



Retail Personality

authentic and successful

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| ISBN | 9783899863291 |
| Publisher | Avedition Gmbh |
| Binding | Hardback |
| Territory | World excluding Benelux, Germany, Austria, Switzerland, Scandinavia, Laos, Cambodia, Brunei, Maldives and the Far East (except Japan and Korea. Taiwan non-exclusive) |
| Size | 240 mm x 122 mm |
| Pages | 240 Pages |
| Illustrations | 200 color |
| Price | £63.00 |

- Storytelling around makers and brands, featuring 20 international successful retail designs

What do the Parisian chocolatier and sculptor Patrick Roger, the makers of the trendy Oslo fashion label Norwegian Rain, T-Michael and Alexander Heller have in common with the Stuttgart optician Andreas Kraft? They all believe in the magic and allure of well-designed shops. And that is not all – as entrepreneurs, they must make their shops the ambassadors of their brand, philosophy and products. This book is an exploratory tour of offbeat retail hotspots worldwide. The focus is on interesting personalities who make a relevant contribution to the topic of shop design and product presentation.

Text in English and German.

Marc Heikaus is the owner of Heikaus Group, a Swabian family enterprise with around 50 employees, and is active throughout Europe as a general contractor and supplier for turnkey ready shop design, combining design and innovation of the highest quality.