



# STORE DESIGN: A Complete Guide to Designing Successful Retail Stores

*William R. Green*

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## **STORE DESIGN: A Complete Guide to Designing Successful Retail Stores** William R. Green

*Store Design* will show you how to design great retail spaces. Learn how to analyze your design needs according to type of store, location, the product, price-point, and budget. Find out how to design and organize a store that reinforces a desired image, attracts shoppers and motivates buying behavior. Create flexible, timeless and tasteful stores that stimulate today's sophisticated customers to enter the store, shop and buy.

The book identifies the main components of store design and segments them into either/or axiomatic subsets, which are the core of the design process. You can use these design principles to build a store design that responds to every concern of the retailer: the right store image, a sensible floor plan, totally effective product presentation, arresting storefront design, and vibrant, energy-efficient lighting.

When you are done, you will have the confidence to know that your store design will work functionally, aesthetically, and psychologically. You will be able to create the right store for every product, every location, and every retailer, because you will have sound design principles on which to base every decision. Loaded with numerous photos and illustrations, *Store Design* spells it all out in five major chapters. In addition, there is a useful glossary of retail architecture terms, and a step-by-step checklist to take you through the design process.

*Store Design* is a guided tour through the entire design process for a retail store. If you are already a retail design maven, this book will serve you well, providing a structure for design and reinforcing your skills and experience, and it will be a knowledge base for your staff so they too can design retail spaces. If you are a novice to the world of retail, you will gain the equivalent of years of experience simply by reading and adopting its ideas.

*Store Design* is a Complete Guide to Designing Successful Retail Stores. Includes 42 photos & illustrations plus design checklist.

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