

Retail Design  
**TRENDS**

Fall 2019

ChangeUp



# STAND OUT

Over the past ten years, the world of retail has been full of copycat experiences. When one major retailer installed a digital display, coffee bar, or green wall the next major competitor did the same thing. Retail became monotonous and disconnected from the shopper. Retailers' mindsets have been so focused on 'keeping up' that the brands themselves lost their "why" or their reason to believe. Shoppers definitely felt the shift and brand loyalty dwindled.

In line with what's happening in society as a whole, both people and brands are crashing through social norms and transforming classic ways of thinking to be more progressive, diverse, and accepting. Retail has now moved into a new realm of creating experiences that are truly unique and defining for their brands.

**It's cool to be bold. It's badass to be unapologetically real, wild, and wickedly different.**

# real talk

# not retail talk

no b.s.  
honest  
YAS girl



Bye, confusing jargon. Brands are laying it all out there for us. This new, no bullshit language has a lot to say. It's even more telling of consumers who are demanding to know more about the products they are purchasing. Classic salesman "retail talk" doesn't connect with consumers. **More human voice = more humans in line.** We're seeing this trend hold true across multiple categories and industries.

/ real talk

// thoughtfulness

/// fashion + lux

//// co-branding

//// max color

//// geo-futurism



no b.s.

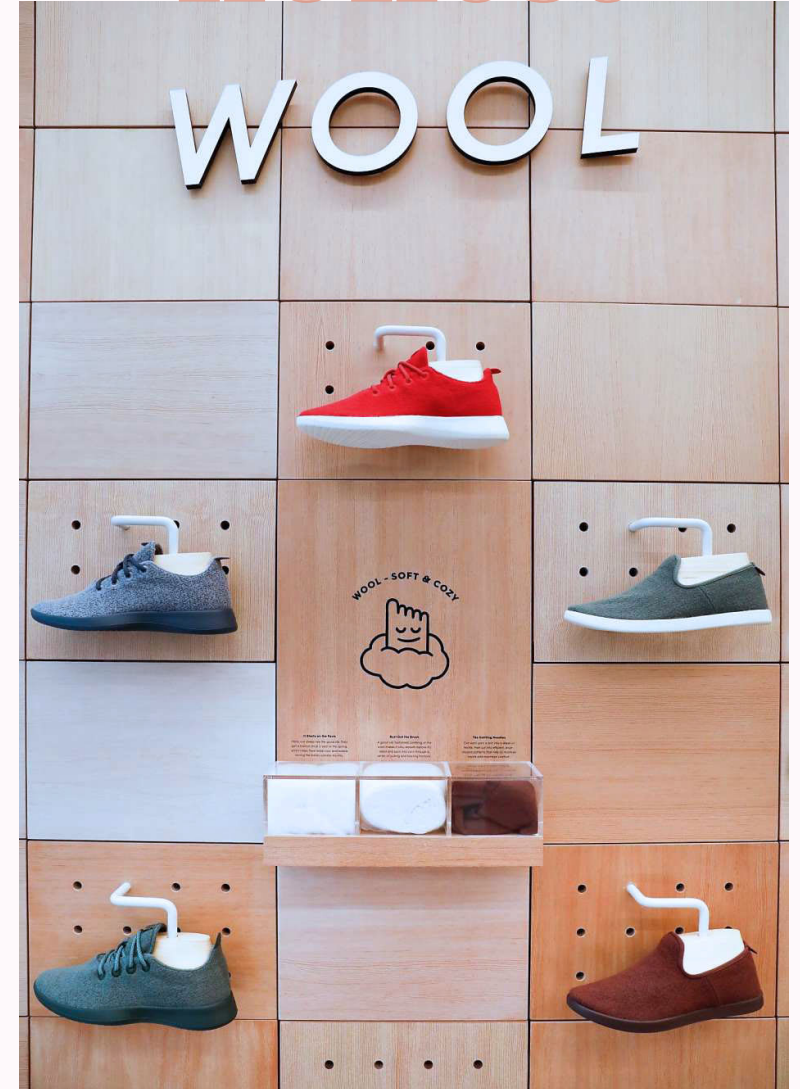


**Recess, NYC**  
A CBD drink brand that you can experience IRL. Recess's casual tone of voice comes to life with purposeful statements throughout the experience.



honest

WOOL



**Allbirds, San Francisco**

Simple language and intuitive graphics are all that's needed to describe the creation process and quality products of Allbirds.



YAS girl



**Bulletin, NYC**

Unapologetically celebrating women founded brands, Bulletin's not-so-pc brand voice is a breath of fresh air.

custom  
purpose  
story

# thoughtfulness is back \_

In the age of instant and on demand, retail still feels behind on the times. Unless you're a fast fashion brand you can't have everything instantaneously. For most retailers, this "now, now, now" consumer mindset will always be a battle they're fighting. These brands are creating unique and brand-right concepts to please their customers.

/ real talk

// **thoughtfulness**

/// fashion + lux

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//// max color

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custom



**Atelier Beaute Chanel, NYC**

Have a one-on-one experience with Coco by trying on a custom lipstick shade or fragrance.







purpose



### **Shinola Hotel, Detroit**

Purpose driven brands like Shinola (whose purpose is to create jobs in the city of Detroit) have no boundaries with what they can do. Opening a funky hotel is just one of the many things to come from Shinola.

# story



## **Gucci Bookstore, NYC**

Selling books about arts and culture not only celebrates the Gucci brand, but also the historic neighborhood of SoHo where this store lives.

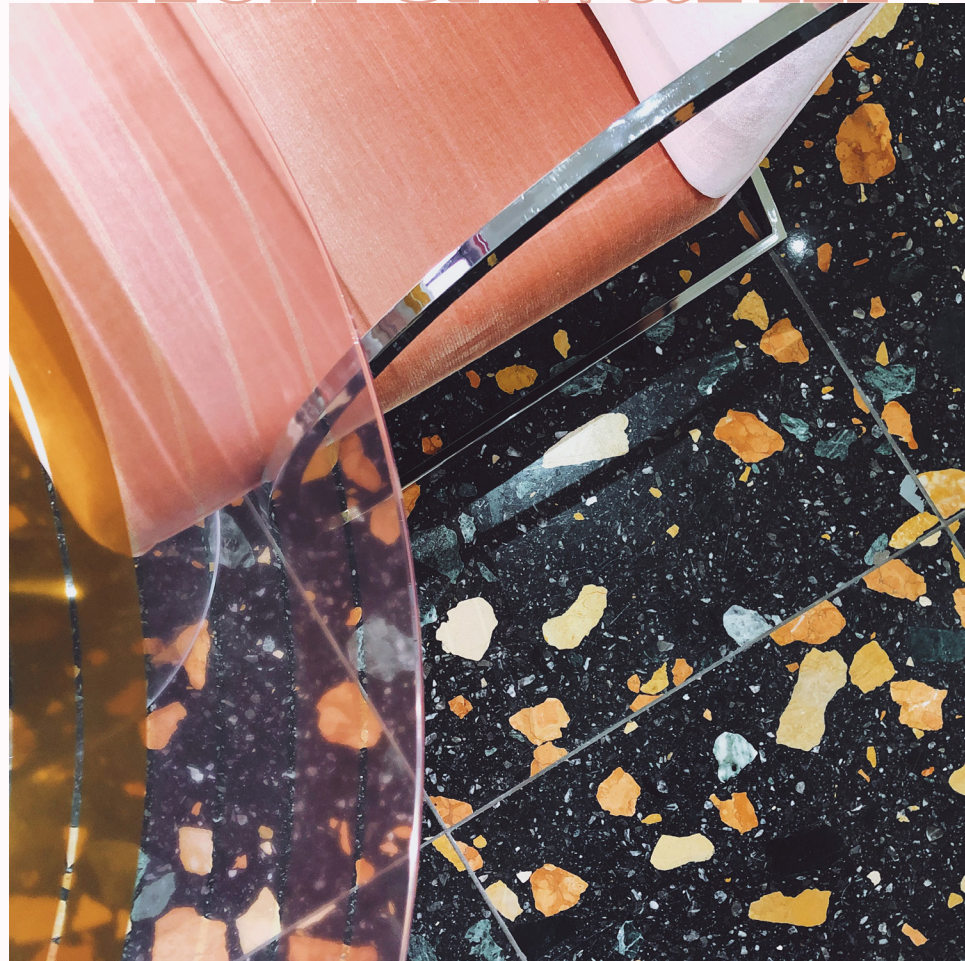


# fashion + luxury\_

rich & warm  
delicate framing  
velvets  
single material

Another way for brands to stand out is to establish a look & feel that is unique to them – something only they could own. Luxury brands can't be touched with their superior usage of iconic materials. These materials create sensory experiences with greater depth and personality while elevating the products inside.

rich & warm



**Forty Five Ten, NYC**

Forty Five Ten has created worlds of wonder through materials by utilizing different textures throughout the experience.





## delicate framing



**alice McCALL, Sydney (above)**  
**HEYSHOP, China (left)**

The power and simplicity of a choicefully placed line is popping up in retail design to elevate the experience and focus on the product.

velvets



**For Art's Sake, London**

Having both products and textures that you want to touch & feel, this eyeglass brand had their eyes set on creating a one-of-a-kind experience.





single material



**Aesop, Brussels**

The impact of a monolithic expression is most powerfully witnessed in Aesop stores where the materials and products work in unison to make one cohesive statement.

# co- branding

kith x coke  
supreme x louis vuitton  
ikea x virgil

When two iconic brands team up to create collections, the end result is an outpouring of notoriety on social media, long lines and sold out products. This has long been a trend in sneaker-head culture. But where are the co-branded retail spaces? Why hasn't there been a Nike & Supreme permanent or semi-permanent retail location?





### **Kith x Coke x Converse**

When two (or three) of the most beloved brands in America join forces for a collaboration, the target audience is expanded to reach a more diverse set of enthusiasts.



**Supreme x Louis Vuitton**

Streetwear joins forces with luxury, high fashion in this highly coveted leather goods collection.





### IKEA x Virgil

Virgil, the Chief Executive Officer for his own high-fashion streetwear brand called Off-White, brings his artistic touch to classic IKEA pieces.

immersive  
monochrome  
dichroic

# max color\_

Who doesn't like color? Color is an easy way to make a visual impact. It's vibrant, invigorating, and can be differentiating from brand to brand. We are seeing a growing number of brands fully embrace the benefits of color by creating experiences that go all-in on monochrome, high contrast, and even dichroic. This shows that these brands aren't afraid to be bold by blasting one of the greatest visual identity assets of a brand.

immersive



**Off-White, Seoul**

Virgil Abloh makes sure that each of Off-White's brick-and-mortar experiences has its own look and feel with the balance of color.





# monochrome



## **Mansur Gavriel, NYC**

This Italian made leather goods brand is making a statement in New York by showing that they're not afraid to proudly stand for pink.

dichroic



### Apple, NYC

The newly renovated Fifth Avenue Apple store makes an eye-catching statement by leaving no color behind with a dichroic film covering the glass cube exterior.



# geo- futurism

curvilinear  
fractals  
geo-dreamscape

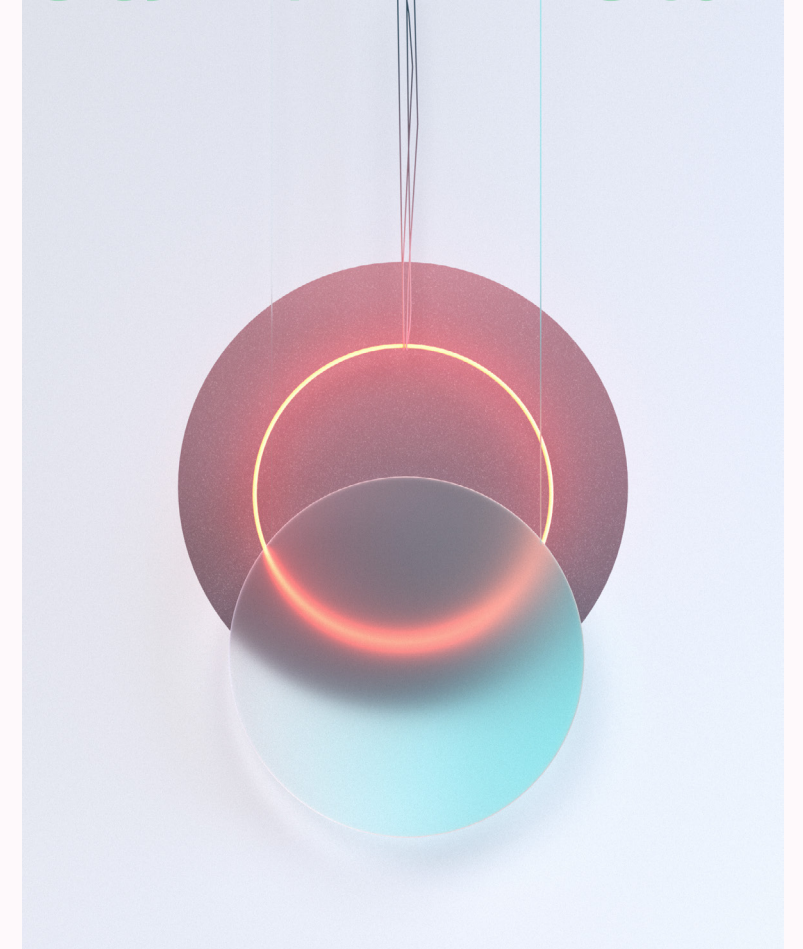


The most compelling way that retail is trying to stand out from the competition is with the obvious – extreme differentiation. As we are seeing more and more brands embrace their own distinct style, physical experiences are becoming more futuristic and experimental – pushing us into new realms of design.





# curvilinear



## **Boguanxi'an Sales Center, China**

This dreamy, futurist space will peak your curiosity with never seen before designs.

# fractels



## Claus Porto, NYC

This newly renovated space seamlessly integrates environmental design and product displays.





# geo-dreamscape



## **Glossier, Miami**

From all white stores to all pink stores, each Glossier experience pulls design inspiration from their surrounding locations.

# TRENDS RECAP

As we're seeing more retailers embrace brand experience as a means of differentiation, think about how you could start to leverage our six trends.

## **real talk** not retail talk

—  
Retail is a business of people so your brand should have a modern voice.

## **co-** branding

—  
If an unexpected collaboration or idea comes along for your brand don't be afraid to take a risk.

## **thoughtfulness** is back

—  
Dig deeper than your brand roots to create meaningful experiences, not just stores.

## **max** color

—  
Maximize your visual impact. Don't be afraid to make a bold statement with your visual identity elements.

## **fashion+** luxury

—  
Your brands expression can and should be artful at any budget.

## **geo-** futurism

—  
Don't be boring. Architecture doesn't have to be a box.

Let's  
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