





# RETAIL ALCHEMY :

## Elevating Brand-Centric Retail Design Experiences

Retail Alchemy empower fashion-based retail designers with user friendly toolkit needed to ideate and develop the in-store design. Formulated by an Interior Designer and a Master's student pursuing Design, Innovation and Brand Management at the University for the Creative Arts, the mission is to transform fashion retail store design by effectively integrating creativity and practicality to elevate UK consumer's brand experiences. This toolkit is crafted to offer practical insights to three major aspects: Fashion Brands, it's Retail Space and Target Customers, cohesively integrating them into the designs. Moving forward, the vision is to expand on diverse retail sectors, setting new standards for retail designing across the UK. Feel free to utilise the Retail Alchemy tools, and raise your creative standards in brand experience based retail fashion in-store designing.



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# BRAND DECODER





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## 1. BRAND DIRECTIVE

Brand Decoder : A suite of four specialised tools designed for in-depth study of various brand aspects, including brand briefing, personality, tone of voice, and values



What is 'Brand Directive'?

The 'Brand Directive' is the first tool of 'Brand Decoder' which is a streamlined questionnaire crafted for the retailers/brands. The answers to the three sets of question provides a basic outlined information of the brand including certain parts of brand DNA, serving as a directive towards the design decisions. The tool marks the starting point of designing a fashion-based retail environment , encouraging the retail designers to delve into deeper understanding of the brand and ensuring that every single aspect fits seamlessly in-accordance with the provided information. This tool can also be used in any niche segment of retail in-store designing that involves a deeper understanding of the brand.

Who can fill 'Brand Directive'?

- Fashion based retailers/brands

How to use 'Brand Directive'?

- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool
- Click the checkboxes next to your preferred answers from the provided options for each question set.
- Wherever required, type your specific answers or additional comments in the designated text fields
- Upload your brand logo picture, typography and colour scheme in the designated section by clicking: 
- Upload multiple pictures of your brand's over all visual aesthetics in brand aesthetics mood board by clicking 
- Voilà! And you are done.



# BRAND DECODER

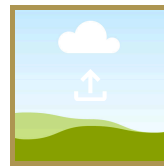
## BRAND DIRECTIVE

### BRAND DNA : THE VISUAL IDENTITY

#### Brand Logo

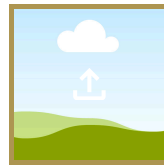


#### Typography



Font names, Style :  
Type something...

#### Colour Scheme

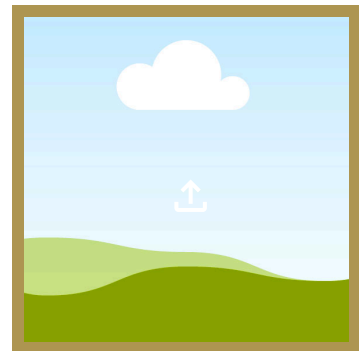
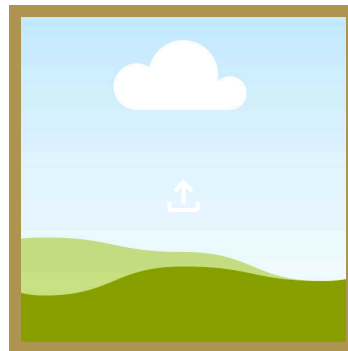
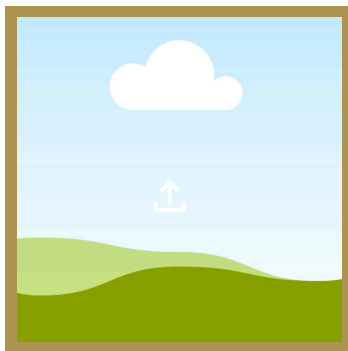


Click to add more

Colour Scheme HEX codes : Type something...

(Specific colours used consistently across all visual communications)

## BRAND AESTHETICS MOOD BOARD





# BRAND DECODER

## BRAND DIRECTIVE

BRAND DNA : THE BRIEF	Brand Name:	Type something...
	Brand Status:	<input type="checkbox"/> Existing Brand <input type="checkbox"/> New Brand
	Brand Story (Brand's heritage, inspiration, and journey)	Type something...
	Main Product	Type something...
	Other Products/services	Type something...
	Brand Mission (The purpose of your brand.)	Type something...
	Brand Vision (The long-term goals)	Type something...
	Brand Promise (Unique value proposition to customers)	Type something...
	Brand Positioning (The Place, brand occupies in the market)	Type something...



# BRAND DECODER

## BRAND DIRECTIVE

BRAND COMPETITOR ANALYSIS	Direct Competitors	Type something...
	Indirect Competitors	Type something...
	Advantage & Disadvantage over competitors	Type something...
Other Comments (If any)		Type something...



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## 2. BRAND PERSONALITY IDENTIFIER

Brand Decoder : A suite of four specialised tools designed for in-depth study of various brand aspects, including brand briefing, personality, tone of voice, and values

What is 'Brand Personality Identifier'?

The "Brand Personality Identifier" is the second tool of 'brand Decoder' which can serve as a visual aid to help the brand/retailers think what they would like to communicate to the customers and what image they intend to portray. From a retail designer's perspective, this tool assists in visualising ways to reflect the chosen personality in the space, thereby connecting with the target customers to enhance their brand experience. This tool can also be used in any niche segment of retail in-store designing that involves a deeper understanding of the brand.

Who can fill 'Brand Personality Identifier'?

- Fashion based retailers/brands.

How to use 'Brand Personality Identifier' ?

- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool
- Imagine your brand as a person and put a tick across what kind of person your brand would be from the given 12 personality archetypes, considering traits, behaviours, and characteristics
- In the text field of last page, provide a brief explanation on why this choice of person fits best for your brand. Also, do not forget to mention how these qualities reflect your brand's image.
- Voilà! And you are done.



# BRAND DECODER

## BRAND PERSONALITY IDENTIFIER

WHICH PERSONALITY IS  
YOUR BRAND?



### CREATOR

You use creativity and change people's lives



### SAGE

You are a wise spirit looking for the truth so that you understand things better



### CAREGIVER

You are caring, nurturing and make people's life easier



### INNOCENT

You are positive and bring everyone joy



### JESTER

You love to have fun, amuse people and make the world a little better



### MAGICIAN

You transform things and creates one of a kind experience



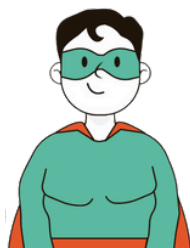
# BRAND DECODER

## BRAND PERSONALITY IDENTIFIER



### RULER

You are elegant and special and set high standards through your offerings



### HERO

You are strong, brave, inspiring and motivate people in all ways possible



### EVERYMAN

You are practical, fair, honest and down-to-earth, and want to fit in



### OUTLAW

You start a change by taking risks and go against the rules, doing things in a different way



### EXPLORER

You want to try new things and be on your own



### LOVER

You are sensual, tempting and want to be close and feel connected

Explain Why? : Type something...



# BRAND DECODER

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## 3. BRAND VALUE WHEEL

Brand Decoder : A suite of four specialised tools designed for in-depth study of various brand aspects, including brand briefing, personality, tone of voice, and values

What is 'Brand Value Wheel'?

The 'Brand Value Wheel' is the third tool in the 'Brand Decoder', which enables the retailers/brands to pinpoint their core values brand values that resonates with their recognised brand personality. By identifying the values, retailers/brands can effectively connect with the right target customers who shares similar values. Retail designer can use the identified values as a strategy to utilise the retail space with right layout, product placements. Further more, it makes the designers think of the elements that aesthetically and functionally reflect the core values and thereby enhancing the brand experience within the customers. This tool can also be used in any niche segment of retail in-store designing that involves a deeper understanding of the brand.

Who can fill "Brand Value Wheel"?

- Fashion based retailers/brands.

How to use "Brand Value Wheel" ?

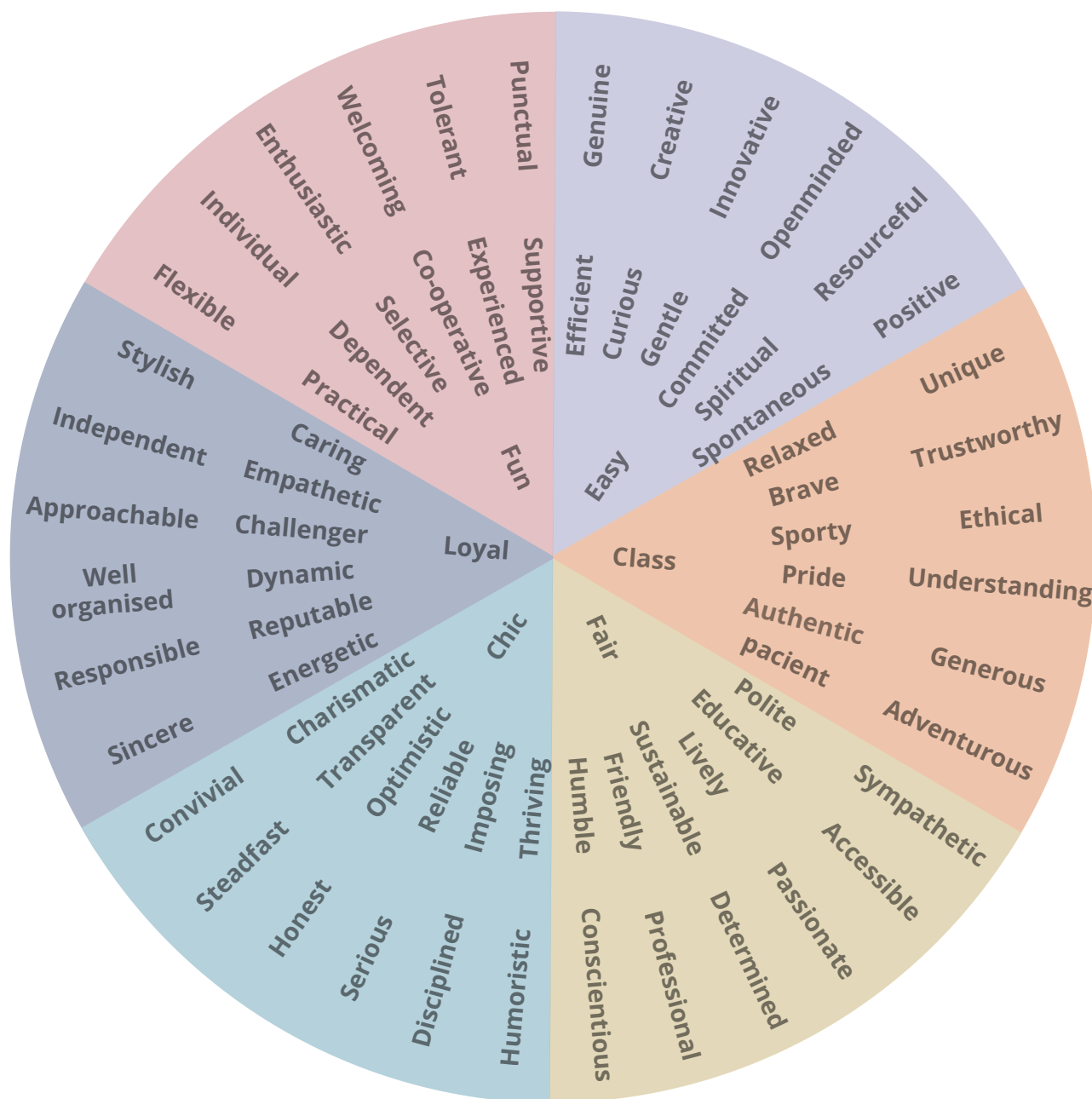
- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool.
- Now that you know your brand's personality, try to understand what core values your brand would have.
- Choose a minimum of four values from the wheel and write on the text box .
- In the same text field, provide a brief explanation on why this choice of values fits best for your brand.
- Voilà! And you are done.





# BRAND DECODER

## BRAND VALUE WHEEL



Write a minimum of four values that aligns with your brand and explain why? :

Type something...



# BRAND DECODER

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## 4. BRAND TONE PICKER

Brand Decoder : A suite of four specialised tools designed for in-depth study of various brand aspects, including brand briefing, personality, tone of voice, and values

Why 'Brand Tone Picker'?

The 'Brand Tone Picker' is the fourth and final tool in the 'Brand Decoder' which encourages the Fashion based retailers/brands to select the most suitable tone of voice which resonates organically with your brand personality and values. This tool can help retail designers effectively communicate your brand's value through compelling visual merchandising by ensuring uniformity and consistency in the overall retail environment. This tool can also be used in any niche segment of retail in-store designing that involves a deeper understanding of the brand.

Who can fill 'Brand Tone Picker'?

- Fashion based retailers/brands.

How to use 'Brand Tone Picker' ?

- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool.
- Now that you know your brand's personality and values, imagine having an actual conversation with your brand. How does it sound?
- Choose one tone of voice from the list and put a tick on it.
- In the same text field, provide a brief explanation on why the chosen choice of tone fits best for your brand.
- Voilà! And you are done.



# BRAND DECODER

## BRAND TONE PICKER

<input type="checkbox"/>	Expressive	<input type="checkbox"/>	Imaginative
<input type="checkbox"/>	Authoritative	<input type="checkbox"/>	Informative
<input type="checkbox"/>	Compassionate	<input type="checkbox"/>	Reassuring
<input type="checkbox"/>	Friendly	<input type="checkbox"/>	Comforting
<input type="checkbox"/>	Energetic	<input type="checkbox"/>	Humorous
<input type="checkbox"/>	Inspirational	<input type="checkbox"/>	Visionary
<input type="checkbox"/>	Commanding	<input type="checkbox"/>	Confident
<input type="checkbox"/>	Assertive	<input type="checkbox"/>	Approachable
<input type="checkbox"/>	Relatable	<input type="checkbox"/>	Edgy
<input type="checkbox"/>	Provocative	<input type="checkbox"/>	Bold
<input type="checkbox"/>	Adventurous	<input type="checkbox"/>	Charming
<input type="checkbox"/>	Seductive	<input type="checkbox"/>	Others: Type something...

Explain why this tone fits best? : Type something...



# CUSTOMER DECODER



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## 1. PERSONA INSIGHT GENERATOR

Customer Decoder: A strategical approach which helps in understanding the target customer persona and their preferred choices in fashion based retail space.


What is 'Persona Insight Generator'?

The 'Persona Insight Generator' is the only tool in 'Customer Decoder' which tool gives detailed insights into the target customer persona's preferences, behaviours, and perceptions. This tool also allows retail designers to create every dimension of the retail space keeping the customer's persona in mind. This customer-centric approach to retail environment design can bridge the gap between customers and physical store design, which therefore enable in designing retail spaces that truly serves the intended target customers with better brand experience. This tool is specific to the fashion sector niche, and can be used by retail in-store designers who require a deeper understanding of the targeted customers.

Who can fill 'Persona Insight Generator'?

- Fashion based retailers/brands or Retail designers.


How to use 'Persona Insight Generator' ?

- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool
- Click the checkboxes/check circles next to your preferred answers from the provided options for each question set.
- Wherever required, type your specific answers or additional comments in the designated text fields.
- Upload the persona's picture in the designated section by clicking: 
- Voilà! And you are done.



# CUSTOMER DECODER

## PERSONA INSIGHT GENERATOR



### ABOUT ME

Type something...

BIOGRAPHY

**Age:** Type something...

**Gender:** Type something...

**Location:** Type something...

**Marital status:** Type something...

**Children:** Type something...

**Qualification:** Type something...

**Profession:** Type something...

**Income:** Type something...

**Hobbies:** Type something...

## SHOPPING BEHAVIOUR:

### Shopping Channels

In-Store  Offline

### Preferred Shopping Times

Morning  Afternoon  Evening

### Shopping Companions

Alone  Friends  Family

### Purchase Decision Factors

Brand  Quality  Price  
 Store Atmosphere  Others

### Shopping Frequency



### Average money spend per visit

Type something...

### Shopping Motivations

Type something...

### Shopping Frustrations

Type something...

### Average spending time per visit





# CUSTOMER DECODER

## PERSONA INSIGHT GENERATOR

### BRAND PERCEPTIONS:

#### Favourite Brands

#### Brand Engagement Medium

 In-store  Offline

#### Disliked Brands

#### Preferred Brand Values

### DESIGN PERCEPTIONS:

#### Store Environment

##### Lighting

 Warm  Cool  Neutral

##### Colour Scheme

 Neutral  Monochromatic

 Vibrant

 Others : Type something...

##### Ambience Style

 Modern  Luxury

 Natural  Creative

 Minimal  Elegant

 Others : Type something...

##### Sensory Elements

 Music  Scent  Texture

 Others : Type something...

### Product Display

#### Product Display Type Preference

 Window Display  Mannequins  
 Table Display  Wall Shelves  
 Display Racks  Pop up Display

#### Product Display Height Preference

 Low  Medium  High



# CUSTOMER DECODER

## PERSONA INSIGHT GENERATOR

### Signage & Navigation

#### Shopping Navigation Style Preference

- Logical Route       Impulse path  
 Product oriented       None

#### Aisle Width Preference

- Standard       Wide

#### Signage Preference

- Need signage for visibility & clarity       Not Needed

### Check out

- Self check out       Assisted Check out

### Comments

Type something...





# **BRAND EXPERIENCE** **STIMULATOR**



# BRAND EXPERIENCE STIMULATOR

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## 1. SENSE SCAPE

Brand Experience Stimulator: A suite of two specialised tools which helps fashion based retail designers in creating in-store brand experiences to the fashion retail customers through the stimulation of senses.

What is 'Sense Scape'?

The 'Sense Scape' is the first tool in 'Brand Experience Stimulator' which is curated to make a retail designer think and plan the sensory elements to be incorporated based on the choice of brand personality and tone of voice. This tool is only applicable to the fashion niche sector, when used in accordance with the 'Sense Scape Recommendations' (check final section of 'Brand Experience Stimulator' toolkit - 'Sense Scape Recommendations' ) If not, this tool can be used by any niche segment of retail store designing.

- Sight : Visual design choices to reflect the brand's aesthetic
- Sound : Music and audio elements to enhance ambiance
- Smell : Scents and fragrances to evoke desired emotions
- Touch : Materials and textures that align with the brand personality in decor, furnishings etc.

Who can fill 'Sense Scape' ?

- Fashion retail designers.



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## SENSE SCAPE

How to use 'Sense Scape' ?



- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool
- Spot the brand personality from the provided options.
- Against the chosen brand personality, write the preferred 'tone of voice' , 'sight', 'sound', 'smell' and 'touch' elements, you are intending to incorporate through retail designing
- Voilà! And you are done.

NOTE: If you would like to have guidance on predefined suggestions on multiple sensory aspects including appropriate tone of voice, please proceed to the final section of 'Brand Experience Stimulator' toolkit - 'Sense Scape Recommendations'



# BRAND EXPERIENCE STIMULATOR


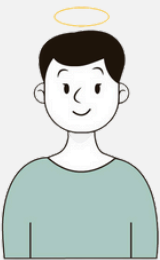
## SENSE SCAPE

BRAND PERSONALITY	TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Creator</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> Type something...	<ul style="list-style-type: none"> <li>Scents</li> </ul> Type something...	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>
 <p>Sage</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> Type something...	<ul style="list-style-type: none"> <li>Scents</li> </ul> Type something...	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>



# BRAND EXPERIENCE STIMULATOR


## SENSE SCAPE

BRAND PERSONALITY	TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Caregiver</p>	<p>Type something...</p>	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>
 <p>Innocent</p>	<p>Type something...</p>	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>



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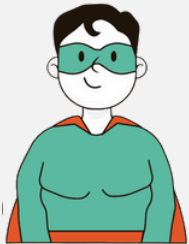
## SENSE SCAPE

BRAND PERSONALITY	TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Jester</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>
 <p>Magician</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>



# BRAND EXPERIENCE STIMULATOR


## SENSE SCAPE

BRAND PERSONALITY	TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Ruler</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>
 <p>Hero</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>



# BRAND EXPERIENCE STIMULATOR

## SENSE SCAPE



BRAND PERSONALITY	TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Everyman</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>
 <p>Outlaw</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>





# BRAND EXPERIENCE STIMULATOR

## SENSE SCAPE

BRAND PERSONALITY	TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Explorer</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>
 <p>Lover</p>	Type something...	<ul style="list-style-type: none"> <li>Aesthetic design elements: Type something...</li> <li>Colour Scheme: Type something...</li> <li>Lighting: Type something...</li> </ul>	<ul style="list-style-type: none"> <li>Music</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Scents</li> </ul> <p>Type something...</p>	<ul style="list-style-type: none"> <li>Textures</li> <li>Materials Type something...</li> <li>Others Type something...</li> </ul>



# BRAND EXPERIENCE STIMULATOR

Retail Alchemy empower fashion-based retail designers with user friendly toolkit needed to ideate and develop the in-store design. Formulated by an Interior Designer and a Master's student pursuing Design, Innovation and Brand Management at the University for the Creative Arts, the mission is to transform fashion retail store design by effectively integrating creativity and practicality to elevate UK consumer's brand experiences. This toolkit is crafted to offer practical insights to three major aspects: Fashion Brands, it's Retail Space and Target Customers, cohesively integrating them into the designs. Moving forward, the vision is to expand on diverse retail sectors, setting new standards for retail designing across the UK. Feel free to utilise the Retail Alchemy tools, and raise your creative standards in brand experience based retail fashion in-store designing.

## 2. SENSE SCAPE RECOMMENDATIONS

What is 'Sense Scape Recommendations'?

The 'Sense Scape Recommendations' is the second and the last tool of 'Brand Experience Stimulator' which gives comprehensive recommendations across multiple sensory aspects along with appropriate tone of voice to ensure the retail space design creates a top notch brand experience for the customers. This tool is only applicable to the fashion niche sector, as it was developed by studying how reputed fashion brands of each archetype have designed their retail store, corresponding to the suggestions made.

- Sight : Visual design choices to reflect the brand's aesthetic
- Sound : Music and audio elements to enhance ambiance
- Smell : Scents and fragrances to evoke desired emotions
- Touch : Materials and textures that align with the brand personality in decor, furnishings etc.

Who can utilise 'Sense Scape'?

- Fashion retail designers.



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## SENSE SCAPE RECOMMENDATIONS





How to use 'Sense Scape Recommendations' ?

- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool
- Spot the brand personality from the provided options.
- Follow 'Sight' to the recommendations for visual designs from 'Sight'.
- Follow 'Sound' to integrate the suggested music/sound elements to enhance the atmosphere.
- Follow 'Smell' to implement the recommended scents using diffusers, scented candles, or fragrance systems.
- Follow 'Touch' to choose the materials and textures in decor/furnishings etc that align with the brand personality's tactile recommendations.
- Look at the suggested tone of voice for the identified brand personality . This will guide the overall ambiance and communication style within the retail space. Alternatively, you can also adhere with the tone of voice chosen by the fashion retailer/brands using the 'Brand Tone Picker' tool.



# BRAND EXPERIENCE STIMULATOR




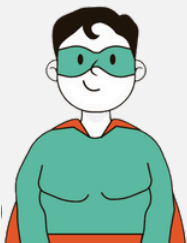
## SENSE SCAPE RECOMMENDATIONS

BRAND PERSONALITY	SUGGESTED TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 <p>Creator</p>	<p>Visionary, Expressive, Imaginative</p>	<ul style="list-style-type: none"> <li>Innovative, Artistic designs</li> <li>Bold colours</li> <li>Adaptive lighting</li> </ul>	<p>Inspiring Music Eg:- Indie</p>	<p>Unique Scents Eg:- Leather</p>	<ul style="list-style-type: none"> <li>Creative textures: tactile arts.</li> <li>Artistic materials: Canvas, Metal sculptures</li> </ul>
 <p>Sage</p>	<p>Informative, Knowledgeable, Authoritative</p>	<ul style="list-style-type: none"> <li>Classic, timeless designs</li> <li>Sophisticated colours</li> <li>Soft, muted lighting</li> </ul>	<p>Classical Music Eg:-Instrumental, Orchestral</p>	<p>Sophisticated Scents Eg: Sandalwood, Cedar</p>	<ul style="list-style-type: none"> <li>Smooth, polished textures: Wood, Leather.</li> <li>Elegant materials: Marble</li> </ul>
 <p>Caregiver</p>	<p>Compassionate, Reassuring, Comforting</p>	<ul style="list-style-type: none"> <li>Comforting, nurturing designs</li> <li>Soft colours</li> <li>Soft, soothing lighting</li> </ul>	<p>Gentle, Calming Music Eg:-Soft instrumental</p>	<p>Soothing, Calming Scents Eg: Lavender, Chamomile</p>	<ul style="list-style-type: none"> <li>Gentle textures: soft fabrics, plush.</li> <li>Nurturing feel Materials: Warm toned wood, Soft cushions.</li> </ul>
 <p>Innocent</p>	<p>Reassuring, Compassionate, Comforting</p>	<ul style="list-style-type: none"> <li>Clean, minimalist designs.</li> <li>Soft pastels, Neutral colours.</li> <li>Soft, natural lighting</li> </ul>	<p>Soft, Gentle music Eg:- Piano, Acoustic tunes</p>	<p>Light, fresh scents: Fresh cotton</p>	<ul style="list-style-type: none"> <li>Soft Textures: Cotton, Silk, Fine Linen.</li> <li>Simple, Clean Materials: Pastel painted/ Polished surfaces</li> </ul>



# BRAND EXPERIENCE STIMULATOR


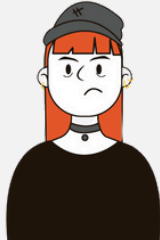


## SENSE SCAPE RECOMMENDATIONS

BRAND PERSONALITY	SUGGESTED TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 Jester	Humorous, Energetic, Playful	<ul style="list-style-type: none"> <li>Playful, whimsical designs</li> <li>Colourful, dynamic lighting</li> </ul>	Upbeat, Lively Music Eg:- Pop	Fun, Fruity Scents Eg:- Citrus, Berry, Candy	<ul style="list-style-type: none"> <li>Fun textures</li> <li>Playful materials:</li> <li>Huge Bright Plastics, Fabrics</li> </ul>
 Magician	Visionary, Inspirational, Imaginative	<ul style="list-style-type: none"> <li>Mystical/ enchanting displays, Metallic accents,</li> <li>Ethereal designs</li> <li>Dim, Ambient lighting</li> </ul>	Enchanting Music Eg:- Ambient, New age	Magical, Exotic Scents Eg:- Incense, Amber	<ul style="list-style-type: none"> <li>Smooth, Mystical textures: Velvet, Silk</li> <li>Enigmatic materials: Crystals, Glass</li> </ul>
 Ruler	Commanding, Authoritative, Confident	<ul style="list-style-type: none"> <li>Elegant, sophisticated designs</li> <li>Refined colours,</li> <li>Sophisticated, strategic lighting</li> </ul>	Classical or Sophisticated Music Eg:- Instrumental	Refined, Luxurious Scents Eg:- Ivory,	<ul style="list-style-type: none"> <li>Luxurious textures: Silk, velvet, Polished wood</li> <li>Premium Materials: Marble, Gold accents</li> </ul>
 Hero	Commanding, Confident, Assertive	<ul style="list-style-type: none"> <li>Dynamic, bold display</li> <li>Bright colours,</li> <li>Bright focused lighting</li> </ul>	Upbeat, Motivational Music Eg:- Rock, Pop anthems	Strong Scents Eg:- Musk	<ul style="list-style-type: none"> <li>Sturdy, Structured Textures: Metal, Leather</li> <li>Solid Materials: Steel, Stone, Hardwood</li> </ul>



# BRAND EXPERIENCE STIMULATOR

## SENSE SCAPE RECOMMENDATIONS

BRAND PERSONALITY	SUGGESTED TONE OF VOICE	SIGHT	SOUND	SMELL	TOUCH
 Everyman	Friendly, Approachable, Relatable	<ul style="list-style-type: none"> <li>Comfortable, familiar design</li> <li>Soft colours,</li> <li>Warm, inviting lighting</li> </ul>	Relaxed, Easy-Going Music Eg:- Folk	Familiar, Home-like Scents Eg:- Vanilla	<ul style="list-style-type: none"> <li>Comfortable Textures: Cotton like Fabrics</li> <li>Home-like materials: Wood, Fabric Upholstery</li> </ul>
 Outlaw	Edgy, Provocative, Bold	<ul style="list-style-type: none"> <li>Edgy, unconventional displays</li> <li>Dark colours,</li> <li>Moody, atmospheric lighting</li> </ul>	Rock or Alternative Music Eg:- Electronic music	Bold Scents: Woody Oriental	<ul style="list-style-type: none"> <li>Rough, Unrefined textures: Raw wood, Metal</li> <li>Industrial Materials: Concrete, Steel</li> </ul>
 Explorer	Bold, Adventurous, Edgy	<ul style="list-style-type: none"> <li>Rugged textures, earthy tones</li> <li>Layout mimicking a journey</li> <li>Warm, ambient lighting</li> </ul>	Ambient Nature Sounds: Eg:- Forest, Ocean waves	Earthy, Natural Scents Eg: Ocean Breeze, Ozonic scents	<ul style="list-style-type: none"> <li>Rough textures: Burlap fabric, Stone</li> <li>Rustic Materials: Reclaimed Wood, Metal Fixtures</li> </ul>
 Lover	Seductive, Charming, Sensual	<ul style="list-style-type: none"> <li>Romantic, Luxurious displays</li> <li>Soft, Seductive lighting</li> </ul>	Romantic, Soft Music: Eg:- Jazz	Sensual, Floral Scents Eg:- Rose, Jasmine	<ul style="list-style-type: none"> <li>Soft, Plush Textures: Velvet, Satin</li> <li>Luxurious Materials: Silk, Cashmere</li> </ul>



# RETAIL DESIGN CANVAS

Retail Alchemy empower fashion-based retail designers with user friendly toolkit needed to ideate and develop the in-store design. Formulated by an Interior Designer and a Master's student pursuing Design, Innovation and Brand Management at the University for the Creative Arts, the mission is to transform fashion retail store design by effectively integrating creativity and practicality to elevate UK consumer's brand experiences. This toolkit is crafted to offer practical insights to three major aspects: Fashion Brands, it's Retail Space and Target Customers, cohesively integrating them into the designs. Moving forward, the vision is to expand on diverse retail sectors, setting new standards for retail designing across the UK. Feel free to utilise the Retail Alchemy tools, and raise your creative standards in brand experience based retail fashion in-store designing.

## BESPOKE MOOD BOARD

Retail Design Canvas: The final strategy of 'Retail Alchemy' introduces a transformative tool 'Bespoke Mood board' designed to assist fashion based retail designers to visualise the final output of fashion retail store design.


What is 'Bespoke Mood Board'?

The 'Bespoke Mood Board' is the final tool to be used in 'Retail Alchemy' which aids in creating a visual mood board of the fashion retail design optimising the use of previously utilised toolkits. The final section of 'Bespoke Mood Board' comes with 'Bespoke Mood Board Exemplar' which is a visual example of 'Bespoke Mood Board' achieved through the use of the 'Brand Experience Stimulator Recommendations' for a hypothetical fashion brand 'LABEL AMOR'. This tool is only applicable to the fashion niche sector, when used in accordance with the 'Sense Scape Recommendations' (check final section of 'Brand Experience Stimulator' toolkit - 'Sense Scape Recommendations'). If not, this tool can be used by any niche segment of retail store designing.

Who can utilise 'Bespoke Mood Board'?

- Fashion retail designers

How to use 'Bespoke Mood Board' ?

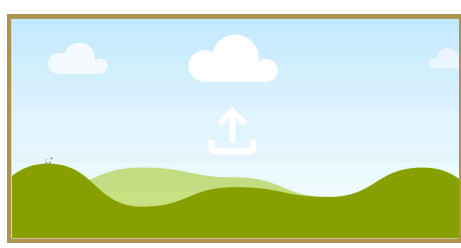
- Read the introductory information provided just above, which outlines the purpose and benefits of using the tool
- Wherever required, type your specific answers in the designated text fields.
- Upload the pictures of brand logo and chosen store interior colour scheme in the designated sections by clicking: 
- Finally upload six images of the overall final expected fashion retail store design in the 'Store Interior Mood Board'.
- In case of doubts on the usage, please check the next section 'Bespoke Mood Board Exemplar'



# RETAIL DESIGN CANVAS

## BESPOKE MOOD BOARD

BRAND LOGO









BRAND PERSONALITY :

BRAND TONE OF VOICE :

VALUES :

### STORE INTERIOR COLOUR SCHEME

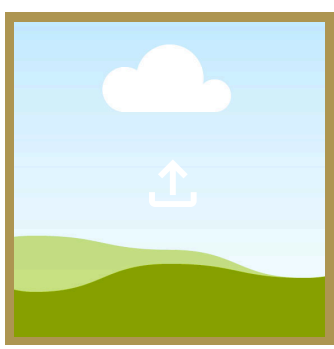
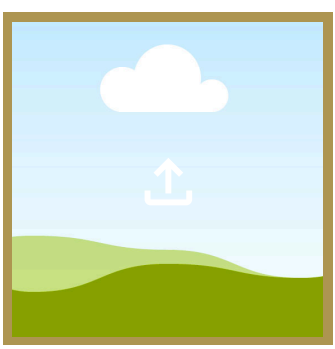
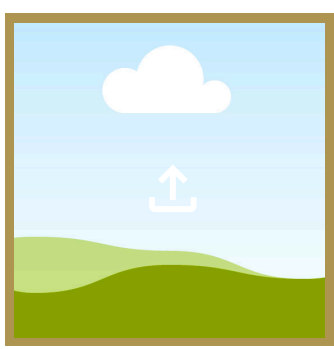
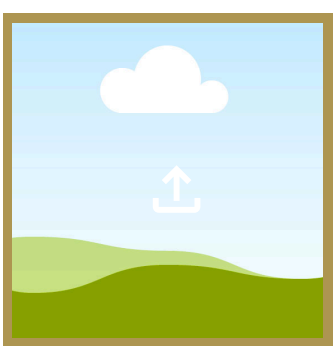
COLOUR SCHEME: (HEX CODES)

- 
- 
- 
- 
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Click to add more

### STORE INTERIOR MOOD BOARD







# RETAIL DESIGN CANVAS

## BESPOKE MOOD BOARD EXEMPLER

BRAND LOGO



BRAND PERSONALITY : LOVER

BRAND TONE OF VOICE : SEDUCTIVE, CHARMING, SENSUAL

VALUES : PASSIONATE , CHARISMATIC , AUTHENTIC

### STORE INTERIOR COLOUR SCHEME

COLOUR SCHEME: (HEX CODES)



#acb2e3



#b76e79



#coa2aa



#af99db



#gk99db



#dcd2d0



e3f3k4



Click to add more

### STORE INTERIOR MOOD BOARD





# Voilà!

Now that you have completed the brand experience-based fashion retail design ideation phase, you are ready to move forward and bring your design to life

**NOTE:** Continue to next pages for details on references, list of illustrations and toolkit data sources