

Unique designs, styles and attractions to represent brand and products

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



Retail environments all have their own unique designs, styles and attractions to represent their brand and products. These work together alongside the elements of design to create a relationship with the customer, attract attention to their brand and to enhance the customers shopping experience resulting in maximum sales. Valentino is a worldwide luxurious brand that is well known for its elegance, creativity, and 'sense of beauty' (Valentino, 2018).

The brand has a stand out design due to the well-known, unique creations and how their creative direction enhances the customers shopping experience in different ways. The designer's success has been shown in '100 countries, through 175 Valentino directly-operated boutiques and over 1500 points of sale Valentino has used many different marketing methods to enhance the brand and the retail environment.

One of the brands strongest marketing techniques is to build a customer relationship through social media. Instagram has been an extraordinary platform for the brand to engage with its millions of followers 'and has earned the spot as the topper forming luxury brand on the platform. The Valentino flagship store in London was designed by David Chipperfield.

A sophisticated and luxurious vibe is presented at initial contact to the store. They have created this by using bright white, LED lights to create an eye catching exterior display while highlighting the products and styles within the window displays. The architectural characteristics of the building also complement the products on display. This is the first statement the customer will see and will help them decide if they would like to enter the store. This

design draws attention and curiosity to potential customers and provides personality by engaging with the customer. The interior of this flagship store has been designed with a varied selection of shapes, materials and textures and has created a spacious, welcoming space with a familiar scheme most Valentino stores tend to have. Like many of the stores they have used 'hard Venetian terrazzo and marble surfaces' and are 'paired with soft carpets to create the impression of a grand Italian house' (Howarth, D, 2016). This brings familiarity to the customer as well as enhancing the reorganization of the brand itself.

The flagship store located in New York has the same image as the flagship store based in London. This store has been created with eight different stories with each story relating to different customers wants and needs to create a simple, organized, flowing space. This store is simply elegant with illuminating features that represent the Valentino brand and products perfectly. The Valentino pop up store located in boulevard Haussmann was open for seven weeks and was created with simplicity and luxury. The Valentino sign is the main feature of the design and brings instant attention. The store was an excellent opportunity to advertise the brand and create a new.

Urban outfitters are an 'american multinational, lifestyle retail corporation' (Wiki, 2018) operating worldwide targeting teenagers and young adults. The brand, products, stores and added extras are what bring Urban outfitters to stand out from the crowd, this is due to the level of detail and creativity used to build a relationship with new and existing customers. Urban

outfitters follow a similar décor scheme in each of the stores to bring familiarity and tend to have a rustic, edgy style with its own signature look. Most stores are created with minimal changes to the building, i. e. brick walls on show, saving historical features, heating and piping can also be seen, this helps to create the brand's own unique style. Urban outfitters' relationship with the customers is improved by blogs and social media, this will always keep the customer up to date with new products and help the advertisement of UO rewards and student discount to encourage the customer to shop the brand again.

There are many Urban outfitter stores worldwide, each designed with the customer experience in mind. The largest, stand out store opened in 2014 featuring entertainment on a brand-new level. The Manhattan store consists of a hair salon and beauty section as well as a music area and coffee shop. Each section of the store can relate to the customer in some way which generates customer traffic and sales while creating a one stop shop for a hassle-free shopping experience. Products have been used to create feature walls around different areas of the store relating to the products being sold in that particular area. The rucksack and tent walls mirror the naturalness of the outdoors, they're fresh, easily visualised and attention-grabbing displays creating the atmosphere of a camping environment. Personalization can be a huge marketing technique when it comes to the younger generation.

Urban outfitters have added stations such as designing and printing your own trainers, photo booths with extra merchandise on sale as well as bike repair and trendy display set ups. Each entertainment device will

bring customer traffic and unique attention. Overall, both Valentino and Urban outfitters create high quality designs that bring the customer and the brand closer together with the same intention of generating maximum sales. This relationship has been created with entertainment, product knowledge and eye-catching displays all matching the target audience's needs and relating to the brand, products, stores and websites.