

# Index

- Abercrombie and Fitch, 204
- Aerie, 54
- Aesthetic impressions, 9
- Aesthetic perception, 9, 11, 15
- 'Ak Orda' ('White Horde')
  - Presidential Palace, 146
- All Saints, 202
- American Marketing Association, 5
- Appearance of products, 10
- Apple Inc., 12, 209–211
- Approach-avoidance
  - behaviour, 203–204
- Arad, Ron, 21
- Architecture and Interior Architecture (ArcK)
  - and marketing research
    - group, bridging
    - research gaps
      - between, 41–42
- Attention drawing, 9, 10
- Attraction-avoidance theory, 112
- Bayterek Tower, 145
- Beauty myth, 54–55
- Biophilic or Heritage site
  - attractiveness, 118
- Body dissatisfaction, 53, 56, 57, 60
- Bolton, 109
- Brand
  - affinity, 61
  - coherence, 114
  - communication, 199–206
  - communication control,
    - female body image and, 53–55
  - consistency, 114
  - defined, 5
  - extension, 14–15
  - identity *see* brand identity
  - image, 83
  - message change agent,
    - social media as, 55–58
  - platform, 23
  - salience, 6, 7
  - space, using virtual world to define, 225–227
  - value, embedding, 120–126
  - visibility, 22

- Brand identity
  - defined, 5–6
  - and design, link between, 5–6
  - dimensions of, 6
  - prism, 6
  - signs of, 5–6
- Branding, and innovation, 12–15, 19
- Brandscaping, 112, 114
- Brandstorms, 57, 60
  - activity monitoring and responses, 62–67
  - plus-size, 59, 61, 62
- Bricolage, 138
- Bury St Edmunds, 109
- Business-customer (B-C) interaction, 197
- Business innovation, 81–85
- Business-stakeholder relations, 80–81
- Buy-one-give-one (BOGO) business model, 83–84
  
- Capital, social, 144
- Categorization, 9, 10
- Cent Degrés, 22–24
- Central core theory, 14
- Co-branding, 17
- Co-creation, 61, 69, 166
- Collective memory, 145
- Comme des Garçon's 'guerrilla stores', 168
- Computer Aided Design (CAD), 224
- ConAgra, 221
- Consumer acceptance, 15
  
- Consumer as producer, 138
- Consumer behavior, product design and, 8–9
- Consumption
  - hyperconsumption, 140
  - re-enchantment of, 137–146
  - spectacularisation of, 139–140
- Corporate brand image, building, 201, 205
- Corporate social performance (CSP), 81
- Corporate social responsibility (CSR), 78, 80–81
- Creativity, 15
- Cultural dimension, of brand identity, 6
- Customer-based design agencies, 20, 21
- Customer-customer (C-C) interaction, 197
- Customer(s)
  - appreciation, 37
  - employees as, 194–197
  - focus, 199–206
  - loyalty, 83
  - satisfaction, 196
- Customization, 138
- Cyberscape, 114
  
- Design
  - and brand identity, link between, 5–6
  - as creator of meaning, 10–12
  - discourse, 11
  - as driver of consumer attachment to brand, 10–12

- and innovation, 15–18, 19, 23
- integration, 19
- language, 11
- as signs and meanings, 23–24
- Design agencies
  - star-based, 20
  - customer-based, 20–21
  - process-based, 21, 23, 25
- Design-marketing relationship, 4
- Diesel, 54, 68
- Direct Marketing Association (DMA), 54
- Dove, 61, 68
  - Real Beauty campaign, 53
  - Self-Esteem project, 54
- Eddie Bauer, 221
- Educational disciplines in retail
  - design, gap between, 39–40
- Education gap, bridging, 42–43
- Eight Inc., 210
- Emotional attachment to brand,
  - design and, 8–12
- Emotional contract, 12
- Employees, as customers, 194–197
- Environmental design, 6
- Environmental stimuli, 200, 201
  - dimensions of, 208
- Ergonomics, 9, 10
- Ethical Fashion Forum, 76, 78
- Evidence-based design, 37
- “Experience Design Generator”, 42
- Experienced professionals,
  - masterclasses advanced retail design for, 43
- Experience economy, 119
- Experiential retailing
  - defined, 166
  - pop-up stores and, 164–167
- Exterior attractiveness, key
  - urban architecture factors of, 116–120
- External design, 23, 111–115
- Facebook, 52, 56
- Fasciae, positive and negative aspects of, 123–125
- Female body image, and brand communication
  - control, 53–55
- FOVE<sup>®</sup>, 227
- Functionality, 9, 10, 11
- Galleries Laffayette, 105
- Goodyear, 221
- Graphic design, 6
- Halliday, Tess, 62, 63, 65
- Harrods, 105
- Hasselt University
  - Arck and MAR research group, bridging gap between, 41–42
  - education gap, bridging, 42–43
  - experienced professionals,
    - masterclasses advanced retail design for, 43–44

- summer school seamless design, 44–46
- Herborist, 22–24
- Homo Geographicus*, 109
- Hutlen's sensory model, 166
- Hyperconsumption, 140
- Innovation
  - branding and, 12–15, 19
  - design and, 15–18, 19, 24
  - design–brand mutual influence, 18–22
- Instagram, 52, 56
- Internalizing design, 16
- Internal marketing (IM), 194–199
- Jack Daniels, 12
- Ka De Ve, 105
- Khan Shatyr shopping mall, 137, 146–153
  - re-enchanting consumption, 153
- La Rinacsente, 105
- Landscape, 114, 122
- Licensing agreement, 17
- Liverpool One, 109
- Local place degradation, and modernist retail evolution, 110–111
- Macy's, 105
- Mall of America, 142
- Marc Jacobs, 54, 68
- Marketing promises, 197–199
- Marketscape, 114, 122
- Massively multiplayer online role playing games (MMORPGs), 222
- McDonald's, 139
- MEC Global, 61
- Mentalization dimension, of brand identity, 6
- Micro characteristics, 37
- Mindscape, 114
- Mister Clean, 14
- Modernist retail evolution, local place degradation and, 110–111
- Molar characteristics, 37, 38
- Moments of truth, 198
- Nazarbayev, Nursultan, 145, 146
- New product development (NPD), 4, 12, 13, 15–18, 20, 25
- Nike, 142
- Non-western shopping malls, re-enchantment of, 143–146
- Office ergonomics, 207
- Outsourcing design, 17
- Packaging design, 6, 7
- Palace of Peace and Reconciliation, 145–146
- Peirce's theory of signs, 7
- PepsiCo, 221

- Personality dimension, of
  - brand identity, 6
- Physical dimension, of brand identity, 6
- Physical environmental stimuli, 199, 207
- Physical work environments, 199, 206–209
- Peirce's theory of signs, 7
- 'Place brand' value, 103
- Place degradation, local, and modernist retail evolution, 110–111
- Place of built environment, 103–107
- Pop-up stores
  - development of, 167–168, 177–186
  - and experiential retailing, 164–167
  - form and function of, 168–172
  - global take-up of, 172–177
  - origins of, 167–168
  - taxonomy of, 170–172
- Postmodernism, 137
- Post-occupancy evaluation, 37
- Power, 59
- Prada, 115
- Princes Square shopping centre, 106, 107
- Printemps, 105
- Process-based design agencies, 20, 21, 22–24
- Procter & Gamble (P&G), 14, 221
- Product appearance, roles of, 10
- Product design, 6, 11
  - and consumer behavior, 8–9
- Product diffusion, 15
- Productive consumer, and re-enchantment of consumption, 139
- Promises, marketing, 197–199
- Psycho-social evolution, 109
- Real Beauty campaign, 53
- Real retail store, 230–239
- Re-enchantment of consumption, 137–143, 153
  - socio-political aspects of, 143–146
- Reflection dimension, of brand identity, 6
- Relationship dimension, of brand identity, 6
- Research and practice in retail design, gap between, 38–39, 42–43
- Research disciplines in retail design, gap between, 35–38
- Retail's historical import, in town and city place, 107–109
- Retail 1.0, 33–34
- Retail 2.0, 33–34
- Retail 3.0, 33, 34
- Retail atmospherics, 112, 116, 119, 200
- Retail design, 33–35
  - case study, 41–46
  - gap between educational disciplines, 39–40

- gap between research and practice, 38–39
- gap between research disciplines, 35–38
- Retail façade attention, in design literature, 111–115
- Retailtainment, 166
- Self-esteem, 54, 57
- Self-Esteem project, 54
- Selfridges, 104–105, 106, 107, 118
- Semantic interpretation, 9
- Semantics of products, 6–8
- Service encounters, 198
- Servicescape, 121, 194–197
  - brand communication, 199–206
  - controllable dimensions of, 200
  - customer focus, 199–206
  - employees as customers, 194–197
  - internal marketing, 194–197
  - marketing promises, 197–199
  - physical work environments, 206–209
- Sharded-self, 66
- Shared value business model, 79
- Shoptainment, 166
- Signs of brand identity, 5–6
- Singularisation process, 115
- Snapchat, 52, 56
- Social capital, 144
- Social cohesion, 145
- Social comparison theory, 53
- Social entrepreneurship, 81–83
- Social media, as brand message change agent, 55–58
- Social networking interactivity, 58–62
- Social network theory, 57
- Softscape, 118
- Space of built environment, 103–107
- Spatial density, 208–209
- Spectacularisation of consumption, 139–140
- Spillover effects, on brand equity, 20
- Star-based design agencies, 20
- Starck, Philippe, 21
- Summer School in Seamless Retail Design, 44
- Sustainability, 83, 95, 118
  - commercial, 76, 78
  - environmental, 78
  - financial, 81, 85
  - social, 78, 93
- Symbiotic value of retail brand, 103–107
- Symbolic association, 9, 11, 15
- Telepresence, 222
- Tesla suit, 223
- Timberland, 105, 106
- Tobii
  - XL120 desk-bound system, 232
- Tod building, 118
- TOMS, 75

One for One® business  
    model, 74, 84, 86–89,  
    91  
True Cost, The, 77  
Twitter, 52  
  
Unreal®, 239  
Urban architecture factors, of  
    exterior attractiveness,  
    116–120  
  
Versus Versace, 105, 106  
Virtual worlds  
    case study, 230–239  
  
to define brand space, using,  
    225–227  
development of, 221  
features of, 223  
inception, 220–221  
key characteristics of,  
    222–223  
offline effects, 223  
previous research, summary  
    of, 229–230  
retail potential, 221–222  
Vogue Italia, 61  
Web design, 6