

NEXTGEN RETAIL DAY
Retail through the eyes of Gen Z

Content partner: Saguez & partners

Partner schools: London Business School, ESSEC, Ecole Camondo

Date: 6 November 2025

Programme

9:00 Welcome breakfast

Opening Speech: Lorraine Dieulot, Marketing Strategic and Business Performance Director, Saguez & Partners

Topics presentations by the partner universities

Stores 3.0: Adapting stores and malls for the future

Which store experience is right for digitally native GenZ?

How some brands make all the right connections with GenZ

10:00 Workshops
Topic-based round tables mixing students and professionals. Discussion on 3 topics:

TOPIC 1

Shaping new destinations for GenZ

What expectations and aspirations does Gen Z have when they visit a mall or enter a store? Shopping, socialisation, well-being, leisure etc? And what is the new format for destinations that can meet these needs? The discussions will be based on views from the students on a selection of existing of malls with distinct features.

TOPIC 2

Which in-store experience for digitally native GenZ?

GenZ consumers are digitally native, socially connected and accustomed to instant gratification. Which in-store experience can meet their expectations? Which elements should stores and mall owners include in terms of client services?

TOPIC 3

How some brands make all the right connections with GenZ

Some brands seem to effortlessly succeed in attracting interest, desire, curiosity, passion and the loyalty of Gen Z. But what makes them connect and feel likeable to Gen Z, while other brands struggle to bridge the generation gap? Our students will bring to the discussion the brands they love and explain the reasons for their choices and why they find some brands resonate and other do not, with a global round trip of these top brands.

12 :00 Networking Lunch

13:30 Feedback from round tables

14:30 End