Staging fashion brands
flagship store design

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Fascination

Translating a brand into architecture

retail. trends. image.

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The flagship store

“Flagships are designed to provide powerful brand experiences (Borghini et al. 2009). They offer a dramatic stage that embodies the essence of a retailers’ brand (Kozinets et al. 2002; Sherry 1998) through ‘multi-sensory sensual opportunities’ (Dolbec & Chebat, 2013, p.461).
Typology

“A flagship is a store “1) carrying a single brand of product, 2) owned by that brand’s manufacturer, and 3) operated - at least in part - with the intention of reinforcing the brand rather than selling a product at a profit.”

(Kozinets et al. 2002, p.17)
CONTENT

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rules of the game
the customer & experience
design proposal
intro assignment
research

How can the retail architecture contribute to the identity and the recognition of a fashion brand without relying on the logo?

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Typology

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4) Usually one flagship store per country

Two types to distinguish:
General format
vs
Unique format
Céline

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Phoebe Philo
Philofiles
identity

brand personality
sophisticated, timeless, avant garde

new philosophy when PP arrived
back to the essence of the brand

closing shop, reinventing the brand
recently two new flagship stores

no online sales
visual identity

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Rules of the game
The 6 elements of FOS

Marble
Long Shelves

Off set shelves
Free standing racks

Cube displays
Long counters

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‘Leegte is luxe…’

“The link between emptiness and luxury can be traced within sociology studies. Although quantity remains a sign of power and wealth, austerity penetrates in several domains as a sign of distinction. Abstinence and understatement becomes a sign of cultivation and good taste. Soberness as such, restraining oneself and especially the aesthetical appreciation of emptiness makes the principle of what Bourdieu (1984) defines as amor vacui - a mark of excellence.”

(Schroeder, Brand Culture, 2005, p.202)
View of Arc de Triomphe

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Mosaic

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MOSAIC

2D vs 3D
texture

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MOSAIC

white - colour

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the customer & experience
Dolbec et al. define brand experience as the “subjective, internal consumer responses (sensations, feelings, and cognition) and behavioral responses evoked by brand-related stimuli that are part of a brands’ design and identity, packaging, communications and environments (Brakus, Schmitt, and Zarantonello 2009, p.53)”. The experience is composed by many different factors that leave a subjective impression on the customer.
TARGET AUDIENCE

PERSON
traveller
business
wealthy
management
30+
EXPECTATIONS
timeless
quality
cut
materials
avant-garde

PRODUCTS
coats & jackets
hats, gloves & scarves
leather goods
footwear
tailored suits
suits, ties & cufflinks
casual wear & jeans
glasses, watches & accessories

LIFESTYLE
literature
art
music
photography
coffee & liquor
athletics
travelling
smoking
gifts

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Mr. Kurino

"The Céline flagship store is always one of my stops en route to all the art galleries in the city. I love to come here not only for the clothes but also for the service and the nice ambience. The leather goods department is my favourite, the design and quality of the products is exquisite. I am a wanderer, and I love to all the way to the top floor and enjoy the view."

entering - greeting - looking at the products - get help if wanted - walk around - enjoy the view - packing & payment - leave
+/- 20 mins

Name
Mr. Kurino
Age
57
Occupation
Owner of art gallery
Lives in
Paris and Tokyo
Social status
Married
Hobbies
Badminton
Poetry
Collecting cognac
Why Céline?
'I like the timeless design aesthetics and the quality of the products.'
Caspar

“Unfortunately there is no flagship store for men in London yet. So every time I am in Paris for work I plan one afternoon to go to Céline. I do this about three times a year. I keep coming back because of the good service and the in-house tailor so my clothes will always be ready in time. I like to look good but hate shopping, so when I come I buy everything for the whole season. Céline offers a private and personal service, they know my taste and measurements so within 1,5 hours I have my new wardrobe complete.”

entering - greeting - go to the first floor, tailor area - is served beverage of choice - fitting - choosing materials - is offered additional products (coats, accessories, casual wear and footwear) - packing & payment - leave +/- 1h 45 mins
Lucas
"When I am home from boarding school my mother loves to spend time with me. She loves shopping and buys a lot of Céline for herself. For her it is important I look good. I don’t mind. Last time I was there I heard Kanye West was there too, but I didn’t see him because he was in the private VIP area. Pity…”

entering - greeting - looking at the products - get help if wanted - trying products on - packing & payment - leave
+/- 50 mins
the proposal

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LOCATION

Avenue Victor Hugo

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Sophia E. van Rooij
DEPARTMENT:
PARIS OUEST

COMMUNE:
PARIS 16

SECTION:
FG

SHEET:
000 FG 01

ORIGINAL SCALE:
1/500

PRINT SCALE:
1/500

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Explore Lab
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Sophia E. van Rooij
1 hall
2 lift
3 storage
4 bath rooms
5 vault
6 archive
7 lunch room
8 technical space
1 entrance
2 lift
3 cashier
4 void
5 changing rooms
6 open window displays
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Sophia E. van Rooij
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1 multifuncional event space
2 lift
3 informal meeting space
4 void
5 bath rooms
6 front desk
1 entrance to roof
2 lift shaft
3 sky light

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Slimline
The darkest nights produce the brightest stars…

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