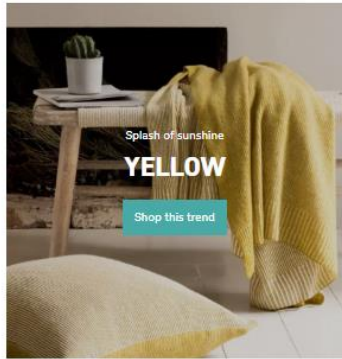
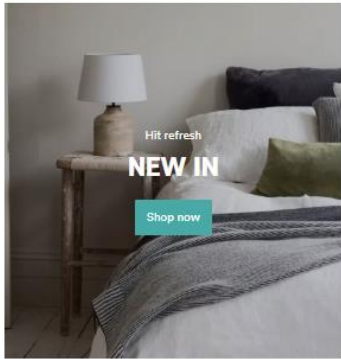


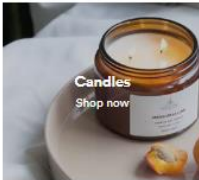
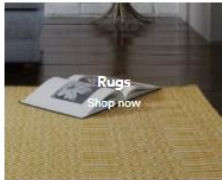
**EXPERIENTIAL RETAILING: CREATING
MEMORABLE EVENTS & SOCIAL
INTERACTIONS...THE OPPORTUNITY
TO ESCAPE THE DAILY ROUTINE**

Orla McDonald, Head of Business Development, Trouva





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