

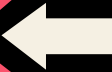


THE RETAIL DESIGN PLAYBOOK

Market



clearance



Sale



wholesale



STORE





We create spaces
that change how
people experience
the world.

With over 24 years of expertise and more than 1,800 successful projects, Spaceworks Interior Architecture brings a wealth of experience in transforming workplace, retail, aged care, and hospitality environments, always tailoring solutions to meet your business's unique needs.

At Spaceworks, we use design as a tool to drive business success, blending innovation with sustainable and socially responsible practices. Our focus is on creating spaces that deliver exceptional return on investment while helping your business thrive.

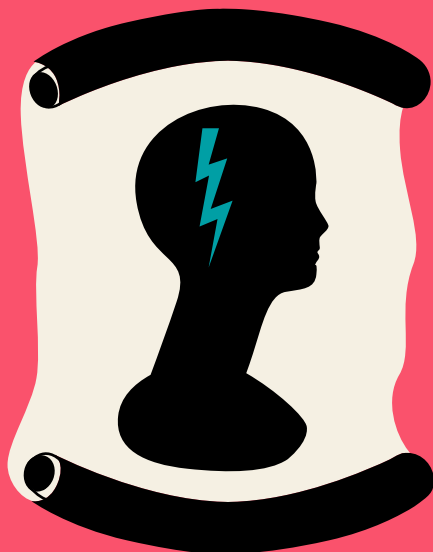
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CONTENTS

I	Planning the Retail Space	02
II	Visual Merchandising for High Impact	04
III	Store Fixtures	06
IV	External Window Displays	08
V	Lighting	10
VI	Signage	12
VII	Storage	14
VIII	Look & Feel	16
IX	Sustainable Design	18
X	Experiential Design	20
XI	Use A Designer	22



PLANNING THE RETAIL SPACE



A store's layout is critical to its success and, when planned properly, enables customers to access and enjoy shopping in all areas, enhancing both the customer experience and increasing your revenue.

When planning your retail space, give consideration to the following aspects:

- + **Traffic flow:** Consider how people will approach the store. Where are the entry doors? Off-centre doors, for example, influence traffic flow by guiding customers toward a particular side of the store.
- + **Sightlines:** Ensure your layout includes clear sightlines that lead customers through the store, encouraging them to explore the entire space and feel comfortable while shopping.
- + **Dynamic flexibility:** Design with flexibility in mind. Retail spaces should adapt to changing markets, product offerings, and even seasonal shifts. This will keep your store dynamic and engaging, always offering something new and relevant.
- + **Defining your layout:** Plot the 'story' of your store by creating a layout on paper. Start by defining any immovable elements, like existing facilities, to clearly see what options you have for optimising the space.
- + **Space for movement:** Make sure the store has good traffic flow and is easy for customers to navigate. Avoid creating a labyrinth where displays block movement. Allow adequate spacing between fixtures, with at least 1.2m being a good start, so customers can move comfortably. For stores catering to specific markets, such as children's stores, ensure there's enough room for pushchairs to pass each other.
- + **Product access:** Ensure that displays don't block traffic flow and that customers can easily access merchandise in all areas, including at the back of the store. The layout should make it easy to reach all products, keeping customers engaged with every part of the store.
- + **Category management:** Use good category management and adjacencies to help customers easily locate related products. For instance, place belts near jeans to encourage additional sales.



VISUAL MERCHANDISING FOR HIGH IMPACT

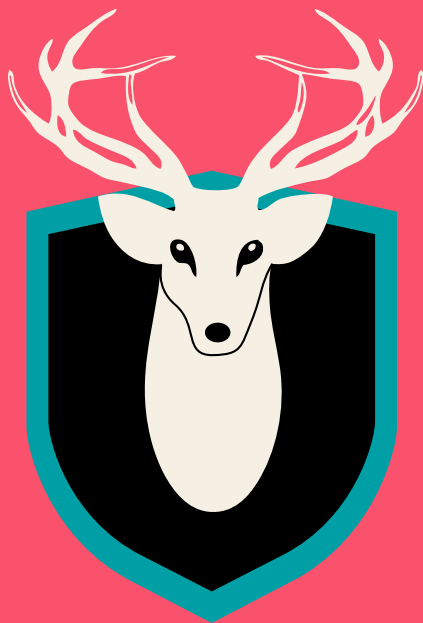


Visual merchandising is the art of creatively displaying your product to entice customers to take a closer look. Get your visual merchandising right, and you will attract, engage, and motivate.

Take the following visual merchandising tips into consideration for your displays:

- + **Tell a clear story:** Use your merchandise to present a clear theme, one story at a time. This has far greater impact than confusing the customer with multiple messages.
- + **Use negative space:** Don't clutter up the store unnecessarily. Negative space is actually useful for creating a sense of separation and forming a visual break.
- + **Cross-merchandise for impact:** Group selected 'matching' products together to encourage up-selling and cross-selling.
- + **Keep it simple:** Remember the golden rule: too much of everything, and customers see nothing. Simple, focused displays are far more effective at capturing attention.
- + **Create focal points:** Draw attention to specific products or promotions by creating strong focal points in your store. This could be through lighting, bold displays, or creative use of props.
- + **Change displays regularly:** Keep your store fresh and interesting by changing displays frequently. Regular updates encourage repeat visits from customers.
- + **Use colour strategically:** Colours can evoke emotions and influence buying decisions. Bright, bold colours may grab attention, while more neutral tones create a calming effect. Use colour strategically.
- + **Lighting matters:** Good lighting can transform a display. Use lighting to highlight key products, create ambience, and guide customers' attention towards certain areas of the store.
- + **Eye level is buy level:** Keep in mind that products placed at eye level are more likely to be noticed and purchased. Be strategic about what you place at different heights.

III STORE FIXTURES



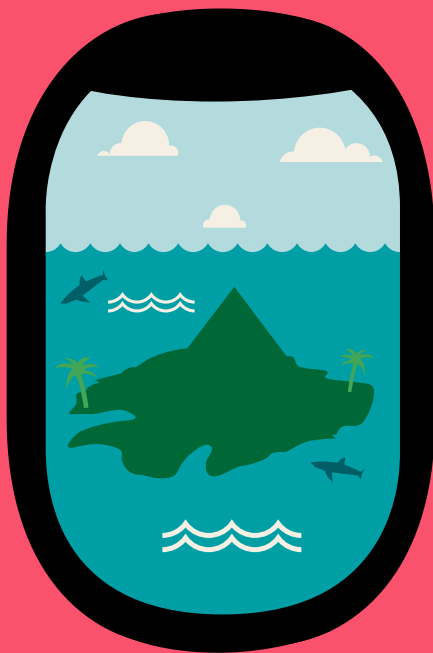
Every aspect of your store counts when it comes to making a good impression on your customers. The fixtures should display the products in a way that makes them attractive and easy to access.

Follow our suggestions for using fixtures to enhance your store's presence:

- + **Vary fixture heights:** Keep your customers interested by using varying heights for your fixtures. This invites the eye to wander from low to high, encouraging customers to linger and explore your stock.
- + **Ensure accessibility:** Make sure fixtures are accessible to all customers. Lower displays and adjustable shelves ensure that customers of all ages and abilities can interact with your products comfortably.
- + **Avoid blocking entryways:** Don't place gondola units or large displays in entryways. These not only hinder your customers' lines of sight but also disrupt the main traffic flow into the store.
- + **Match fixtures to product quality:** Select display fixtures that validate the quality and value of your merchandise. High-end goods require high-end fixtures to reflect their value and avoid cheapening the customer's perception.
- + **Use a variety of fixtures:** Don't use the same fixtures throughout the store. Mixing it up with different fixture styles adds visual interest and helps designate feature areas that attract attention.
- + **Mobile displays for flexibility:** Use mobile or modular fixtures that can be easily rearranged. This allows for flexibility in how you present new collections or seasonal items, keeping your store layout dynamic and fresh.
- + **Maximise vertical space:** Don't just focus on floor space—utilise vertical fixtures to maximise storage and display areas, especially in stores with limited square footage. Tall fixtures draw the eye upward and create a sense of space.
- + **Keep the focus on the products:** Fixtures should support the products without stealing the show. The merchandise should always be the star, with fixtures acting as a subtle backdrop.
- + **Easy-to-maintain displays:** Choose fixtures that are easy to clean and maintain. Dusty or cluttered displays can detract from the shopping experience and lower the perceived value of your products.

IV

EXTERNAL WINDOW DISPLAYS



Window displays are a great way to kickstart the selling process by enticing customers into your store. A standout window display should also be consistent with the store's design and shopping experience.

These tips will keep you on track to making your window displays work:

- + **Create visual interest:** To draw people to your store, the window display must be eye-catching, interesting, and align with current trends. Make sure the design reflects your brand and appeals to your audience.
- + **Consider scale:** Keep the scale of the items in mind. If you want to attract customers from a distance, make sure your featured products are large enough to grab attention from afar.
- + **Simplify your message:** Avoid overcomplicating things by telling more than one story. A cluttered window can confuse passersby. Instead, deliver one big, bold, and simple message that makes an impact.
- + **Day-to-night lighting:** If your store is street-side, ensure that lighting is adapted for both day and night so that your window display works around the clock.
- + **Seasonal and themed displays:** Rotate your window displays regularly to match seasons, holidays, or store promotions.
- + **Use depth and layers:** Create a sense of depth in your window display by using layers. Place larger items in the back and smaller ones up front to guide the viewer's eye through the display.
- + **Interactive elements:** If possible, incorporate interactive elements, such as motion or technology, to engage passersby. Something as simple as rotating displays or digital signage can add intrigue and attract attention.
- + **Cleanliness is key:** Keep your windows and displays clean and well-maintained. Fingerprints, dust, or clutter can ruin an otherwise perfect display.
- + **Consider framing:** Use the window frame itself as part of the display. Creative window framing techniques, such as painted borders, signage, or lights, can highlight the display and make it stand out.



LIGHTING



Effective lighting design elicits an emotional response from customers that influences buying behaviours. The right lighting can highlight products, set the mood, and enhance the experience.

Consider these tips to help you get your in-store lighting just right:

- + **Create mood and atmosphere:** Use lighting to reflect your store's personality and theme. The atmosphere you create should align with your brand and make customers feel comfortable and engaged.
- + **Brighten key areas:** Typical spots for bright lighting are the entry, counter areas, and focal displays. These areas should draw immediate attention and guide customers through the space.
- + **General and accent lighting:** Both are essential. Use general lighting to illuminate the space evenly, and accent lighting to draw attention to specific products or displays. However, don't overdo it – accent everything, and nothing stands out!
- + **Know your store's needs:** Different products call for different lighting. The lighting in a clothing store, for example, should be softer and warmer, compared to the bright and functional lighting used in supermarkets.
- + **Maintain your lighting:** Ensure that lighting is well maintained. Replace burnt-out bulbs promptly – blown bulbs are unappealing and negatively impact customer perception.
- + **Go LED for efficiency:** If you're upgrading an older fitout, consider switching to LED lighting. Not only are LEDs more energy-efficient and environmentally friendly, but they also have a longer lifespan, reducing maintenance costs over time.
- + **Don't keep customers in the dark:** Make sure your store has a good general light level. This not only improves visual merchandising but is also crucial for staff and customer safety.
- + **Consult the experts:** Many lighting suppliers offer advice on appropriate light levels and can even provide lighting plans. This is a great resource if you're not working with a professional designer.

VI SIGNAGE

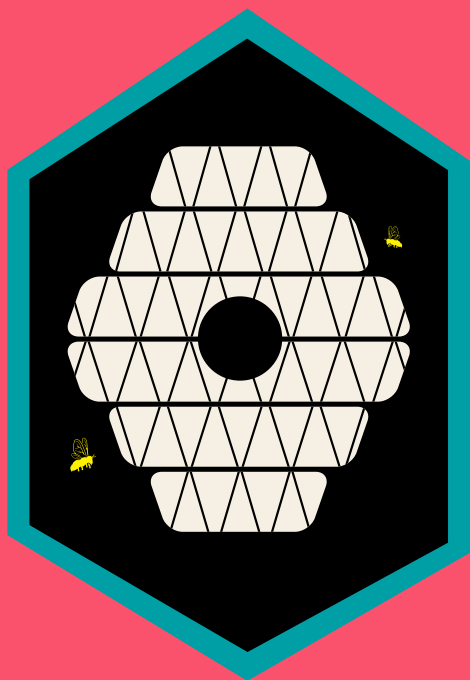


Street-front signage is incredibly important, but don't overlook in-store signage, which helps your customers easily navigate the store and find what they're looking for.

There are several things to consider with your in-store signage:

- + **Consistency is key:** From the storefront to the back of the shop, keep all signage designs consistent, ensuring that they reflect your brand identity and create a cohesive experience for customers.
- + **Make it readable:** Don't strain your customers' eyes with complicated code words or fonts. Signage is best with a clear, easy-to-read font, using a combination of upper and lower case for readability.
- + **High contrast for visibility:** Ensure your signage stands out by using high contrast between the text and background colours. This makes it easier to read from a distance and helps catch attention.
- + **Match the product's value:** Cheap, flimsy shelf-edge labels send the wrong message if you're selling luxury goods. Ensure that signage execution matches the quality and value of the products. High-end products deserve high-quality materials and finishes for their signage.
- + **Strategic placement:** Place signage thoughtfully around the store to guide the customer journey. Use directional signs to highlight key areas, such as promotions or new arrivals, and help customers move through the space smoothly.
- + **Be mindful of size and scale:** Large, bold signs are perfect for main sections and store navigation, while smaller, more detailed signs can be used for product descriptions or promotions. Ensure the size of the signage fits the space and purpose.

VII STORAGE



There's nothing worse than an untidy or chaotic store. A retail space should feel like a haven, not reminiscent of a teenager's bedroom.

Consider these elements when planning your storage:

- + **Back-of-house storage:** During the initial planning stages, ensure you allocate enough 'back of house' space for new stock and excess inventory. Adequate storage away from the shop floor helps keep the store looking tidy and organised.
- + **Vertical storage solutions:** Don't forget to use vertical space in your storage planning. Floor-to-ceiling shelving or storage units in the back room can help maximise space in smaller areas, keeping everything accessible without taking up valuable floor space.
- + **Clever on-floor storage:** If your store doesn't have enough designated storage, get creative. Incorporate cupboards, drawers, or hidden storage into fixtures on the shop floor.
- + **Easy access for staff:** Make sure storage is organised and easy for staff to access, allowing them to restock quickly and efficiently without disrupting the customer experience. Clear labelling and categorisation can help keep things streamlined.
- + **Cash desk storage:** Design your cash desk to include ample storage for items like shopping bags, supplies, and transaction equipment. Keeping this area neat and clutter-free.
- + **Stock rotation:** Plan storage to allow for easy stock rotation, ensuring older products are always at the front. This keeps your displays fresh and helps manage inventory efficiently.
- + **Multi-functional fixtures:** Look for multi-purpose fixtures that can serve as both display and storage units. For example, consider shelving with hidden compartments or tables with built-in storage underneath.



LOOK & FEEL



Consider your brand personality in every aspect of the store design. The look and feel of the store should create an atmosphere that accurately reflects your brand.

Here are a few things to remember when crafting the ambiance of your store:

- + **Accentuate the product, not the design:** Make sure the store's design, key features, and colours complement and accentuate your products, allowing them to shine. The design should support the product, not compete with it. Avoid overwhelming your customers with décor that steals attention away from what you're trying to sell.
- + **Reinforce your brand image:** Repeat key colours and elements from your brand's identity in your store signage and printed display materials to create a cohesive experience that reinforces your brand image.
- + **Align the colour scheme:** Think about what your brand personality represents and ensure that your store's colour scheme enhances both your brand and the products you're selling. The colours should evoke the emotions and vibes your brand aims to communicate.
- + **Consistent messaging:** Does your brand have a key message or concept? If so, make sure it's reflected consistently throughout the entire store, from the window displays to the fitting rooms.
- + **Music for ambience:** Walking into a silent store can feel unnerving. Background music helps create a welcoming atmosphere that aligns with your brand. The music should be appropriate for your products – pleasant but not overwhelming. Avoid radio stations with disruptive ads.
- + **Use scent thoughtfully:** Scent can enhance the store's atmosphere. For stores like bakeries or boutiques that naturally have scent, this happens organically. For others, consider using subtle fragrances or aromatherapy to make the space more inviting. As with music, keep the scent subtle – it should whisper, not shout.



SUSTAINABLE DESIGN



As environmental awareness grows, sustainable design is becoming a key reflection of store owners making more responsible decisions. Not only does it support the environment, but it also offers long-term cost benefits.

Here are considerations and places to start in relation to embracing sustainability in your retail environment:

- + Energy-efficient solutions:** Choose environmentally friendly solutions for store elements like lighting and air-conditioning. These not only reduce energy consumption but also provide financial savings over time.
- + Sustainable materials:** Sustainable fabrics, paints, and other surface products are widely available. Incorporating these into your retail design strategy is a simple but effective way to reduce your store's environmental impact.
- + Supplier recycling programmes:** Many building product suppliers offer recycling programmes for items like flooring. Prioritise suppliers with take-back schemes to ensure materials are reused or disposed of responsibly.
- + Waste diversion:** Ensure your construction programme includes waste diversion specialists during demolition works. This will help recycle or repurpose materials, reducing waste sent to landfill and supporting the circular economy.
- + Sustainable joinery:** Consider environmental options for joinery. Traditional materials like melamine boards, commonly used in fixtures, are now available in Forest Stewardship Council (FSC) certified options and with non-toxic glues.
- + Challenge suppliers:** Where possible, challenge your suppliers to offer low-carbon or sustainable options. Many suppliers are working towards reducing their environmental impact, so ask about alternatives like low-carbon building materials, energy-efficient systems, or finishes to further reduce your footprint.

EXPERIENTIAL DESIGN



In today's retail world, it's not just about selling products – it's about creating an experience that leaves a lasting impression. Experiential design focuses on immersing customers with your brand and products.

Here are some key elements to consider retail spaces that focus on experience:

- + **Accentuate the product, not the design:**
 - **Create immersive environments:** Build a store that fully engages the senses. Use lighting, sound, scent, and visual cues to create a mood that resonates with your brand and draws customers deeper into your space.
- + **Interactive elements:** Incorporate touchpoints where customers can physically interact with products. Whether through digital screens, product demonstrations, or customisation stations, hands-on experiences are key to connecting customers with your products.
- + **Customer journey mapping:** Design the layout of your store with the customer journey in mind. Create a flow that guides customers naturally from the entrance through key areas, highlighting must-see products and experiences along the way.
- + **Focus on comfort:** Offer spaces where customers can relax. Comfortable seating areas, product trial zones, and refreshment stations can help create a more inviting atmosphere, encouraging customers to spend more time in-store.
- + **Storytelling through design:** Let your store tell a story. Whether it's through themed decor, visual displays, or brand-specific messaging, use every part of your design to communicate your brand's narrative.
- + **Use technology to enhance the experience:** Integrate technology like virtual mirrors, interactive displays, or AR elements that allow customers to explore products in new and innovative ways.
- + **Event-driven spaces:** Design areas that can be transformed for events, pop-ups, or workshops. Creating a space that's flexible for different functions can make your store a hub for engagement and customer interaction.



USE A DESIGNER



Using a professional Interior Designer ensures that your brand personality is reflected across of your retail store design and that your space is utilised to its maximum potential.

The key benefits of choosing an interior designer for your store:

- + **Cost efficiency:** Contrary to what you may think, one of the top reasons to hire an interior designer is to ensure cost efficiencies across the board. Every square metre you lease costs money, and a designer will help plan your space to maximise traffic flow and space utilisation.
- + **Focus on your business:** Establishing a retail store is no small undertaking. By leaving the design to professionals, you can focus on critical aspects like product sourcing and marketing while avoiding the need to act as a designer, draughtsperson, and project manager all at once.
- + **Expertise in design:** Designers are trained in all elements required for a successful retail store, including colour schemes, merchandising, fixtures, and lighting. By trusting a professional, you ensure a cohesive design that supports your business goals.
- + **Access to exclusive resources:** Designers have access to specialty products, services, and materials often unavailable to the general public. Additionally, they possess a network of trusted construction professionals and joinery manufacturers.
- + **Maximising potential:** While anyone can draw up a floor plan, a professional interior designer has the expertise to make sure your space works to its full potential. From traffic flow to the layout, they ensure every square metre is optimised.
- + **Customised design:** Designers tailor your store to reflect your specific brand identity and customer base. They understand the nuances of creating a space that resonates with your target market and encourages repeat visits.
- + **Sustainable solutions:** Many professional designers integrate sustainable design principles, helping you reduce environmental impact through the use of energy-efficient systems and eco-friendly materials.
- + **Why Spaceworks?:** Partnering with Spaceworks means more than just beautiful design – it's about maximising your store's profitability and driving business success. We combine over 24 years of experience with a client-focused approach, ensuring that your space not only looks amazing but also performs efficiently.



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