



# Tendências & Pendências

O varejo de volta ao básico

Caio Camargo | @caiocmgo

# Caio Camargo

Especialista em varejo e tecnologia

Co-host @varejocast

Autor do livro Arroz, Feijão & Varejo

Colunista Oficial Portal Administradores

Colunista Oficial Mundo do Marketing

Conselheiro ACSP

Roqueiro, geek e apaixonado por boardgames

@caiocmgo





# Mas antes...

Temos uma convidada especial!





# NRF 2023

Visitas técnicas

# O ROLÊ

40 PESSOAS

SENAC MS, MT, PA

SEBRAE RN, PR

13 DIAS

40 LOJAS (RECEBIDOS)

160 KM TOTAIS/CADA



# VISITAS TÉCNICAS

1

L.O.C.A.L.

2

VIVO

3

SOMA

4

BÁSICO





# L.O.C.A.L.

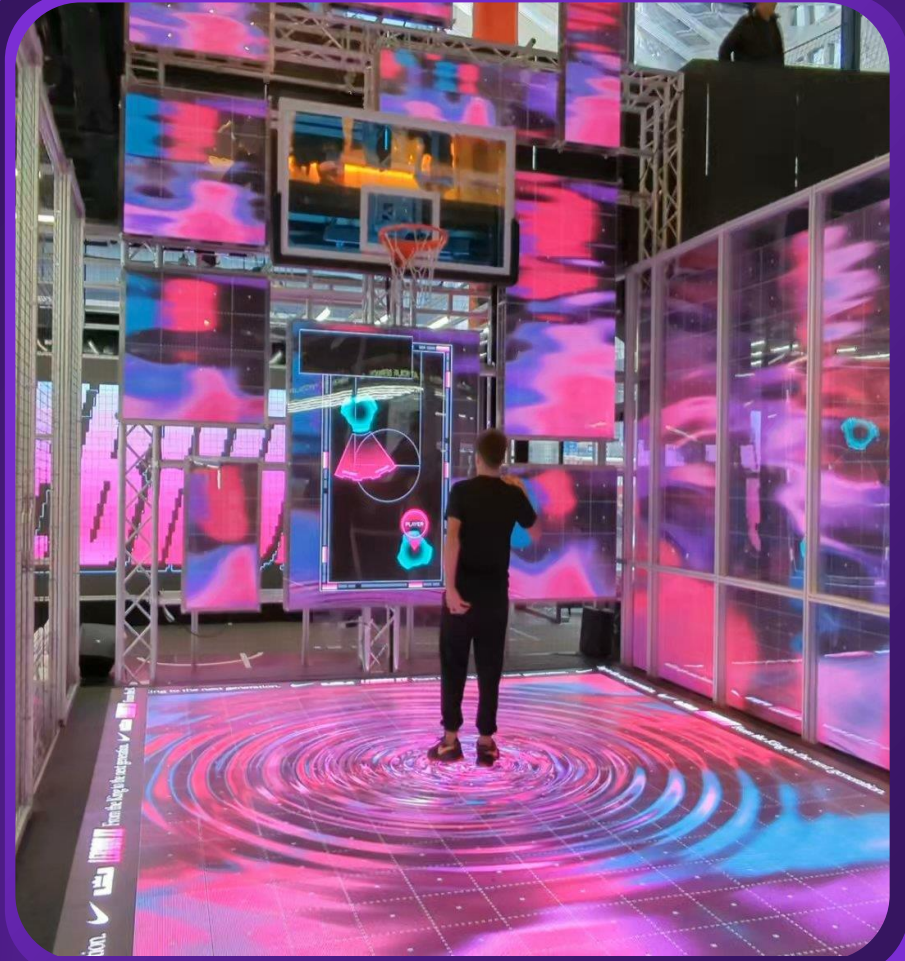
Visitas técnicas





NIKE BY WILLIAMSBURG

X



NIKE HOUSE OF INNOVATION

# L.O.C.A.L.

LOJAS

ORIENTADAS PARA

COMUNIDADES E

AFINIDADES DO

LOCAL



# WARBY PARKER



# WHOLE FOODS (WILLIAMSBURG)



**LOCAL**

**KINGSTON**  
New York

**Bread Alone Bakery**

**Nels Leader - CEO**

A family-owned, values-driven bakery, baking certified organic breads from a solar-powered bakery in the Catskills.



NON-GMO FED HENS

WE NEVER USE BLEACHED OR BROMATED FLOURS. NO ARTIFICIAL COLORS, FLAVORS, SWEETENERS OR HYDROGENATED OILS.



Today at Apple - Williamsburg

Tue,  
Jan 10



Photo Skills  
Photography on iPhone

12:30 p.m. - 1:30 p.m.

Apple Store Williamsburg



Wed,  
Jan 11



Apple Store Williamsburg

Fri,  
Jan 13



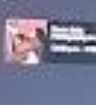
Apple Store Williamsburg

Sat,  
Jan 14



Apple Store Williamsburg

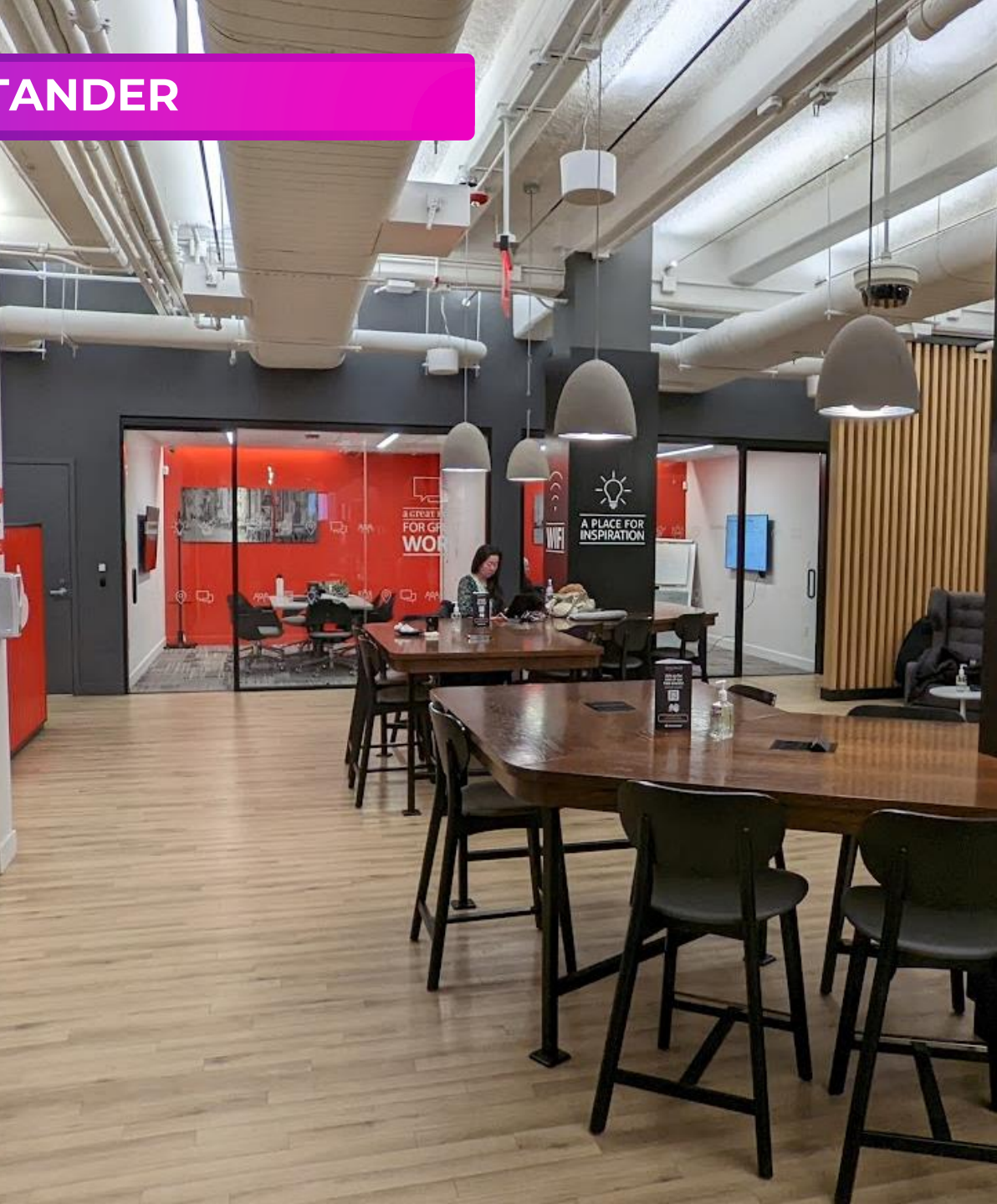
Sun,  
Jan 15



Apple Store Williamsburg

APPLE (WILLIAMSBURG)

# WORKCAFÉ SANTANDER



A PLACE FOR INSPIRATION

Some thinking  
+  
Some coffee  
=  
Some great IDEAS

coffee & a  
**CHAT?**



# NIKE BY WILLIAMSBURG

NIKE  
BY WILLIAMSBURG

WHAT'S HAPPENING  
AT NIKE BY WILLIAMSBURG

HAPPY HOLIDAYS

FROM OUR TEAM

TO YOU

LEAVE ADVICE FOR 2023

FROM 2022

Handwritten notes and cards on a corkboard, including phrases like "DONORSHIP", "GOAL", "YOU GOT THIS!", and "DREAMS DO COME TRUE".

NEW YEAR,  
NEW YOU  
JOIN US EVERY  
WEDNESDAY AT 6 PM  
FOR OUR RUN

TRAINING

NIKE AIR ZOOM  
PERFECT 3

# JUST FOOD FOR DOGS

## MEET THE PACK

@JUSTFOODFORDOGS



Cirilo

These siblings come in once a week to visit & pick up their fav

**FRESH BEEF!**  
Cirilo also gets his monthly supply of our **Calms** for his anxiety.



Yara



Sunny

Sunny & Muffin would both agree that JFFD is one of the best places to get cuddles and treats! They recommend the **Chicken Biscuit Treats** for any pup w/ no chicken allergies!



Muffin

Rosie loves to come in and pose for her **superstreats**! Bodhi likes to come in for our **Fresh Deli** meals and his dose of **love-pets**.



Rosie



Bodhi

If your pup likes crunchy, tasty treats, Charlie would tell them to try the **Chicken Apple Biscuits**! Ziggy would tell our soft food lovers to try a **PANTY FRESH** recipe!



Charlie



Ziggy

Nena & Xander are no strangers at JFFD. Our **FROZEN BEEF POTATO** has been their go-to meal. Olivia also likes potatoes and never turns down a **SWEET POTATO TREAT**!



Nena & Xander



Olivia



Elvie

It's the season for **PUMPKIN** aka Eddie's favorite snack! She also enjoys our vet support **Metabolic** recipe to aid weight loss.

These doggies **BIG OL SMILES** should speak for themselves! Blue Belle & Ollie love their treats... the



Blue Belle

treats. They will both say the best way to earn it is a head **old fashioned paw**



Ollie

Hi Jim & Bella might look related, but they aren't! What they do have in common is their love of **VENISON**



Jim



Bella

Nel is one of our senior babies, but with our food you would think they're a pup! Rocky (not named with



Nel



Rocky





The image features a vibrant, purple-tinted background of Times Square in New York City. The scene is filled with tall buildings, numerous billboards, and a dense crowd of people. A large, semi-transparent purple circle is centered over the image, containing the word "VIVO" in a bold, white, sans-serif font. Two smaller, solid purple circles are positioned on the left and right sides of the main purple circle, partially overlapping the background. The overall aesthetic is modern and energetic, reflecting the brand's identity.

VIVO

# SEPHORA BEAUTY STUDIO

Let's Beauty Together, Williamsburg

## Sephora Beauty SERVICES

Because you make a great first impression with an expert.

Because you want to make a great first impression.

## Sephora Beauty SERVICES

Personalized services for big days, special nights - or just because



### Makeup

Spotlight a single feature or get a complete look with a one-on-one makeup application or lesson.



### Skincare

Target your skin concerns with our exfoliating and hydrating Pure Treatments by HydraFacial.



### Waxing

Get expertly groomed with our brow and facial waxing services.



Scan with your smartphone camera to which services are available in this store and online.

Sephora Health & Hygiene Guidelines

HYDRATING PRIMER    MATTIFYING PRIMER

HYDRATING PRIMER    MATTIFYING PRIMER

HYDRATING PRIMER    MATTIFYING PRIMER

HYDRATING PRIMER    MATTIFYING PRIMER

# RALPH'S COFFEE



A MELL OF FRESHLY  
 THE AND COFFEE EVOKES SO  
 MANY MEMORIES FOR ME.  
 MOSTLY OF TIME SPENT  
 WITH FRIENDS AND FAMILY.  
 THE PEOPLE I LOVE. \*

*Ralph Lauren*



MENU	
RALPH'S FAVORITES	
BLUESBERRY MUFFIN	\$4.50
CLASSIC CROISSANT	\$4.50
PAIN AU CHOCOLAT	\$6.50
OVERNIGHT OATS	\$6.00
YOGURT WITH GRANOLA	\$4.00
CHOCOLATE CHIP COOKIE	\$4.00
MAPLE GLAZED CRULLER	\$4.00
PASTRIES — SEE DAILY SELECTION	
FRESH & DELICIOUS	
<i>Ralph's</i>	
COFFEE	
EXPERTLY ROASTED IN THE USA	

MENU	
BLENDS	
BLUESBERRY	\$4.50
CLASSIC	\$4.50
CHOCOLATE	\$6.50
OVERNIGHT	\$6.00
YOGURT	\$4.00
CHOCOLATE	\$4.00
MAPLE	\$4.00
HOT & Iced	
Small	\$2.50
Medium	\$3.50
Large	\$4.50

Ralph's  
 LINE  
 FORMS  
 HERE

# HARRY POTTER NYC



# HARRY POTTER NYC



HARRY POTTER NYC



# UNLOCK HIDDEN SURPRISES



Look out for Enchanted Keys during your visit today – scan them using the Harry Potter Fan Club app and see what hidden surprises you'll unlock.



1



DOWNLOAD  
THE FREE APP

2

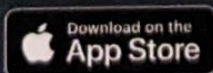


TAP ON  
DISCOVER

3



TAP THE KEY  
TO SCAN



LEGO NYC

# ADULTS WELCOME

Tap to explore our new sets

Need help? Ask a Brick Specialist!

LEGO® Star Wars™  
The Razor Crest™



STAR WARS

LEGO® Ideas Table Football



LEGO® Marvel Hulkbuster



MARVEL

LEGO® Eiffel tower



LEGO® Jazz Club





LEGO NYC

BUILD YOUR OWN MINIFIGURES

BUILD YOUR OWN MINIFIGURES  
3 FOR \$9.99



Back of your minifigure can have a name & profession

LEGO  
MINIFIGURE FACTORY

MINIFIGURE FACTORY

MINIFIGURES

BUILD YOUR OWN MINIFIGURES

BUILD YOUR OWN MINIFIGURES

BUILD YOUR OWN MINIFIGURES  
3 FOR \$9.99



Back of your minifigure can have a name & profession

EXPRESS YOURSELF



CAMP

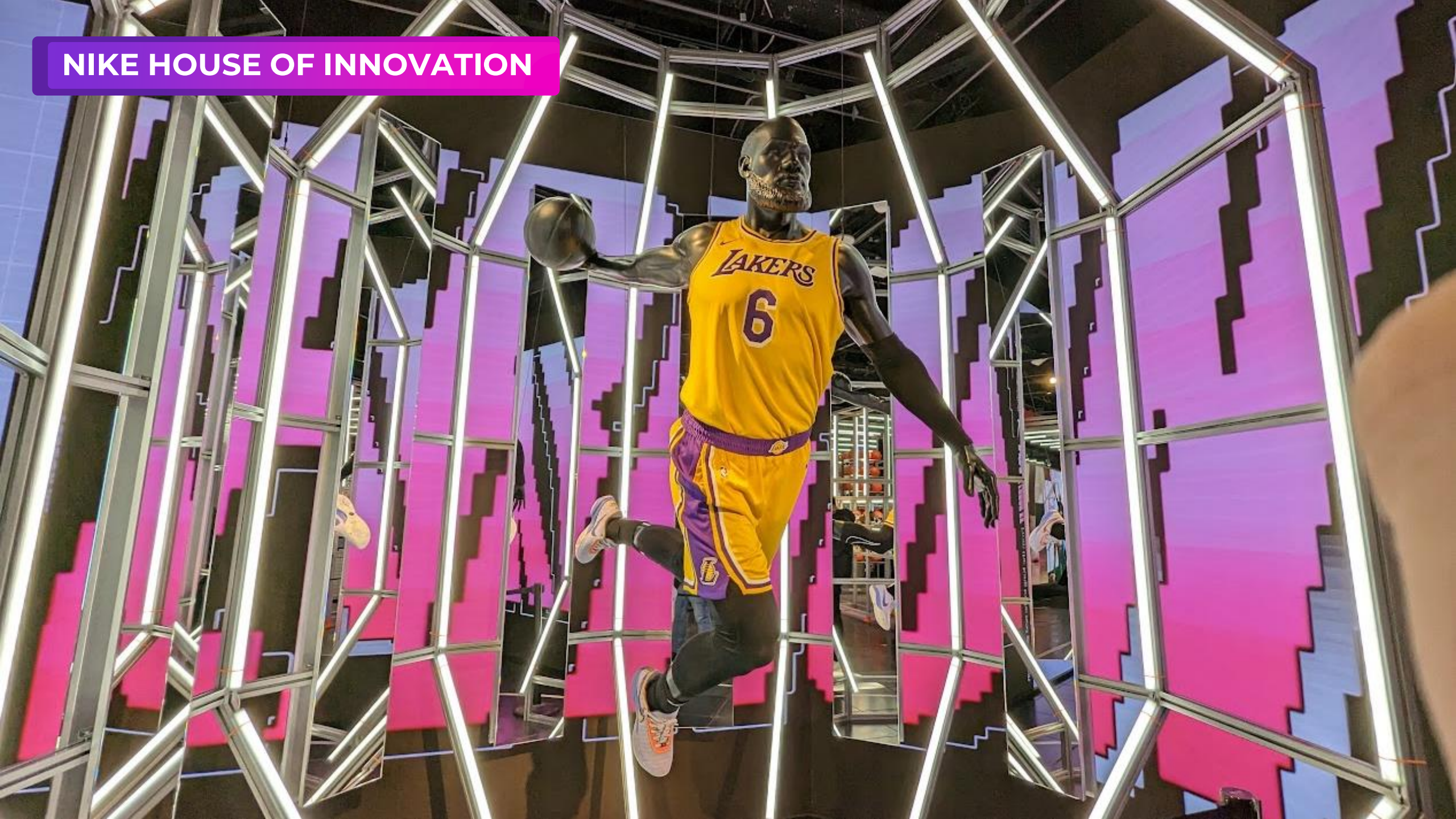
# DREAMS MAGIC DISCOVERY



CAMP



# NIKE HOUSE OF INNOVATION



# NIKE HOUSE OF INNOVATION



# NIKE HOUSE OF INNOVATION

SCORE  
JUMP 0360 PT  
DRIBBLE 0200 PT  
SHOOT 0000 PT

0200 PT

RANKING

RANK	NAME	SCORE
251	LU	
251	PEDRO	0
250	HUNTER	0
250	GABI	0
250	LE	
250	TON	
250		
251		
25		

00:49:19

From the King to the next generation.

**PEDRO**  
BROOKS




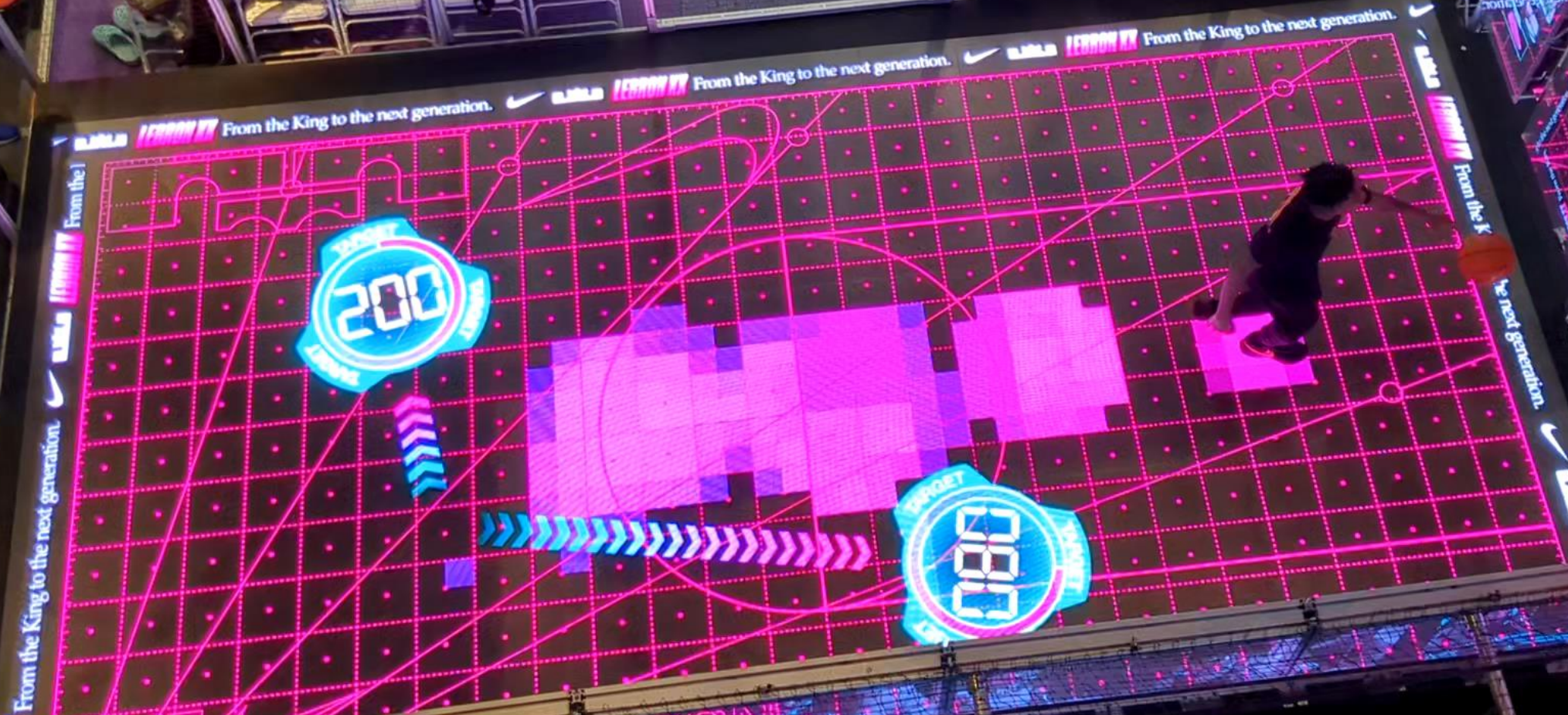
From the King to the next generation.


ENHANCED SENSATION




# NIKE HOUSE OF INNOVATION

From the King to the next generation.  **LEBRON XX** From the King to the next generation.



From the King to the next generation.  **LEBRON XX** From the King to the next generation.

From the King to the next generation.  **LEBRON XX** From the King to the next generation.

From the King to the next generation.  **LEBRON XX** From the King to the next generation.



From the King to the next generation.  **LEBRON XX** From the King to the next generation.

From the King to the next generation.  **LEBRON XX** From the King to the next generation.

From the King to the next generation.  **LEBRON XX** From the King to the next generation.



# SOMA



PATAGONIA



**PATAGONIA**

# Quality for Life



**You Snooze,  
They Choose**

Rest easy knowing  
you got them a gift  
they really want.

Give gear that can be passed  
down through generations and  
the memories will follow.

PATAGONIA

We're in  
business  
to save  
our home  
planet.



FACP LOCATED IN  
ELECTRICAL ROOM  
ON THIS FLOOR

**IT'S WHAT YOU DO  
THAT COUNTS.**

*That's Why* We donate edible but unsaleable  
food to our neighbors via local food banks.



# NIKE BY WILLIAMSBURG



STARBUCKS RESERVE



**GENDER NEUTRAL  
RESTROOM**

**DR. MARTENS**

SINGLE-STREAM COLLECTION  YES  NO  
Collect Days: SUN. MON. TUES. WED. THURS. FRI. SAT.  
Collection Time:    2AM      
COMPLAINTS: Call 311

**DR. MARTENS CELEBRATES THE  
DIVERSITY OF OUR COMMUNITY**

**WE WELCOME**

**EVERY RACE**

**EVERY RELIGION**

**EVERY GENDER**

**EVERY SEXUAL ORIENTATION**

**EVERY ABILITY**

**EVERY AGE**

**HATE AND DISCRIMINATION  
ARE NOT WELCOME HERE**

MANYMOONS



America's first circular retailer™





# THE REALREAL



Sell It Forward  
ASK US HOW TO GET STARTED





# BÁSICO

DS&D

Why bring  
Cabernet  
when you can  
bring candles?



DS&D  
URGA

# THE BURGER JOINT



WORLD'S GONE  
HAZE IPA  
7% ABV BRONX  
Well Earned  
Pilsner  
BUD-LIGHT  
4.2% ABV

HOW TO ORDER  
YOUR BURGER  
I. CHEESEBURGER  
OR  
HAMBURGER  
HOW DO YOU  
WANT IT COOKED  
WORKS OR LETTUCE  
TOMATO, ONION, PICKLE  
AND MUSTARD, KETCHUP  
BACON \$1.01 ea NET

CHEESEBURGER  
DOUBLE HAMBURGER  
THE WORKS  
ADD BACON 1.00  
RED ONION 0.50  
MUSTARD 0.50

TRY OUR SPICY SL  
CHEESEBURGER  
SLA BURGER

BEYOND BURGER  
VEGAN

GRILLED  
CHEESE 1.50

Lee

TRADER JOE'S

TRADER JOE'S

**GUARANTEE**

WE TRIED IT, WE LIKED IT!  
IF YOU DON'T, BRING IT  
BACK FOR A FULL REFUND.

STARBUCKS

BC

DEF

POP

GHI

JKL MNO

STUV WXYZ

**GRAY'S PAPAYA**

# GRAY'S PAPAYA

WHEN YOU'RE HUNGRY, OR BROKE, OR JUST IN A HURRY!

No Gimicks! No Bull!

WELCOME

Breakfast Specials  
Egg, Cheese, Ham or Sausage on a Roll \$2.75  
Egg, Cheese, Ham or Sausage on a Roll with Curry \$3.00

Fresh Colombian Coffee  
Small \$1.00  
Large \$1.50

WE GOLD SHIP ON BELLY

"FAMOUS HOT DOGERY"

LET'S BE FRANK  
WE WANT YOU TO BUY OUR FURTERS

BREAKFAST  
EGG, CHEESE, HAM OR SAUSAGE ON A ROLL \$2.75  
WITH CURRY \$3.00

SERVES BETTER FRANK

STRICT HO

GRAY'S NEW YORK CITY



# NRF 2023

Takeaways das palestras



# Por que NRF?

**113ª edição**  
**35.000 pessoas / 3.400 brasileiros**  
**350 Palestrantes**  
**900 stands**

“Nem tudo o que é dito na NRF acontece, mas tudo o que acontece foi dito ou apresentado nos palcos da NRF”



# O VAREJO DE VOLTA AO BÁSICO

---

Impacto da inflação

Escassez de mão de obra no varejo

Foco em eficiência operacional

Foco em pessoas (reter talentos)



WHITE CASTLE

NOW HIRING

FULL TIME/PART TIME

nos

Starting at \$17.00/Per Hour

# POLICRISE

Andrea Bell, da WGSN

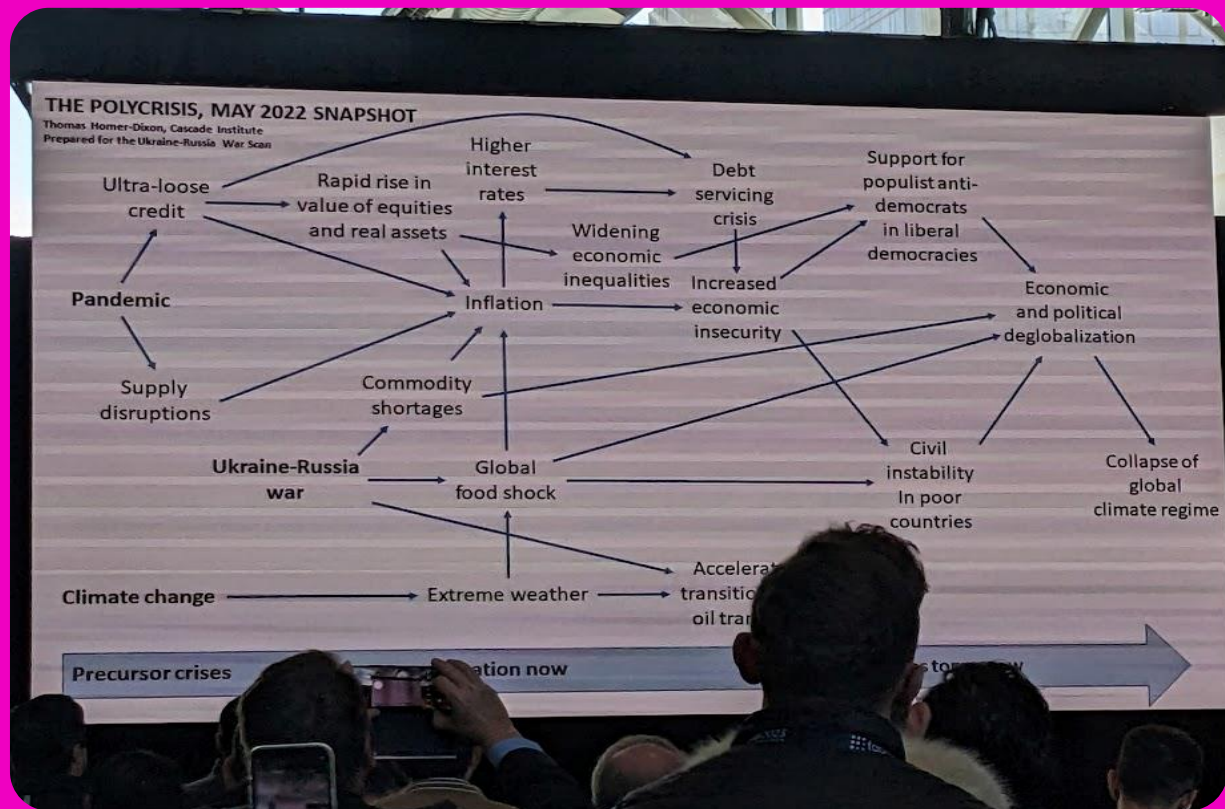
**Adote empatia como mantra**

**Invista em sustentabilidade**

**Foque em contatos flexíveis no varejo**

**Adote uma mentalidade "VUJA"**

VUJA: Encare as coisas de sempre com novos olhares, enxergando novas oportunidades



# O FIM DA ERA DA ABUNDÂNCIA

Kate Ancketill, CEO da GDR

Os  
3 C's

CLIMA  
CONFLITO  
COVID



The background image shows an exhibition hall with a futuristic car on display. A woman is standing on the left, and a man is sitting on a chair on the right. The scene is overlaid with a purple gradient and two pink circular accents. The text 'A EXPO' is centered in white, bold, uppercase letters.

# A EXPO

Inovação e tecnologia no varejo

# OS PILARES DA EXPO

1

**Ecosystemas**

2

**Automação**

3

**Dados**

4

**Int. Artificial**



# ECOSSISTEMAS DE SOLUÇÕES

Soluções end-to-end

Menos startups

Mais Big Techs (Amazon, Google, Microsoft)

Novidades: Walmart e Sony







VTEX

The Enterprise  
Digital Commerce

VTEX

3,200+ 38

nedap NRF 2023  
nedap NRF 2023  
NRF 2023  
SAP  
CAIO  
CAMARGO  
SESC - MS  
BRAZIL

# AUTOMAÇÃO DE PROCESSOS

Menor disponibilidade de mão de obra  
Nunca foi tão presente na Expo  
Deixou de ser diferencial,  
Passou a ser necessidade



## Charcoal Everything

Recently trending charcoal products are sure to give you a deep clean and brightening glow.



Welcome



### New In

Explore this week's newest products!

[Shop New In](#)



### The Memo



[View All Stories](#)

**SKIN**  
Our Skin Recovery Essentials for High Sun Exposure

**MIND & BODY**  
Our Most-Loved Scents

### Just for You



**La Floralson**  
The Original Floral Eau de Parfum \$100

**Lilly & Co**  
Lilly & Co \$12

**The Original**  
The Original \$12

**The Original**  
The Original \$12



# UTILIZAÇÃO DOS DADOS

Sempre foi diferencial  
Hoje é necessidade para quem  
busca eficiência operacional





ReadyRETAIL  
POS SOLUTIONS

UTC RETAIL

ReadyRETAIL  
POS SOLUTIONS

UTC RETAIL  
ReadySTORE  
+  
ReadyCLOUD  
A Perfect Combination  
to Fit Your Enterprise.

EQUI

ēto

DIGITAL SHELF TRANSFORMATION

STRATA

nedap

RAC

nedap

# INTELIGÊNCIA ARTIFICIAL

Antes complexa,  
Hoje acessível e simples  
Qual será o impacto no varejo?  
ChatGPT, Midjourney, Dall-E...

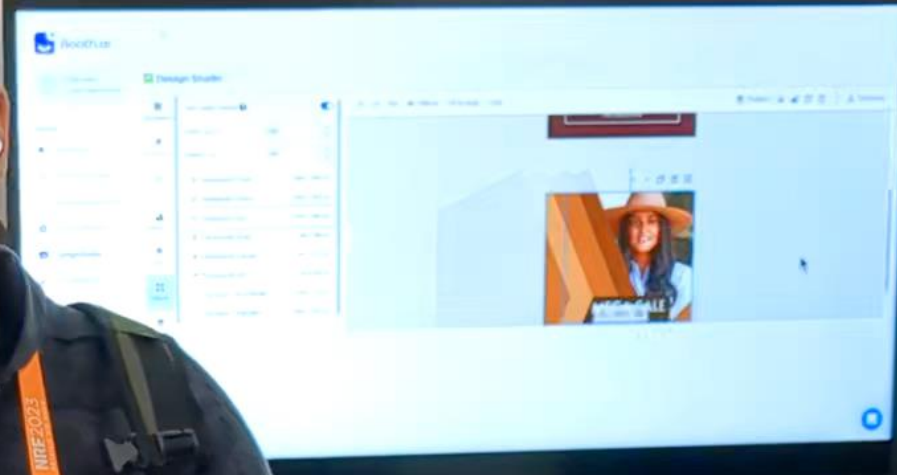


works  
rks.com



AI PROMPT

Photo of a  
wearing class



AI PROMPT

Photo of a leather recliner  
in a moody rainforest



# IA NA PRÁTICA

Bora brincar?





# CHATGPT

Cria artigos, posts, roteiros e muito mais, baseado em informações e análises até 2021

CA Escreva usando gírias em português do Brasil a história de Jesus em 1 parágrafo



Ai, cara, Jesus era filho de Deus, tá ligado? Ele nasceu numa gruta, criado por Maria e José, e começou a pregar a palavra de Deus quando era adulto. Ele curou os doentes, expulsou os demônios e foi um grande líder espiritual. Mas os líderes religiosos da época ficaram com inveja dele e o entregaram pra ser crucificado. Mas depois ele ressuscitou e subiu pro céu, e agora é considerado o Salvador pelos cristãos. Tá ligado?



CA Como é a loja perfeita?

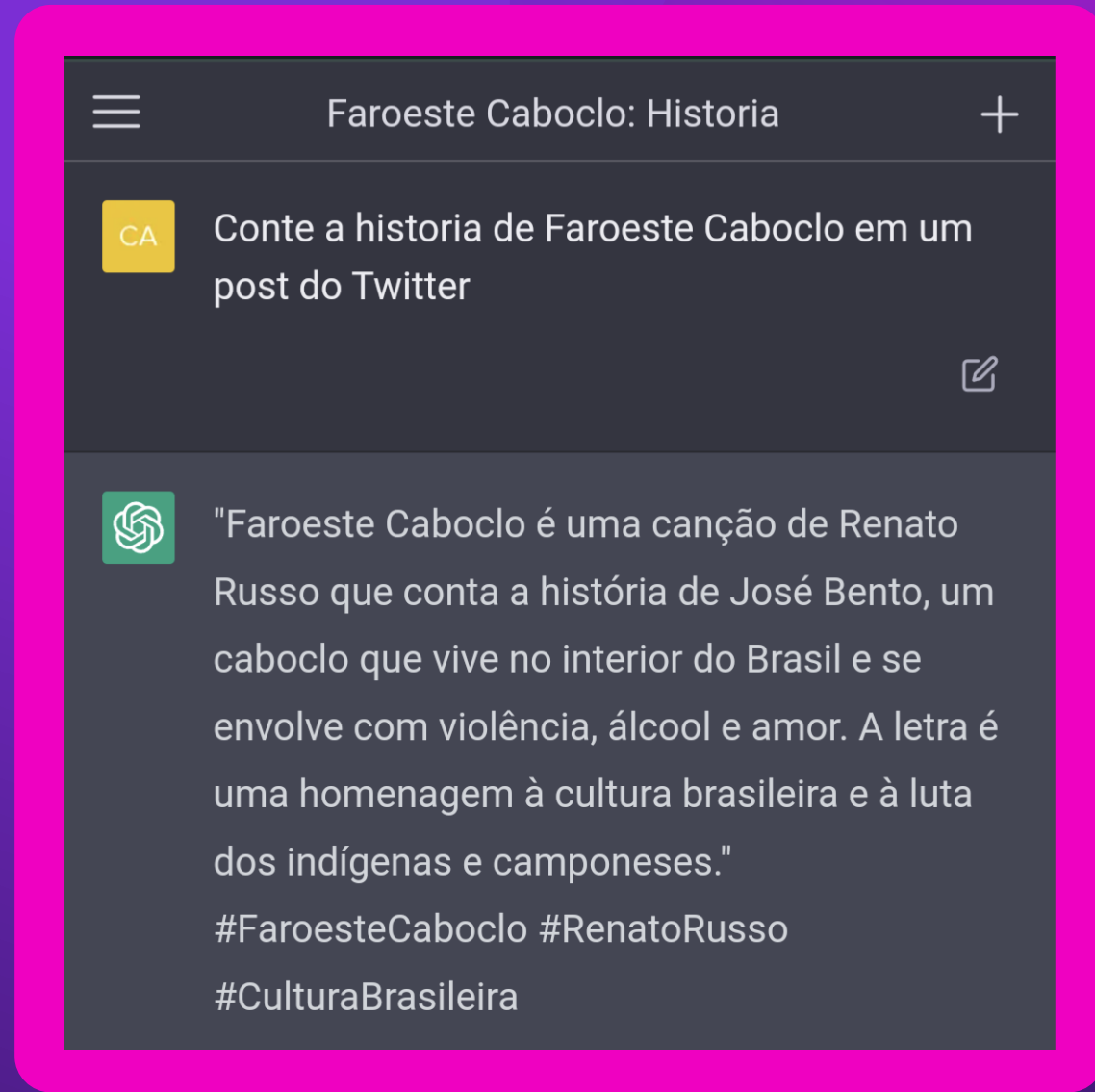


A loja perfeita varia de acordo com as expectativas e necessidades do consumidor, mas algumas características geralmente incluem:

1. Ampla seleção de produtos de boa qualidade e a preços justos.
2. Atendimento ao cliente eficiente e amigável.
3. Ambiente agradável e fácil de navegar.
4. Processo de compra simples e seguro.
5. Política de troca e devolução justa e flexível.
6. Entrega rápida e confiável.
7. Comunicação clara e transparente.
8. Experiência de compra positiva e satisfatória.

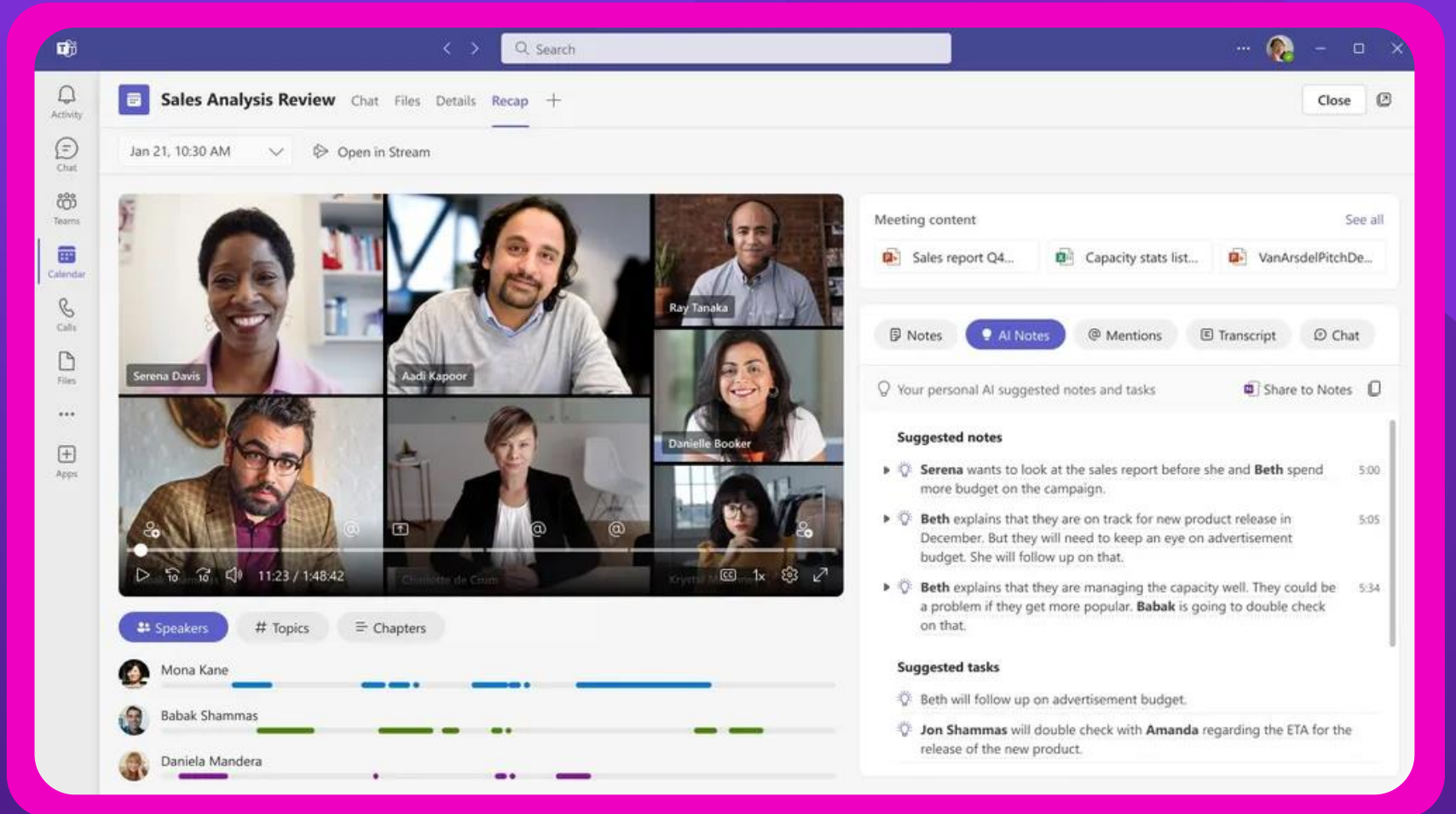
# CHATGPT

Mas ele ainda não é  
"perfeito" como se pensa, e  
ainda erra muito, por isso,  
use com moderação



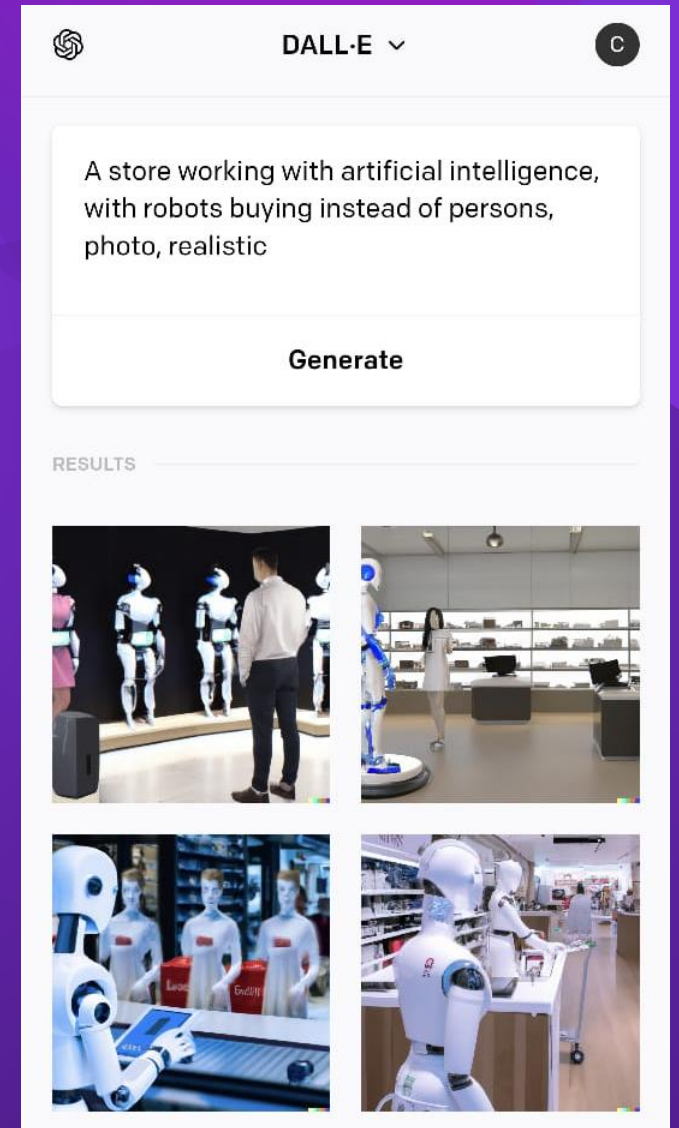
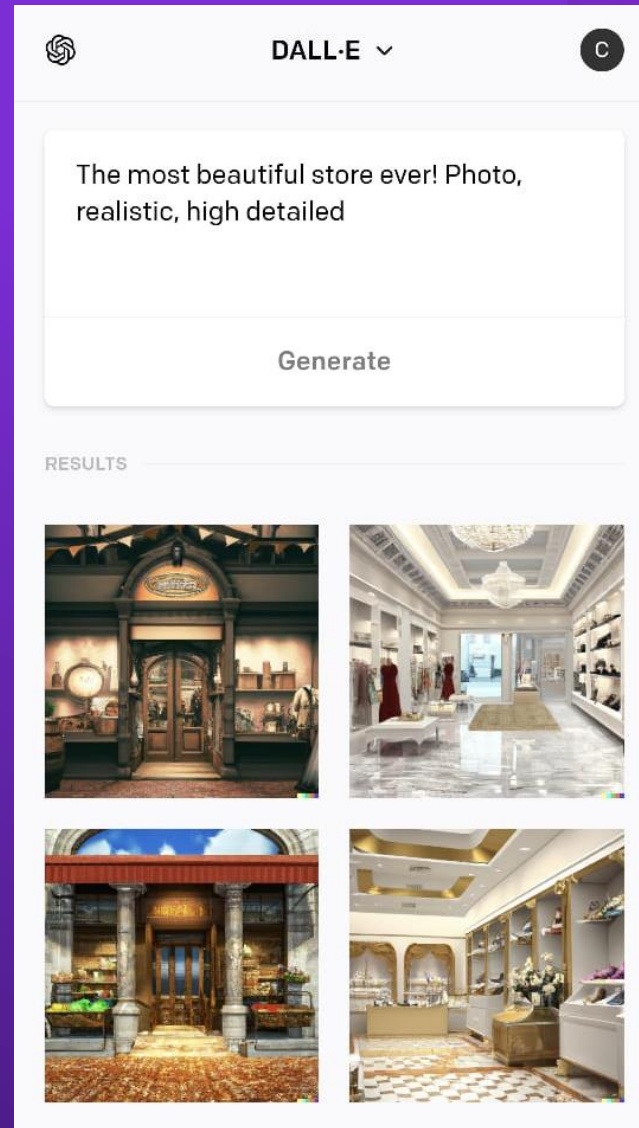
# CHATGPT

Microsoft lançou versão premium que cria atas e anotações da reunião através do ChatGPT





# DALL-E

Do mesmo criador do ChatGPT, cria imagens a partir de descrições simples. Não há modelos, não há fotógrafos, maquiadores, estúdio, etc...



# DALL-E


Olha o que isso pode trazer para o mundo da moda, e pior, não é futuro, é presente!

 DALL-E 



Create a blonde model using a leopard jacket in the middle of rainforest

**Generate**

RESULTS



The image shows four different poses of a blonde woman wearing a leopard print jacket, standing in a lush rainforest. The poses vary from a front-facing view to a side profile and a more dynamic, slightly crouching pose.

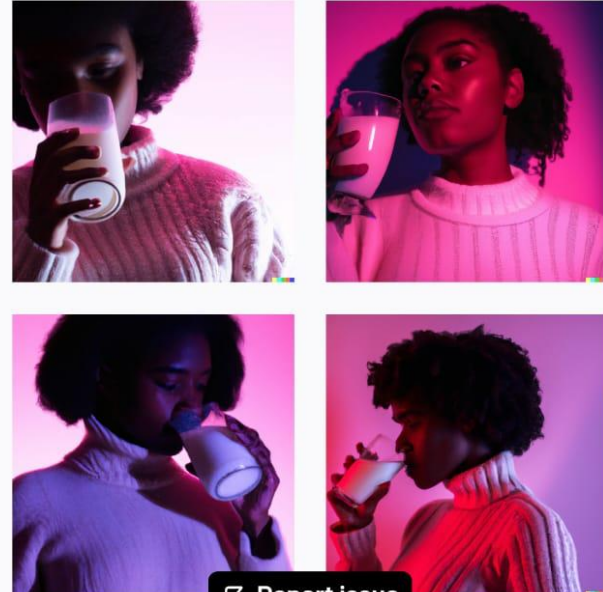
 DALL-E 

Edit the detailed description


A black woman using a white sweater drinking milk with a pink backlight

**Generate**

RESULTS

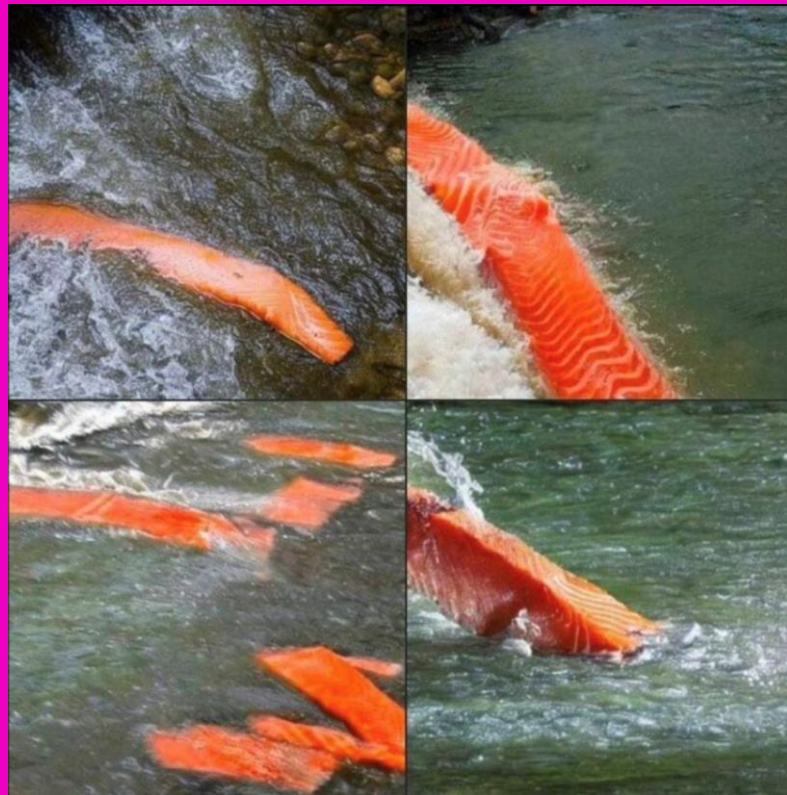


The image shows four different poses of a Black woman wearing a white sweater, drinking from a white cup. The scene is lit with a strong pink backlight, creating a dramatic and moody atmosphere.

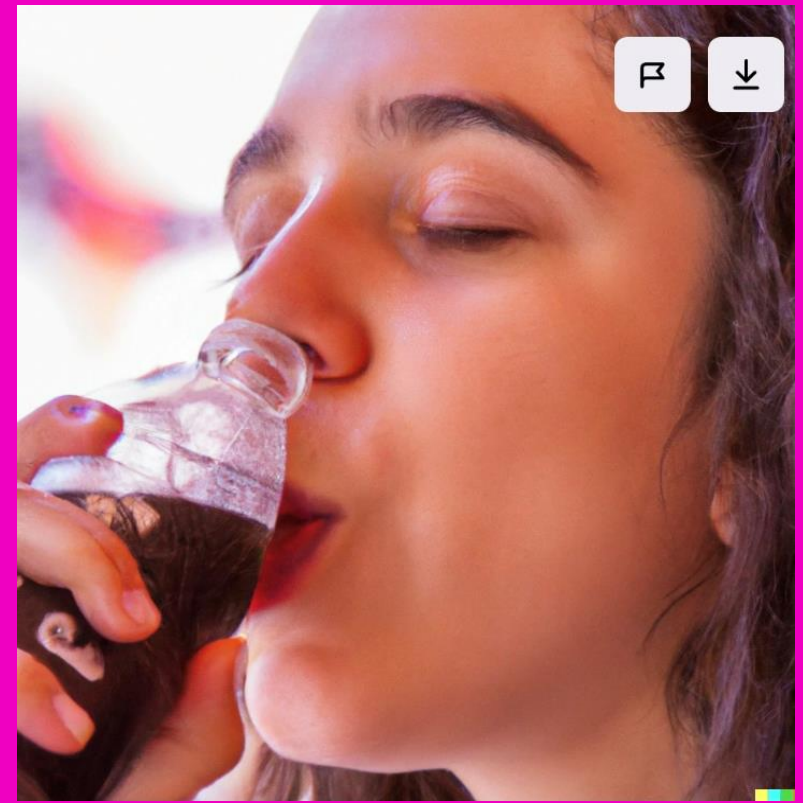
 Report issue

# DALL-E

Mas ainda não é tão perfeito...



Um salmão descendo o rio...



Alguém feliz tomando um refrigerante em um dia muito quente

# MIDJOURNEY

Outro motor de inteligência artificial, também capaz de criar imagens a partir de textos

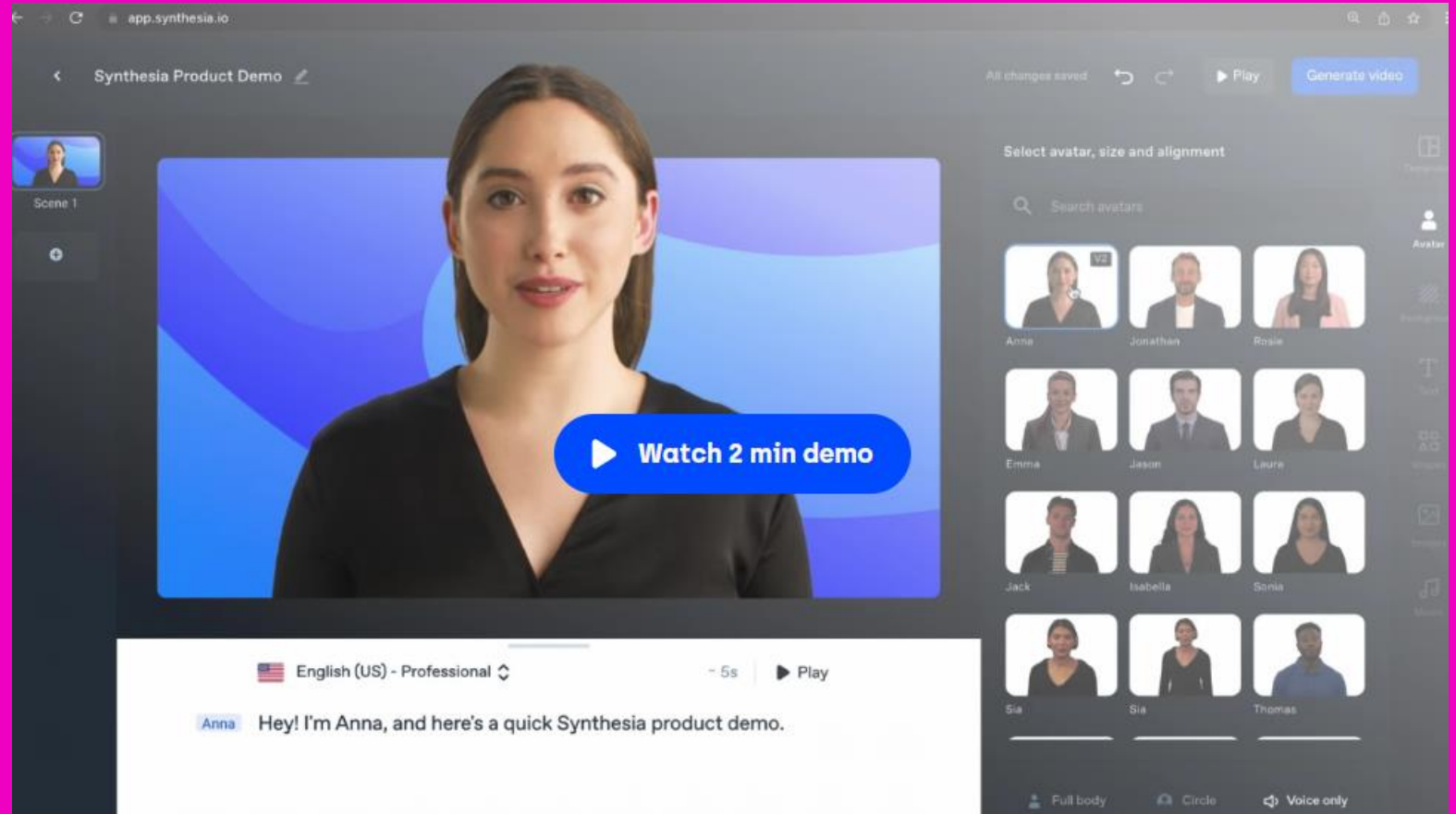


“Uma modelo usando jaqueta de onça no meio da floresta”



# SYNTHESIA

Cria vídeos com avatares  
100% digitais, através de  
texto, capaz de falar em  
múltiplos idiomas



# Eita!

---

E tem gente que já tá sendo criativa demais com a Inteligência Artificial!

## Homem cria OnlyFans com modelos criadas com inteligência artificial

Modelos foram criadas com hiper realismo para o canal de conteúdo adulto criado por um homem



# IA irá substituir profissões?

---

Em parte, mas principalmente irá resolver questões operacionais com mais rapidez e eficiência



# A diferença entre usar e saber usar

---

Um amigo pediu ajuda para criar através de IA a imagem de um soldado tomando uma cerveja. Esse foi o resultado simples que a IA entregou...



# A diferença entre usar e saber usar

---

...e esse foi o resultado que um especialista em arte digital conseguiu criar através da mesma ferramenta e um briefing melhor detalhado, considerando iluminação, lentes e outros fatores



**Aliás, segue o cara!**  
**@gabmendss**



# Fica a dica

2023 será um ano desafiador.

Há sempre espaço para testar o novo, mas não há espaço para continuar perdendo eficiência no varejo

Use métricas e dados para medir e buscar eficiência em tudo o que faz, não importa como

Consumidores serão cada vez mais exigentes, exigindo empresas cada vez mais preparadas.

Conquistar o time é tão importante quanto conquistar o seu consumidor



# OBRIGADO!

@caiocmgo | @varejocast

