

# PSFK presents Future of Retail



[2010 Version] In over 125 pages, PSFK provides an analysis of the Future of Retail. This report presents trends from the perspective of brands, shoppers, retailers and communities-highlighting how technology and our senses play a role in the retail experience both in and out of the store. The book features interviews with senior executives from Ace Hotel, Polyvore, Starbucks and Target. The trends identified within this document and the examples used to bring them to life are inspired by innovation from around the globe.

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