

Inside @ Retail

Inside News & Views on the World of Retail

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2011 WESTFIELD WORLD STUDY TOUR REPORT

**H&M REVEALS ITS RECIPE
FOR SUCCESS**

**INSIDE IKEA'S BIGGEST, MOST
PROFITABLE STORE**

Winner:

Luxottica, Eye Hub

PSM Eye Hub is a world first in retail theatre and design, aiming to capture the future of retail.

The first of its kind concept appeals to a broad demographic in an inclusive space, bringing together the elements of optometry, retail, service, experience and choice.

At 1500sqm, the split level store in Melbourne's Hawthorn is the largest optical store in the southern hemisphere and features 41 interactive mirrors, wind and glare simulators, a kids room, seven themed optometry rooms, care room, lounge area and educational eye health computer stations, and a green living wall.

The design has used recycled materials and nine high definition touch screens to promote brands and products.

Judges comments: The Luxottica store is a world class store concept that breaks new ground for its category.

Runner up: Myer

Honourable mention: *Wedding List Co.*

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