

GRUPO
BTR•VARESE

NRF 2016

VISITA TÉCNICA

Circuito Innovation & Experience

Patrocinador Platinum



Microsoft
Dynamics



rede

Patrocinador Gold



Faz bem pra você



Sorrir faz bem pra você

Patrocinador Silver

DM9DDB

NL

SUPOORTE A GESTÃO

OM

GRUPO OM
COMUNICAÇÃO
INTEGRADA



QBE

tyco
Integrated
Security



Jan/16

Consultores



GRUPO
BTR·VARESE
NRF 2016

Renato Muller



Jornalista (ECA/USP) com pós-graduação em Comunicação Digital (Digicorp/USP) e especialização em Jornalismo Mobile (University of Austin).

Co-fundador da Käfer Content Studio, boutique de desenvolvimento e gestão de conteúdo.

Gestor de conteúdo e articulista de O Negócio do Varejo.

Articulista do Luxury Lab e do blog Pequenas que Pensam Grande.

Autor, coautor, editor e/ou ghost writer de mais de 20 livros sobre marketing e varejo.

Membro de equipes técnicas de benchmarking de varejo.

Palestrante sobre varejo, comunicação e marketing.

Mauricio Queiroz



Formado em arquitetura pela Universidade Mackenzie de São Paulo em 1990 e Pós-graduado pela Politécnica de Catalunya Barcelona em 1993. Membro do RDI (Retail Design Institute). Trabalhou em Barcelona com Mapasa (Comunicação visual para as Olimpíadas de 1992) e com Manoel Barcells Arquitectura (1993). Escritório Mauricio Queiroz Arquitetura inicia suas atividades em 1994 atuando nas áreas: design de consumo, arquitetura, gerenciamento, design de interiores, para projetos comerciais e residenciais. Sócio na Empodere-se. Awards: O mais recente é o Retail Value, pela RDI, na NRF NY.

VIVARA



Telhanorte

SESTINI

Valisere+

duratex



BOUTIQUE DOS RELÓGIOS



BOUTIQUE DOS RELÓGIOS PLUS



CAFÉ DO PONTO

paixão por café

CASACOR



emporionaka

etna



Pretty Ballerinas



KitchenAid



1iz

LUSS FOR YOU

MILLO

MONT BLANC

MOSS PARA CASA

nextel

Portobello shop
Empório Portobello

LABELLA MAFIA
HARDCORE LADIES

cielo

OMEGA

PANDORA

SONAE SIERRA BRASIL

USH

EVERSTONE brasil

Dior

intimissimi

Life VIVARA



EMPODERE-SE

CRASH•TEST

Design Thinking
Weekend

DESIGN•CRASH

CLIENTES

AMGEN

SINAPRO
BENDICATO DAS AGÊNCIAS DE PROPAGANDA

DM9
★★★★

FULL
JAZZ
Consciência criativa

GAD
BRANDING & DESIGN

FENAPRO
FEDERAÇÃO NACIONAL DAS
AGÊNCIAS DE PROPAGANDA

CASACOR

FSB
COMUNICAÇÕES

APOIADORES

PANAMERICANA
ESCOLA DE
ARTE E DESIGN

cubo
coworking Itaú

sympla

ismart

WORLD TRADE CENTER
BUSINESS CLUB

FGV

Rede
MULHER
EMPREENDEDORAS

abd
associação brasileira de
designers de interiores

EducationFirst

endeavor
BRASIL

GLOBALIZAÇÃO

MILLENNIALS

EFICIÊNCIA E PRODUTIVIDADE

INTERNET DAS COISAS

NO FRICTION – ZERO ATRITO

COLABORAÇÃO

MUNDO DIGITAL

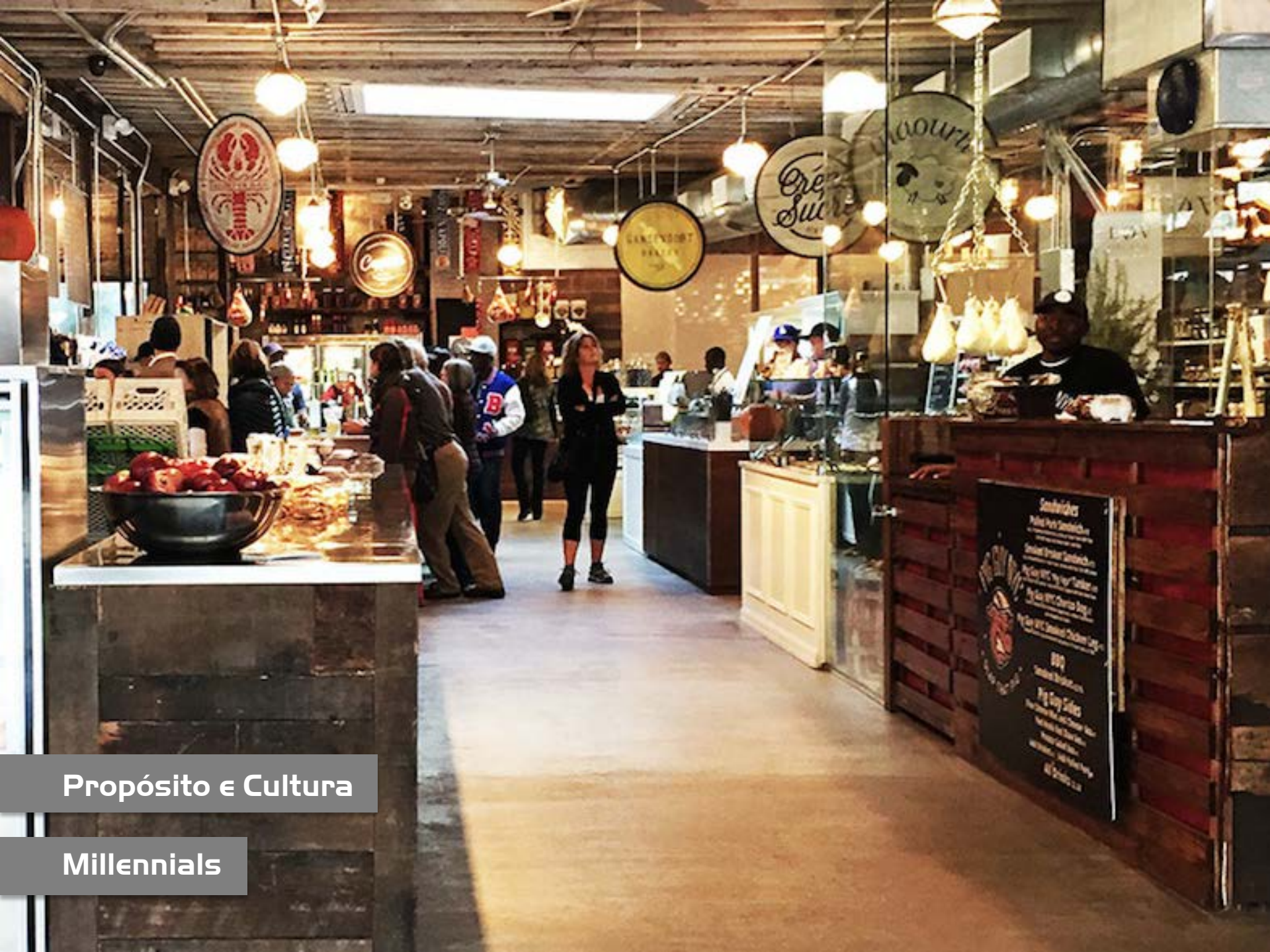
REPENSAR LOJA FÍSICA

BIG DATA

PROPÓSITO E CULTURA

GANSEVOORT MARKET





Propósito e Cultura

Millennials



Propósito e Cultura

Millennials



RESTAURANT





EATALY

GOTHAM MARKET

EAT

DRINK

BIKE

COOK

PLAY

GOTHAM
WEST
MARKET

Eat. Drink.

Bike. Play.

GOTHAM
WEST
MARKET

Gotan West Market

WORLD CUP
FEVE

PALANCE



WORLD CUP
FEVER



Le District



& Other Stories



& Other Stories



& Other Stories

MAST BROTHERS





Propósito e Cultura

Repensar loja física



Propósito e Cultura

Repensar loja física



VIK



VIK





Brooklyn Brewery

J. CREW





Efficiência e Produtividade

Big Data

Colaboração



Eficiência e Produtividade

Big Data

Colaboração



SPACE NINETY 8



BARCLAYS CENTER

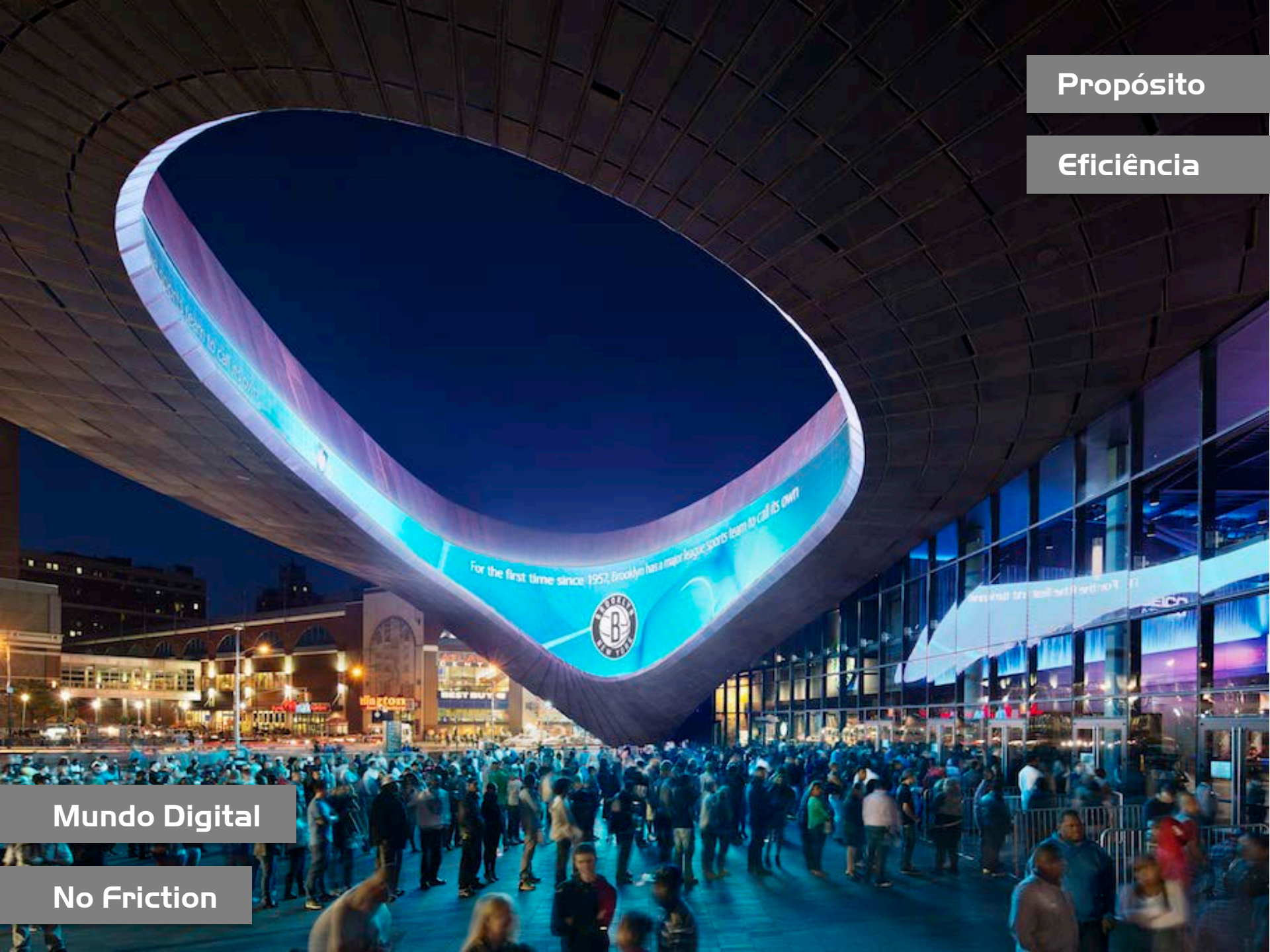


Propósito

Eficiência

Mundo Digital

No Friction





STARBUCKS

A photograph of two men standing together at an event. The man on the left is wearing a dark plaid shirt, a cap, and glasses, holding a coffee cup. The man on the right is wearing a light blue denim shirt with embroidery, sunglasses, and a watch, holding a glass of beer. They are in front of a large sign that reads "TOMS ROASTING CO." with a large elephant head graphic behind it. The photo is framed with a white border.

TOMS
ROASTING CO.

TOMS

PERCH

FEEL GOOD STORY

How do you feel today?

Do you feel ready and energized?

Of course, you want to feel great every day - but there are times when things pile up and life wears you down.

Remember, there's always a solution, and there's always time to get it done. Together, we're one team.

That's why Cigna's here.

We want to be your partner when it comes to taking care of yourself.

Life happens and it's tough to know how to stay healthy and focused when you need to stay healthy.

We even have the tools to give you a heads up when it's time for that check-up.

Spending of time, it's time you and we want you to make the most of it by taking about your health in new ways.

So before you set your goals, go in knowing that you're not in it alone.

Together doesn't just feel better, it *is* good.

Cigna.com

#Cigna



STILL *feel good!* TRY



IoT

Repensar loja física

Colaboração

Repensar loja física

IoT

Colaboração



Cigna Virtual Relaxation Pod

Did you know that in order to feel great, you need to be a little more present and a little less stressed? Take a moment and an even deeper breath inside the Cigna Virtual Relaxation Pod, an immersive virtual reality experience inspired and developed by Cigna using Oculus technology. From the music to the lights and the 3D environments, we designed to transport your senses, accompanied by expert-guided meditation, let go or rather you – let's go.

TAKE CONTROL:

1. **GO** get comfortable in the Cigna Virtual Relaxation Pod and put on the Oculus Rift headset and headphones.
2. **SELECT** choose your environment. You can choose tropical beach or woodland canopy.
3. **RELAX** enjoy the serenity of a five sensory meditation experience, a guided by an instructor's audio and expert-guided meditation.
4. **SHARE** get friends about your experience virtual by sending a digital postcard.

IoT



Know What's Happening...

JANUARY

			20 GOOD TALK 8-8PM From Goal Setting to Go-Setting in 2018			23 GOOD SWEAT 9-10AM GOOD EATS 12-2PM
24 GOOD TIMES 8-9PM Laugh and Yoga with Crystal Pappas						30 GOOD SWEAT 9-10AM How and Why with AKT Fitness
31 GOOD SWEAT 9-10AM Yoga with Chae		2 GOOD TIMES 8-9PM Laugh and Yoga with Crystal Pappas				6 GOOD SWEAT 9-10AM Yoga for Prevention with Chae Naehy

FEBRUARY

		9 GOOD TALK 8-8PM Taking Prevention To Heart				13 GOOD SWEAT 9-10AM Power Journey Yoga
14 GOOD SWEAT 9-10AM Yoga for Prevention with Chae Naehy		16 GOOD TALK 8-8PM Real Food Meals with Rosemary	17 GOOD SNACKING 8-8PM New Cooking Class with Rosemary			20 "BERRY" GOOD EATS 12-2PM Acid Balance with Sarah Campbell
		23 GOOD TALK 8-8PM The Carpal Crisis				27 GOOD SWEAT 9-10AM The Crisis with Taran Journey

Repensar loja física

Colaboração

What's

Express delivery and free returns within 28 days

Brazil, \$ USD | English

NET-A-PORTER

★ | 🛒 | Register | Sign In

The world's premier online luxury fashion destination

SALE

WHAT'S NEW

DESIGNERS

CLOTHING

SHOES

BAGS

ACCESSORIES

LINGERIE

SPORT

BEAUTY

GIFTS

MAGAZINE



EDIT

IF YOU ONLY BUY ONE THING: *A platform sandal*



It feels like forever since heels had a real fashion moment, doesn't it? This season, though, they're back in a big way, thanks to the stacked sandal. Not only are these going to be huge over the coming months, they're also how you can add a more youthful vibe to all those vintage-inspired, uber-lady pieces you've been stockpiling. The only question is, can you remember how to walk in them?

SEE MORE PLATFORMS ▶



Gucci

GET THE LOOK
Sandals by Gucci
REGISTER NOW

CREDITS



25 / 28



23 GOOD SWEAT 9-10AM
The Dutch Method
GOOD EATS 12-4PM
The Great British

30 GOOD SWEAT 9-10AM
Rise and Grind with AKT Fitness

6 GOOD SWEAT 9-10AM
Yoga for Prevention with Ossi Ravesh

13 GOOD SWEAT 9-10AM
Power Journey Yoga

20 "BERRY" GOOD EATS 12-4PM
Acid Bowls with Bowto Cleanse

27 GOOD SWEAT 9-10AM
The Class with Taryn Toomey

NET-A-PORTER

Tangram Factory



TANGRAM



COLLETE

23 **GOOD SWEAT**
9-10AM
The Dutch Method
with **AKT Fitness**
GOOD EATS
12-4PM
The Super Salad
with **AKT Fitness**

30 **GOOD SWEAT**
9-10AM
Rise and Grind
with **AKT Fitness**
Breakfast and Smoothie
with **AKT Fitness**

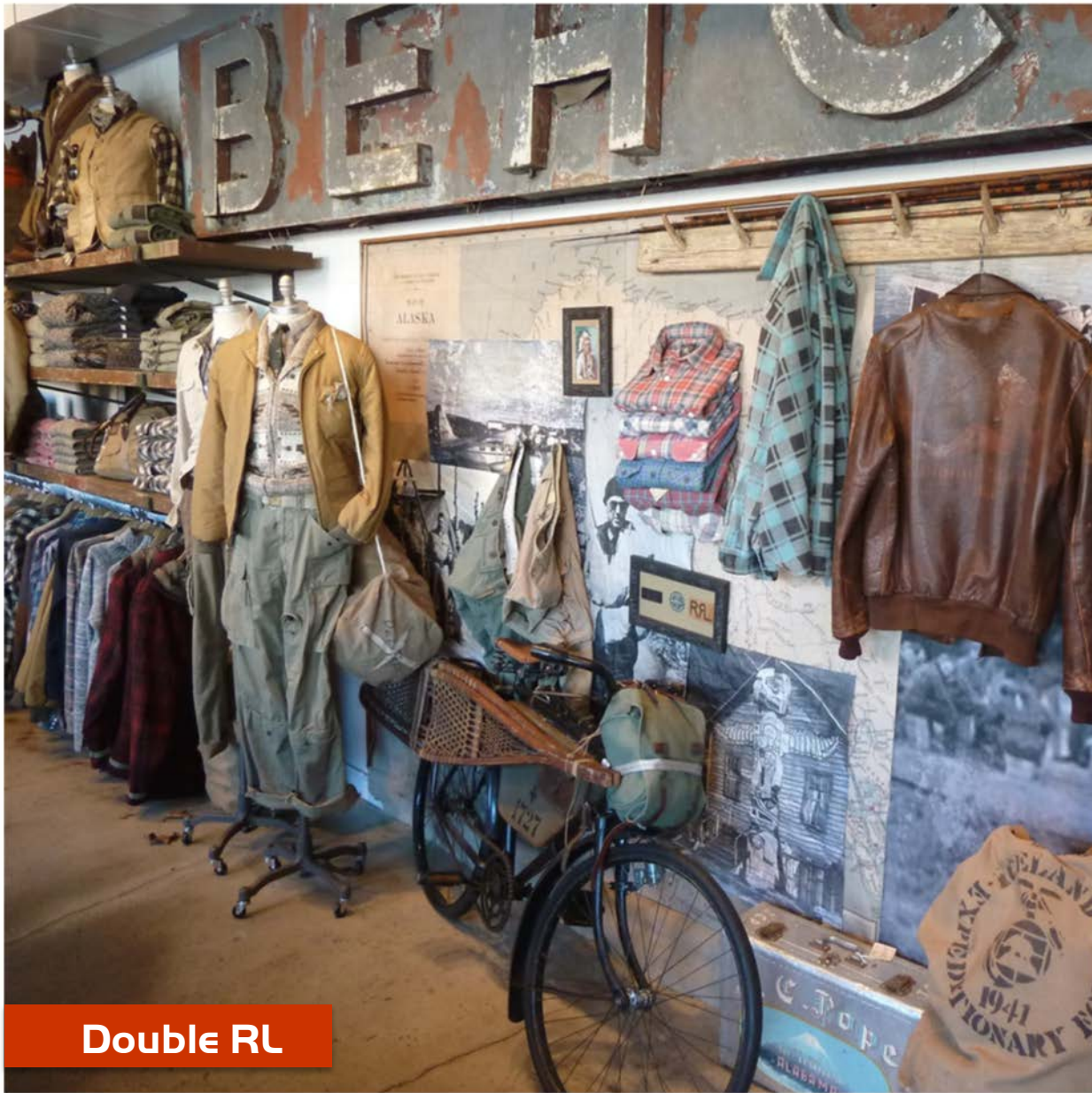
6 **GOOD SWEAT**
9-10AM
Yoga for Prevention
with **Osti Ravesh**
Dinner and Dessert
with **Osti Ravesh**

13 **GOOD SWEAT**
9-10AM
Power Journey
Yoga
Dinner and Dessert
with **Osti Ravesh**

20 **"BERRY" GOOD EATS**
12-4PM
Acai Bowls
with **Bowl'd Creations**
Bowl'd Creations makes you
feel every healthy berry
you eat with their custom
blended acai bowls.

27 **GOOD SWEAT**
9-10AM
The Class
with **Taryn Toomey**
Taryn Toomey makes you
feel every healthy berry
you eat with their custom
blended acai bowls.





Double RL

23 GOOD SWEAT 9-10AM
The Dutch Method
GOOD EATS 12-4PM
The Great Gatsby

30 GOOD SWEAT 9-10AM
Rise and Grind
with AKT Fitness

6 GOOD SWEAT 9-10AM
Yoga for Prevention
with Ossi Ravesh

13 GOOD SWEAT 9-10AM
Power Journey
Yoga

20 "BERRY" GOOD EATS 12-4PM
Acai Bowls
with Bowls Creations

27 GOOD SWEAT 9-10AM
The Class
with Taryn Toomey

VISION JOHN



Double RL

WEAT
PROGRAM

GOOD
EATS
12-4PM

GOOD
SWEAT
9-10AM

GOOD
SWEAT
9-10AM

GOOD
SWEAT
9-10AM

GOOD
SWEAT
9-10AM

"BERRY"
GOOD EATS
12-4PM

GOOD
SWEAT
9-10AM

GOOD
SWEAT
9-10AM

BROOKFIELD PLACE



Repensar loja física

Eficiência





TARTINERY



judith & charles

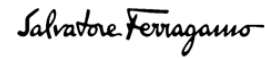


GUCCI



COS BAR

CLUB MONACO



BONOBOS

Paul Smith



MICHAEL KORS



Theory

Ermenegildo Zegna



VINCE.

BOTTEGA VENETA

SCOOP^{NYC}

drybar[®]

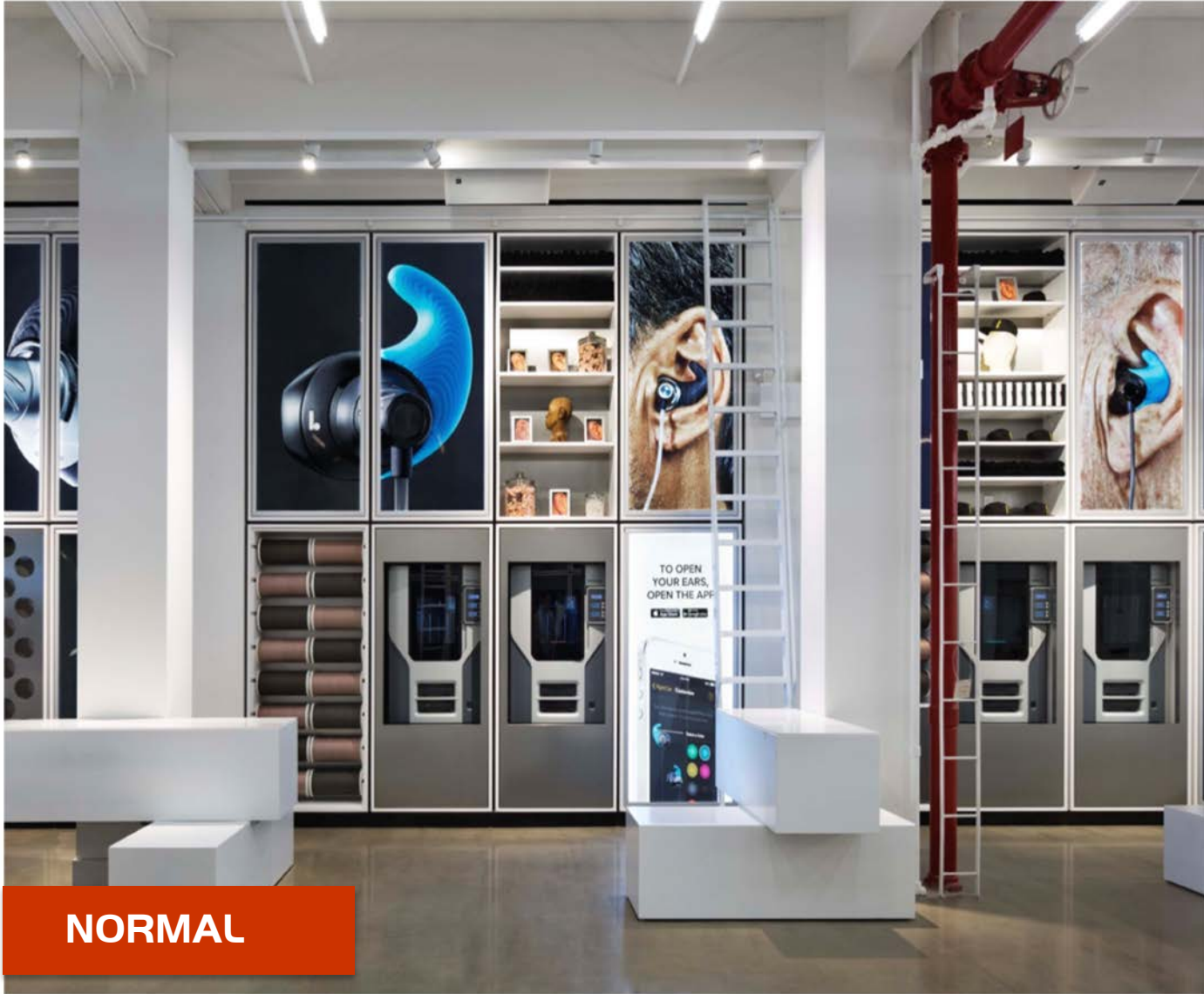


EQUINOX



Kamakura
Shirts

SATYA
JEWELRY



NORMAL



CHELSEA MARKET



RAY-BAN





Circuito
Innovation & Experience

Obrigado!

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