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Marta Serrats

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#5180682 in Books 2005-04-12 2005-04-12 Original language: English PDF # 1 1.28 x 9.58 x 11.841, 1.10
#File Name: 006074796X330 pages | File size: 44.Mb

Marta Serrats : New Shops Boutiques before purchasing it in order to gage whether or not it would be worth my time, and all praised New Shops Boutiques:

0 of 0 people found the following review helpful. Not geared for small businesses
By Mama Knows Best I was hoping to get more ideas for my small retail business. Not at all what I was hoping for. It is mostly sleek, high-end boutiques.
2 of 2 people found the following review helpful. A plethora of modern design ideas
By Michael MacDonald This book shares many images with both "Ultimate Shop Design" "The New Boutique: Fashion And Design" (both of which are likely recommended on the page you are looking at). Despite the common images, there is different information contained within this book than the others. I highly recommend this book and the others mentioned as sources of inspiration if you are in the process of design a retail store you would like to separate from the pack.

With the increasingly important cultural role being placed upon shops and boutiques in today's competitive retail environment, the need to provide new and innovative shopping experiences has brought about a redefinition of simple consumerism. Fashion spaces have taken on the role of the museum, presenting product collections as if they were

displaying works of art. With this new emphasis on the role of the retail space comes the architectural challenge of creating multifunctional, customizable shells that can be renewed to meet the needs of every seasonal collection. *New Shops Boutiques* takes us inside more than 40 contemporary projects that have captured the public's attention and recognition, thanks to their exceptional interior and exterior architecture and design. From Giorgio Armani and the Sony Tower Showroom, to John Pawson and WonderWall Inc., this shopping tour around the world presents a comprehensive selection of the market's most outstanding commercial spaces and designers. And with more than 500 full-color photographs, *New Shops Boutiques* is sure to provide an indispensable guide for the storeowner and architect alike.

About the Author Marta Serrats is a design editor for Loft Publications, and an expert in architecture and store displays. She is the author of such highly acclaimed titles as *New Shops and Boutiques*, *Capturing Space*, *Point of Purchase*, and *Unique Packaging*.