Pattern of Opportunity, Convergence in retail and beyond.

**Takeaway:** With the ease of online shopping and the fact that it's become the primary form of consumption for many consumers, people require more incentive to shop in stores. Being able to see and test products is still a main motivation for customers to shop in-stores, and creative displays help elevate those experiences. Other potential pathways to success include offering heightened convenience or service.

## Top Insights



### **Restaurant Shops** *Restaurant-store hybrids merge dining and retail industries*

**Trend** - While it's not uncommon for retail stores to contain restaurants, the reverse—dining establishments that also operate as stores—are becoming more popular. These intimate spaces create more modern versions of the one-stop experiences that large retailers have made so popular. **Insight** - With the ongoing pandemic changing how people shop and engage with brands, and the growing popularity of e-commerce, consumers now need more to be drawn to in-person shopping experiences. Factors like convenience and enhanced experience, often associated with online shopping, now need to be replicated in brick and mortar spaces in order for consumers to prioritize going.



### **In-Mall Support** *Brands are making it easier to support businesses located in shopping centers*

**Trend** - The closure of in-store browsing and shopping in several regions due to COVID-19 has prompted shopper centers to create simplified solutions to help consumers shop locally. These include in-mall restaurant ordering platforms and mall-specific curbside apps. **Insight** - The COVID-19 pandemic has dramatically reshaped the economy, with many businesses struggling to survive amid in-person shopping restrictions. Consumers are well aware of this fact, with social media movements urging consumers to shop and dine locally—from local designers and businesses to national brands big and small—to help boost the economy. These consumers are looking to avoid the giant, multi-national retailers and recognize the need to support the businesses in their area.



### **Reflective Display** *Connected mirrors help retailers personalize the shopping journey*

**Trend** - As brick and mortar stores compete with e-commerce, businesses are taking cues from the virtual world with tech-enhanced shopping experiences. This now includes connected mirrors being displayed in-store that allow customers to personalize their shopping journey. **Insight** - For the average consumer, the benefits of shopping online include the variety of choices, ability to personalize, and convenience. The ease with which they can now purchase and have customized shopping journeys online has made many consumers less likely to shop in-store. Retailers are having to adapt their brick and mortar experiences to these modern ways of shopping in order to compete.



### **Car-Free Retail** *Retail companies and developers are putting the onus on a car-free future*

**Trend** - Temporary pedestrian-friendly spaces have been popular in North America. Recently, the car-free future is being established permanently through the development of specialized neighborhoods or retail stores that specifically accommodate only cyclists, commuters, and pedestrians. **Insight** - Contemporary consumers—especially Millennials and Gen Z—are aware of the growing consequences of climate change and feel a sense of duty in doing their part for the planet. As a result, many are opting-in for eco-friendly choices in their day-to-day in order to decrease their carbon footprint and lower pollution. This is motivated not only by an individual need for peace of mind but also a desire for an increased standard of living in urban communities.

# Getting the Most out of Your Custom Report

**Purpose:** Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

# Consumer Insights

## Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

# Restaurant Shops

## Restaurant-store hybrids merge dining and retail industries

**Trend** - While it's not uncommon for retail stores to contain restaurants, the reverse--dining establishments that also operate as stores--are becoming more popular. These intimate spaces create more modern versions of the one-stop experiences that large retailers have made so popular.

**Insight** - With the ongoing pandemic changing how people shop and engage with brands, and the growing popularity of of ecommerce, consumers now need more to be drawn to in-person shopping experiences. Factors like convenience and enhanced experience, often associated with online shopping, now need to be replicated in brick and mortar spaces in order for consumers to prioritize going.



### Hybridized Shop-and-Dine Spaces

Farrells Overhauled a Mesmerizing 19th Century Building in London



### Hybrid Retail Cafes

Greggs Opens its Tasty by Greggs Cafe Concept in Primark's Flagship Location



### Boutique Flagship Restaurants

Breitling Unveiled its Tasty Shop with a Cafe and Restaurant



### Allergy-Friendly Hybrid Grocers

The Rundle General Store Offers Curated Produce and a Cafe Space

7.7  
Score

Popularity



Activity



Freshness



Hybridization

Experience

4 Featured, 30 Examples

★ Advisor Pick

35,474 Total Clicks

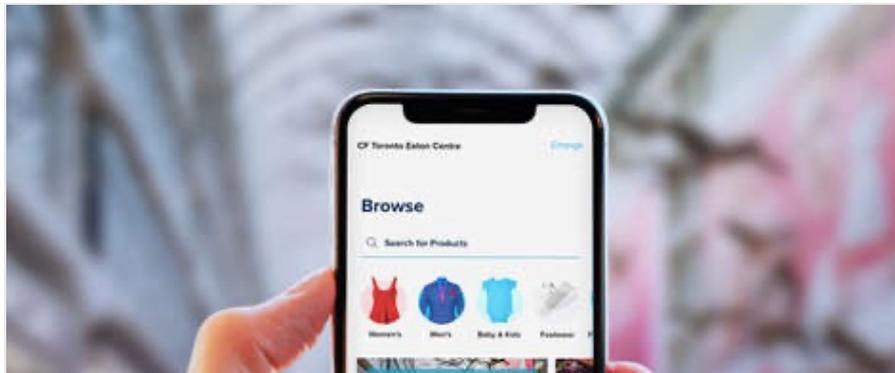
URL: [Hunt.to/471830](https://Hunt.to/471830)

# In-Mall Support

Brands are making it easier to support businesses located in shopping centers

**Trend** - The closure of in-store browsing and shopping in several regions due to COVID-19 has prompted shopper centers to create simplified solutions to help consumers shop locally. These include in-mall restaurant ordering platforms and mall-specific curbside apps.

**Insight** - The COVID-19 pandemic has dramatically reshaped the economy, with many businesses struggling to survive amid in-person shopping restrictions. Consumers are well aware of this fact, with social media movements urging consumers to shop and dine locally—from local designers and businesses to national brands big and small—to help boost the economy. These consumers are looking to avoid the giant, multi-national retailers and recognize the need to support the businesses in their area.



## Branded Business-Supporting Shopping Apps

Cadillac Fairview Debuted the LIVE by CF Shopping App



## In-Mall Restaurant Ordering Platforms

Square One Food District Partners with EasyPeasy Marketplace



## Curated Back-to-School Shopping Programs

PREIT's Small Surprises Features Stylist-Picked Goods



## Branded Line-Reducing Mall Apps

The CF Guest List Beta Reduces Line Waits for Efficiency & Safety

**4.2**  
Score



- Curation
- Simplicity

4 Featured, 36 Examples

47,331 Total Clicks

URL: [Hunt.to/442023](https://Hunt.to/442023)

★ Advisor Pick

# Reflective Display

Connected mirrors help retailers personalize the shopping journey

**Trend** - As brick and mortar stores compete with ecommerce, businesses are taking cues from the virtual world with tech-enhanced shopping experiences. This now includes connected mirrors being displayed in-store that allow customers to personalize their shopping journey.

**Insight** - For the average consumer, the benefits of shopping online include the variety of choices, ability to personalize, and convenience. The ease with which they can now purchase and have customized shopping journeys online has made many consumers less likely to shop in-store. Retailers are having to adapt their brick and mortar experiences to these modern ways of shopping in order to compete.



## In-Store Home Gyms

Lululemon Installed an Interactive Home Gym Mirror in 40 Canadian Stores



## Phygital Fashion Shops

Afterpay & AFC Made an Experiential Retail Space for Four Emerging Brands



## AR Beauty Mirrors

Amorepacific's In-Store Mirror Limits Consumer Interaction with Staff



## Interactive Smart Mirrors

The FirstLook Smart Mirror Converges Digital & Physical Experiences

9.0 Score



- Hybridization
- Experience
- Artificial Intelligence

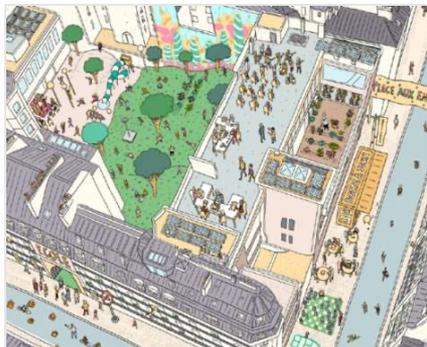
4 Featured, 36 Examples  
79,636 Total Clicks  
URL: [Hunt.to/471920](https://hunt.to/471920)

# Car-Free Retail

Retail companies and developers are putting the onus on a car-free future

**Trend** - Temporary pedestrian-friendly spaces have been popular in North America. Recently, the car-free future is being established permanently through the development of specialized neighborhoods or retail stores that specifically accommodate only cyclists, commuters, and pedestrians.

**Insight** - Contemporary consumers—especially Millennials and Gen Z—are aware of the growing consequences of climate change and feel a sense of duty in doing their part for the planet. As a result, many are opting-in for eco-friendly choices in their day-to-day in order to decrease their carbon footprint and lower pollution. This is motivated not only by an individual need for peace of mind but also a desire for an increased standard of living in urban communities.



## 15-Minute City Concepts

Paris' Mayor Anne Hidalgo Envisions a Post-Car City



## Car-Free Furniture Stores

This New IKEA Store Accommodates Pedestrians, Cyclists & Commuters



## Car-Free Neighborhoods

Culdesac Tempe is Paving the Way to an Eco-Friendly Future



## Zero-Carbon Neighborhoods

Arney Fender Katsalidis Designed an Eco-Conscious Neighborhood in Rome

7.4  
Score

Popularity



Activity



Freshness



Simplicity

Naturality

Catalyzation

4 Featured, 44 Examples

137,808 Total Clicks

URL: [Hunt.to/441318](https://hunt.to/441318)

# Appendix

## Get More From Your Experience

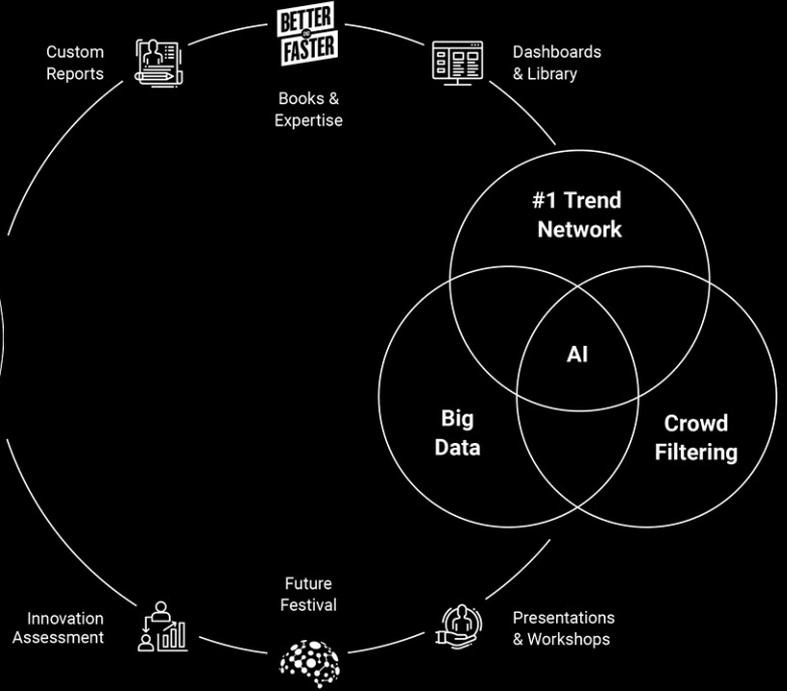
Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

# Your Contacts & Additional Services



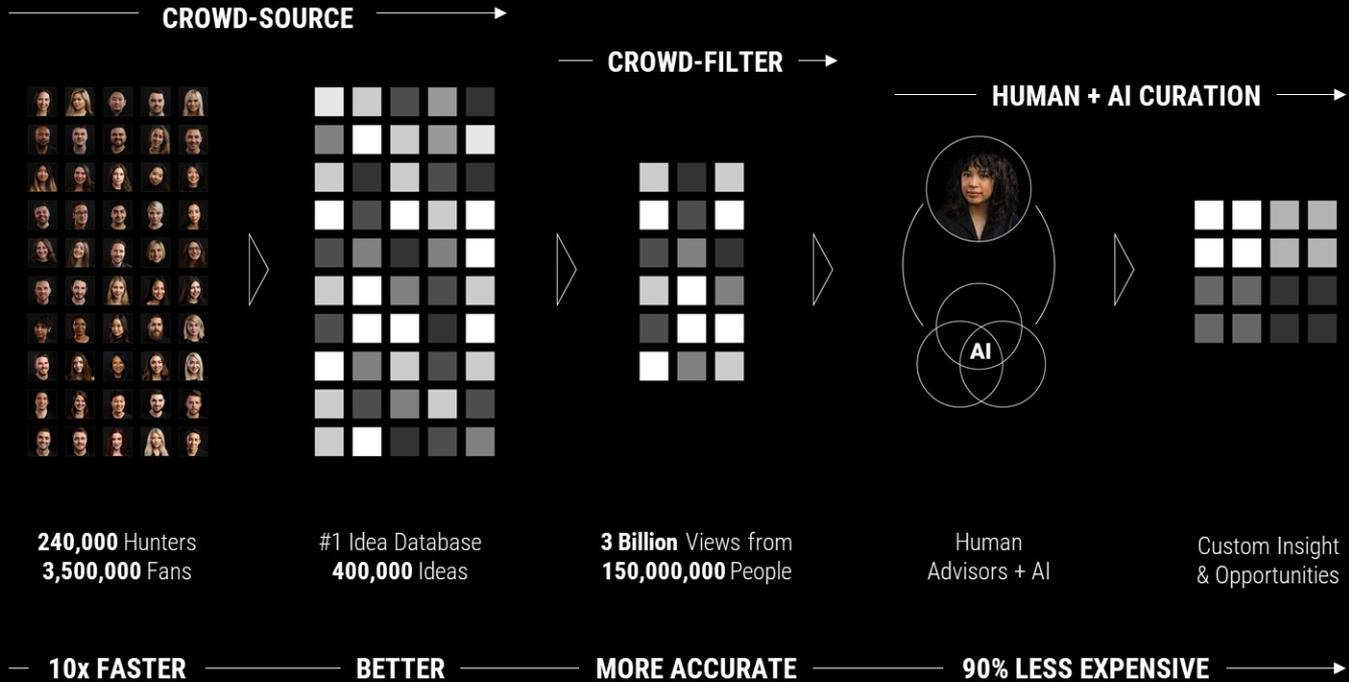
**YOUR DEDICATED  
ADVISOR**

**Mary Van Puymbroeck**  
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



# Megatrend Matrix

 <p><b>Acceleration</b></p> <ol style="list-style-type: none"> <li>1. Perfecting One Thing</li> <li>2. Aspirational Icon</li> <li>3. Exaggerated Feature</li> <li>4. Reimagined Solution</li> </ol>	 <p><b>Prosumerism</b></p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p><b>Cyclicity</b></p> <ol style="list-style-type: none"> <li>1. Retro+ Nostalgia</li> <li>2. Generational</li> <li>3. Economic + Seasonal</li> <li>4. Repetitive Cycles</li> </ol>	 <p><b>Nostalgia</b></p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p><b>Catalyzation</b></p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p><b>AI</b></p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p><b>Naturalty</b></p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b></p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p><b>Reduction</b></p> <ol style="list-style-type: none"> <li>1. Specialization</li> <li>2. Fewer Layers + Efficiency</li> <li>3. Crowdsourcing</li> <li>4. Subscription</li> </ol>	 <p><b>Instant Entrepreneurship</b></p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p><b>Redirection</b></p> <ol style="list-style-type: none"> <li>1. Refocusing</li> <li>2. Reversing</li> <li>3. Surprising</li> <li>4. Gamifying</li> </ol>	 <p><b>Tribalism</b></p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p><b>Curation</b></p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b></p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b></p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p><b>Experience</b></p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p><b>Convergence</b></p> <ol style="list-style-type: none"> <li>1. Combining + Layering</li> <li>2. Adding Value</li> <li>3. Co-Branding + Aligning</li> <li>4. Physical + Digital</li> </ol>	 <p><b>Multisensation</b></p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p><b>Divergence</b></p> <ol style="list-style-type: none"> <li>1. Personalization, Customization</li> <li>2. Status + Belonging</li> <li>3. Style + Fashionizing</li> <li>4. Generational Rebellion</li> </ol>	 <p><b>Authenticity</b></p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b></p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b></p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b></p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p><b>Many-to-Many</b></p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

### Retro Electric

Manufacturers are updating vintage vehicles to have electric capabilities.

**Score:** 8.8

**Activity:** [Progress bar]

**Freshness:** [Progress bar]

**Popularity:** [Progress bar]

### Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

### Expedition Camper Vehicles

The Expedition Camper (EC) has a dual-pane Carbon Fiber Body.

**Score:** 9.2

**Activity:** [Progress bar]

**Freshness:** [Progress bar]

**Popularity:** [Progress bar]

### Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

### Top Lists

Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and potential new opportunities on this topic, well as featured in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at the TrendHunter.com (keyword) page.

**Top 100 Travel Trends in 2019**

**Top 100 Food Trends in December**

**Top 30 Pet Innovations**

### Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

## 8.8 Score

**Popularity:** [Progress bar]

**Activity:** [Progress bar]

**Freshness:** [Progress bar]

### Demographics:

The target audience. This value is determined by the researcher, not by site statistics.

### Freshness:

The relative newness of an article.

### Activity:

The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

### Popularity:

Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

### Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

## How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

**Retro Electric**  
Manufacturers are updating vintage vehicles to have electric capabilities.

**Retro Hybrid Electric Watercrafts**  
The Lake Arrowhead Boat Club is looking for new ways to attract visitors.

**Custom Storage Electric Cars**  
Storage Units, Lockers and High Prices are SOO for the Car Enthusiast.

**Multi-functional Electric Scooter Bikes**  
The "Classic" Look from Custom Storage is a Game-changer for Scooter.

**Retro Car-inspired eBikes**  
The Classic Look from Custom Storage is a Game-changer for Scooter.

**Electrically Refurbished Classic Cars**  
Classic Cars are being updated with modern technology.

8.8 Score

### Trend:

This section identifies a new opportunity in a given industry.

### Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

### Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

### Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

### Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

### Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

**Installation Temp**  
Architecture takes on innovative methods of retaining or changing temperatures.

**How could your brand lessen its environmental impact?**

Overlooked Opportunity 86: Workshop Question

**All-in-One Litter Boxes**  
The Turb & Paw-Cool Litter Box Combines Cleaning and Mats.

The Turb & Paw-Cool Litter Box is a game-changer for pet owners and pet care professionals. It's designed to help reduce the number of litter box cleanings, which is a major pain point for pet owners. The Turb & Paw-Cool Litter Box is a game-changer for pet owners and pet care professionals. It's designed to help reduce the number of litter box cleanings, which is a major pain point for pet owners.

9.2 Score

## Want More?

Gain access to additional Consumer Insights  
and Custom Research by contacting your  
advisor or **[TrendReports@TrendHunter.com](mailto:TrendReports@TrendHunter.com)**

