

# WeAr

A FASHION WORKBOOK  
FOR PROFESSIONALS



**WeAr**  
SELECT LONDON

THE NEW FASHION & FOOTWEAR SHOW  
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# SUPERIOR INTERIORS

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## DALZIEL + POW / LONDON

### What is the future of store design with new innovations?

The increasing role of digital in the creation of the retail experience is significant, not just kiosks and interactive mirrors but emotional, engaging digital insertions and interactions are very powerful. This isn't for everyone right now, but will become as typical as in-store communications or mannequin displays in the future. Innovations around customer service can completely transform the customer perception of your brand. Style advice, delivered at no cost to your customer, whether they are spending £20 or £200, is a great way to build loyalty.



River Island

## DOEPELSTRIJKERS / ROTTERDAM

### What is the future of store design with new innovations?

Durable, sustainable interiors. No quick wins but solid solutions based on the brand.

### What are your tips for changing the look of a store on a small budget?

A strong, consistent concept. Story telling. Limit materials in a smart way; think smart about the building prices, i.e. can it be built with unskilled people with a distance to the labor market? This can save money and adds economic and social value to the project.



Stills

Stills, Amsterdam. Photo: Wouter vandenBrink

## FORM BUREAU / MOSCOW

### What is the most important aspect of store design?

A sense of 'wow', spatial diversity, attention to detail and a strong sense of identity to create a memorable experience setting the place apart from others. The eye has to travel!

### What are your tips for changing the look of a store on a small budget?

Use your imagination to turn any readily available cheap materials into unusual finishes and fixtures. Think of the interior as an event or art installation that tells a certain narrative. The material could be literally anything, as long as it communicates a strong central idea about the store.



Five Kids

## UXUS / AMSTERDAM

### What is the future of store design in terms of new innovations?

Modular furnishings and materials that offer a 'permanently temporary' ambience will define store design in the future. A flexible retail space brings customers something new and fresh with each visit making the store a hub of activity for the community.

### What are your tips for changing the look of a store on a small budget?

Integrating unique sensory hallmarks into the store design is a quick and affordable way to enhance the overall store environment. The use of music, light, sound, and smell can activate the overall space, increasing the awareness of customers while in-store and creating a memorable shopping experience.



Jaeger

Copyright: Michael Franke

**DESIGN IS ONE OF THE MOST IMPORTANT ASPECTS OF A RETAIL SPACE AND TRENDS ARE CONSTANSTLY CHANGING. WEAR SPEAKS TO SOME OF THE WORLD'S TOP STORE DESIGN AGENCIES TO DISCOVER THEIR RECOMMENDATIONS FOR KEEPING UP APPEARANCES.**

**STUDIO 10 / FLORENCE**

**What is the future of store design in terms of new innovations?**

Today innovation is inside society. It's in the social interactions. The great majority of the items are always a little bit behind as they follow needs. You have to feel those needs before others and use what you find on the market while you wait for the industry to build innovative items. We installed a system inside Replay stores in 2008 to take self-pictures while trying outfits in front of the mirrors. Everyone was taking pictures, even if no one knew that in the future these would be named 'selfies'. Way before other brands started doing the same, using 'innovations', we used standard hardware and software that we were able to find at the time, but in a truly innovative way.



Photo: Pietro Savorelli

Replay

**PORTLAND / LONDON**

**What is the most important aspect of store design?**

Obviously it is key that the brand and product/service offer is engaging and the role of the store is to echo the personality of the brand across all of its key touch points. The store also needs to be 'shoppable' as well as interesting and always provide an element of surprise.

**Which products/items can really make a difference to a fashion store?**

A personalised area in whatever way that may be, e.g. cross-product categories such as florists, art or hospitality.



Coach

**ARCHIPROBA STUDIOS / MOSCOW**

**What is the starting point for you when it comes to designing a new store?**

At the beginning it is important to make an analysis of the existing space, its location in the city, the building where it is located, the audience for which it is meant. At first it is important to discover advantages of the space, such as original textures and elements, because they create a magic effect in the modern interior.

**What are your tips for changing the look of a store on a small budget?**

The most important is to keep a friendly environment. It can be created with the help of very simple means and on a small budget, involving aged wood texture, subdued light, a bit of vintage furniture and live plants.



Porta9

**BRINKWORTH / LONDON**

**What is the most important aspect of store design?**

A clear and appropriate design concept that reflects only that brand's specific personality, which in turn differentiates it from others. This is the key to being noticed.

**What are your tips for changing the look of a store on a small budget?**

An installation-based design concept rather than a full architectural intervention can work well. Another approach is to use simple materials and ready-made pieces creatively. Customising a ready-made product, as we did for the Diesel Village store on Regent Street in London, maximised the overall impact within a large space at a low cost. These approaches are successful for fast changing or flexible scenarios.



Diesel Village