



How to design a clothing store

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Designing a clothing store does not simply involve a systematic merchandise display, but rather creating a unique customer experience while delivering value in the supply chain. A strategic use of the retailing space and proper store layout will forge a special bond with the target audience and affect their purchase behaviour.

Commerce can generally be classified in:

- **Wholesale** regarding the relationship between industry and distributors or other professional business users
- **Retailing** which makes products accessible to the population located in urban and suburban areas

Coco Chanel and her boutique



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The most representative selling channel is the store, typical of central urban areas, dealing mainly with specialized genres, and of suburbs, thus selling also mass-market products..

Design and functionality are decisive elements when planning and implementing a clothing store project :

- **design** is the tool that determines a narrative path and transfers the brand's message and its philosophy
- **functionality** defines the use of space by users



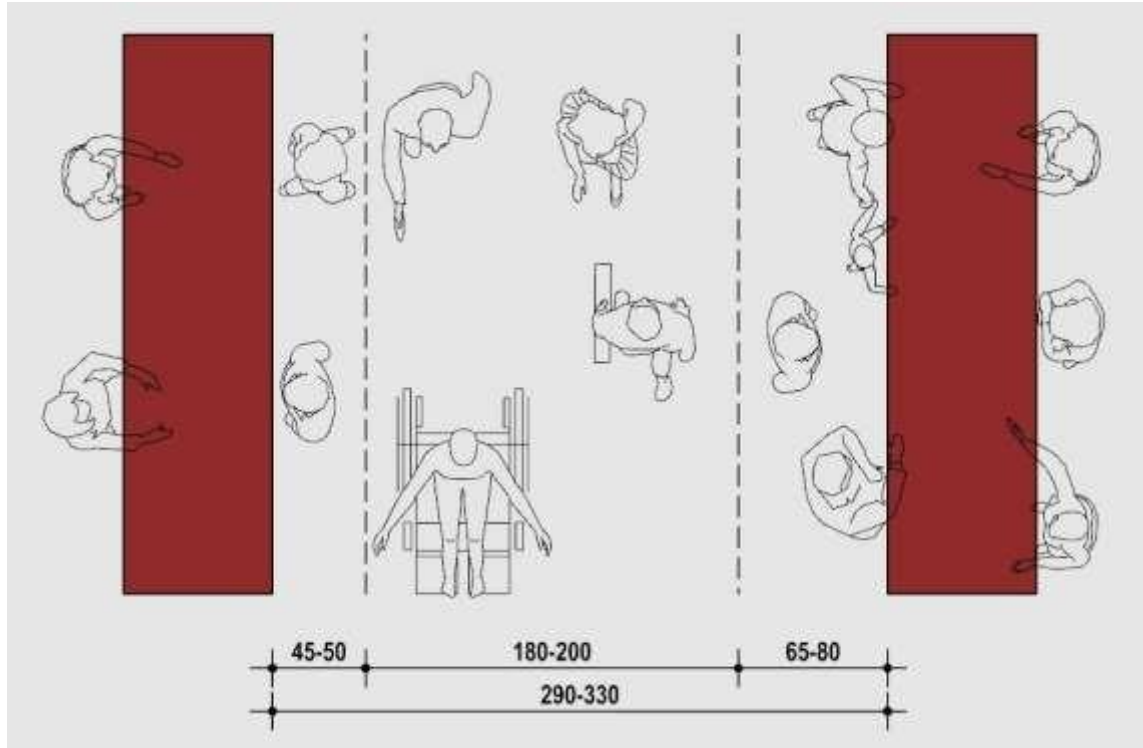
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The decline of shopping centres has enabled the rise of experiential retail and concept stores, transforming the whole shopping experience:

- **architecture** is a store distinctive feature
- **exhibition stands** will have an impact on the customer shopping experience
- correct **lighting** is fundamental to create an engaging atmosphere.

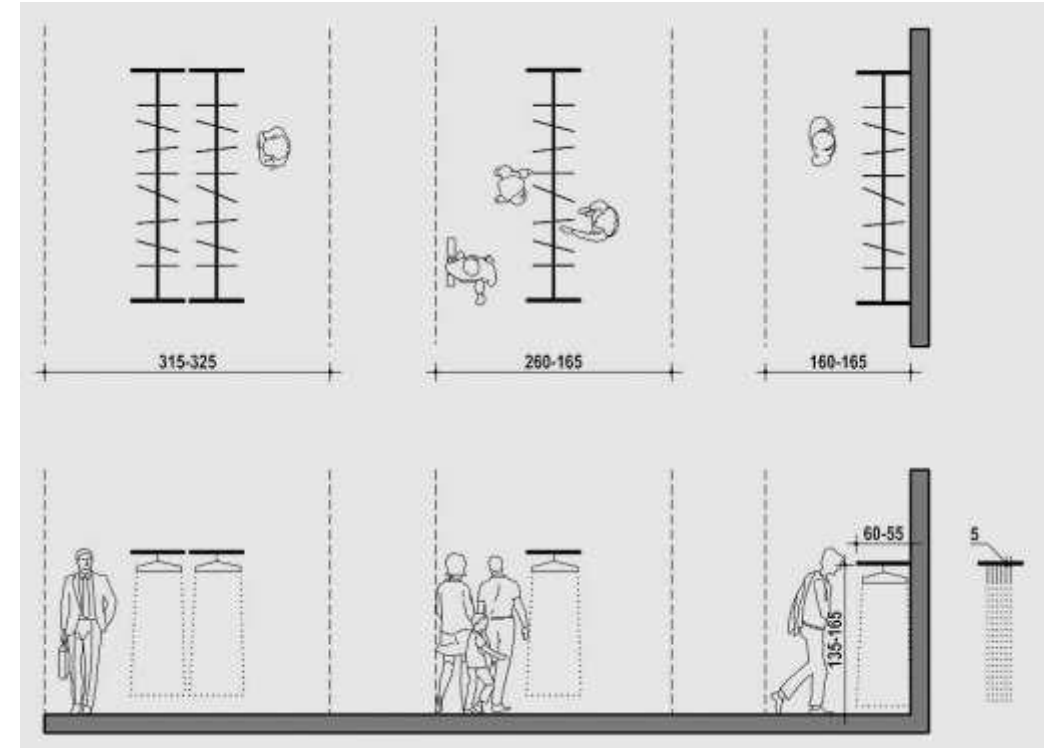


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The **fully assisted sales system** provides for sufficient space in front of the sales counter:

- Sitting shop assistants need a section of 65-80 cm
- standing clients require a space 45-50 cm wide
- the free area for the customer route must be at least 1.80-2.00 m wide.



In the **self-service sales system**, goods can be displayed on wall shelves (1) inside the sales area (2) or on island display units (3).

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View from the entrance



Exhibition and sales space



Sales area

- The clothing store, built in a neoclassical building, has the main facade characterized by three large windows mounted in round arched compartments.
- The exhibition and sale space has a L-shape in plan view and guarantees a comfortable flow of customers and staff.
- The dressing room area is in a more reserved store space which also includes the staff changing room, the bathroom and a plant room. At the end of the large room there is the clothes storage room.
- The air conditioning pipes create, together with the track lighting, a visible aerial path of the installation system components.

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Floor and wall materials, selected according to **chromatic characteristics**, generate strong contrasts:

- the concrete floor (micro-cement) was installed with just 3 mm thickness on the walking surface and on most of the perimeter walls
- panels covered in rosewood support black enamelled tubular exhibitors, that are placed in different areas of the sales floor generates isometric views with visible movement joints
- Modular furnishing accessories with essential design, match rigorous and clear shapes of structural elements
- further contrast is represented by the air conditioning system pipes which, treated with polished chrome, create effective reflections off the anthracite grey ceiling



Sales and exhibition space



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