

## Top 5 Retail Design Trends

**R**etail designers keep thinking up creative new ways for presenting the store environment to deliver newer visual and engagement experiences. With the new age trend of the physical and digital collaborating to deliver a complete and seamless retail experience store design has evolved into being deliberately more simple, creative, tactile and natural to highlight and draw attention to the product and service offered in the store environment.

New concepts coming up in India and also globally has revealed some interesting trends driving retail environment design. Though there are many new innovations and initiatives in store design and presentation, there are five clearly dominant trends which are drawn attention to below with some illustrations that demonstrate the trend...

### Eclectic Design:

This design is about choosing from a wide range of historic, traditional, geographical and cultural styles and blending them into a harmonious one. Predictable uniformity is out and more brands are venturing into new store design concepts based on an eclectic mix of materials and styles which are usually not combined. The new age stores have used eclectic design as a signature for differentiating their brand from competitors. American eclectic women's apparel retailer Anthropologie, has a unique and beautiful vintage industrial look which helps it stand apart from the pack starting with the mood board to the finished product that exude Eclectic Trends. Chumbak, a kitsch Indian brand, is about all traditional Indian combined with contemporary things rendered in very graphic inspired designs.



Chumbak, Bangalore



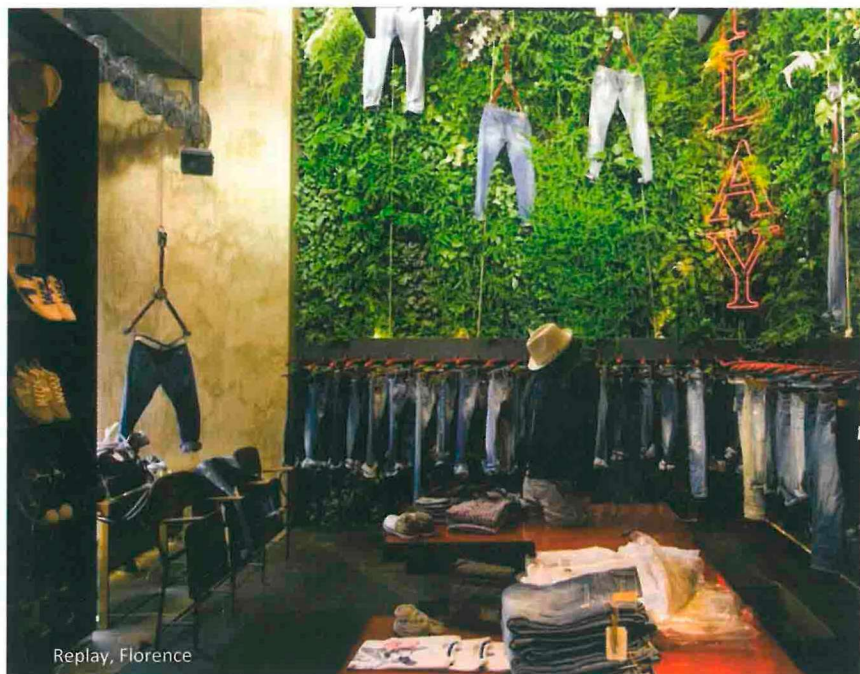
Anthropologie, San Francisco

### Inspirations from nature:

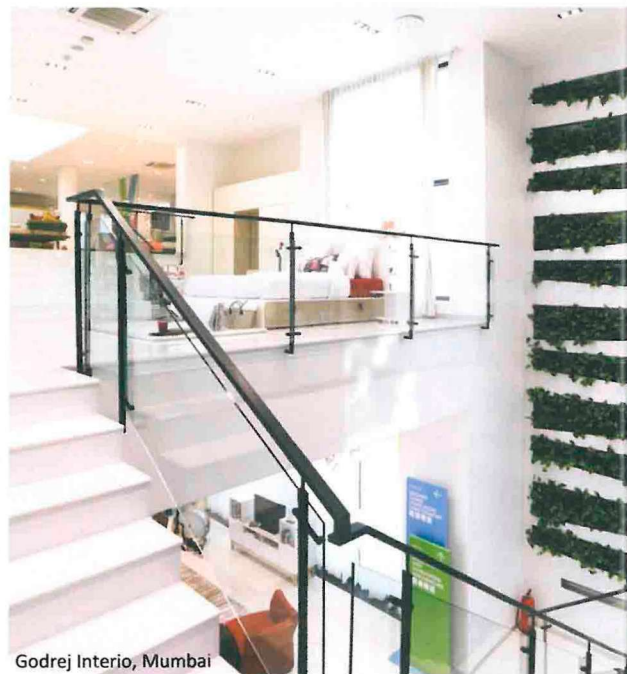
Live nature and nature inspired materials are being used in store design concepts to add impressions of the outdoors inside the store environment. Not only does this create

a calming environment that encourages longer dwell time in the store, it also supports environment responsible sustainability policies of companies. Replay, offering a premium line of denim and clothing by reinterpreting the past in a contemporary way, uses a vertical

garden installation inside its concept store in Florence. Back home Godrej Interio uses a vertical garden in their concept store to add the outdoors into the store selling home solutions.



Replay, Florence



Godrej Interio, Mumbai



## Raw Tactile Texture Finishes

This trend is about getting back to basics with raw materials like concrete surfaces, exposed industrial steel beams, raw unfinished wood, galvanized corrugated sheets and other such materials that make the space look honest and less cluttered. This strategy also ensures it adds authenticity to the environment and draws attention to the products.<sup>1</sup> Fashion brand Replay uses a variety of raw tactile finishes to feature fashion forward statements in the store. Back home Wildcraft, a specialist brand that works towards equipping to experience the great outdoors, uses a stripped down store interior with open ceilings and raw walls.

## Mood Lighting

The lighting concept makes a big difference in the store environment and helps create mood and drama in the store. Lighting with effective artistry can be used to draw attention to store design elements and also product features in the store. This is one design element where innovation meets artistry and is used to enhance the store experience. The latest trend is the use of complete adjustable and repositionable lights with varied aiming cone angles. Many of the stores featured above use this trend very effectively.

## Multi-media Immersive Brand Experience

As a stark contrast to nature and raw tactile surfaces is the use of multi-sensory technologies to create immersive experiences in the store environment to engage with consumers in differentiated and memorable ways. The immersive experience could vary from augmented reality to interactive digital media that help experience the brand offline and online with the same consistency. John Lewis introduced the virtual mirror at the Oxford Street flagship which allowed shoppers to virtually 'try on' up to 500 different garments by superimposing the outfits on the shopper's image.<sup>3</sup> Adidas took window shopping to a new level with an interactive digital window concept that connected with consumers' smartphones making it super easy to shop 24/7 sans the usual app or QR code scans at the Adidas NEO Label store-front in Nürnberg.

Surender Gnanaolivu

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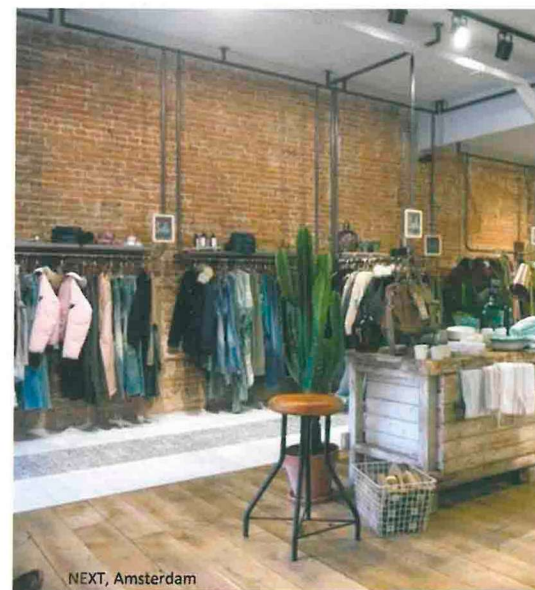
<sup>1</sup> <http://retaildesignblog.net/>

<sup>2</sup> <http://blogs.cisco.com/wp-content/uploads/StyleMe-John-Lewis>

<sup>3</sup> <http://gykantler.com/online-offline-retail-integration>



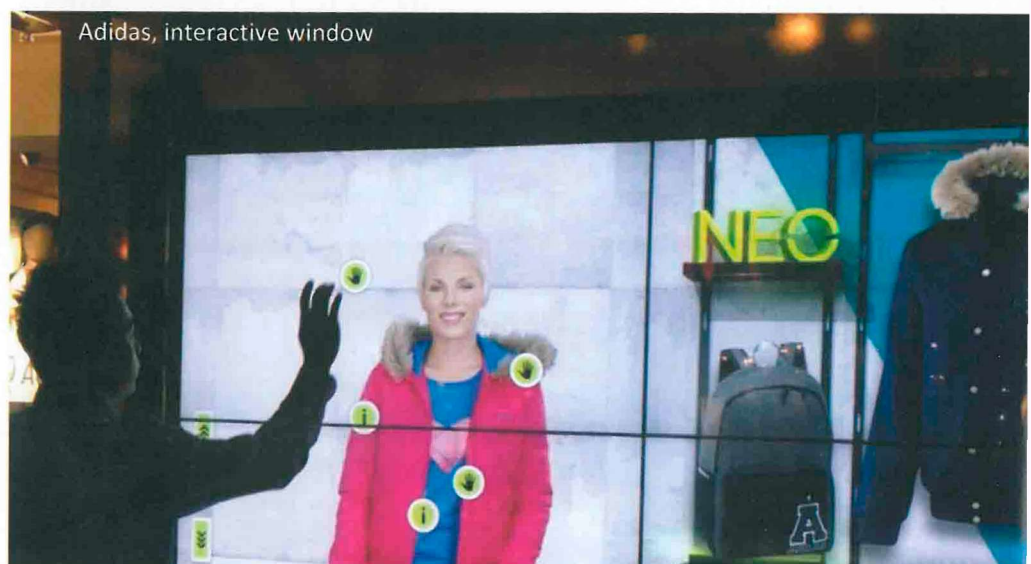
Wildcraft, Bangalore



NEXT, Amsterdam



John Lewis, Augmented reality



Adidas, interactive window