

# design:retail

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## *Come & Play!*

Bespoke, custom experiences  
are changing the face of  
bricks and mortar

**+** HOINTER MCDONALD'S  
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DESIGN LEADERS

**GlobalShop**

THE ULTIMATE  
SHOW GUIDE

# Cubbies!

**F**ROM DESIGNER SCARVES to organic teas, products displayed in a framed open space send value-added messages to shoppers. These geometrically arranged cubby enclosures, full or partial height, invite shopper examination. Perhaps it's the comfort of our preschool days coming back to reassure us about our shopping choices, or just product organization at its finest.

**1.** For Charming Charlie's "Store of the Future" template created for the 284-unit of popular-priced women's fashion accessories, Gensler store design specialist Lisa Pope-Westerman says that the multiple cubby effect "gives the merchandise the impression of 'editor's picks.'"

Photo courtesy of GENSLER

**2.** São Paulo-based Scarf Me, which was founded in 2011, features designs by its owners, the Rosset brothers, and is expanding with international franchises. Other accessories, such as handbags and apparel, share the cubby wall with scarves, mounted as art, with a lightbox effect.

Photo by ALISON EMBREY MEDINA

**3.** T2B in Sydney is the retail venture of T2, an Australian premium tea company. For the 540-sq.-ft. shop, Landini Associates created a cast concrete main bar and oxidized steel shelving, reflected in an overhead angled mirror.

Photo by SHARRIN REES

**4.** In Hamburg, Germany, the Ippolito Fleitz Group design for the WakuWaku Dammtor fast-food and organic food store uses a solid wood wall of compartmentalized display departments and glass-fronted refrigerators.

Photo by BANJAMIN NADJIB

- Vilma Barr



[1]



[2]



[3]



[4]