



Elemental

SUMMER 2006

Experience Design

SUMMARY & CONCLUSION

Report on

Anthropologie for

Pompei A.D.



CONTENT

SUMMARY

THE STORES

THE ELEMENTS

SHOPPING EXPERIENCE

CLIENT TYPES

IMAGE & PRODUCT EXPERIENCE

TOTAL BRAND EXPERIENCE

THREE NEW IDEAS

THANK YOU





SUMMARY



SUMMARY: KEY QUESTIONS & ANSWERS

1. The stores: *What is the shopping experience like in the three Anthropologie stores in New York: Soho, Union Square and the newly opened shop at the Rockefeller Centre?*

The experience is very much a "feeling of home and comfort". People simply seem to forget that they are in a retail environment and act as they would do at home. The environments bring out the best in people in a sometimes cold and competitive New York city. Another interesting point is how the interiors and merchandising create an almost magical atmosphere of discovery. The casual looking interiors make each product look one-of-a-kind, crafted and definitely not from a mass production line or sweatshop. The staff are generally friendly. However, it is mostly young white girls and we were missing a more diverse staff, especially in terms of age and race. In general, the shopping experience was warm and cosy and is influenced by the emotional water element and the ethical wood element.

2. Shopping Experience: *Are there any major differences between the stores and which?*

The shopping experience at the Soho and the Union square are very similar: emotional, warm and spontaneous. The new Rockefeller store is more cold, minimalist and organized. It is our opinion that this new store is stretching the personality of brand too much in a new direction and that it should get back to its' roots.

3. Client Types: *Does the shopping experience fit with the perceived target client group?*

Yes, it does. The client type is an Emotional and Ethical shopper. She is driven by the Wood and Water elements and therefore very empathetic to the shopping experience at both the Soho and Union Square stores. As the Rockefeller store appeals to a more practical and logical type, it might be confusing to its' core customers.

4. Image & Product Experience: *Does the shopping experience match the image & product experience?*

Yes and No. The image, as supported by the brand's website and catalogue, is close to the core design elements of wood and water. However, when looking at the values of the client types, the products miss a conceptual and ethical side to them. The interiors, the people and the image are all conveying an impression of ethical and authentic products. However, there is nothing in terms of marketing material or labelling that actually supports this impression. Is it just fake? Are these products really not just mass produced merchandise under questionable conditions? These questions will increasingly worry the type of clients that Anthropologie targets and gradually undermine the shopping experience if not addressed.

CONTINUED...



5. Total Brand Experience: *Are there any areas where we can imagine room for change?*

Yes, as mentioned above: one of the stores as well as the product collection needs further care and attention. They are the two areas that appear to be out of line with the Anthropologie brand personality.

6. Three New Ideas: *Any new directions to further enhance the the overall shopping, customer and brand experience?*

We have thought of three new directions to further enhance the Anthropologie experience. The first idea is to progressively enter the market for ethical products, at least with part of the fashion collections. As other successful American brands have used the "local" production as part of their quest to be more ethical, we suggest that Anthropologie gets into the lead of organic and fairtrade products.

One idea is to replace as normal cotton with fairtrade cotton as this was just made possible earlier this year and could make Anthropologie a market leader in the US. More ethical products could also pave the way for celebrity endorsement and free PR, as seen with the hugely successful Prius car from Toyota.

A second idea is to enhance the shopping experience appealing more to all 5 senses than done today. Especially the hearing and smell senses could be developed much further than today for a relatively low investment of scented candles and better music.

Finally, the third idea is to make the stores come much more "alive" by creating events which are not just centred around material consumption, and more in the direction of cultural and social experiences. Organize "soiree's" or "apero's" in the shops on topics such as Personal Development, Exotic Travelling, Cutting-edge Books, New Lifestyle Trends...etc. to draw in new people as well as assuring a more loyal client group.

According to Saatchi & Saatchi's CEO Kevin Roberts, the future belongs to "lovemarks" - brands that the clients love. Going in the mentioned directions, you would make more clients love Anthropologie more deeply and with more conviction than today!

CONTINUED...



About the methodology...

The three New York Anthropologie stores were visited during a weekend in May 2006. The research was carried out by a European researcher posing as a normal client, in order to keep the experience as real as possible. All photos shown in this report are from this field trip and taken without flash or other signs that could have come to the attention of clients or staff. None of the images were changed and are therefore as close to a real-life shopping experience as possible.

Other support information is gathered from interviews with shop managers at the Soho and Rockefeller stores, as well as comments from Anthropologie H&R and Pompei A.D.

Finally, all images, notes and experiences have been analysed using the EED Elemental Experience Design Theory. EED is a new segmentation tool inspired by Western Psychology combined with Asian beliefs in energy and design.

Next Steps

It would be very interesting to examine the shopping experience in Anthropologie stores in other cities and states, as well as going much more into depth with the client types.

What we suggest is a country wide customer survey of minimum five representative stores and their shoppers to discover main personality traits as well as a creating a statistical accurate psychographic measurement of the target group. Catalogue buyers would also be an interesting sample for an online survey.

In short, such a customer survey based on the Elemental Experience Design model would help the Anthropologie to gain a deeper understanding of their customers and serve as a crucial information for future product and design directions.

Mette Kristine Oustrup

August 2006



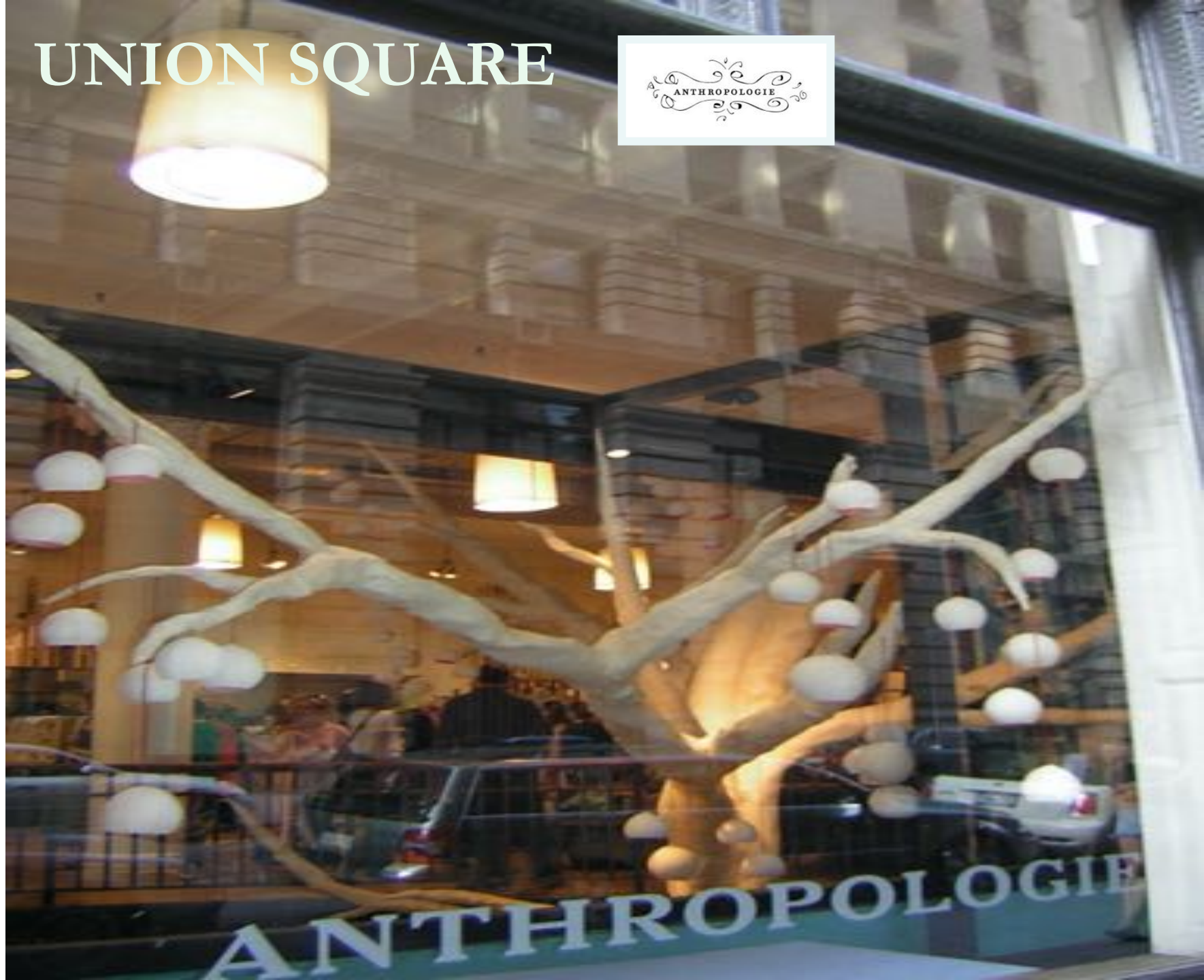
1. THE STORES

How is the shopping experience in the three Anthropologie stores in New York: Soho, Union Square and the newly opened store at the Rockefeller Centre?

SOHO



UNION SQUARE



ROCKEFELLER





THE ELEMENTS



THE ELEMENTS AND THEIR MEANING





metal/air

Key Colours: White+Grey

Rounded shapes,
condensed energy



water

Key Colours: Blue+Black

Irregular shapes, energy
flowing down



wood

Key Colour: Green

Rectangular shapes,
outgoing energy



earth

Key Colour:
Yellow

Square shapes, low
and flat energy



Key Colour:
Red

Triangular shapes,
high-rising energy



fire



2. SHOPPING EXPERIENCE

Are there any major differences between the stores and which?



EED DESIGN SCORE TABLE

	Soho	Union Square	Rockfeller
Metal	0%	10%	26%
Water	30%	29%	4%
Wood	50%	52%	17%
Fire	15%	10%	13%
Earth	5%	0%	39%
	100%	100%	100%

The result shows a dramatic contrast. The Soho and the Union square are similar: about 80% Water and Wood and a bit of Fire. The design is ideological, emotional and spontaneous. The new Rockefeller is less clear in its design personality, but with Earth and Metal accounting for 65% it is more rational, logical, product focused and organized.

SOHO DESIGN POSITIONING



LOGICAL

ORGANIZED

CONCEPTUAL: IDEAS ORIENTED

metal

water

Union Square

Soho

More emotional and
spontaneous design

wood

Rockefeller

earth

fire

EMOTIONAL

SPONTANEOUS

CONCRETE: PRODUCT ORIENTED



ROCKEFELLER IDEAS : ELEMENTS

MORE WATER and WOOD



LESS METAL





3. CLIENT TYPES

Does the shopping experience fit with the perceived target client group?



LOGICAL

INTROVERT-YIN

FLOATING SILVER

Metal + Water
Reserved, dreamy, original,
individual, imaginative,
sensitive and scientific.

the intellectual

MOUNTAIN PEAK

Metal + Earth
Independent, sceptical,
determined analytical,
leading and original.

CONCEPTUAL
EXTRAVERT-YANG

IRON MAN

Metal + Metal
Assertive, dynamic, decisive,
leading, well-informed,
logical and frank mood.

QUICKSILVER

Metal + Fire
Adventurous, stimulating,
fast-moving, outspoken,
creative, clever, curious.

METAL FOUNTAIN

Water + Metal
People-focused, active,
diplomatic, expressive,
loving, tactful and
straight-forward.

LIVELY GEISER

Water + Fire
Enthusiastic, idealistic,
creative, high-spirited,
imaginative, improvising.

INTROVERT-YIN

MIRROR LAKE

Water + Water
Immaterial, independent,
absorbed, quiet, reflective,
loyal and idealistic.

the emotional

DEEP WELL

Water + Earth
Caring, complex, intuitive,
forceful, concerned,
hard working and firm

EMOTIONAL

the ethical

ORGANIZED

CREATIVE CLAY

Earth + Water
Stable, accurate, loyal,
considerate, warm, generous,
dependable and sensitive.

the practical

SOLID BRICK

Earth + Earth
Serious, orderly, well
organized, responsible,
capable, logical,
reasonable and effective

ROBUST ROOTS

Earth + Metal
Practical, business oriented,
traditional, organized, leading
and matter-of-fact.

LOYAL LAVA

Earth + Fire
Active, energetic, controlling,
dutiful, talkative,
detailed oriented,
loyal and conscientious.

POWER PETROL

Fire + Metal
Friendly, action-oriented,
adaptable, on-the-spot,
material, no worries,
impatient.

BONFIRE

Fire + Fire
People-oriented, sociable,
fun-loving, outgoing,
easy-going, entertaining
and joyful.

CAUTIOUS FLAME

Fire + Water
Quiet, serious, sensitive,
kind, following, artistic,
modest and reserved.

the sensual

STABLE CHARCOAL

Fire + Earth
Reserved, analysing,
generous, observing,
technical-oriented,
trusting and receptive.

SPONTANEOUS

INTROVERT-YIN

EXTRAVERT-YANG
CONCRETE

INTROVERT-YIN



SHOPPING VS CLIENT POSITIONING

CONCEPTUAL: IDEAS ORIENTED

LOGICAL

metal

water

Clients

EMOTIONAL

wood

ORGANIZED


earth

fire

SPONTANEOUS

CONCRETE: PRODUCT ORIENTED

THE EMOTIONAL & ETHICAL SHOPPER



Spiritual
Deep
Emotional
Compassion
Passionate
Idealist
Authentic
Mystery
Philosophical
Tactful
Serene

The Emotional shopper, being CONCEPTUAL in communicating and EMOTIONAL in implementing goals, is highly skilled in EMPATHY. Thus their most practiced and developed intelligent operations are usually teaching and counselling, or conferring and tutoring. And they would if they could be sages in one of these forms of social development.

The Water temperament has an instinct for interpersonal integration, learn ethics with ever increasing zeal, sometimes become diplomatic leaders, and often speak interpretively and metaphorically of the abstract world of their imagination. They are proud of themselves in the degree they are empathic in action, respect themselves in the degree they are benevolent, and feel confident of themselves in the degree they are authentic.

Water types search for their unique identity, hunger for deep and meaningful relationships, wish for a little romance each day, trust their intuitive feelings implicitly, aspire for profundity. This is the "Identity Seeking Personality" -- credulous about the future, mystical about the past, and their preferred time and place are the future and the pathway. Social relationships: In their family interactions they strive for mutuality, provide spiritual intimacy for the mates, opportunity for fantasy for their children, and for themselves continuous self-renewal.

For the Emotional & Ethical type, nothing occurs which does not have some deep ethical significance, and this, coupled with her uncanny sense of the motivations of others, gives her a talent for seeing life as an exciting drama, pregnant with possibilities for both good and evil. This type is found in only about 3 percent of the general population, but much higher within people in their 20's and 30's and they have great influence because of their extraordinary impact on others. These women are inclined to go everywhere and look into everything that has to do with the advance of good and the retreat of evil in the world.

She can't bear to miss out on what is going on around her; she must experience, first hand, all the significant social events that affect our lives. And then she is eager to relate the stories they've uncovered, hoping to disclose the "truth" of people and issues, and to advocate causes.

This strong drive to unveil current events makes her tireless in conversing with others, like a fountain that bubble and splash, spilling over her own words to get it all out. She consider intense emotional experiences as being vital to a full life, although she can never quite shake the feeling that a part of herself is split off, uninvolved in the experience. Thus, while she strives for emotional congruence, she often see herself in some danger of losing touch with her real feelings

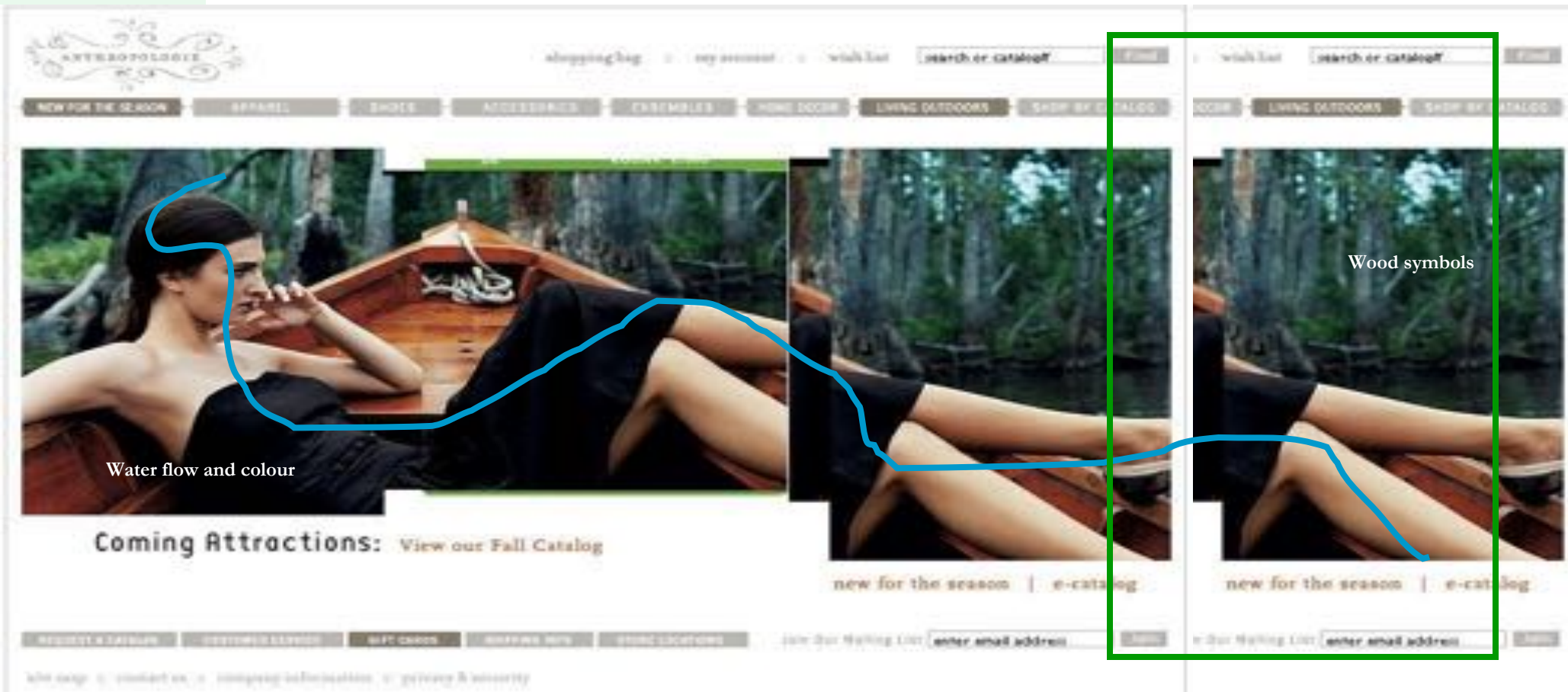
In the same vein, she strives toward a kind of spontaneous personal authenticity, and this intention always to "be herself" is usually communicated nonverbally to others, who find it quite attractive. All too often, however, she falls short in her efforts to be authentic, and she tends to heap coals of fire on herself, berating herself for the slightest self-conscious role-playing.



4. IMAGE & PRODUCT EXPERIENCE

Does the shopping experience match the image and product experience?

IMAGE: WEBSITE

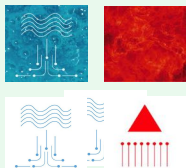


The Anthropologie website is dominated by the flowing irregular water shapes combined with symbols from the wood elements. Here from the beginning of Fall 06.

PRODUCTS: CATALOGUE



THE LATEST SPRING/SUMMER 06 CATALOGUE IS HEAVILY INFLUENCED BY THE WATER ELEMENT IN PRODUCTS, COLOURS, MATERIALS AND ENERGY. HOWEVER, THERE IS NOT MUCH EVIDENCE OF THE ETHICAL WOODEN ELEMENTS AND CONCEPTUAL IDEAS, AND THE PRODUCTS APPEARS TO BE "JUST PRODUCTS" AND NOT MUCH MORE.



The latest spring/summer 06 catalogue is heavily influenced by the water element in products, colours, materials and energy. However, there is not much evidence of the ethical wooden elements and conceptual ideas, and the products appears to be "just products" and not much more.



IMAGE AND PRODUCT EXPERIENCE

CONCEPTUAL: IDEAS ORIENTED

LOGICAL

metal

water

EMOTIONAL

Image

wood

More conceptual
and ethical
products

Products

ORGANIZED

earth

fire

SPONTANEOUS

CONCRETE: PRODUCT ORIENTED



PRODUCT IDEAS: ETHICAL FASHION

THIS SEASON'S "MUST-HAVE" accessory: a clear conscience. If just a few years ago the idea of ethically sound clothing bore connotations of a hippy wearing hemp and hair shirts which were wearable but a long way from fashionable; now there are small, independent companies distributing their wares via catalogue or online which represent a new stylish yet ethical alternative to their high street counterparts.

These fashion brands' pitch is two-pronged: their garments are either made with guaranteed fair wages and working conditions, made in an eco-friendly manner (cutting back on chemicals or transportation miles, for instance), or both. The number of brands with an ethical dimension grows monthly.

Last year US company American Apparel (only five years old and already the third-biggest T-shirt manufacturer in the US) launched across Europe – its chic casual wear is made in LA in “worker-positive” environments and this year it extends its four-year programme to make 80% of its products from organic cotton. Edun, a “sustainable employment” fashion line created by U2's Bono and wife Ali Hewson, launched last year and already sells through the likes of top-end stores Selfridges, El Corte Inglés and Printemps.

This season also sees high-fashion brand Bamford & Sons sell a complete menswear collection in organic cotton and the launch of new US organic denim brand Loomstate across Europe. Even Nike, one of the whipping boys of anti-sweatshop campaigns, has launched Considered, its range of eco-friendly training shoes, made from recycled components sourced within a set radius of the factory. A new exhibition, Well Fashioned: Eco Style in the UK, tours the UK until January.

Major retailers are also getting in on the act. In March, Marks & Spencer became the first British retailer to sell clothing made from 100% Fairtrade cotton (which only became available internationally late last year). Fashion chain Oasis, with stores across Europe, has just launched a capsule collection of organic denim items, while Top Shop has signed a deal with British/Japanese company People Tree, an ethical clothing brand working with 70 Fairtrade groups worldwide, to come up with a Fairtrade collection launching this spring.

“There are now enough ethical fashion brands out there for it to go mainstream, which it is about to do,”

says Deborah Isaacs, UK General Manager of People Tree. “The product has to be right, of course. But manufacturers are responding because consumers want it. Look at what happened to Gap. It responded to appalling publicity and is now turning things around.”

Certainly, high-street launches appear to be driven by the need to satisfy consumer demand rather than a desire to lead shoppers down the path of righteousness. A 2005 YouGov survey commissioned by Marks & Spencer revealed that almost one-third of consumers said they had decided not to buy an item of clothing because they had concerns about the conditions under which it had been made, with 78% saying they want more information about these conditions, as well as the chemicals used in the clothing manufacture. And it looks to be a business with a future: according to the Ethical Consumption Report of 2005 (compiled by the Co-Operative Bank), the UK market for ethical clothes rose by 30% in 12 months to £43m (€63m).

“There's a shift in the ethical clothing debate despite surveys suggesting that price matters more,” says Tamar Kasriel, analyst with Henley Centre Headlight Vision. “Ethics are now providing a differentiation factor in an otherwise undifferentiated marketplace, and a product for the higher-order consumer.”

CONTINUED...



“Consumer concerns about the ethics of clothing, especially, are growing,” adds Mary Rayner, researcher for Ethical Consumer, the UK’s longest-running alternative consumer organisation. Manufacturers’ deniability about factory conditions relating to pay, workers’ rights and ecological considerations are no longer plausible; nor does their standard argument – that they provide jobs where none existed before and at wages that, while pitiful by Western standards, are competitive for the local marketplace – wash with many consumers. Not that consumers of ethical clothes are necessarily motivated purely by ethics; prior to design and value improvements, such items, though available, did not sell notably well. The first, tasteless batches of Fairtrade coffee hardly flew off the shelves.

“The fact that our T’s are ‘sweatshop-free’ is really a minor component in why people buy them,” says American Apparel founder Dov Charney, whose marketing stresses fit, durability and style, with the ethical component presented as a bonus. “They may consider that ethical element, but it’s still the overall value and quality they really buy. And the fact is that you give better value by using the best manufacturing systems.”

Pioneering social brands may have inspired a consumer movement. But availability on the high street has also been a key issue, such that Barry Clavin, the Co-Operative Bank’s Ethical Policies Manager, now expects a domino effect of new launches. “Even the ethical consumer needs a degree of convenience,” he notes.

That said, **consumers appear to be prepared to pay more for such products:** Fairtrade and organic cotton clothes are more expensive because they tend to be produced by smaller-scale manufacturers. “They are not competitive with unethical clothing but the price reflects the real cost of their manufacture,” says Rayner. And because they require longer lead times to manufacture – they don’t depend on punishing overtime and have the added risk of organic cotton crop failure – they also offer a slower turnover of styles.

In return, they are generally both original and premium products, or at least, as Kasriel notes, are increasingly perceived as being such. Shoppers also get to buy in to a high-profile, sexy product category. Similar supply-chain issues also affect other consumer goods, notably electronics, toys and cosmetics – but these do not yet attract the same boycott mentality that gives rise to the likes of Labour Behind the Label and the Clean Clothes Campaign.

“The interest is not a fad. Ethical clothing may lose its radical edge as it goes mainstream, but it needs to go mainstream if it is to grow,” says Rayner. “The bigger question is whether the launch of ethical clothing lines is any more than a cosmetic enhancement. Pressure still needs to be applied. Major high-street names respond because they want to be seen as progressive. But have they changed their internal policies?”

Some companies have. Sports-shoe manufacturer New Balance, for instance, still manufactures 40% of its products in factories in the US and UK – at an estimated cost to profit of €44m a year – and is in the process of introducing a lean manufacturing system in order to allow it to continue to do so. It does not promote its ethical policy, but suggests it consequently has the highest consumer loyalty of any sports brand.

Increasingly, it seems, it is not alone. New ethical fashion marks a considerable step on from the often unbelievably cheap alternative of much high-street fare – and looks set to follow in the wake of ethical groceries, holidays and investments as a consumer concern.

More: check out http://www.fairtrade.org.uk/products_cotton.htm. Sources: European Business, July 2006. PURE STYLE: Josh Sims charts the rise of ethical fashion



5. TOTAL BRAND EXPERIENCE

Are there any areas where we can imagine room for changes?

TOTAL BRAND EXPERIENCE



**ANTHROPOLOGIE
BRAND PERSONALITY:**
CONCEPTUAL,
EMOTIONAL,
SPONTANEOUS
& ETHICAL

CONCEPTUAL: IDEAS ORIENTED

LOGICAL

ORGANIZED

metal

water

EMOTIONAL

Image

Clients

Union Square

Soho

More emotional and
spontaneous design



Rockefeller



More conceptual and ethical
products

wood

Products

SPONTANEOUS

earth

fire

CONCRETE: PRODUCT ORIENTED



6. THREE NEW IDEAS

Any new directions to further enhance the overall shopping, customer and brand experience?



1. MORE ETHICAL PRODUCTS



Cottoning on to Fairtrade

Conventional cotton growth – which produces higher yields and a more standardised product – is environmentally damaging, using 3% of total farmland and yet 10% of chemical pesticides and 22% of insecticides – more than any other crop. Heavy-duty dyes pollute rivers and soil. The World Health Organisation estimates there are some 20,000 deaths every year in the cotton-growing industry from pesticide poisoning. Farmers are often also forced to take out crippling loans in order to buy the chemicals. Organic cotton, in contrast, is grown without use of harmful chemicals. Fairtrade cotton, as with other Fairtrade products, guarantees farmers a fair and stable price, including a premium to invest in long-term farm development as well as local community projects.



Go for meaning: organic, “A.O.C.” and especially FAIRTRADE. In the future, most of your shoppers will demand it, plus it might get you some great celebrity endorsement. It is better to get into this area early than late.

2. USE 5 SENSES EXPERIENCES



Use 5 senses experiences more! Most shops are missing this important aspect.

3. SOCIAL AND CULTURAL EVENTS



Organize “soiree’s” or “apero’s” in the shops on topics such as Personal Development, Exotic Travelling, Cutting-edge Books, New Lifestyle Trends...etc. Make the shops come alive and use them as social and cultural venues!





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CONTENT

THE EXPERIENCE

1. STREET
2. WINDOWS
3. HOME
4. FASHION
5. GENERAL CLIENT
6. MERCHANDISING
7. "RELAX"
8. TRYING-ON
9. ON SALE
10. PAYING





THE 10 EXPERIENCES

ELEMENTAL SHOPPING EXPERIENCE



For each store, we have sampled 10 different experience angles and analysed the major elements according to the EED method. The 10 angles are:

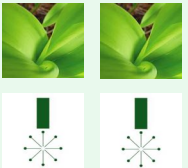
1. STREET
2. WINDOWS
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10. PAYING



1. STREET EXPERIENCE

1. STREET EXPERIENCE

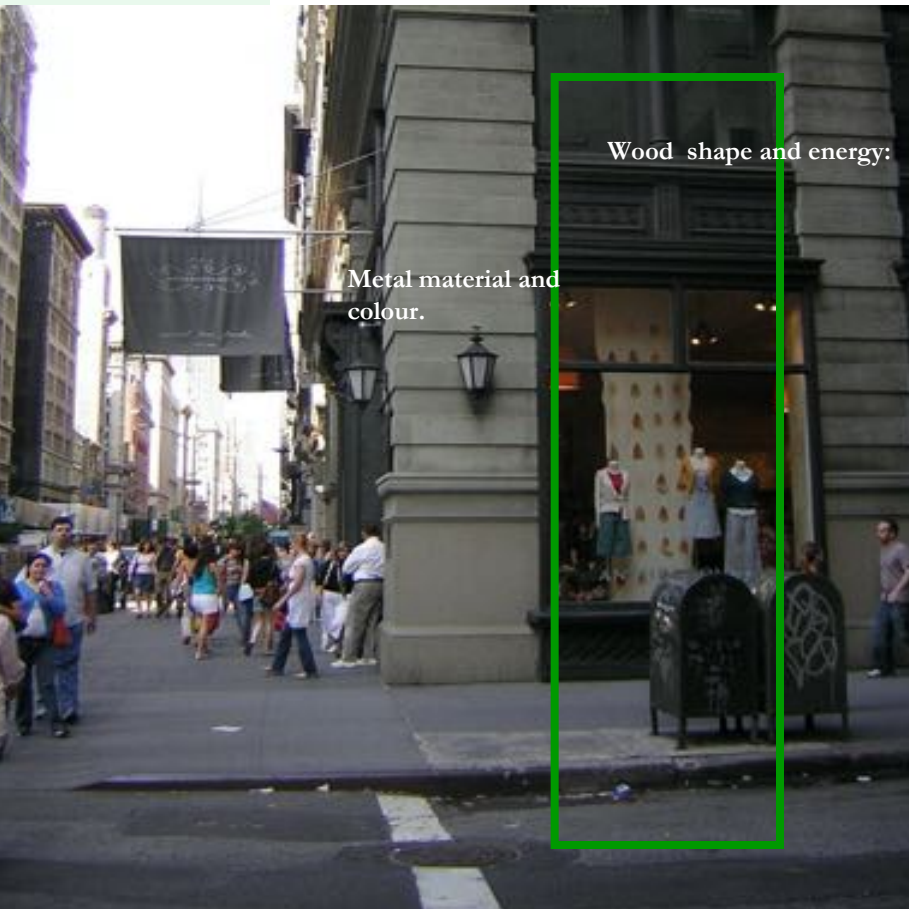
SOHO



The street experience outside the Soho store is a classic high rectangular brown building, the feeling is warm and natural, like the massive old oak trees lining the street. The streets are busy and this Saturday, many have chosen to take a break outside the shop to catch a few rays of spring sunshine..

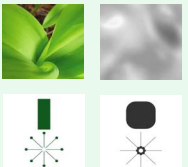
1. STREET EXPERIENCE

UNSQ



Wood shape and energy:

Metal material and colour.



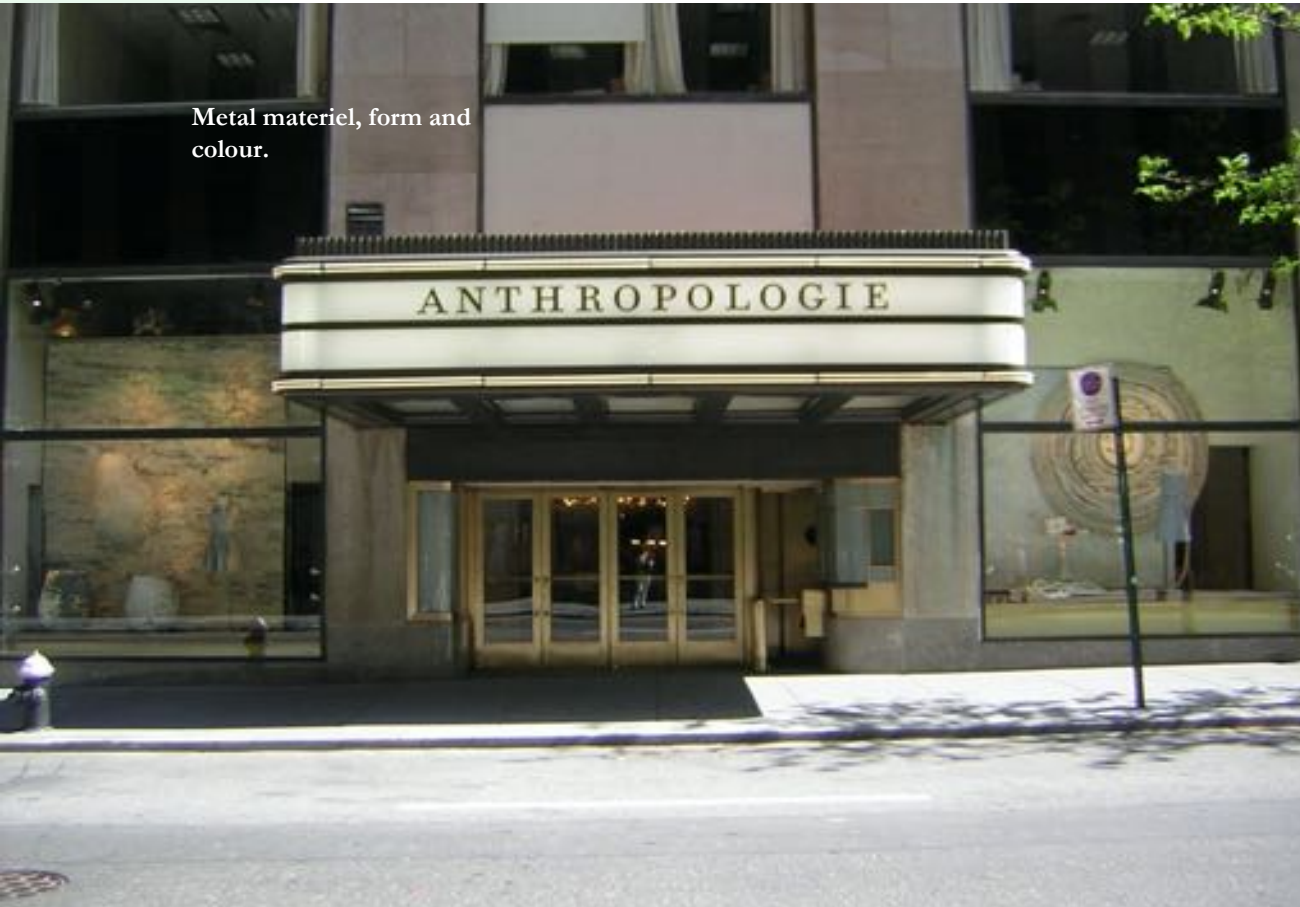
Union Square is buzzing with shoppers on this Saturday afternoon and the store is close to the hustle and bustle. The storefront has long rectangular shapes like the Soho store, but the colour and material of the front pillars are in the colder metal material and colour style.

1. STREET EXPERIENCE

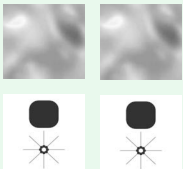
ROCK



Metal material, form and colour.



Metal forms and materials



These pictures were taken on a sleepy Sunday morning, just before the Rockefeller store opened. The front entrances, constructed in metallic colours and materials, are somewhat austere and intimidating. These front doors do not invite you to sit outside and spend time in the morning sun.



2. WINDOW EXPERIENCE

2. WINDOW EXPERIENCE

SOHO



These windows are not very visible from the street and appear camouflaged with the building and the greenery. The most visible decoration has a water energy flow and feeling to it.

2. WINDOW EXPERIENCE

UNSQ



Water energy flow and materials.



Wood forms and symbols



The windows at the Union Square store are much more visible and dramatic than the Soho store, but the elements are similar: Wood and Water. Without being cluttered or messy, these windows are symbols of ideas rather than just merchandise.

2. WINDOW EXPERIENCE

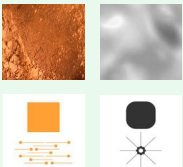
ROCK



Earthy energy and organized structure.



Metal colours and materials.



Some of the windows at this store are very different from the previous two stores. The windows are larger, but the decorations are smaller, giving a low and flat energy field. Likewise the structure is more organized and the effect much less dramatic, which results in a clean minimalist look.



3. HOME EXPERIENCE

3. HOME EXPERIENCE

SOHO



Wood materials and colours



Water energy flows



The home products are placed in booths on the right hand side of the store, with each booth having a different focus. The lighting is very effective, there are lots of natural materials and the causal flow of the products gives you a feeling of uniqueness and discovery.

3. HOME EXPERIENCE

UNSQ



Wood materials and colours



Water energy flows



Fire lighting and structure



Slightly smaller than the Soho store and placed in the back of the store, this area has high powered vertical lighting which has the effect of creating a casual upwards energy flow. This section was the only area we found that had scent candles burning, providing a wonderful sensual experience.

3. HOME EXPERIENCE

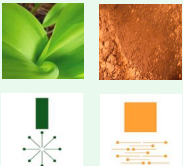
ROCK



Wood colours and materials



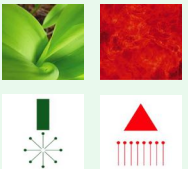
Earth energy and structure



The major difference to the other two stores is the very organized way that the products are displayed, using square earthy forms instead of the usual flowing water look. Even if the materials, colours and products are in the warm wood element, the impression is a more regimented exhibition.

BUT ALSO!

ROCK



Changing from the structured and organized front areas, the Rockefeller store suddenly explodes in the back of the store with a massive exhibition of action and energy. Your senses are shocked when you enter the area, coming from a much more demure and clean arrival experience.



4. FASHION EXPERIENCE

4. FASHION EXPERIENCE

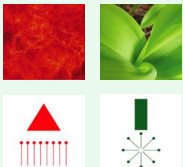
SOHO



Wood colours and materials



Fire energy



The fashion products look very much “at home” in the Soho store. There is a sense of natural and authentic garments and clients appear to want to try-on many of the products on display. The casual, slightly untidy merchandising suggests an impression of a “walk-in closet at home”.

4. FASHION EXPERIENCE

UNSQ



The fashion offering is both upstairs and downstairs at the Union Square store, united by a staircase under a massive tree which dominates the central area. The traffic is heavy, but people still take time for a chat under the tree.

4. FASHION EXPERIENCE

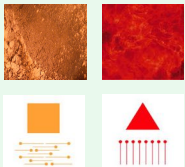
ROCK



Fire forms and colours



Earth low energy and order



As with the other front areas, the upstairs fashion area is dominated by a clean, preppy and almost minimalist feel. Many low tables with neatly coordinated selections dominate the fashion products, at times tending to promote the look of a well-kept department store.



5. CLIENT EXPERIENCE

5. CLIENT EXPERIENCE

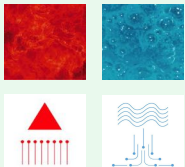
SOHO



Fire energy and colours



Water flow



This is one of our favourite pictures, because it is such a prime example of how an interior design can make people feel so relaxed that they act as if they were at home and not in a commercial environment. Note the two women who are using the exhibition bed to compare different dresses, exactly like they would do at home before a party!

5. CLIENT EXPERIENCE

UNSQ



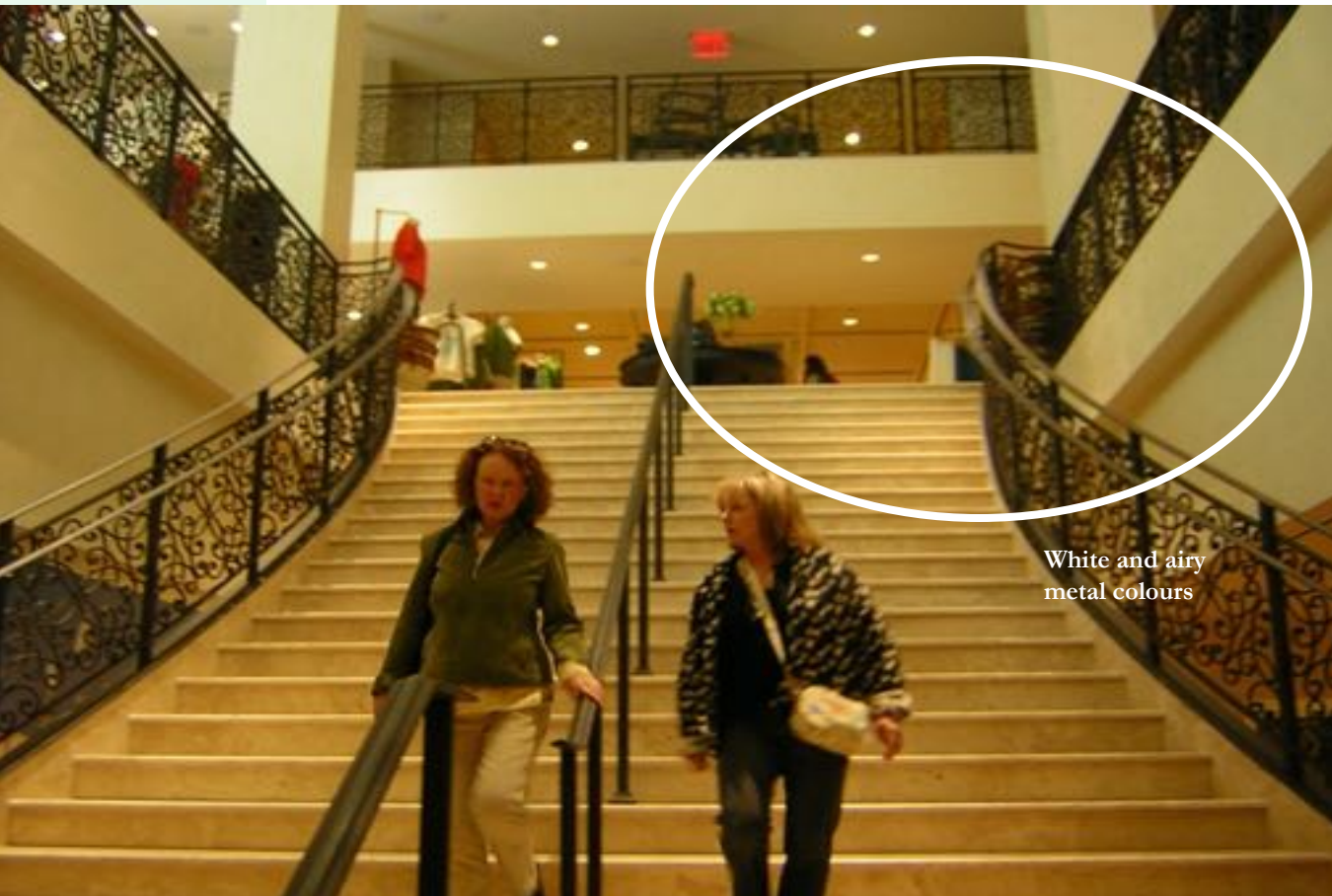
Wood symbols (growth)



Compared with the Soho store, the clients at this shop seem younger and edgier. The bigger windows give a feeling of air and space. The massive tree in the middle leads clients down the staircase to a less artistic and more product oriented basement floor.

5. CLIENT EXPERIENCE

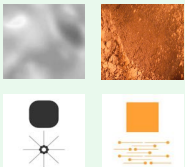
ROCK



White and airy
metal colours



Square earth



Finally, as the Rockefeller store was just a couple of days old, the client group might not be fully representative. However, they do seem older than in the other two stores and the interiors would also indicate a more logical and organized group. Above, the staircase that has a metallic feel of space and white colours. The tiles provide a touch of earth with their square shapes.



6. MERCHANDISING EXPERIENCE

6. MERCHANDISING EXPERIENCE

SOHO



Wood symbol, materials and forms (growth)



Water flowing energy



The overall impression here is casual, creative and slightly untidy. There is a structure and order, but as the energy flows freely, it seems that it does not matter if a product is removed or not. Many items are crammed into a small space, resulting in the famous flea market atmosphere.

6. MERCHANDISING EXPERIENCE

UNSQ



Water flowing energy



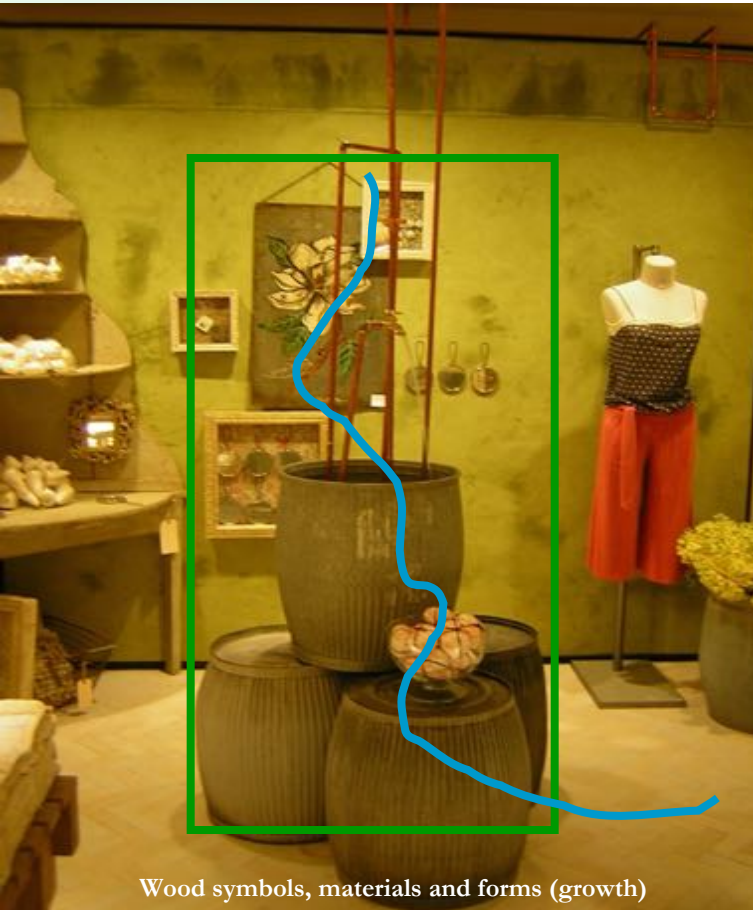
Wood symbols, materials and forms (growth)



Union Square also merchandises the products in a casual and relaxed manner, which invites you to test and sample the different items. You don't get punished if you have moved around products and in some areas you see many different product categories displayed together.

6. MERCHANDISING EXPERIENCE

ROCK



Wood symbols, materials and forms (growth)



Earth low energy and order

The basement contains a nice area of combined elements, which carries the symbols as in the other two stores and has the same intimate feeling. Yet, it still shows products in a more fixed and organized way than other two stores.





7. “RELAX” EXPERIENCE

7. “RELAX” EXPERIENCE

SOHO



The ”relaxing” experience of the Soho store is quite extraordinary. Everywhere you’ll find people spending time chatting, relaxing and reading – even bringing in their favourite pet, like the little dog above. The furniture is soft and relaxed. The dark pillars provide safe comfort zones.

7. “RELAX” EXPERIENCE

UNSQ



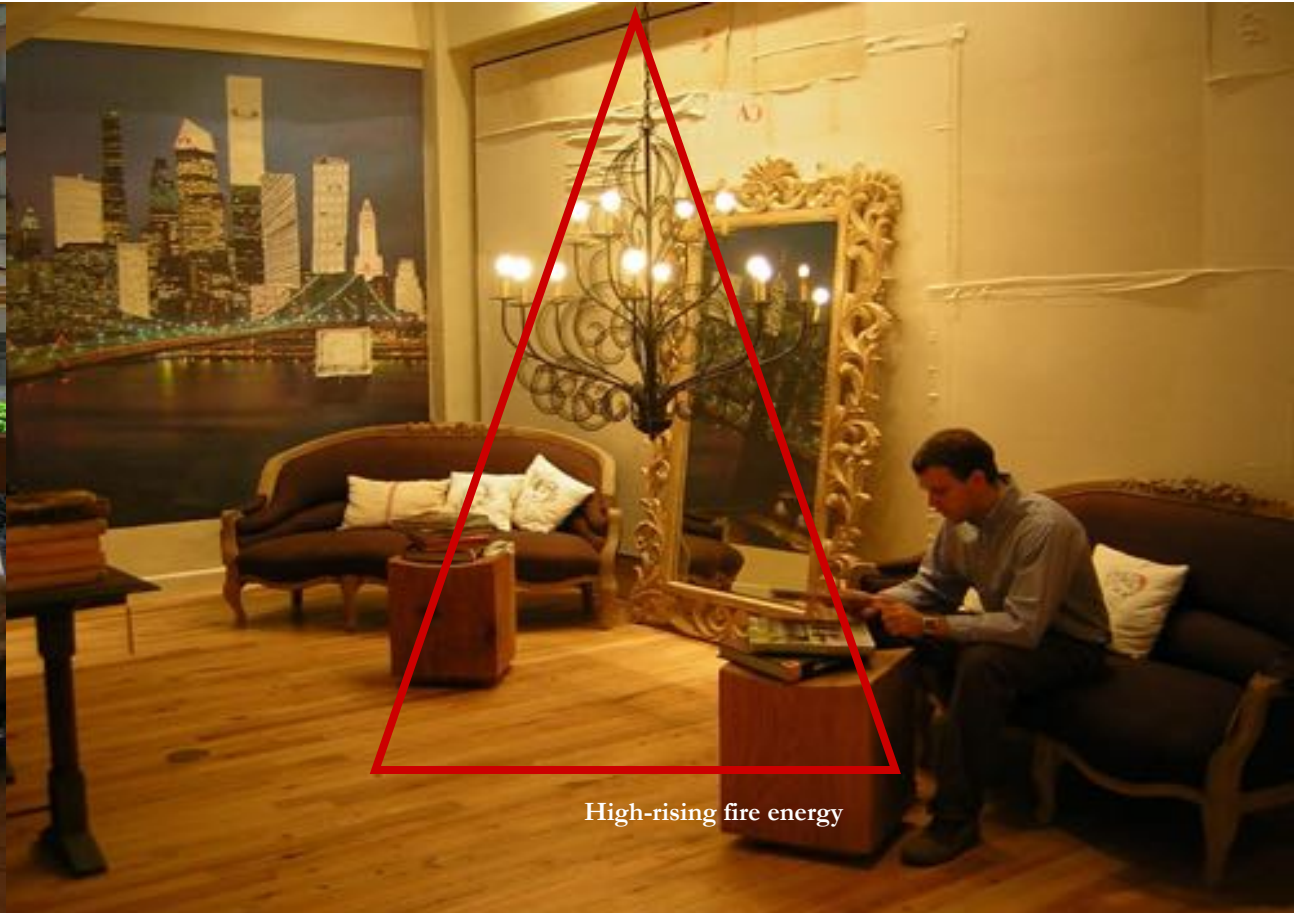
There seems to be fewer “relax” zones in the Union Square store, than in the Soho equivalent. However, they appear to be working. This guy even manages a nap while his girlfriend is in the fitting room!

7. “RELAX” EXPERIENCE

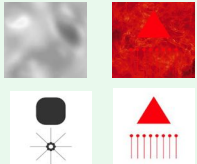
ROCK



Rounded metal shapes



High-rising fire energy



At the Rockefeller store, the ”relaxing” areas are less casual and more sparse and decorative. Only one area was in use; the others stood empty and untouched.



8. FITTING EXPERIENCE

8. FITTING EXPERIENCE

SOHO



Even though the queue is long, people seem pretty relaxed and comfortable standing in line. The staff are cheerful and helpful, they put your name on the door and you feel that you can take your time trying on the products. The flower chair and burning candles add to an intimate atmosphere.

8. FITTING EXPERIENCE

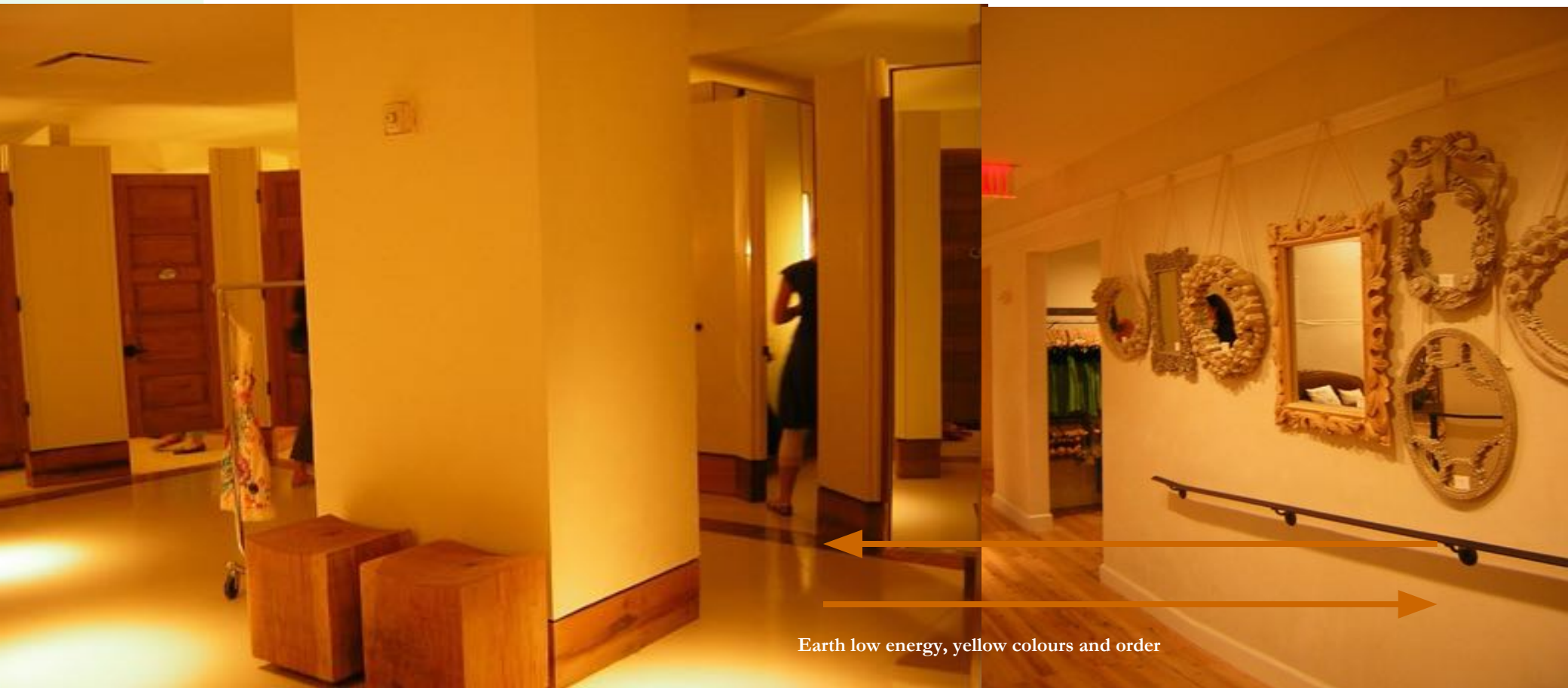
UNSQ



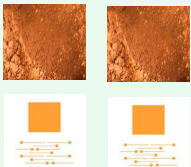
Like the Soho store, there was a long line in front of the fitting rooms. Here are some of the people waiting their turn. Again, we see this interesting phenomenon of people experiencing the store in a very casual and relaxed manner.

8. FITTING EXPERIENCE

ROCK



Earth low energy, yellow colours and order



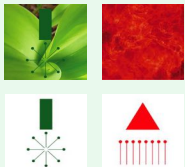
Even if there are many wooden elements (like the other stores), the low ceilings, the yellow lights, the square or organized shapes dominate the fitting areas and makes it a much cleaner experience (and perhaps a little bland). The way that the mirrors are displayed adds to a commercial environment.



9. ON SALE EXPERIENCE

9. ON SALE EXPERIENCE

SOHO



This area was untidy, but had a very high-energy. The garments were cramped and there was little open floor space. However, lighting was good and many people were in the bargain hunting mood.

9. ON SALE EXPERIENCE

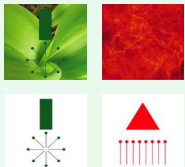
UNSQ



Spontaneous Fire energy



Wood forms and materials



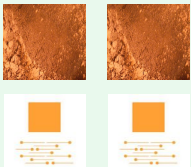
There is nothing really special to say about the sale area at the Union Square shop. It is casual and yet spacious, with relatively low ceilings as it is the basement. However, the energy is high and many natural materials support the wood and fire elements.

9. ON SALE EXPERIENCE

ROCK



Earthy energy and
organized structure



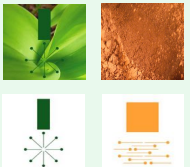
It's a very different world to enter the sale area in the Rockefeller store – all white, all straight square lines and well colour/style coordinated. This has more a department store flavour than a designer boutique where bargains are to be found.



10. PAYING EXPERIENCE

10. PAYING EXPERIENCE

SOHO



In this design, the tall green area and the yellowish earthy background dominates. The white ropes, the organic path people where clients are in line appears casual. The hidden technology adds to a friendly and relaxed atmosphere.

10. PAYING EXPERIENCE

UNSQ



Water flow, material and colour



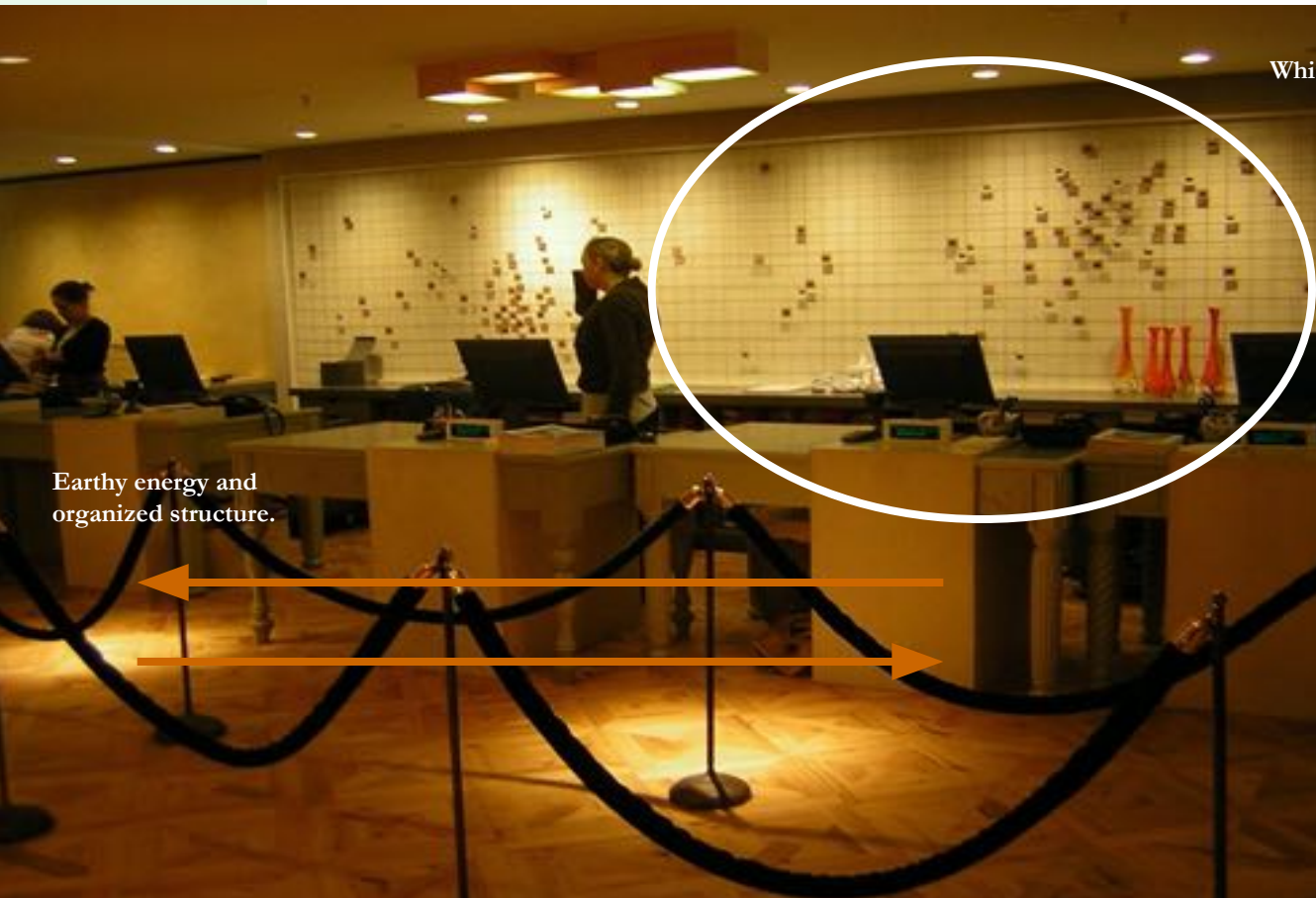
Wood rectangular energy flow



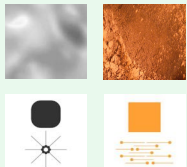
Here, the girls queuing up to pay appear bored and less comfortable than in the Soho store, but it was also a very busy Saturday afternoon, so lines were extra long!

10. PAYING EXPERIENCE

ROCK



White metal colours + technology



There is not much relaxation over the payment areas in this store. In fact, it resembles a cold airport/bank or IKEA counter with black straight ropes, lots of computer terminals and white walls. Also the metallic background creates a stark contrast to the other stores.

