1.	Record Nr.	UNINA9910154866503321
	Titolo	Retail design : theoretical perspectives / / edited by Ann Petermans and Anthony Kent
	Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2017
	ISBN	1-315-60592-9 1-317-06457-7 1-317-06456-9
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (247 pages) : illustrations, tables
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	Disciplina	745.4 |2 23
	Soggetti	Stores, Retail Design Display of merchandise
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
	Nota di contenuto	1. Introduction / Anthony Kent and Ann Petermans -- 2. Retail design : a contextual lens / Ann Petermans and Anthony Kent -- 3. Retail design : what's in the name? / Katelijn Quartier -- 4. Retail formats / Filipe Campelo Xavier da Costa, Gabriel Gallina and Marcelo Halpern -- 5. Retail environments / Bethan Alexander and Anthony Kent -- 6. From clicks-and-bricks to online-to-offline : the evolving e-tail/retail space as immersive media in Hong Kong and mainland China / Tommy Tse and Tsang Ling Tung -- 7. Heritage, adaptive reuse and regeneration in retail design / Bie Plevoets and Koenraad van Cleempoel -- 8. Evaluating retail design / Martin Knox -- 9. Communication and stakeholders / Tiiu Poldma -- 10. Online retail design / Delia Vazquez and Anthony Kent -- 11. Globalisation and localisation : the high-end fashion retail perspective / Bhakti Sharma -- 12. The future of retail and retail design / Henri Christiaans.
	Sommario/riassunto	The economic recession in the developed world and competition for consumer goods from the developing world has led to a re-assessment of the growth-led conventions of the retail industry. In addition, the

rapid advance of e-commerce and online shopping has created new challenges for physical stores and the communication and distribution of retail brands. Retail Design provides students, researchers and practitioners with a detailed assessment of global retail design. Chapters are devoted to key issues in the visual and structural contribution of design to retail brands and format development, and to the role of design in communication.