

THE LATEST

Powered by curiosity, hyped by innovation

About The Latest

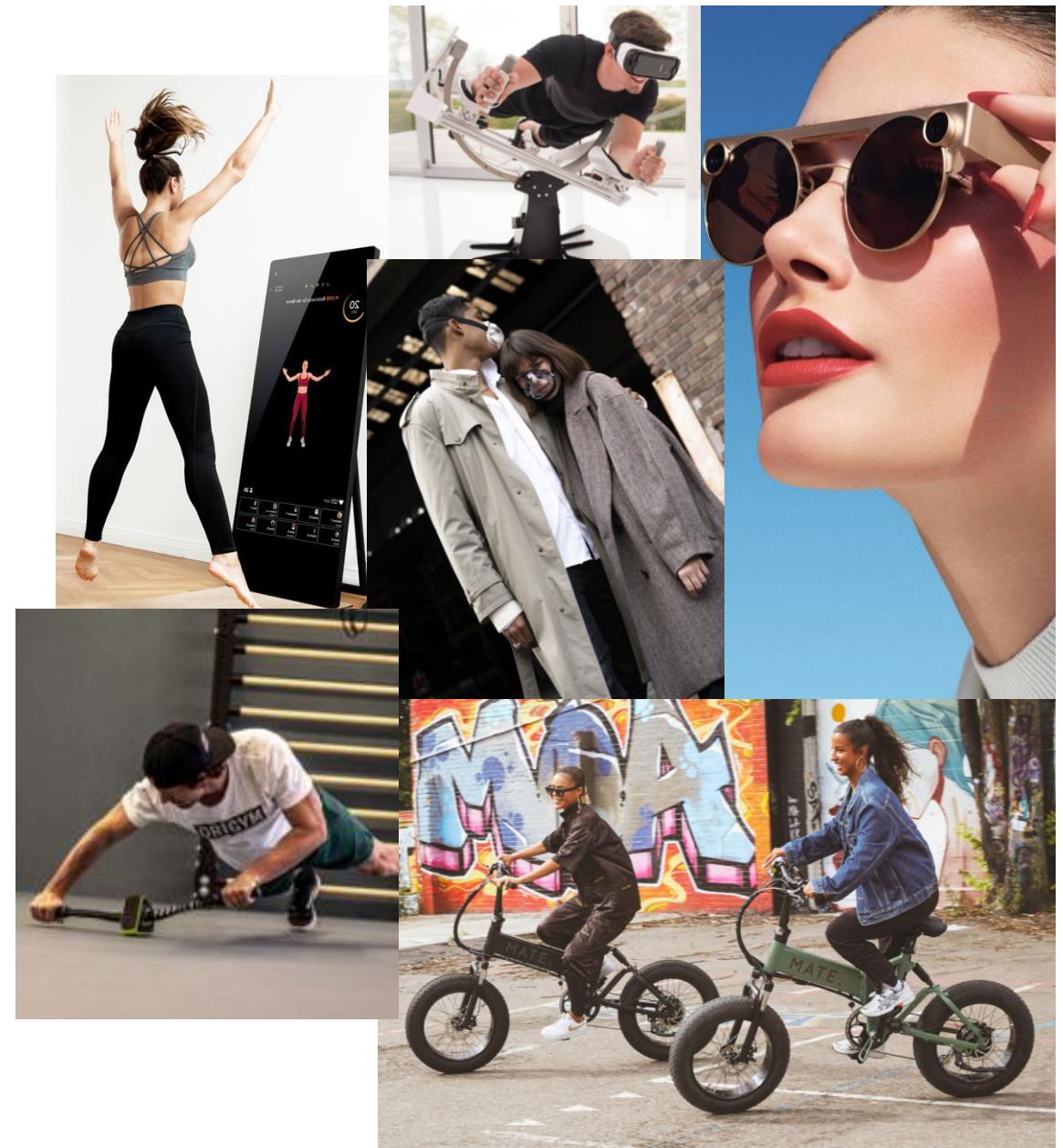
The Latest empowers future shaping brands to bring their product innovations to market. Fast, cost effective and with minimum risk.

The Latest is a stage for cutting edge start-ups and brands that want to launch their products to an audience looking for innovation.

But The Latest is more than just a retail concept: With The Latest, brands gain direct access to a fast-growing network of innovation seeking communities worldwide. Throughout all channels of The Latest's innovation platform, we create awareness for cutting-edge products, provide valuable insights about customers and help brands to target their audience more effectively.

The core of the Latest are experience based concept stores in the hottest capitals around the globe.

For brands, The Latest stores offer the perfect testing ground to learn about their products' performance in physical retail. For customers, The Latest is a place of discovery to find, test and experience the latest product innovations and to meet up with a future oriented, international audience.



360° launch platform

The search is over – Innovation seekers & brands finally have that one place to be: The Latest.
Brands launch & start selling their products directly engaging the right customers, online & offline.

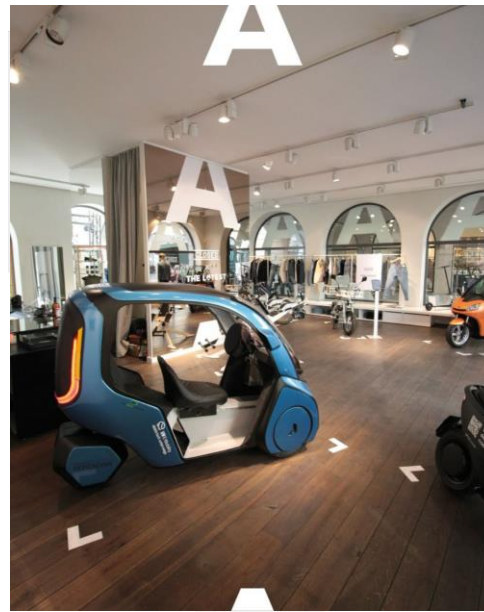
Flagship Stores

Our physical stores in the heart of global capitals are places of discovery for our customers and testing grounds for our brands. Product launches can also be celebrated as physical events in store.



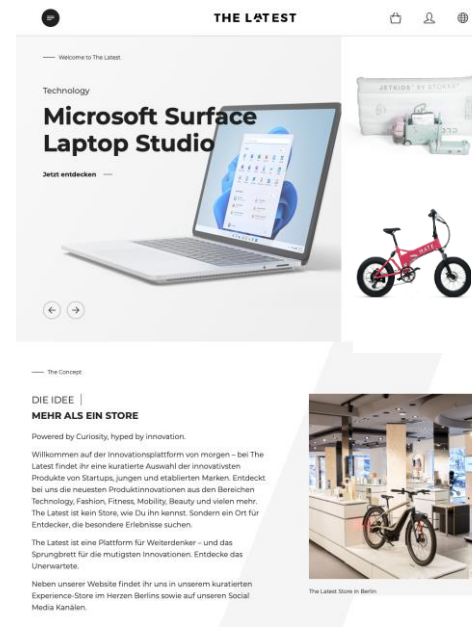
Concept Stores

In addition to our flagship stores, we extend our global reach through theme-based concept stores in collaboration with fashion & lifestyle retailers. The concept stores focus on trending topics such as sustainability, mobility or innovation.



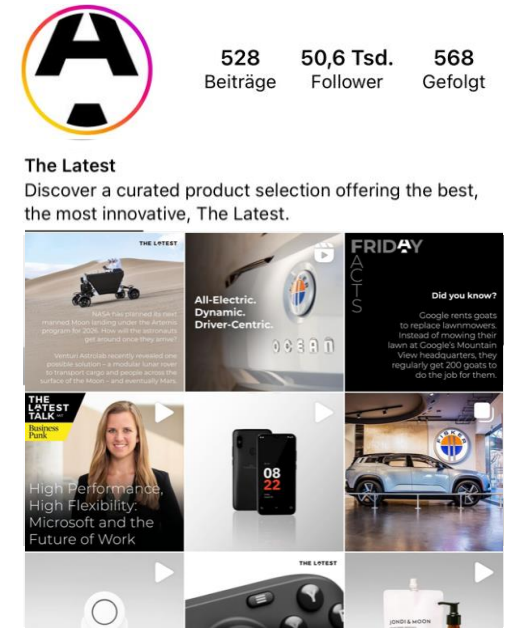
The-Latest.de

Launching products on our own channel, The Latest Launch TV on our website and selling all our products in our web shop for a limited time period. Loyal customers gain early access to new product information, previews and pre-sales.

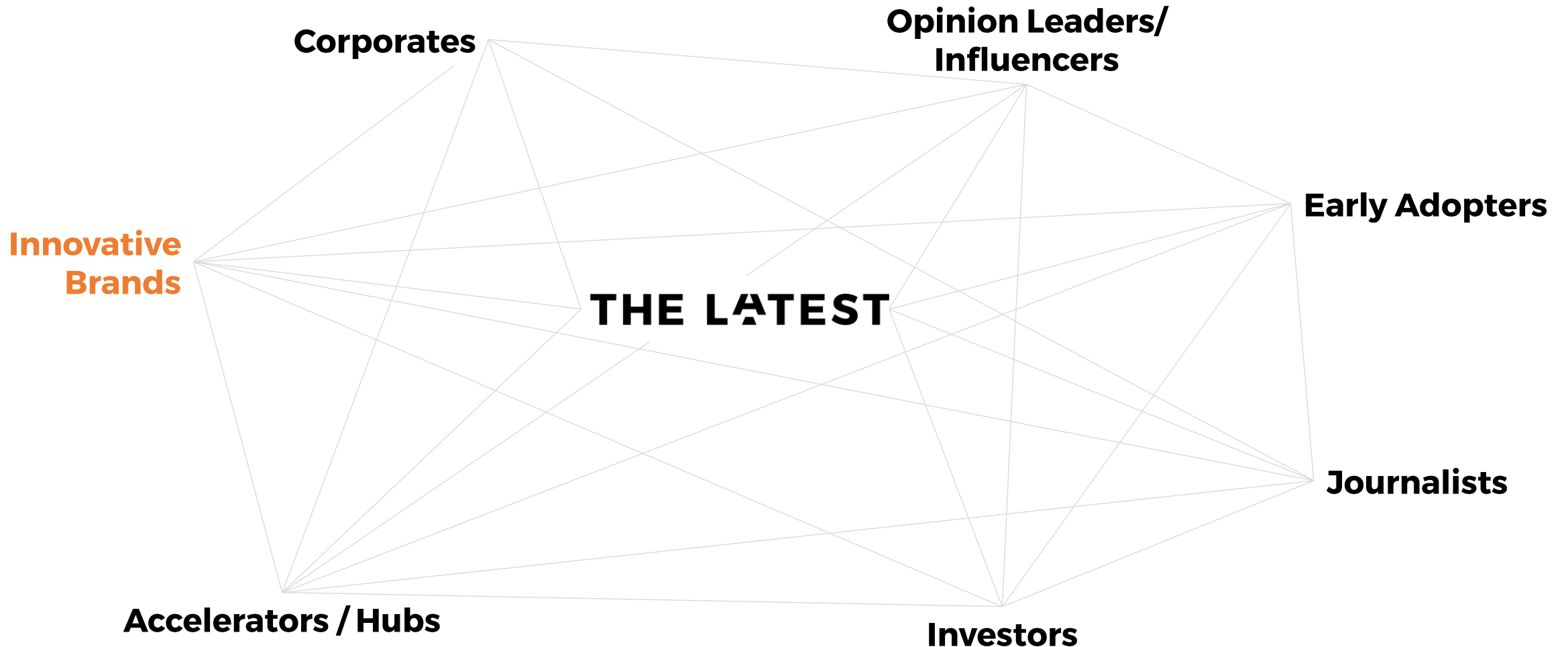


Media Brand

Our Social Media channels (Facebook, LinkedIn, Instagram and YouTube) are growing fast. We create additional buzz for brands through large scale OOH campaigns and paid media traffic and conversion campaigns.



The Latest provides brands access to a strong ecosystem of innovation driven communities worldwide



Get a proper feel for it

Don't just see it. Touch it. Test it.

Home & Lifestyle

Where aesthetically pleasing meets function, this product selection is designed to elevate your everyday.



Body & Nutrition

This category brings together aspects of health, taste and physical activity for a better you.



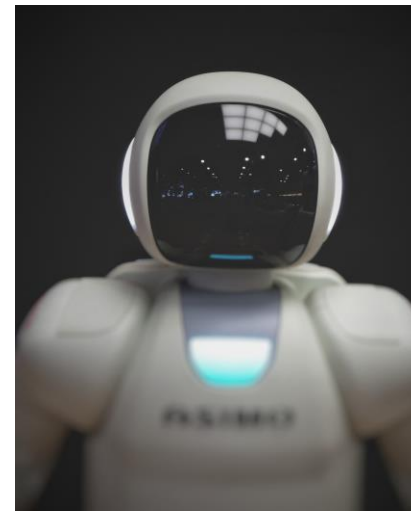
Fashion & Travel

From textiles to garments and the whole world that moves them comes together side by side.



Technology

These gadgets have technology at their core and a purpose to make your life smarter and simple.



Entertainment

The more playful side of life comes together here with a range of products for pleasure seekers.



What's in it for brands?

Welcome to the non-ordinary product launch platform. Check out 7 reasons why you should save your spot and enter the future with The Latest.

01

Innovative Launch Platform

We provide the perfect stage for innovative companies to bring their products within customer reach. Our experts will make sure customers get to know your product while we provide you with consumer insights.

02

Small Investments Big Results

Rent your spot at The Latest and pay a fixed monthly fee including our services according to your brand's needs.

03

No Risk, No Long Term Commitments

Operating a point-of-sale entails lots of responsibilities - rental contracts, employee payrolls and training, never-ending bills, etc. Too risky? Don't worry, we've got this!

04

Instant Market Reach & New Revenue Stream

Unlike in conventional retail, with The Latest, you determine your product's retail price and get to keep the full sales revenue. Avoid long trial periods before launching your product and testing it in the market.

05

On Site Pre-Testing & Data Based Feedback

Test your product with real customers at The Latest before or after the official launch and avoid costly risks. Follow your product's performance in real time via Power BI and gain relevant insights on your customers.

06

Placement & Visual Merchandising

At The Latest, we focus on positioning all products in an equally beneficiary store location among complementary items. Get ready to shine and receive the attention your product deserves.

07

Media Campaigns & Activations

Creating awareness for new products with precise and effective campaigns across different media channels, from OoH campaigns and performance marketing to print & TV.

A content, experience and commerce approach that inspires customers & provides full-service packages to brands



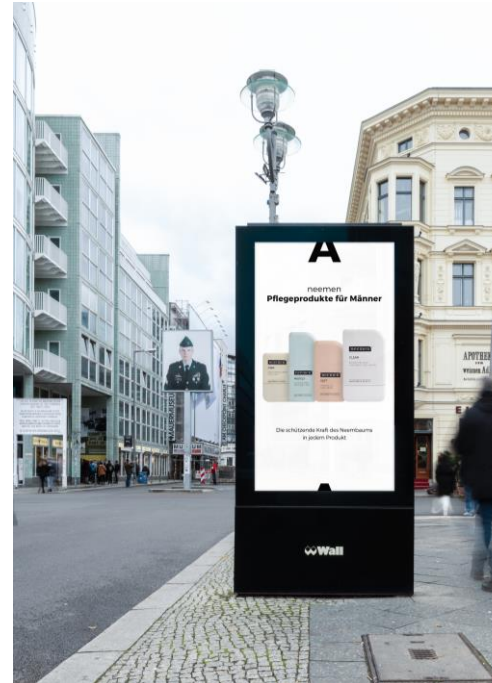
Launch Events

Up to 250 product launches taking place in The Latest stores & on our digital channels every year connect brands with an excited audience of curious early achievers hyped by the opportunity of being the first ones to discover, test and buy the latest products.



In-Store Experience

Our experience experts in all our stores are trained by the brands themselves to be able to explain and showcase the products as if they were their own. Customers are encouraged to try and experience the products in a fun and entertaining way.



OoH Campaigns

We feature all our brands in quarterly OoH campaigns high-frequency hotspots all over the city a store is based in to generate awareness and increase curiosity even in those people that weren't looking for the latest innovations.



Customer Insights

In all stores and on digital channels we collect customer data like age, gender, footfall & dwell time, brand views & engagements, revenues & conversion rate, impressions, reach & interactions. All data is provided in real-time in a customized BI dashboard.

Our Entry Packages

All packages are available for 3-6 months..

Launch Package Shelf

Basic:

-
- Shelf space (1 m x 0,25 m)
 - Trained Experience Experts
 - Own product page on the website
 - Product photo shoot
 - Shared post on The Latest Instagram
-

Add-ons:

-
- Out-of-Home campaign
 - Extra inventory space (60cm x 50cm x 45cm)
 - Placement on Instore TV
 - Instagram story + feed
 - Instagram reel
-

Launch Package Table

Basic:

-
- Presentation table (1 m x 0,5 m) & storage space inside the table
 - Trained Experience Experts
 - Own product page on the website
 - Product photo shoot
 - Shared post on The Latest Instagram
-

Add-ons:

-
- Out-of-Home campaign
 - Extra inventory space (60cm x 50cm x 45cm)
 - Placement on Instore TV
 - Instagram story + feed
 - Instagram reel
 - Customer analytics tool
 - Public event
-

Launch Package Table+

Basic:

-
- Presentation table (1 m x 0,5 m) & storage space inside the table
 - Trained Experience Experts
 - Own product page on the website
 - Product photo shoot
 - Post and story on The Latest Instagram
 - Access to customer analytics tool
 - Out-of-Home campaign
-

Add-ons:

-
- Extra inventory space (60cm x 50cm x 45cm)
 - Placement on Instore TV
 - Instagram reel
 - Public & VIP event
-

Our Premium Packages

All packages are available for 3-6 months. All prices are in Euro.

Launch Package Brand Corner

Basic:

- Your own brand corner (ca. 11m²) including CI and logo
- Trained Experience Experts
- Own product page on the website
- Product photo shoot
- Post, story and experience reel on The Latest Instagram
- Access to customer analytics tool
- Out-of-Home campaign
- Launch reel
- Public Event

Add-ons:

- VIP event
-

Launch Package Brand Corner Premium

Basic:

- Your own brand corner (ca. 13m²) including CI and logo
- Window presentation
- Trained Experience Experts
- Own product page on the website
- Product photo shoot
- Post, story and experience reel on The Latest Instagram
- Access to customer analytics tool
- Out-of-Home campaign
- Launch reel
- VIP Event (the store is yours for one day)

Add-ons:

- Public event
-

Launch Package Brand Corner VIP

Basic:

- Your own brand corner (ca. 16m²) including CI and logo
- Window presentation
- Trained Experience Experts
- Own product page on the website
- Product photo shoot
- Post, story and experience reel on The Latest Instagram
- Access to customer analytics tool
- Out-of-Home campaign
- Launch reel
- Public Event
- VIP Event (the store is yours for one day)



Media

OoH and social media are included in the package to enhance product visibility.



OoH Campaign

To drive success for our brands, we run quarterly OoH campaigns featuring all brands in our store.

Each product is presented

- On screens in popular locations in the center of Berlin like Alexanderplatz, Potsdamer Platz, Kurfürstendamm, East Side Gallery, Checkpoint Charlie, Friedrichstraße and many more
- 24 hours for 7 days
- Roundabout 5 million impressions per week (full campaign)
- Around 100k Impressions per week (per product)



Measuring Success

Find out about your customers and improve your brand strategy.

Store

- Footfall and dwell time
- Brands views & engagements
- Revenue & conversion rate
- Gender
- Stock availability
- Qualitative research

Web shop

- Page impressions
- Time on site
- Revenue & conversion rate
- Gender & Age
- Stock availability
- Affiliate clicks
- User & Sessions

Social Media

- Impressions & reach
- Interactions (likes, shares, comments, saves)
- Gender & Age
- Revenue & conversion rate

Newsletter

- Clicks on newsletter

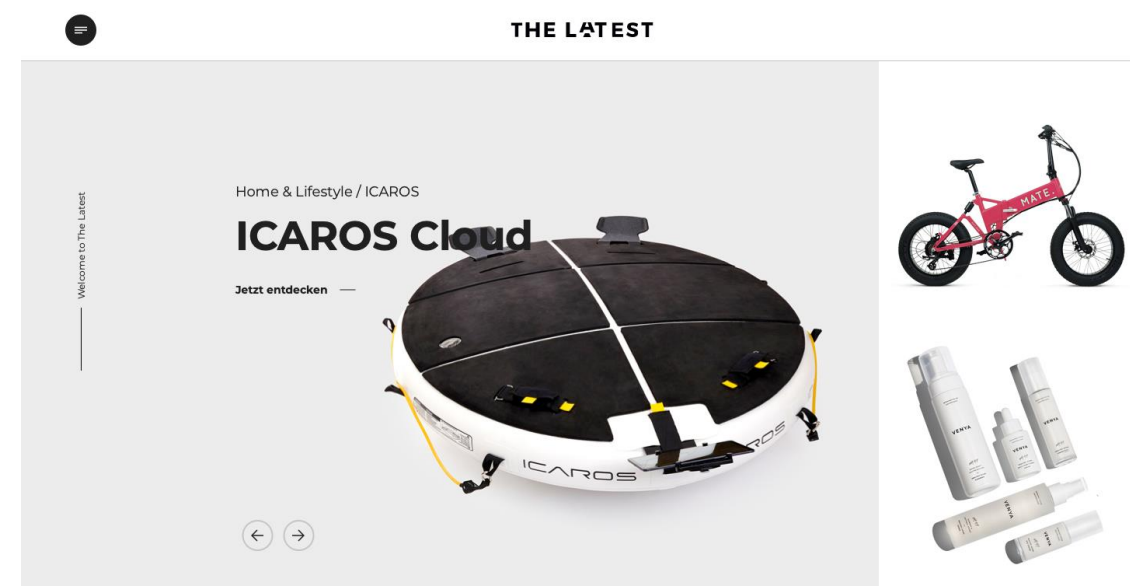


Website

Products are sold directly in store and presented on our website. Interested customers find a direct link to the manufacturer's website or can order directly in our web shop.

Aside from product information, the webshop provides insights on the brands, their stories and USPs.

Shipping is done by the manufacturer or The Latest and the customer can choose between store pick-up and home delivery.



THE LATEST



Discover the Store of the Future

With Galileo by German TV Channel ProSieben



Press Coverage

Business Punk trendforum retail

FASHIONUNITED

e-tailment

TAGESSPIEGEL

LEUTE new business

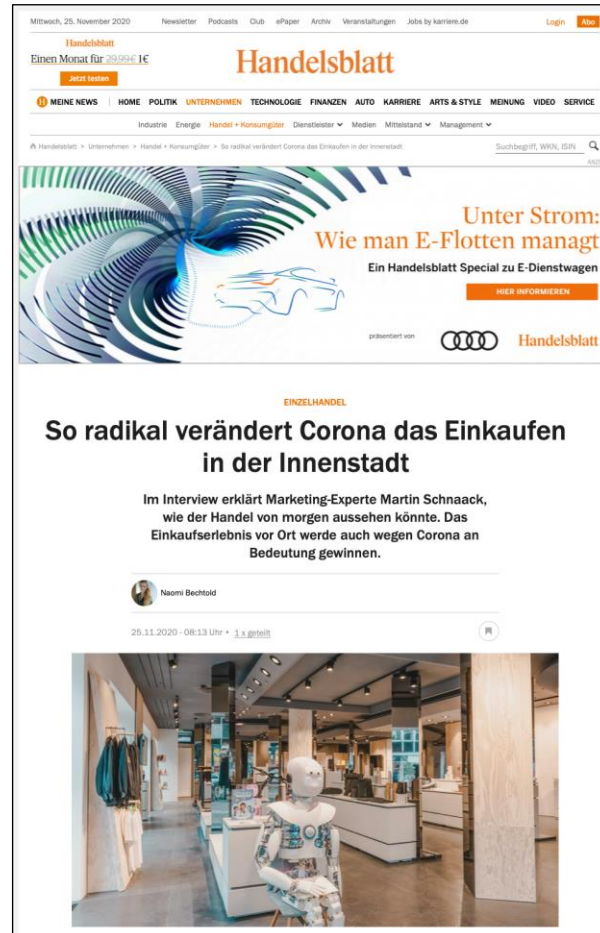
GRAZIA

HORIZONT

handelsjournal[®]
Das Wirtschaftsmagazin für den Handel

Berliner Woche W&A

Retail Times be inspired B.Z.



Heatle® B/S/H/ SKOTTI
GRILL.EINFACH.ÜBERALL.

MOTOR HARLEY-DAVIDSON CYCLES AEG STEEREDON BRAUN

GOT BAG. MATE.BIKE FISKER STOKKE®

ICAROS LARQ WALKOLUTION®
WORK AND WALK

DASHBIKE VENYA NEO SMARTPEN

Microsoft MOYU VITRUVIAN

Brands

Over 180 Brands have already signed with The Latest. More than 3.000 leads are listed in our database.



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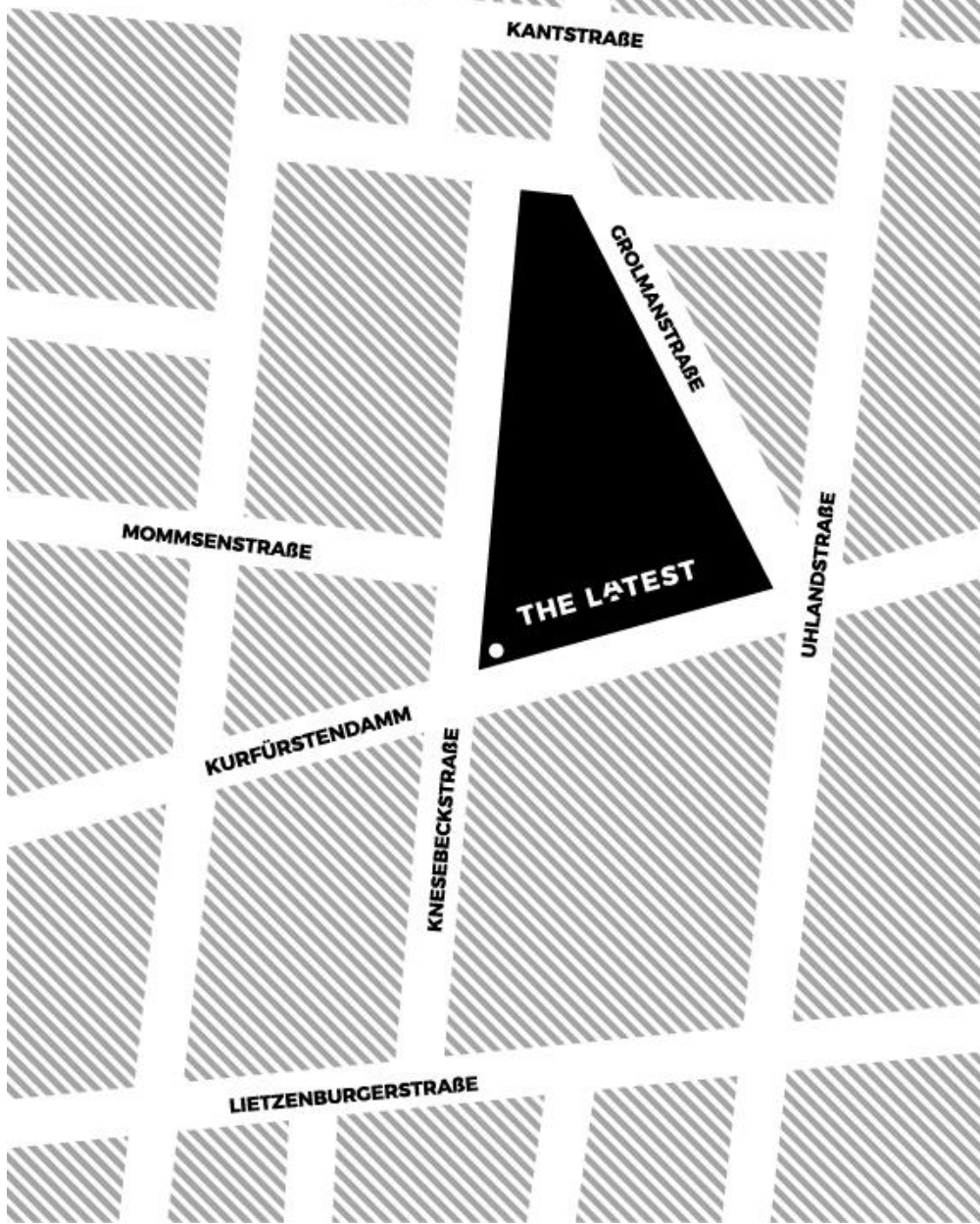
THE LATEST

**Location
Flagship Store**
Berlin, Kurfürstendamm 38

Here is where your innovations meet a society of trend setters, right in the heart of Berlin.

Open-minded, tech-savvy, fascinated by innovation and questioning the status quo of new – they are The Latest customers, people of the world living or visiting Berlin.

These individuals are always on the hunt for optimisation, especially in their daily lives and will spend a considerable amount of money for it. When they are convinced of their purchase they share it with their international network, turning them into ambassadors and spokespersons of The Latest.



Interior

Designed with a minimal aesthetic and neutral materials, the space gives every product an even and fair playing field.

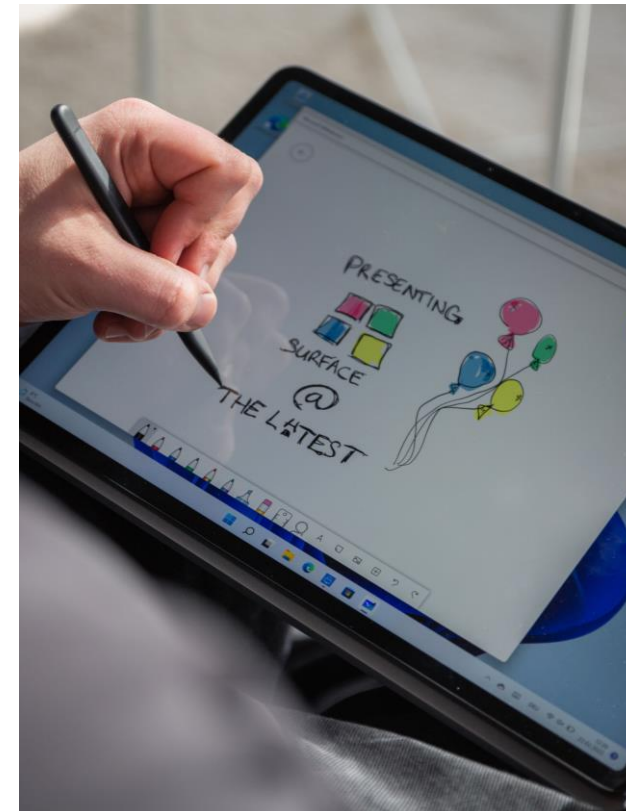




A design and innovation-driven stage



Brand Corner





Product Launch

In March 2022, The Latest was the exclusive partner for US car manufacturer Fisker to launch their brand new Fisker Ocean Extreme in the European market. The launch was accompanied by a large-scale OOH campaign, an exclusive event for customers, a lead generation campaign and social media activations

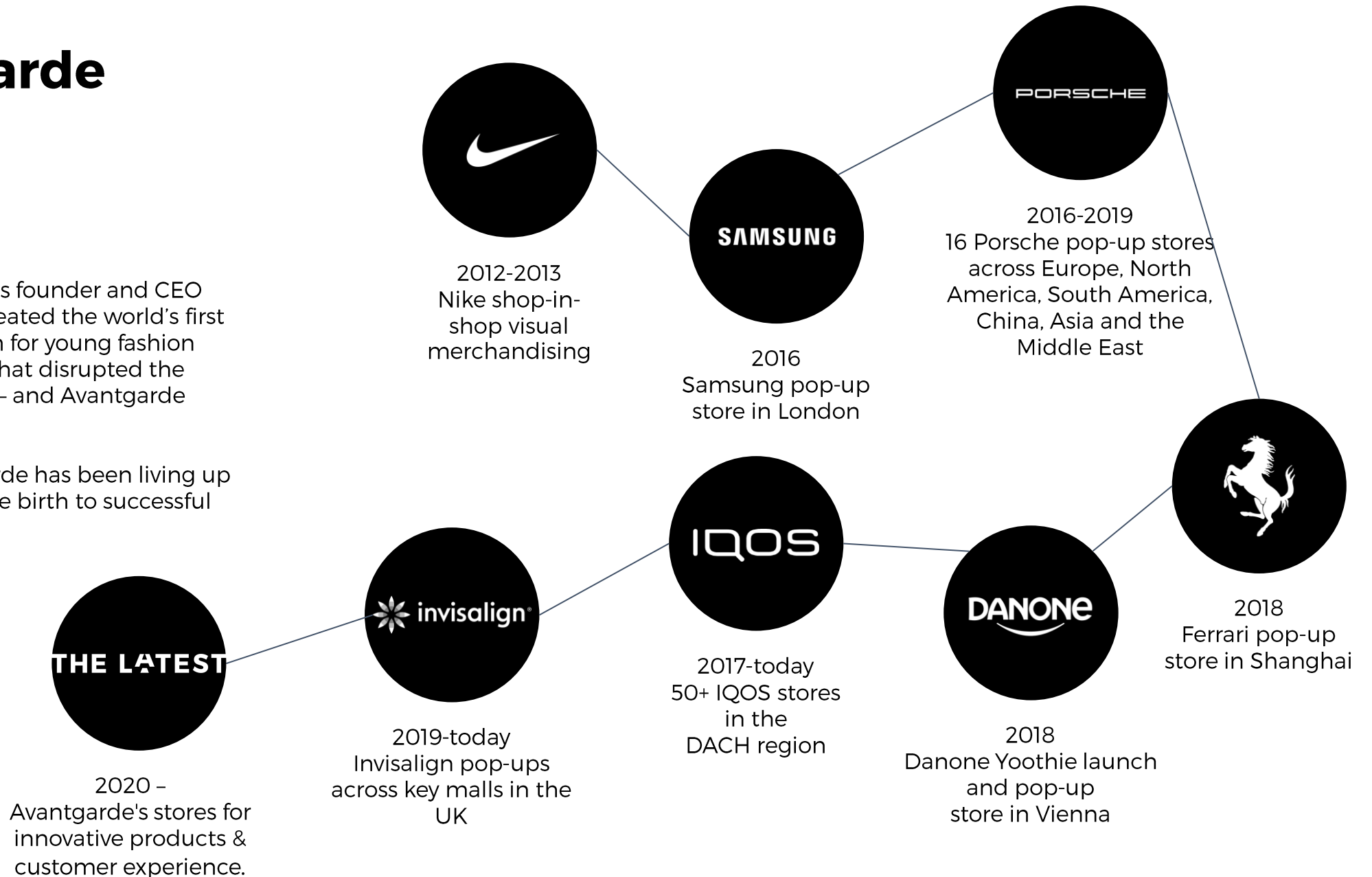


About Avantgarde

Retail
pioneers

In 1985, Avantgarde's founder and CEO Martin Schnaack created the world's first experience platform for young fashion designers. An idea that disrupted the marketing industry – and Avantgarde was born.

Ever since, Avantgarde has been living up to its name and gave birth to successful retail spaces.





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