



A P O C A L Y P S E



to

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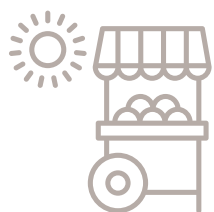
What does tomorrow's mall look like to consumers?

**No sector of the retail industry right now is more vulnerable than department stores. Footfalls are declining fast, especially inside B and C class malls. In fact, mall visits declined by half between 2010 and 2013, and have kept declining year over year. With this dark pall cast over the retail industry, Amazon has begun tearing up the apparel category with a vengeance, launching a bevy of private-label brands.**

The spaces that have long constituted the beating heart of consumer culture have grown tired and irrelevant. There's a need for vitality and dynamism to replace the traffic lost to these once vibrant anchors. The industry, collectively, needs to re-claim and reinvent the mall. This is the tipping point. The entire idea of a mall needs more than a new look. It needs a full-scale reinvention. This, we believe, is the central idea we got from over 4,000 consumers surveyed in our most recent study.

Our research aims were focused: Find out what concept for mall reinvention shoppers find most appealing. To find a solution, we scanned the landscape of contemporary consumer culture, and in doing so, isolated 11 concepts with the energy, and relevance to draw a crowd to a physical space in our increasingly digitized world.

## The 11 concepts tested were:



**Farmer's  
Market**

**78%\***



**Food Hall**

**71%\***

**Green Space**

**Grocery Store**

**Indoor Sports Complex**

**BOPIS**

**Fitness Center**

**Health & Wellness Center**

**Showroom Store**

**Beauty Mega Store**

**Coworking Space**

*\*Percentage of respondents who would go to a mall with this concept.*

Our theory was this: **The only way to reinvent and save malls is to transform the space dominated, for now, by department store anchor tenants and specialty apparel into other purposes entirely.**

The results from our study? For the full report you'll have to buy the white paper. We'll give you a hint, the way to a consumer's heart is through their stomach.