

DUS

THE SHOW

Düsseldorf, Germany
02.22 / 02.26



GUEST PACKAGE 2026



PARTNERING WITH

LHR

THE ROAD TRIP

London, United Kingdom
02.26 / 03.01





WE CREATE IMMERSIVE EXPERIENCES

that highlight the best in retail, design, and architecture.



Welcome! Willkommen

2026 marks an exciting new chapter for **euro a go go**, and we'd love for you to be part of it!

Since 2008, **euro a go go** has brought together the best in retail, design, and culture to create unforgettable guest experiences and events. From global retailers and visionary brand owners to architects, designers, and creative thinkers, our community is united by one powerful idea: that great design and innovation drive great retail.

As we step into this new era, we're raising the bar, with a bold new look, an enhanced digital platform, and our most ambitious programme yet, all designed to inspire, connect, and energize the retail design community.

Your journey begins in Düsseldorf with our five day itinerary built around the 60th anniversary of EuroShop, the Global Retail Festival. This is your front-row seat to the future of retail: from trailblazing concepts in store design, lighting, and visual merchandising, to sustainable innovations, immersive technologies, and energy-smart solutions. Every element is thoughtfully curated, so you can focus on what matters most: experiencing it all.

But our programme doesn't stop there!

After EuroShop, we head to London, a global hub of retail and creativity. Our Retail Road Trip is a curated, retail-centric itinerary that explores one of the world's most exciting retail and cultural capitals. From iconic storefronts to cutting-edge concepts, this journey offers fresh perspectives, meaningful connections, and a dose of inspiration in one of the industry's most influential cities.

And to make your experience even smoother, we're excited to be launching the Let's go go Mobile App, your guide to everything go go. Available for iOS and Android, the app puts daily schedules, speaker profiles, guided cultural and architectural tours, shuttle times, Google Maps, and sponsor highlights all at your fingertips.

The countdown to **euro a go go 2026** is officially on, and we can't wait to welcome you to a new era of connection, inspiration, creativity, and collaboration in retail.

Dive into this preview and discover just a hint of what's ahead when you choose to experience EuroShop with **euro a go go**, the best is yet to come!

I look forward to welcoming you and seeing you there!

Best Regards,

A handwritten signature in dark ink, appearing to read 'Deborah Toffoli', is positioned above the printed name.

Deborah Toffoli
Managing Director

A photograph of a modern building with a large green wall and a glass facade. The green wall is covered in dense, vibrant green foliage. The building has a dark, industrial-looking frame. The sky is clear and blue. The text is overlaid on a dark teal semi-transparent rectangle.

Our Mission

To deliver unforgettable, immersive experiences that showcase the best in **retail**, **design**, and **culture**.

We organize exceptional, value-driven packages tailored for **retailers**, **architects**, and **designers** - igniting creativity, inspiring innovation, and cultivating meaningful connections and a sense of community within our dynamic industry.

About Us

euro a go go has been curating premium experiences and events since 2008, bringing together retailers, brand owners, architects, and designers to attend EuroShop, the world's leading retail trade fair in Düsseldorf.

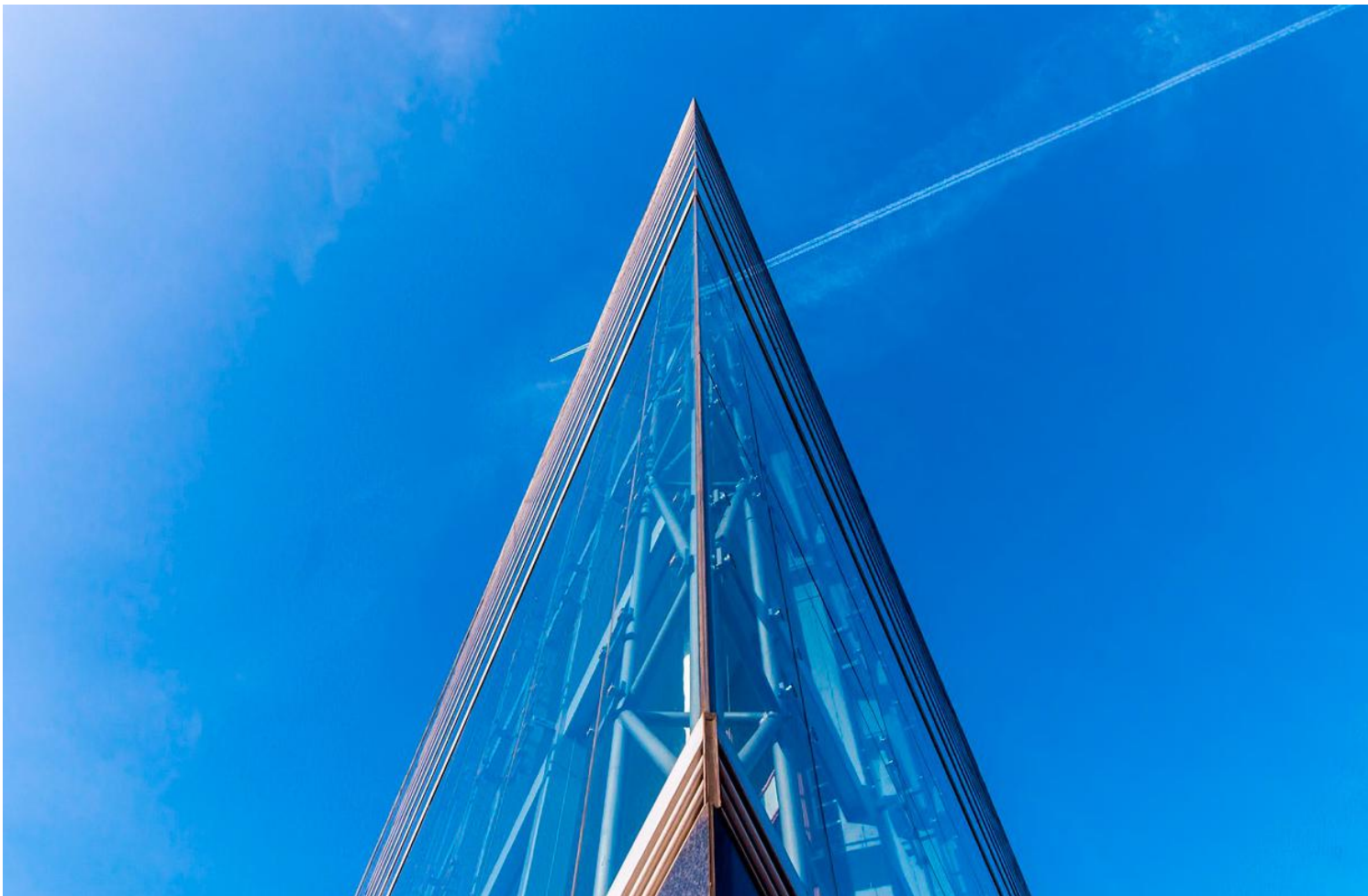
euro a go go was created in response to a fast-changing retail landscape, where professionals seek opportunities to connect, collaborate, and explore bold new ideas at the intersection of retail, design, and culture.

euro a go go offers a 5-day immersive programme in Düsseldorf, thoughtfully designed to maximize your EuroShop experience, from the latest innovations in store design, retail technology, and lighting to visual merchandising, fixtures, and energy management.

euro a go go handles every detail, offering all-inclusive packages that include premium hotel accommodations, curated retail tours, exclusive presentations, cultural events, group dinners, and private shuttle services across our itinerary, so you can focus on discovery, not logistics.

euro a go go extends the journey with its signature Retail Road Trip, our curated post-EuroShop experience to another retail capital, curating inspiring itineraries including retail tours, cultural excursions, and cuisine that inspire connections with industry peers in some of the world's most dynamic cities.

euro a go go is committed to crafting unforgettable experiences where retail, design, and culture come together, creating moments that resonate, inspire, and connect a vibrant community.



euro a go go

aims to **foster** creativity,
inspire innovation,
and **strengthen** the bonds
within our community.

Why Attend

Where retail professionals come to be inspired, make connections, and experience what's next.

Become a Part of Something Bigger!

Lead with Vision: euro a go go is more than an event, it's a platform for executive-level insight. Explore the trends, technologies, and transformations shaping the future of retail. Discover what's next, before your competitors.

Unrivaled Access to Innovation: Be front and center at **EuroShop's 60th anniversary**, the world's leading retail trade fair. From groundbreaking store design and sustainability solutions to AI-driven retail tech, gain access to the ideas that will redefine the customer experience.

Strategic Insights, Curated for Leaders: Join thought-provoking sessions led by global retail innovators and industry authorities. Gain real-world strategies and foresight to drive business growth, inspire teams, and stay ahead in a competitive market.

Exclusive Executive Experiences: Enjoy seamless access to a premium itinerary, including private retail tours, cultural moments, group dinners, and our go go lounge at the Messe for recharging and informal meetings and so much more.

Expand Your Network with Purpose: Connect with fellow C-level executives, brand visionaries, and creative leaders in relaxed yet intentional settings. Build meaningful partnerships, share experiences, and spark collaborations that last well beyond the event.

Global Perspective, Elevated Itineraries: Explore Düsseldorf's most cutting-edge retail and cultural destinations, then continue the journey with our exclusive **Retail Road Trip to London**, curated for executive-level engagement and design-forward inspiration in one of the world's most dynamic retail hubs.

Exceptional Value, Effortlessly Delivered: Our all-inclusive packages offer unmatched convenience and ROI. From boutique accommodations and EuroShop show passes to daily shuttles, luxury coach transport, guided architectural tours, and exclusive events, everything is taken care of so you can focus on what matters.



Dear EuroShop Visitor, // Dear euro a go go community,

Welcome to EuroShop 2026 – The Global Retail Festival!

This year marks a special milestone: 60 years of EuroShop as the beating heart of the global retail community worldwide.

EuroShop is more than just a trade fair—it's a retail festival that has everything needed to shape the future of retail: dynamism, energy, innovation, creativity, decisiveness, optimism, and above all, a unique community. This spirit motivates and empowers all participants to tackle and master the challenges of the years ahead.

EuroShop wants to set an emotional and powerful signal for the entire retail industry: a call for progress, positive thinking, and solidarity. Despite the diversity within the retail sector, that's why EuroShop unites us all every three years into THE retail festival of the trade.

Over five days, you'll experience dynamic encounters, groundbreaking innovations, and a pulsating atmosphere that reflects the spirit of transformation and collaboration. With over 80,000 trade visitors and thousands of exhibitors from around the world, EuroShop 2026 offers the perfect platform to connect, inspire, and shape the future. Dive into the seven dimensions of the future of retail – Expo & Event Marketing, Retail Marketing, EuroCIS (Retail Technology), Lighting, Shopfitting & Store Design, Food Service Equipment, and Refrigeration & Energy Management

As representatives of North America and Canada's vibrant retail industry, your presence here underscores the importance of our shared commitment to pushing boundaries in retail. Thank you for being part of this extraordinary journey.

Look forward to the Global Retail Festival. We look forward to seeing you and celebrate 60 years of innovation and community – together in Düsseldorf!

Warm Regards,

Elke Moebius
Director EuroShop/EuroCIS
Portfolio Retail and Retail Technologies

Partnering with EuroShop

euro a go go is proud to continue its valued relationship with EuroShop, formalizing a dynamic new partnership with the world's No.1 Retail Trade Fair for 2026 and beyond.

From the very beginning, **euro a go go** has received generous and unwavering support from Messe Düsseldorf GmbH and Messe Düsseldorf North America.

We are especially grateful to Elke Moebius, Global Head of Retail/ Retail Technologies and Director of EuroShop/EuroCIS, who has personally welcomed our guests at every arrival reception and programme kick-off in Düsseldorf, setting the tone for what she calls "this great get-together of international retail." We're excited to announce the continuation of this valued relationship, formalizing a dynamic new partnership with EuroShop for 2026 and beyond. This collaboration deepens our connection with the world's leading retail trade fair and elevates the euro a go go experience, offering our guests even greater access, insight, and inspiration.

Together, we're raising the bar, and looking ahead to an unforgettable journey that celebrates innovation, creativity, and global collaboration in retail.





euro a go go

Delivers cutting-edge
insights, **curated tours**,
and **exclusive access**.

The Guest Package

Your euro a go go booking package is carefully curated from the very beginning, freeing you to focus on what truly matters: discovering, connecting, and being inspired.

Here's a snapshot of your itinerary:

DAY 01 SATURDAY
FEB 21
ARRIVAL

DAY 02 SUNDAY
FEB 22
EuroShop

DAY 03 MONDAY
FEB 23
EuroShop

DAY 04 TUESDAY
FEB 24
EuroShop

DAY 05 WEDNESDAY
FEB 25
EuroShop

DAY 06 THURSDAY
FEB 26
EuroShop
Travel to London

DAY 07 FRIDAY
FEB 27
London

DAY 08 SATURDAY
FEB 28
London

DAY 09 SUNDAY
MAR 01
London

Here's what your all-inclusive euro a go go experience unlocks:

Your Home Base: The Radisson Blu Media Harbour: Enjoy exclusive accommodation at a boutique-style, premium 4-star hotel, newly renovated and ideally located. Includes daily breakfast and full access to hotel amenities.

Kick-Off in Style: Celebrate the 2026 edition at our official Kick-Off Dinner on Saturday, February 21, a festive evening to connect with fellow attendees and start the journey in style.

Seamless Transportation: Daily private go go shuttles take you to and from the Messe, and between all organized dinners, cultural experiences, and curated retail tours.

VIP Access to Attend EuroShop: Enjoy hassle-free pre-registration and full show admission for all EuroShop dates, with additional access to the EuroShop North American Reception hosted by Messe Düsseldorf.

The go go Lounge: Your personal retreat inside the Messe, recharge, hold informal meetings, or grab a bite. Enjoy complimentary refreshments and a space that's yours throughout the event.

Memorable Evenings: Experience Düsseldorf through its vibrant gastronomy, with nightly sponsor-hosted dinners at some of the city's most distinctive venues. From the rustic charm of historic breweries to the sleek elegance of riverside restaurants and the industrial-chic flair of re-imagined factory spaces, each evening promises a unique atmosphere designed to spark connection, conversation, and unforgettable memories.

Meaningful Connections: Our curated programme brings together industry leaders, influential brands, and passionate retail professionals in an environment designed to inspire fresh perspectives, forge lasting relationships, and nurture a sense of community within our ever-evolving industry.

Keynote Breakfast Talks: Start each day with insightful morning sessions led by industry experts, fresh perspectives served with your breakfast.

Let's go go Mobile App: Stay effortlessly connected with your daily itineraries, speaker bios, shuttle schedules, sponsor info, and notifications, all on your Apple or Android device.

Personal Support, On-Site: Our dedicated go go Event Team is always nearby, at the hotel and on the show floor, to answer questions, solve issues, and make your experience smooth and stress-free.

Recharge in Style: Back by popular demand: the go go massage experience. Enjoy daily Thai foot and neck massages on the hotel's main floor, the perfect way to relax and reset after a high-energy day at EuroShop.



euro a go go
sponsors and partners
are **so much more**
than just a logo.

Big Thanks to our 2026 Sponsors

Your incredible support and partnership fuels our mission!

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I NY



A photograph of a modern building with a facade of vertical glass and metal panels. A large, semi-transparent blue rectangle is overlaid on the upper half of the image, containing white text. The building's interior lights are visible through the glass panels. In the foreground, there is a paved plaza with a few people sitting on a low wall, and a small tree. The bottom of the image shows a reflection of the building in a body of water.

The Show

Düsseldorf, Germany
02.22 - 02.26, 2026



The Show

02.22 - 02.26 | Düsseldorf, Germany

Get ready for
euro a go go 2026!

Where Innovation,
Inspiration, Culture,
Cuisine, and Creativity
Collide.

Welcome to an exclusive sneak peek of what awaits you at **euro a go go 2026**, the ultimate fusion of innovation, culture, culinary excellence, and cutting-edge creativity. Our programme will elevate your EuroShop experience, we've curated an immersive journey!

The full programme details will be available to download via our **NEW Let's go go Mobile App**. Stay tuned for the complete itinerary during onboarding and registration, so you can fine-tune your schedule and maximize every moment of this unforgettable event.

Get ready to experience a curated world of innovation, style, and inspiration!

Arrival Day: Saturday, February 21

Currywurst, Anyone?

Kick off your adventure with an authentic taste of Germany!

Join us for a street food welcome experience featuring:

- Currywurst (Poultry or Vegan)
- Or for the carnivores in the crowd, smashed burgers made from 100% Düsseldorf beef (vegetarian option also available)

All served from a uniquely styled food truck, a perfect, casual way to connect with fellow guests and start soaking up the Düsseldorf vibe.

Medien Hafen (Media Harbour) Tour

Guided Walking Tour: Discover Düsseldorf's most iconic urban landscape

- Gehry's Architectural Marvels
- Old port buildings fused with modern design
- The Rhine Tower – panoramic views and photo ops

This is where creativity and commerce meet, a visual feast and cultural insight into the city's transformation.



euro a go go

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Discover Düsseldorf

02.22 - 02.26 | Düsseldorf, Germany

Get ready for
euro a go go 2026!

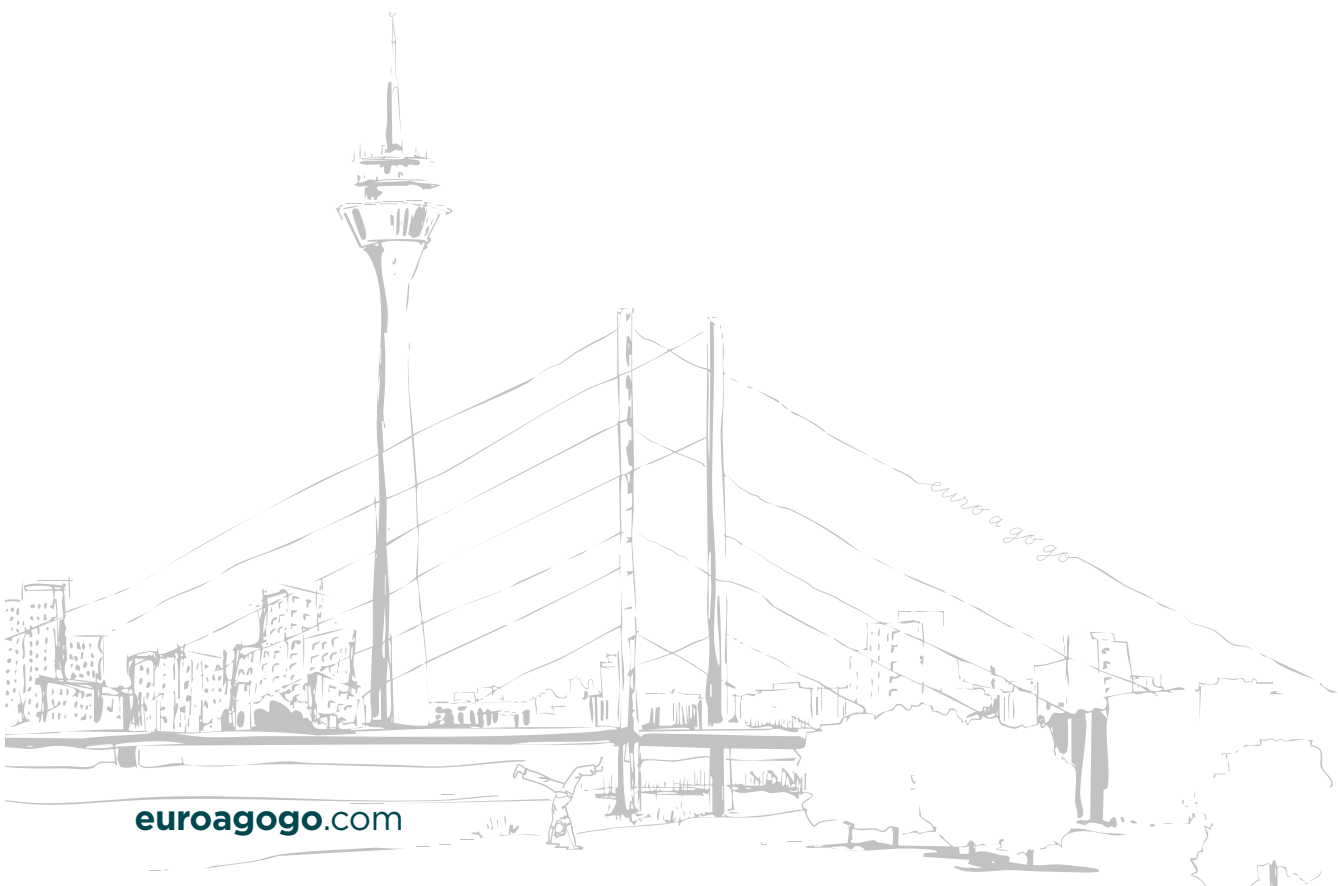
Where Innovation,
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Ongoing, Optional Cultural and Architectural Tours

While entirely optional, these exclusive architectural tours offer a remarkable opportunity to enrich your itinerary and gain a deeper understanding of Düsseldorf's dynamic character.

Far more than just sightseeing, these curated experiences invite you to explore the city's rich architectural heritage from cutting-edge contemporary design to timeless historic landmarks. With knowledgeable local guides leading the way, you'll uncover the fascinating stories behind Düsseldorf's most iconic buildings, innovative urban planning, and artistic flair that permeates its neighborhoods.

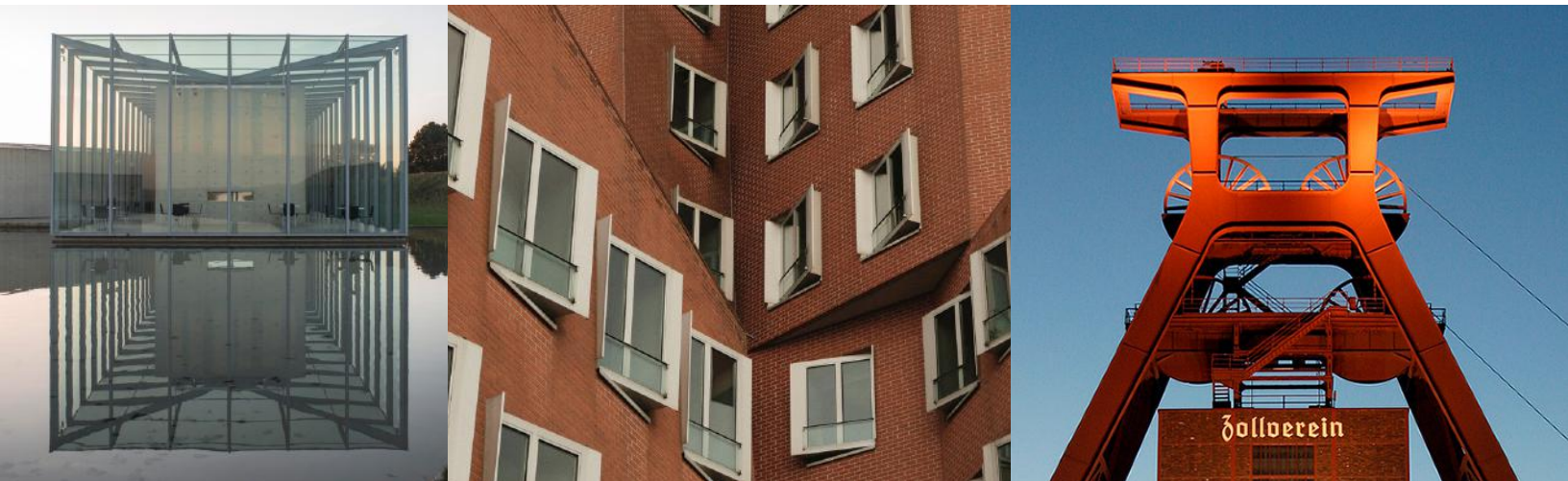
Whether you're a design enthusiast, history buff, or simply curious traveler, these tours provide a unique lens through which to experience the spirit and evolution of the city. Consider a few of the guided experiences we've carefully arranged to help you make the most of your time in this vibrant and ever-evolving cultural hub.



euroagogo.com

LANGEN FOUNDATION

A fusion of art, architecture, and nature, the Langen Foundation is nestled in the serene landscape of Neuss, just outside Düsseldorf and a must-see for lovers of art and architecture. Housed in a stunning building designed by renowned architect Tadao Ando, this museum blends contemporary art with its natural surroundings in an experience that captivates the senses. With a dynamic collection ranging from modern masterpieces to thought-provoking exhibitions, the Langen Foundation offers a serene yet powerful journey into the intersection of artistic expression and architectural brilliance.



Step into the heart of Germany's industrial past with the Zollverein Mine Tour, a UNESCO World Heritage site in Essen. Once one of the largest coal mines in Europe, this iconic complex now invites visitors to explore its history through immersive tours that showcase the evolution of mining, technology, and labor. With its striking Bauhaus-inspired architecture and fascinating exhibits, Zollverein is a powerful reminder of the region's industrial legacy, offering a unique glimpse into the world that shaped modern Germany.

Killepitsch®

Premium-Kräuterlikör

For a true taste of Düsseldorf's local flavor, look no further than Killepitsch. This iconic herbal liqueur, crafted in the heart of the city since 1858, is a unique blend of 98 ingredients, offering a bold and aromatic experience like no other. Whether enjoyed neat or as part of a cocktail, Killepitsch is a must-try for those seeking to dive into the region's spirited traditions. It's not just a drink – it's a taste of Düsseldorf's heritage and passion.



red dot design museum

Located in the historic Zollverein Coal Mine in Essen, the Red Dot Design Museum is a must-visit for design enthusiasts. As home to one of the world's most prestigious design collections, it showcases award-winning products that represent the cutting edge of creativity, functionality, and aesthetics. From sleek industrial designs to futuristic innovations, the museum offers a journey through the evolution of design, inspiring visitors to see everyday objects in a whole new light.



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Where Retail Innovation Meets Iconic Style: Immersive Retail Tours

We are curating an exclusive lineup that will offer an insider's look into Düsseldorf's most exciting new concept stores, where modern design and community-driven spaces redefine the shopping experience.

Tours will showcase the iconic Königsallee, Düsseldorf's renowned luxury shopping boulevard, where innovative retail concepts and world-class flagship stores shape the future of fashion and design. Explore the bold, two-story flagship of HUGO BOSS, or step into Diesel's industrial-inspired space a striking reimagining of the traditional retail experience.

Other highlights include the contemporary luxury of Lynk&Co., as well as the timeless craftsmanship found at Manufactum and Dille & Kamille. For those interested in modern retail innovation, we'll also visit C&A's Düsseldorf flagship, a multi-level concept store showcasing the brand's fresh "Re-Imagine" design and digital-first experience.

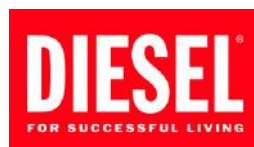
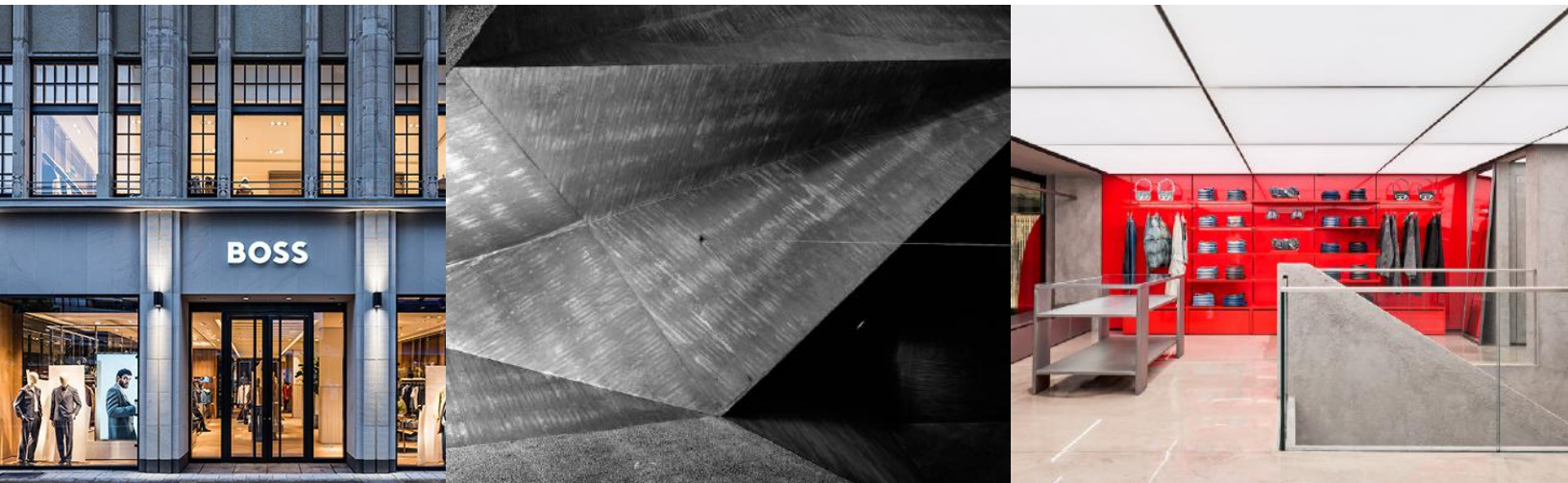
A standout retail tour stop, is the always popular, Edeka Zurheide Feine Kost at the CROWN, a family-owned supermarket spanning over 100,000 square feet, renowned for its culinary excellence and immersive shopping experiences. We will be treated to a VIP tour that includes sampling just a few delicious treats at the specialist counters.

Whether you're a retailer, fashion lover, or design enthusiast, our curated retail tours promise a truly exclusive experience, offering rare access to Düsseldorf's most innovative and trend-setting spaces. This is your chance to get a first-hand look at one of Europe's most dynamic retail scenes.

BOSS

HUGO BOSS

A striking reimagining of traditional retail, the BOSS flagship at Schadowstraße 15 spans 1,000 m² over two floors, showcasing the full BOSS 24/7 lifestyle collections for men and women. Designed for a seamless, elevated experience, the store features 17 fitting rooms, eight equipped with Smart Fitting Room technology using RFID to provide product details, size options, and direct staff support. A barista lounge, a curved central staircase, and refined materials like natural stone, oak parquet, and stainless steel create a warm, premium atmosphere. Guests can enjoy personalized services, including custom Düsseldorf-themed patches made on the spot, making every visit feel exclusive and uniquely local.



Step into Diesel's avant-garde world at its flagship Düsseldorf store on Königsallee. Spanning three floors, the space reflects Artistic Director Glenn Martens' bold vision through a minimalist, industrial-chic design featuring concrete walls, resin floors, handcrafted metal furnishings, and a striking ceiling installation on the ground level. Upstairs, vibrant displays in Diesel's signature red, sleek metal shelving, and standout accessories like the 1DR and Scrunch D Bag bring the latest collections vividly to life.

LYNK & CO

More than a showroom, Lynk & Co redefines the car retail experience as a lifestyle hub blending mobility, community, and design. Far from a traditional dealership, the Club offers a relaxed, social atmosphere with a coffee bar, curated events, and interiors crafted from recycled and repurposed materials. Vehicles are subtly integrated into the space, shifting the focus from sales to experience. This innovative, membership-driven concept prioritizes sustainability and connection, perfect for forward-thinking, urban-minded audiences.

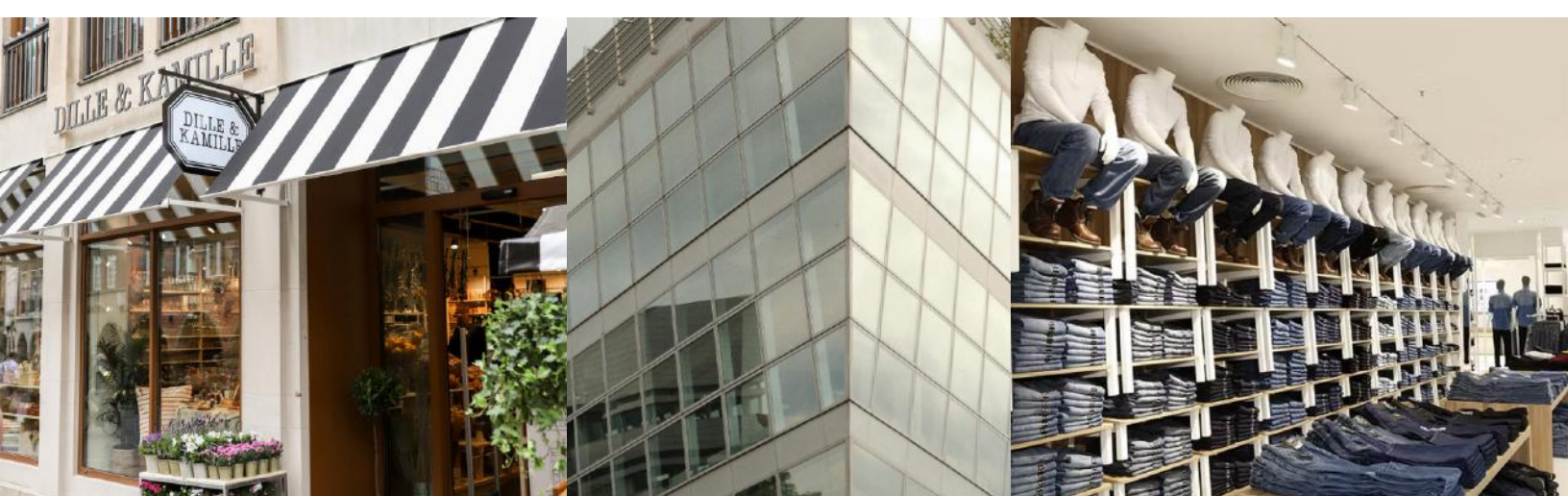


MANUFACTUM.

Manufactum is a destination for those who value craftsmanship, quality, and timeless design. It offers a carefully curated collection of household essentials, kitchenware, clothing, and stationery, celebrating products built to last, crafted from sustainable materials using traditional techniques. The thoughtfully designed space invites visitors to slow down, explore, and reconnect with the art of well-crafted living, where every item tells a story of durability and purpose. This is a shopping experience that honors quality over quantity and inspires mindful, lasting choices.



Step into Dille & Kamille in Düsseldorf and immerse yourself in a serene world where timeless simplicity meets natural beauty. Explore thoughtfully curated displays of sustainable homeware, kitchen essentials, and gardening treasures—each inviting you to slow down and embrace the art of mindful living. The store’s warm, welcoming atmosphere fosters a connection with authentic craftsmanship and natural materials, inspiring moments of creativity and calm in everyday life. Dille & Kamille offers a sensory journey celebrating simplicity, sustainability, and the joy of well-crafted living.



C&A

Founded in 1841 by brothers Clemens and August Brenninkmeijer in the Dutch town of Sneek, C&A was a pioneer of the vertical fashion model, designing, producing, and selling its collections long before fast fashion. Still family-owned, the brand continues to lead with purpose, aiming to produce two-thirds of its collections using sustainable materials like organic cotton and to eliminate hazardous chemicals. Its Düsseldorf flagship brings this vision to life through a multi-level concept store that embodies C&A’s “Re-Imagine” design ethos. Combining digital innovation with sustainable fashion, the store features interactive technology and curated collections, providing a personalized experience that honors C&A’s heritage while embracing the future of retail.



Edeka Zurheide Feine Kost at the CROWN is a family-owned supermarket spanning over 100,000 square feet, celebrated for its culinary excellence and immersive shopping experiences deeply rooted in sustainability and local craftsmanship. More than a grocery store, it is a vibrant destination where carefully curated premium products meet elegant design and expert service. Guests are invited to explore an inspiring world of fresh, locally sourced produce, artisanal specialties, and gourmet delights—each thoughtfully selected to enrich everyday living with quality, flavor, and mindful choices.



euro a go go

is a platform for building valuable, **lasting relationships** that foster **new partnerships** and **friendships** in a fun, relaxed environment.



The **Hotel**

02.22 - 02.26 | Düsseldorf, Germany

Radisson Blu is getting a makeover, get ready for a fresh new look in 2026!

Radisson Blu Media Harbour

Medienhafen, Hammer Str. 23, 40219 Düsseldorf

We return to our home away from home, the premier 4-star Radisson Blu Media Harbour (aka, The Blu). This iconic boutique hotel is situated in the trendy Media Harbor district, featuring award-winning building designs by Frank Gehry, hip restaurants, and convenient access along the Rhine River Road. It is also conveniently located 4 miles away from the trade show fairgrounds. With property amenities including a rooftop fitness room and sauna, this is the ultimate destination.

Take a sneak peek at the new look from the renderings we're excited to share with you. The renovations and remodeling will feature a newly appointed lobby and hotel reception, refreshed hotel rooms, updated bar and lounge areas, and a brand-new menu of traditional and modern local dishes in a new warm atmosphere.





Düsseldorf's **Gastronomy**

Indulge in experiences where culinary excellence meets unforgettable ambiance.

A Taste of Düsseldorf

Embark on a memorable culinary journey as part of our exclusive dinner events held throughout the duration of the show. These thoughtfully curated evenings invite you to savor the very best of Düsseldorf's vibrant gastronomic scene, offering a taste of the city's renowned culinary excellence.

From Michelin-starred establishments to hidden gems beloved by locals, you'll experience an exceptional range of flavors, ingredients, and artistry that reflect both regional traditions and global influences.

Each venue has been hand-selected not only for its outstanding cuisine but also for its atmosphere, service, and distinctive character.

Whether you're indulging in contemporary fine dining, classic German fare with a modern twist, or innovative fusion menus, these experiences promise to delight your palate and provide an unforgettable highlight of your time in Düsseldorf.





Beer lovers, this one's for you! In the heart of Düsseldorf's Altstadt, Uerige has been brewing its iconic Altbier since 1862. Widely considered one of Germany's finest, UERIGE Alt pairs perfectly with traditional Rhineland fare, all served in a lively, historic setting. It's the ideal backdrop for a relaxed evening of conversation, connection, and a true taste of local culture shared over exceptional beer and hearty cuisine.



Dr. Thompson's effortlessly combines historical charm with contemporary design. Since its transformation in 2016, this state-of-the-art venues and event space has become a standout in Düsseldorf, offering an atmosphere that will be one of the highlights of our programme. The talented kitchen team crafts innovative dishes that blend modern flair with classic favorites, all made with the freshest, highest-quality ingredients to deliver an unforgettable dining experience, where history meets innovation.

restaurant
riva
& bar

Where Modern Italian Meets Style! At riva restaurant & bar, guests enjoy a vibrant dining experience in Düsseldorf. Known for its contemporary Italian cuisine and expertly crafted cocktails, riva offers the perfect blend of flavor and atmosphere. Whether it's a casual evening or dinner event, the chic, lively ambiance sets the stage for an unforgettable experience.



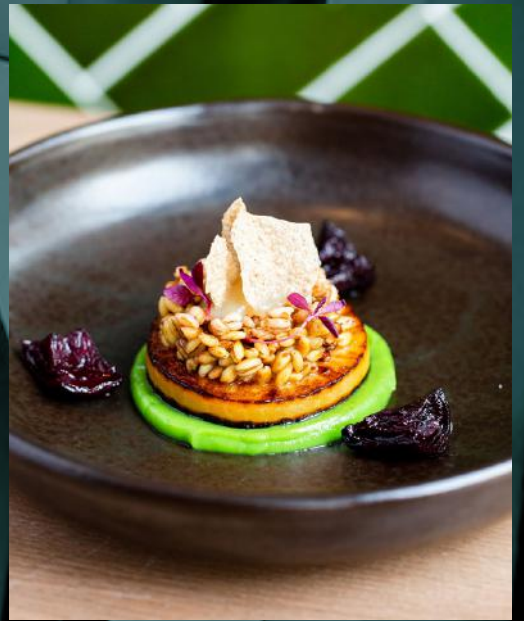
During our visit to the Zollverein World Heritage Site, we'll enjoy top-tier cuisine with a regional twist at Casino Zollverein. Set in the former compressor hall of "the most beautiful mine in the world," this acclaimed restaurant blends industrial grandeur with modern elegance. Since 1996, it has been a must-visit destination, offering a diverse menu of New World cuisine with international influences, all within a stunning space that fuses six-meter-high concrete pillars with sleek, contemporary design. A true celebration of design and gastronomy, this space is where tradition and modernity meet.



The Road Trip

London, United Kingdom
02.26 - 03.01, 2026





The Road Trip

02.26 - 03.01 | London, United Kingdom

Get ready for an exclusive after-show retail road trip to the electric city of London from February 26th to March 1st!

This isn't just another shopping spree it's a glamorous, one-of-a-kind journey into London's cutting-edge retail scene, cultural vibrancy, art, and history. Join euro a go go for a thrilling, three-day adventure that will leave you inspired, energized, and wanting more!

Let's celebrate style and innovation together!

London has always been a city that shapes global retail culture: from its heritage fashion houses and flagship stores to its forward-thinking pop-ups, immersive concept spaces, and headline-making activations. It's where bold ideas are delivered on a grand scale, and where technology, creativity, and experience combine to define what's next. Our 3-day itinerary taps into that energy, guiding guests through some of the city's most ambitious and inspiring brand environments. Expect design that challenges convention, and stories told with the kind of swagger only London can pull off - much like a British drink order, where the 'standard' pour comes with twice the spirit.



SELFRIDGES & CO

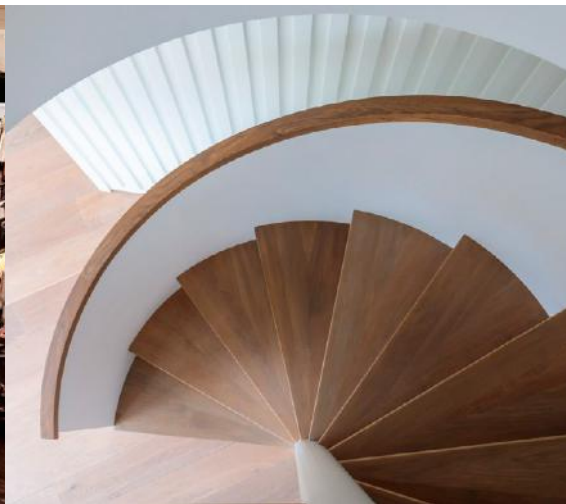
From its radical approach to sustainability to its boundary-pushing brand mix and in-store storytelling, Selfridges doesn't follow trends. It creates them. This is more than a store visit. It's a golden ticket into the heart of one of the world's most influential retailers. Selfridges continues to shape the future of retail through bold experimentation, cultural programming, and immersive design. For this exclusive experience, we're collaborating directly with their team to curate a VIP behind-the-scenes tour that showcases what's next in retail innovation.



Where Oxford Street's most recognisable corner meets a bold new city concept, IKEA has transformed the former Topshop flagship inside a restored Grade II-listed building. Spanning three floors, the store features curated roomsets, interactive planning studios, and a Swedish Deli. We're working to shape this visit to explore how IKEA is embracing urban destinations, placing its vision for home, food and design right in the centre of it all.



Set within a Grade II listed landmark on Regent Street, originally known as the New Gallery (built in 1888), Burberry's 44,000 sq ft flagship blends modern luxury with architectural heritage. Inspired by the building's past life as a theatre, the interiors are draped in over four miles of faux-leather curtains, paired with plush carpets that create an intimate gallery-like atmosphere. Marble-clad staircases gracefully ascend, leading guests through curated rooms that reflect Burberry's craftsmanship and creative direction.

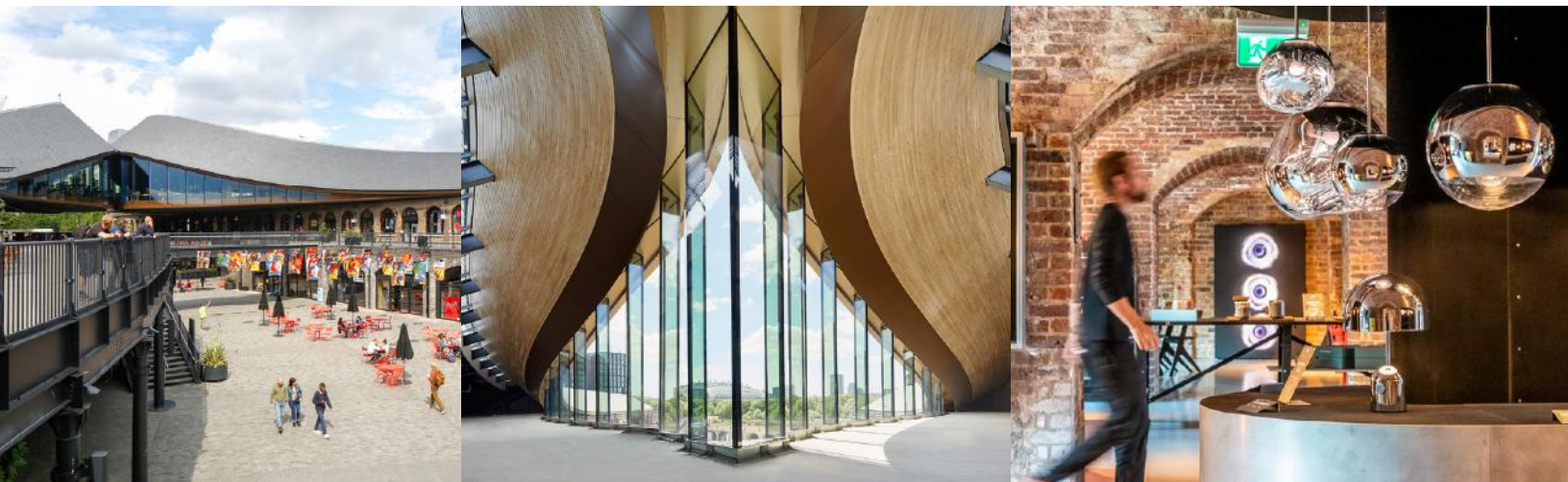


euro a go go

brings you a blend of cutting-edge **insights**, **curated tours**, and **exclusive access** to the future of retail.



Coal Drops Yard is one of London's most ambitious retail transformations. Originally built in the 1850s to move the city's coal, its brick viaducts and cast iron arches have been reimaged as an open, sociable district where fashion, design and food meet. The gently curving rooftops pull the old warehouse into a single conversation, creating a central yard that feels like a modern agora, a place to stroll, meet and linger. Big names sit beside independent studios, cafés spill into the cobbles, and the London canal and Granary Square are steps away. This is retail woven into the public realm, a destination made for connection, community and discovery.



Tom Dixon.

This flagship is a bold reflection of the designer's unmistakable point of view. Housed in a raw, industrial space that feels more like a design lab than a retail store, this is where lighting, furniture, and objects of desire collide with creativity and experimentation. Every corner invites curiosity, from sculptural installations to hands-on materials. For anyone passionate about interiors, innovation, or British design at its most expressive, this is a must-see moment on the tour.

SAMSUNG

We are also finalising details for an exclusive tour of Samsung KX, this future-facing destination where technology, culture and creativity converge. Set in the heart of Coal Drops Yard, the space invites visitors to explore next-generation tech through interactive zones, immersive digital art, and a curated programme of live experiences. It's an open, experience-led concept designed to connect people with ideas, part creative, part brand theatre, and entirely built for discovery.

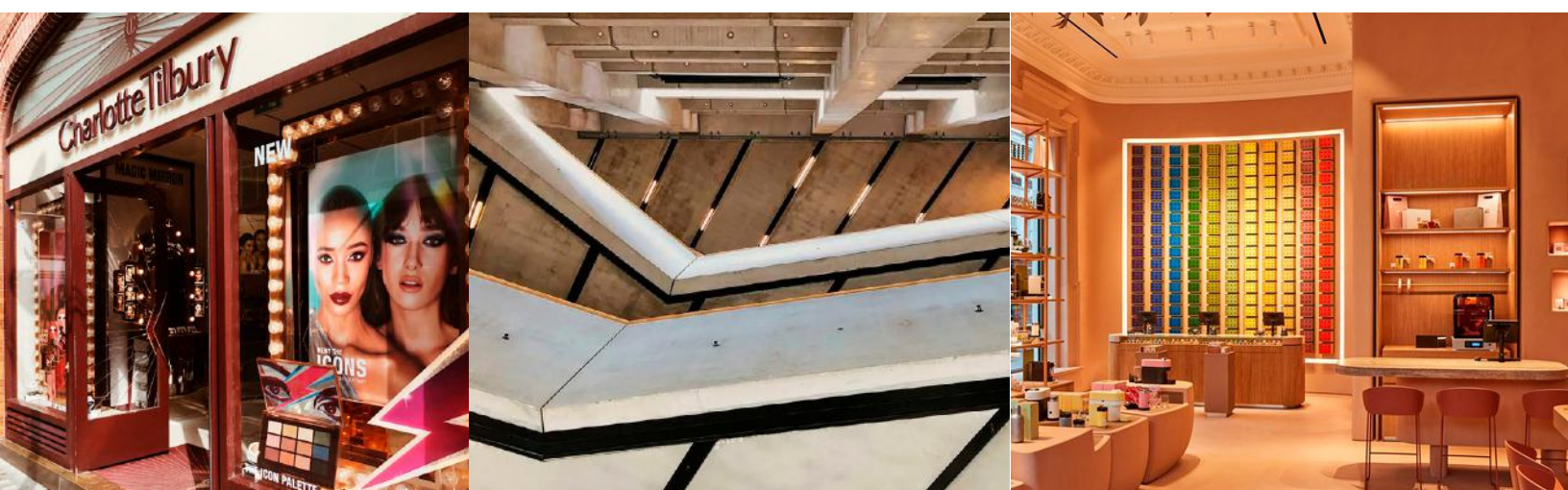


Paul Smith

This King's Cross store is a vivid expression of the brand's unique philosophy: classic tailoring with a playful British twist. Founded in 1970, Paul Smith has grown into a symbol of wit, style, and British confidence. This space is a living collage of art, books, colour and character. A creative world that reflects the mind of the designer himself. Every detail feels considered, every corner offers something unexpected.



Step inside Charlotte Tilbury's Covent Garden flagship for a rare, behind-the-scenes look at one of the world's most influential beauty brands. This rose gold-drenched boutique is a theatrical, immersive space where artistry, brand DNA, and technology come together to create a beauty experience like no other. During our visit, guests will be invited to explore the brand's signature beauty zones and enjoy an insider's perspective on how Charlotte Tilbury blends personalisation, performance and digital strategy, from guided tutorials to content creation on social-first retailing. It's a celebration of beauty that's confident, expressive, and built for today's connected world.

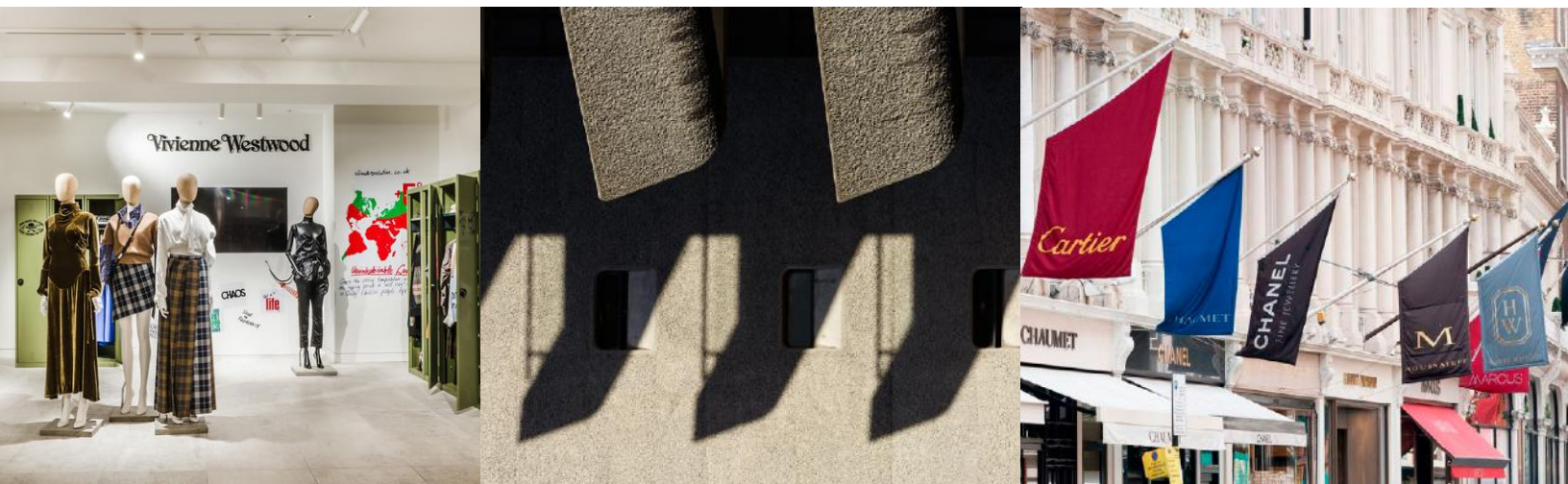


Housed in a restored 19th-century bank overlooking Covent Garden's iconic piazza, Nespresso's new flagship is a bold statement in design and brand evolution. The space blends architectural elegance with immersive touchpoints, offering a setting that feels both historic and distinctly modern - a perfect reflection of the brand's evolving identity. Our visit will offer guests a curated introduction to Nespresso's next era of retail. From guided tastings and seasonal launches to personalisation, gifting, and a dedicated sustainability zone, it's a flagship built to immerse guests in every facet of the Nespresso world.

Retail

Discovery Walk

This part of the programme invites guests to slow down, look closer and explore London's retail landscape on their terms. With personalised 'safari maps' and curated suggestions in hand, participants can opt for a self-guided journey through the vibrant streets of Covent Garden, Oxford, Bond and Regent Street. A neighbourhood rich with independent brands, global icons and a London buzz. Whether stepping into a design-led concept space or stumbling across the unexpected, this walk celebrates the joy of retail as experience. It's about curiosity, inspiration, and giving attendees space to follow what catches their eye.



Vivienne Westwood

A stop at Vivienne Westwood is a direct line to British punk heritage and avant-garde design. Split across both sides of Conduit Street, the boutique divides menswear and womenswear into two distinct yet connected spaces, a bold and fitting reflection of the brand's rebellious spirit. Inside, guests are immersed in Westwood's world of sharp tailoring, subversive silhouettes, and fashion with a point of view rooted in sustainability and activism.



The Hotel

02.26 - 03.01 | London, United Kingdom

A stylish, upscale hotel in central London, blending Edwardian charm with modern luxury just moments from the British Museum and Covent Garden.

Radisson Blu Bloomsbury

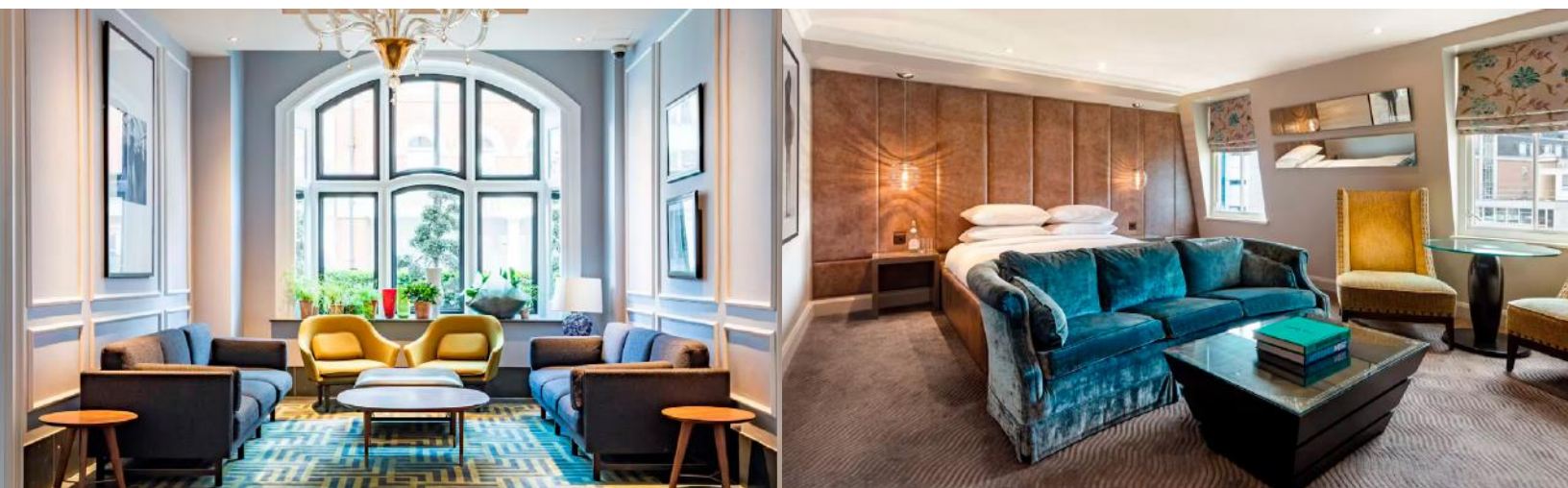
9-13 Bloomsbury St, London WC1B 3QD, United Kingdom

Given our long-standing relationship with the Radisson Group, we take up residence at the Radisson Blu Bloomsbury in London!

This modern boutique hotel is in the heart of Bloomsbury, near the British Museum, Oxford Street, and the theatre district. It is within walking distance of public transportation, making it the perfect location to serve as our home base during our stay.

This seven-story property's mid-century design kindles the feeling of a modern London townhouse. It is one of Radisson Blu's largest and best in-town properties, offering larger, fresher guest rooms and superior dining with a Japanese-Mediterranean fusion venue.

It has also achieved a rare gold-level Green Tourism award for its water and electricity-saving innovations and reduced carbon footprint.





London's **Gastronomy**

Discover dining experiences where culinary creativity meets its unmistakable charm.

A Taste of London

London's food scene is as rich and expressive as the city itself, spanning hidden cocktail dens, vibrant rooftops, bustling food halls, and refined neighbourhood gems. This thoughtfully curated gastronomy programme strikes a balance between discovery and downtime, blending lively group moments, immersive experiences, and time to savour great food and even better company.

Your culinary journey highlights independent icons, chef-led concepts, and global street food, each reflecting London's ever-evolving hospitality culture. Evenings are crafted to be unforgettable: cocktails and canapés with skyline views at The Hoxton's Level 12, a guided introduction to a creative dining hub, a relaxed, family-style lunch at Mare Street Market, and a farewell meal rooted in seasonal Italian cooking. Each experience is designed to shape the rhythm and flavour of the journey.





Tucked into the heart of Fitzrovia, The Cocktail Exchange is the kind of bar that doesn't take itself too seriously, and that's exactly the point. Inspired by New York's gangster noir era, it blends classic cocktail culture with British irreverence, serving theatrical drinks in a setting that's equal parts moody and mischievous. A cool place to meet and unwind over expertly mixed cocktails, playful small bites, and a tongue-in-cheek atmosphere that sets just the right tone.



seven dials market

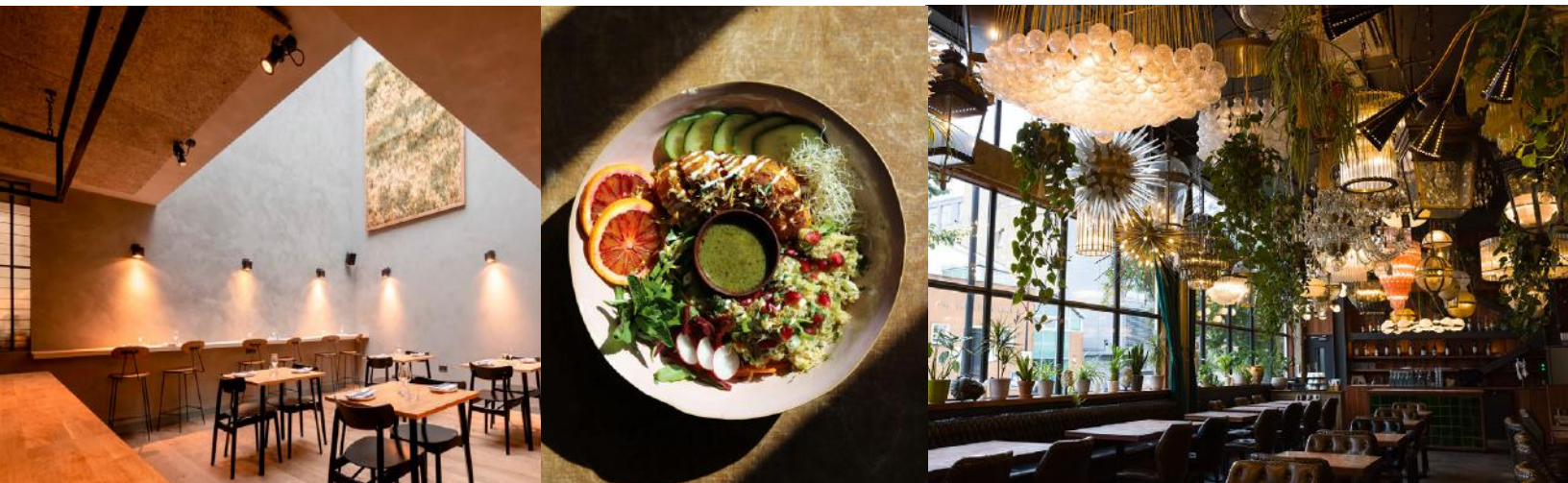
Housed in a restored banana warehouse in Covent Garden, Seven Dials Market celebrates London's independent food scene. With over a dozen hand-picked vendors, from bao to burrata, ramen to roti, it's a vibrant, communal space full of flavour and energy.

Here you are free to explore, snack, and recharge at your own pace. With pre-loaded vouchers in hand, you can wander the market, discovering bold flavours in a laid-back, character-filled space and a perfect mid-program reset.

¹⁰ CAROUSEL

Set on Fitzrovia's vibrant Charlotte Street, Carousel London is a creative dining hub where the chefs rotate, but the quality remains constant. Each visit brings a fresh perspective, with world-class guest chefs offering new flavours, plating styles, and culinary viewpoints.

Expect a multi-course menu exclusively curated for our group, built around seasonal ingredients, served in a setting that balances style with soul. A true celebration of craft, collaboration, and the global food culture shaping the city today.



Mare Street Market

Set in industrial Coal Drops Yard, Mare Street Market brings a curated mix of food, design, and laid-back hospitality, far from your average lunch stop. Inside, you'll find artisanal kitchens, vinyl records, greenery, and East London energy reimagined for King's Cross.

Restaurateur Marc Francis-Baum joins us to share the story behind the space and its evolution into one of London's most versatile dining concepts. The setting is relaxed, the food fresh, and the format built for connection. Think communal tables, shared dishes, and the kind of buzz that makes a long lunch feel like a moment.

sketch

Few places in London deliver drama quite like Sketch. This landmark is part art installation, part design fantasy, a visual playground made famous by its bold interiors, iconic egg-shaped bathrooms, and ever-evolving creative direction. Every room offers a different perspective, from immersive colour palettes to gallery-style detail, making it one of the city's most photographed and talked-about spaces. Whether for a cocktail or a quick walkthrough, Sketch offers a dose of theatre, style and creativity.



CAFE MURANO

Café Murano is Angela Hartnett's expression of modern Italian dining, which is elegant, relaxed, and rooted in seasonality. Located just off Covent Garden, it delivers beautifully crafted dishes with the kind of polished hospitality that feels both personal and effortless. The atmosphere is intimate, the flavours familiar but refined.

the hoxton

Sitting above the city in The Hoxton's Southwark outpost, Level 12 brings together skyline views, considered interiors, and a buzz that feels just right for a winter evening. The space is warm and contemporary, with soft lighting, an easy flow, and a subtle energy that encourages people to settle in. With a DJ setting the tone, cocktails in hand, and conversations that carry the night away.



Located in the elegant St. Mark's Church, Mercato Metropolitano Mayfair is a unique dining destination that brings together global street food, community spirit, and sustainability under one historic roof. With a focus on ethical sourcing, cultural diversity, and artisanal craftsmanship, this food hall offers everything from fresh pasta and Asian fusion to cocktails and organic wines, all in a stunningly restored neo-classical space.

Tate Modern & Borough Market

Tate Modern is the jewel in the crown of modern art galleries in London and one of the world's leading art museums, housed in a striking former power station positioned along the Thames. The season highlights include exhibitions from Picasso and Tracey Emin, offering a chance to see two icons of modern art side by side. Just steps away, Borough Market adds another reason to visit, a bustling food haven where guests can sample British favourites like fish and chips or sausage rolls alongside global street food.

The Royal Academy of Arts

Founded in 1768, the RA is both a historic institution and a stage for boundary-pushing exhibitions. An architectural landmark in its own right, what sets the RA apart is that it remains artist-led, giving it a spirit of independence. Positioned steps away from Bond Street, it's the perfect pairing. Immerse yourself in art, then wander into London's most luxurious retail district to see how creative expression translates into retail theatre for the shopping world.

The Victoria & Albert Museum

The world's largest museum of applied arts, fashion, and design. From couture to craftsmanship, the V&A has staged landmark shows like Alexander McQueen: Savage Beauty and Christian Dior: Designer of Dreams. The V&A contextualises how design shapes culture and consumer behaviour across centuries, making it essential for anyone in fashion, retail or design.

West End Theatre District

London's West End is theatre at its most dazzling, where staging, costume design, lighting and storytelling converge. Sunday matinees are perfect for a cultural immersion. The Lion King (spectacular staging), Hamilton (a cultural phenomenon), or The Mousetrap (an Agatha Christie classic).

Shakespeare's Globe Theatre

A reconstructed Elizabethan playhouse just down the river from the Tate Modern. The globe offers Sunday matinees with open-air minimal staging that's as close to Shakespeare's original experience as possible. Even if not attending a play, guided tours reveal how this unique architectural and cultural experiment brings living history to life.

The National Gallery

Positioned on Trafalgar Square, this cultural landmark holds masterpieces from da Vinci, Van Gogh, and Turner. Its neoclassical façade anchors one of London's most recognisable public spaces, while inside the collections offer a timeless inspiration for anyone working in visual culture.

Culture & Architecture

Uniquely

Your Sunday afternoon is experiences that capture architectural heritage and





uture y London

free to explore here are
London's creative spirit,
cultural edge.

The Barbican Centre

A brutalist landmark and cultural hub, The Barbican is one of London's most distinctive experiments in design. It's a multi-use complex that blends theatre, music, art, and community into a single vision of city life. Hidden inside is the Conservatory, a lush green oasis set against concrete geometry. Conceived as part of London's post-war reconstruction, The Barbican remains an iconic statement of how architecture can challenge, inspire and transform the fabric of a city on a grand scale.

St Paul's Cathedral & Millennium Bridge

Christopher Wren's 17th-century masterpiece is one of London's most recognisable landmarks. Best approached via crossing the strikingly modern Millennium Bridge, designed by Norman Foster and Arup, the journey fuses art, architecture and engineering. The pedestrian suspension bridge links directly from the Tate Modern on the South Bank to St. Paul's, making it one of the city's most dramatic approaches.

The Shard

Renzo Piano's glass skyscraper, rising 310m, is a beacon of London's modern ambition. Its verticality contrasts with historic surroundings, embodying the city's balance of heritage and future-facing design. The Skydeck on level 72 offers unrivalled views, the best vantage point to see the city in context.

Sir John Soane's Museum

The former home of the visionary architect Sir John Soane is preserved as a cabinet of curiosities. Packed with antiquities, models, and artworks, it's a unique study in collecting, display, and the interplay between domestic space and imagination. A hidden gem, and admission is free.

Houses of Parliament & Big Ben

An enduring symbol of London and Gothic Revival at its most ambitious. The Palace of Westminster, designed by Charles Barry and Augustus Pugin, combines soaring towers, intricate stonework, and richly crafted interiors to project tradition and power. Big Ben, technically the Great Bell, punctuates the skyline with its unmistakable chime every hour.

Lloyd's and the Gherkin

In the heart of the city, two architectural icons sit almost side by side, each redefining what a commercial building could be in its time. Designed by Richard Rogers and completed in 1986, the Lloyd's building, often called the 'inside-out' building, exposes its structure, lifts, and services on the exterior, turning function into radical form. Just around the corner, Norman Foster's, 30 St. Mary Axe, better known as The Gherkin, rises as a symbol of sustainable skyscraper design, its curved glass façade maximising light and ventilation. Together, reshaping London's financial district into a showcase of bold design.

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