

IN-STORE

Luxury store design critical to increase repeat shoppers

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Since buying a luxury product is often an experiential process for consumers, in-store design is increasingly important for luxury brands and can help drive repeat customers.

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The store is a physical representation of the brand itself, therefore luxury brands should aim to uphold the same qualities in their store design as they do with their products. An elegant, bold and architecturally-innovative design should be the main focus for luxury brands.

"Architecture and the spatial experience of shoppers is a great way to revitalize a well-known brand and bring lasting value to a product," said Suzan Wines, partner at [I-Beam Designs](#), New York.

"People instinctively associate a rewarding, enlightening or pleasant shopping experience with a brand and are compelled to return to participate in that enjoyable experience again and again," she said.

Artists and architects

A delightful and unique in-store experience has the ability to increase the number of repeat customers.

As more consumers continue to shop on the Web, luxury brands need to focus on store design and innovation to captivate and draw in consumers.

For luxury brands in particular, less is more, according to I-Beam.

The products should be the main focus of the store so as not to distract consumers.

In addition, the space should uphold the same values of the brand itself and reinforce the brand image.

For example, if a brand is known for its cutting-edge digital products, a clean-cut, minimalist store would make sense.

Contrastingly, if a brand is known for its historical presence, a more traditional, Roman-architecture approach would be the better fit.

“When Hermes, Louis Vuitton, Christian Dior and Prada engaged the expertise of cutting-edge architects to design their shops in Ginza and Omotesando, Tokyo, the radical architecture and technologies used in the shop imbued these classic brands with a contemporary relevance and vision for the future,” Ms. Wines said.

Lighting should also be a focus for luxury brands.

The color temperature, angle and lumens should highlight the products in a way that makes them sparkle and entices consumers to touch them and try them on.

“The design should be bold, elegant and well integrated with the overall design concept,” said Azin Valy, partner at I-Beam Designs, New York.

“Every element and component should not only be in harmony with the overall concept but be an integral part of the overall design,” she said.

Digital duds

Affluent consumers are usually at the forefront of digital and technological advances, therefore luxury brand stores should make sure their in-store technology is up-to-par.

The inclusion of digital in-store is becoming increasingly critical to luxury brand store layout.

For example, many luxury brands are starting to include HD video screens in-store that play campaign videos ([see story](#)).

In addition, Nordstrom employees use iPhones to check-out consumers, lessening the wait time and allowing customers to receive their receipt via email ([see story](#)).

Other stores are using iPad devices in-store to give employees more information about products and consumers to further enhance the in-store shopping experience ([see story](#)).

“The use of interactive multimedia has increased the scope of marketing strategies and venues for the promotion of products,” Ms. Valy said.

“Digital technology has provided for more interactive relationships between consumers

and products, increasing awareness and the capacity for customization,” she said.

Pop-up shops or shops within a shop are another way for luxury brands to increase consumer curiosity and drive in-store traffic, per I-Beam.

Overall, an intriguing and innovative design will bring consumers into the store and presumably increase sales.

“The products sold must be enhanced by the store design and not lost in it,” Ms. Valy said.

“The overall design should have an element of physical or intellectual interactivity to engage the customer and entice the public,” she said. “Go beyond style and trends to revolutionize the concept of shopping.”

Luxury brands that lag behind or get stuck in the traditional concepts of the in-store experience may get lost in the crowd.

“Do not limit your vision of what constitutes a shopping venue or experience,” Ms. Wines said. “Embrace new definitions of what shopping means and let them grow.”

Final Take

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