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Dear reader,

So that's what Karstadt's new department store generation will look like: more emphasis on fashion, less on the home, and new space for accessories and beauty. The prototype in the shopping center on Essen's Limbecker Platz has 134 brand shops, a record for the Arcandor subsidiary's "boulevard stores". The focus is on A brands, plus Karstadt's revitalised house brands and exclusive brands. B labels, C labels and no-names are missing from the shelves. The strategy is clear: Karstadt is demonstrating product line expertise and positioning its store as the city centre's top address for fashion. With its bright, clear look, broad aisles without the usual loops, and materials of strikingly high quality, the store shows that Karstadt is taking its relaunch very seriously. Success is considered assured. The new concept will be transferred very soon to other stores, and 200 million euros are earmarked for the job.

## A wealth of creative ideas

**Kenneth Nisch**  
Chairman of JGA, Southfield, Michigan/USA

The review in this issue of stores+shops makes it abundantly clear: EuroShop 2008 was a total success. Shopfitting companies and store designers presented a wealth of creative ideas and visions. The products on display were placed in environments that replicated spaceships, Japanese Zen gardens, futuristic supermarkets and dungeons from "the dark side". The world's leading companies in shopfitting, visual merchandising and technology impressed their audience, and new companies appeared on the scene as well. Maybe these newcomers are the ones whose ideas will set the trends at EuroShop 2011.

A conspicuous development was the rapid refinement of LED-based lighting technologies. Besides offering practical advantages, LEDs conserve energy with a long lifespan. In addition, LED technology has become an important means of imparting vibrancy and communicative power to store design.

Now we've returned to our daily routine, but the impressions we gained at EuroShop will stay with us. Inspired by new ideas, we are better equipped to fulfil our creative mission on behalf of our customers in the retail sector.



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