

# Store design that delivers an immersive experience

## What makes store design great?

Working with experts is non-negotiable when it comes to new store designs and redesigns of existing stores. If you're going for natural lighting, what glass will you use to protect your perishable goods? Where will your lighting points be and how will this affect your product placement, store temperature and consumer movement patterns? Your brand colour is green, but do you understand colour theory? Is it a green that relaxes shoppers or is it going to make them feel unwell? There are many design questions that need to be answered and getting them wrong could damage your business.



More than selling clothes to enthusiasts of hiking, skiing, and rock climbing, the Arc'teryx flagship aims at projecting the lifestyle of Canada's Coast Mountains for the region's adventure-driven. Working with artists and a roster of skilled craftspeople, Beijing firm Still Young built a fibre reinforced-plastic sculpture in the shape of an enormous, ancient tree trunk—a gnarled and twisted form that occupies the fully glazed street corner of the 9 500-square-foot, two-story store—that represents the act of botanical reinterpretation.

<https://interiordesign.net/>

A well-documented example of flawed store design was Tesco's launch into the US about two decades ago. Tesco launched Fresh & Easy with a custom-

The stores were designed around a hyper-efficient, stark and sterile layout that prioritised glass-wrapped, pre-packaged produce and meat rather than open-air, loose display fresh departments. American grocery shoppers rely on sensory design, preferring to touch, smell and pick their own loose vegetables.

