

Internet: Innovation Overload – August 06

<http://www.trendwatching.com/trends/innovation-overload.htm>

“Everything can and will be upgraded”

From Canada to China, hundreds of millions of consumers are becoming more prosperous every year. And the really prosperous ones already have everything they really need. No wonder, then, that a trend like [MASSCLUSIVITY](#) (exclusivity and luxury for the masses) shows no signs of slowing down. So what's next? How about UPGRADE EVERYTHING?

Following in the footsteps of the usual suspects (luxurious cars, longer and more exotic holidays, USD 50 starters at uber trendy restaurants), even the most mundane products and services are now being upgraded, to provide consumers with comfort, status and beauty, or at least the illusion thereof, and to provide the brands that produce them with fat margins.

Check out:



Sexy supermarkets in the Alps | What could be more mundane than supermarkets? In the world of upgrading everything: many products and services are, actually! After WholeFoods re-defined an entire industry in the US, now [MPreis](#), a chain of supermarkets in western Austria, is taking the trend one step further. Billing itself as "The Seriously Sexy Supermarket", the company's stores literally stand out because of their unusual and progressive architecture.

MPreis has been commissioning up and coming architects for the last fifteen years, encouraging them to design buildings that make the most of their settings in the Tyrolean Alps. Which is in stark contrast to most chain retailers, who find a building formula and repeat it, regardless of location.

A keen eye for aesthetics continues inside the stores, which feature sleek café's and carefully chosen materials. And the experience goes beyond design – MPreis also

understands the value of storytelling, emphasizing that the company is family-owned, and was founded by an entrepreneurial woman (Frau Therese Mlk) in the 1920s.

Surprisingly, price levels at MPreis aren't higher than at competing supermarkets in the region. Although award-winning design comes at a slightly higher cost than generic structures, the buildings look more expensive than they are. Plenty of opportunities for big-box retailers across the world to become patrons of good architecture and bold design, while upgrading the shopping for toilet paper, pickles and detergents experience!

Full article here: www.springwise.com/retail/sexy_supermarkets_in_the_alps

Please share your thoughts in the **comments** section, or add similar concepts that exist in your own city or country.