

FUTURE PROOF

Explore ideas that will shape the brands of the future

New Cultural

Horizons

Content

Part 1

Setting the scene

Part 2

The three principles

**“Is your brand caught
in a sea of sameness?”**

Youth are breaking out and on the hunt for unconventionality. They’re fervently pursuing the unexpected – and asking us to find a little courage and do the same.”

Amy Davies - VP of Strategy & Creative, Virtue

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Our once predictable world has

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into something wild and unexpected.

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Where we used to cling to the familiar, now we're chasing **bold, uncharted ideas.**

Driven by this, brands are ripping up the playbook:

breaking


apart

their own histories and inviting audiences to remix and rebuild. This is the age of co-creation, where identity is fluid, and community

**is
built
through
collaboration.**

Principles of New Cultural Horizons

 Heritage
Recrafted

 Curator
Mode

 The Third
Space

Heritage Recrafted

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“As luxury consumers seek deeper knowledge of design archives and historic craftsmanship, the role of physical retail is now one of

personifying brands’

past

and present DNA.”

Brands are **reclaiming their legacies and strengthening the core principles of the brand to reaffirm their cultural resonance.**

By re-contextualising nostalgic narratives, retail experiences become immersive spaces celebrating the wider context of the brand's heritage.

Stores become the spaces where customers can **discover surprising, yet authentic stories behind the brands they follow.**



Crafted World by Loewe is an exhibition charting the history of the brand, highlighting its long tradition of craftsmanship.

The exhibition unfolds through a **sequence of thematic spaces, inspired by the brands' extensive archives** as well as recent runway collections. The most notable feature? A tunnel inspired by the unusual pronunciation of the brand name "LO-WEH-VAY".





Embrace the unexpected—redefine your brand by challenging the norms that once shaped it.

“We’re not afraid to do things that are left field.”

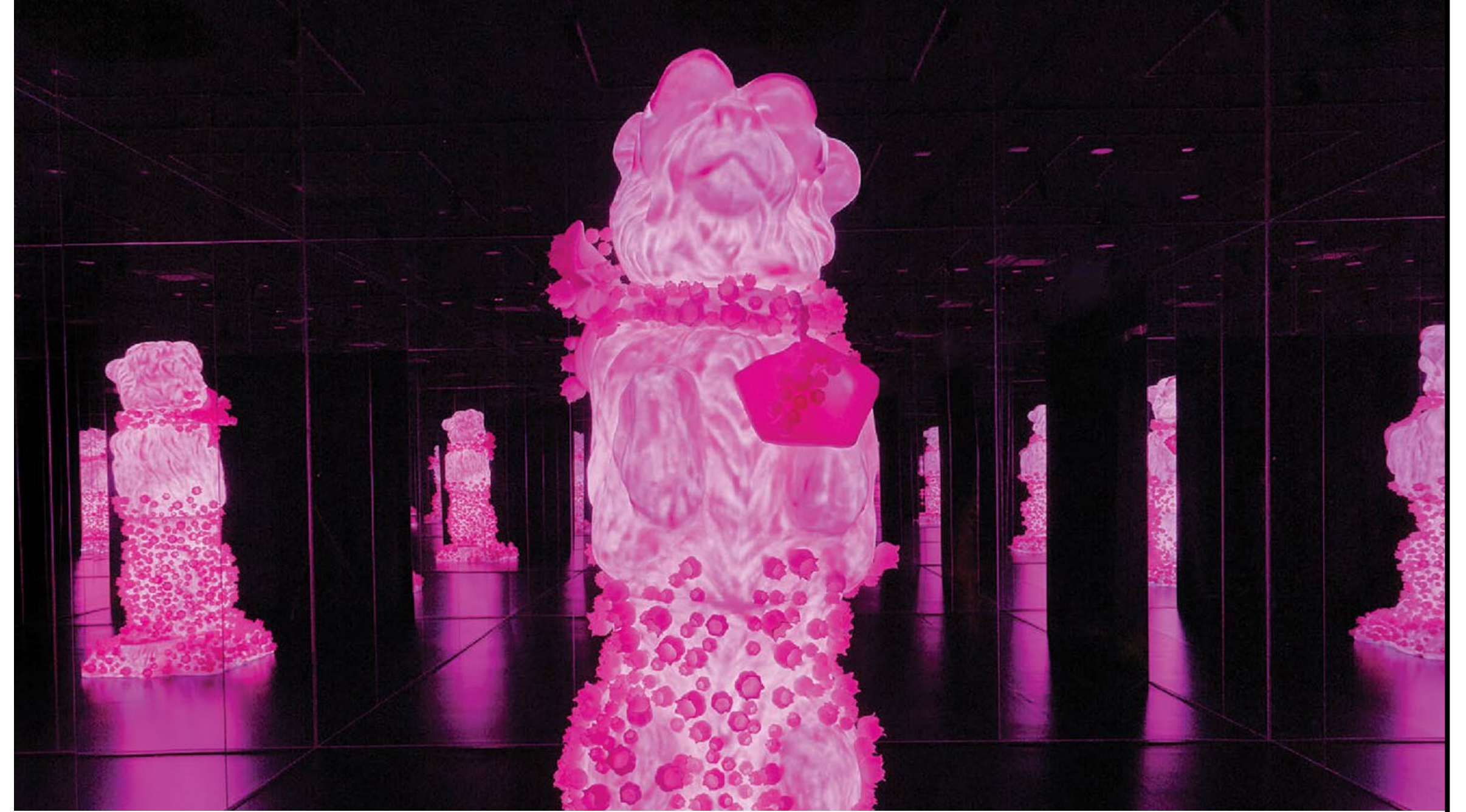
Charlie Smith, Chief Marketing Officer at Loewe



Dior's Stories of a Miss exhibition in Tokyo is an experiential journey that blends archival artifacts with contemporary products, showcasing the cultural impact of Miss Dior through a multi-layered narrative.


The exhibition immerses visitors in the brand's rich history, focusing on the 1960's when they launched the Miss Dior fashion line, remixing and recontextualising that era's ideas and aesthetics to resonate with today's audiences.





Bridge the past and present with a space that illustrates how your brand **continues to innovate while honoring its heritage.**





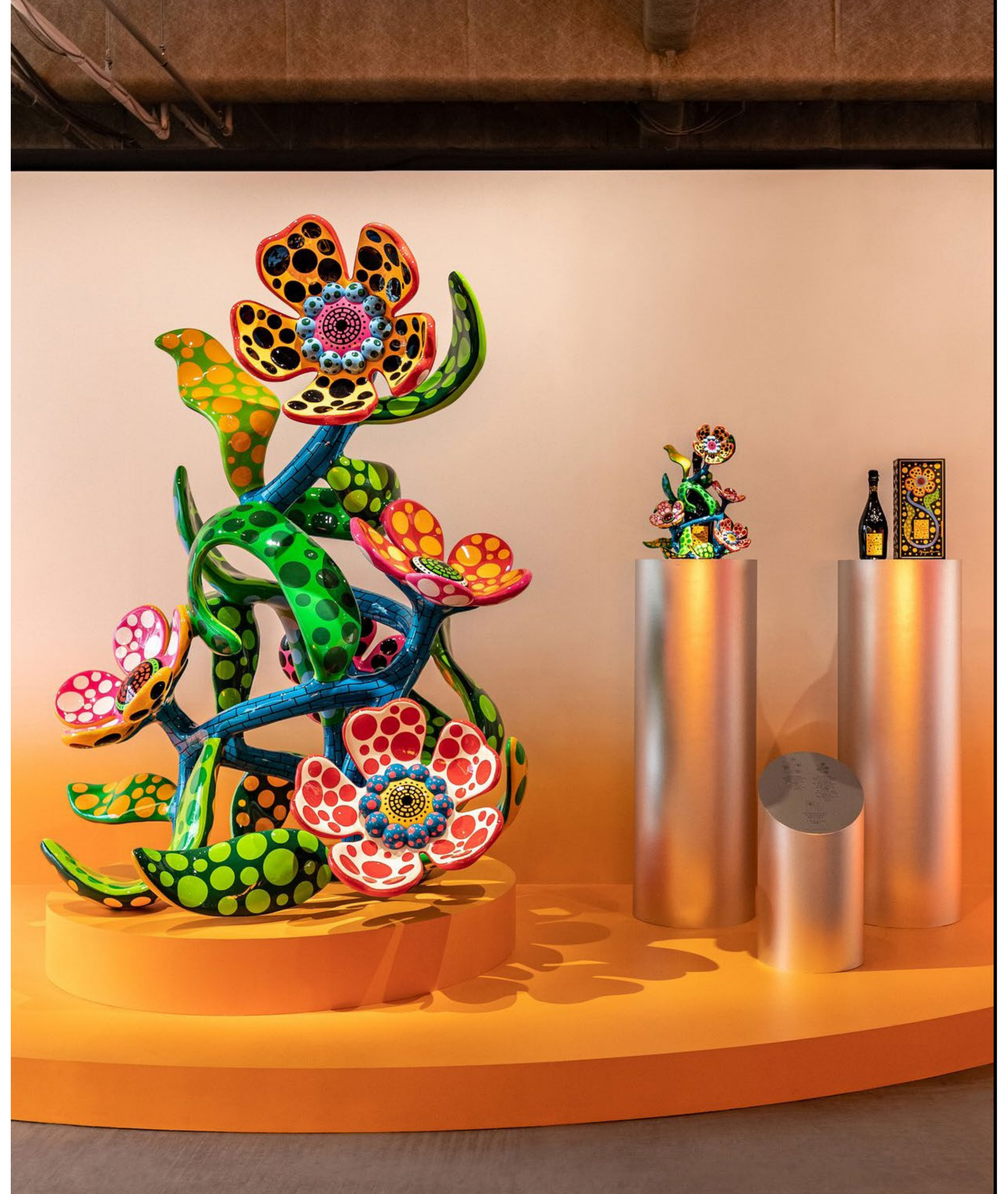
“Fashion labels are using this kind of show to imprint their brand but also destabilize it. For me, there’s something exciting about the sense of expression and liberation in creating a non-ordinary world.”

Shohei Shigematsu, Architect of the Miss Dior exhibition



Featuring archival and iconoclastic items, the **Solaire Culture Show** appointed an all-female team to curate the exhibition, showcasing 9 artists that have taken inspiration from Clicquot's heritage.

One of the rare examples of a champagne house led by a woman, Veuve Clicquot looked to celebrate their 250th anniversary by amplifying female artistic voices.





Celebrate the lesser-known,
yet culturally resonant
aspects of your heritage
to bring new relevance.

“New Heritage is yielding a fluidity to cultural representation, as people actively choose to **embrace culture and remix the parts of brand legacies** they wish to bring into the present..”

The Vice Guide to Culture



@The Karl Lagerfeld 'Future Legacy' by StudioXAG flagship concept on Regent Street defines the brand's retail identity for a new generation.

Drawing inspiration from Karl's iconic personality, including his incredible capacity for zingy quotes, one standout feature is the 'Karl-ism Machine' - press a button on the illuminated mirror wall and one of his iconic phrases magically appear.





Take a legacy story
and **reinvent it for**
contemporary audiences



“Packed with expressive storytelling,
**the spectacular space takes customers
on an immersive journey through
fashion, art and innovation...**this is
the next evolution in retail experiences,
and it sets a benchmark for all KARL
LAGERFELD stores moving forward.”

Pier Paolo Righi, CEO of Karl Lagerfeld

How could you recraft your brand heritage?

— **Reflect on which parts of your brand identity will resonate with the customer of tomorrow**

Brands can no longer stay steadfast to their heritage and thrive. Showcasing your history through a fresh, relevant lens will show authenticity

— **Bring unsung facets of your identity to the fore — embrace unpredictability**

The unexpected has the power to cut through, differentiating your brand from the competition in today's crowded market

— **Showcase deep knowledge of your archives and cultural history to engage curiosity-driven consumers**

Engaging with in-depth knowledge increases the time spent with your brand, building that all important loyalty

Curator Mode

New generations are adopting a

cut - and - paste

approach to shaping their identity, reflecting the uniqueness of their individuality. They are looking for brands that encourage self-expression through creativity and

co- creation.



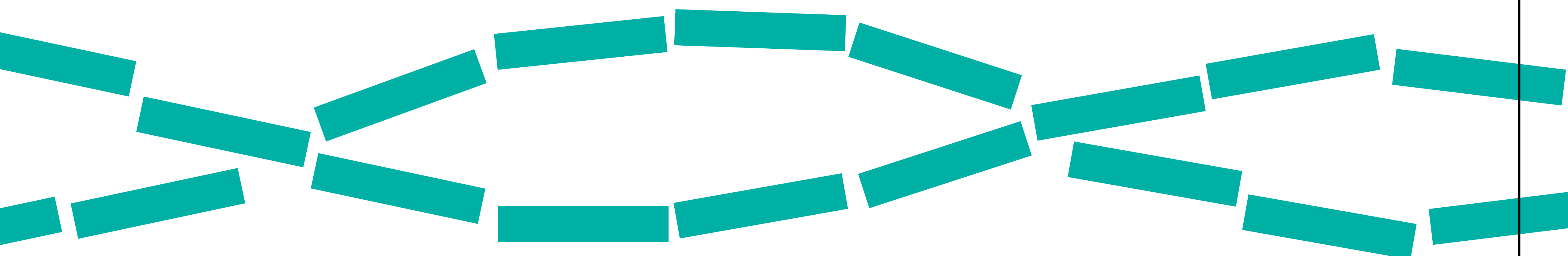
This shift is prompting brands to rethink the structure of their brand, products and spaces. **Collective co-creation models invite customers to move from passive consumers to engaged creative participants.** Embrace the idea of empowering people to influence, curate and co-create their own experience.



“81% of consumers said that brands which collaborate with their customers are more authentic and

86% said brands that co-create are more trustworthy.”

Bulbshare





IKEA merge democratic design with high-end luxury for the **HUS OF FRAKTA pop-up by StudioXAG** on London's Oxford Street.

Drawing on the tradition of designer-customised 'it bags,' HUS OF FRAKTA celebrates personalisation. Each customised version is treated like a priceless piece, inviting guests to explore the bag's endless creative possibilities.





Take an iconic, recognisable product and give visitors the opportunity to **make it uniquely their own.**

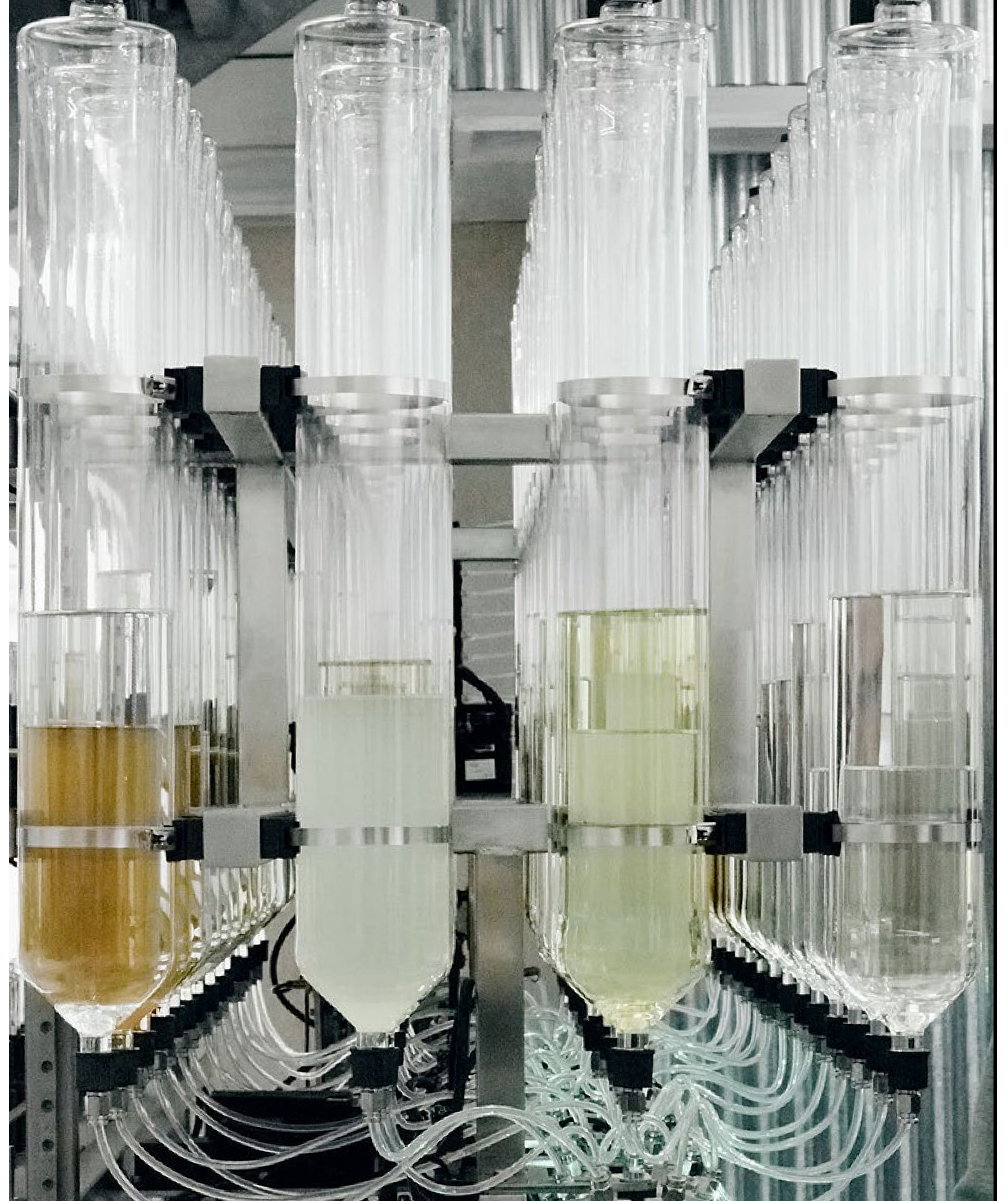


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“Offer personalisation services to transform essential items into bespoke pieces **that deepen emotional connections and strengthen brand loyalty.**”

LSN: Global





Reference Times at Dover Street Parfums Market

hosted a collaboration with EveryHuman, the world's first AI-guided scent creation platform. The debut collection provides a customisable scent experience, allowing customers to design hyper-personalized fragrances.

Using EveryHuman's Algorithmic Perfumery machine, AI analyses personal tastes to blend scents from a vast palette, creating **unique perfumes that capture individual memories and experiences.**



Tap into emerging technologies
to rethink how customisation and
co-creation comes to life in stores.



Co-creation is extending from product to spatial design.
Retail design is evolving to be user generated, customisable,

reactive,

dynamic

and influenced by personal preferences.

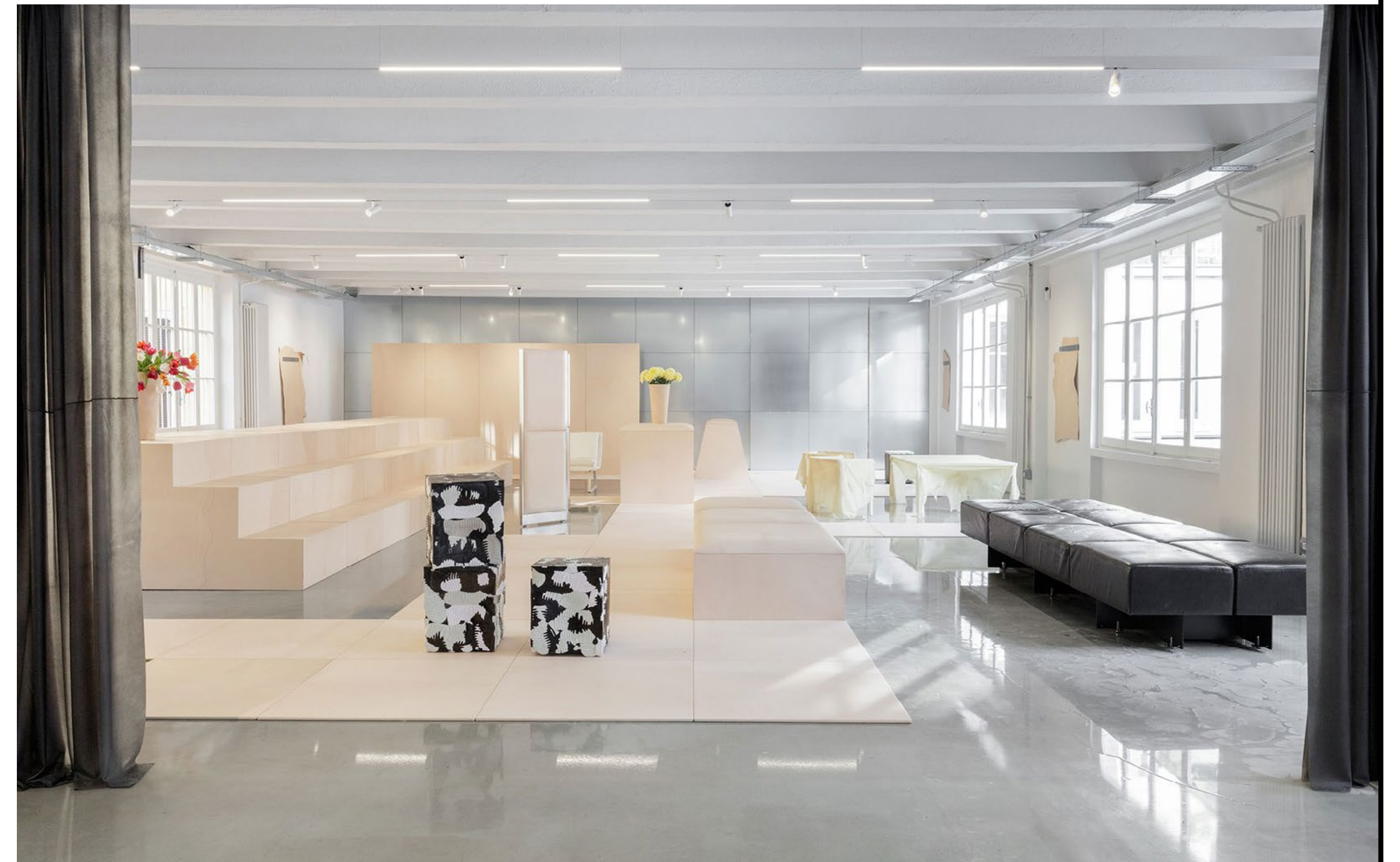
With their **'Material Matters' activation at 10 Corso Como**, Ecco facilitated a co-creative installation, giving attendees the chance to leave their own mark on features in the space, using a myriad of natural dyes, plants and paint, stamps, and tools.

They generated awareness about the importance of conscious material choices today, **getting people actively involved in the brand mission.**





Transform spaces into ever-evolving canvases for co-creativity through workshops and collaborative events





Adidas Sanlitun in Beijing creates a fully customisable in-store experience. Consumers are invited to collaborate with the brand to co-create a personalised music video through an immersive sensory experience.

From a gamified, giant interactive cube with a lottery to buy limited-edition products, to a digital art exhibition that connects virtual and offline communities — **each experience is embedded with Adidas' core brand values.**





Build a channel to directly communicate with consumers and understand their needs by **co-creating something new.**



“As part of the drive to start thinking of Gen Z users as co-creators, you may need to reframe your brand’s own role in the relationship - **from sole fixer with all the answers to collaborative facilitator and creative partner.**”

AdAge

How can you creatively engage your customer?

- **Invite customers to be a part of the design process to provide them with a truly customised experience**

86% of customers trust brands more if they invite co-creation. Uniqueness and personalisation will build bonds with your audience.

- **Use co-creation as a tool to get customers to fully understand and ‘experience’ the brand values**

People forge stronger connections with brands by being active, rather than passive.

- **Leverage digital gamification and hyper-customisation to co-create interactive and immersive experiences**

Thoughtfully designed interactive experiences can deepen engagement. Plus, they generate ultra-shareable content, extending reach far beyond the store

The Third Space



Consumers are searching for moments of

**true
human
interaction,**

something that can't be found through the
cold

swipe

of

a

screen.



In return, **brands are embracing the ‘third space’** — boundary breaking, multi-functional environments where connection, creativity, and community come first. These aren’t just spaces to sell—they’re cultural playgrounds, blending self-expression, storytelling, and **shared experiences that stick.**



The Third Space

noun

In sociology, the ‘third space’ exists beyond home (the first space) and work (the second). It’s where people gather to connect, create, and share ideas—cafes, parks, libraries, or **anywhere that sparks community and collaboration.**



“56% of consumers in UK, USA and China agree that there is no sense of community anymore.”

As lifestyles continue to evolve, retail must adapt, delivering on the rising need for connection and community.”

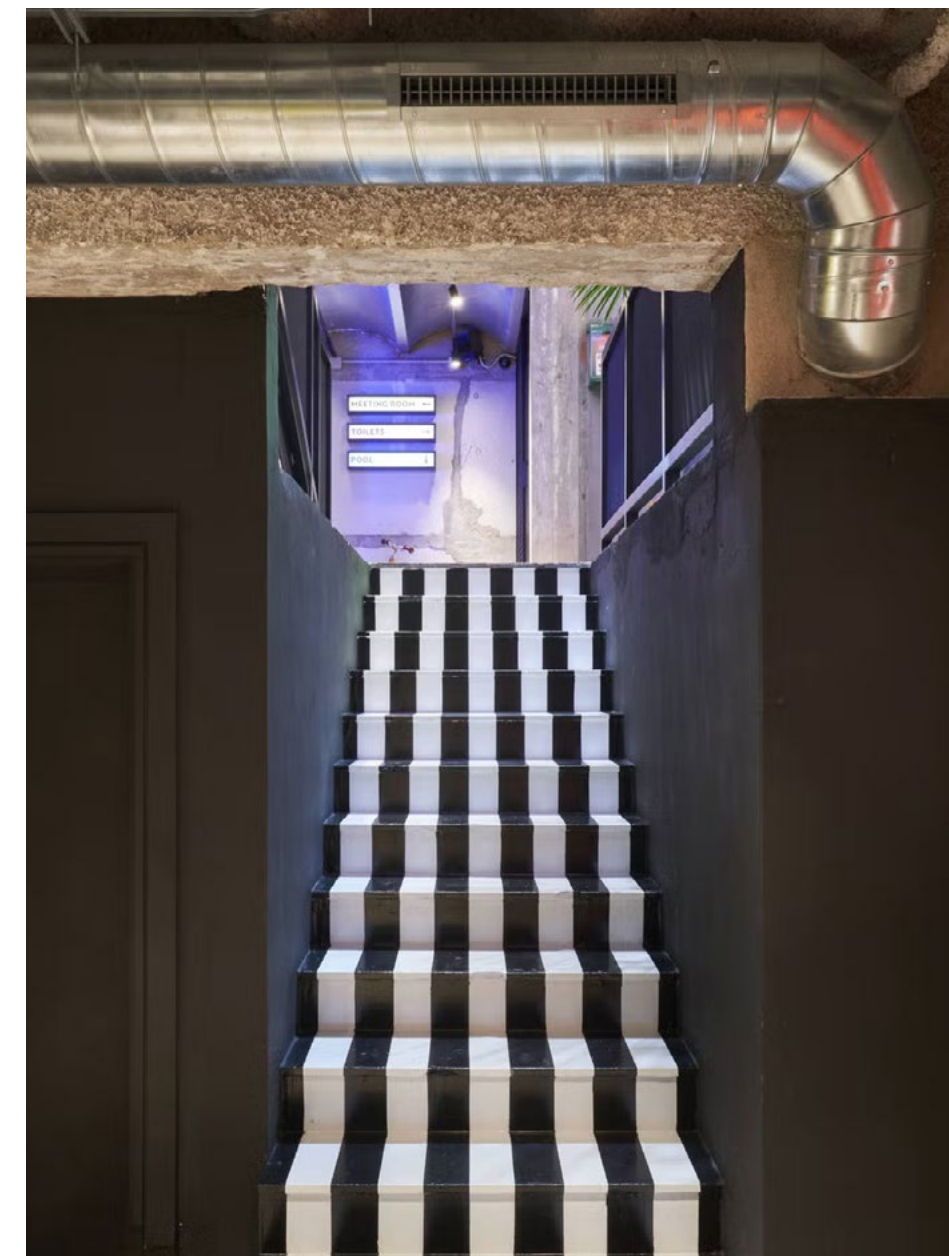
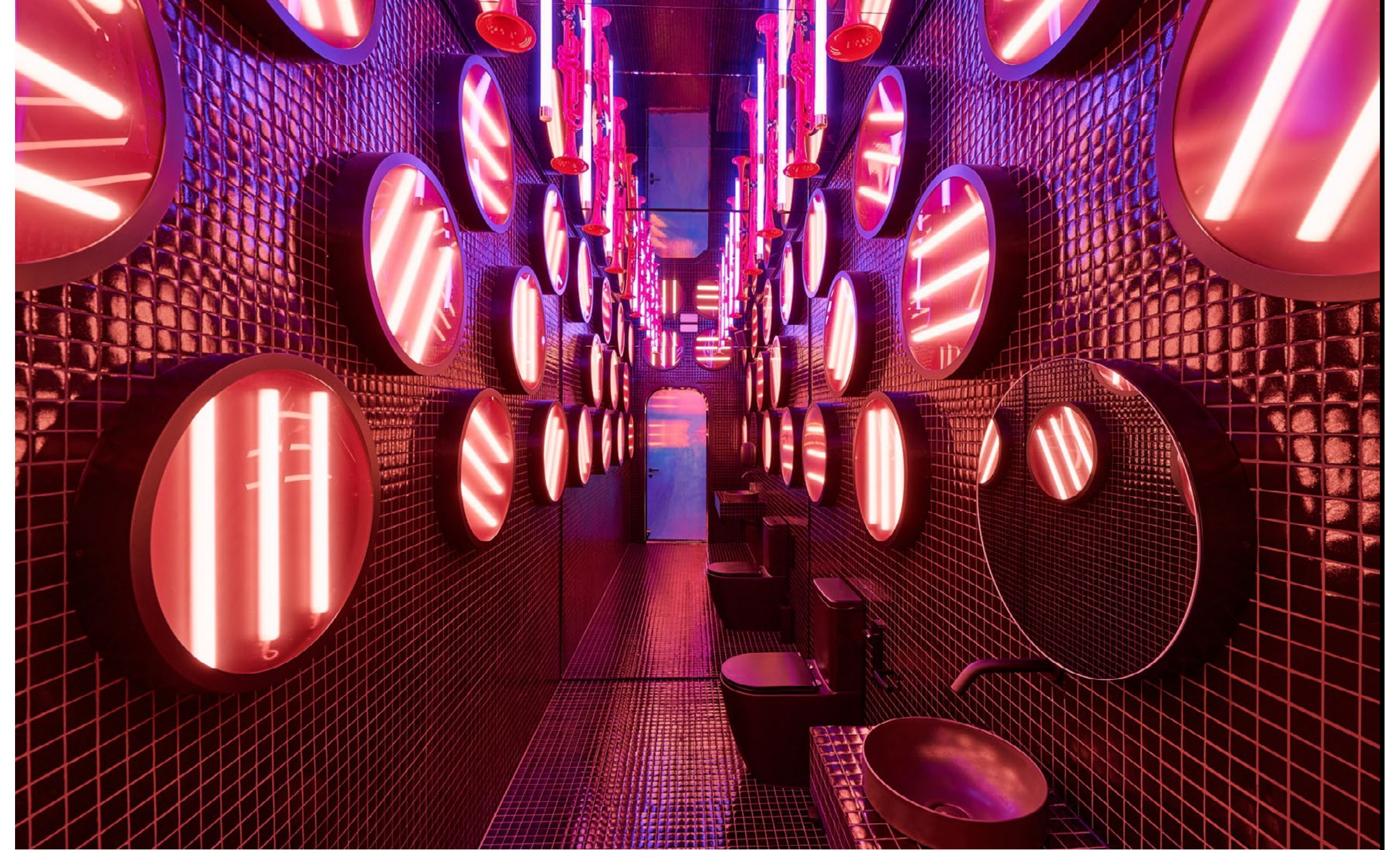
VML Community-centric Retail Report



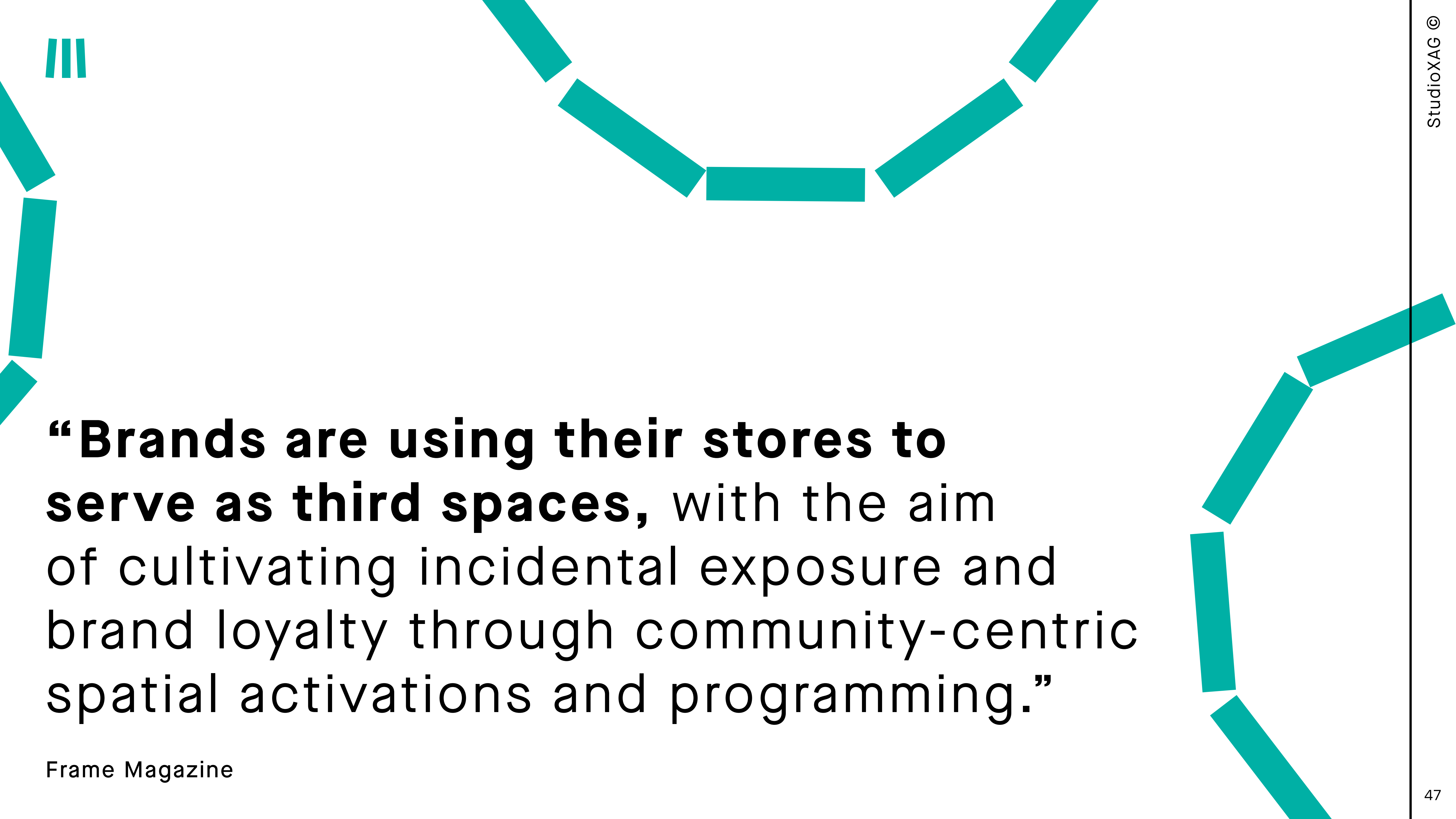
/// **Lynk&Co** is a brand offering flexible car ownership models. Their showroom in Barcelona is an unconventional and creative space which even featured a 3D-printed dome inspired by the belly of a whale that swallowed a car.

Over 90% of their space is dedicated to workspaces, bar, lounge, event spaces and meeting rooms. Using retail as a way to **create better connections with their customers.**





Harness the power of unconventional third spaces to create memorable connections with customers



“Brands are using their stores to serve as third spaces, with the aim of cultivating incidental exposure and brand loyalty through community-centric spatial activations and programming.”

Frame Magazine



/// **Miu Miu's Tales & Tellers show** used a range of media to tell women's stories, featuring video pieces and live performances.

Actors embody characters from previous Miu Miu film collaborations, transforming the space into a **dynamic, immersive, multi-layered narrative.**



Create spaces where each visitor **becomes a character in the story**



“The woman loyal to Miu Miu is less a customer, than a woman **casting herself as a character in the Mrs. Prada universe.**”

Rachel Tashjian, Fashion Writer for The Washington Post





Collaborating with the first-ever hair care brand to take over the iconic Corner Shop at London's Selfridges, **@StudioXAG brought Fenty Hair's Mane Street** vision to life in a multi-sensory pastel world.

In the Hair Heaven Salon, guests were invited to experience the inclusivity of Fenty Hair firsthand, with styling sessions and immersive, **shareable moments that welcomed everyone to express themselves freely.**





Harness disruptive narratives to foster an inclusive community, using your space as a platform for self-expression





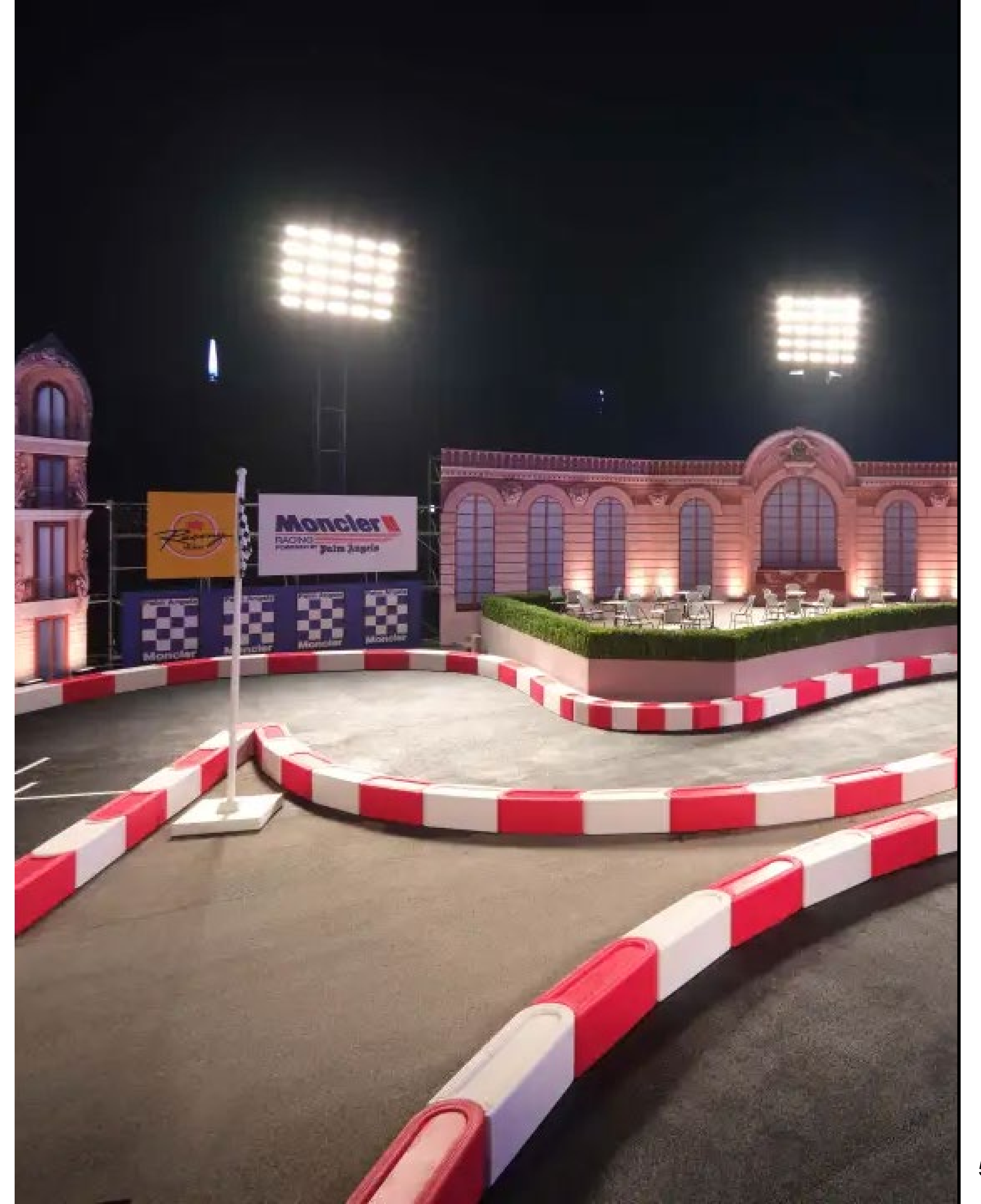
**“We think of ourselves
as a programmable
social destination now,
rather than a shop.”**

Leonie Foster, Chief operating officer at Selfridges Group



||| The brand's most ambitious cultural project to date, **Moncler's City of Genius** brought together creative powerhouses from across fashion, art, music, and architecture.

Positioning Moncler as a cultural innovator, the event showcased a series of co-created collections, each highlighting the diverse talents of contributors like A\$AP Rocky and Rick Owens





Create platforms for unabashed creativity and expression, creating culture, rather than just reflecting it



“This year’s cohort of collaborators was briefed with the same question:
‘How to keep alive our creative genius?’”

In Shanghai, we have created a place where everyone can live creatively.”

Remo Ruffini, Chairman & CEO of Moncler



How can you adopt a community-centric approach?

— **Experiment with hybrid spaces that push the boundaries of function and allow for endless reinvention**

Brands that prioritise community building over purely selling product are succeeding. Car sharing platform Lynk & Co's sales grew 23% last year

— **Create spaces for self-expression and creativity, empowering visitors to express themselves and connect with others**

Building a community of likeminded consumers in your space will forge strong brand loyalty and give your brand depth and relevance beyond the spaces it occupies

— **Ask how a visitor can participate in your space, becoming an active part of the story**

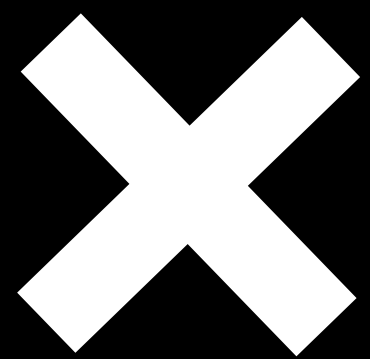
Storydoing, rather than storytelling, allows brands to cut through the noise and forge more meaningful connections

It's time to embrace

**new cultural
horizons**

We can help

**StudioXAG create
bold spaces that
tell big stories**



An award-winning studio that creates
unforgettable immersive experiences
at a global scale.

 **MONTBLANC**

COACH

DIPTYQUE
PARIS

Christian
Louboutin

adidas

SELFRIDGES & CO

STELLA McCARTNEY

ANYA HINDMARCH

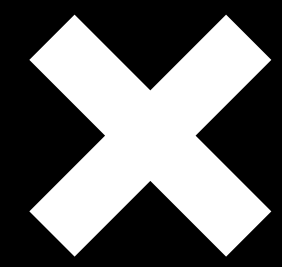
Acne Studios

Calvin Klein



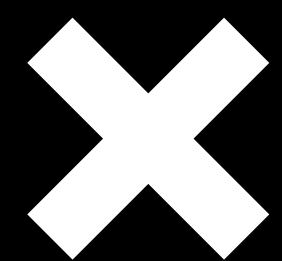
**Fifty forward thinkers,
designers & makers
prioritising people and
planet whilst shaking up
the retail landscape.**





We help our clients **attract new audiences** with stand-out spaces

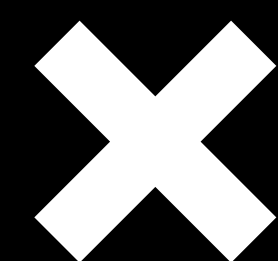
DIPTYQUE LE GRAND TOUR
SELFRIDGES CORNER SHOP
DESIGN + PRODUCTION



Engage communities with unmissable experiences

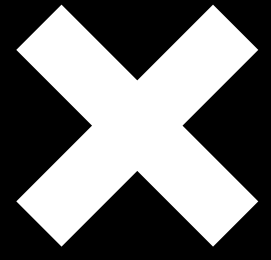
NAPAPIJRI UK BRAND LAUNCH
FLAGSHIP STORE CONCEPT
CONCEPT + DESIGN





**Launch new concepts
and products with
holistic creative
that connects**

CHARLOTTE TILBURY
FRAGRANCE LAUNCH POP-UP
PRODUCTION + INSTALLATION



Build brand loyalty with storytelling spaces that **spark emotion**

HERMES LIGHTNESS
NORTHERN EUROPE WINDOWS
CONCEPT + DESIGN





✕

Our clients call them **WOW moments**

Strategy, Concept, Design,
Production and beyond...

LIBERTY CHRISTMAS
ATRIUM + WINDOWS
DESIGN + PRODUCTION

Ready to turn insights into action?

**Let's map out
your next
horizon**

[Get in touch](#)