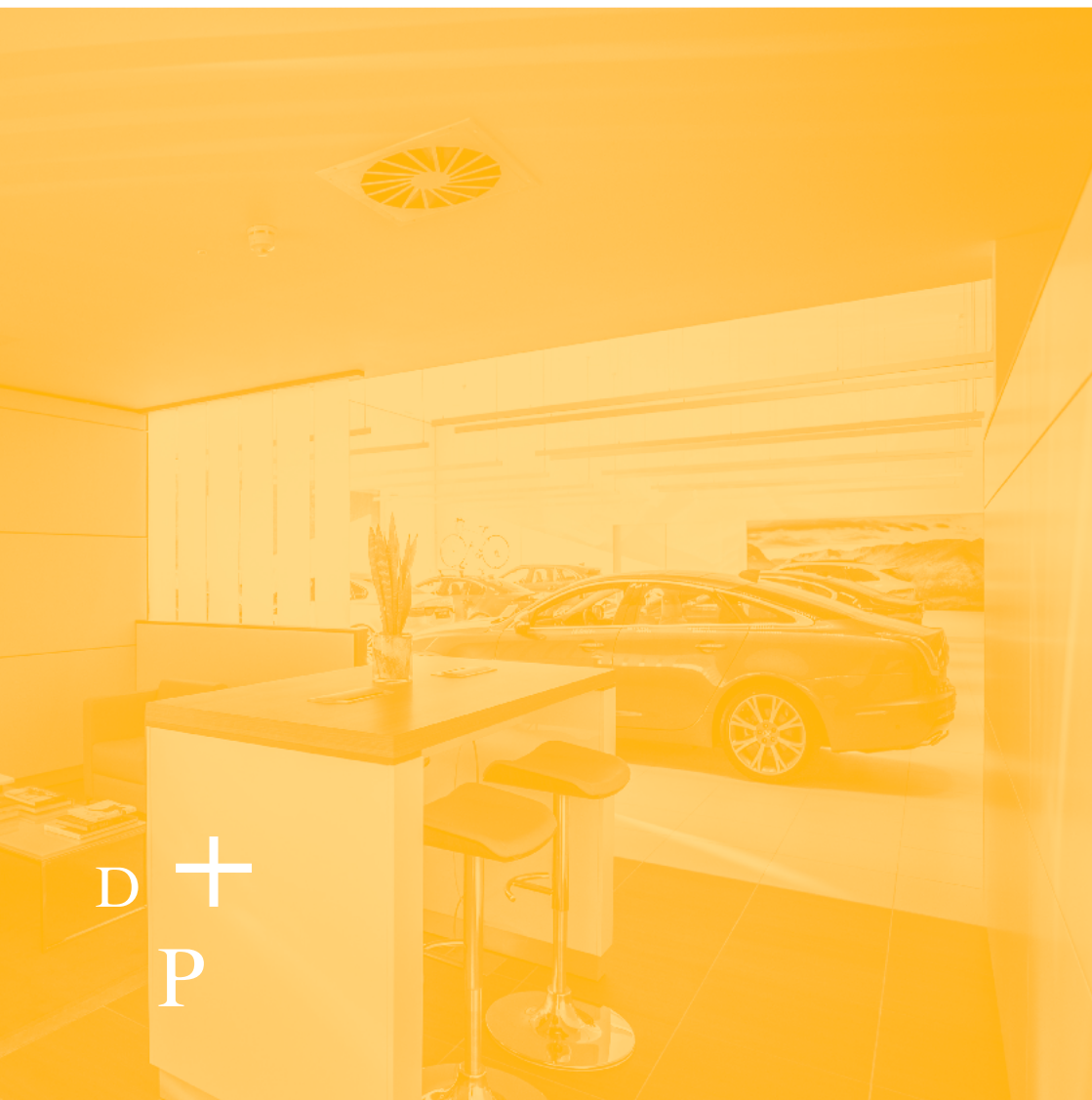


# Design for Retail

Doyle + Partners



D +  
P



Eatery 120 – Dublin

D + P Services: Architecture, Interior Design  
Graphics/Branding, Furniture Design

## Foreword

While the shape of retail has changed over the years, its importance as a centre of community life remains as vital as ever. In this age of technology, shoppers still crave authentic experiences. As global culture expands, consumers seek out places that have the familiarity of home. These factors converge in retail design that values the importance of place and the primacy of the customer experience. In this context, our versatility and Integrated Design Service experience make Doyle + Partners a valued strategic advisor.

Empowered by online shopping, mobile devices, and social networking, shoppers are no longer faceless credit card numbers – they are individuals. They live in cities and suburbs around the world; they're men and women; they wear blue, white, and no collars; they're multi-generational; and they are quickly changing the shape of contemporary retail environments. Today, the consumer's point of view comes from a strong sense of identity stemming from both local communities and global brand alliances.

## Design for Retail - Creating Connections

People today live in a connected world that's fuelled by an anytime anywhere economy, mobile technology, and social media. But they continue to crave the in-person connections that make everyone feel human. Thoughtful retail design requires a deep understanding of the way brands and people connect and how design impacts customer experience and store performance. It requires insight into the differences – and similarities – in consumers, and a robust network that helps brands localise their design and business strategies. Good design needs to fulfil the innate human need for connection, participation, and sense of belonging that is overlooked too often in our global, mobile, virtual, high-tech world.

## Retail store design tips to Increase sales

Perhaps you've always dreamed of owning your own retail store and now it's finally becoming a reality. However, as you know, making your store a success and bringing in profits certainly isn't as easy as opening your doors and having nice merchandise. Your success hinges on a number of variables from your ability to execute an adequate marketing plan and get people through the doors, to being able to have the right products and provide the utmost customer service. While Doyle + Partners can't help you with all of this, there's one thing our team of experts can assist you with – your Store Design.

## What makes a great shopping experience?

The most prominent response to this challenge is trying to create an 'authentic' experience. People (too often described as 'consumers') are actually seeking a giving or caring experience. Authentic is overused, the key is in forming a relationship with the customer, and I think honesty and a sense of caring are true differentiators. As we evolve, the trend will be to have fewer, better designed products, and the sense of caring that goes along with it. The internet can help make a decision, but nothing can substitute for a nicely curated selection and a shop keeper who knows their stuff. It's the conversation with that shop keeper that elevates the customer's appreciation and moves the dialogue from transactional to a relationship.

**1. Let your colourful sideshow:** Some retailers are under the misconception that they have to have a boring space full of neutral colours and accents. While it may be wise to have a few neutral walls if your merchandise is very colourful, don't be afraid to liven things up with various shades around your retail store. Colour keeps a space looking cheerful and inviting, two characteristics you likely want your employees to notice in your shop. So get creative, just don't overdo it.

**2. Be mindful of your lighting:** Lighting is a critical aspect in any store. This is something else you should discuss with your interior designer. If you choose not to hire a professional for advice, try a variety of lighting options and positions. Take pictures of the different set-ups so you can determine which one showcases your merchandise the best.

**3. Keep it clean:** Do your best to keep your store as clean and organised as possible. Customers don't want to have to rummage around the shop to find what they are looking for because it is cluttered and unattractive to the eye. Remember, sometimes it's better to have fewer products on the sales floor than to have a sales floor that's a big mess.

**4. Make check-out accessible:** Now it's time to figure out where your point of sales terminal will go. It's important your customers will be able to pay in an area that is easy to get to and again, has great lighting. Make this area look especially inviting to encourage spending and increase profits.

Retail is a highly competitive arena. When you are designing a shop, it is important to keep in mind that the environment plays a key role in your marketing and sales efforts. Consider the interior design of the store as your silent salesman putting people in the mood to buy. Whether you hire an architect or do it yourself, remember that you can't be all things to all people. Find your niche and build on what you do best. First, identify and define your customer profile so you can target the audience with design elements that are important to them. For example, a large number of shoppers may be expectant mothers or grandmothers. If this is the case, keep the merchandise easy to see and reach, so your customer doesn't have to wade through a myriad of products. When appealing to a more upscale clientele, you might use wood floors instead of vinyl tile and more elegant materials such as leather. For mothers with kids, it's necessary to have enough space between the fixtures for strollers.

Image is the key to a store's success and should be adapted to your customer's profile. Remember, that first impression counts. You only get one chance to "wow" the customer and translate your message with proper visual props, graphics and merchandising displays.

## Creating the right interior

### Simple ways to achieve this are:

- Avoid narrow aisles.
- Keep the space visually open.
- Arrange the product in a visually striking way.
- Direct your customer to the merchandise, customer service area, cash wraps, etc. by creating interesting focal points and clear traffic patterns.

### Here are some simple ideas that retailers can easily implement on their own:

- Keep the product fresh—don't buy in too much depth as to prevent a sell through.
- Clearly identify the merchandise by size, style, category, etc.
- Tag product properly for price visible signage and graphics.
- Provide service/assistance for first-time shoppers.

- Keep small merchandise like hats, booties and gloves organised and neatly displayed. Layette items can be bagged, hooked or folded over hangers.
- Cleanliness is critical for ANY shop, so be sure everything is tidy.
- Shoppers want fresh smelling air that can be achieved through aromatic systems.

#### Seek professional advice for complex projects

For an advanced retail design project that requires construction, renovation, or a new image, consider hiring an Interior Design/Architecture firm that is well versed in the retail industry. If you want to get personal attention and a fresh design approach, it's best to go with a small to medium sized firm. First, you will usually work directly with the principals ensuring more concern for the job and a quicker turnaround. Keep in mind that designers who have created unique environments on lower budgets can certainly do even more on a higher budget. Retail design is a lot of work – make sure they'll tackle it whoever you get.

#### When meeting with your designer, be sure to:

- Identify your objectives clearly.
- Articulate your company philosophy and the visual message you want to convey to the customer so the designer can create a unique concept to fit your needs – analyse problem areas, customer complaints and requests.
- Know the merchandise and be prepared to thoroughly explain its quantity, style, display preferences, seasonal fluctuations, required merchandising and flexibility.

#### Retail Layout Advice

We are passionate about shopper behaviour. We firmly believe that the more store owners observe, the more they will be able to improve shopper experience and sales. This becomes especially important when thinking about store layouts

##### 1. Different layouts depending on your business and sales floor.

All store layouts aim to expose shoppers to products in an efficient way and to gain traffic flow, but depending on the shape, size and store's business, layouts may vary. Grocery stores usually use a grid layout steering shoppers in a zigzag of aisle rows. A loop layout uses a circular pathway around a central display. In a free-flowing layout, there are not set aisles and shoppers can move freely and probably buy on impulse. Managers should aim at creating a captivating journey for customers to travel.

**2. The entrance has its secrets!** Once the layout is decided, check that there are no checkout counters or service areas obstructing the entrance as shoppers should easily enter the store

and start their shopping trip with no obstacles. The storefront should be appealing and eye-catching. Shoppers need to understand what products can be found inside but do not jam the entrance with merchandise: there is a “decompression zone” within 15 feet from the entrance where shoppers do not notice products. It is important to check that walls, colours, signing, flooring and light work together to tell a single luring story. Make the take off as smooth as possible.

**3. Merchandise Outposts as reminders.** These fixtures are special displays of products placed near or in the aisles. Their location makes customers remember that they need something they were not looking for in the first place and thus encourage impulse purchases. They are also perfect for cross-merchandising and testing item affinity. They become essential during special holidays. Another advantage of displays in between aisles is that they serve as stopping points in the middle of long aisles creating a visual break.

**4. Prevent the “butt-brush effect.”** Paco Underhill, a consumer behaviour specialist, discovered that most shoppers – especially women – do not like to be brushed or touched from behind. They will even move away from the product they are interested in if they feel they will bring another shopper's backside close to them. The effect could be avoided by ensuring that the floor space takes into consideration an adequate personal space. In this respect, managers should check that people with wheel chairs and strollers can also manoeuvre around the store. If shoppers do not have enough space to shop, they will not shop! Hence, check that several customers can look at the same products simultaneously.

#### Upmarket Ambitions

From quick-serve restaurants to makers of custom car wheels, everyone is moving upmarket. Chains with a “fast food” image are broadening their menus – emphasising fresh, local, and healthy and giving patron's attractive places to meet up and socialise. Other retailers are stretching the luxury category as they recognise the growing affluence of their customers.

#### Scalable Pop-ups

From its origins in high fashion, the pop-up store concept is spreading, taking cues from food trucks, in-store stores and experiential feature zones, and the over-the-top installations found in trade shows. Reflecting retail's time-bound need for space, pop-ups are “going mega” to introduce new products. They've also hit the sidewalk and parked kerbside to generate brand buzz. Pop-up stores allow the flexibility to cultivate a localised shopping experience with a curatorial eye while providing the opportunity to get a product to market and build a brand with very little investment.





JLR Marshalls, Waterford  
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and Interior Design

## Engaging by All Means

Retailers, banks included, are pulling out all the stops to connect with their customers. Many offer tailored content such as in-store navigation, social apps, interactive environments, and digital wallets to keep the focus on personal service and engagement. Others stress their brand elements (“This is us”), the local ties (“We’re here too”), and one-to-one guidance (“How can we help?”).

## Innovation Desired

With more competition in this sophisticated and rapidly maturing market, choice is up and prices are coming down. That’s driving experimentation: new brands, new lifestyles, and new designs. At the high end, the focus is on creating something special and memorable – the kinds of settings that lead to return visits.

## What’s the place of technology in today’s retail experience?

The realignments between online and in the store are the most significant change I’m seeing in retail right now. Can customers check themselves out? What’s their online experience in the store? Some retailers limit what you can buy with soft checkout, using your smartphone, but others let you buy anything you want – you can wait and it will be there in an hour.

We advocate using technology only when it does something that you can’t do in another way. If you can do without it, you probably should. I agree that the best technology is seamlessly integrated, enhancing the experience without people noticing that it’s there. If there’s an interactive component, it needs to be unique – something you can’t experience anywhere else. That’s when it becomes interesting.

## Brand Design – Keeping It Simple

Consumers face an overwhelming range of choices, so brands are simplifying their message and offerings. The paradox of choice means that brands have a potential advantage if their paring down is seen as a convenience. Pop-ups and other responses to changing tastes and short attention spans use time itself as a limiting device to introduce a new product and deliver a message.

Doyle + Partners recently created a communications team that works with the firm’s existing design unit to create branding and graphics for retail clients. Our goal is to create branded environments that sell. Accomplishing that for retailers involves weaving a tapestry of visual elements together within a store to create an attractive environment that will keep targeted customers coming back. This goes way beyond just picking fonts and colours. The communications team, consisting of our experts in 2-D and 3-D graphic design, works with our architects to create a visual texture of signs, materials and messages that are absolutely consistent with the retailer’s brand image to create space as a message.

## Design & Brand

A brand is a company’s promise as well as its persona. We are passionate about bringing that promise to life, brand soul / brand positioning / brand identity / naming and identity development / visual positioning innovation and concept development. We believe brands must connect with consumers. They must be clear, defined, and differentiated so we can deliver them consistently and powerfully so we can distance them from the competition. Whether developing a new identity or a completely new retail experience, we will define a set of brand filters – verbal and visual tools – that create a foundation for brand and concept development.

## Individual Choices

People connect based on shared values and aspirations, so tapping into both are a brand imperative. In this sense, brands have something in common with family or friends – social bonds that bridge between the personal and the communal. So smart brands give people many reasons to choose them. They also engage them in many different ways so they stay interested and loyal. They make people believe WHY your company does what it does not WHAT your company does.

## Walking the Line

Consumers once felt that they lacked control, but social media, smartphones, and peer-to-peer connections are shifting the balance. Consumers set the pace and terms of brand engagement. Yet they also expect that the brand’s intelligence, sense of authenticity, and willingness to surprise them in pleasing ways will be there.

## Better your brand by turning heads

An oversaturated market and the convenience of shopping online is challenging retailers to create brick and mortar stores that give customers something more than just a place to touch and feel products. A good store is more like an oasis of “wow” moments that turns heads and forces consumers to reconsider the retailer’s overall brand. Even a poorly designed storefront can give customers access to merchandise; only a well-designed store can truly enhance a company’s overall image.

**1. Urban retail:** As millennials turn their backs on the ‘burbs, retailers like supermarkets are returning to denser urban environments too – often requiring a shift in store format and product mix.

**2. Window engagement is back:** With the return to urban retail, traditional shopfronts like London’s Ferrari Store are being utilised to engage the passerby with brands in new and unexpected ways. With windows treated like temporary art exhibits, customers flock to see the latest installations before they’re gone.

**3. Tech talking to tech:** iBeacon looks to disrupt our typical interactions and create the world of ease that we all dreamed technology might provide, such as in-store navigation maps, dynamic pricing, and altogether more personal experiences – no push of a button even needed.

**4. Health and wellness emerge:** Focusing on wellness as ageing baby boomers realise it's time to get healthy, and as changing laws mean that more consumers are seeking sources of healthcare on their own.

**5. Very speciality shops:** Talk about honing in on the consumer, we are now seeing select lines featured in their own store environs. This allows brands to forge even deeper connections with their core customers, and deliver more personal, curated experiences.

**6. Showrooming for real:** A new Japanese retail app called WEAR takes showrooming to a new level by allowing customers to scan product barcodes in-store and then order online rather than purchasing the product in person. The participating retailer even receives a commission on the app's sale, shifting showrooming to an opportunity rather than a threat.

How is the focus on customer experience changing retail?

I see a lot of department stores that abandoned food 40 years ago and are now thinking of how to incorporate it. They've seen the success of many different purveyors of experience in food, such as in New York and in Spain, that have large gourmet departments of kitchen things and fresh food – quick, chic food on the go. American department stores are starting to look at food in a new way because they see successful examples in Japan and South Korea of how to incorporate fresh food and make it part of the experience. In London, they see Harrods – the classic example of a department store with a gourmet food hall.

The Moving Target

Many retailers were unprepared for the sharp decline in consumer confidence that occurred in late 2007, opting for a bunker mentality rather than a strategic one. But in such times, the last thing a retailer should sacrifice is positioning and a loyal customer base. According to STORES Top 100 Retailers, the most successful retailers consistently remain ahead of the competition, reinventing themselves well before a trend peaks. But many retailers, both large and small, have cut back on their fundamental outreach tools. They have slashed marketing and advertising budgets, scaled back or eliminated in-store services, and stopped updating their website with fresh content and just-in-time messaging. "Retailers today are trying to let the merchandise speak for itself... And brands too should not rely on retailers to communicate their message.



Audi Showroom – Wexford

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## Conclusion

A successful business doesn't rest on its laurels. Instead, it refreshes itself in order to stay compelling and relevant, tapping into an evolving audience, with evolving needs. What makes a business shine is that it is strategic in its operations, and uses competitive intelligence in informing how it faces a challenge. A successful retail strategy is not much different, although the power of a brand can take that strategy one step further.

Success is less about implementing a revolutionary retail strategy and more about revolutionary execution. The key to a successful brand is its ability to remain relevant and meaningful to the consumer – and add value to the shopping experience. The brands that extend their relationship into the online world are likewise discovering new ways to connect with the customer. Until Ireland's economy rebounds – and even thereafter – many retailers will be forced to close their doors. To remain successful in a recession, a business needs to be inventive and flexible and must work collaboratively in finding creative solutions. A recessionary retail strategy requires reinforcing the value of the brand experience on every level while exploring new and innovative ways of articulating it.





## Meet the Team

### Philip Doyle – Owner/ Director, Head of Design and Construction

We are a professional, friendly, close-knit team passionate about Retail, Hospitality and Office Design. We have complementary skills to bring a fully integrated package to our business clients.

Philip is founder and director of the practice with over 12 years experience. He has always been interested in design and construction. His father is a builder and he and his brothers used to work Saturdays and any holidays on construction sites all through school and college. This gave him a great understanding, from a young age, how a building is constructed. It also showed him how tough a building site can be on an icy winters morning. It instilled in him a passion for design and a wish to build projects and not just watch them being built by someone else.

A passionate sportsman Philip played hurling and football all his life and won a number of county titles for his club and an All-Ireland with his school. In the last few years he has taken up trail running and completed the 60k Mt Blanc (UMTB) race last year in France which was difficult but an amazing experience.

Some of our core values in the studio are; Thankfulness, Positivity, Hard Work, Happiness, Honesty, Success and a good work life balance. Life is too important to waste.

### Eddie Phelan Architect /Partner MRIAI

Eddie graduated from Dublin School of Architecture DIT Bolton Street in 2006. Prior to setting up practice, Eddie worked for a design driven practice in Waterford City working on complex new build and conservation projects that were acclaimed both at a national and international level. Eddie has experience of delivering a wide range of high-quality projects from inception to completion, managing all aspects of the project process.

### David Merrigan Architect /Partner

David is a graduate of Dublin School of Architecture, DIT Bolton Street. He has extensive experience in Civic, Local government, Commercial and large scale residential projects. David was the project architect for the recently completed French Embassy and Consulate on Merrion Square, Dublin. This particular project involved a number of high specification elements, high levels of confidentiality, a large and complex design team based in Ireland and France and an extremely tight, 14 month time period from inception to completion.

### Cybele Fermino Senior Architect

Cybele is an architect with five years professional experience working on various commercial buildings including Hotel and Office design projects, she has extensive skill in: Autodesk Revit Architecture and BIM. A Brazilian, Cybele has been living in Ireland for three years and brings further international experience to Doyle & Partners.

### Krzysztof Galaszewski Senior Architect MRIAI

Krzysztof is an architect with 15 years professional experience working on various commercial buildings including hotel, schools and office design projects. He has concentrated his efforts on projects requiring unique problem-solving skills with specialisation in workplace and retail sectors and was an early adopter of Building Information Modelling or BIM. With his advanced skills and understanding of BIM technology, Krzysztof has been able to augment the implementation of LEED design principles in an effort to optimise the energy efficiency of a given project beginning at the early stages of design.

### Shane Kelly Senior Architectural Technologist & Designer

Shane Kelly is the technical principal for D + P office. He has more than 15 years' experience in project coordination and architectural design, as well as the administration of projects. Shane is responsible for initiating, developing and monitoring methods of technical design, technical content, quality assurance and construction phase services to ensure a holistic, consistent approach to the delivery of technical design services.



**Shane Walsh**  
Senior  
Architectural  
Technologist

Shane Walsh is an Architectural Technologist with over 10 years experience. Since graduating he has gained valuable experience in a wide range of sectors – residential, commercial, educational, health, industrial and pharma. Like all Doyle and Partners employees Shane also brings international experience to the company having worked on major projects in Canada, Belgium and the U.K. Shane is a certified Revit user and BIM enthusiast who sees the benefit of collaboration between the entire design team.

**Eoin Bennett**  
Architect

Eoin joined the firm after moving back to Ireland from Italy where he graduated from the Politecnico di Milano after completing his MSc. Architecture, having previously completed both; BSc. Arch. & BSc. Arch Tech at Waterford Institute of Technology. He is a very talented designer with a keen eye for detail and unique understanding of spatial design. Having worked on various retail, commercial, equestrian and residential projects, he's quickly built up a diverse understanding and background in architectural design.

**Matthew Keating**  
Part 2  
Architect

Matthew graduated from Waterford School of Architecture in 2015. He has worked for a large range of industrial commercial and residential projects from inception to completion. Matthew has specialist skills in Revit and BIM and is responsible for developing feasibility studies for large scale residential projects using this skillset. Matthew is an exceptionally talented designer with a keen eye for detail.

**Services we Offer**

**Architecture**

D + P design solutions result from a collaborative process that encourages our multidisciplinary teams to research alternatives, share knowledge and imagine new ways to solve the challenges of our built environment. Our architecture responds to the needs and aspirations of our clients and communities. We give form and meaning to rooms, buildings and landscapes – always balancing internal functions with external demands of site, climate and culture.

**Interior Design**

We design interior spaces that improve collaboration, inspire occupants and attract the best employees. The interior design teams study a client's business drivers and culture and create space that helps them flourish. Great interior space has extraordinary effects on our wellness and productivity. D + P's design solutions use space, colour, materials, energy and light as tools to create healthy environments that enhance performance.

**Graphics + Branding**

Great brands connect. It takes a thoughtfully designed strategy to develop communication programs and branded environments that define, inspire and engage consumers.

Brand Design Service Areas:

Strategic Brand Development

Visual Identity & Communications Design

Environmental & Experiential Design

**LEED**

LEED, or Leadership in Energy and Environmental Design, is the most widely used green building rating system in the world. Available for virtually all building, community and home project types, LEED provides a framework to create healthy, highly efficient and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement.

**Adaptive Reuse Design Specialists**

Adaptive Reuse—the art and design science of reinventing existing buildings — occupies a small but powerful niche within the larger world of commercial development. It's powerful because it gives clients a way into otherwise impenetrable urban centres.

**New Service Available**

**Virtual Reality (VR)**

We utilise virtual reality technology to explain the transformation of existing buildings and spaces to our clients and stakeholders. Creating immersive, three-dimensional, virtual models provides a time machine for our clients to travel to a hypothetical future version of their building.





JLR Marshalls, Waterford  
D + P Services: Architecture  
and Interior Design

Sources:  
Gensler  
Shopper Reception

At Doyle & Partners our client list includes:

FANAGANS



Colourtrend



AUTOBOLAND



Nolan Transport



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Doyle + Partners are a leading design and architecture firm specializing in small to medium retail, corporate and hospitality sectors. Our expertise is based on regular independent research into the retail, corporate and hospitality marketplace.

D + P are a young design company, characterized by an entrepreneurial spirit, true team-work across a number of areas of expertise and new ways of approaching conventional tasks. We have an informal work environment where camaraderie and collegial support are highly valued, where ambition, very high morale and dedication to being the innovators of our field unify the staff.

Our firm is characterized by creativity, high energy and a unifying team spirit. Additionally, we are dedicated to creating and maintaining a workplace where we want to be. We continuously work at becoming better and better at what we do. We are a company in growth and over the last three years, we have worked intensely on the professionalization of our business.

**Our client list includes: Volvo, Colourtrend, BMW, Audi, Nolan Transport, NVD, Jaguar, Wright Group, AutoBoland and Fanagans.**

[www.doyleandpartners.ie](http://www.doyleandpartners.ie)