

# HEY WHO ARE YOU?

DESIGNING PRODUCT PRESENTATION AND COMMUNICATION TO ENHANCE PRODUCT EXPERIENCE AT G-STAR RAW'S PHYSICAL RETAIL STORES AND SHOPS IN 2023



## IDENTIFICATION

Consumers identify with interactive attitudes, the in-store activity and the G-Star brand expressions.



## IDENTITY MOLDING

Consumers are browsing through the store, which is divided into four attitude worlds.



## IDENTITY EXPRESSION

Consumers get inspired and assured to stand out and express their identity in the G-Star service area.



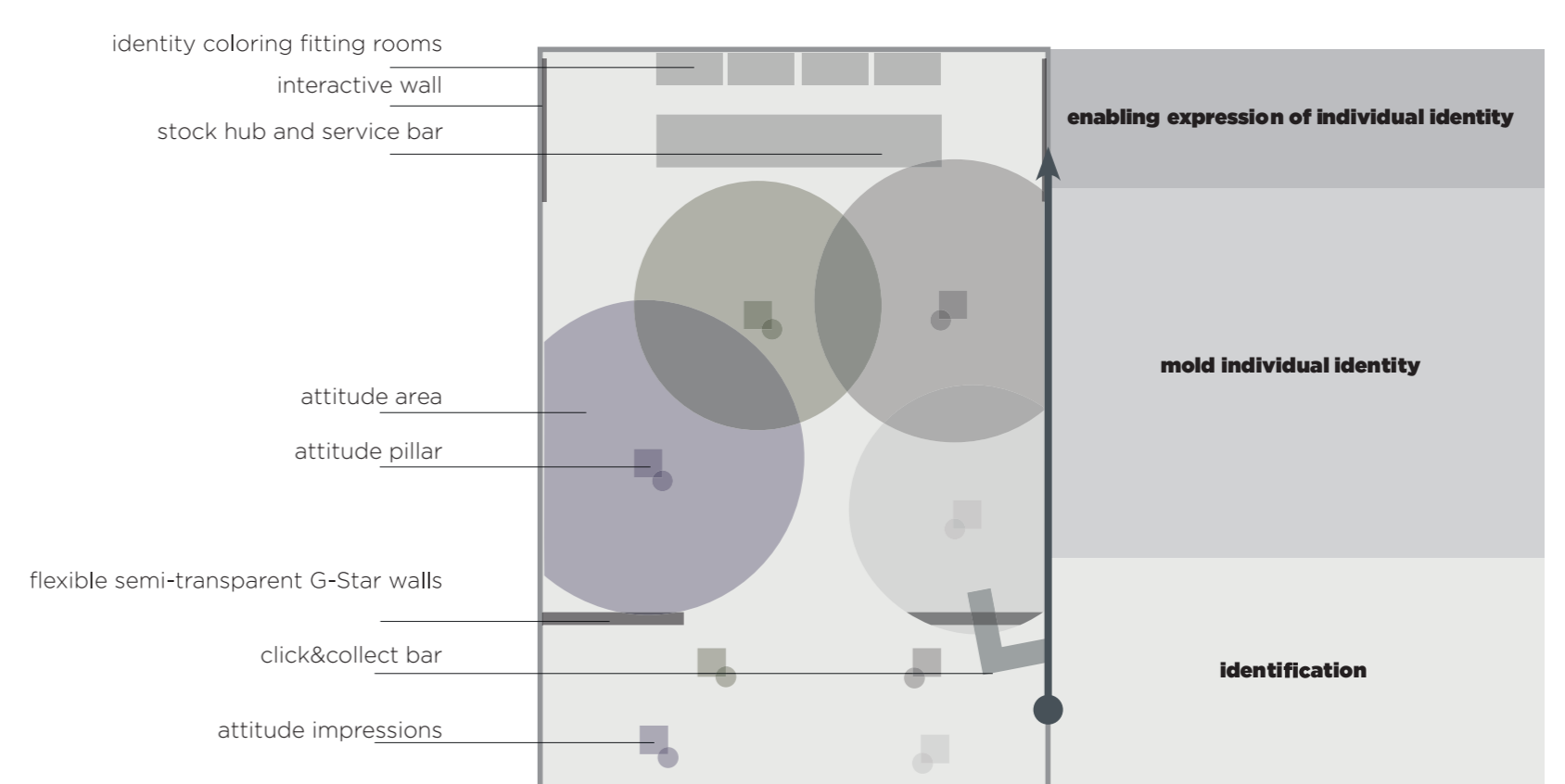
## G-STAR IDENTITY ENVIRONMENTS

In the envisioned context of 2023 consumers are constantly dealing with an overload of influences in a world where they are always connected to others. This provokes the insecurity of how they should express their individual identity. To take this insecurity away from consumers the following statement is created for G-Star:

**I want G-Star to empower people to stand out individually and to express their unique values by approaching them in an assuring way.**

To be assuring to the consumer the interaction should contain the following qualities: **clarifying, fascinating, evaluating and unconstrained.** To enable this interaction in their physical brand environments G-Star should appear as **unpretentious and bold.**

The design that is created to facilitate this interaction is called an Identity Environment. In these environments are consumers able to mold their own identity with identity expressions of G-Star. The products of G-Star will be presented in 'attitude areas' and therefore they will be able to value the G-Star products by relating the attitudes to their own identity.



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Designing Product Presentation and Communication to Enhance Product Experience at G-Star RAW's Physical Retail Stores and Shops in 2023  
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