What's News

Business & Finance

China's President gets Royal Treatment in First U.K. Visit

Poll shows a widening lead and little support for a White House bid by the vice president

AN AFRICAN DESPOT FUELS MIGRANT CRISIS

Web Shopping Deluge Boxes In Landlords

TROUBLES IN CHINA: Split Spur At Yum

Clinton Bucks Biden Threat

An African Despot Fuels Migrant Crisis

Growing Exodus: Arrives of Eritreans in Ethiopian refugee camps

WEB SHOPPING DELUGE BOXES IN LANDLORDS

The biggest landlords in the U.S. are being crushed under a mountain of packages, leading one large apartment operator to stop accepting deliveries and other tenants to experiment with ways to minimize the clutter. The moves are at the center of two colliding trends: an increase in apartment living and an upsurge in online shopping. The result is a rising tide of packages with no good place to go.

U.S. online retail sales are expected to swell to $334 billion in 2018, up from $263 billion in 2013, according to Forrester Research Inc., a research and advisory firm. Analysts at Forrester expect online retail sales to increase by $480 billion in 2018.

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Stores display more than just the merchandise to keep shoppers lingering over coffee and books; Reversal of past drive to speed up

By Ellen Byron

If you sit down in an Origins store, you'll probably spend about 40% more than you would standing up.

This type of insight, backed by data, is behind a change going on at retail. Stores are trying to slow down the shopping experience, a movement known as "slow shopping." Adherents believe that browsing in a store should be a leisurely and enriching experience that's not overly focused on buying something. To entice shoppers to spend more time, boutiques and national chains are serving snacks, art installations, performance spaces and cozy lounges to encourage shoppers to hang around and enjoy themselves.

It is basically an admission that transactions are usually much faster and more conveniently done online and so stores have to offer something else to entice shoppers. For years, retailers focused on speeding up how we shop in stores, including self-checkout lines, quick-service call buttons and displays bursting with products. Now, some retailers are rethinking the role their selling floors play, essentially turning them into an interactive marketing space that also happens to sell products.

Origins, owned by Estee Lauder Cos., is outfitting most of its 87 free-standing stores around the world with fixtures intended to keep shoppers lingering longer. The new stores include a well-stocked bar for people to sit and relax, and a large table with a giant sink for sampling soaps, scrubs and lip balms. Seating is plentiful.

"We made a conscious decision to have fewer products and more storytelling in stores," says Origins senior vice president and general manager Christine Jett, who says that so far sales at stores with the new design are up 25% to 60% compared with the old format.

Slow-shopping theory is an attempt to capture U.S. consumers' growing preference for experiences. Their top two indulgences include a weekend away or a night out, rather than splurging on luxury goods like new clothes or cosmetics, according to a 2015 survey of about 1,000 people by Boston Consulting Group and The Economist Institute of Technology's graduate degree program for beauty-industry executives.

"We know that the more they spend in a store, the more likely they are to make a purchase," says Amanda Bopp, an FIT graduate who presented the survey results to about 750 beauty-industry executives in June. Ms. Bopp and other graduates urged the need for luxury brands to adopt slow-shopping measures. "You need to give shoppers an emotional motivator to be in the store," she says.

Successful slow-shopping efforts don't oversell items, says Candace Corletti, president of consultancy WSL Strategic. Please see SHOPPING page 72.
HOMESICK

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In Minneapolis, to their parents, many students won't admit to more than missing the family dog, or Christmas. Those students who seek counseling feel home sick when they think about home, but few, if any, feel really fancy about it. Maire Kiyoi, 20, of Beaverton, Ore., kept quiet about feeling homesick when she started her freshman year at the University of Minnesota. "I wasn't sure if my definition of homesickness was going to match up with anybody else's," Ms. Kiyoi says. Talking about home because part of the fun after she joined a university program called "At Home in Minne-
sota," which offers out-of-state students trips to apple orchards or dairies, or special events at which they can share their experiences. No a jor, Ms. Kiyoi says, "my freshman year from freshman year is sharing something about their life." Another useful strategy, according to a 2015 study led by Dr. Stroebe, was that students who returned to her dorm af-
fer classes, "I had a lot of time to dwell on what I was missing back home," she says. I was trying to recede inside my-
self, I was sad.

After three weeks of classes, she began "thinking that I need to find my own way here," she says. She had enjoyed working on her high school's housing committee, so she volunteered to be on the uni-
versity's housing committee. "That was breaking the ice," she says, and she began feeling better, says Ms. Steger, 20, now a junior. She still gets phone calls from homesick friends when returning to campus after hol-
days, but they don't last long.

Counselors at The Ohio State University ask students a simple question, "What are you missing from home? Is there a way we can come and have some of that here?" says Meghan Shaw, director of the university's Counseling and Consultation Service and president of the Asso-
ciation for University and College Counseling Center Directors. Universities are expanding programs to make evocative humor, on campus to promote mental health, offering art projects, ther-
apy dogs and an inflatable "boone house" like those used at chil-
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Work & Family Mailbox

You've written about trying to get your boss to be more open and sound smarter when speaking to you. What is the answer to the question or the attention or respect I want? A

A: Trying to look smart often means trying to sound superior, or to show the other person that you are smarter than they are. This is not a very effective way of communication. It is more effective to listen carefully to what the other person is saying and to ask questions that show that you are interested. This will help to build a better relationship with your boss and make him or her more likely to respect you.

Q: What do you think people should do with their lives? A: It is difficult to say what people should do with their lives. Some people may want to make money, while others may want to help others. It is important to think about what you enjoy doing and what makes you happy. You may also want to think about what kind of person you want to be and what kind of lifestyle you want to have.

Q: What is the best way to learn a language? A: The best way to learn a language is different for everyone. Some people may learn it best by taking classes, while others may learn it best by practicing with native speakers. It is important to find a method that works for you and to be consistent in your practice.

Q: What is the best way to handle stress? A: The best way to handle stress is to find ways to relax and to take care of yourself. This may mean getting enough sleep, eating healthy, exercising, and spending time with friends and family. It is also important to take breaks when you need them and to find ways to manage your time effectively.

Q: What is the best way to improve your memory? A: The best way to improve your memory is to practice regularly and to use techniques such as association and visualization. It is also important to make sure that you are getting enough sleep and that you are eating a healthy diet.

Q: What is the best way to learn how to budget? A: The best way to learn how to budget is to make a budget and to stick to it. It is also important to track your spending and to make adjustments as needed. It is also helpful to review your budget regularly and to make changes as your financial situation changes.

Q: What is the best way to learn how to write? A: The best way to learn how to write is to practice regularly and to read widely. It is also important to get feedback and to seek out resources such as writing workshops and college classes. It is also helpful to practice writing in different genres and to read widely in order to develop a strong vocabulary.

Q: What is the best way to learn how to speak a foreign language? A: The best way to learn how to speak a foreign language is to practice regularly and to use techniques such as repetition and association. It is also important to find a language partner and to expose yourself to the language as much as possible. It is also helpful to practice writing in the language and to read widely in order to develop a strong vocabulary.

Q: What is the best way to learn how to code? A: The best way to learn how to code is to practice regularly and to use resources such as online tutorials and books. It is also important to practice regularly and to seek out feedback from others. It is also helpful to practice writing code in different languages and to read widely in order to develop a strong vocabulary.

Q: What is the best way to learn how to cook? A: The best way to learn how to cook is to practice regularly and to use resources such as cookbooks and online tutorials. It is also important to practice regularly and to seek out feedback from others. It is also helpful to practice writing recipes and to read widely in order to develop a strong vocabulary.