

REDEFINING RETAIL

QIC

NEW TRENDS THAT ARE SHAPING THE FUTURE OF RETAIL

July, Canberra Centre

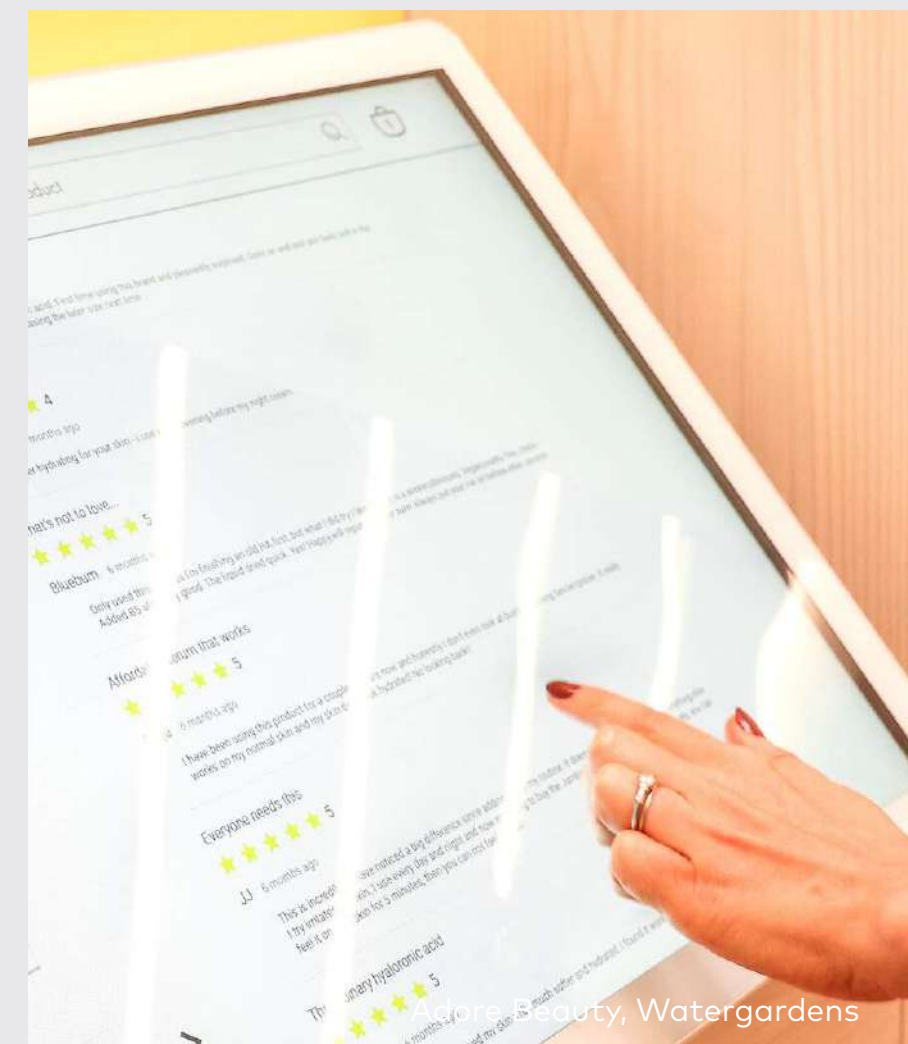


No Gaps Dental, Castle Towers



Atomica, Castle Towers

DESIGNED FOR THE NOW. READY FOR WHAT'S NEXT.



This report showcases a collection of store openings that are redefining the retail landscape. It features bold concepts and case studies showcasing partnerships between QIC, retailers and creative professionals. From visionary design to culturally connected experiences, these projects exemplify the future of retail.



THE AUSTRALIAN RETAIL SECTOR IS ANTICIPATED TO EXPERIENCE POSITIVE GROWTH IN 2026.

Driven by a combination of economic recovery, strengthening consumer confidence, and robust investment activity.

THE RETAIL LANDSCAPE

ECONOMIC GROWTH

Australia's economy is expected to grow by **2.1 per** cent in 2025.

_ Inside Retail, 2025

CURRENT RETAIL TURNOVER INCREASE

Total retail turnover in September 2025 rose **4.7%** compared with September 2024.

_ Australian Bureau of Statistics, 2025

STRENGTHENING CONSUMER SENTIMENT

Consumer sentiment has increased to **87.1** index points in November 2025, up from 85.7 points in November 2024.

_ Roy Morgan Consumer Confidence 2025



POSITIVE GROWTH IN 2026

THIS MEANS THAT RETAIL DESIGN MOVING FORWARD NEEDS TO BE INNOVATIVE.



Aesop, Canberra Centre

"The old playbook is now obsolete; the industry will need a **new formula.**"

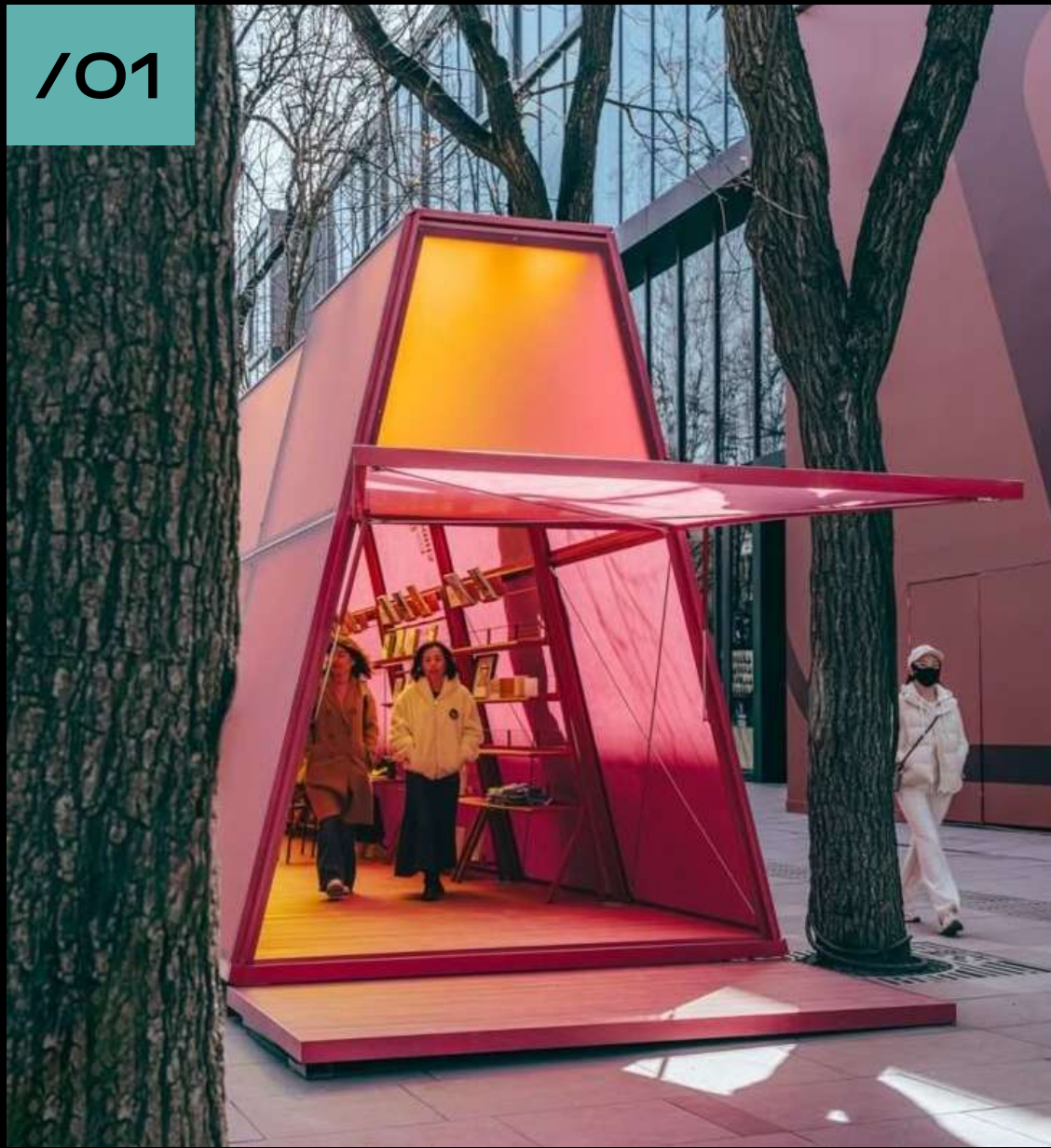
_ The Business of Fashion

**MCKINSEY
& COMPANY**

AND CONSUMERS EXPECT THIS...

In 2026, consumers are accelerating their demand for tech powered innovative retail, moving beyond mere transactions to insist on hyper-personalised, 'phygital' experiences that are both deeply engaging and frictionlessly meaningful.





/01

EXPERIENCES THAT TRANSCEND THE TRANSACTION

80% of shoppers favoured shopping centres that cater to whole-of-life needs over more traditional malls, while more than half of QIC customers surveyed cited family-friendly entertainment as a key component of the ideal retail environment.



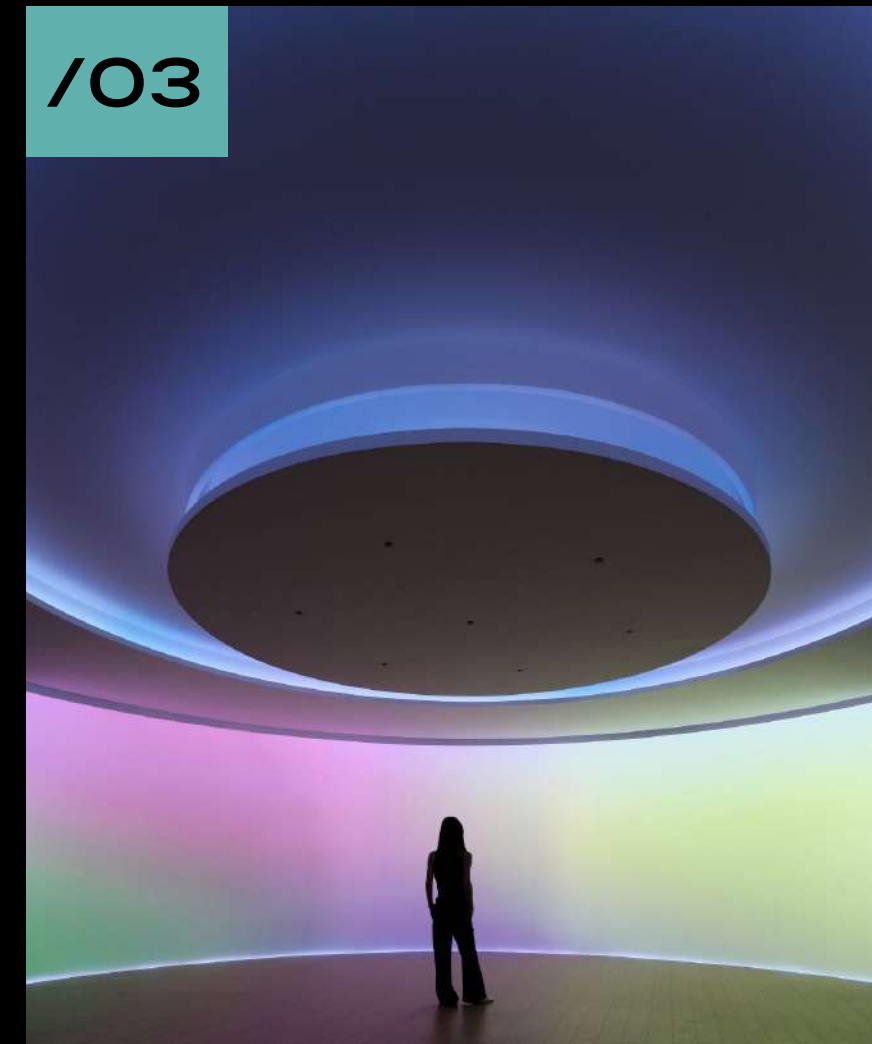
/02

OMNI-CHANNEL IS KEY FOR YOUNG CONSUMERS

59% prefer to shop brands that aligned with their values

Younger customers are more likely to value omni-channel integration with 59% of GenZ and 59% Gen Y thinking this is extremely important (compared to 45% GenX and 28% Baby boomers).

WHAT DO THEY WANT FROM RETAIL...



/03

DRIVEN BY VALUE

51% of customers preferred to shop brands taking a stand on social issues they care about.



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MULTIPLE VISITS; MANY REASONS

87% of customer visited their local shopping centre for multiple reasons, seamlessly blending errands with leisure.





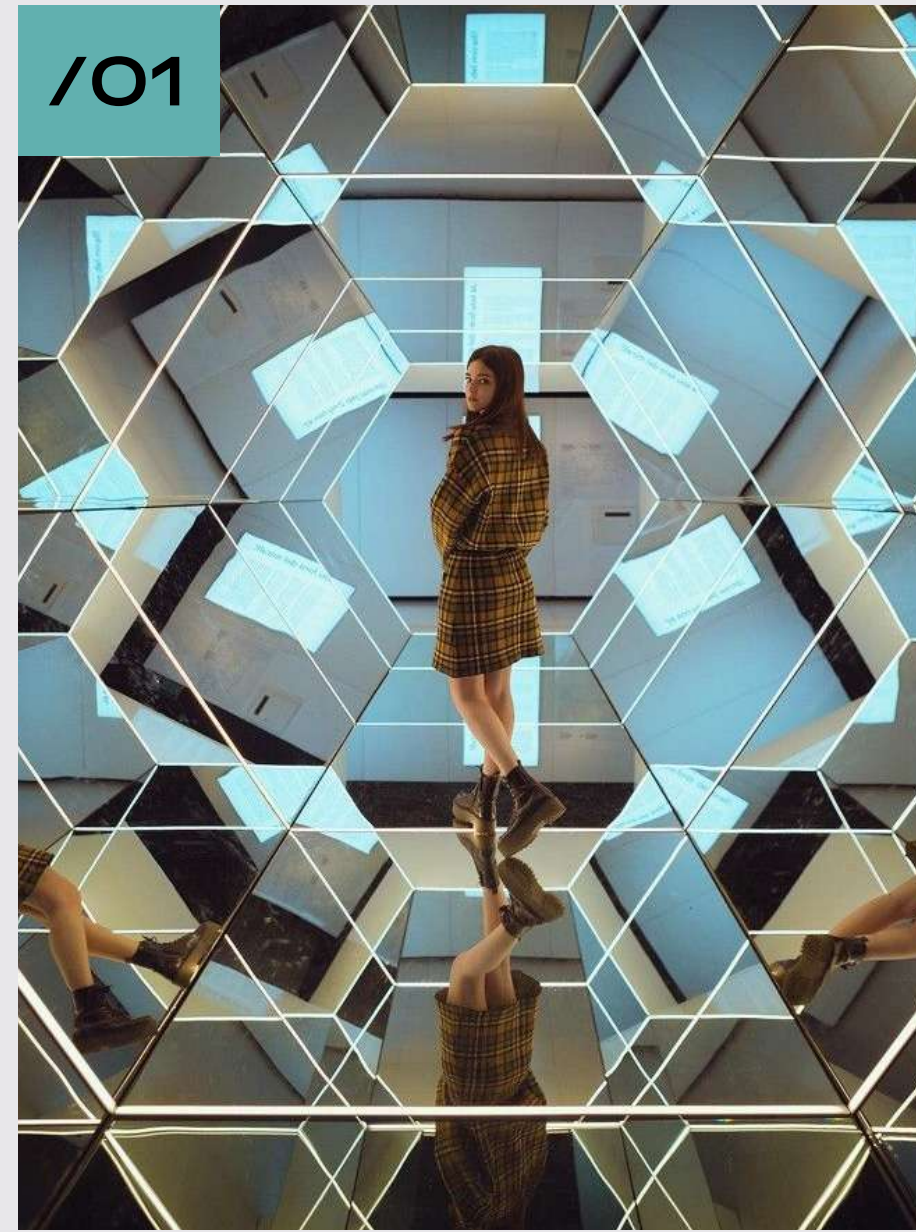
WHAT ARE THE KEY TRENDS DRIVING INNOVATIVE RETAIL?

"The future of retail design is about creating more human-scale, *immersive experiences* that blend retail with cultural and social elements."

_Nicola Scaranaro

**FOSTER +
PARTNERS**

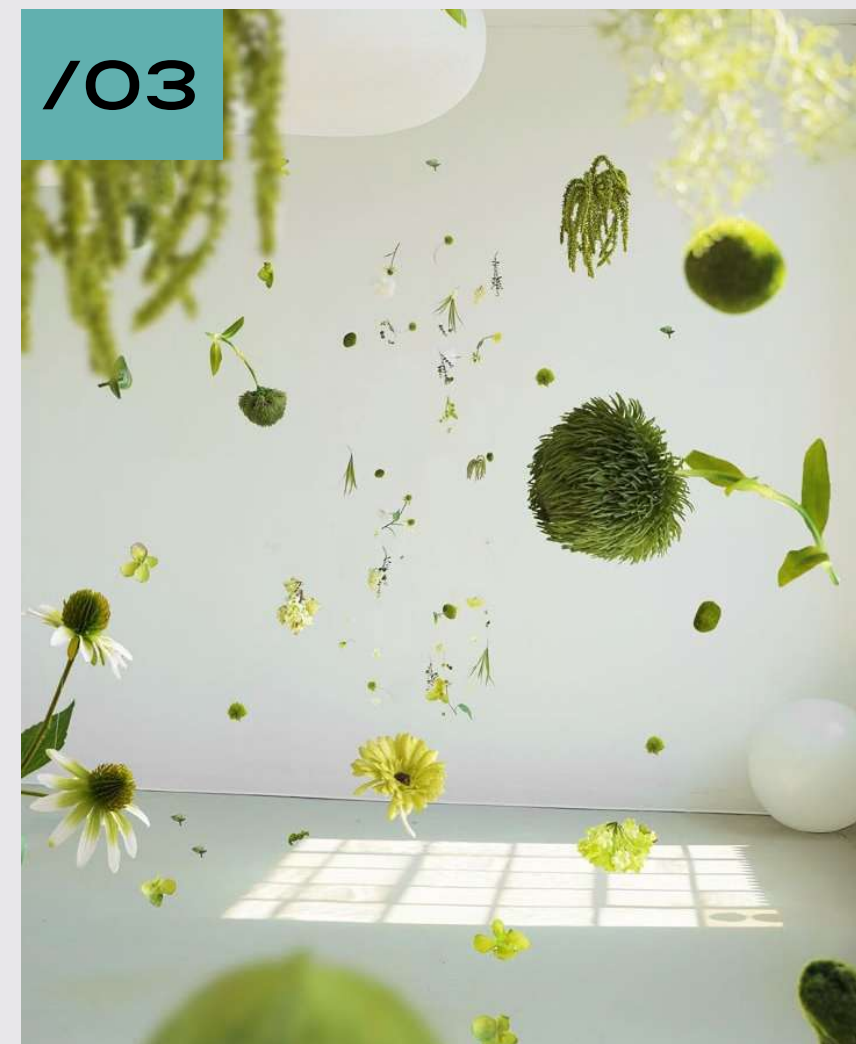
INNOVATIVE RETAIL TRENDS



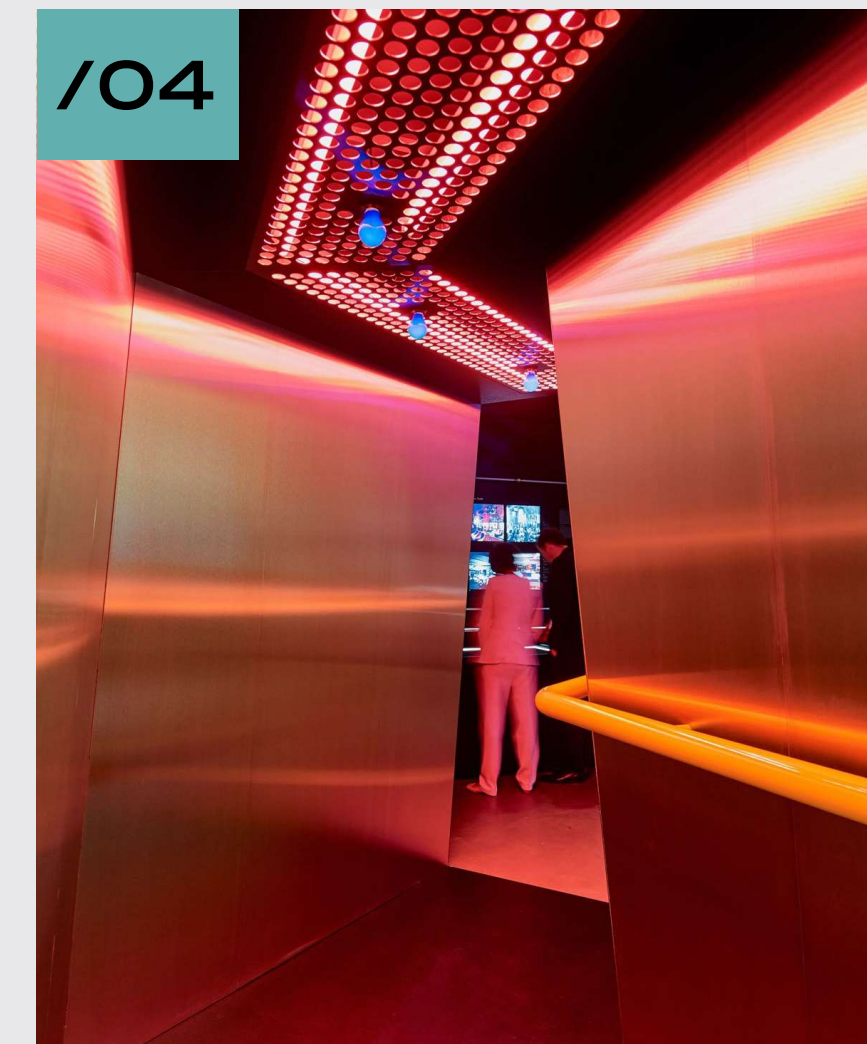
CULTURALLY
CONNECTED



COMMUNITY
DRIVEN



CIRCULAR &
SUSTAINABLE



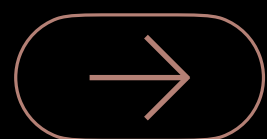
FUELLED BY
EXPERIENCE

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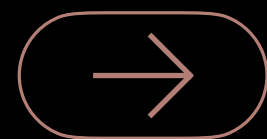
CULTURALLY CONNECTED



CULTURALLY CONNECTED LOCALLY INSPIRED, CELEBRATING CULTURE



Future retail is culturally connected—a shift from bland, one-size-fits-all spaces to authentic, locally inspired destinations that reflect and celebrate diverse cultural identities.



These environments go beyond selling products; they foster belonging, express community values, and create meaningful connections with customers...



Sacca's, Hunter & Gatherer Pacific Epping

"The future doesn't belong to brands that just open doors. It belongs to the ones that open conversations, curiosity, and connection."

_ Tim Nash

SHOP
DROP DAILY

“Retailers are increasingly embedding local culture and heritage into store design to foster a deeper **emotional connection** with consumers, moving beyond ‘global sameness’ to reflect community identities...”

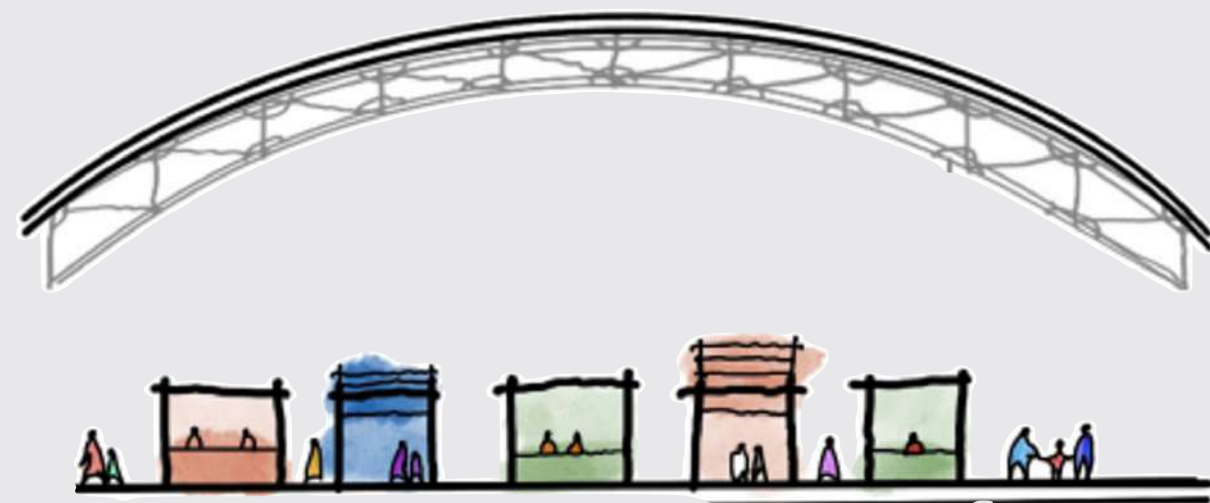
HOW HAVE WE RESPONDED TO THIS CULTURALLY CONNECTED RETAIL TREND?



HUNTER & GATHERER

EPPING, VIC

Hunter & Gatherer at Pacific Epping is more than just retail. It's a local vibrant hub of connectivity - where cultural diversity and authentic stories come together to create a truly shared community experience.

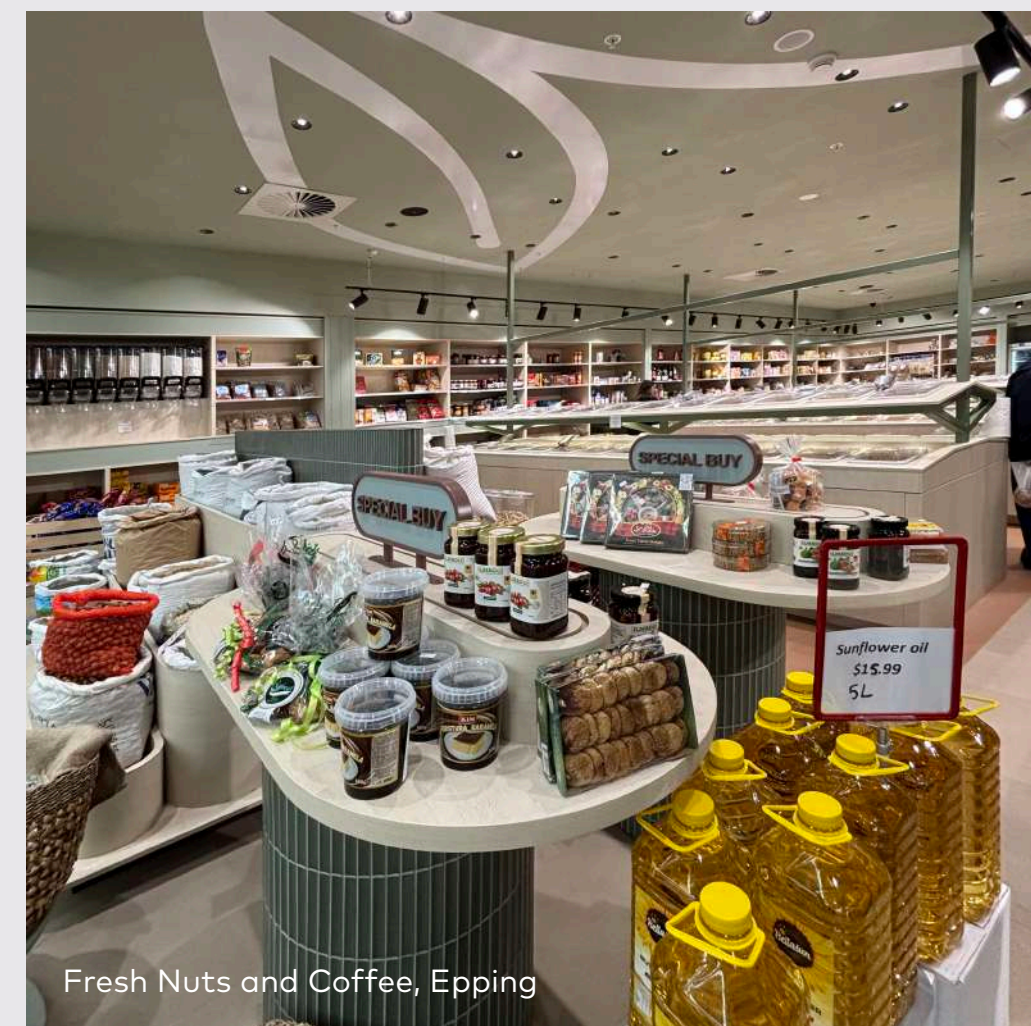


HUNTER & GATHERER

EPPING, VIC

Inspired by benchmarks from Argentina to Rotterdam, authenticity and product storytelling sits at the heart of the marketplace.

With fit-outs designed to showcase product, flavour and texture, retailers are encouraged to tell stories of pride in serving the community.



Fresh Nuts and Coffee, Epping



HUNTER & GATHERER

EPPING, VIC

Hunter & Gatherer transforms market stall tenants into bricks-and-mortar retailers, offering a fresh setting for trusted brands to re-emerge with renewed identity. At its heart: curated storytelling, quality products, and abundant fresh produce.



COUNT YOUR CHICKENS

EPPING, VIC

This familiar retailer re-emerges in the Epping marketplace with a bold, playful design featuring vibrant colours and graphic touch points. Inspired by chicken coops, the palette reflects yolk freshness, using humour to create conversation and memorable moments.



SACCA'S

EPPING, VIC

Saccas returns to its roots, supporting the local community where it all began. Since 2008, it has grown into a fresh produce powerhouse, now offering a butcher, gelateria, café, florist, and bakery under one roof. Loyal locals enjoy trusted, family-style service and a vibrant bazaar-like shopping experience.





TIGER LANE PRECINCT

CANBERRA CENTRE, ACT

Tiger Lane in Canberra channels the energy of Asia's hawker streets and metros — bringing to life a vibrant Tokyo-style hub where people connect, culture thrives, and food is the heartbeat of the experience.

The precinct reflects Canberra's growing appetite for authentic, multicultural flavours, while supporting local entrepreneurs and designers through a carefully curated leasing mix.



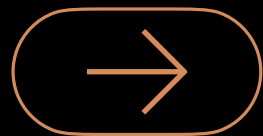


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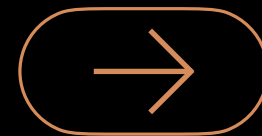
COMMUNITY DRIVEN



COMMUNITY DRIVEN SUPPORTING LOCAL PEOPLE & NEEDS



Future retail supports the community—not just by selling, but by responding to local needs and investing in local potential.



This means creating spaces that incubate small businesses, elevate local talent, and provide platforms for people to thrive. Retail becomes a launchpad for community-driven growth, where success is shared and deeply rooted in place.



By Charlotte, Robina

"The community model is about increased interaction, learning, attention and audience focus."

_ Ibrahim Ibrahim

LSN, FUTURE
FORECAST

“Brands are expected to act as civic partners - offering their spaces for local events, launching **hyper-local** initiatives, and supporting causes that matter to the neighbourhoods they serve.”

HOW IS COMMUNITY DRIVEN RETAIL FLOURISHING?

Run Athlete



Roxie Swart

Roxie (they/them) is passionate about making health and fitness spaces more inclusive for everyone. With a background in health and a commitment to trials and gender-diverse inclusion, they believe movement—of any level—should be empowering, accessible, and fun.

@roxieswart

Team Athlete



Joe Taulia

Passionate about health and fitness, Joe has been in the fitness industry, education, and a "No One Left Behind" advocate for over 10 years. He is committed to creating a safe environment for everyone and helping the community reach their goals.

@jtaulia

Pilates Athlete



Kate Spilker

With community at her core, Kate is driven by passion, determination, and the pursuit of being the best every day. As a mother of two, Women's Health Physio, and Pilates instructor, she pushes limits and inspires others to embrace challenges for growth.

@katespilker

CrossFit Athlete



Grace Gill

A former triathlete turned triathlon coach, Grace uses the edge of her competitive nature to push her clients and herself as an athlete, triathlete, and coach, with compassion and helping others in her spare time.

@gracegill

CrossFit Athlete



Bo Clarke

Always leading from the front, Bo is a passionate coach and fitness advocate. Transitioning from triathlete to coach, he is committed to creating a safe environment that encourages his community to go after their goals both in and outside of the gym.

@boemg388

Run Athlete



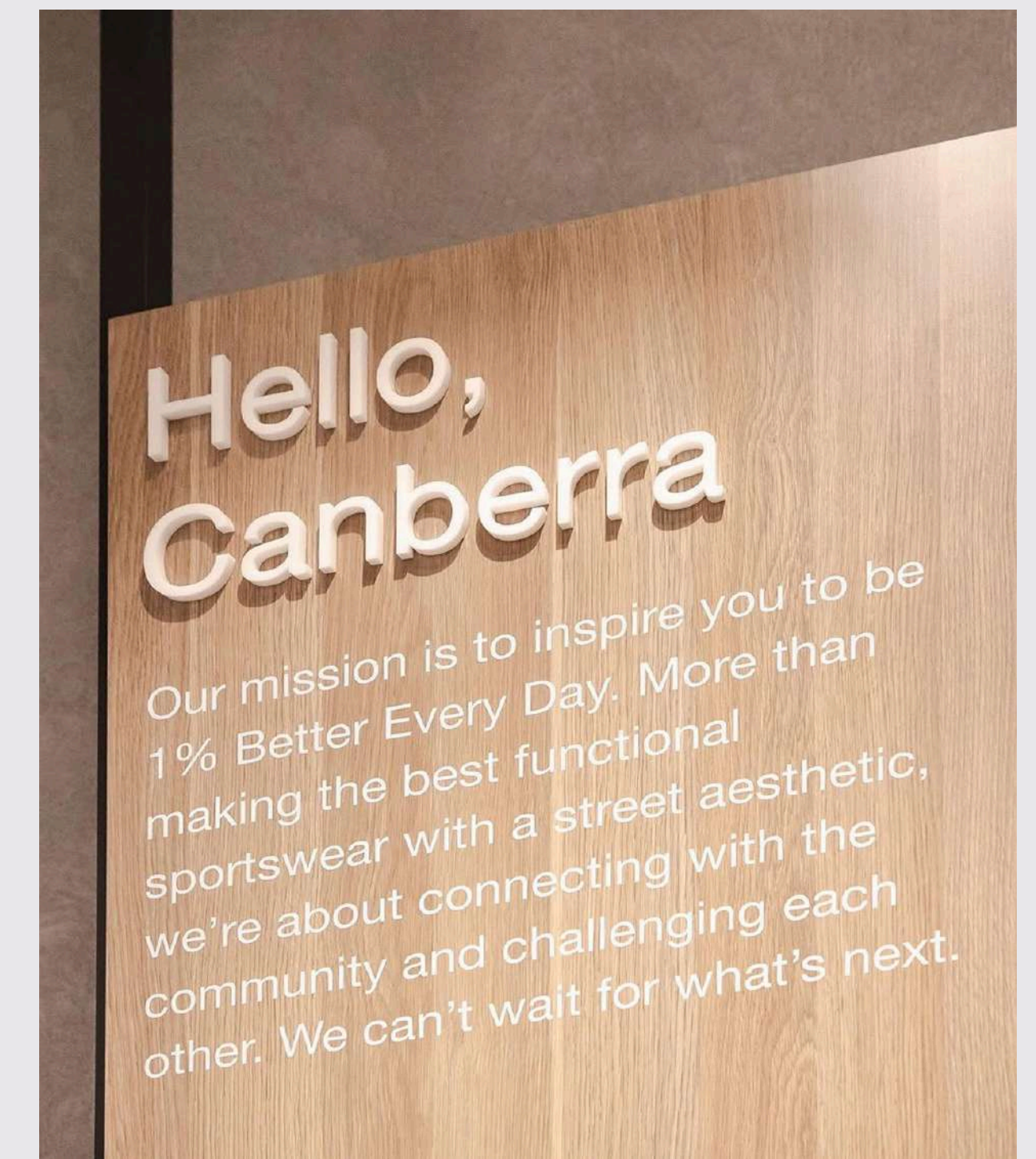
Chad Pe



LSKD

CANBERRA CENTRE, ACT

LSKD is redefining retail, transforming its spaces from mere stores into dynamic community hubs. Each location is meticulously designed to foster authentic connection, hosting exclusive drops, interactive experiences, and hyper-local events that cultivate fierce loyalty and a strong sense of belonging. By merging performance-driven products with genuine engagement, LSKD elevates shopping into a shared journey of personal growth and inspiration.



FLORENCE AND MARABEL

GRAND CENTRAL, TOOWOOMBA

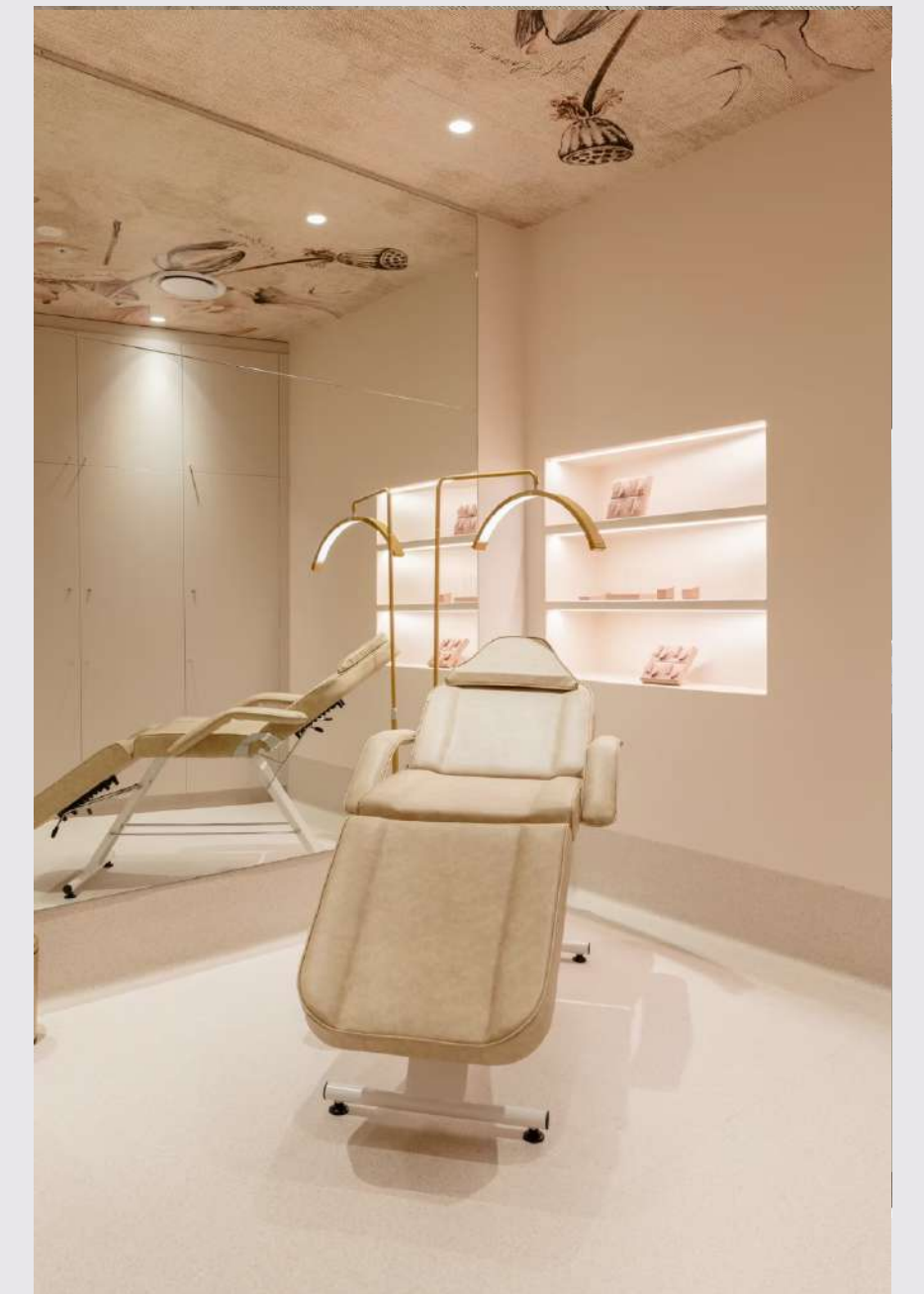
Locals embrace this family-run lifestyle brand, turning it into a homegrown success. Through behind-the-scenes content and styling tips, the duo builds authentic connections and strong emotional ties, earning a loyal customer base.



BY CHARLOTTE

ROBINA, QLD

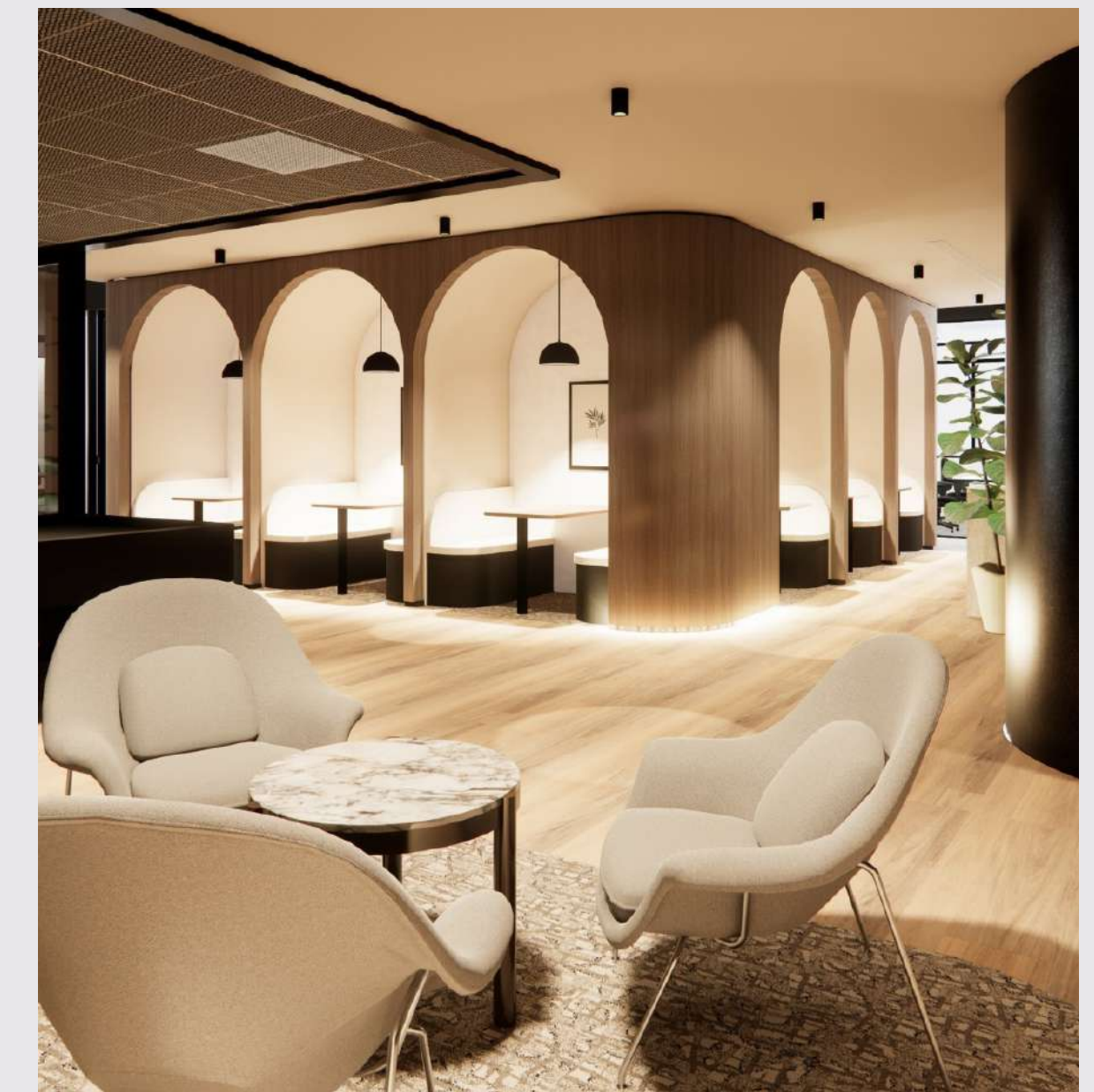
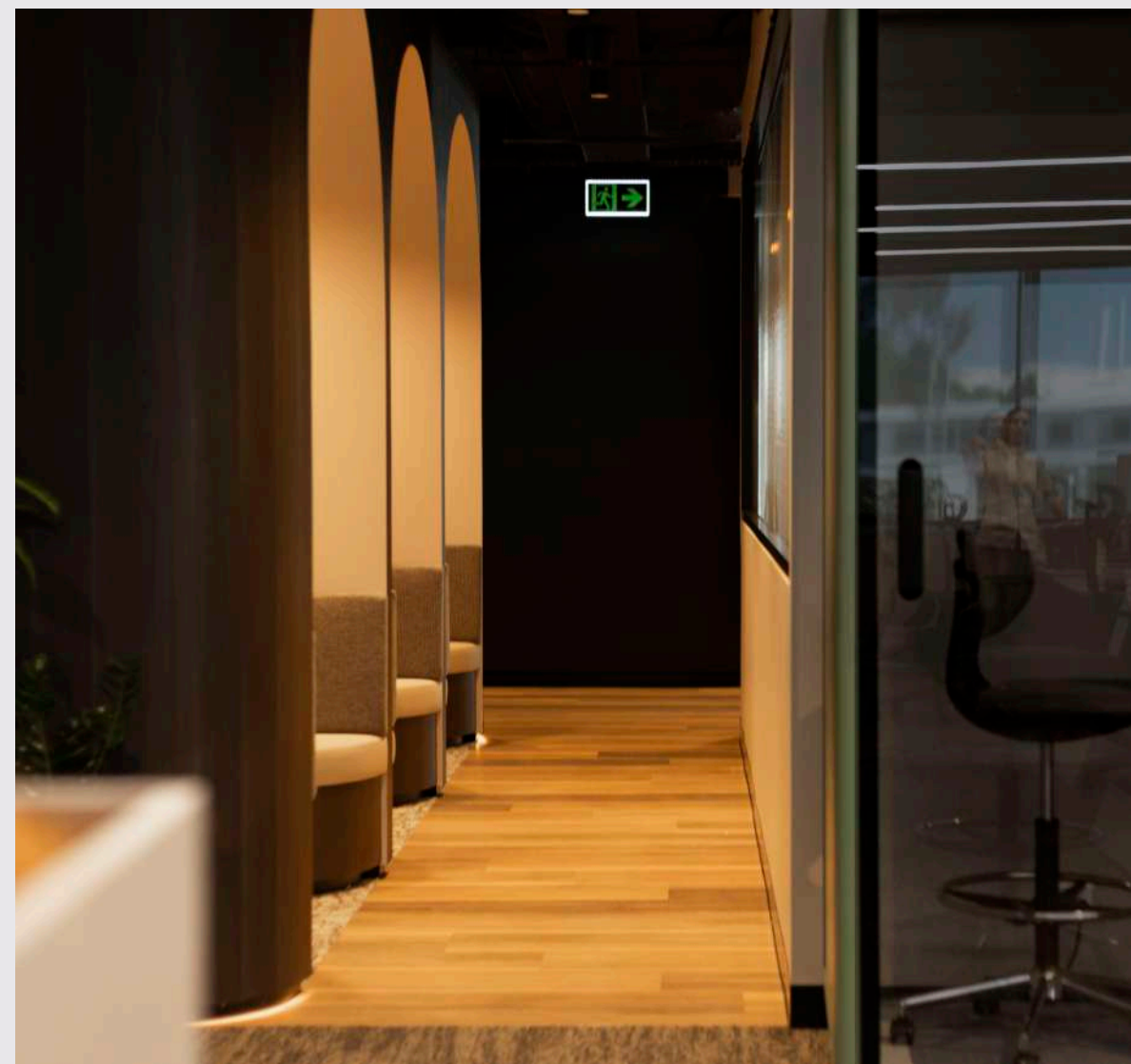
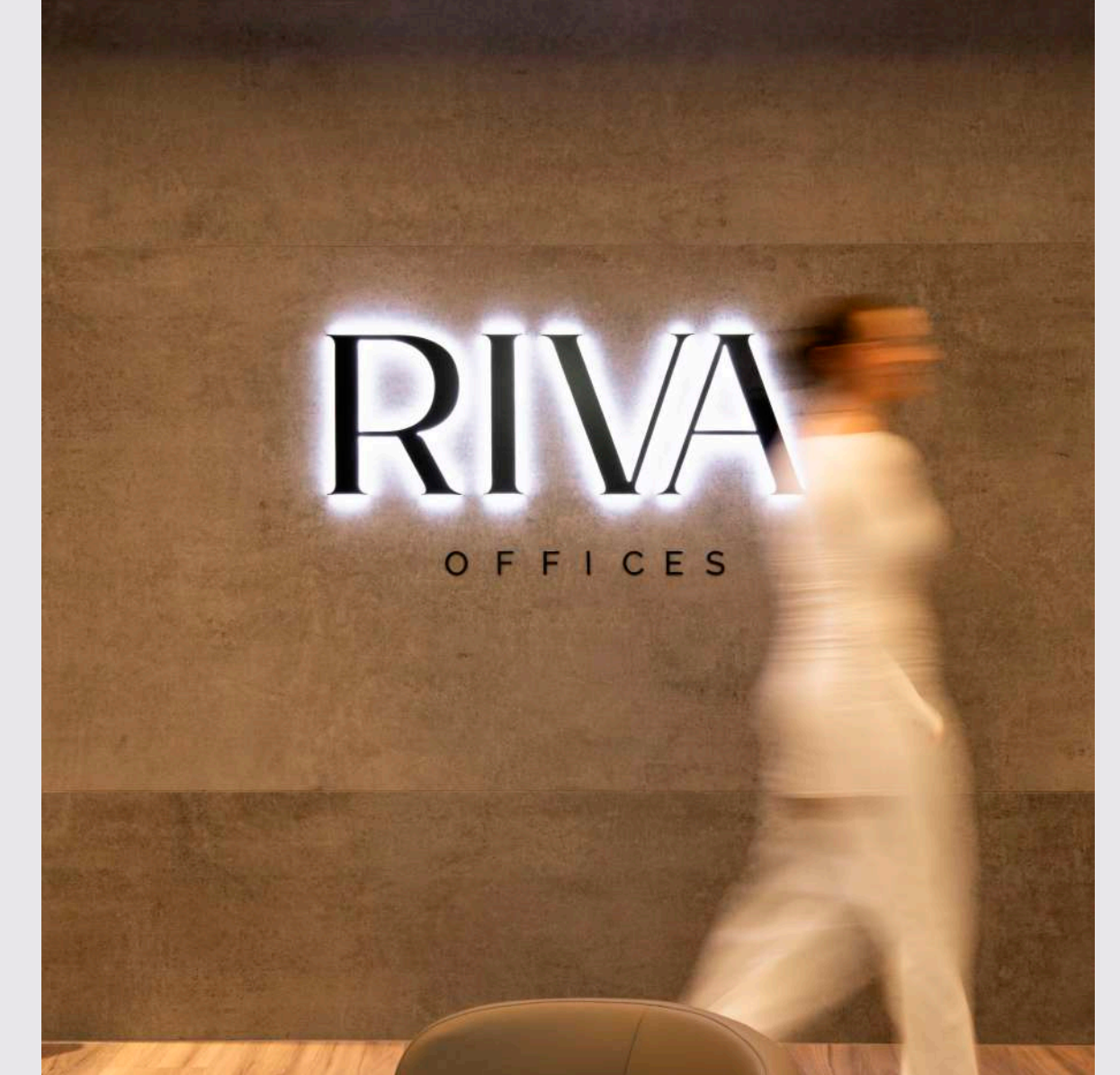
This local jewellery brand has grown its empire through storytelling, with each design imbued with authentic value and a unique narrative. Personalised styling sessions transform boutiques into immersive experiences, far beyond traditional retail.



RIVA OFFICES

ROBINA, QLD

Riva redefines co-working by combining luxury design, flexible functionality, and a vibrant community culture, proving that meaningful connections are key to success, bridging local community with commerce.



/03

CIRCULAR & SUSTAINABLE



CIRCULAR & SUSTAINABLE REPURPOSED & REIMAGINED



Future retail must be considered and circular—prioritising sustainability not just in message, but in material and method. This means repurposing existing structures, using recycled or low-impact materials, and designing with longevity in mind.



Every choice, from fit-out to finish, should reflect the brand's core values, turning sustainability into a lived experience. When done right, the space itself becomes a statement—proving that conscious design can be both beautiful and responsible.



"Increasing consumer demand for sustainable products is probably the biggest driver of circularity."

MCKINSEY

“Retailers who prioritise sustainability, even in uncertain economic times, position themselves for long-term success.”

WHICH BRANDS ARE SHOWCASING SUSTAINABLE RETAIL DESIGN?



L'OCCITANE

CASTLE TOWERS, NSW

L'Occitane stores aren't just retail spaces—they're immersive sustainability showcases that connect customers to a global mission of protecting nature and empowering communities. This authentic approach builds trust, loyalty, and a sense of shared purpose.





L'Occitane, Eastland

COUNTRY ROAD

EASTLAND, VIC

Country Road stores prove that timeless design and sustainable innovation can coexist.

Featuring bench tops made from recycled yoghurt containers, parquetry floors from reclaimed timber, carpet from recycled fishing nets, and hooks from ocean plastic, customers do more than shop—they connect to a better future.



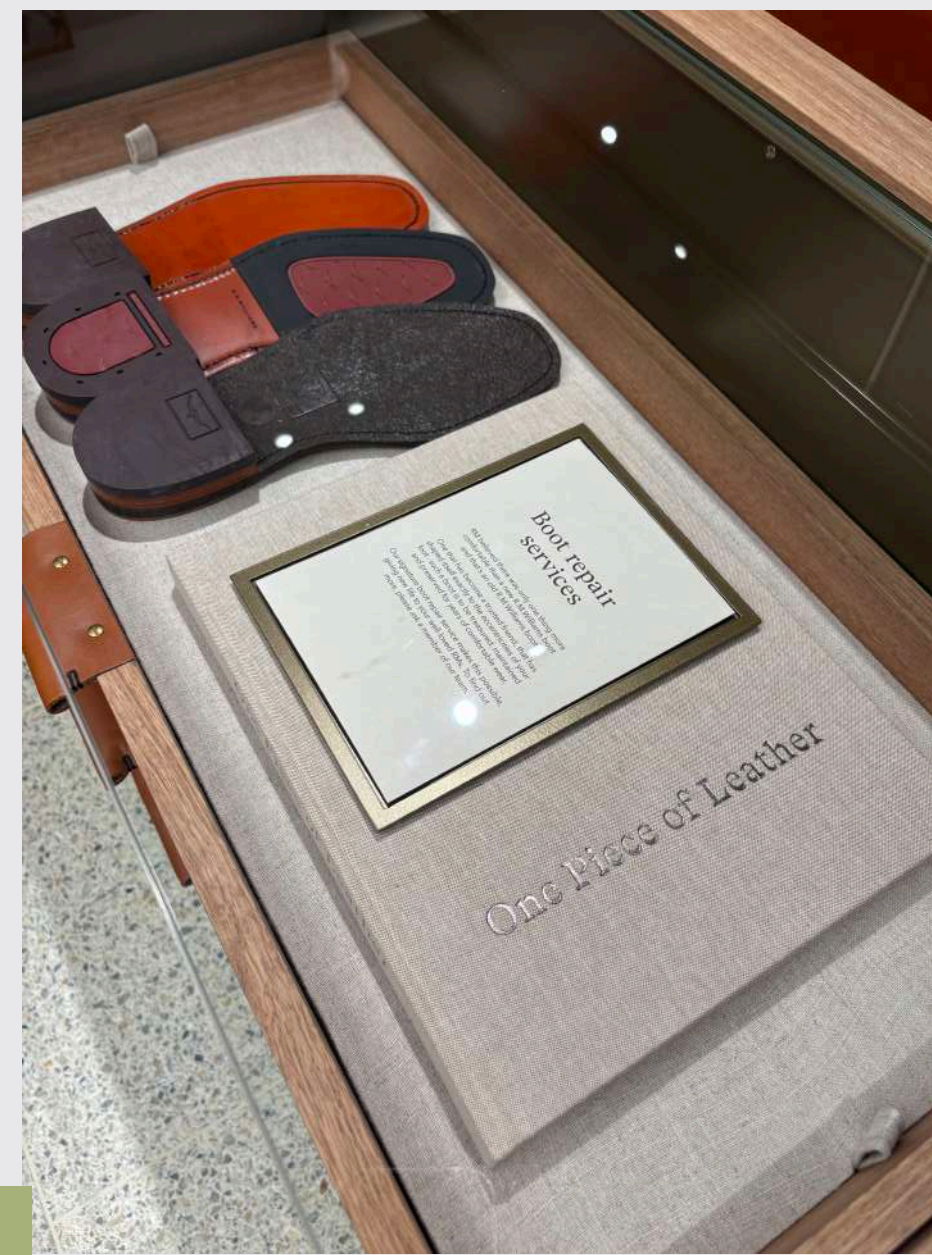


Country Road, Eastland

RM WILLIAMS

CASTLE TOWERS, NSW

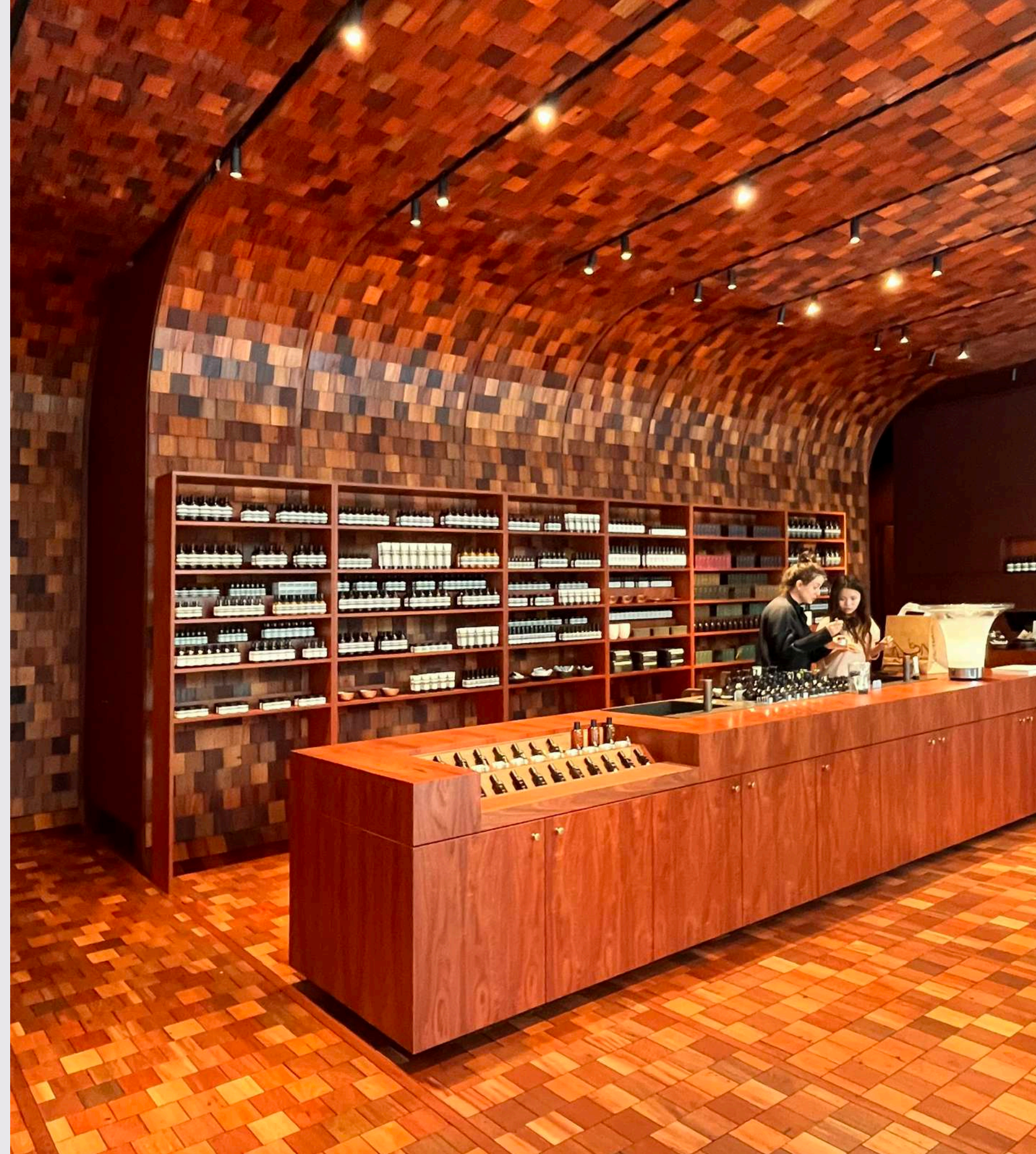
R.M. Williams champions authentic sustainability through enduring craftsmanship and heritage-driven retail. Every boot is still handmade in Adelaide, designed to last a lifetime and reduce waste. Stores incorporate redundant leathers into furnishings—some upholstery dating back over a century.



AESOP

CANBERRA CENTRE, ACT

Aesop's relocated Canberra store draws on the city's harmony between architecture and landscape. Crafted by local workshop Thor's Hammer, the reclaimed eucalyptus shell symbolises a passage between nature and civic life. A repurposed monolithic marble basin references Canberra's iconic roundabouts while deep red timber tones evoke a subtle relationship with the Senate chamber.

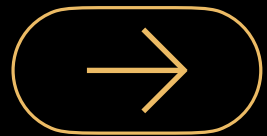


/04

FUELLED BY EXPERIENCE



FUELLED BY EXPERIENCE BEYOND THE TRANSACTION



Retail today must be fuelled by experiences to stay relevant and drive foot traffic. Activations, events, and Instagrammable moments turn physical spaces into destinations, giving customers reasons to visit, stay, and share.



It's no longer just about buying—it's about creating memorable experiences that make customers feel part of something exciting and worth capturing.



Scanlan Theodore, Canberra Centre

"It's time to **up** the **experience**."

VML INTELLIGENCE,
THE FUTURE 100

“Immersive brand environments are no longer optional—stores must now deliver multi-sensory experiences that can’t be replicated online to draw people in and keep them engaged.”



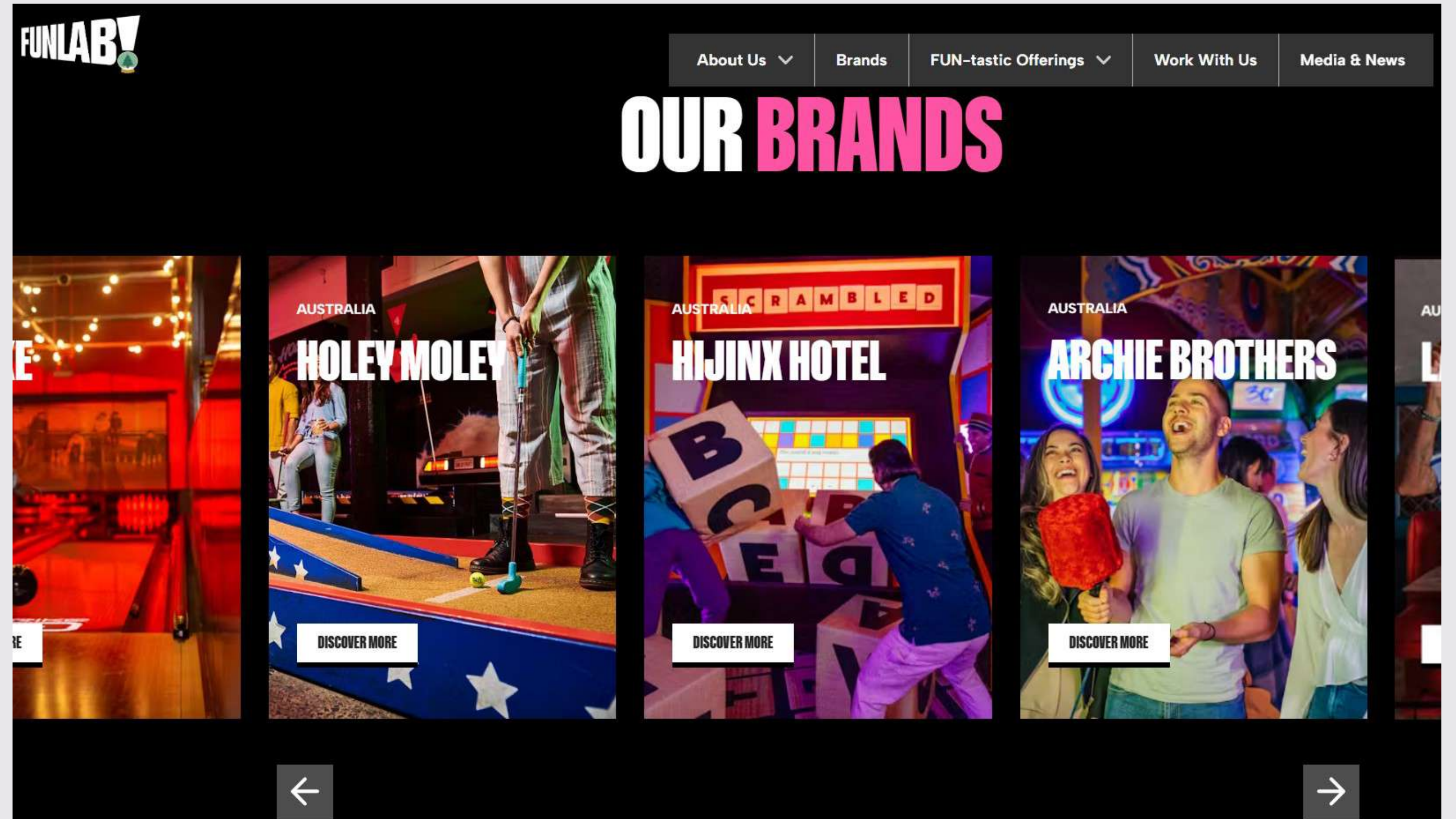
HOW HAVE WE RESPONDED TO THE FUELLED BY EXPERIENCE RETAIL TREND?



INTRODUCING FUNLAB

Funlab designers embrace their namesake and imbue fun into every aspect of each venue.

With the hyperreal and theatricality taking centre stage, each Funlab brand is designed to offer a unique interactive experience, with Instagramable moments at every turn.

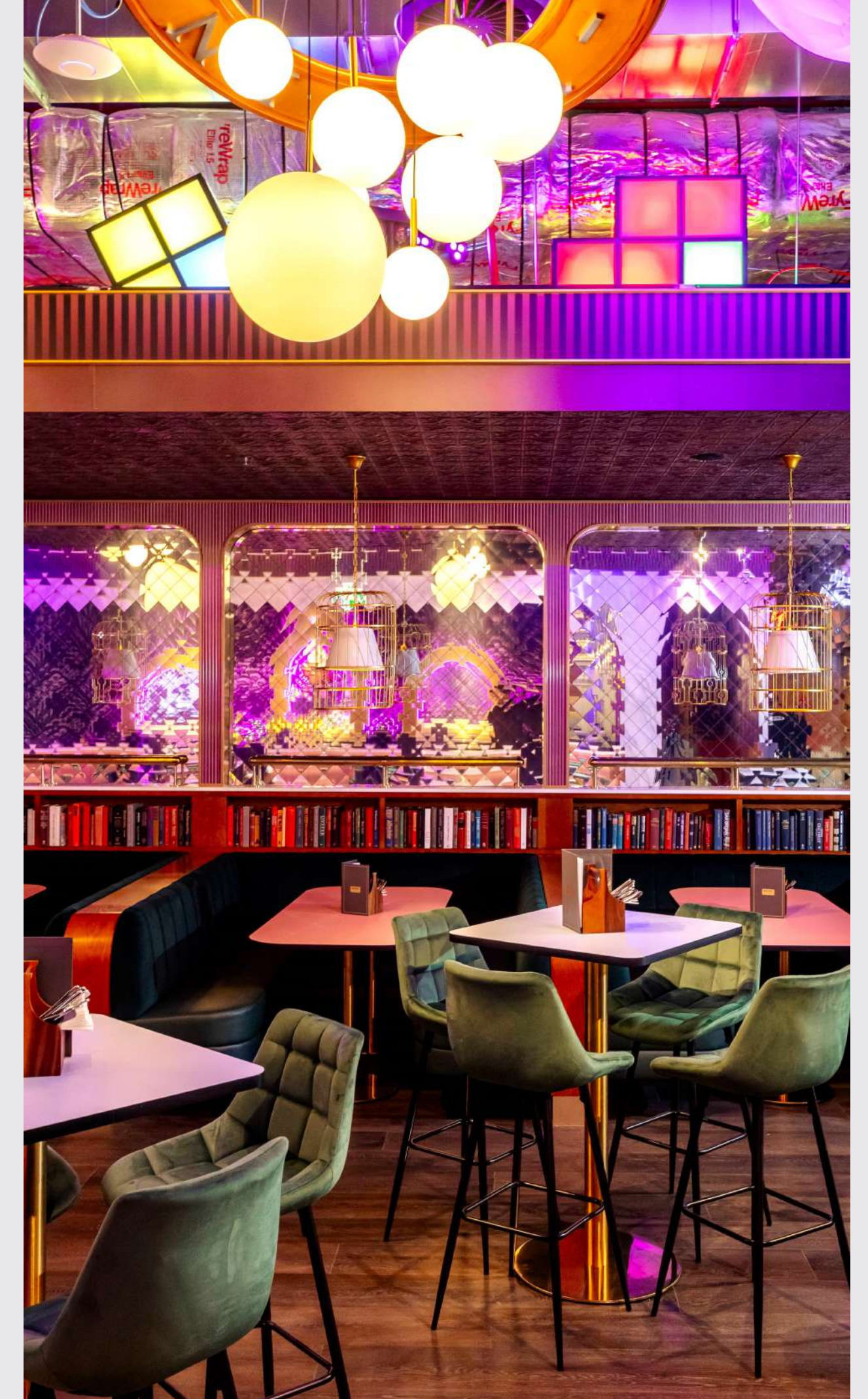


FUNLAB: HIJINX HOTEL

CANBERRA CENTRE, ACT

Hijinx Hotel begins with the offer of a 5 star hotel experience fit with welcoming concierge and porters.

Guests check into themed hotel rooms that offer group challenges before unwinding in the various hospitality offers. From the beginning patrons are hit with an all encompassing experience making for a memorable stay.





FUNLAB: HOLEY MOLEY

CANBERRA CENTRE, ACT

Holey Moley delivers a one-of-a-kind golfing experience, where every course is distinct. Each venue features a themed hole inspired by its surroundings, blending pop culture with local character for a vibrant, immersive atmosphere.




ATOMICA

CASTLE TOWERS, NEW

Atomica is a new beauty and wellness concept designed as a destination for the modern beauty enthusiast. The store offers a highly inspirational and immersive experience by combining a curated selection of viral and coveted brands with personalised in-store services.

Dedicated "Glow Advisors" provide tailored advice, skin-scanning services, and makeup applications, creating a "phygital" experience that drives engagement far beyond a simple transaction and fuels a loyal community of shoppers.

**A million ways to glow.
And *only one* you.**

The way we all shine is one-of-a-kind. From the steps that make up our daily skincare routines to the shades of our make-up, we choose to express our best selves. From the everyday essentials to the extra-special occasions.

Saving, splurging, stepping out, staying in.

atomica is here for all of this and more. We've brought together a collection of skincare, beauty, haircare, fragrance and wellness products to keep you feeling great inside and out. You'll find the latest, on-trend, in-demand brands, the much loved faves, the affordable must haves and more. Along with exclusive offers and plenty of ways to be rewarded.

Need advice? Our Glow Advisors are here to help. **atomica** spaces are for everyone – a place to explore, express, and discover what's truly you.

Because life's better when we glow together.

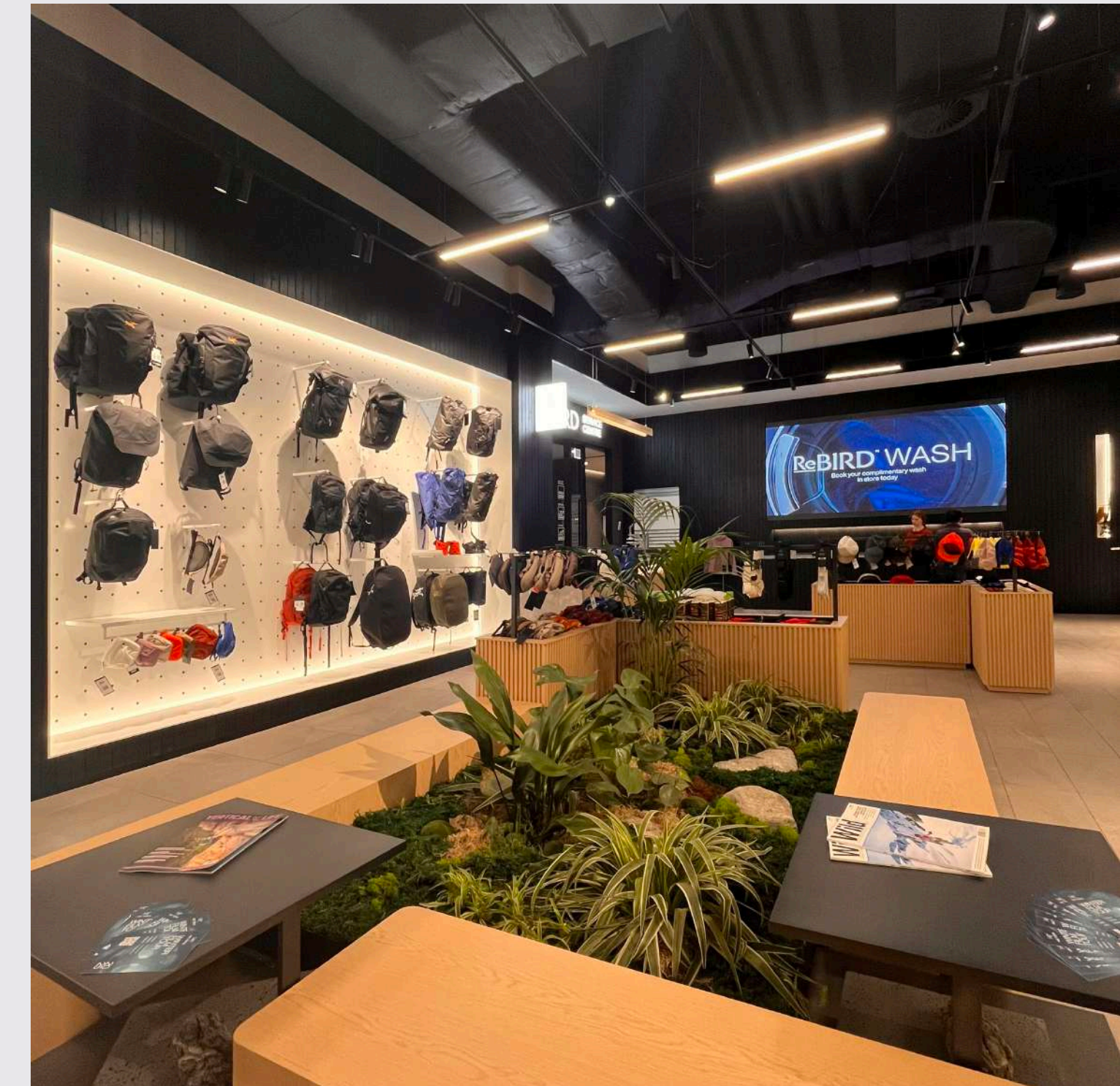
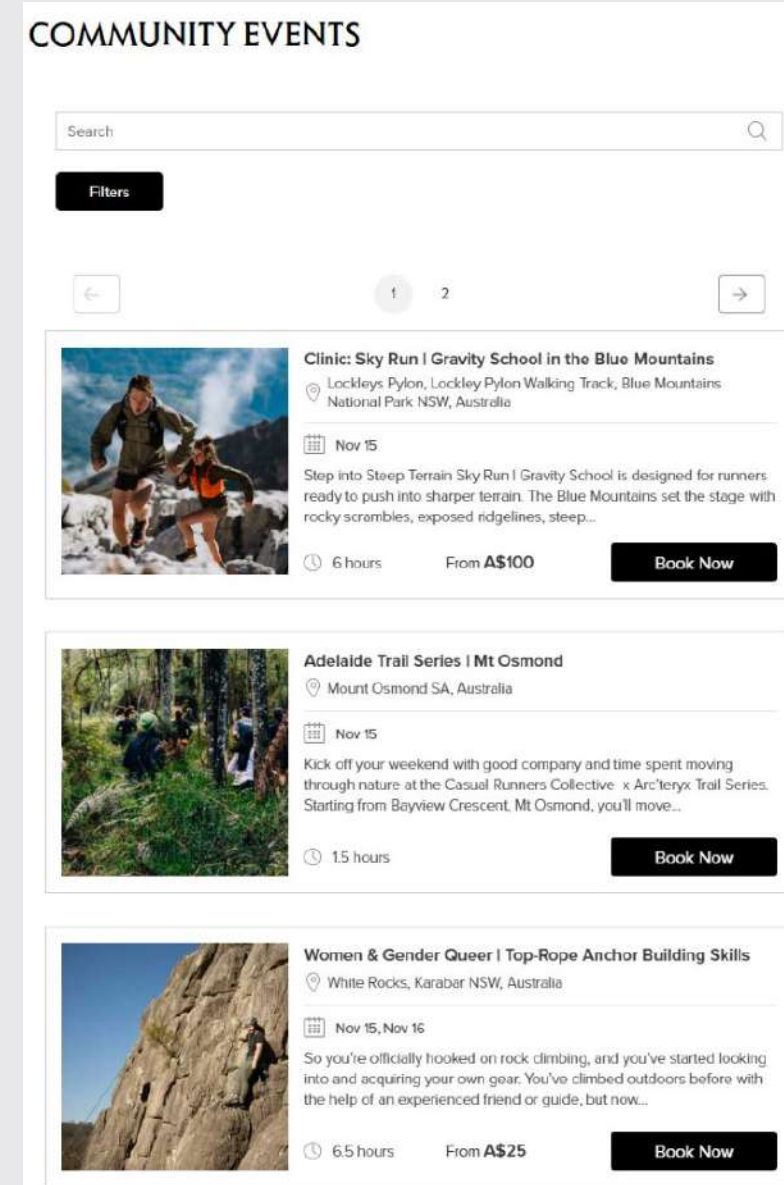
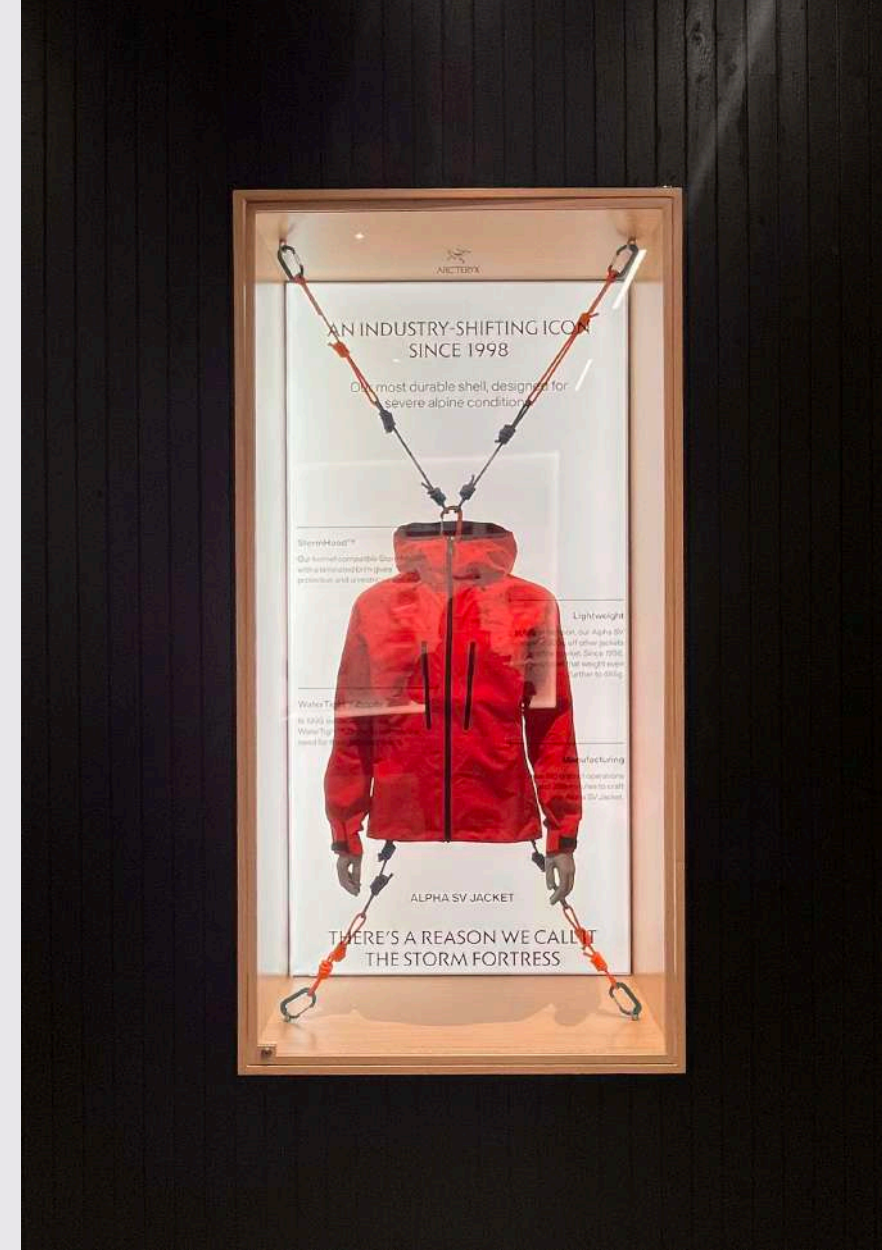
Welcome to **atomica**

ARC'TERYX

CANBERRA, ACT

Evoking the mountains and forests of Vancouver, the store design features rugged stone facades, glass installations, and artistic recreations of natural elements. This approach interprets the spirit of the outdoors, fostering a harmonious connection between the urban and the natural through innovative design.

Crucially, each store integrates Circularity Hubs—dedicated spaces for repairs, upcycling, and resale—which reinforce sustainability and offer tangible, educational experiences. These functional hubs, combined with immersive installations and community events, complete the holistic sensory journey.





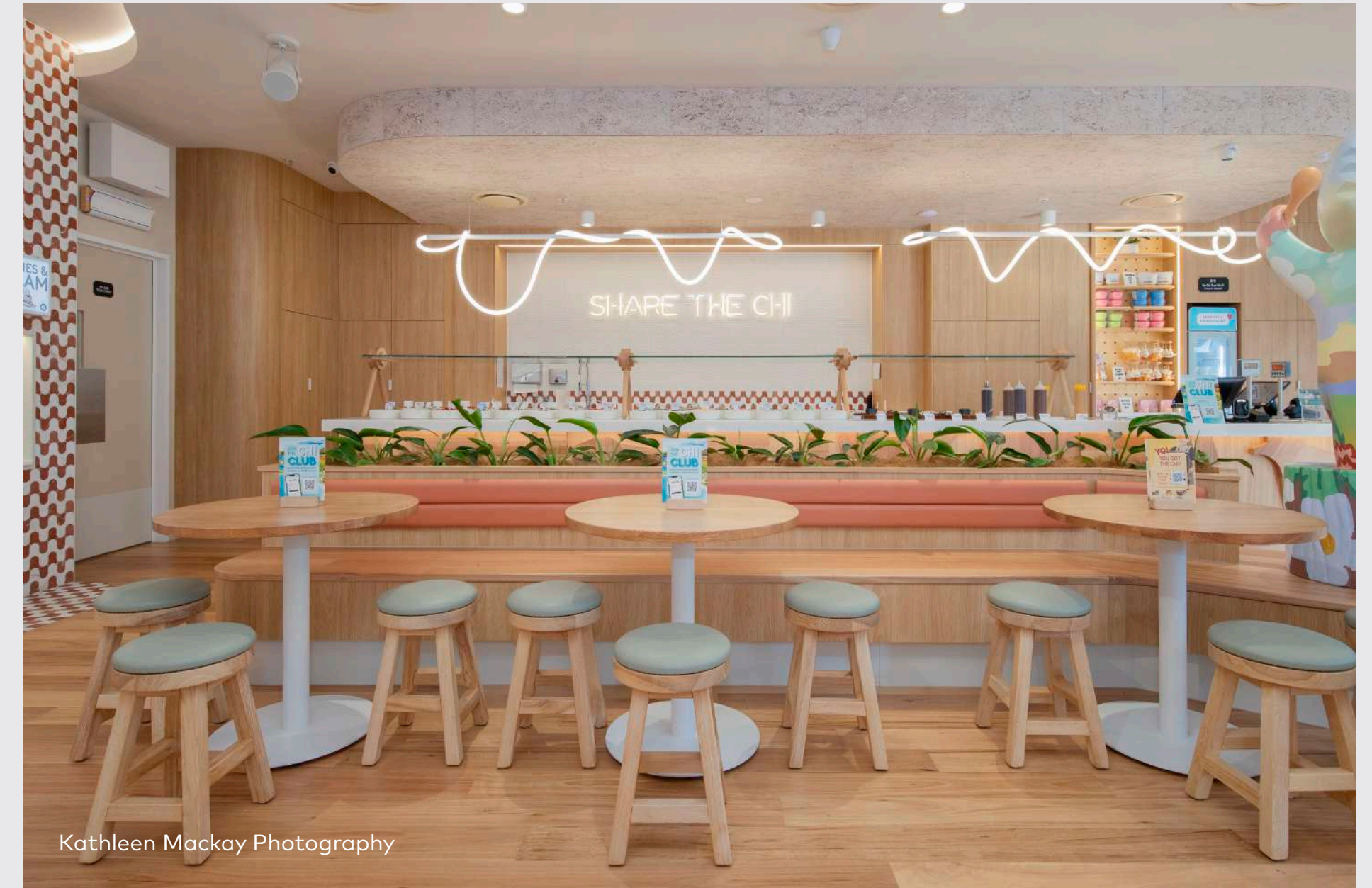
Arc'teryx, Canberra Centre.

YO-CHI

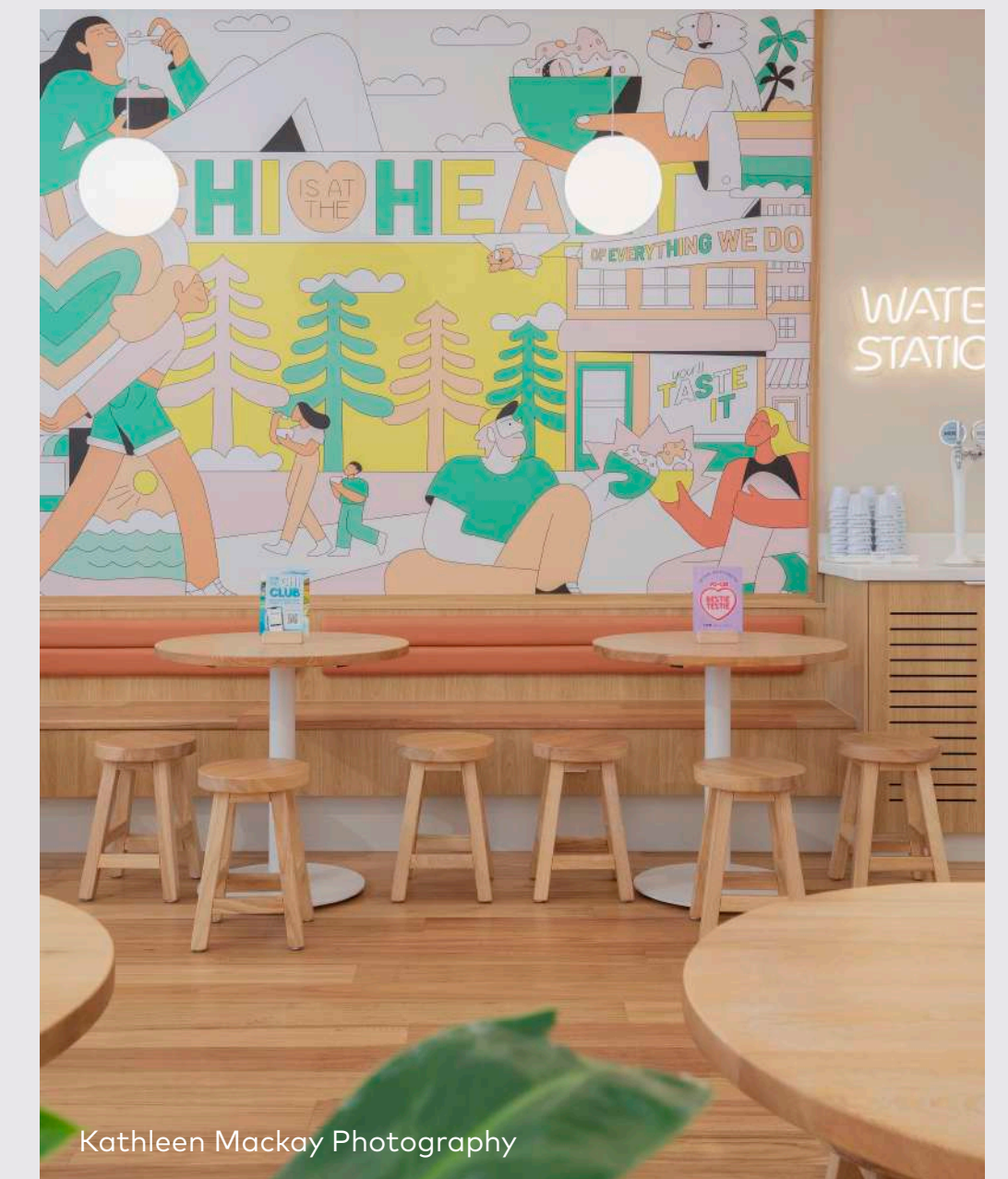
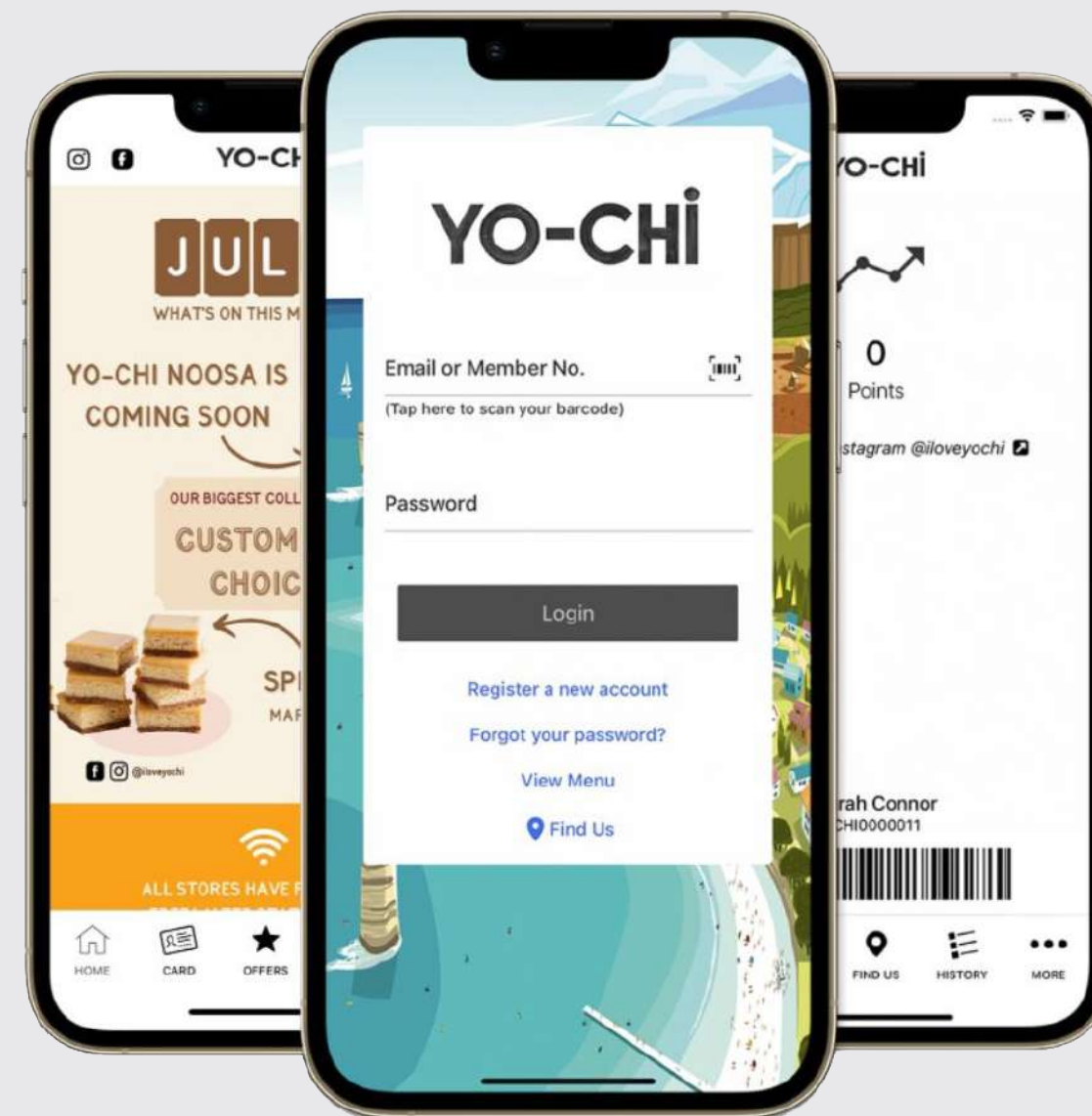
CASTLE TOWERS, NEW

Yo-Chi has successfully positioned itself as a lifestyle brand rather than merely a dessert chain. Its Instagrammable store design, vibrant toppings bars, and extensive personalisation options make it a perfect subject for social sharing, which has driven powerful organic marketing and strong customer engagement.

This brand appeal has transformed Yo-Chi stores into premium lifestyle destinations, fuelling growth: from just 4 stores during the pandemic to 43 outlets by 2024. This expansion is supported by strategic site selection, with plans for 15 new stores in 2025 plus upcoming international expansion.



Kathleen Mackay Photography



Kathleen Mackay Photography



Yo-Chi, Castle Towers, Photographed by Kathleen Mackay Photography

MECCA

CANBERRA, ACT

Mecca has redefined beauty retail by turning every interaction into an experience. Fun is at the heart of its store design, showcased by oversized carousels that take center stage in evolving concepts. With a people-first approach, Mecca prioritises human connection—investing 4% of revenue in staff education and engagement—while its Beauty Loop loyalty program keeps customers lining up for the latest drops.





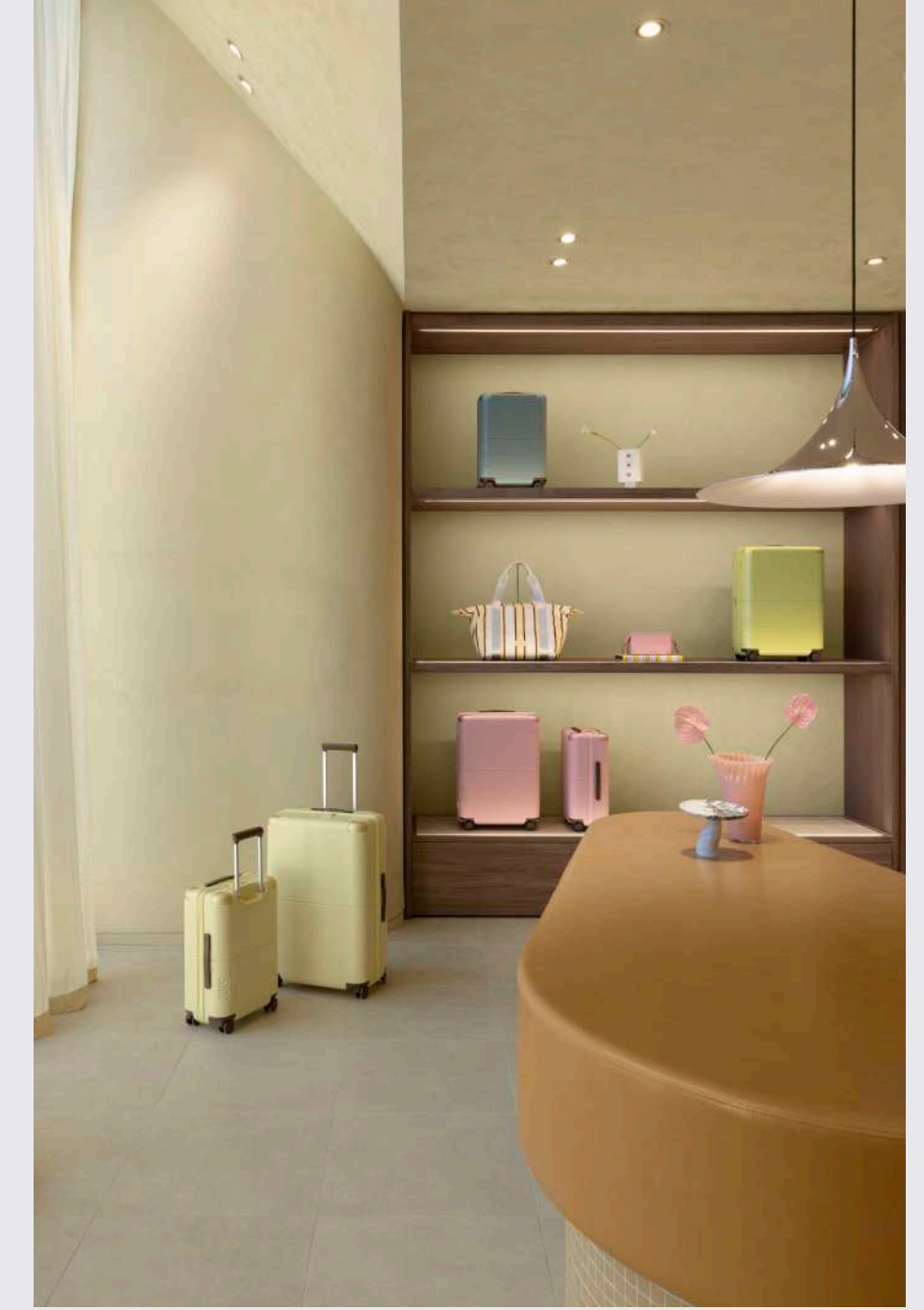
Mecca, Canberra Centre

JULY

CANBERRA, ACT

July transforms luggage into a lifestyle accessory through design innovation, personalisation, and omnichannel experiences.

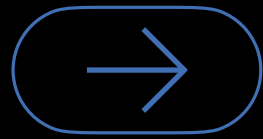
Using emotional branding and campaigns, they build identity and community among travellers. Boutiques reflect this ethos through curated displays, while hosting events and styling sessions that position July as a lifestyle brand—not just a luggage retailer.



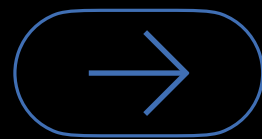
WHAT'S NEXT... HOW DO WE MAINTAIN OUR SUCCESS MOVING FORWARD?



PARTNERSHIPS AND AGENCIES



Strong brand partnerships and collaborations with top-tier design agencies are fundamental to our success. By working with exceptional **brand partners**, we attract and engage new audiences, ensuring our properties become must-visit destinations.



Simultaneously, partnering with leading design agencies enables us to create innovative, high-quality spaces that elevate the customer experience and meet the evolving demands of modern retail, solidifying our reputation as a leader in the industry.





WHAT'S NEXT. DEVELOP OUR ONGOING BRAND PARTNERSHIPS...



QIC takes a holistic, long-term approach to brand partnerships driving strategic collaborations across all business areas and retailer teams to maximise the value of trusted relationships and evolve brands across the portfolio.



GROW WITH OUR DESIGN PARTNERS...

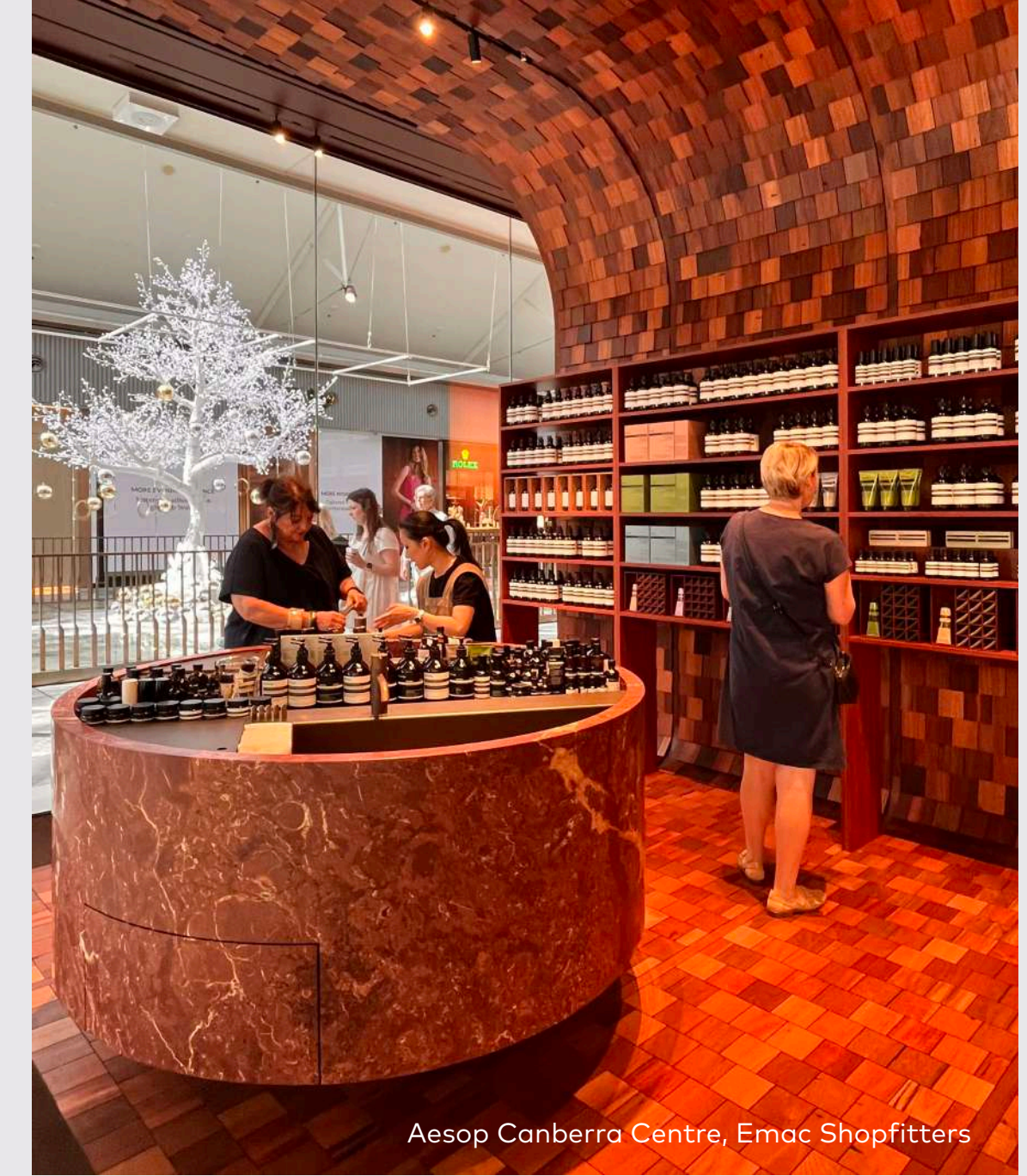
QIC actively cultivates successful partnerships with leading design studios to bring unique and innovative concepts to its centres. These creative partners provide clever and adaptable designs for a diverse range of tenants.



Our Design and Delivery teams thrive on long-standing partnerships with trusted shopfitters. These relationships help to reduce risk, streamline decision-making, and ensure details are resolved quickly. The result: projects delivered on time, within budget, and to the highest quality standards.



Kivari Cotle Towers, Atru Shopfitters



Aesop Canberra Centre, Emac Shopfitters

BUILD ON SHOP FITTER RELATIONSHIPS



McGrath Robina, Element Shopfitting

**THANK
YOU.**

