



Retail Design International Vol. 2: Components, Spaces, Buildings, Pop-ups

Jons Messedat

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- The brightest and best of retail design from China, Indonesia, India, UAE, Australia, UK, Spain, Netherlands, Germany, Austria, Switzerland, and more
- Around 50 examples: displays, shop windows, stores and malls, and even pop-ups!
- With designs for brands such as BMW, Jaguar, Land Rover, O2, Porsche, Primark, Sun & Sand Sports, and Würth

The retail world must keep up with digitization. Shops compete with online stores that operate in an augmented or virtual reality. However, despite the recent boom in internet shopping, the tangible human component has never quite lost its appeal. This standard work about the retail sector shows how new forms of spatial expression can be created to appeal to all the senses. It provides an overview of innovations in multi-channel and omni-channel commerce, from pioneering in-store technology to new products. Around 50 current best-practice examples, from temporary pop-up stores to avant-garde brand worlds and hybrid retail centers, offer an inspiring cross section of retail designs from around the world.

Dr. Jons Messedat is an architect, designer and author. His expertise with regard to architectural corporate identity is in demand at companies, conferences and universities in Germany, Switzerland and the USA.