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The European retail briefing provides commentary, data and news analysis from across Europe ensuring that you keep in contact with the latest retail news.

# This report looks at the following areas:

An analyst comment looking at how reward schemes can drive retail App uptake.

- An overview of the the latest European retail sales data across the five Major European economies.
- A profile of Prada Group. This is taken from our recently published Luxury Goods Retailing
   Global report.
- · Monthly headlines and retail news analysis across Europe.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market



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Starbucks leads in app uptake

How has it done this?

Boots places loyalty at the heart of its app

Shoppers need reasons to download retail apps

What it means

## European Retail Sales

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## Retail sales

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### Headlines for the Month

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Clothing

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Department stores

DIY

Electrical retailing

Home shopping

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## Co-ops

UK: Co-op

...announces governance reform proposals

...sells its farms

...sells its pharmacy chain

...to open pop-up kiosks

...trials tablet trolleys

Convenience stores

UK: Booker to open new Family Shopper stores

UK: McColl's

...launches loyalty scheme

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...sales grow 3.6%

Grocers

Belgium: Delhaize

...sales grow 3.7% in Q2

...to launch Shop & Go in stations

Czech Republic: Ahold confirms Spar Czech Republic acquisition

France: Carrefour ...EBITDA grows 1.8%

...sales grow 5.2% in Q2

...to scrap Carrefour Discount brand logo France: Groupe Casino sales rise 6.3% in Q2

Germany: Aldi founder Karl Albrecht dies aged 94 Portugal: Auchan to stock Waitrose products

Spain: Dia sales rise 8% in Q2

Spain: Eroski announces agreement to restructure debt Russian Federation: Lenta posts like-for-like sales growth

UK: Aldi

...launches first smartphone

...Aldi to launch equestrian clothing

UK: Lidl to offer premium French wine selection

**UK: Morrisons** 

...partners with Quidco

...Q1 like-for-likes

...sells Kiddicare to Endless

UK: Ocado to open new warehouse

UK: Sainsbury's

...now sole owner of Anobii

...names first two Netto sites

...to close non-food website

...to power store on food waste

UK: Tesco

...hire Marks & Spencer finance head

...Phillip Clarke to stand down

...to build 4,000 homes

Off-licences

UK: Conviviality full-year pre-tax profits up

Market share UK

UK: Tesco and Morrisons sales down 3.8%

News Analysis - Non-food



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Clothing retailing

Europe: Gap to open in Austria and Slovenia

Europe: Primark sales soar 22% in Q3

Germany: Hugo Boss sales rise 4% in first half

Spain: French investor increases its stake in Desigual

Spain: Mango four-year turnover forecast adjusted down

UK: Bonmarché like-for-like sales up

UK: Boux Avenue to open first airport store

UK: Champion to return to the UK

UK: East sales dip 2%

UK: Internacionale brand name for sale

UK: La Senza

...administrator closes six outlets

...more store closures

UK: Matalan to launch Oxford Street Flagship

UK: Next sales grow 10.7% in first half

UK: Oliver Bonas launches click-and-collect

UK: Pepe Jeans considers sale

UK: Select buys 18 Internaçionale stores

UK: SuperGroup sales grow 19.6%

UK: White Stuff sales jump 16.2%

Footwear retailing

Netherlands: Macintosh sales rise 6.8%

UK: Office considering £300 million stock market flotation

Luxury retailers

France: Hermès sales grow 8% in first half

UK: Jimmy Choo opens doors of virtual showroom

Multi-sector retailing

Netherlands: Hema posts Q1 loss

UK: Argos

 $\ldots$ expands use of augmented reality in catalogues

...to cut or freeze 10,000 prices

UK: B&M sales grow 31.9% in Q1

UK: Hema to launch UK website in September
UK: Marks & Spencer recruit Tesco internet chief
UK: Poundstretcher cuts prices across the board

Department stores Germany: Karstadt ...owner looks to sell



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...announces restructuring process

UK: Debenhams poaches Mothercare Chief Financial Officer

UK: Fortnum & Mason standalone airport store
UK: Harrods to redevelop menswear department

UK: John Lewis

...to launch 'Tea on The Green' in Glasgow city centre

...partnership sales rises 6.3% in first half

UK: Selfridges

...launches Cartier online

...opens Christmas shop

DIY retailing

Europe: Kingfisher like-for-like sales fall 1.8% in Q2

Germany: Hornbach founder dies

Ireland: Woodie's like-for-like revenue growth up

Russian Federation: Tengelmann to expand Russian operations

UK: Homebase attracts takeover bids

UK: Home Retail Group considering selling Homebase

UK: Travis Perkins sales rise 11.5% in first half

Electrical retailing

Europe: Apple granted landmark store trademark

France: Darty directorate change

Germany: Metro Group
...sales fall 2.7% in Q3
...takes advice on Saturn

Netherlands: The Phone House to close 50 stores

UK: Comet administrators facing probe

UK: Dixons Carphone

... announce shareholders support for merger

...opens first store

Music and video goods retailing

UK: HMV like-for-like sales grow 9.2%

Carpet retailing

UK: Carpetright sales grow 5.2% in Q1

UK: Floors-2-Go collapses into administration again

Furniture retailing

France: Vente-Unique.com to launch IPO

Homewares retailing

UK: Cath Kidston attracts Chinese investor

Home shopping



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France: Amazon responds to 'anti-Amazon' law

France: Chronodrive trials Hiku

Germany: Zalando

...adds clothing recognition to app

...first-half revenues break €1bn barrier

...strikes deal with Topshop

Germany: Zooplus sales jump 28.2% in Q2

UK: Amazon

...launches two-day European delivery

...launches wearable technology store

UK: Ao.com like-for-like sales jump 30% in Q1

UK: eBay

...partners with Sotheby's

...The British Fashion Council to launch eBay shop

UK: Findel sales down

UK: N Brown

...hires CIO

...Simply Be announces Kelly Brook collection

UK: Net-a-Porter Chief Executive steps down

Health and beauty retailing

UK: Walgreens expected to take full control of Alliance Boots

Book and stationery retailing

UK: Smiggle to double UK store portfolio

Sports and leisure goods retailing

Europe: Direct Golf eyes UK and European expansion

UK: Alan Fort to take control of American Golf on an interim basis

UK: Sports Direct

...profits grow 19.8%

...to open stores in Australasia

Garden centres

UK: The Garden Centre Group to return to Wyevale

Opticians

UK: Lenstore posts record billing in May

Miscellaneous specialist retailing

UK: Brighthouse revenue grows by 12.2%

UK: Card Factory sales rise 8.9% in first half of the year

UK: Halfords sales accelerate 7.9% in Q1

UK: Kiddicare stores to close

UK: Mothercare



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...appoints new chief executive

...Destination Maternity withdraws bid

UK: Pets at Home sales jump 10.4%

UK: The Fragrance Shop sales jump 11.2%

UK: Thorntons' sales grow 0.6% Q4

Miscellaneous

Europe: The EC announces support for FoodLoop

Netherlands: PostNL partners with Coolblue to offer Sunday deliveries

UK: Royal Mail expands its click & collect service

Economy

UK: Retail sales growth lowest in three years

UK: Retail sales rise 4.2% in June

UK: Shop prices fall in July

UK: Tesco and Morrisons sales down 3.8%

## Luxury Goods Retailing - Prada Group Profile

## What we think

Concerns over faltering brand appeal are premature

Building on menswear sales momentum

Developing Miu Miu into a luxury lifestyle brand

Investing in stores and craftsmanship

Company background

# Company performance

Figure 5: Prada: Group financial performance, 2009/10-2013/14

Figure 6: Prada: Group net revenue breakdown, by channel, 2010/11-2013/14 Figure 7: Prada: Group net revenue breakdown, by region, 2010/11-2013/14

Figure 8: Prada: Group net revenue breakdown, by product line

## E-commerce