



Highland Park Business Development

eNews



WHY E-COMMERCE BRANDS ARE FLIPPING THE SCRIPT AND OPENING BRICK-AND-MORTAR STORES



Walking into Boll & Branch's new New Jersey-based retail store, you would never guess that the brand's bedding products were only available online before last week. It looks like a modern store with items on display and friendly customer associates ready to answer questions. And yet you won't see any customers walking out with packages here. All purchases are mailed directly to the consumer, just like how the store operates online.

Boll & Branch now belongs to a group of e-commerce, direct-to-consumer brands that have opened their own brick-and-mortar stores in the past year. Allbirds, Away, ModCloth, Glossier and Madison Reed, for instance, have all opened their own physical stores in the past year. And as of last week, Amazon, the world's largest e-commerce player, now controls 460 Whole Foods locations across the U.S. [READ ON...](#)

March 21, 2018

Welcome to
Highland Park's
New Business



**Art of Beauty
Makeup Academy**
229 Skokie Valley Road
(Located in Salons by JC)
773.983.9911

artofbeautymakeupacademy.com

Upcoming Events



Saturday, March 24
Ivy Ford
nortons-restaurant.com



April 2 - April 6
Spring Break Camp
miabellayarn.com

Why Experiential Retail is a Top Priority for Brick-and-Mortar Stores



In recent years, retailers have found a powerful way of drawing in consumers: they offer them personalized and engaging experiences. When stores create special diversions and amenities for visitors, it's called experiential retail.

Nowadays, these techniques are doing nothing less than revolutionizing how people shop for, learn about and interact with products. [READ ON...](#)

spc-retail.com/why-experiential-retail-is-a-top-priority

The City of Highland Park's Business Development Manager Carolyn Hersch, is the City's main contact for the business community.
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RESOURCE LINKS

<u>Business Directory</u>	<u>Available Commercial Space</u>
<u>Military Discounts</u>	<u>Establishing Your Business</u>
<u>City Code</u>	<u>Chamber of Commerce</u>
<u>Department of Commerce & Economic Opportunity</u>	<u>U.S. Small Business Administration</u>
<u>Job Center of Lake County - Business Services</u>	<u>SCORE Business Mentoring and Workshops</u>

Wednesday, April 11
 Open House
ivyrehab.com



Visit downtownhp.com for news on happenings in Downtown Highland Park

SCORE Seminars



Monday, May 21
 Marketing With Video
 Brown Bag Lunch
 1-2:30 PM

This workshop will discuss the importance of video content and what changes in marketing philosophy the small business needs to do to keep pace with competition.
hplibrary.org

Small Business Workshops



Wednesdays, April 5 - 26
[Start Strong Business Boot Camp](#)

Chamber of Commerce



Wednesday, April 4
[First Wednesday Connections](#)



City of Highland Park

This newsletter is produced by the City of Highland Park's Office of Business Development.

If you have information you would like to include in this bi-weekly mailing,

please submit information, photos and news to Melissa Rosen at mrosen@cityhpil.com.

The City reserves the right to edit and/or filter submissions. No pricing information will be published.



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