

Lush opens Lounge to relax stressed-out shoppers

What is it:

"The antithesis of a commercial pop-up", the Lush Lounge is a temporary space in Westfield London, White City, for shoppers to unwind and relax. The immersive space, open till December 20, features mood-based galleries, massage and activities to encourage mindfulness.

Why does this matter?

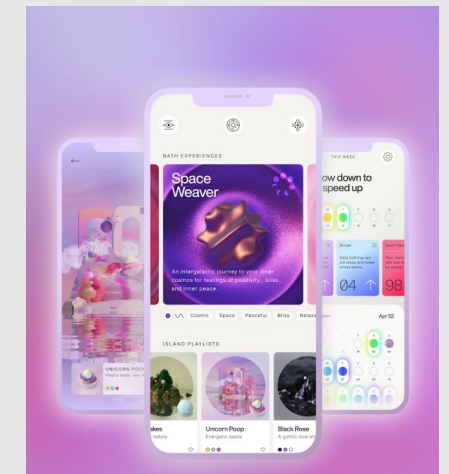
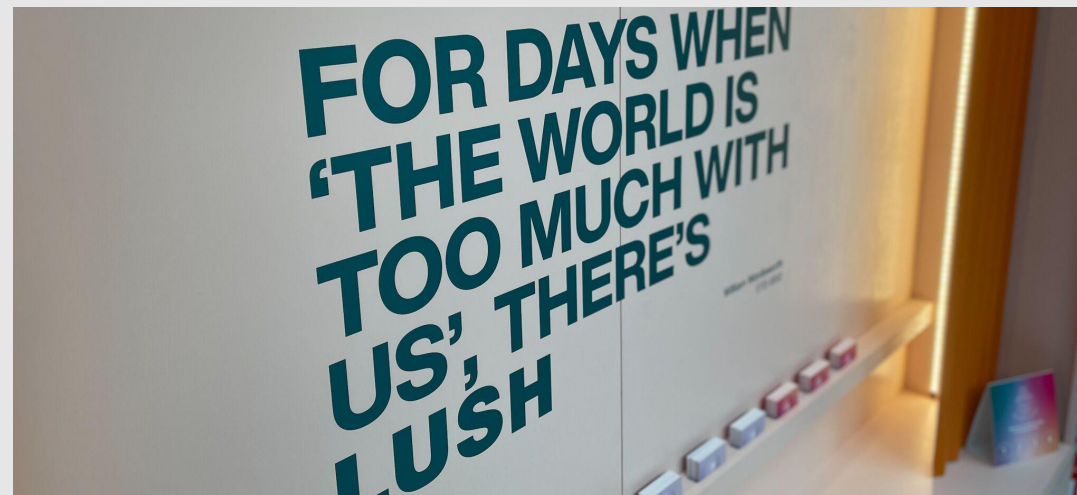
Consumers are facing a barrage of stressors: rising energy bills; inflation; and national strikes. Retailers need to be sensitive to their audience, operating with kindness and empathy.

Strategic implications:

Retailers that demonstrate compassion and ingenuity to understand and care for their customers will drive change and win loyalty.

Winning Strategies:

Change overload
Customer obsession



Bathe, the free Lush app, is designed to "maximise the ultimate self-care moments"