



Commercial Observer: 2nd Annual Retail Forum

7:30 AM - 10:30 AM

Panel: Richard Chera, Crown Acquisitions; Lauren Adams, Gensler; Michael Goldban, Brookfield Properties; Jeffrey Weinhaus, Equinox; Jeffrey Roseman, Newmark Knight Frank. Today's consumers, especially millennials, prefer splurging on experiences over traditional goods and are not spending their Saturdays shopping at the mall. They want a place to be and be seen--somewhere to experience and learn about new products, not necessarily buy them. Retailers and owners alike are reinventing their spaces with consumers in mind in order to attract (and keep) customers engaged. Panelists will discuss how they are addressing these these issues by taking a new approach to design, activating event spaces and creating new brands to create buzz. In addition, panelists will discuss new technologies and platforms being used to change consumer experiences and create new opportunities.

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ATTORNEYS

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