

## Powershop 5: New Retail Design

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**From Frame Publishers : Powershop 5: New Retail Design** before purchasing it in order to gage whether or not it would be worth my time, and all praised Powershop 5: New Retail Design:

0 of 0 people found the following review helpful. Three StarsBy damon l johnstunOk but not as good as others in series.

Following in the footsteps of its successful former editions, Powershop 5 delves into the worldwide exploration of the latest leading retail design. With over 100 featured shops spread across eleven chapters, the book presents current trends and the evolution of retail interiors. Readers are given an exclusive look at how designers conceptualize ideas and bring them to life, creating the ultimate brand experience. This inspiring book explores the conscious efforts that designers take to encompass outstanding retail spaces with strong brand and client identity examining the design process, materiality, functionality and the overall user experience. Shops ranging from luxury fashion, books and

jewellery to car showrooms are developed through a unique stream of creativity, innovation and spatial context. Powershop 5 highlights retail projects situated all around the globe by a diverse group of designers, including Brinkworth, Ippolito Fleitz Group, Anagrama and Snarkitecture. The array of beautiful imagery and technical information is accompanied by a complete set of designer profiles and contact details.