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Now and Then:

A reflection on the future role of

Interior Design for commercial spaces.

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Interior Design for commercial spaces.

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Summary

Key-words

Interior design; commercial space; virtual world;
the future

It all started in the past, where people began to discover other lands and the trade was born. Slowly, it came to an appearance of small shops at home and by the time reached to the point of building huge shopping centres. Moreover, industrial, retail revolutions made a big influence on the development of the retail world.

The growth of concurrence between the shops led to a strong connection of interior designers with a commercial space. Designers had to prevent clients' characteristics to make a selling interior design of commercial space.

Time has always been a factor and with the growth of technology and the presence of internet - the online commerce appeared. The technology century is growing extremely fast. Virtual reality, artificial intelligence, a virtual shop experience, 3D technologies let the customers experience a shopping day by sitting at home.

The global world changes and such comfort of making shops online put in doubt a need for the existence of physical stores and giant commercial spaces. Is it a new retail revolution? This dissertation shows both sides of this question, by telling how it is working nowadays and the predictions for the far future of retail trade.

Resumo

Palavras-chave

Design de interiores; espaço comercial; mundo virtual; o futuro

Tudo começou no passado, onde as pessoas começaram a descobrir outras terras e o comércio nasceu. Lentamente, foram surgindo pequenas lojas em casa e com o tempo chegou o ponto de construir enormes centros comerciais. Além disso, as revoluções industriais e da revenda tiveram grande influência no desenvolvimento do mundo do retalho.

O crescimento da concorrência entre as lojas levou a uma forte conexão dos designers de interiores com um espaço comercial. Os designers tiveram que evitar as características dos clientes para fazer um design de interiores de venda de espaço comercial.

O tempo sempre foi um fator e com o crescimento da tecnologia, a presença da internet e o comércio online apareceram. O século da tecnologia estava a crescer extremamente rápido. Realidade virtual, inteligência artificial, experiência de loja virtual e tecnologias 3D permitem que os clientes experimentem um dia de compras sentados em casa.

As mudanças globais do mundo e o conforto de fazer lojas online colocam em dúvida a necessidade da existência de lojas físicas e gigantescos espaços comerciais. É uma nova revolução no retalho? Esta dissertação mostra os dois lados dessa questão, contando como está a funcionar nos dias de hoje e as previsões para o futuro distante do comércio do retalho.

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INTRODUCTION

There is only a moment between the past and the future. It is what is called life. It all started from the Paleolithic ages when humans were hunting wild animals for a dinner and after this meal, women used the skin of the animal for a cloth. Time changed. Nowadays, people just need to visit the nearest small shop or huge shopping centre to buy all sorts of food and any cloth. Time has always been a factor and the century of technology is growing extremely fast. The growth of any area was always influenced by global development. Nowadays, it is hard to meet a person in a civilized country without a cell phone. Besides, the inside of a personal device can tell more about a human. Fast access to the Internet from any kind of device made life easier and now people can shop without leaving home. People can have virtual access to the physical store and buy any of the items.

The global virtual mode and the pandemic leave many doubts. The importance of having such giant shopping centres is under question in the future. By the way, every single shop, either small or huge, has an interior design, something physical that customers can also touch. Designers make a vision of how the human enters the space, how he feels there, they invent special tricks that help the client to buy products without long thinking. Will it be needed in the future, if nowadays, anyone can buy anything just by clicking on the bottom? What is the role of interior designers in a virtual shopping age? Will it either be relevant?

The purpose of this dissertation was to study the main object - the commercial space. The impact that our present life, daily changes give to the design of social spaces. How will it look in the next 15 years? What will be the essential rules in the design of the future shop of any kind of size, either it is a small space or a big shopping centre? How has the world changed with pandemics, lock-downs, when people must stay home? Because it made a big influence on the commercial market. What is the future of design, how will it adapt according to changes? Is there a problem with the disappearance of physical commerce in any form? The objective of this study was to give the answers to such important and provocative questions about a problem of commercial interior design and to see these ideas in a small interior project.

The ideas in the thesis have the origin of the past times and finish with the thoughts about the future, with many links of what is happening nowadays. The dissertation is based on historical facts, professional opinions, real examples and rhetorical questions. The main purpose was to show the retail way from the first home shop to a huge hypermarket with online integration and the role of interior design in every segment. Moreover, this work talks a lot about the importance of an interior designer for a commercial space. How does the space look with a professional designer and how it reflects on the income of the company, or on-line and virtual world show us the opposite that the client can buy products without a fancy store?

The meta-project represents the interior design of the shop based on ideas and thoughts about the future. It is an existing small physical store that is transformed into the shop of the future. It shows how it can look in the next 5 years. The project is explained in detail and has all the technical plans and 3D renders of the space.

Is the commercial design of the space relevant? This dissertation consists of answers to these interesting questions and thoughts about the future, based on the target audience. The primary sources are research and observations; questionnaires to people of 10-70 age, a comparison between young and older generations. Moreover, statistics and research of people who do almost only on-line shops. The secondary sources are articles, books, podcasts of famous people in the design area. Besides that, technology, entertainment and design talks by influential people from leading countries and the information with thoughts of futurologists, of people who study the future; bibliographic books from the experienced people, who made history are also included.

To sum it up, one of the main objectives was to find out if the future disappearance of commerce is a real problem or this is for the benefit of the population. Client's inventions or owners' intention?

CHAPTER I – HISTORY OF RETAIL

1.1. Era of trades

The history of trade as an exchange of commodity-material values has been known since the Stone Age. The trade originated from the tradition of gifts exchange. Such ritual was symbolic and brought peace, union and friendship. Later, people started to change items of equal value. For example, a work tool for building material or vegetables for meat. The main prerequisites for the further development of trade were the specialization of industry and the coin. With the development of transport systems, the trade received a huge boost and went to a new level. In Egypt at that time, there was predominantly land trade: caravans brought luxury goods and sold them in major cities at the fairs. Obviously, shop equipment was not fancy at that time: either thing was laid out in tents on the ground, or on simple racks, benches and plank counters on the street. (Rabinovich, 1978) In some countries like Greece, the rise of trade began with colonization. Oils, silver, bread, wine, purple and iron were imported from various regions. Trade was concentrated in large markets, where there were open counters and awnings. The trade of ancient Rome was characterized by the early appearance of festivals. Until the end of the 3rd century, the Roman Empire was the greatest area of free trade. There was a difference of goods for rich people and for poor things were located in different places.



Image1

How farmers and artisans lived,
Egyptian artists, 1389-1349 BC NS.

1.2. First shop

The turnaround in European trade took place during the era of the Crusades. When the knights saw the luxury of the East, the demand for oriental goods increased. Europeans learned the secrets of oriental industries and started to develop markets and fairs, merchants were organized in guilds, and cities - in unions. The exchange of goods originally took place in temporary markets. Craftsmen traded their products directly from the workshops, so the shops selling goods related to dirty production were segregated into separate quarters. Tiny shops often did not have warehouses; merchants bought goods from wholesalers every day. Greek trading methods spread throughout the world with the conquests of Alexander the Great. (Dollinger, 2015)

In ancient Rome, trade took place in forums. The typical form of the store was a taberna: a small rectangular room at ground level with a wide entrance facing the street. If necessary, the entrance was closed with wooden shutter boards inserted into the grooves cut in the threshold and lintel, and secured with an iron rod pulled through the rings screwed into the boards. The oldest known tabernas are preserved in the Trajan market in Rome, where about 150 shops were located on four levels overlooking the forum, terraces and galleries. The taberna often served as both a shop, a workshop, and a home for an artisan.

Numerous trading enterprises were opened - shops, the founders of modern stores. They were equipped with racks where the goods were placed, and there was a standing seller behind the counter.



Image2

Trajan's Market, Rome, Italy,
107-110 CE

*The complex was originally on three street levels and only a part was devoted to commercial purposes. The upper level included a covered shopping arcade whilst the lowest level alcoves set in the semicircular front were also used as shops.

The great importance for the development of trade were geographical discoveries, the era of which began in the fifteenth century. The discovery of America and new sea routes provided access to the new markets for raw materials and sales and made trade worldwide. Human's demand was also high and it led to a faster spread of shopping growth. (AHE, 2008)

Gradually, some of the craftsmen in large cities, finding that most of their time was spent on sales, switched exclusively to trade, nevertheless, the combination of making goods and selling them remained popular until the nineteenth century.

1.3. The need of trades

Trade had been rising with the appearance of the division of labour work, as an exchange of excessive products and goods. Trade unites humanity into a universal brotherhood. This thesis proves that only trade has united different people in the same different historical periods. Cultures began to interact with each other and adopt important aspects of life through trade. For example, potatoes became a national Russian product, but it was brought to Russia only in the 18th century. Trade is a great alternative to war. Trade is a mutually beneficial agreement inside the country and between different nations. If this mutually beneficial agreement did not exist, then there would necessarily be a war in the world, because people would strive for well-being through other alternative paths. (Bernstein, 2014)



Image3
Market scene with Ecce Homo,
Beuckelaer Joachim, 1535-1574,
National museum, Stockholm, Sweden

1.4. Home shop

At the first stage of the development of the craft, when the craftsman worked to order, his workshop was located on the estate, depending on the nature of the craft - in the house itself or a separate room. Blacksmith, foundry, pottery production was more often found in a separate room next to the house due to the inconvenience with chemical processes. Archaeologists noted that in the townships of the cities until the middle of the XIII century. it was almost impossible to find a house that was not at the same time a craftsman's workshop. In the future, it was characteristic that the master worked near his house, and the apprentices lived in the house of their master. However, as the circle of customers expanded, the artisan's business ties went beyond the spheres of his closest neighbours, there was a need for changes in the layout of the estate itself. The workshop and the artisan's house were located closer to the gate, sometimes even going out into the street. By the XV-XVI centuries. this process has gone far in many large cities. One might think that it was the craftsmen's houses that laid the foundation for the type of street development that became characteristic of the city in the era of developed feudalism and capitalism. Streets are made up of the facades of adjacent houses. In more ancient times, the streets of most cities were more like rows of fences, behind which in the depths of the estates were houses. (Rabinovich, 1978)

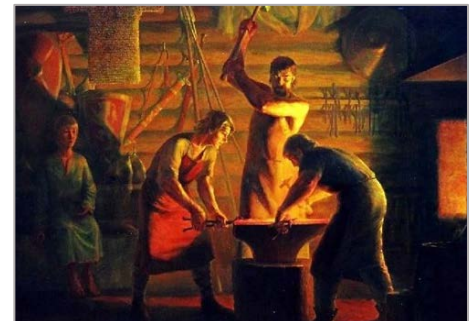


Image4

Crafts of the ancient Slavs, Ancient Russia, IX century

For example, imagine a typical Middle Ages house with the owner, who is working hard day by day, making shoes for orders. He is becoming such a master of his work that people start to come to his place to see this product and to buy it. Here is an example of the first home shop. With the growth of clients and the demand for his works, he decides to expand his business and opens a shop. If his job brings him success, he starts to get a name. His customers mention his name to their friends and family and so on his name becomes so famous, that it starts to be a brand and citizens visit his store from the whole city. Next year this shoemaker will open a chain of these shops and will keep growing his business, improving the quality and raising the quantity. Here, interior design also starts to play an important role in the business itself. One day his shoes become part of selling products in Grand Bazaar on the Rue de Rennes, a large department store in the centre of Paris, which was built in 1906, for example. Years by years his shop improves, getting to be more famous by its name, until one day when his brand becomes a worldwide name with a franchise of his shop in many countries.



Image5

Shoemaker of England, Great Britain,
XII century

1.5. Industrial revolution

Besides the growth of trades, craftworks were also ongoing. The craft began with the stone, existed in the form of various pieces of rock for about a million years until they were joined by the simplest woodworking of processing sticks and tying them to stones with a vine. So, there were craftsmen who make stone axes and spears. This meagre technological knowledge had been passing from generation to generation, sometimes had lost for centuries, sometimes had gained the strength again. It will take another 300 thousand years until humanity, represented by some advanced communities, will invent, for example, sewing clothes. Over the centuries and millennia, bit by bit, various communities have accumulated examples and knowledge, embedding them in their picture of the world in different ways. Gradually collecting experience, acquiring the means for its transmission and preservation in the form of sounds, pictures and signs, the communities got their unique cultural systems. (Weightman, 2009)

Handicrafts satisfied domestic needs in the form of domestic industry. Only with the development of market relations a narrower specialization and isolation of certain professions became possible. In the Early Middle Ages, blacksmithing, carpentry, weaving began to stand out, professional builders and glaziers appeared. The craftsmen of that time were usually universal specialists and each represented an entire industry. At that time, the division of universal patrimonial production, the purpose of which was to



Image6
Artisans in the Middle Ages, painting,
XV century



Image7
In the cooper's workshop, Plakhov L.K.,
1842

meet the internal needs of the economy, and commodity production, began to orient the market. The work for client's orders was becoming more widespread, and with the development of market trade, the production of goods for sale was actively developing. Urban handicrafts for a long time became the main population of most cities.

Gradually, craft workshops were formed, which included the craftsmen and their helpers. In case of competition between the masters, the management of the workshops could ask some of the masters to move to another city, but most often they moved by themselves to new places where their skills were more in demand. The workshops supported and developed the prestige of the masters and their art. Voluntary associations of artisans - workshops, guilds, artels - have formed the basis of production for many centuries, but the rapid development of capitalism, which has managed to ride the wave of progress, has led to dramatic changes in this area. (Weighman, 2009)

The continued growth of cities and the accumulation of significant capital by citizens led to the separation of a class of urban bourgeois - owners of large property, living on the income generated by its use. By concentrating on their hand's goods, territories and means of production, this class was acquiring an increasing economic influence. These craft guilds and workshops were turned into capitalist enterprises, and masters with capital into entrepreneurs who used exclusively hired labour in production.

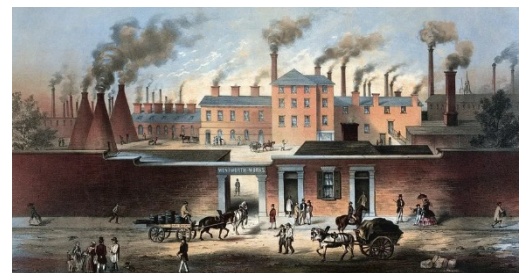


Image8

Sheffield steel industry, Sheffield, United Kingdom, 19th century

Remaining for several centuries the main form of large-scale production, manufactories created the basis for subsequent industrialization. The invention of spinning machines and other machine tools contributed to rapid mechanization, and the development of capitalism created the preconditions for the enlargement of production. Beginning in the second half of the 18th century, the industrial revolution radically changed almost all spheres of human life in just one century. This period was characterized by explosive growth in industrial production. By the beginning of the 20th century, the industrial era flourished. Mechanization was being replaced by automation; production was becoming a steam-driven character. The middle class was gradually expanding, made up of the most highly skilled workers and small business owners. Year by year the production was becoming bigger and more powerful, until the XXI century when such spheres of activity as programming and computer graphics, which were formerly done by few masters, acquire the character of massive production.

Since its inception, crafts have become the pinnacle of technological thought and have remained the basis of production for many centuries. Despite the passage of various historical stages and the transformations that took place in their course, the artisan way of work, based on the personal skill of the worker or their small coordinated groups, always finds a place in a constantly changing world.



Image9

The Industrial Art, Krupp Stahlwerks, 1912

1.6. Retail Revolution

In the beginning, retail was primarily composed of local merchants who provided a full range of services to customers. This full service often included credit, repairs and personalized services to consumers to explain the characteristics and benefits of the products. However, the breakthroughs in manufacturing during the Industrial Revolution led to a marked increase in affordable quality goods. At the dawn of the textile industry, factories began to produce ready-made garments on their own. Affordable blouses, dresses, trousers and shirts flooded the market and these ready-to-wear garments were sold out quickly.

The relative prosperity of the 1960s compared to the austerity of the post-war years brought with it seismic changes to the way people shopped. Consumers now had more choice than ever and, fueled by the rise in car ownership, they began to travel further to get the goods they wanted. Shoppers were now demanding ever-lower prices, spawning the rise of outlets (a shop in which a manufacturer sells its own branded goods, often at discounted prices). This era was also characterized by a shift from retailers simply displaying and selling products on behalf of manufacturers both trying to actively influence consumer choices. Marketing, mostly in the form of advertising and promotional campaigns, helped brands forge distinct identities and retailers were able to gain additional insight into customers' needs more



Image10

Supermarket cashier, Tallahassee, Florida, USA, 1962

than ever before. In addition, the seeds were being shown for data-driven marketing as retailers built their customer bases. This enabled them to segment audiences and target them with relevant communications, showcasing products they were likely to buy. (Sternquist, 2011)

After the gloom of the 1970s, the following decade was marked by a period of unprecedented growth in the retail sector. Brands had responded to the recession by consolidating their place in the market through mergers, acquisitions and store development initiatives. At the same time, retailers became the dominant force in the shopping channel, moving to brand away from manufacturers and taking responsibility for logistics, quality control and supplier negotiations. Of course, this also meant that retailers paid more attention to how a store looked as they realized that positive shopping experiences often translated into sales. Consequently, they invested heavily in design, ranging, branding, location and moved towards more formulaic, branded shops.

Interior branding is much more than just interior design. Some shops are limited to one logo in the interior. Just a few minutes after visiting, the consumer not only does not remember the name but does not even recognize this store among others. The main goal of the visual design of the brand is the unity of its components and recognition. A balance is needed, thanks to which the corporate identity merges with the atmosphere of the interior, permeates all walls, showcases, dressing rooms, is unconsciously



Image11

Grocery store №1, Moscow, the USSR, 1901

remembered and makes the brand recognizable. Regardless of the type of company, its structure and focus, one thing remains constant - brand and interior design are critical to success.

There were two retail options at the time. The first involved selling goods to consumers directly through the stores owned by the company. The second option involved the use of an authorized agent, in which the company's agent would be responsible for delivering manufactured goods to shopkeepers, who in turn would sell them. Manufacturers and sellers were faced with the question, which option best suits their needs? Customers have made it clear that they need free access to a wide range of products at reasonable prices and that they are willing to pay money for this service. Buyer demands have become an interesting challenge for both manufacturers and store owners, which has led to the emergence of a new form of retail: department stores. (Sternquist, 2011)

1.7. Appearance of department stores

At the beginning of the 20th century, the first shop windows appeared (in the modern world it calls visual merchandising): the number of stores grew, and customers had to be attracted by something. In 1909, in London, Gordon Selfridge opened a department store that did not turn off the light at night, and shoppers could look at items even in the dark. This quickly made the store popular. Later, shop windows began to be actively used by other trade enterprises: they were painted by popular artists, including



Image12

Selfridges&Co, Department Store, Oxford Street, London, UK, 1909

*Founded by American-born retail magnate Harry Gordon Selfridge (1858 - 1947), the Flagship store in Oxford Street was opened in 1909. Selfridge was an innovator in the fields of marketing and advertising, creating a complete shopping environment of enjoyment as opposed to mere functionality.



Image13

Selfridge's Department Store, Oxford Street, London, UK, 1909

Salvador Dali or they were filled with amazing installations.

In the USA department stores in their modern sense appeared in the early 40s. Their occurrence is due to the rapid development of transport. However, there was a problem – the lack of parking places, so they started to park in the areas free of housing construction. One of the first department stores was the store by Arnold Constable.

Business historians often attribute the creation of the first department store to the Parisian merchant Aristede Boucher (1810-1877). This department store, called Le Bon Marche, presented the latest models and accessories in a beautiful interior. Large department stores in the heart of large metropolitan areas dominated retail in the post-war era.

Opened in 1852, Le Bon Marche is considered by many to be the world's first department store. It started in the 1830s as a small shop, founded by Parisian merchant Aristide Boucicaut, however, the company's growth soon necessitated new, larger premises. The building continued to evolve over the next century, with architectural input from respected designers including Louis Auguste Boileau and Gustave Eiffel.

Le Bon Marche has always been at the forefront of retail developments. One of the first places to introduce seasonal sales, the store successfully adapted to social developments in Paris and continued to maintain a modern and recreational approach to shopping.



Image14

The Department Store, Arnold Constable & Company, New-York, USA, 1825



Image15

Le Bon Marche, interior, Paris, France, 1852

1.8. Transaction to shopping centers

The first shopping centers in their modern sense appeared in the late 1930s and early 1940s in the United States. Their emergence and further development were due to the crisis of urban centers in connection with the rapid development of road transport. Overcrowded traffic, overcrowded central districts, lack of parking spaces have led to the fact that outside the city, in free areas, along with the development of housing construction, large shopping centers began to appear on intercity highways surrounded by large parking lots. One of the first shopping centers of the suburban "American" type was a shopping complex in the suburbs of San Diego (USA, 1944).

In Western Europe, such centres began to be built after the Second World War. The first were complexes in Coventry, UK, and Liil-baan in Holland. In June 1963, the first hypermarket was opened in the city close to Paris by Marcel Fournier and Denis Defforet. It occupied an area of 2.5 thousand square meters and had a parking lot for 500 cars. The success of this venture became apparent, and others started to follow. At first, hypermarkets were mainly grocery stores, but step by step acquired multiple specializations, expanding the product range.

A home shop is a very comfortable and practical way of a business for its owner. It does not have many consumptions but requires time and is forced to become noticeable for customers, including the interior design of the shop that makes a pleasant atmosphere to buy products there. However, if the



Image16

Le Bon Marche, exterior, Paris, France, 1852



Image17

The Lower Precinct, Coventry city center, London, UK, 1959

shop is specified in only one type of product, is it comfortable and attractive for its clients? When big trades started to appear, it showed how faster-making purchases can be. Many things and products from different areas all together in one place. One of the main reasons for such a jump from home shop to such shopping centre was a comfort. When many small businesses are united in one, every local citizen will hear this news and will be curious to go to visit it and as a consequence will bring the money there. Comfort and easy access for many products for customers and wealth for the seller, who just will need to think how to get the attention of the audience. The interior design varies from one area to another and sometimes it can be a trigger for getting the attention of the potential buyer. One more aspect is the will of growth, working day by day at home can last without progress. Big trades with the thoughtful mechanism of work can be more productive as well as for an owner and a client.



Image18

Chadstone Shopping Center,
Melbourne, Australia, 2016

CHAPTER II – COMMERCIAL INTERIOR DESIGN

Introduction

Twenty-first century. Life of busy people, occupied, working people. For a lot of them, one of the main goals is to earn money, because money can let them buy what they want. Some people get a constant salary, others every month have a different amount, which is based on the profit; others can have another type of income. What are they doing with that money? There are many common purchases, like buying a property, buying a car, or go on vacation. People have money in cash, in credit cards, in banks, in stocks, in cryptocurrency. But most of their money goes to different shops, either little stores or hypermarkets. Nowadays, people can buy everything that exists on the planet. There are shops in any area, it can be expanded or narrowed, for something specific or in global. All of this has an origin in the past, starting from the migrating trade markets, where people were presenting their products and trying to get attention from the public. Slowly, such trades started to have a constant physical place, where people can enter, touch and see the products. Nowadays, it is impossible to say how many times people go to do shops. It became a part of their life, of their daily routine.



Image19

Illustration of people that made purchases

2.1. A space of the shop

Talking about physical stores, all of them are different, varying from the size, location, number of rooms, windows, exits and many other details. All of them have an interior space. However, not every shop has a design. The overlook of the store depends on the attitude of the owner. Some want to hire a designer for a design project, some owners think that there is no need. Many designers around the whole world, who are getting the propose, are thinking to project a unique interior space, to show the brand, the idea of the selling products in the interior. Sometimes it works, sometimes not. Often, a designer creates a project, for example, for a worldwide brand, that has many shops around the world. Then later all of these shops will have more or less the same design with the same materials, just every time architect will adjust this design to the space itself, it calls interior design for franchises. Designers must be tricky and besides the needed knowledge of ergonomics, sufficient lighting, combustion, classification of building materials, they must know special marketing tricks that will provoke clients to buy products. Designers must study the public, the preferences, the selling product and the purpose of a brand to create a unique and long-term design. Every year some worldwide magazines give awards to the most incredible commercial design of the year.

Statistically, most buyers make a purchase decision based on emotion. A showcase interior is the first thing a customer notices when passing by a store. In seconds the client's attention arises an interest and

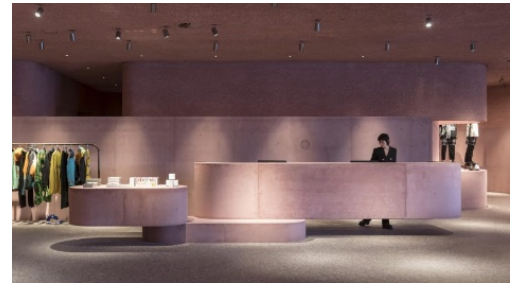


Image20

Shop The Webster, Adjaye Associates,
Los Angeles, USA, 2020



Image21

Shop The Webster, Adjaye Associates,
Los Angeles, USA, 2020

*«Dezeen awards» Winner large retail interior 2020. The Webster is a curved, concrete building designed for luxury
Webster's flagship store in Los Angeles

sends the pulse with a desire to visit it. It has to be done more professionally, more interesting, better than others. Shop design requires professional knowledge not only from the field of architecture but also from social psychology, marketing, advertising and merchandising. In order to promote a store owners should invest most of their money in items and equipment that maximize customer emotion and can easily be moved to another place. For example, TVs, mannequins, main lighting fixtures, checkout counters, sofas. These objects are visually the most significant and basic, so they can be seen from afar.

2.2. The meaning of design

The store's design project should correct space imperfections. With the help of mirrors, light, colour and architectural elements. If it is impossible to hide a lack of space (for example, a load-bearing column), it should be visually hidden or have a function. Lighting should not be less than the neighbours' shops, and better - even more. However, the light should not blind the buyer and sellers at the checkout. For example, metal halide lamps provide powerful, beautiful and presentable light that makes a product visually more expensive and beautiful. Interior details should not distract from the product. Sometimes designers can work out so much, that in the end, people do not notice what the shop sells. It is a delicate work. Everything should work only for the product and its advertising. The customer enters the store for a few minutes. During this time, the interior should have time to push him to buy and give information about its main advantage. (Morgan, 2008)



Image22

A shop without an interior design

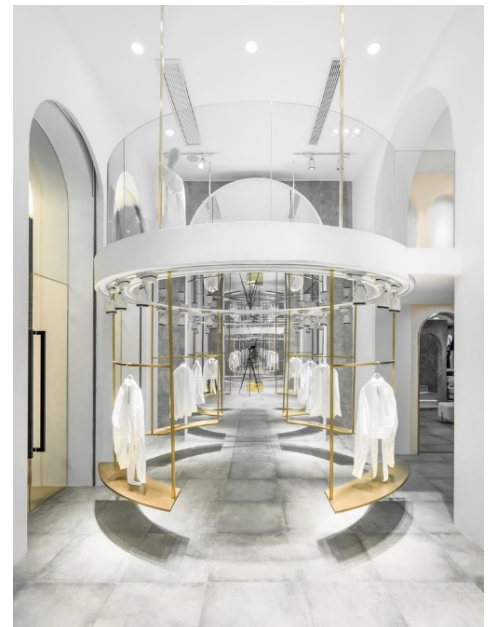


Image23

Tara Mata designer boutique, PMT Partners, Yongkang city, China, 2018

The interior has to help to show the product from its best side. For example, in a clothing store, mannequins that are dressed in tastefully selected outfits or digital panels with videos and photos help the client to orient better. Now the buyer does not have to puzzle over how to match one to the other. The interior of the store should match a target customer. It is better not to make a chic interior in a store where a low or medium-priced product will be sold and opposite too. This scares away the buyer. Shop fittings, colour and texture of the walls are designed to highlight the product. They should be as harmonious as possible with it in colour, highlighting and emphasizing it. It is unacceptable if the interior distracts the eye from the product, interrupts it. However, there are tendencies in the design that want to highlight something special. It can be macabre, excess or depuration.

2.3. Essential rules for the store

In the design project of the store, the layout of the goods on the shelves (merchandising) is very important: the creation of interesting compositions, the selection by colour, the layout by the rhythm. The store design should support the marketing of the company as much as possible: to show competitive advantages to the maximum; hide disadvantages; separate as much as possible from direct competitors. Besides, the interior must match the characteristics of a target customer (gender, age, social status, occupation, profession and others). If most of the clients are kids, then the design must correspond to this. The focus must be done on something that will



Image24

Darial Concept Store, Djaba Diassamidze, Barcelona, Spain, 2019



Image25

Darial Concept Store, Djaba Diassamidze, Barcelona, Spain, 2019

bring children inside the shop. Moreover, the design for different generations varies a lot too, starting from materials to the decoration. Besides, the word comfort is the most valuable for an older generation concept store.

The product has to be visible from afar. For example, in a clothing store, it makes sense to hang quality large reproductions of models wearing clothes that they sell. After all, people do not come to buy clothes, but to see their beauty, respectability and attractiveness. Therefore, the buyer pays more attention to how the item will match and suit him. Reproductions and the scenes behind must be changed regularly to make a store more dynamic and interesting. By the way, the store's interior design should highlight the unique selling proposition. That is a main competitive advantage over others. For example, it can be price, unique collections, quality organization, original and interesting services, which interior should highlight.

A lot of attention has to be on the safety and convenience of the buyer. It is unacceptable for the floor to be slippery. Glossy porcelain stoneware looks impressive, but even with all modern technologies, it can be slippery. The walls and the rest of the space with goods should not be overload. Everything should be perceived by the eye, without a feeling of clutter. Nowadays, the walls that are displaying merchandise show a lot. For example, if in the design of a clothing store the product is placed on the walls in one tier, it may be perceived as an expensive boutique. Design of the interior must be done exclusively for a target



Image26

Retail Hamleys flagship store, Chute Gerderman, London, UK, 2015



Image27

Louis Vuitton boutique, Curiosity co, Selfridges, London, UK, 2013

customer. The owner has to prepare to make a statistic of visits, identify its characteristics (gender, age, social status, occupation, profession, other). Interior solutions should be interesting and provocative. The main task is to leave the customer with the best possible emotions and memories of the store and keep him as a guest for the future purchases.

The emptier space, the more the store seems expensive and presentable. (Henderson, 2020) It is easy to see the difference if to compare a luxurious brand with mass-market stuff, it looks completely different. Some high-quality and expensive brands serve exclusive drinks like champagne; besides, they have a private room for special guests. One more important fact, that they have investments to renovate the shops almost every year by following the latest tendencies in the interior design world.

2.4. Colour

When forming the first impression of an object, 65% of human's focus is on evaluating its colour. Colour is the most effective and cheapest way to affect the consumer. Numerous studies are showing that individual colours can influence psychology and human behaviour. But design and creativity are not sciences, there are no rules and laws for them. Colour alone does not mean anything. It cannot be perceived without context, combinations with other colours and textures, room configuration, and its architecture. And this is not a complete list of criteria that, together with colour, affects the visitor. It is an effect of "colour schemes"- the mood from observing the colour

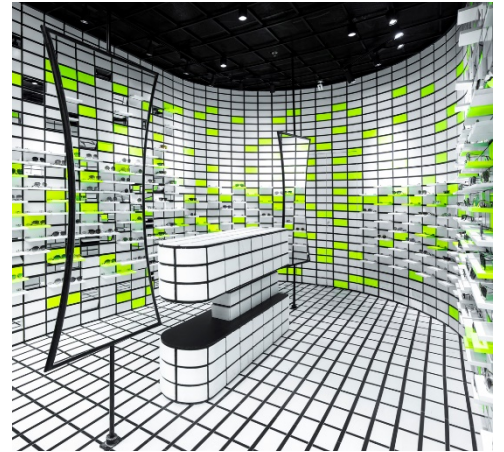


Image28

The Flip Flop, Renesa Architecture Design Interiors Studio, Mumbai, India, 2020



Image29

The Gym of Accessory Store/ 45tilt, Han Shuang, Taipei, Taiwan, 2018

combination – which designers are trying to make and develop. In the interior, the perception of colour can change diametrically opposite. Often, the selection of colour schemes for stores is based on general recommendations linking the colour scheme with the area of the store. This means that certain colours reflect the store's specialization. They can be included in the design concept, but they do not necessarily have to dominate. Warm and cold colours elicit opposite psychological reactions. The store, decorated in warm colours, is attractive in winter when it is cold outside. Besides, warm colours help to warm up shoppers, pushing them to make impulsive decisions and unplanned purchases. Cool colours in the interior of the store encourage reflection. They are convenient to use if the owner needs to keep customers in the expensive goods department, allow them to relax and weigh the pluses and minuses of a particular purchase. If there are queues in the store, cool colours can help shoppers avoid conflict, reduce frustration, and stay calm. (Itten, 1961)

White plays a leading role in the interior design of the store. It symbolizes cleanliness and order, which is why white is often used to denote warehousing areas. Henry Ford, an American industrialist, owner of car factories around the world, noted an interesting pattern. He repainted the poorly lit corners of the room in white, increased their illumination, and as a result, the workers began to behave more culturally, restrained and organized. Light grey tones have a similar effect on humans. Also, light grey shades are a great backdrop to highlight the product and draw the customer's



Image30

Louis Vuitton shop, Virgil Abloh, New-York, USA, 2019

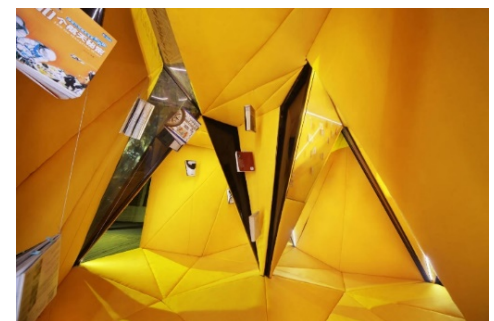


Image31

Lunar Pop-up Store, Jiang Yong, Shanghai, China, 2011

attention to it. Neutral and cool colours are best for large surfaces, while bright warm colours are best for accentuating interior details and small surfaces. The colour perception is also influenced by the shape of the painted object or figure. It can emphasize a certain colour, or the opposite, dull its meaning in the interior. Rich colours are enhanced by pointed shapes, while soft tones are brighter with rounded shapes. Thus, the choice of the colour scheme of the premises noticeably affects both the behaviour of buyers and the efficiency of the staff. The same room, painted in different ways, can tune in to a calm mood and cause a person to take action. Therefore, the choice of colours is based on the purpose of the functional area. So, an office space, a sales area and a warehouse will differ in colour design.

With the help of colour, a designer can visually adjust the volume of the room, making it larger or smaller. Cold colours visually remove objects, while warm colours bring them closer. Therefore, if the walls of the room are painted in light colours, they will appear taller and wider. With the help of colour, a designer can "adjust" the height of the ceiling. If it is darker than the walls, it will appear lower, and opposite, if the ceiling is lighter, then it will appear higher. It is not only the colour itself that matters but also the actual image it displays. The colour can be the same, but the psychological response to it is different. It depends on what the chosen colour implies, or what it is combined with.

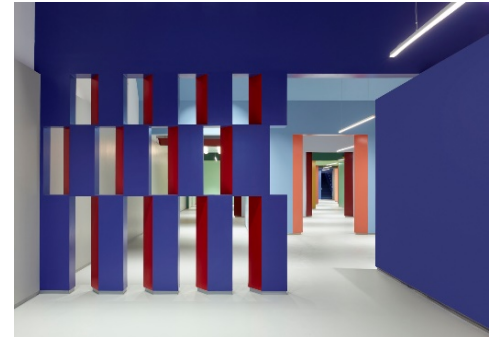


Image32

Kaza Israel Furniture Showroom,
Baranowitz & Goldberg Architects, Tel
Aviv, Israel, 2021



Image33

Kaza Israel Furniture Showroom,
Baranowitz & Goldberg Architects, Tel
Aviv, Israel, 2021

The use of colour contrasts is a good solution to attract the attention of the buyer. This can be done in different ways: placing packages of contrasting colours next to each other; placing in the centre of the group a product with packaging containing contrasting colour combinations; placing the product against a background of a contrasting colour. In general, it is not recommended to use more than two colours for window dressing, but the shades can be varied.

2.5. Light

The intelligent use of lighting can attract visitors and increase sales. For example, a brightly lit shop window stands out from the rest and is a good marketing tool. Trading floor lighting plays an equally important role in attracting customers. With the help of light, a designer can create a comfortable environment or, conversely, destroy the entire concept of the interior. Ideally, store lighting in a design project is developed as a general lighting concept for the sales area, store windows, fitting rooms and utility rooms. The basic principle is the harmonious combination of general and accent lighting with the addition of decorative lighting elements or whole lighting structures. Such an integrated approach allows to designer to highlight the advantages of the store and present the assortment in the most favourable light. One of the main principles of commercial lighting (for showcases and sales areas of stores) is the creation of accent and general lighting. Decorative is the most interesting and promising direction in commercial lighting. In the competition, trade brands are forced to use a variety



Image34

JNBY Store, Linehouse, Xiamen, China, 2020

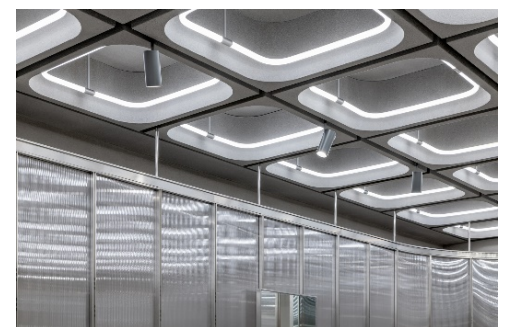


Image35

JNBY Store, Linehouse, Xiamen, China, 2020

of ways to get attention and increase trust from potential buyers. By itself, a sweater, jacket, blouse or coat are not as interesting to the buyer as the brand image. Decorative lighting of the store helps to form the correct image of the product in the eyes of the buyer. If the lighting is too bright and strikes the eyes, or, conversely, is very dim and does not reproduce colours well, the likelihood of buying in such a store decrease. But if it meets the basic rules of lighting design, the turnover of the store increases significantly. Thus, modern store lighting consists of the application of lighting design rules and professional lighting equipment. People live in the era of trust marketing, and accent lighting is no longer enough to grab the attention of buyers. The main task of the store lighting today is the desire to stand out among competitors, amaze, surprise and be remembered. In the end, the customer will return to the store again and again.

The difference in approach to commercial lighting projects is determined mainly by its goals and the size of the budget allocated for them. The use of special optical techniques allows to create viewpoints and make visual accents. This can be the illumination of the product placement areas, the cash register and the “focus wall” illumination. These principles of using accent lighting are independent of the product being sold and the layout of the premises and apply to all types of stores. Using lighting, a designer can create a route in the sales area. This includes focusing on the wall at the end of the room, bright spots and accents where needed. The correctness of the organization of trade lighting can be judged by the movement of



Image36

MQ Studio, CAA, Chaoyang Qu, China, 2018



Image37

MQ Studio, CAA, Chaoyang Qu, China, 2018

buyers in any hypermarket or large clothing store. It is enough to observe them, and it immediately becomes clear how effectively the route of movement of people is organized. The spectrum of lighting in the store must exactly correspond to daylight. Otherwise, it is much more difficult for the buyer to decide on the choice of the product. For example, to find out the real colour of the chosen item, the client has to bring it to the window. Therefore, the colour temperature and light intensity in the store must match those of daylight. If this rule is not followed, the designer may be considered cheating customers. There is a technique by using the features of colour filters. Passing through a filter, matched to the colour of the product, the light beam gives it a thicker colour. Visually, its shade may change slightly, but it will become more intense and “tasty”. This "visual focus" certainly interests the buyer. There are several practical uses for colour filters: if the goal is to enhance the colour intensity of an object inside a display case, then the designer should use a lighter shade of a light filter. For example, to illuminate a red dress on a mannequin, a pink filter is suitable, and a light blue filter helps to highlight a dark blue object.

Overall, there are main functions of retail lighting. The first is creating a comfortable atmosphere and the necessary level of lighting for the store. The lighter the room, the better the emotional mood of the potential buyer. On the other hand, the lighting should not be too bright. The blinding light that hits the client’s eyes causes negative emotions. The second function is to highlight specific areas and to draw the attention of visitors to them. Most often, this is accent lighting.



Image38

Ainslie and Monaro Malls, SEAM Design, Canberra, Australia, 2017



Image39

Ainslie and Monaro Malls, SEAM Design, Canberra, Australia, 2017

Shelves and showcases with goods act as "areas of interest". If to compare the number of sales between stores that do not use spotlights and sales areas with accent lighting, the second type of stores significantly outperforms the first. The third function is aesthetic. This concept includes a variety of parameters: lighting design, the appearance of lamps, how they are grouped and their location in the store. In the traditional sense, lighting design is a combination of light streams, the choice of colours and power of the rays and the creation of the architecture of illuminated objects. In-store lighting, the concept of lighting design covers a much wider range of tasks. Among other things, the appearance of the lamps, their relative position and the direction of the light beams are also included. In the stores of some brands, general lighting fixtures are not used at all. In them, the minimum illumination standards for non-main areas of sales areas are observed when using only accent lighting.

2.6. Showcase

By design, all showcases are divided into open and closed versions. Through the glass of an open-type showcase, a passer-by can see the entire store and, based on what he sees, decides whether to go there. A closed-type showcase is separated from the trading premises by a partition through which the inside of the trading establishment is not visible from the street. But the presented exposition gives a complete picture of the store. When decorating such shop windows, it is important to follow one rule: their style solution must match the design of the interior of



Image40

Carner Barcelona Perfumery, Jofre Roca architects, Barcelona, Spain, 2020

the store. There are also mixed options - open-type showcases. In these cases, only part of the trading floor is visible from the street, while the rest is hidden behind a special partition. By the type of design, showcases are divided into the narrative, in which the main role is played not by the goods of the store, but by some kind of invented scene with decorative elements; the sets of goods that are presented in the store, and can conclude the entire range or commodity storylines which are a composition of goods united by a common storyline. Another common type is promotional. They are used during a promotion or sale, on the eve of holidays, to notify about the arrival of a new collection or discounts.

When decorating a shop window, a designer should always remember a competent selection of colours; good lighting; beautiful price tags on all exhibited goods; experiments; successful compositional solution, observance of the rule of spatial perspective. When developing an idea, it should be remembered that pedestrian shoppers are viewing the shop windows from a close distance, and not from afar; matching the style solution to the interior design and the store's image; the presence of mannequins in the window of clothing stores; beautiful doors; the renovated and well-kept facade of the building in which the shop window is located. When decorating shop windows, it is undesirable: the use of cheap materials (simple light bulbs, poorly painted paper-mâché, plush decorative elements); the presence of grilles on the glass; lack of a sense of proportion. Over time, the same exposition ceases to get any attention, and it needs to be changed



Image41

The Playhouse Store, Haruki Oku Design + PAN PROJECTS, Tokyo, Japan, 2020

periodically. For clothing stores, it is convenient to do this when the season changes; in other cases, it is allowed to change the design once a year.

Showcase lighting plays an important role in the overall design of the stores. Competently selected, it matches the composition, creates the necessary mood and attracts potential buyers. With a professional approach, the choice of lighting for showcases is a fascinating creative process using design techniques and a variety of lighting equipment. The most important rule, without which all other tips become meaningless: the lamps in the showcase must be positioned so that the light does not shine in the eyes of the buyer. To do this, they are placed as close as possible to the glass and direct the light beams inward. The type of lamp and the wattage of the luminaire determine two main approaches to showcase lighting. The first option can be conditionally called “as much light as possible”. The entire space is evenly illuminated by a multitude of lamps. The principle of "as much light as possible" works effectively in "aggressive concepts", in the showcases of discounters, sporting goods stores or youth clothing. The second approach can be called "artistic lighting". With the help of lighting, accents are made on individual decorative elements, details of objects or the objects themselves in the showcase.

2.7. Visual merchandising

Visual merchandising is an effective display of goods to buyers. Research in the art of selling, as marketing is often called, shows that in most cases, 66-67% of a person decides to buy this or that product,



Image42

New Year showcase, Central Shopping Center, Moscow, Russia, 2013



Image43

New Year showcase, Central Shopping Center, Moscow, Russia, 2013

being directly in the sales area and seeing this product in front of him. In the same way, the issue is solved with the choice of a brand, because at least 70% of buyers decide on the spot. For a person to buy a product, it is necessary to present it correctly, that is, to make its advantages visible and soften. This direction of merchandising is a kind of symbiosis of two separate trends: the art of trade and competent psychological approaches to the visual picture of the product and the environment in which it is located. The areas where it can be applied are any advertising components: posters, scoreboards, counters, stands, sales equipment and everything that a buyer can look at. Visual merchandising is primarily of interest to owners of large outlets: supermarkets and hypermarkets, but it is also necessary for all other stores, especially if they are related to the sale of various accessories, cosmetics, fashionable clothes and shoes. These goods are most often located on the counter open and in large volumes. A lot depends on design – it helps to make any corner of the trading floor brighter, more colourful and inviting. In retail outlets, where logic, literacy and attractiveness of the product are put in the foreground, sales are much better, and the outlet itself becomes more known to the general mass of consumers. The reason why a person subconsciously chooses a particular product or store is beyond his understanding. However, for seasoned marketers and designers, the answer is pretty obvious. It is common to work to help the client to buy and to enjoy the process, such experience in the visually nice-looking store. The aftertaste after such purchases is on the maximum. (Iwatate, 2004)

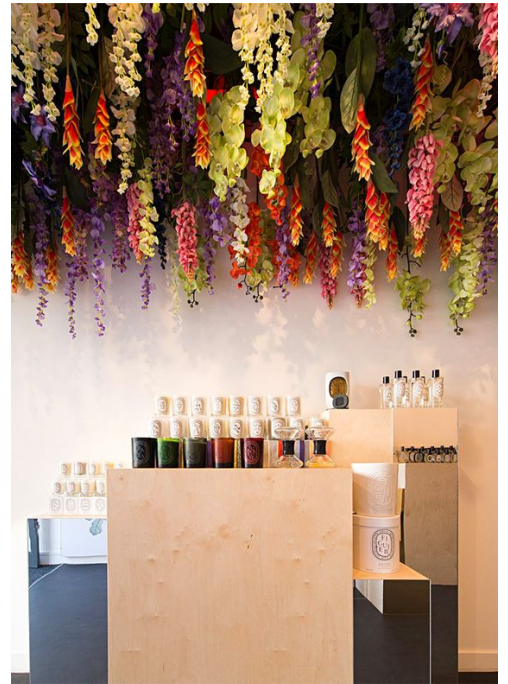


Image44

Diptyque pop-up store, Alexandre Roussard, London, UK, 2015

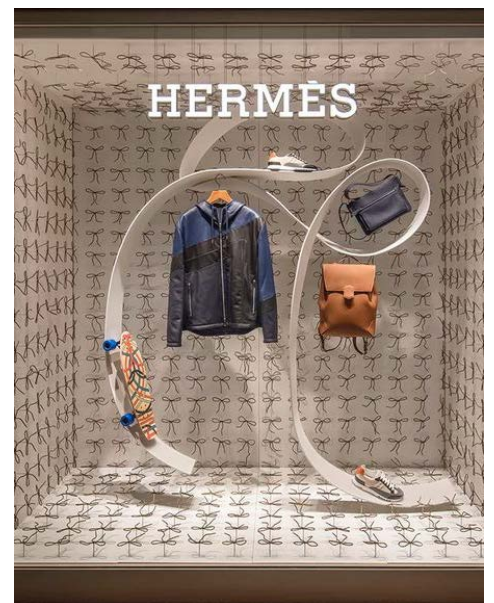


Image45

Hermès, Maurizio Galante & Tal Lancman, Hong Kong, China, 2019

Visual merchandising can help with the following: competently and efficiently arrange the goods in the hall; facilitate the search by department, direct the visitor; create a favourable atmosphere and make the purchase process unusually pleasant; highlighting the product against the background of its surroundings. For the product to become more noticeable, it is necessary to give it a greater emphasis on the surrounding background significance. There are some ways to do it, for example, to increase the number of goods. Designers can make longer or wider rows, a slide from the product that they want to sell first by an increase its mass, add colour and put mirrors which will make an effect of expanding. Highlighting the product with the desired colour will help, so it will be more noticeable, therefore, subconsciously, a person will react to it. Best suited for this are yellow or yellowish tones, shades of the orange spectrum, of course, red, as well as luminescent and shiny elements. Other colours will do, but the tone itself should be saturated, but not too poisonous, it should not tire and it should not be too much. It is also possible to supply the product in exotic or attractive packaging with the logic of light. There is always a lot of light in the jewellery sales departments, this makes certain jewellery stand out, and also makes the counter itself more noticeable.

The main products are set at eye level. A person can look for completely different things, but his gaze is often directed forward, directly and unshakably (especially in men). This makes it much easier to attract a buyer. The focus should be on the average height of a person and place the goods at the

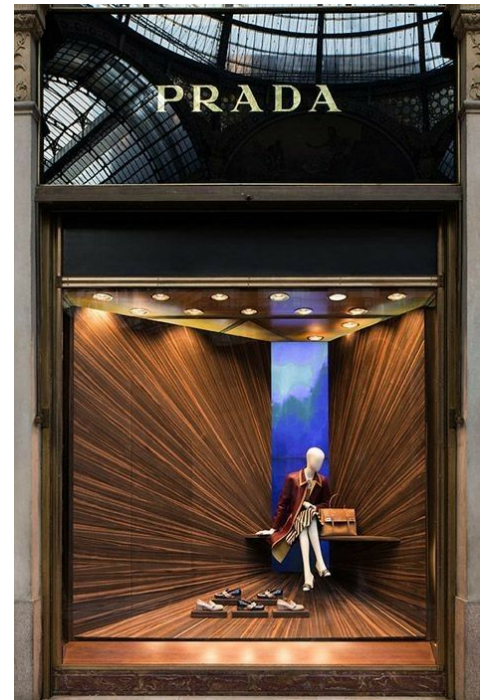


Image46

Prada, Martino Gamper, Milano, Italy, 2017

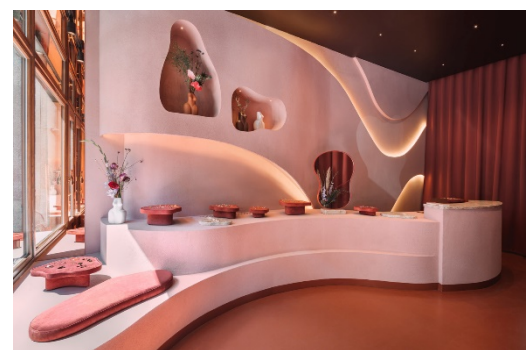


Image47

KOPI Jewellery Boutique, NOKE Architects, Warszawa, Poland, 2020

level of 150-160 cm. It is recommended to install products that have a high brand and good purchasing power in this position. Designers know that every shop has a blind spot - this is the bottom of the counter or the floor. Also, the lower-left corner is considered the most common blind spot by most people.

Variety pleases. Man is fickle, he craves variety. This is why it is important to create this effect. Often, going into stores, it seems to people that the same thing is being sold everywhere. An important criterion should be considered a competent distribution of goods into groups and the delineation within the group itself should be logical and intuitive.

A few items create emphasis, and a hundred create panic. (Dodsworth. 2019) It has been proven that a person, as a rule, remembers no more than nine objects in the same environment. Rarely does a person searching for many things at the same time, most often the search is specific or phased. Practice shows that for medium or small shops 4-5 items is the limit. This means that a designer should not overuse the abundance of supporting materials. If this rule is abused, it creates confusion and the customer may lose sight of the desired item, which has already been noticed in the store.

After all, there are some basic rules of visual merchandising: to highlight the desired product against the background of the environment; to make it more visible compared to nearby objects; to place important products where the customer's gaze often falls - at eye level; to create variety in the product group by clearly highlighting the demarcations; to



Image48

MaxMara, Pop-up MaxTheTeddy, Shanghai, China, 2020

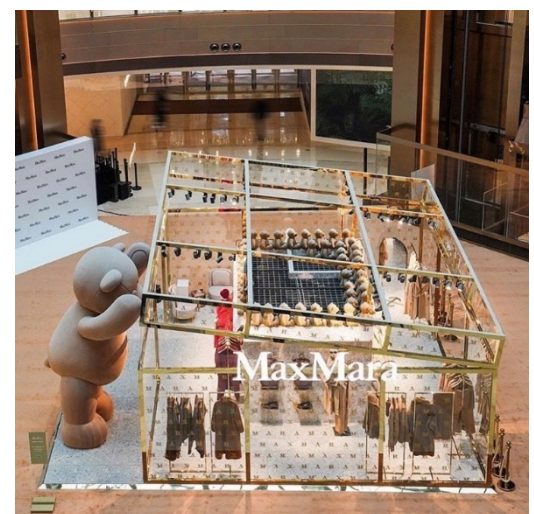


Image49

MaxMara, Pop-up MaxTheTeddy, Shanghai, China, 2020

arrange product types correctly and logically; to make specialized departments and shops.

2.8. Food stores

A design must work for sales, the design must recoup the investment, make the store liquid. This applies in general to any store. These rules are not the same, for example, for a grocery shop. First of all, it worts determining the level of the store - is it an inexpensive store or an expensive store with quality products, with a large assortment of rare food items? These two types of stores have both the same design approaches and differences. To keep a random customer and make him permanent, he has to see everything, starting from the overall design and understanding areas with sales, services or promotions. The design must prove to the customer that this product is of high quality. For food, this is the most important criterion. Moreover, navigation must be intuitive. The names of departments should be written in an easily readable font and size, visible from a distance. At the same time, the colour and font should look as harmonious as possible in the interior. It is good if different departments have different colours and there may be a special finishing material. The main thing is that the colour of the department should be logical and justified for the products of this department.

Finishing materials for the sale of products - should emphasize products, improve their properties. That is, their combinations should induce appetite. The main thing is a logic. For instance: bread and pastry – looking good surrounded by wood - pine or



Image50

Shop of Merchants Elisseev, Saint-Petersburg, Russia, 2015



Image51

Shop of Merchants Elisseev, Saint-Petersburg, Russia, 2015

oak; meat and fish look good surrounded by ceramic tiles, glass mosaics, stainless steel. These materials are required to be in the cutting area and emphasize cleanliness and quality service. Sometimes, three types of finishing materials in the decoration of all departments - wood, mosaic, painting are enough. The concept of an open kitchen can fill the store with delicious smells and provoke clients to buy. In general, the more production the business has - baking bread, slicing meat, an aquarium with fresh fish, the more the store will inspire customer confidence. (Bradbury. 2020)

In the case of style, while building a premium grocery store, its design should not be too rich and pretentious. Except for those shops in historical buildings with classic interiors, for example, Eliseevsky shop in Saint-Petersburg. Making a new interior in rich classics from expensive materials does not worth it. Firstly: it can scare off some of the buyers who think that it is very expensive. Secondly: it will look comical and far-fetched. Since the design should be neutral, maximizing uniqueness and competitive advantage. The design uses special rules to attract customers. Showcase is the same advertising tool as the Internet, outdoor advertising, advertising in magazines. The whole secret is to use this tool correctly. Such business should not be done without a professional designer. Nobody wants the same 80% of people passing by it. It should make an intrigue, so the person passing by will turn into a visitor, and then into a buyer. The most essential qualities in the art of decoration are taste, professionalism, idea and determination.



Image52

Fristo, Frozen Market, EFEEME architects, Villa Maria, Argentina, 2020



Image53

Portugal Vineyards Concept Store, Porto architects, Porto, Portugal, 2019

CHAPTER III – ON-LINE SHOPPING

Introduction

However, the time has changed and people can do shops without getting out of the house by doing on-line shop, by just clicking the bottom.

3.1. First on-line shop

The peak of the development of the Internet came in the 1990s, and in 1992 the first Internet store of books and printed materials were created. In those days, books were bought from printed catalogues, and then they were digitized. Also, books are not that difficult in case of storage and they do not have an expiration date, transportation was very simple, and the demand for them was huge. It became more convenient to go to an online store and read a brief description of the book, instead of going to the bookstore for this on the other side of the city. Obviously, at an early stage in the development of the first online stores, there were some problems. First of all, this is due to the novelty and distrust of buyers at that time. They doubted the quality of the offered products, as they could not touch it with their hands, and doubts arose about the transparency and honesty of such a transaction, because online stores, as a rule, required prepayment. Therefore, not everyone could decide to buy in the online store then. However, over time, this fear and apathy were erased and online shopping became very popular. More and more people began to give preference to online platforms and bought the necessary goods and services via the Internet.



Image54

Screen shots of first on-line book shops, 1995

3.2. New opportunities

Today the Internet provides us with ample opportunities: portals, blogs, Internet stores - it seems that until recently these words caused misunderstanding among others. It is already commonplace and it is difficult for people to imagine how life can be without the Internet. It is hard to meet almost any workplace and a grown man in a civilized country without a personal computer and the Internet. Online stores have firmly established themselves in society. Today, it seems that online trading is a common thing, and many customers regularly visit online stores in search of desired purchases.

Nowadays, the range of online trading is so huge that it is already difficult to imagine what cannot be bought over the Internet. There are online stores of anything, including cars and properties, people can buy it, even by being in another country. Besides, food can also be bought online. The number of people who want to purchase goods through online stores is increasing. The Internet allowed us to save human's time. The choice of goods and payment is so fast that during this time a man would hardly be ready to leave the house for shopping. However, this is very convenient and correct, because progress is aimed to make the life of people easier.

A lot of people are already used to make online shopping. Firstly, it saves a lot of their time. A person does not need to use his transport or wait for public transport or in traffic, he does not need to find a parking place. Besides, he has to check if in the time he is going, the shop is still open. Moreover, the time

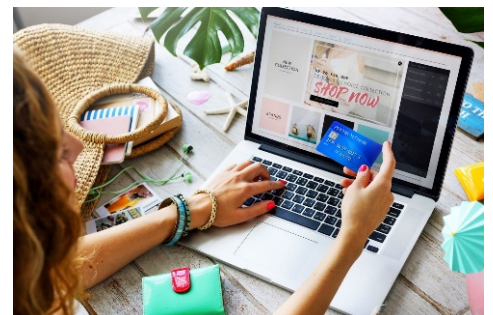


Image55

Illustration of a person who is doing an on-line shopping

that a man will spend on the way back home. Another advantage is that for a short period a client will see many items and options, which definitely, will save a lot of time. Secondly, without leaving home people can order something from a different continent and get it. Thirdly, some exclusive brands simply do not supply some countries with their products, so the only way to buy them is through an online shop. Banks and financial platforms also allow making a bank transaction fast and quick, just with one click. The only things needed are access to the internet and a digital device, either computer, laptop, smartphone or tablet. In the end, sometimes online shops sell the products cheaper than in the physical stores and have sales way more often. This is because the costs of opening an online shop are significantly lower - the owners of the company do not need to rent expensive premises in areas with high pedestrian traffic and keep a large staff of employees.

However, there are some disadvantages, like the person should be attentive to the on-line store, that it is not an organization behind who just want to steal the money. Internet and such money transactions are very tricky. A customer has to read carefully the general terms and be attentive to the personal data he inserts in the fields of the site. Besides, in many sites in order to make a purchase, a customer has to make a registration and fulfil the site with his personal information. Moreover, making a purchase is a fast action, but then the client has to wait some days, weeks or even months until he will get the item. Obviously, there are exceptions, but it is a rare case.

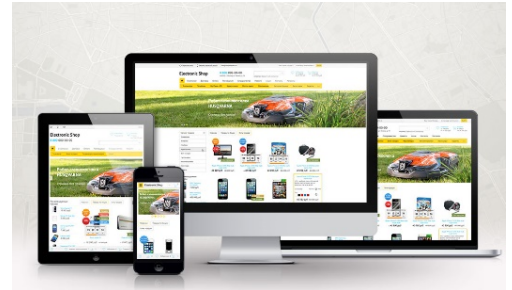


Image56

Mockup of electronic devices with an access to on-line shops

3.3. Physical store preference

With the growing popularity of online shopping, offline retailers are forced to come up with more and more new services for consumers, design their stores so that the lazy and sophisticated customers can stand up from the sofa or office chair and go to the store. Many people still prefer offline shopping in order to get the tactile and aesthetic pleasure of shopping, trying on clothes, contemplating or touching vegetables and fruits, as well as communicating with a living person (a consultant). Retailers seeking success today face the challenge of bringing together the best online and offline.

Certainly, online and offline retail works well together, because instead of one source of income, the businessman gets double. With the development of the Internet of Things, the growth in the number of smartphones, tablets, smart TVs, consumer behaviour is changing dynamically. (Dennis. 2020) The user can start the purchase process through the mobile application, and actually buy in the offline store or, conversely, after examining the goods in the store's salon, talking with consultants, making an online order with delivery or self-pickup from a convenient point. The line between online and offline is blurring, according to MasterCard data: 63% of buyers learn about offers on the Internet and buy offline; about 13% buy online after learning about offers in the store; another 24% combine different methods of searching for goods and buying.



Image57

Mon Parnasse Flower shop,
Canobardim, Madrid, Spain, 2021

Tracking new buying habits, retail is actively entering the network. The most obvious and simple way to develop an online channel is to create a website and mobile applications with an electronic catalogue of goods. A more advanced option is the integration of traditional retail with systems for remote ordering and delivery of goods. This means that the store begins to work as a showroom, allowing customers to choose the goods that will be delivered to them later, regardless of the point of sale. The store itself in this case significantly reduces the retail and warehouse space - they are no longer needed, and delivery is carried out from huge warehouses organized outside the city. Improving this model, you can completely abandon warehouses - goods will be delivered directly from the manufacturer, and the key task of the store will be marketing and building individual loyalty programs. For example, this is how Amazon works.

Amazon launched its first furniture brands, Rivet and Stone & Beam. This furniture is of average (or slightly above average) price, with an emphasis on decor and a "cosy atmosphere". These brands are doing great right now, according to One Click Retail. When the largest online store is behind them, they are often at the top of the search, it is difficult to be unprofitable. In one year, monthly sales of the two furniture brands have grown by 300%, they bring Amazon an additional \$ 35- \$ 50 million. The company is now offering a visual method of buying furniture by launching the Scout AI recommendation service. He selects the perfect fittings for the user, and the client only needs to like or dislike what he offers. Over time,

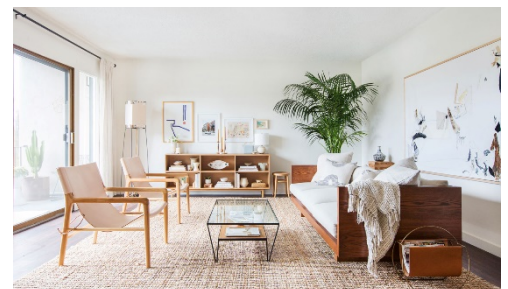


Image58

Amazon furniture, 2019

among the recommendations will be entirely what is interesting to the client, and at the same time, he does not even have to fiddle with filters or write something in the search field.

However, despite such a growth in popularity of online stores, the demand of people, who want to go to the physical shop is still big. Firstly, in the case of cloth, a human usually wants to try this on and to see how it fits, if it matches and suits. Secondly, people can wish such an experience, like spending the day in the shopping centre, visiting every shop, enjoying the process, to see different interiors. It gives a special mood, a memory of the service, design, sometimes the aroma of the store that also makes an impact on the client. The item that is bought in such conditions is unforgettable. Interesting fact that a potential client can see a new brand shop on a social media page. The content will include pictures of their products with a background of the interior design of the store, it can attract the client to go there. One more time it shows how interior design reflects on the customer. Besides, people want to touch, to understand the size, to feel and it does not go only to the cloth, even when people buy furniture, they want a prove for themselves that this item worths it. Moreover, even buying online, something still can go wrong and the order can go to another address, then it will be a long process to find out the reason and get back the order. And what if it happens with a gift, in this case, the client has a date limit. Until recently, the answer to the question: does the world need physical stores was quite obvious. The answer was yes. However, many things have changed.



Image59

Photo-illustration of delivery

3.4. Development of technologies

The century of technology does not stop and keeps producing new devices, new applications, new services but all of this is possible if the human has access to the internet. Nowadays, there are many worldwide e-commerce platforms, where regular users can buy and order products from any country. So, in some days, weeks, months the item from another part of the globe can be delivered right to the customer's home door. Worldwide and national brands are using all the possible digital ways of communication with their clients. Some of these are online websites with a store, social media pages, target and context advertisements, promotions from famous bloggers and many more. The list will keep growing as the technology does not stop. A lot of people are involved in it: technique specialists, analytics, marketologists, graphic designers, photographers, models, copywriters, logistics, managers and others. Besides, there are a lot of people working in customer service, helping their clients with feedback and answering their questions or solving issues. It is a big mechanism, depending on the size of a business and capacity. Talking about a random shop, in the past, it starts from one physical shop, then some more shops, then social media and promoting attributes, at the end the shop is transformed into an online shop. However, nowadays many shop platforms do not have a physical store and never had it. Nowadays, people can earn money on the internet without paying rent for the shop, bills and having a standard working day. Today, with a help of technology, the owner does not need to answer every

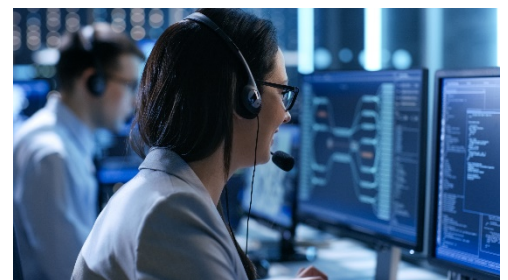


Image60

Photo-illustration of customer service

single e-mail, smart settings can do it all for him at any time of the day and night.

What is the principle of the online store? It is no longer enough for a self-respecting company to simply place a static site on the Internet, maybe even with a great design, but with outdated information. Such a site cannot attract a stream of targeted visitors. In this regard, a company seeking to take a leading position in business needs to transfer its website to a Content Management System (CMS), for example. The management system will allow to quickly fill the site with relevant content, carry out search engine optimization, and significantly reduce the cost of maintaining the site. If at the same time the company is engaged in trade, then connecting to the website of the online store will provide it with an additional competitive advantage. The site will cease to be costly; it will become an effective sales tool that brings tangible income.

Trading on the Internet has its advantages, the main ones of which are: the cost of organizing trade on the Internet is less than offline; the online store is open 24 hours a day, 7 days a week; with the correct organization of the online store, the cost of attracting a buyer is significantly reduced; the cost of an advertising campaign on the Internet is much lower than an offline one; geographic reach of the audience is not comparable to that of a typical retail outlet. Consider the general principles of trading through an online store, as well as the relationship that arises between a trading company and a buyer. To understand what an online store is, it is necessary to



Image61

Illustration of composition of Content Management System (CMS)

consider the main stages of a transaction (communication) between a buyer and a seller on the Internet. It is usually customary to distinguish five main stages: attracting and informing; formation and acceptance of an order; order processing; payment and delivery.

There are already enough IT solutions on the market for retail chains that have integrated online and offline channels. Showroom stores are encouraged to use these new technologies - virtual showcases and fitting rooms, 3D mirrors that allow you to put cosmetics and clothes on your reflection, as well as self-service technologies. By the way, modern electronic systems do an excellent job of informing the client about goods and writing off money when buying. For example, the Italian luxury brand Brioni has installed virtual smart mirrors in its stores in Rome, Milan, Las Vegas and New York, allowing customers to choose clothes from more than 1,500 models. Sporting goods hypermarket Decathlon has equipped stores in France with touch-sensitive catalogue kiosks and self-checkout counters. Spanish Zara shoppers are now using interactive fitting rooms to select items on a touchscreen display. All information useful for marketing flows in real-time from stores directly to the data centre at the company's headquarters.

3.5. Virtual shop experience

Such an option as a virtual 3D tour in any computer or smart device is very popular nowadays. A client can check it from being home or any other place in the world, he can zoom in and zoom out, to check every corner in detail. Sometimes it has even



Image62

Illustration of virtual shop experience

more privileges, so by clicking on some object, a user can see it in details. New technologies and 3D scans allow making such an experience easier for a customer. If the person has smart glasses of augmented reality, this experience can look like an emotional computer game activity.

After watching a virtual 3D tour of a shopping centre or store, it will immediately become clear to the potential consumer whether it is worth spending time and money on this store or it is better to start looking for another. 3D tours arouse user interest and make Wow effect. If a store or a shopping centre offers a virtual 3D tour, the likelihood that a client viewing the tour will look to it doubles. In particular, potential customers between the ages of 18 and 45 are 30% more likely to visit a store after watching a 3D tour. Such virtual tours can be uploaded on websites or any social media.

3.6. Marketing

Marketing is very important in any business. In the age of our technology, social media and easy access to the Internet people spend many hours of the day checking some applications or searching for information. Advertisements, promotions are everywhere. Marketers pay in order to be on top of the list of an internet search or in order the client notices faster an advertisement. Through marketing, the company can understand who is their buyer and customize a business in detail for it.

The businessman must know his main direct and indirect competitors. Especially - the description



Image63

Illustration of virtual shop experience

of the concepts of positioning brands of competitors, their strengths and weaknesses. Consumer portrait: geography, marital status, education, occupation, profession, income per person, social class, hobbies, lifestyle. Consumer's behaviour and purchase motives; situations of consumption (visits) - daily, weekly, occasionally, purchases for themselves, for the family, as a gift or any other reason. Besides, the main desirable features and characteristics of the brand. The businessman has to have knowledge about an increase in sales volume, market share; positioning (strengthening, adjustment, development); restyling of the visual communications; rebranding; new product; launch.

Underestimating the possibilities of online sales marketing can at least slow down business development and result in the loss of some of the profits. But despite the fact that online sales are relatively young, in some areas it has practically supplanted the appeal to offline sellers. Successful online marketing of the 21st century is a constant search and implementation of effective technologies that allow achieving the financial indicators necessary for a business. It is not limited to the standard set of tools offered by ad systems. The alternatives are often more sustainable with tangible budget savings. For example, placing high-quality native ads on a site with high traffic can bring conversions comparable to contextual advertising, targeting and SEO (search engine optimization) combined. The Internet marketer's arsenal also includes SMM promotion, affiliate programs and projects, e-mail newsletters and



Image64

Illustration of composition of Marketing strategy

other means that convert the interest of customers into selling goods over the Internet.

The well-known expression "who owns the information, he owns the world" in relation to the technology of Internet marketing of the 21st century, and can be paraphrased as follows: "who correctly presents information to his audience, he makes online sales." This requires setting up Internet marketing for the format and characteristics of the business, regular monitoring of efficiency and juggling with all available services and web tools.

CHAPTER IV – NEW TRENDS

Introduction

Talking about design trends for the next 5 years. Color will become a staple of retail interior. Lighter shades are relegated to the background as bolder colors make their way to the windows. Using color blocking to grab buyers' attention will be a common practice. This will allow a certain behavior of shoppers in stores. Chromatic colors will also appear in shades of the same group. And will be a common feature of the luxury sector, while bold colors will target the youth industry. Lighting is one of the most important elements of the store experience due to its innate ability to influence the mood, alertness, and attention level of shoppers, especially using a custom or "dynamic" light source, which can make a cold or warm atmosphere, based on the preference.

4.1. Tendencies

1. Self-service

More and more major retailers are offering shoppers to use self-service automatic lockers to receive and return orders. This is beneficial for both: the client and the seller, since consultants have time to serve other hesitant customers, and independent buyers are guaranteed to receive their purchase quickly by making a pre-order. Retailers are working to improve and simplify this service. Retailers do not need to hire more staff. It is not enough just to be a salesperson these days - retail employees are brand ambassadors and an integral part of the brand experience. However, soon will be a day when all



Image65

Box by Posti Self Service Store, Fyra, Helsinki, Finland, 2019

physical consultants will be replaced by smart robots, that are programmed to sell.

2. Feels like home

Residential design is a growing trend in retail and is becoming more and more popular in the office interior and design industry in general. Residential design means creating a comfortable, welcoming, homely atmosphere in public spaces. HoReCa industry uses residential elements: customers feel comfortable, they spend more time in the establishment and leave more money there. At New Balance's flagship store in Brighton, shoppers can get 3D scans of the foot and watch the shoe's manufacturing process.

3. Photo zones

Many retailers use their passion for taking and posting photos wisely and even consider the presence of photo zones when designing a storage space. This social media phenomenon not only makes the shopping experience interactive but also gives businesses and brands a great way to get free promotions. The value of a product on the shelf and the value of the same product on the shelf in a completely different space, captured in posts by thousands of shoppers and posted with a geotag on social media page - two different values of the same product. Attractive floor or wall installations with unusual patterns, neon signs and catchy phrases combined with intriguing backgrounds are commonly used for a “photo zone” space. Some stores change the entire design of their store and the range that it



Image66

Office Allegro, Space ID, Warsaw, Poland, 2017

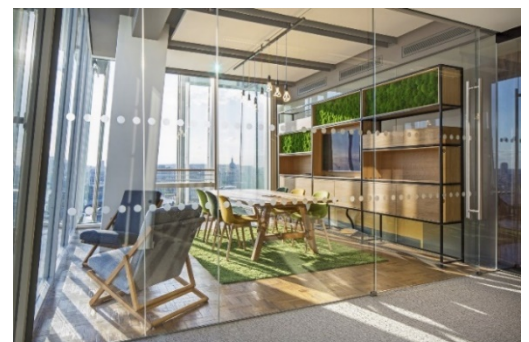


Image67

Office Allegro, Space ID, Warsaw, Poland, 2017

sells every month. This thirst for surprises and novelty drives people to come again and again. Such a trend will be alive for many more years and every time designers must think wider because in the century of social media it starts to be hard to surprise people. Photo zones must give a big will to people to take a picture and post it.

4. Eco-friendly

The biggest trend for the whole future is eco-friendly style. More and more, people see how such giant unstoppable production destroys nature, air and the environment. There is no more plastic use in any professional interior and product design of the future. Nowadays, there are newly recycled, natural materials and other ways to replace plastic. Incorporating nature into retail spaces provides relaxation for shoppers and stimulates store presence and retention. Neutral tones and dark grey woodwork are becoming extremely popular in the design of floors and ceilings in retail spaces. The use of wood has become a popular trend in-store design and will continue to be. An example of a concept store that uses wood is the Patom Organic Living boutique in Bangkok, which specializes in organic body products. Business owners are committed to promoting sustainable and green living through their products. Their interior design is inspired by nature and the natural white and brown colour scheme. Patom's owners and designers chose reclaimed timber from the owner's old houseboat - fallen tree trunks from a family farm - and reclaimed furniture from the owner's collection while remaining true to their brand's beliefs. The concept store is also



Image68

Preciosa Group, Salone del Mobile, Milano, Italy, 2019

*The company presented their new products and at the same time made a photo zone.



Image69

Preciosa Group, Salone del Mobile, Milano, Italy, 2019

*The company presented their new products and at the same time made a photo zone.

surrounded by lush greenery that takes a breath away at sunset. Conscious use of materials for packaging, retail decoration and in the production of goods is important not only for sellers but also for consumers. In situations when the environment is not in the best condition, people are always glad to new production, the results of which are not only aesthetically pleasing but also do not have a detrimental effect on the environment. Retailers are now looking to bring into their store environment everything that works on the principle of the least pollution on the planet - from recycled marble to the preserved walls of non-functioning factories. Anything that conserves energy and does not pollute.

5. Hugge

Life according to the philosophy of hygge is gaining more and more popularity and will continue to be in trend. Hygge is a concept that originated in the Scandinavian countries, denoting a feeling of cosiness and comfortable communication with feelings of well-being and satisfaction. Living in an ever-accelerating and rapidly changing society, feelings of anxiety and frustration are an inevitable component in human's lives. Retail therapy is all about comfort, but more importantly, it is a space in which consumers choose to spend their hard-earned money. Retailers who can provide that instant relief and safe space away from the hustle of the city are the clear winners. It is all about finding order and beauty during the chaos. MUJI's flagship store in Tokyo, which used to be a clothing and home furnishings retailer, now has its fruit and vegetable



Image70

Patom Organic Living boutique,
NITAPROW, Bangkok, Thailand, 2016



Image71

Patom Organic Living boutique,
NITAPROW, Bangkok, Thailand, 2016

market. In addition to their home theme, there are also the MUJI huts, which are separate staterooms in the store that imitate living quarters and the perfect showroom for their furniture.

6. Old and new

Europe is a quite conservative and historical content in the world. There are a lot of old buildings that make part of UNESCO. Years are passing and this cultural meaning keeps interest people to visit European cities, to feel the culture and to see the beauty of the past. However, it stops Europe from being a modern continent with the latest technologies and unusual urbanization. Often, designers have to think about how modern design can interact with a cultural heritage. Commonly, designers are using classic store designs to give the look an eclectic aesthetic. Consumers increasingly want to be in places that have character, personality and storytelling, the history of their brand by renting out display cases that have a particular history or cultural significance that makes their brand a part of the city. For example, the design of an Apple store on the Champs Elysees in Paris. Only a few brands will be able to seamlessly integrate into a historic Parisian building, especially as a global brand at the forefront of technology. Instead, Apple is paying tribute to the city's historic architecture by introducing modern spaces. The interior is lined with burgundy stone and French oak parquet flooring, which creates a sense of the time, but the modern style of the city. The sculptural roof light delivers renewable energy and



Image72

MUJI Ginza flagship store, Keiichi Ito, Tokyo, Japan, 2020



Image73

MUJI Ginza flagship store, Keiichi Ito, Tokyo, Japan, 2020

sunlight, filling the space with 100% renewable energy.

4.2. Flagship store

Despite a big development and quantity of online stores in the whole world, including largest online platforms like Amazon or Alibaba, some worldwide brands keep increasing the quantity of the shops, especially by making flagship stores.

Flagship stores are mono-brand boutiques with a unique design (both external and internal), conveying to the consumer the philosophy of a particular brand while possessing such attributes that make it possible to identify this brand, as well as creating an image of exclusivity and luxury of the brand in the consumer's mind. In the world, a flagship store is a physical embodiment of such a marketing communication tool as visual merchandising (product presentation), to maintain and strengthen the brand's position in the minds of consumers. Using the classic comparison, the flagship store is the “face” of the brand, indeed, by its design. As a result, a customer can not only identify the brand but also understand its philosophy (character), as well as the concept of a given season (mood). Design brands try to bring all their assets to the flagship store: symbols, music, unique product lines, the same building materials, the most complete representation of seasonal collections; creating absolute comfort for the visitor. Sometimes, the flagship store serves as a museum as well. Besides, the trade tells the history of the brand showing unique items and giving a better understanding of the brand. The greatest efficiency of



Image74

Apple store's roof, Champs Elysees, Foster + Partners, Paris, France, 2018



Image75

Apple store, Champs Elysees, Foster + Partners, Paris, France, 2018

visual merchandising is achieved when taking into account and forming its two main components: internal and external image.

The internal image includes the display of goods, personal sales, customer service technologies (fitting rooms, consultation), additional services. For example, in boutique Prada in New York, fitting rooms are equipped with video cameras so that the visitors can see themselves from all sides, and interactive displays, thanks to which, without leaving the fitting room, they can get information about other sizes and colours of the selected clothing model. In addition, the boutique is equipped with computers with special software that allows them to choose the colour scheme and texture of clothing for the customer's figure. As additional services, there is a large hall that can accommodate up to two hundred people, designed for showing films, lectures and various performances, as well as a computer terminal installed in the elevator of the boutique, with which a customer can also make a purchase.

The external image includes the location of the store, the architecture of the store and nearby buildings, shop windows, interior design, signage. As a rule, flagship stores are located on the most prestigious streets of historical and cultural capitals (Faubourg Saint-Honore (Paris), 5th Avenue (New York), three streets that form the so-called "golden triangle" in Milan: Via Alessandro Manzoni, Via Senato and Via Monte Napoleone). Showcases of flagship stores often present true works of art to passers-by, whole installations are created in the



Image76

Nike Flagship store interior, SoHo, New-York, USA, 2018

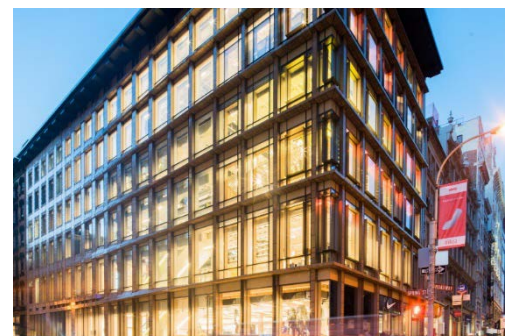


Image77

Nike Flagship store exterior, SoHo, New-York, USA, 2018

showcases, the theme of which necessarily corresponds to the main idea of the collection of the current season. With a help of the external image, many flagship stores become tourist attractions, along with museums and architectural monuments, and are included in travel guides. Another important feature of flagship stores is the number of costs for their creation and maintenance, which significantly exceeds the amount of their revenue.

However, flagship stores primarily work for maintaining the image of a fashion brand, along with editorial advertisements and theatrical fashion shows, and only then as retail outlets. The effect of a flagship store, as in the case of a theatrical fashion show, can largely cover all the costs of its creation and maintenance.

E-commerce every year takes an increasing share in retail around the world. The strongest brands are rethinking development strategies and becoming omnichannel. In the bad scenario, legendary retailers go bankrupt, unable to adapt to the digital realities of the market. Popular shopping centres in the United States are gradually losing their youth audience and turning into ghosts. And one of the oldest houses, Burberry houses, already sells clothes via Instagram. Who are these people who believe in traditional trade and open mind-blowing, ultra-tech flagship stores in prime locations around the world? Who is throwing millions down the drain at a time when the whole planet prefers to buy from Amazon?



Image78

Louis Vuitton store exterior, Jun Aoki Associates, Osaka, Japan, 2019



Image79

Louis Vuitton store interior, Jun Aoki Associates, Osaka, Japan, 2019

For example, these are Apple, Nike, H&M, Louis Vuitton, Uniqlo and company. The best at what they do and they know what they are doing. Their flagship stores, creating that brilliant shopping experience, are mind-boggling. They are a thousand times cooler than the most convenient and fastest online shopping. And they, probably, will never die. (Rams, 2019)

4.3. Offline shop relevance

Online sales and physical stores must be in symbiosis with each other. These are two different channels that can complement each other successfully. There will always be customers who only want to shop in a real store or only online. However, more and more people are using both of these channels.

Selling online has several benefits. First, they create a closer and more personalized contact between the store and the customer and allow the formation of special offers tailored to the customer's preferences. In addition, an online store serves as a showcase that attracts customers to a real store. If retailers do not invest in such an online storefront, they risk missing out on some potential customers. Moving from multichannel to cross-channel selling is a reality that retailers have to deal with. Also, there is a fact that thanks to the development of digital and mobile technologies, online sales are increasingly occurring directly in a real store. There are several ways to integrate virtual shopping with the real-life point of sale visits: to speed up the buying process with mobile technology and near-field communication (NFC); to offer customers to use mobile apps when entering a



Image80

Céline Flagship Store, Valerio Olgiati,
Miami, USA, 2018



Image81

Céline Flagship Store, Valerio Olgiati,
Miami, USA, 2018

physical store (this will allow retailers to make personalized offers to customers); to provide the ability to receive information about products in augmented reality by scanning them and to use social media as a forum for shoppers to share opinions, make recommendations and report on their purchases.

After all, there are so many things that people can do online and they spend hours living a virtual life, that such activity as shopping with an opportunity to enter in the shop, to touch everything, to get such experience – still worth it. The work of interior designers plays a big role in this because only with such professional help, the shop can give a unique emotion and transmit the sense of the brand.

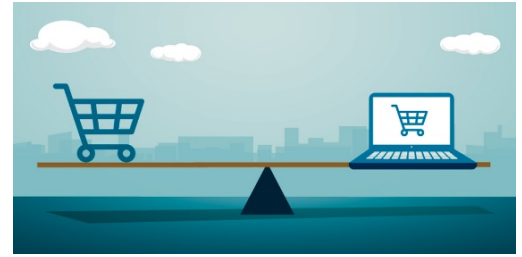


Image82

Illustration of offline retail and e-commerce

Chapter V

Pandemic: a new reality

Introduction

In 2020 the whole world was a witness of a fast-spreading virus that forced many countries to close their borders, to stop many productions, to make as few avia-flights as possible and to force all people to be home. This situation influenced a lot on the commercial trades and as a consequence the economy of the countries. All the shops that do not sell essential food had to be closed. All shopping centres in the whole world were empty, without light and people. The same was with some shopping streets that were used to have a lot of fun, different activities, tourists, interesting shops and entertainments. The cities were like a desert without life...The retail world was alive only in online mode and still with many difficulties.

5.1. Changing rules

After some months, the shops were reopened. Firstly, the shops with a door to the open-air were opened and only at the end commercial centers, everything depended on the area of the space. However, it still was hard to enter the shop, besides many basic rules, some shops did not allow to try the cloth on. For this, a customer had to buy everything and only after a trial at home, he could give back the items and get back the money. Interior design also had some changes. Firstly, essential rules of the shop had to be visible, it changed the appearance of some walls and the atmosphere in general. Secondly, shops had to prevent large crowds and reduce the number



Image83

Illustration of spreading pandemic

of stands with clothes or rearrange the furniture, depending on the area of the shop. Sometimes it makes a big difference to the interior of the shop. Thirdly, the dressing rooms had to be abandoned and to be completely out of use.

Moreover, the situation was still so unstable that when commercial centres were opened again, after just a couple of months of work, they had been closed again. Even being opened, it was not the same as people used to have. Customers had to follow many rules, including a limit of humans in the shop and still could not try any cloth on them. Sometimes it is hard to buy an item without knowing how will it match and fit, even knowing the size. Such reopening and closing of shopping centres had been repeated several times. The only way for people to shop was online shopping by using websites or special platforms. The sales went down, as people were just staying home, they did not have a will to waste money, did not want to spend the time scrolling internet and, after all, there was no place where people could dress it. There are many other reasons, why a lot of people were making just essential shops during this time. As a consequence, many worldwide mass markets, luxurious, private and national brands lost a lot of money. However, they still do not get the income they are used to. Many commercial interior designers did not have work to do as everything was closed and businessmen could not predict the future. People in the whole world need some time to recover from what has passed, to feel safe and do not have a fear to live a social life. From 2020 life in the world dramatically changed.

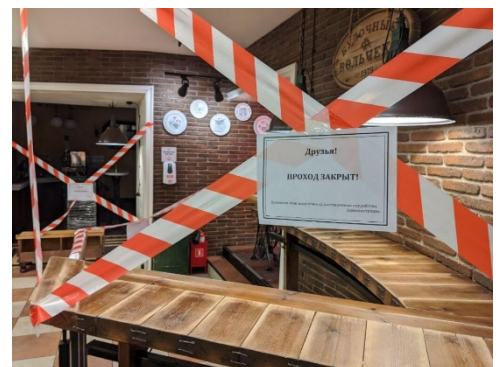


Image84

Photo-illustration of a closed public space

Nowadays, almost every shop in the shopping centre has a line of people, waiting to enter the shop. Sometimes even to enter the commercial centre customers still have to wait for their turn. It becomes very tiring; many clients give up and do not visit what they have wanted. As a result, the company does not get the expected income and keeps being in a difficult situation.

5.2. Reaction of people

These rapid changes gave an impact on the regular customers. Not everybody wants to accept new rules and this reality. Global information war led people to the development of agoraphobia – a fear of open space, open doors; mental disorder, within which there is a fear of crowds, which may require unexpected action; unconscious fear experienced when walking deserted streets. It manifests itself in an unconscious form as a defense mechanism. This phobia can be obtained in real life due to fear of something related to people and emotional trauma from people.

Some old generations do not have a will to go back to physical stores, to live a social life. In general, it gives a big impact on the global economy and commercial design. Besides, the fact that customers can try the cloth on, does not bring a will for the young generation to make a physical shopping, as it is possible to make on-line.

5.3. Commercial sufferings

Sales of multinational fashion corporations in the first nine months of 2020 fell 21.8% due to the



Image85

Photo-illustration of closed retail shops



Image86

Photo-illustration of customers during pandemic

pandemic. These data are cited by the research centre of the Italian investment bank Mediobanca. The fall is explained by quarantine measures introduced in connection with the growing pandemic around the world. Besides, the closure of shops, the suspension of international relations and the cessation of tourist flow (the tourism industry suffered a collapse). The growth in online sales (+ 60%) did not compensate for the drop in overall profitability.

By comparison, in 2019, the 80 largest fashion companies - with a turnover of more than one billion euros - generated total revenues of 471 billion euros, which is 4.9% higher than in 2018 and 26.5% higher than in 2015. Among 38 major European representatives of the fashion industry in terms of size, with ten companies, Italy is in the leader, but France is in the first place in terms of the significant share in total income - 36%. In general, the Italian fashion sector - enterprises with sales of more than 100 million euros – had a drop in profitability in it by the results of 2020 about 23%.

5.4. New ways of trades

Safety was a top priority throughout 2020. Stores applied safety protocols to keep shoppers and employees safe, and some of these initiatives may turn out to be tactics that stick around for a long time. For example, appointment-based shopping. The concept of shopping by appointment is not new. However, offering appointment-based shopping helps to deliver personalized shopping experiences, which is on the top of the list when it comes to customer expectations for the future of retail.



Image87

Illustration of the rules for customers during pandemic

It is getting more and more popular to meet such a concept of empty shops. It is a small area with a cashier where people come to pick up what they have ordered. Allowing customers to pick up their orders has helped many retail stores within malls drive online sales. Such a pick-up point saves a lot of expenses on logistics. Another type of modern shop is without any staff and any cashiers. Firstly, such a smart shop has to be projected perfectly by an interior designer, because without professional help, a customer must find whatever he needs and find the path. Such shops are following people and their actions. In the end, a customer can simply go out of the shop and the money will go out from him automatically from a special application. Gathering data is easier than ever nowadays. Not just on an individual or store level but on a higher shopping centre level. Malls can collect valuable information by simply offering free wi-fi. By agreeing to the terms and conditions when they connect to it, many shoppers are also agreeing to have their data tracked and used by the property owner.

However, having a certain number of square meters of the shop borders the designer and the owner to fit in their only limited number of products. In an online way, such a shop can offer way more products than it can put in a physical store. Suppose the future of malls is micro retailing and experience-based shopping. In that case, in-store kiosks will empower retailers to display their complete online assortment in-store and allow customers to order products that are out of stock or not sold in-store.



Image88

Amazon Go store, San Francisco, USA, 2020

***Amazon Go** is a new kind of store featuring the world's most advanced shopping technology. No lines, no checkout – just grab and go! Identification of visitors at the entrance to the store, goods marked with QR codes and the function of instant payment for goods without cash registers.



Image89

Amazon Go store, San Francisco, USA, 2020

The pandemic has accelerated the adoption of advanced visualization technologies. Due to the pandemic, many retailers prohibit customers from physically testing products. However, there is a solution. Retailers are turning to augmented reality and virtual reality to let customers digitally test out thousands of products. It does not make only shopping easier, but customers also love to use immersive technologies. According to Google statistics, 66% of people say that they are interested in using augmented reality for help when shopping.

5.5. Demand for designers

Interior design plays a big role in helping shops to sell their products. The pandemic made an impact on them. However, some huge shopping centres decided not to waste the time, while the building must be closed and there are no visitors, so they made many reconstructions works in the centre and updated the interior design.

However, how will it look like if in the nearest future many shops will exist only in an online format? Because there are shops that can not afford anymore to pay the rent or depend on the public. Will interior designers have work to do?

Interior designers will always have work to do until people live inside closed spaces. Time by time retailers must surprise their customers and one day to scroll the site with images of products will become boring for a customer. On that day designer will have to provide a site with an interactive experience. So, the user opens the site and feels that he is inside the



Image90

Photo-illustration of a closed shopping center

shop, he swipes the screen and he observes the space with products in detail. When virtual reality technology will exist in every house of modern and wealthy families, it will be easier to see using such smart glasses. However, until that the user can enjoy such an experience of buying in his smart devices. All of these interiors, graphic, animation designers will have to work on it. Today, it is possible to find and make 3D models of humans or anything else. Such area of web design will keep growing up and interior design is also included.



Image91

Abandoned Cloverleaf mall,
Chesterfield, Virginia, USA, 2019

Chapter VI

Future purchases

6.1. Reflection of the past

No matter how much people hope that the coronavirus does not come for a long time, urbanists and futurists object say that it will stay with humans forever. At least in the sense that humans habits, lifestyles and ideas about comfort will never be the same again in this century. The world realized that it is not necessary to go to the office to work, there is no need to go shopping for hours to buy something, and people do not even have to go to visit to see their friends. Urbanists, architects and designers reflect what in the future people will do differently.

In 2020 people spent most of their time at home. Do people remember those days when they were coming home just to sleep? During the pandemic, the towns of people had to stay at home for a long time, looking at their apartments again and include in them all the attributes of a "normal" life: work, study, cooking, sports, leisure, walking and also shopping. Forced self-isolation has become a kind of crash test for modern housing formats and has created new demands, including isolated spaces inside the house for each family member.

It is difficult to imagine a more commonplace action than going to the store. Because until now humans have been making grocery trips simply: sneakers on their feet, a jacket over pyjamas, a shopping list - and with a quick step to the nearest store. Nowadays, the exit to the store is "filled with new emotional meanings": "people see in stores a bridge to the past life, an opportunity to walk and



Image92

The deserted streets, Wuhan, China, 2020

socialize," but all this is adjacent to the fear of infection, according to the study "Brave New World". In the future, this will lead to the fact that robots will help maintain a safe distance. Before leaving the house, people will ask the store's chatbot if there are a lot of customers now and find out what time it will recommend coming (such a service is being tested by Lidl in Ireland). A traffic light will be installed at the entrance to the store, signalling an excessive number of customers (such a system was installed in Aldi discounters in England). Small markets with farm products will appear in every neighbourhood, but here, too, intelligent systems will count the number of visitors to maintain a comfortable distance between buyers.

6.2. Nearest future

Until the present time, there were some tendencies that modern shops started to follow. These tendencies and thoughts were quite realistic, easy to imagine and easy to realize in life. There are some technological trends in for the interior design of the future shop in next 5 years.

People are witnessing now daily news of malls filing for bankruptcy or shutting doors. For example, according to one statistic from the USA ", 25% of United States malls are projected to close within the next five years." What does this mean for the future of malls? Malls that want to stay relevant over the next decade will have to reinvent themselves. Retail store owners have to meet customers where they are and offer a unified experience, with inventory both online and in-store. The reality is: malls will look different in the not-so-far-off future.

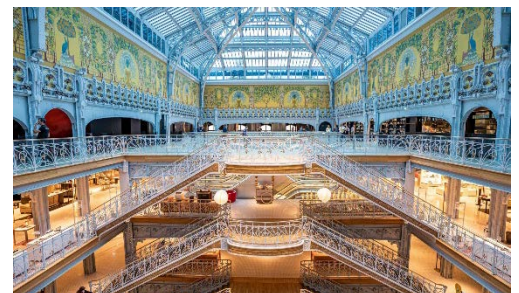


Image93

La Samaritaine, Sanaa, Paris, France, 2021

What does this mean for the future of malls? 2020 was the turning point for shopping malls. The pandemic put a spotlight on the inefficiencies of this retail format, and now it's up to malls and retail store owners to reinvent the shopping experience. Some retail experts predict that malls will transform and have different spatial and functional distributions in the upcoming years. Of all the enclosed malls that exist, perhaps half will still be standing as they were originally designed in ten years ago. Electronic commerce will never completely replace malls, but there will be far fewer. One of the frequently discussed topics is what the future of vacant malls may be. Predictions range from fulfilment centres and apartment buildings, with a small percentage of retail stores, homeless shelters, and health clinics. The Wall Street Journal reported that Amazon is looking up to buy vacant mall space, which added to speculation that some malls may become distribution centres to go forward. The pandemic has only accelerated the two parallel processes: the e-commerce boom and the fall of the mall. As a result, mall owners and their tenants are scrambling to figure out how they can revive mall foot traffic and sales.

6.3. Artificial intelligence and virtual reality

Virtual reality is a computer-generated three-dimensional environment with which the user can interact, fully or partially immersed in it. The customer can experience a fully shopping day sitting on the sofa.

Virtual reality is an artificially created world in which a person feels like in real life. The main trick of VR is tricking the brain. Technically, virtual reality



Image94

The Dubai Mall, DP architects, Dubai, United Arab Emirates, 2019

can be created by broadcasting different images for the right and left eyes, which are combined in the brain into one common one. But this is a very simplified diagram. Multiple sensors and sophisticated software create a sense of presence.

There are many VR gadgets on the market now. Everyone has different characteristics, capabilities and functions, but in one thing they are the same: the virtual world they create is unusually similar to the real one and is becoming more realistic every day.

Artificial intelligence is the foundation for simulating human intelligence processes by creating and applying algorithms embedded in dynamic computing environments. It is trying to make computers think and act the way humans do.

People around the world are spending more and more time online - the pandemic has only exacerbated this trend. In 2020, new generation averaged 8 hours of screen time per day. Brands are actively looking for ways to interact with audiences for whom virtual reality is as important as the physical world.

One of the notable trends is the collaboration of fashion brands with the gaming industry. Examples abound: Gucci's Virtual Apparel Collection in Pokemon Go, Balenciaga's partnership with Epic Games that resulted in a collection of virtual outfits for Fortnite characters.

The digitalization of fashion, however, goes beyond the gaming industry. Augmented reality technologies allow, for example, to present new collections in virtual showrooms or on virtual catwalks,



Image95

Illustration of artificially created world

“try on” things right in the application on a smartphone. In addition, brands are increasingly releasing products that exist exclusively in virtual reality. Interest in "digital luxury" is growing along with the popularity of NFT technology (Non-fungible token), which confirms the uniqueness of a virtual object. Louis Vuitton, Burberry, Dolce & Gabbana, and the online marketplace Farfetch are already experimenting with NFT.

With the rise in popularity of virtual fashion and online shopping, fashion brands are gaining access to user data and will increasingly face cyber-attacks. Digital security is one of the priorities of the fashion industry for the near future. For example, 61% of fashion executives surveyed by the authors of the report noted that they pay more attention to cybersecurity in 2021 compared to the previous year.

6.4. 3D technologies

The consumer wants to know as much as possible about the products. Ecommerce limits the shopping experience to the lack of physical contact with the product. However, technology will allow it to be possible by making the product volumetric, which partially compensates for the physical absence of the item.

Today, the program «360 photos» is used to demonstrate volumetric goods - panoramic photographs that allow a customer to view the goods from different angles, they are gradually being replaced by 3D reviews - full-fledged 3D models with realistic textures that allow not only viewing the goods



Image96

Photo-illustration of a virtual reality

from different angles but also demonstrate its physical functionality, for example, open and close a laptop, rotate the camera screen.

The process of introducing reviews is rather slow because only one company in the world is currently creating them - REVIEW3, which sharply limits the range of reviews and market reorientation to this type of content. According to media reports, the developers use a unique shader and filtering algorithms to obtain highly realistic textures that do not require significant system resources for display and long loading.

Another additional service of stores can be 3D printing of ordered goods. In the next decade, 3D printing technology will disrupt traditional retail chains. After all, instead of carrying a batch of coffee cups from China, distributing them to warehouses and delivering them to shops, they can be simply printed out in a few minutes. In the future, everything will be much easier: the user downloads the drawing of the cup from the Internet and simply sends it to the store for printing. When he goes shopping, his order will be already waiting for him. This will be the beginning of a radical change in the structure of retail. So far, 3D printing mainly uses plastic, but some developments create things from other materials, including fabrics. The only question is when. The experts predict that changes will occur in the next 10-20 years. High-tech shopping eBay's head of innovation, Steve Jankovic, believes that soon users will not waste time buying household items at all. For them, it will be done by their "smart" home, which will use the history of



Image97

Photo-illustration of augmented reality shopping experience



Image98

Photo-illustration of an interactive virtual store

shopping and data from sensors. For example, the system will know that some lamps may break soon, so the system will order a new one on its own. Or the washing machine will buy powder when the current packaging comes to an end.

6.5. The future shop

The stores of the future will be non-standard and as convenient as possible for shoppers. Traditional stores will not be used primarily for sales, but to strengthen the relationship between shoppers and brands. Since most people are most comfortable trying on at home, more brands will offer a try-before-you-buy service. (Guillen, 2020)

Personalization will become the main trend in retail soon. That is why shortly, buyers will begin to take a more active part in the creation of things.

By 2026, most of the wardrobe will be technologically advanced. “Wearable technology will become more advanced and able to connect to the network instantly. Consumers will have access to all cloud services and the ability to provide different services. For example, one day a zipper will be able to close itself when it gets cold.

Modern technologies are fundamentally changing the favourite pastime of many - buying new things. A novelty in stores may be virtual avatars for trying on clothes. For example, eBay recently bought a company called PhiSix, which is developing similar technology. It will allow everyone to instantly change their outfits without undressing. Thanks to this, it will be possible to try on significantly more sets of clothes

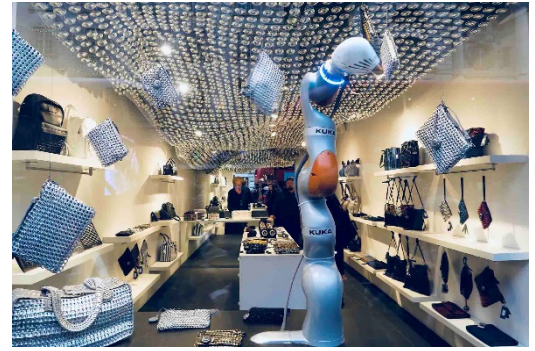


Image99

Bottletop shop, 3D printed store, Al Build, London, United Kingdom, 2018

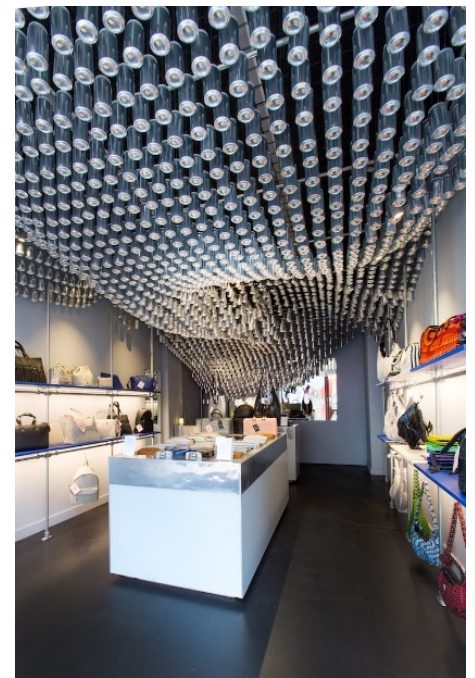


Image100

Bottletop shop, 3D printed store, Al Build, London, United Kingdom, 2018

at the same time. In addition, such virtual fitting rooms will help a client better evaluate the outfit, because they will be able to simulate typical situations on the screen: going to a cafe or walking along the street.

The shopping of the future promises a lot of changes and innovations. Forrester analyst Zuharita Mulpuru says the stores of the future will be service-oriented: babysitting, veterinary services for animals or maintaining good looks. These services will be in addition to services that connect online and offline shopping. They will deliver goods, take orders and walk between the rows of goods instead of the user. And if the buyer personally goes shopping, for example, for clothes, then it is enough for him to indicate his parameters and desired models in the smartphone. When a client comes to the fitting room, things will already be waiting for him there. Services will help shopping. Some stores are already incentivizing shoppers by giving them personalized discounts as soon as they enter the store. One of them is the British retailer Tesco and the Duane Reade pharmacy. They have implemented a new technology that tracks users over Bluetooth enabled. As soon as a regular customer enters the store, the system asks for their purchase history. Then the system can either direct him to the right products or give a personalized discount, sending messages about it to the phone.

6.6. Destination center

Think of this as a take on the traditional “flagship store experience.” Instead of a retailer, the anchor here is a compelling social experience—perhaps an indoor ski slope, roller coaster, concert



Image101

Illustration of IT food shop concept

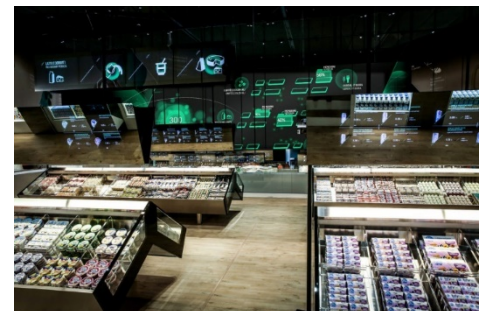


Image102

Illustration of IT food shop concept

space, or museum providing immersive, experience-based entertainment. Destination centres in operation today include Xanadu in Spain, the Mall of the Emirates in Dubai, and the American Dream Center under construction in New Jersey and Miami. Designers will have a lot of work to do, trying to create an unusual space that will attract customers at first sight.

In the future, a big part of any commercial centre can be transformed into values centres: spaces that draw their identity—and tenants—from consumers' shared values. Values centres are anchored by an idea, not a retail nameplate. It could be political, such as animal rights, or an ethnic or community identity, such as a sports team, and all tenants could provide an experience that ties into this. Imagine the male equivalent of a Brooklyn co-op showcasing local fashion designers, restaurateurs, craft brewers and distillers, and artists. Dynamic pop-up locations and virtual or group showrooms could allow local merchants to showcase their offerings on a rotating basis and provide local artisans and designers with the opportunity to interact with customers, co-design products, and manufacture them in real-time. The area will have to be optimized for every participant, the area will have to be optimized for every participant, be attractive and easy to access. International examples of this format today include the Great Food Hall in China, the Market Hall in Portland, the Markthal in the Netherlands, and Eataly. New public spaces will be created for communication. The Samolet Group, for example, has taken the practice of opening neighbourhood centres in its projects and managing



Image103

Xanadú shopping centre, Intu and TH Real Estate, Madrid, Spain, 2017



Image104

The Markthal, Market Hall, MVRDV, Rotterdam, the Netherlands, 2014

the filling of commercial space to make the leisure component as diverse as possible.

6.7. 2040 Store

Change. A word that evokes both excitement and fear, especially when it comes to the picture of the future of trade. Are there no shops, shopping centres and everything that businesses and customers so used to on the market map? And if they remain, how will it look like?

Changes are happening so quickly, and it becomes so difficult to comply with them that it makes sense for retailers and commercial designers to look closely, listen and try on even the most fantastic predictions. After all, when the author of utopian novels, Edward Bellamy, in the distant 1880, in his novel «Looking Back», first described plastic cards that can be used to pay in stores, his fantasy was hardly taken seriously.

Changing consumer values and needs have become a new factor that largely determined the development of retail, and technology has become one of the key driving forces transforming the whole picture of the world. (Dennis, 2020) It is they who will remain the factor dictating major shifts in the structure of trade in the near future. In 20 years, everything will be different. But how exactly?

By 2040, the traditional neighbourhood, with its residential, transportation, commercial, entertainment and retail elements, will be packed full of technology. Most residents will forget about their usual office locations and will spend their working hours at home

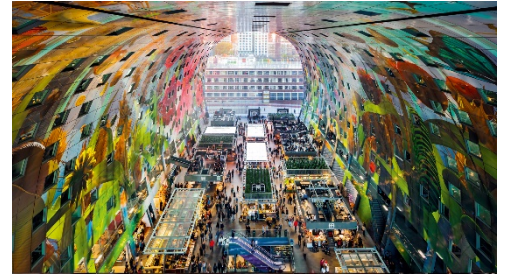


Image105

The Markthal, Market Hall, MVRDV, Rotterdam, the Netherlands, 2014

or in coworking spaces. As a result, the number of citizens using transport and moving around the city daily will also decrease. Consumers will be able to get what they want without leaving home or as close as possible to their habitat. Personalization, which will be provided by bots and numerous robotic assistants, will reign supreme. The retail outlets will be transformed into experimental centres, where customers can test products only to order their delivery home. The lines between reality and virtual reality will blur as consumers increasingly hunt for entertainment and new experiences.

Before, shopping was a journey into the world of relationships, which is a subject to one and clear goal - to buy. The perfect journey added value during a search, the atmosphere that the interior of the shop gave, selection and after purchase, transforming the deal into a lasting romance. This scenario turns the classic layout upside down, where the retailer offers, convinces, and the consumer agrees. Now the client is demanding, and the manufacturer and the retailer are trying to meet these demands. 47% of consumers around the world want to “see or taste” a product on its habitation before buying. However, the great and mighty Internet will remain the main destroyer of the traditional way of trade.

According to Euromonitor analysts, physical stores will not completely disappear - they remain an experimental platform where a visitor can view, touch, smell or try on goods. Categories such as clothing, accessories and cosmetics will remain in demand in physical retail. Virtual reality and 3D images, even in



Image106

The Digital Garage, Snøhetta designs, Tokyo, Japan, 2021



Image107

Zara, Digital art screens, Shane Fu, Soho store, New-York, USA, 2021

20 years, will not replace the emotions that are caused by direct contact and the "live" study of these product groups.

6.8. New key features in retail

With each passing day, the separation of the purchasing decision from the physical point of sale is felt more strongly. And retail will increasingly use technology and innovative solutions to remove barriers between product offerings and customers whose daily shopping needs will not diminish. Technology will not only facilitate convenient and fast shopping but will increasingly satisfy the curiosity of customers who are inclined to experiment with new products.

Primarily, physical retailers will be responsible for impulse purchases with limited regularity. (Guillen, 2020) Wearable technology and voice assistants will guide customers through the retail space, products will be automatically added to the virtual shopping cart, and robots will handle customer service, inventory, and management of ongoing processes.

Perhaps the emergence of a new format of experimental spaces, on the territory of which the testing of products requires more study will be carried out. Retailers may charge a fee to enter such exclusive locations, offering customers a unique experience in return. It will be a hybrid format that combines the presentation of interesting products and unusual practical activities.

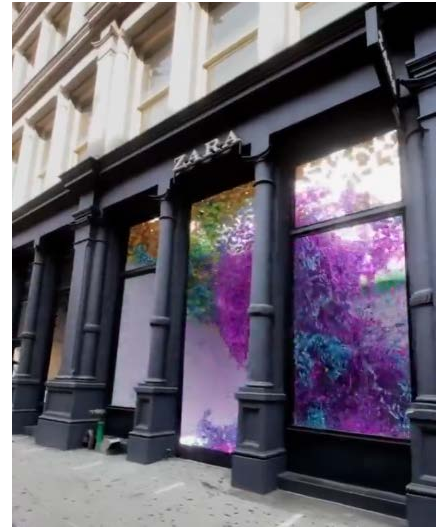


Image108

Zara, Digital art screens, Shane Fu, Soho store, New-York, USA, 2021

Examples of such locations are already appearing, for example in current Russian retail. Thus, Leroy Merlin, the largest DIY (do it yourself) retailer, launched the Idea Factory. Every day, masterclasses are held in the new space, where visitors in the hypermarket can create interior elements or nice gifts with their own hands. Thus, creativity becomes the basis for testing an expensive tool and new unusual materials, and it is possible that after such a contact the buyer will decide to purchase equipment that is still unfamiliar or made of interesting raw materials.

The development of online commerce and the ubiquitous technologization of retail will inevitably lead to changes in the design of storefronts and the development of scenarios for the delivery of goods. Grocery stores everywhere will organize separate entrances for accepting and issuing online orders. Thanks to video monitoring systems, retailers will learn to identify visitors at the entrance to the retail space in order to make them the most relevant offers.

1. Shop window

Shop windows will lose their decorative function and will become a platform for informing the audience about prices, new offers, products and activities or will be just as a part of the attraction for customers.

2. Entrance and exit

Biometrics will allow identifying visitors at the entrance to the store, and as a result, make personalized offers to customers. Cash desks will disappear at the exit - payment for purchases will be



Image109

3D curved outdoor LED billboard display, Jyvisions, Seoul, South Korea, 2021

made automatically when leaving the outlet. For the convenience of servicing online customers who make purchases using the click & collect model, there will be different entrances for those who pick up an order or are just planning to place it.

3. Test Zone

An important element of the store of the future will be the test area, which will use the most advanced VR technologies. The virtual fitting room, virtual mirror, virtual stylist, even virtual reality with probable locations in which this or that thing will be made. Thanks to technology here, in the fitting and testing area, the consumer will be offered hundreds of options for a complete look or make-up, based on the individual data and preferences of the buyer.

The first thing that would surprise today's buyer is that information about the buyer will be stored not from the cradle but taking into account the previous generations. Based on powerful intelligent quantum computing systems, it will be possible to build a customer profile for several generations to come. But the buyer himself will not participate in this routine, because all the “black” work on product selection and involvement in marketing activities will be done for him.

There will be also a tremendous evolution of the assortment, which will become not just huge, it will become endless. Moreover, its expansion will take place, not due to mass production, but exclusively in the context of the release of personalized goods. The choice of such products can only be made by an



Image110

Photo-illustration of virtual fitting room with the use of artificial intelligence and virtual reality

avatar, fueled by powerful calculations, and the shopping will consist only in putting down mental ticks and approving this or that purchase. Shopping will lose the function of choosing, but it will acquire the function of approving the choice made by an avatar.

The development of neural networks is a worldwide trend. Naturally, the main source of research funding in this area are commercial companies and corporations that provide online advertising services.

In the future, from the use of neural networks by using images, search engine operators and visual content aggregators will move to direct product search based on the analysis of the similarity of the depicted objects. (Artamanov, 2019) Similar services that allow people to analyze product photos in marketplaces already exist. Over time, their algorithms will improve and they will complement the arsenal of digital marketers. All this will fundamentally change the creation of visual content for online stores. Criteria will probably be published according to which neural networks will determine the type of product and offer it for purchase in certain circumstances, as the case with conventional search indexing. Thus, stores will tend to use content that is more suitable for neural network analysis. This will become an additional factor that content creators need to consider in addition to the aesthetic and informational components.

In addition to visual content, neural networks will be involved in assessing trade trends. Search giants are likely to use neural networks to process statistics on sales and user's interests and then sell



Image111

Illustration of database by the neural networks

analytics reports to interested customers. Due to this, trends will be determined more accurately and the likelihood of a successful sale will significantly increase. Sorting becomes another function of neural networks when analyzing visual content. There are already pilot neural networks that sort goods by photo.

The cashless service will be a natural solution for stores of the future. (Rams. 2019) For the buyer, all barriers will disappear, anything can be taken, and many digital surfaces will naturally immerse him in different contexts of using this thing. For a consumer eager for impressions, one advertisement, review, the video will not be enough. And as a result, a new film genre will appear. There will be a “real” cinema. Promotion of goods with the help of highly artistic and highly emotional films that will be created by artificial intelligence. In the main role, a client will be with the product that he wants to purchase. With new computing power, such films will be created on the fly in a split second. Shoe retail, apparel, mass market, premium - all will merge into a single ecosystem, the task of which is to satisfy human needs, making it extremely barrier-free, not only in the context of the shopping process but also in terms of the overall product offer.

Predictive analysis, processing and collection of big data, virtual and augmented reality, machine vision, cash-free experience, smart loyalty programs, a unified shopping experience in all channels of possible content distribution, built ecosystems, speech technologies, blockchain and many other solutions that seem to people a curiosity, but in fact,



Image112

Photo-illustration of a robot on the future shop

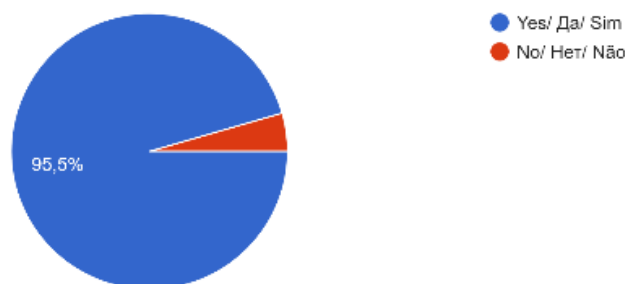
appearance of a future project are: the features of this segment, location, positioning, as well as the general concept of the project, approved at the time of the start of work.

A commercial designer will be still in big demand, however, will have even more criteria to deal with.

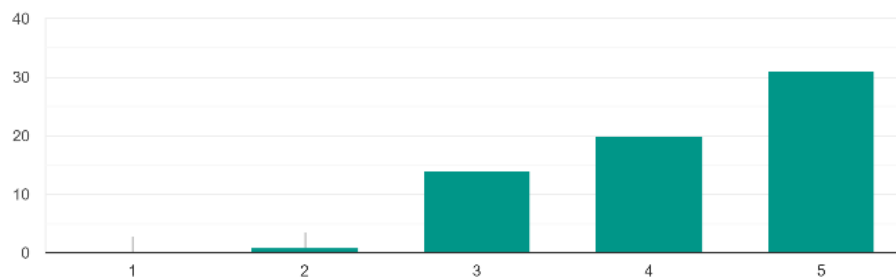
Survey of young and old generation

In this questionnaire took part 107 participants from different countries of the world (Russia, European countries, USA, Australia), 70,1% of girls and 29,9% of boys. The objective of this survey was to find out how people react on the interior design of the shop. Do the customers notice the design, what is their attitude, do they have a fear of getting inside of the shop with a luxurious interior design? There are diagrams that show the result. In this survey took people from different ages. 9% of all participants were kids from 10 to 20 years old; also 9% of all participants were people from 50 years old. Majority of the respondents were from 20 to 30 years old – 50,7% and the rest of participants were between 30-50 years old – 31,3%.

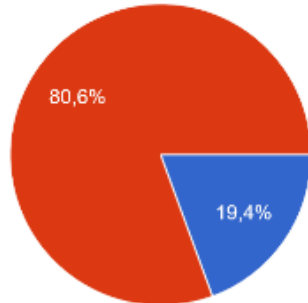
Do you notice an interior design of the shop?



Is interior design of the shop important for you?

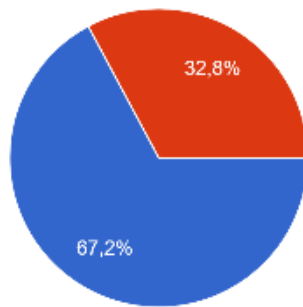


What do you prefer?



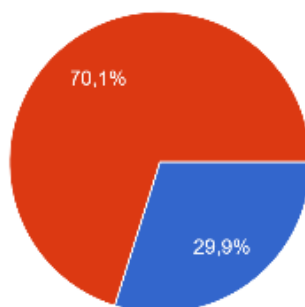
- Bright colors in interior design/ Яркие цвета в интерьере/ Cores claras no design de interior
- Calm neutral interior design/ Спокойные нейтральные тона в интерьере/ Design de interior neutro

Do you enter in the shop without a design and visual merchandising?



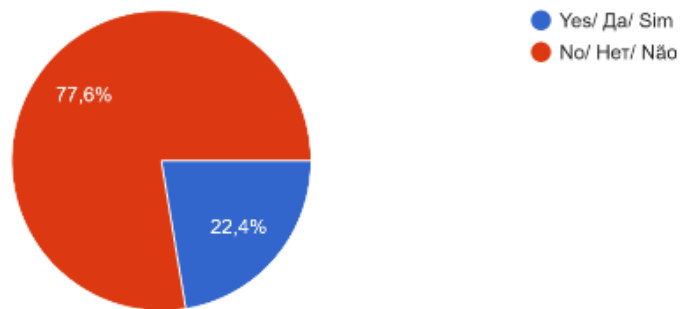
- Yes/ Да/ Sim
- No/ Нет/ Não

Where do you buy cloth more often?

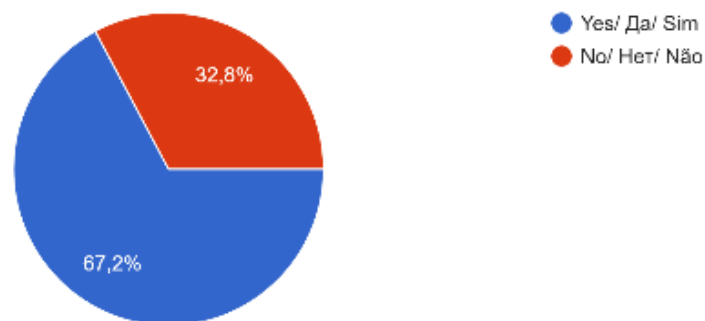


- Online shops/ Интернет-магазины/ Compras online
- Physical stores/ Физические магазины/ Lojas fisicas

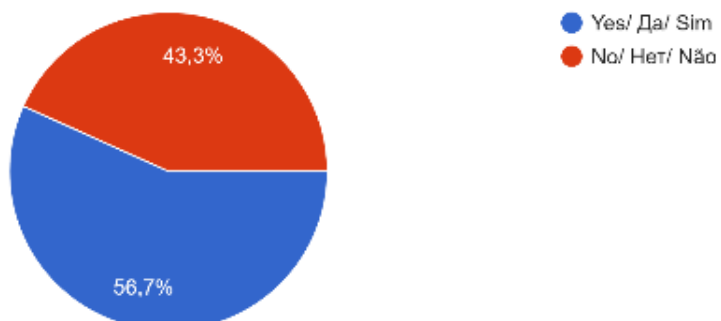
Are you ready to buy cloth on-line always?



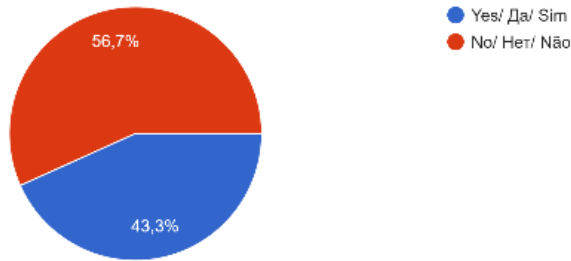
If the interior of the shop looks very stylish, do you feel that it sells expensive things?



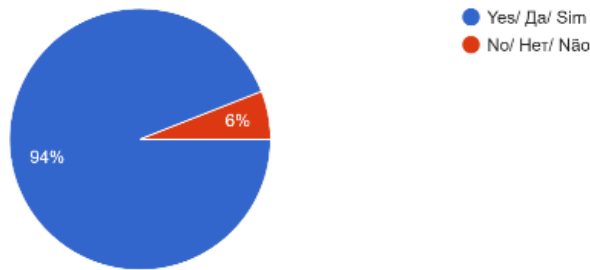
If the interior seems so luxurious, do you have a fear to enter there?



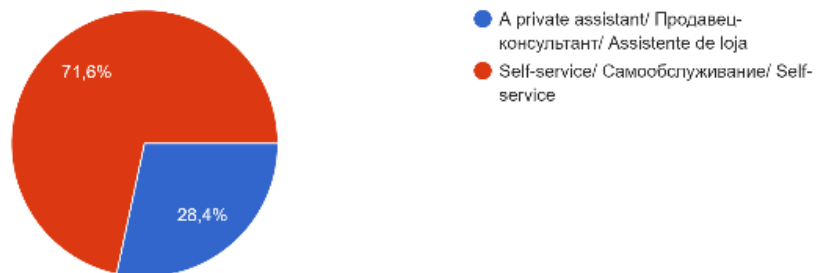
Do you trust the brand and are ready to buy the cloth without a trial?



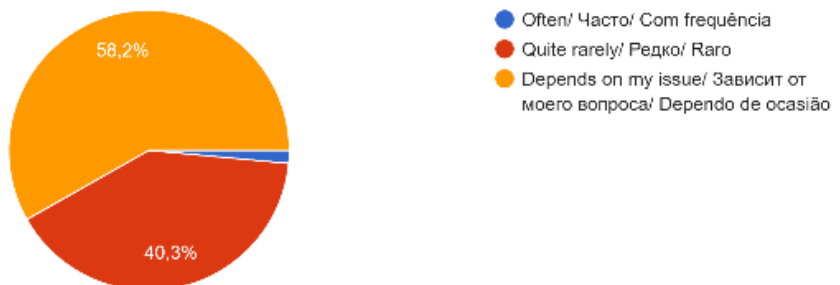
If you like the interior design, would you come back there?



What do you prefer?



How often do you need a help of an assistant



Meta-project

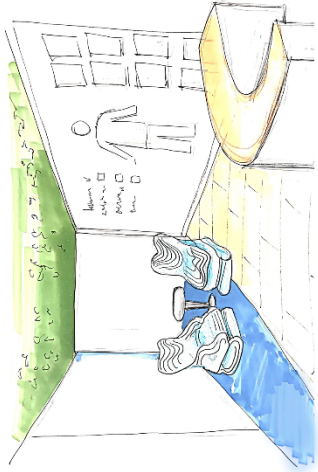
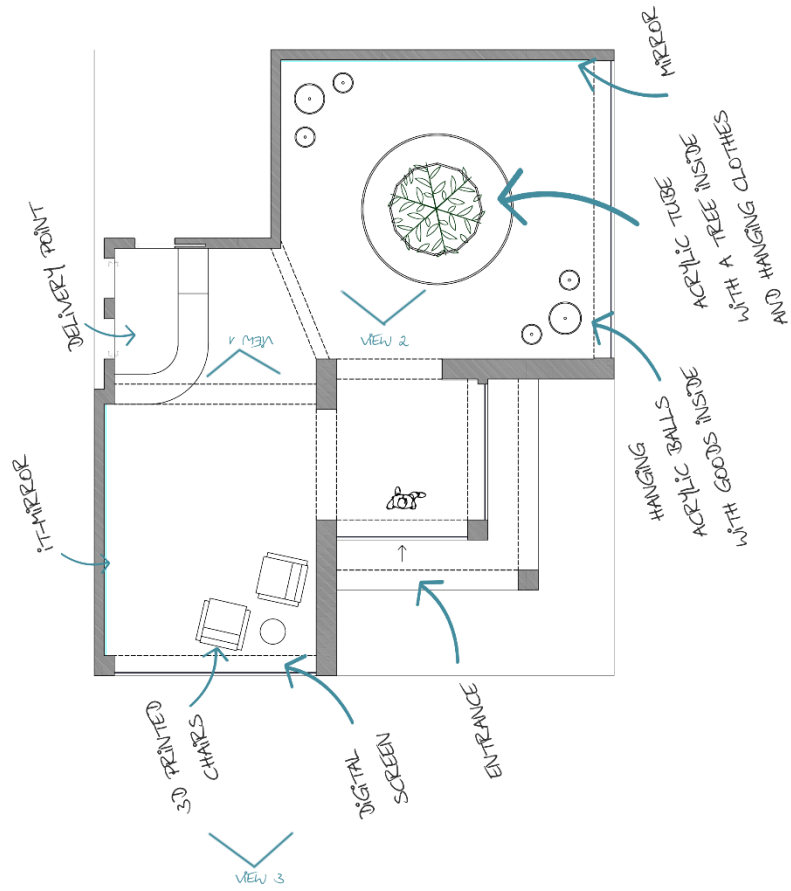
The meta-project represents a concept and an idea of the shop in the nearest future, within 3-10 years. It is a project of an existing cloth shop, located in Santa Maria da Feira, Portugal. The total area of the space is 81,2 sqm. The height is 3,5 m.

The shop is divided into three main zones: showroom; dressing room and pick-up point. There are two main entrances from different sides.

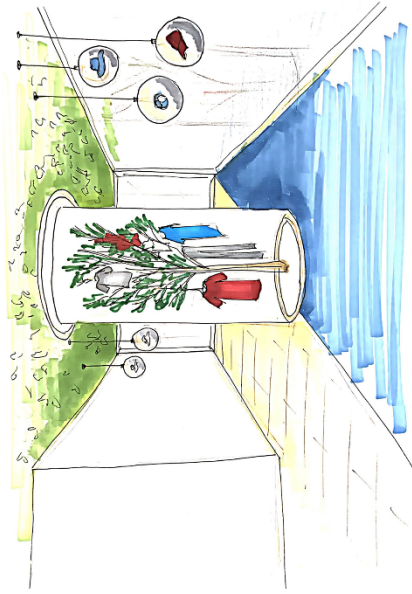
When the customer enters the showroom, he notices a big acrylic tube with a tree inside. There are hanging clothes on this tree to represent the new collection but without an option for clients to touch it. On the corners, there are more acrylic balls with a collection of accessories inside. The person circulates this space and comes to the dressing room. This space has a huge IT mirror that helps a client to see how these goods will suit him, besides there is also a waiting area with printed chairs by polymer materials. On the other side, there is a big digital box with dichroic glass, where the client can buy the liked item or scan his code if he bought it online and receive the item from the moving buttons without the help of a consultant.

The style of this shop is minimalistic with many digital technologies. The space has a big quantity of vegetation to fade the borders between commercial space and nature. Every season it is possible to hang different attributes to the ceiling and turn the space into a different mood. The lightning of the space is made by linear, circular, ceiling and floor lamps. The circulation of the space is similar to the number 8 which allows the client to easily orient in the space.

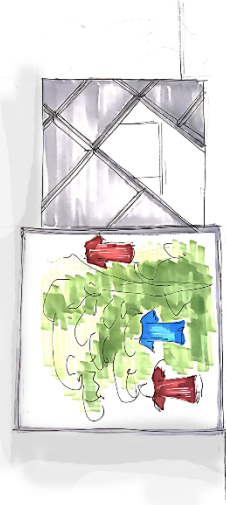
META-PROJECT CONCEPT



VIEW 1 - DRESSING ZONE

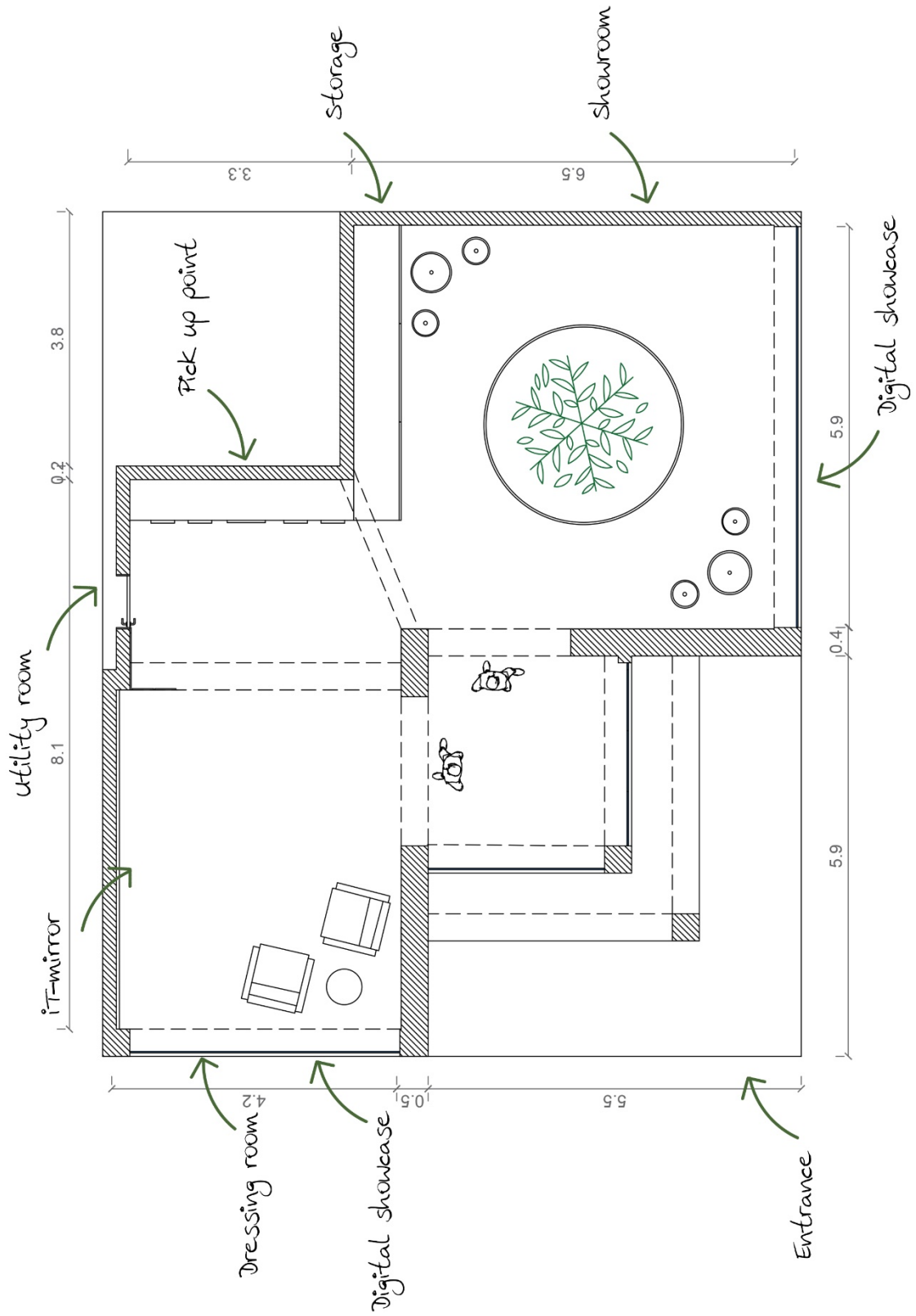


VIEW 2 - ASSORTMENT AREA



VIEW 1 - ENTRANCE ZONE

General plan

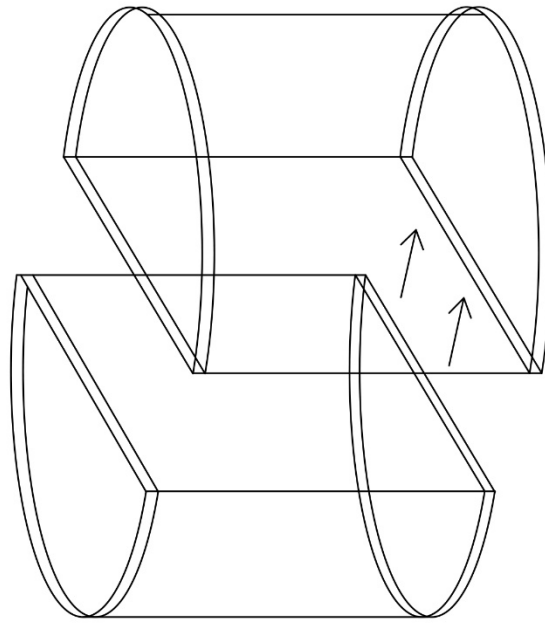
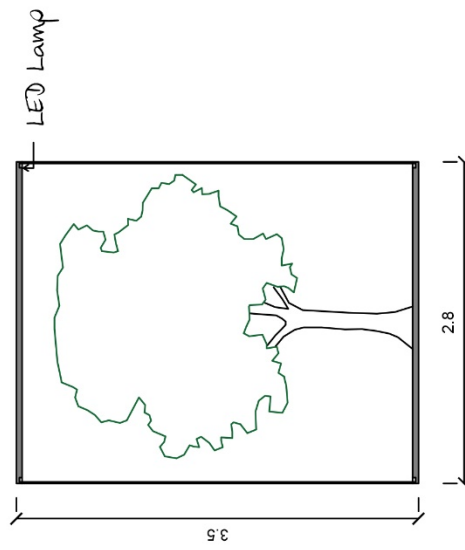


Acrylic tube

- Acrylic tube, made of 2 parts;
- A tree inside with hanging collection of the cloths;
- LED circle lamps inside the top and bottom parts.



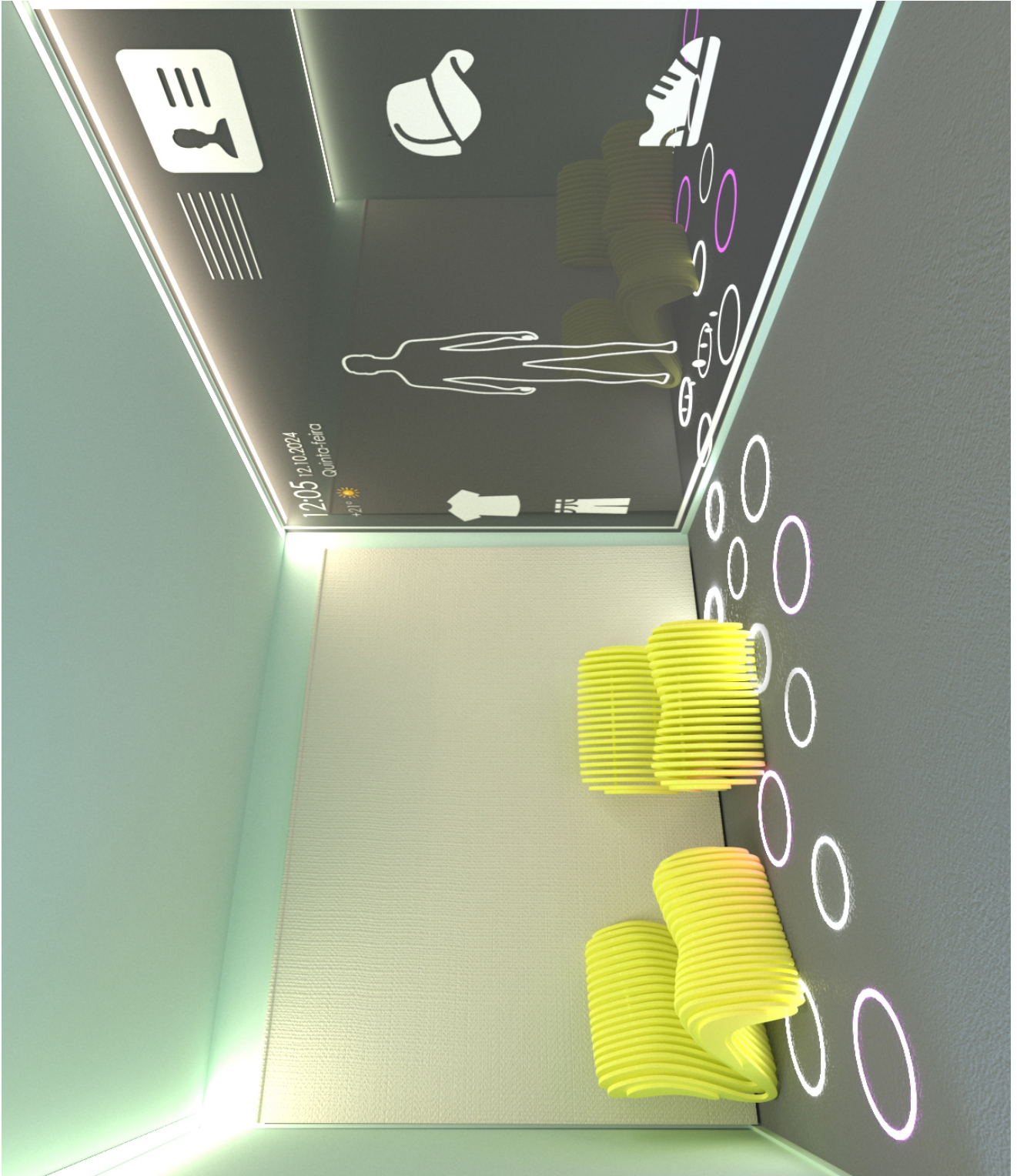
$d = 2,8 \text{ m}$



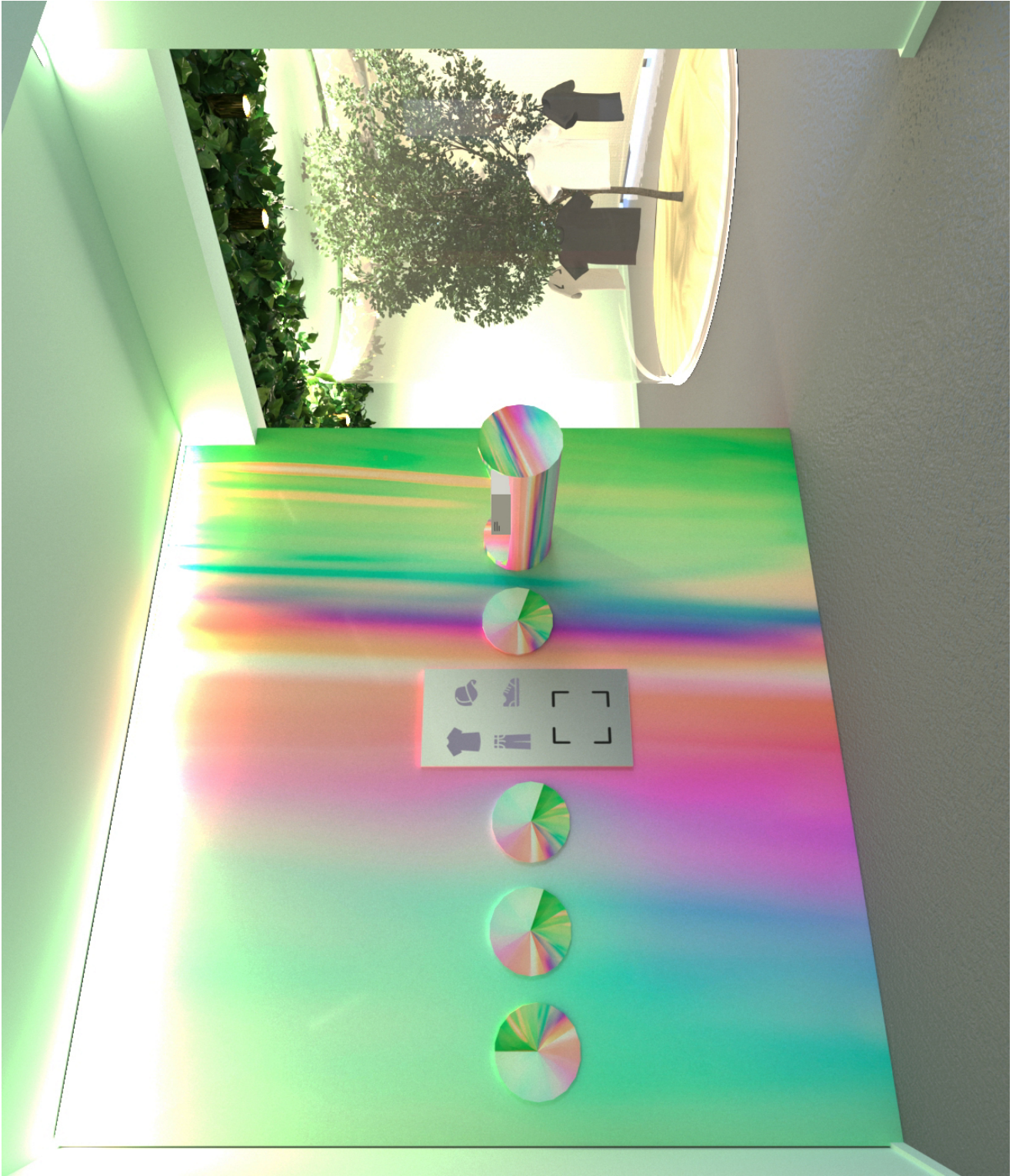
View to showroom



View to dressing room



View to the delivery box



View from the street to the shop



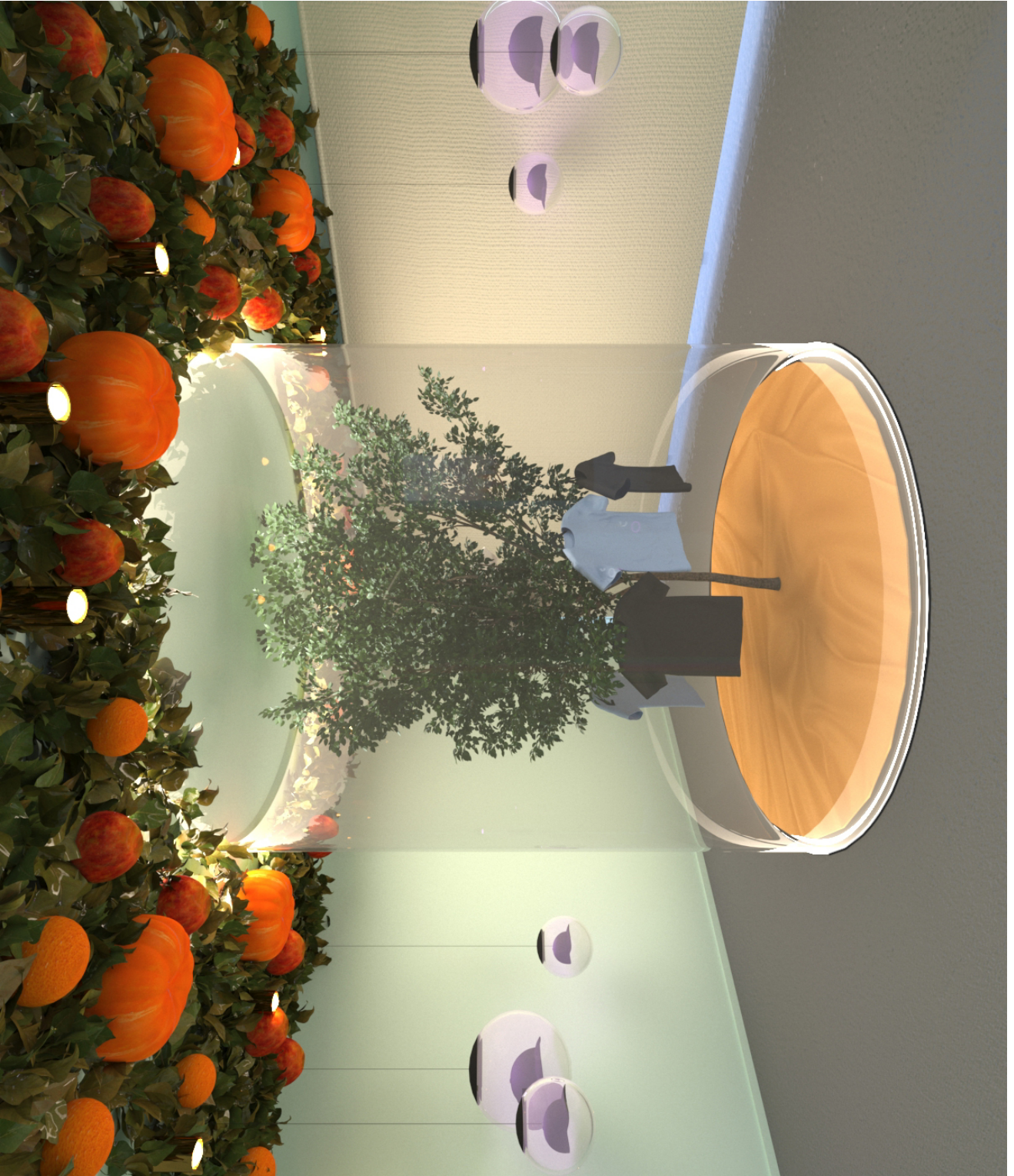
Winter attribution



Spring attribution



Autumn attribution



CONCLUSION

The world is changing. Time is flying. Technologies are developing.

From the Palaeolithic ages until nowadays the human civilization discovered the way of making online shopping from any point in the world. The time and historical events influenced the development of retail commerce. Sometimes the impact was huge and the retail world had to adjust to the new reality.

Technologies are changing rapidly and virtual shopping is getting more popular day by day. However, neither shopping malls nor clothing stores will disappear, but they will evolve with additional services and omnichannel. Besides, the role of interior designers is still very important in the project of physical stores as in the development of virtual shops. No matter how it is done, with the use of the newest technologies or without, if the project does not have an idea and a proper concept, such a project will not look professional at all.

Present life and daily changes make an impact on the development of the commercial world. The future tendency of commerce is not only to be presented in a virtual or physical world but also to be multifunctional and to correspond to clients need with the easiest process of buying any product. The experience of making the purchase will be more important.

The future tendencies of the interior design of the commercial space are supposed to be more minimalistic, eco-friendly and already programmed for

any client. The future shop will not have a cash register or any working person, however, it does not mean that the client will not have to pay, all the payments and the customer's data will go straight to the common system.

The concurrence grows very fast and it will start to be more difficult to surprise the customers. Even the conservative businesses will have to adapt to a new technological modern reality. Interior design is also developing day by day. New materials get more popularity on the market. Designers will have to think not only about attractive design but about recycling infrastructure.

It will be a challenge for many designers all over the world to break the habits that they are used to while making a new interior project. A young designer likes to flow with the tendencies, to risk in order to make something unique and always go out from the comfort zone. However, designers with a big experience behind them will need to try these «future glasses» and to see a new modern way of projecting and decorating a space. This vision for design from a different angle will bring commercial spaces or interactive virtual shops to a new level with fresh ideas and creative solutions.

The future serves as a condition for the present, as does the past. What is to be and what should be - serves as the basis for what is.

(F. Nietzsche)

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[retail.ru/business/magazin_2040_kak_budut_vyglyadet_torgovy_e_prostranstva_cherez_20_let3195/](https://new-retail.ru/business/magazin_2040_kak_budut_vyglyadet_torgovy_e_prostranstva_cherez_20_let3195/)

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Photo by Mark Cartwright, Creative Commons

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Commercial interior design

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