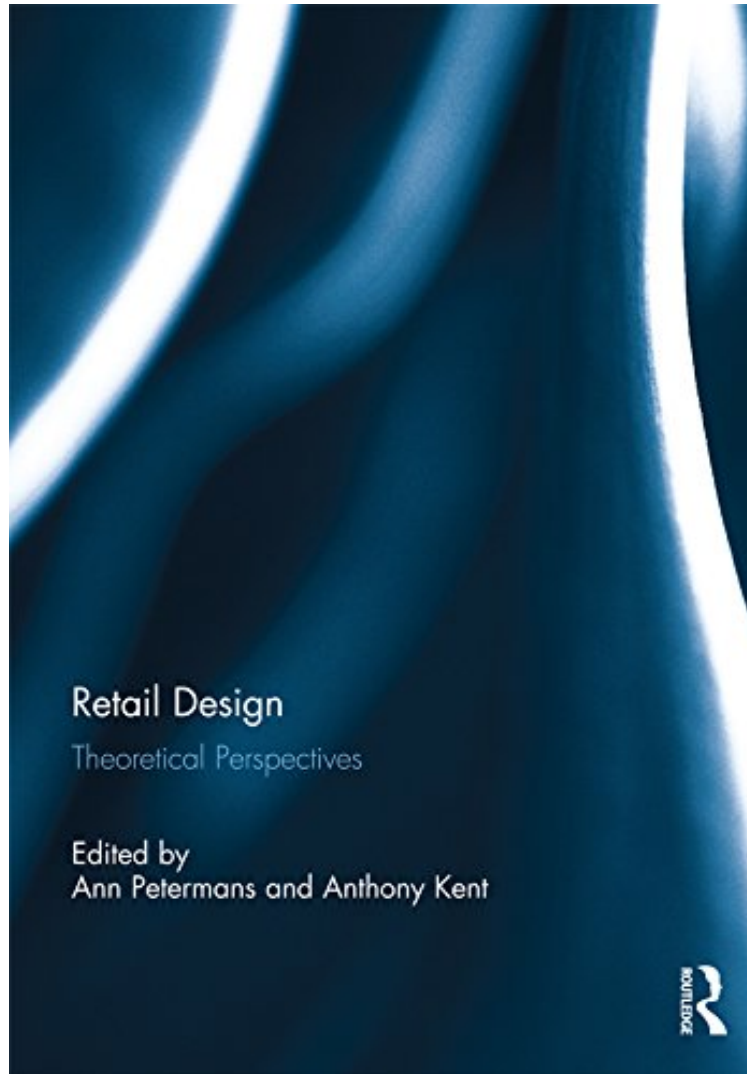


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Retail Design: Theoretical Perspectives

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The late twentieth century saw rapid growth in consumption and the expansion of retailing and services. This was reflected in the number and type of stores and locations, from regional shopping malls and out-of-town superstores to concept and flagship stores. Retail design became an essential part of its success by creating distinctive brands and formats. However, the economic recession in the developed world and competition for consumer goods from the developing world has led to a re-assessment of the growth-led conventions of the retail industry. In addition, the rapid

advance of e-commerce and online shopping has created new challenges for physical stores and the communication and distribution of retail brands. The book will provide students, researchers and practitioners a detailed assessment of retail design, taking a distinctive global approach to place design practice and theory in context. Chapters are devoted to key issues in the visual and structural contribution of design to retail brands and format development, and to the role of design in communication. In the course of the book, the authors engage with problems of convergence between retailing and other services and between the physical and virtual worlds, and also changing patterns of use, re-use and ownership of retail spaces and buildings. Retail Design concerns designers and organisations but also defines its broader contribution to society, culture and economy.

About the Author Ann Petermans holds a PhD in Architecture and is affiliated to the Faculty of Architecture and Arts of Hasselt University (Belgium). Her PhD focused on the translation and investigation of the principles and practices of the 'experience economy' within the discipline of interior architecture in general, and retail design in particular. Her current research is on experience, well-being and happiness in architecture and interior architecture. Ann also teaches on these subjects in the Masters' in Architecture and Interior Architecture at Hasselt University. Anthony Kent is Professor of Fashion Marketing at Nottingham Trent University. He completed a PhD from the University of the Arts London for his research into the locational contexts of fashion retail stores, their built environments and interior design. He is a Member of the Chartered Institute of Marketing, Fellow of the Royal Society of Arts, Fellow of the Higher Education Institute, and he is Chair of the Marketing Special Interest Group of the British Academy of Management.