



Fantastic Designs in the Store: An Overall Guideline on Corporate Identity, Visual Identity and Interior Design

Xia Jiajia, Yang Ruizhu

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•In contrast with the Store Interior Design Collection, this book focuses on the overall physical appearance of the shop, shopfront included, and its role in visual merchandising•An innovative combination of corporate identity design, visual identity, and interior design theoryIn the age of online shopping, how can physical stores attract shoppers, stimulate buying behaviour, and compete with their virtual rivals? Impressive visual merchandising design may tilt matters in their favour. Not only can it lure the customers across the threshold, but it also establishes and reinforces a unique brand image, anchoring the company in the customer's mind. Revolving around fashion, lifestyle and food stores, Fantastic Designs in the Store presents over 50 of the hottest and most exciting shop layouts from all over the world. It demonstrates how a shop's visual dimension influences customer psyche, drawing people in and inviting them to browse. Each project is presented with high-res images and sophisticated description, making this book both an aesthetic journey into the heart of commercial style, and a wonderful reference for designers. No matter whether you are a designer seeking inspiration or a shop manager looking for integrated visual design, this collection will serve you well.

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