

# Retail Postcard



An aerial view of opening day at the new City Mall, Cashel Street (Source: [www.stuff.co.nz](http://www.stuff.co.nz))



Quinn's clothing shop in Merivale uses containers for stock display (Source: [www.stuff.co.nz](http://www.stuff.co.nz))

**Great retail is nothing if not innovative. As we mark the anniversary of the devastating earthquakes in Christchurch, a city is being reconstructed. While the personal cost of the tragedy still lingers for many, it will take years and cost billions (the latest estimate is NZD20 billion) to bring Christchurch back to anything like its original glory.**

The Kiwis are, however, a stoic lot and won't be knocked off their perch easily. Around Christchurch, people are getting on with their daily lives and retail is being reinvented, brick by brick – or should I say in this case, container by container!

A new City Mall has popped up out of dozens of shipping containers as Kiwis search for a retail solution while old stores and shopping districts are rebuilt. Earthquakes remain a frequent occurrence in the Canterbury region and this container mall not only provides robust protection, it also provides an innovative retail environment for shoppers. Indeed, the City Mall has all the retail you would expect to see in a big city shopping district except maybe a "big box" retailer!

The concept is not the first, however, with the emergence of Boxpark in East London's Shoreditch following a similar theme.

In this case, a vacant lot slated for future development (in five years) has been adopted by the developers of a pop-up container mall. The container mall adopts green principles that effectively recycles old containers into practical uses and can be quickly disassembled and moved to new locations within a few short weeks.

As many of you know, pop-up retail is being adopted by retailers around the world as a way of exciting and entertaining existing customers, while also introducing brand concepts to new customers and new markets before

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Source: [www.theatlanticities.com](http://www.theatlanticities.com)



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permanent stores are established. Traditional pop-up retail concepts often last only a few weeks or even days, allowing the brand to make a statement to the market with a bang – and then leave. RM Williams' pop-up semi-trailer store, the Longhorn Express is a brilliant local example of this.



Source: [www.ultimatesemitrucks.com](http://www.ultimatesemitrucks.com)

In Christchurch and Shoreditch we have seen a variation of the theme, driven in part by necessity and in part by opportunity.

This sort of innovation is what keeps people interested in stores and gives brands an opportunity to differentiate themselves in a way that is unique at a time when interest in traditional outlets is flagging.

Regards

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Every month, Ferrier Hodgson's retail specialist James Stewart sends a Retail Postcard detailing the latest news and trends in the retail sector. If you have any comments or suggestions, please contact James directly at [james.stewart@fh.com.au](mailto:james.stewart@fh.com.au). If you know of others you think would be interested to receive the Retail Postcard, please send us their details.

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