



NOT ON  
THE HIGH  
STREET  
.com

SIMON BELSHAM

BRISTOL DISTINGUISHED ADDRESS,  
UNIVERSITY OF THE WEST OF ENGLAND

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30 NOVEMBER 2016

# WHO WE ARE

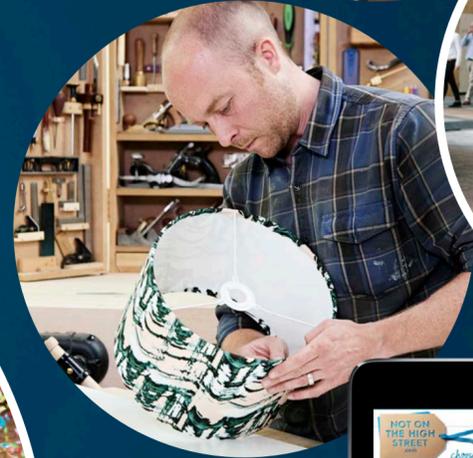
FOUNDED 10 YEARS AGO



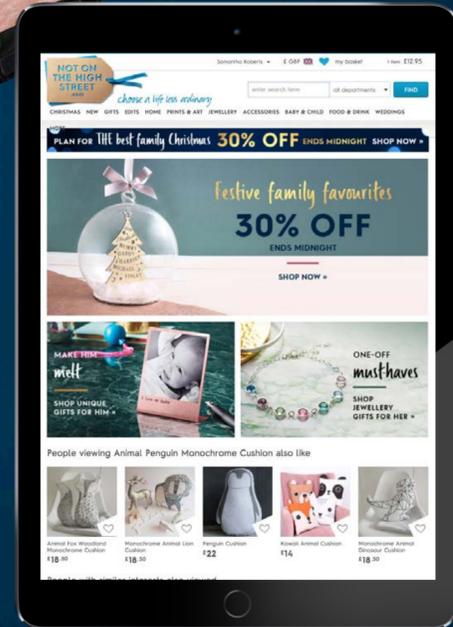
WORKING WITH 5,000 PARTNERS ACROSS THE UK



NOW 250 EMPLOYEES



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# 100 YEARS OF RETAIL EVOLUTION



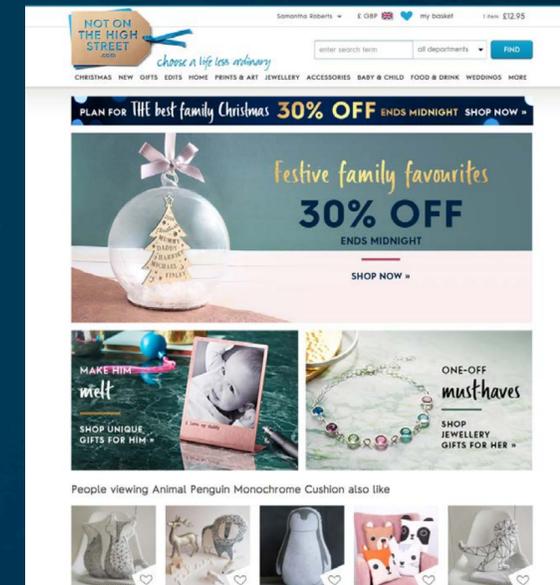
**HIGH STREET 1.0**  
Hyper-local



**HIGH STREET 2.0**  
Department stores and superstores



**DOT COM**  
Hyper-global



**HIGH STREET 3.0**  
Taking the hyper-local,  
hyper-global



# A BIT ABOUT ME

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PEOPLE

RETAIL

TECHNOLOGY

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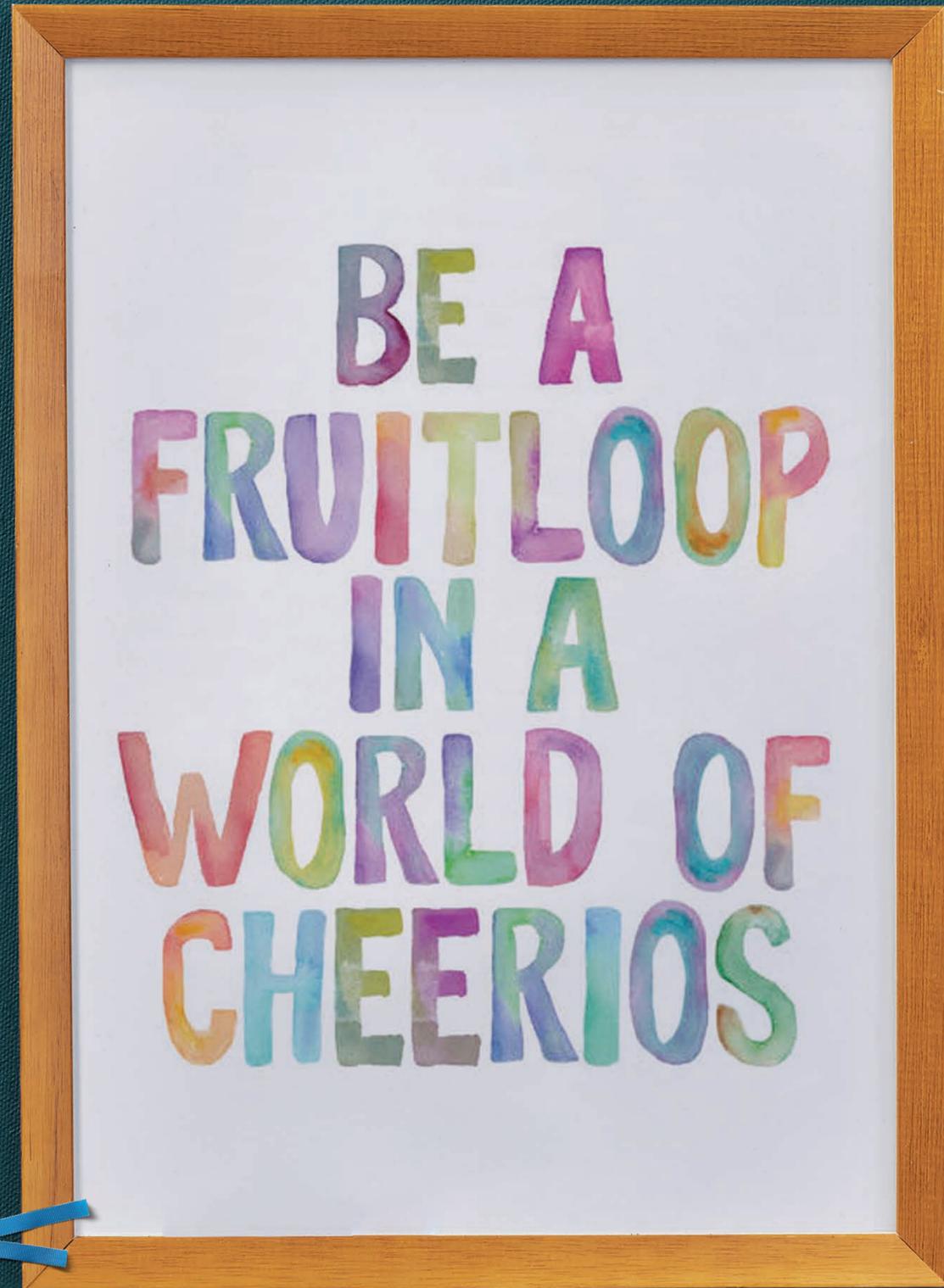


LESSON 1  
**THE PURPOSE OF LIFE  
IS A LIFE OF PURPOSE**

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TO ENRICH LIVES THROUGH  
THE DISCOVERY OF EXTRAORDINARY,  
UNIQUE PRODUCTS FROM THE  
BEST SMALL CREATIVE BUSINESSES

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LESSON 2  
**BE DIFFERENT**

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LESSON 3  
SKATE TO WHERE THE PUCK  
IS GOING

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# NOTHS: HIGH STREET 3.0

UNIQUE AND MEANINGFUL PRODUCTS



CUTTING EDGE MANUFACTURING PROCESSES



AGILE SUPPLY CHAIN



A new retail model that is fundamentally changing how we shop, what we shop for and the entire supply chain and manufacturing process that sits behind it

RETAIL AND MARKETING



CUSTOMER EXPERIENCE AND SERVICE



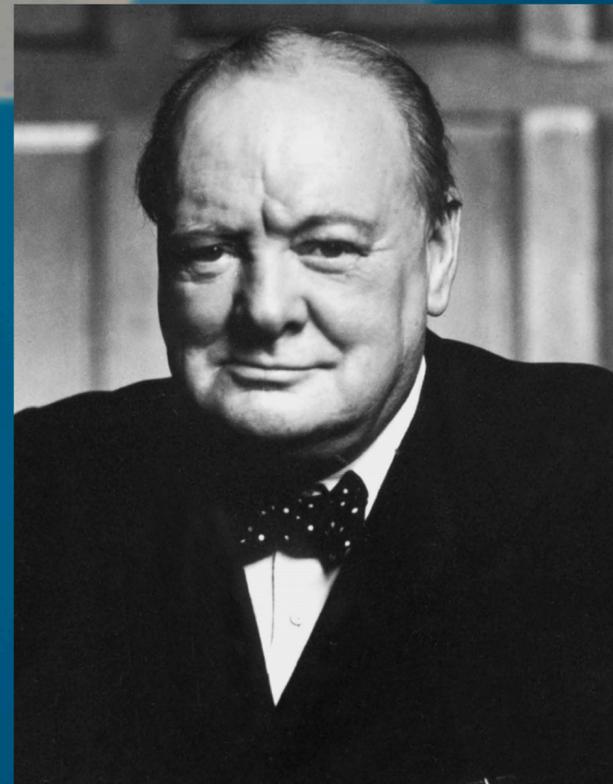
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LESSON 4  
**CASH REALLY IS KING**



# LESSON 5

## SUCCESS DOESN'T COME IN STRAIGHT LINES



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the next big  
adventure



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LESSON 6  
CHANGE ALWAYS BRINGS  
OPPORTUNITY

# LESSON 7

## IDEAS WITHOUT TEAMS ARE JUST DREAMS

# Linked in

# NETFLIX

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# In Your Shoes

PARTNERSHIP DAYS

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LESSON 8  
**SIMPLE (IT'S HARD)**



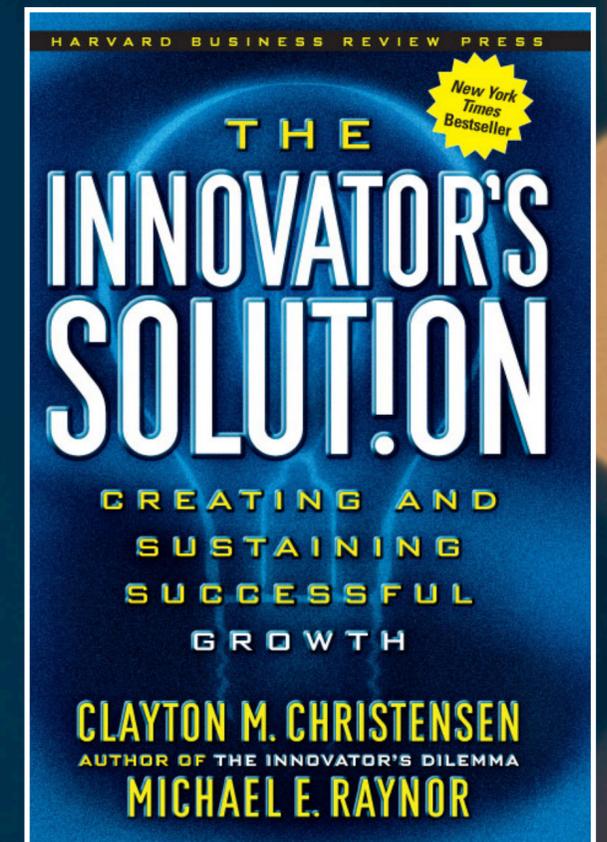
LESSON 9  
EVERYDAY IS DAY 1

facebook



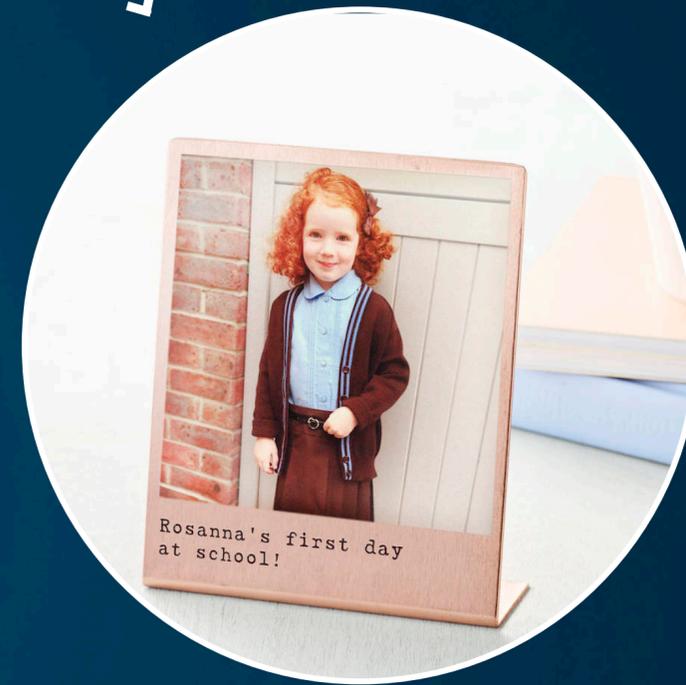
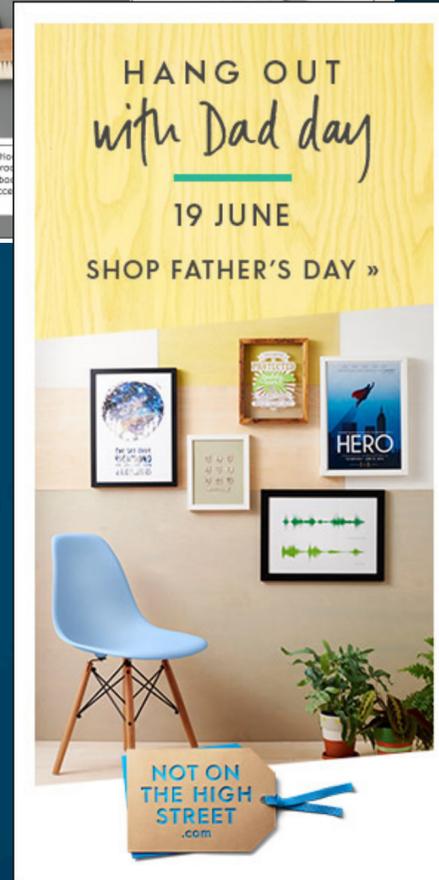
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amazon



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# WHAT DOES ALL THIS MEAN FOR NOTHS' FUTURE



THIS FRAME **£135K**  
SALES THIS YEAR

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THANK YOU  
QUESTIONS?

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