

# Analysis of today's consumerism anthropology essay

[Business](#), [Marketing](#)



Everlasting consumerism has shaped the manner twenty-first century landscape looks like. It creates limitless demand of merchandises and shops in any possible infinite. Retail design is responsible to change over this possible infinite into a 'consumerism infinite'. It is where people encounter strong force to see and purchase merchandises. A perfect illustration to demo grounds exists in manner universe. There is strong indicant of tense competition happens between dressing industry to win the market. In relation to that, the shop has become one cardinal facet or instead a strong statement to make trade name consciousness among public. The inquiry arise is how, in a comparatively over-saturated market, a shop can be perchance designed to convey strong message to pull the 'crowd of consumerism' into the infinite.

### **1. 1. Consumerism Today**

The thought of consuming has changed over the past decennaries. Back to the early human civilisation period, most of the activities were needs-driven actions. Earlier, as huntsman gatherer, human hunted animate beings to be able to eat. Followed by agricultural period, agriculture and works cultivation were done to bring forth their nutrient. Consuming was a mere activity that must be done in order to last. In Industrial and technological age, the manner people consume things has changed. As more diverse merchandise being produced and diverse ways of distribution being invented, there are pleasure factors of devouring in signifier of picks. Peoples find excitement in taking what they want to devour. This leads to modern consumerism where the construct of consuming goes beyond the demands of endurance.

## 1. 2. Shopping as Modern Consumerism

Shopping is the twenty-first century's representation of human consumerism. People find delectations surrounded by scope of different stores and trade names. To be able to take and compare is the high spot of modern life consumerism. In signifiers of choosing, purchasing, and utilizing, shopping has catered these demands. Shopping can be seen as in a positive manner of carry throughing people's demands and wants. But seemingly, it has developed so fast, in footings of activity, infinite, and merchandises. And over the past decennaries, it becomes major facet in human life.

*Museums, libraries, airdromes, infirmaries, and schools are going progressively identical from shopping. Their acceptance of retail for endurance has unleashed an tremendous moving ridge of commercial entrapment that has transformed museumgoers, research workers, travellers, patients, and pupils into clients ( Koolhaas cited in Luna, 2005, p. 26 )*

Shopping is arguably the most cosmopolitan activity today. The manner interior decorator design infinite has to follow this thought every bit good. Space has to be designed in such a manner to suit this, to enable people to shop anyplace, anytime.

## 1. 3. The Being of Fashion Retail

Fashion retail possibly is the best illustration to portray the modern consumerism. It shows how people thirstily choose what they wear under the limelight of diverse manner trade names. If the instance is taken to a higher

degree, it demonstrates evidently how people determinations are led by pick alternatively of demands. High category manner trade names such as LVMH, Gucci, and Prada exist to function beyond people 's demand of vesture. They meet people 's desire for picks for scope of luxury merchandises.

#### **1. 4. Fashion of Singapore**

Singapore cityscape pictures clearly the being of international manner trade names. They, so, has become one strong attractive force point of Singapore for both local costumiers and tourers. Singapore is one of the chief competition spheres for these elephantine manner trade names in Asia. To be able to run into clients ' demand, every trade name has to come up with high-end design for its retail. Design and engineerings are optimized in its usage to hike the shopping experience that lead to trade name consciousness. All these things have to be done so that people will take certain trade name and non others. Orchard Road is a good illustration picturing the competition among these trade names. Interior design, facade intervention, show engineerings are being optimized to pull walkers along the route.

#### **2. Retail Metempsychosis**

Peoples find pleasancess in taking what they want. Retail has two different attacks in response to the demand. First, they must be able to supply a scope of merchandises for clients to take. Second, the retail itself capable to competition. That means it is besides considered one of so many picks in the market. In this affair, the retail has to turn out to the market that it is deserving chosen. The trade name, the merchandises, and the shop has to

work together to stand out and creates strong consciousness in the market place. Retail has to rebirth, go forth in old conservative manner of advancing trade names, and making fresh interaction between merchandises and clients.

## **2. 1. Brand Manifestation**

With a strong competition in the market, a strong typical image of a trade name is required to make public consciousness. The instance is not lone competition among merchandises but besides continues to the environment where the merchandises being promoted. At this phase, a shop has become cardinal tool for the trade name to make its images. A flagship shop is designed to represent the individuality of the trade name so. For new clients, the shop become the first things that attracts them before they go farther down to the merchandises being offered or even before they see the window shows.

### **2. 1. 1. Design for the Trade names**

Architecture and interior design are responsible to make environment to present merchandises to clients. Fashion retail, irrespective of manner, tendencies, or trade name individuality, should be able to make client consciousness and excite them to come and take it alternatively of other stores. This is the cardinal map of retail design before it goes down into a deeper and more specific case-based map. On higher degree, the designer or interior decorator must understand the nature of cloth and how single manner interior decorator, that is being represented, has their personal technique to handle it. This alone quality is the 1 that gives

character to a trade name. The character, so, must be translated into the infinite in order to make strong statement of the trade name.

### **2. 1. 2. Emphasizing Fictional character**

In order to be typical in an over-crowded market, a strong character of the trade name is required. This character is projected from the manner the trade name transport itself to the market. It consists of scope of merchandises and service being offered, and the environment of where the commercial activities take topographic point. Retail design has to be able to make the ambiance that p clients and merchandises. The shop acts as a bundle and shelter, literally and metaphorically, to the trade name. The character will merely be emphasized if there is integrity between the trade name, the merchandise, and the shop.

### **2. 1. 3. Characterizing Structure**

A shop as a physical shelter might be more than plenty to envelope the commercial activity go oning under it. But in manner universe, it goes farther than functionality. More than merely a topographic point to expose the merchandise and supplying circulation for people to walk and shop the merchandise, the retail has to associate itself to the merchandise and the company doctrine. In other words, the shop has to set up relation, in signifier and intent, with the apparels. The physical construction, that provide commercial environment, has to intermix in with the apparels and make overall integrity. Merely by this manner, the client will see the bigger image of the trade name, and non loose pieces of the trade names.

One ideal illustration of harmoniousness between trade name and shop is shown in Calvin Klein shop located in Avenue Montaigne, Paris. Its shop, designed by John Pawson in 2002, made a good illustration of how the character of the apparels -especially the early Calvin Klein 's work- has been translated into the retail infinite.

*( Klein ) has said `` It 's of import non to confound simpleness with uninteresting, " and executes his simplified, refined, sportswear-based forms in epicurean natural fibres, ... ( Stegemeyer, 2004, p. 130 )*

It is the thought of simpleness that is systematically conveyed through the trade name, merchandises, and shop. Straight lines and clear infinite sequences brings out the lucidity of the apparels, making a clean and elusive atmosphere of the shop. The coveted simpleness atmosphere is reinforced through impersonal coloring material that is achieved by stuffs and illuming installing.

## **2. 2. Design Differentiation**

A character manifestation to a infinite is inevitability necessities to make strong trade name consciousness. However, irrespective of the trade name that is being represented, manner shop can be typical by itself. It is a 2nd measure after set uping strong representation of the trade name. This is about different attack from the experience side, researching the interaction between merchandises and clients in a conducive controlled environment. In other word, it redefines the manner people shop inside a shop, making a fresh shopping experience.

### **2. 2. 1. New Fashion Stores Fundamental**

With Singapore landscape that has been over-crowded with shopping promenades and retail shops, the creative activity of retail shop should be more carefully considered. When the market is driven by consumerism, the rate of retail formation will go on to lift up. However, any retail creative activity should see avoiding similar add-on to the bing scene that might make impregnation to market. It is a scheme to hedge the similarity and, at the same clip, open up a opportunity to stand out in the market place. To turn to the issues, the shop must provide certain factors in its design attack in malice of the trade name it conveys.

### **2. 2. 2. Flexible Frequent Space**

Retails should be able to update themselves often. It has to be able to accommodate to new merchandises, seasonality, and client tendencies.

*There is a high degree of experimentation in retail design. It relates to manner, and manner alterations invariably, is surprising and wants to make experiences ( de Wild, 2009, p. 14 )*

In progress degree, apart from the impermanent things, it has to alter in order to make different interaction between clients and merchandise in each brush. In other word it needs to switch, non merely in footings of layout, but in a bigger shop strategy. By using this construct, it is non merely the window shows that change every clip new merchandises are launched, but the whole shop represent the show that able to alter wholly. The thought can be achieved by using modular system for the furniture, puting digital



multimedia interface, utilizing less heavy fixed show furniture, and putting in replaceable illumining systems.

### **2. 2. 3. Centre of Social Activities**

The new construct of retail shop is non simply about providing commercial activities -selling, advertisement, and purchasing. It is to integrate retail infinite and communal infinite to be a societal meeting point.

*With the planetary tendency of denationalization, I think we are most interested in the thought of shopping as a new sort of public infinite. How can we enrich these experiences? Can we convey new content, information, thoughts and ocular experiences to shopping in a thoughtful and dynamic manner? ( Seller, 2009, p. 23 )*

The thought is to ease people do many other animating activities in their shopping clip. This thought can be done by open-space construct shop, creative activity of different communal infinities inside the shop, and even distribution between merchandise show and cosmetic points -plants, resting furniture, etc. The ideal integrating of societal infinite and commercial infinite is when people are able to rest and relief without any force per unit area to purchase while they are unconsciously take pleasure in the merchandises and tempted to purchase.

### **2. 2. 4. Cultural Relevance**

Local relevance is of import to do a shop appears hospitable. Establishing relation with the local civilization is important to associate the planetary trade name to smaller local market. Selling merchandises is non about

pelting possible clients with the planetary merchandises. Alternatively, it has to be relevant to the context and understand local clients. This can be manifested through adaptative re-use of local landmark as retail infinite, redevelopment of historical aged edifice, and design merger between trade name character and local civilization. The new construct shop is about being able to unite the attraction of the trade name with local gustatory sensation to make strong invitation and besides sense of belonging to clients.

The design attack mentioned above can be applied into a shop regardless of trade names and merchandises. The intent is to make new manner of shopping. Back to the statement before where people find satisfaction to be able to take, it is how the choosing activity can be more valuable and rich in experience. When this attack merged with the trade name character, it becomes a holistic bundle that convey strongly to the market place. The mission is accomplished when people find delight in choosing and be able to trustingly take the trade name.

### **3. Decision**

The consumerism-driven market will do people enthusiastically choose the merchandises they want. With an over-saturated market in Singapore, an unconventional design is required to for a manner retail to be typical and therefore, win the market. First, the shop has to attest the trade name that it represents. The shop design must convey the trade name and merchandises philosophy to make holistic image and strong trade name consciousness. Second, in footings experience, it must make refreshing and enriching manner of shopping. In effort to accomplish the experience, shop

demands to be designed with consideration of three attacks ( flexible frequent infinite, centre of societal activities, and cultural relevancy ) . The new retail shop requires changeless altering in order to supply up to day of the month shopping experience for clients. A shop has to be a societal assembly more than a commercial topographic point, supplying a placid customer-oriented ambiance. Additionally, it is necessary for a shop to hold a connexion with local context and make a sense of belonging in clients mind.

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