

Retail Amenities Guide

Retail trends

- The retail landscape is changing before our very eyes—online shopping is redefining how consumers buy products
- As consumers turn to digital, retailers need to thoughtfully design brick and mortar stores to combat the changing tides
- In fact, the rise of online shopping has made physical shopping more powerful—nearly 85% of consumers want to touch and feel products before they buy them
- Brick and mortar visits may be down, but the impact they provide on the shopper is greater than ever before—retailers only get a few opportunities to leave a lasting impression through in person experiences
- Successful retailers are capitalizing on those opportunities by using cutting edge concepts to keep customers walking in



5. Shaping the brand story

A brand's image, recognition and social impact has become increasingly more important amidst the growing sea of competing retailers. Today, shops are turning to unique methods to set their brand apart and leave positive lasting impressions on customers. Carefully aligning the brand story with nontraditional experiences, social issues and a profound story are all avenues to increase brand visibility.

Green features. Sustainability and eco-friendly construction are amenities that can attract the increasing number of customers who place a high value on 'green brands'. Retailers aim to keep people in stores longer by using plant life to create texture, define spaces and bring in the outdoors.

Best use:

INFARM, Berlin Vertical in-store farms

German startup pioneering functional and on-demand farming services for use in-store in a variety of environments

6. Unique branding partnerships & hotels

Some enterprising retailers are making the leap into the hotel industry—using the facilities as a new avenue for consumers to experience and purchase their products.

Best use:

Shinola Hotel

New bespoke hotel being constructed in Detroit, unique partnership between Shinola (retailer) and developer West Elm Hotels

Launch of a new hotel chain to showcase

West Elm products and brand

West Elm will design, furnish and market the hotels, and its partner DDK will manage and develop the sites.

7. Elements of heritage

A brand's story over time is a major component of why a brand is what it is today. Some retailers now include pieces of a brand's history as an homage to the past and an invitation into the retailer's culture. This could come in the form of museum-like displays of a brand's early products or origins or an iconic piece of merchandise the brand prides itself on. These elements invite guests into the retailer's culture and build a canvas for a retailer to feature its heritage.

Best use:

Alexander McQueen, New York City

Alexander McQueen's flagship on Madison Avenue has traces of McQueen heritage throughout and notable, the wall moldings reflect the seams of McQueen's traditional tailored jacket.

Burberry, Chicago

Burberry's Michigan Avenue location is home to a scarf bar that displays the brand's scarves and features employees on hand to explain their origin and creation.





8. New design concepts taking over

Having a positive in-store experience can make a customer for life, which is why cutting edge design is key to a retailer's success. Today, shops are focusing on creating environments that are intensely personable and comfortable, while still maintaining a modern chic and social vibe. Heritage, history and the story behind them are becoming increasingly more essential in a shopper's journey and retailers are gladly adapting to tell it.

Stores that feel like home. Some retailers are outfitting their stores to look and feel like homes and luxurious mansions—complete with artwork, furniture, rugs and even pools.

Best use:

The Row, New York City

The hip and trendy retailer exudes homelike design with comfortable spaces that blur the line between merchandise showroom and living spaces through unique curation of furniture and decorations.

BOGA, Chicago

The menswear shop creates an inviting space with distressed leather sofas and plush area rugs paired with closet-like displays to create an informal yet high-end shopping experience.

9. Tasteful integration of historic architecture

A flagship store itself may be a historic structure, and adaptive reuse of these sites is growing in popularity. Some newer stores have set up shop within historic buildings, while others use dramatic architecture to turn stores into must-see destinations.

Best use:

Restoration Hardware, Boston

This iconic shop tastefully overhauled the bones of Boston's former Museum of Natural History, allowing the incredible history and design to show through, while depicting the history of both the building and Restoration Hardware's own story.

Urban Outfitters, Los Angeles

Urban Outfitters' LA location creatively utilizes the historic Rialto Theater, reuses many significant architectural features and uses the story of the space as a launch pad for Urban Outfitters' own narrative.

10. Clean and contemporary—design that is

Design is, not surprisingly, one of the most important elements of a store's success. Today, retailers are blending unique styles in clean cut and contemporary fashions for a visually satisfying brand. Exposed brick and fine marble, rugged wood and velvety displays, raw concrete and exquisite rugs, all tailored to display a contemporary space.

Best use:

American Express Centurion Lounge, McCarran International Airport, Las Vegas

Designed with customer experience in mind, The Centurion Lounge represents American Express' service ethos in a tangible way. Iconic design furnishings and multi-sensory elements are pulled together in a modern, memorable environment that transports guests away from the concourse's hectic atmosphere.

Aldi, new store prototype throughout California

This supermarket chain has focused on opening new stores that highlight key departments like wine and fresh produce, maximizing differentiation and driving incremental sales. With a new store plan, visual merchandising, fixtures, and lighting, the new clean cut Aldi stores provide a more pleasant way to shop.

Want to know more?

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