

STORE DESIGN

Stores that click with s

UK retailers have been busy with their store portfolios over the past 12 months, improving existing stores, considering which locations will provide the best yields and continuing to devise new ways of enticing shoppers to visit the bricks-and-mortar store as well as using their computer or mobile. It is no longer enough to provide a good-looking retail environment that will be better than the high street competition.

The perennial challenge posed by shoppers – “Give me a reason to come into your shop” – has never been more sharply in focus. As the second half of the decade approaches, the term ‘experiential retail’ has at last come of age, even allowing for the fact that the phrase has been in use for at least the past 10 years.

Now, shopping is about more than the simple acquisition of goods, because this can be done via

As retailers battle it out for shoppers’ attention, the emphasis is on making shopping more of an experience. Retail Week’s Shop Report 2014 reveals the extent of change in stores


the internet. Instead, it really does involve entertainment, providing tangible links with the virtual world and giving shoppers reasons to return.

This means that store design and visual merchandising have risen up the retail boardroom agenda. Swift, adept changes of in-store mood, whether through interior remodellings or less permanent changes of layout and merchandise presentation, give shoppers continued reasons to head for the high street.

All of this is coupled with the tendency on the part of retailers to open fewer shops, but those they do open are bigger in the case of fashion

retailers, smaller for supermarkets, and all of them are in higher-profile locations. This year’s *Shop Report*, based on a large-scale retail survey, in-depth interviews with store design experts, and the views of 1,000 shoppers, shows the extent of change occurring in the store design world.

Shopper demands are on the increase, technology is playing a far greater role, and rebranding is taking place on an almost constant basis to maintain the sense of excitement that today’s shopper demands.

In almost every area of the retail panorama, change is proceeding apace in-store and looks likely only to continue to do so. 

The Eataly store in Milan is a good example of how to make food interesting



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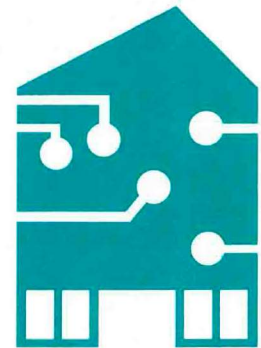
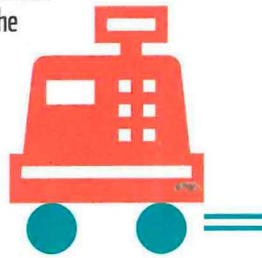
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The Retail Week Shop Report 2014 was produced in association with ISG and provides insights into innovations and challenges in store design. It is available to all Retail Week subscribers as a free download from November 5. Go to Retail-week.com/shopreport2014



53%

of retailers believe mobile point of sale is the store technology with the greatest value to customers



28% of shoppers say in-store technology is not at all important to them

38%

of retailers say changing shopper habits are the most significant challenge impacting on retailers' design strategies



79%

of retailers say store design is becoming a more important part of retailers' commercial armoury



65%

of shoppers say they haven't noticed any retail store design overhauls in recent years



of shoppers say John Lewis is their first choice for well-designed stores

