

Bird Street, off Oxford St  
"technology + retail smart street"

Niketown  
Customising + 1d space  
ground floor

Pro: Direct's  
"tech-heavy showcase"  
Reimagining retail.

Molton Brown  
"magic mirror of  
explanation" flagship store

Pepe Jeans  
"high-tech Playphren"

Burberry  
interactive tech  
"blurs the physical +  
digital world"

