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塑造商铺之王 II

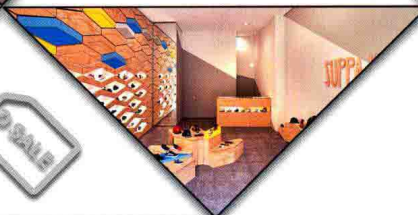
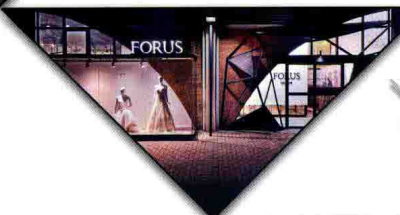
购物篇 MOLDING KING OF SHOP
SHOPPING 商业店面设计

深圳市海阅通文化传播有限公司 编

茗古园

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MOLDING KING OF SHOP 商业店面设计

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华中科技大学出版社

<http://www.hustp.com>

中国·武汉

图书在版编目(CIP)数据

塑造商铺之王. 第2辑. 购物篇 / 深圳市海阅通文化传播有限公司编.
— 武汉 : 华中科技大学出版社, 2017. 3
ISBN 978-7-5680-1756-5

I. ①塑… II. ①深… III. ①商店—室内设计 IV. ①TU247

中国版本图书馆CIP数据核字(2016)第088269号

塑造商铺之王 II 购物篇

深圳市海阅通文化传播有限公司 编

SUZAO SHANGPUZHIWANG II GOUWUPIAN

出版发行: 华中科技大学出版社(中国·武汉)

地 址: 武汉市东湖新技术开发区华工科技园华工园六路(邮编: 430223)

出 版 人: 阮海洪

责任编辑: 杨 森

责任监印: 张贵君

责任校对: 赵爱华

装帧设计: 陈秋娣

印 刷: 深圳市雅仕达印务有限公司

开 本: 965 mm × 1270 mm 1/16

印 张: 20

字 数: 288千字

版 次: 2017年3月第1版第1次印刷

定 价: 348.00元 (USD 69.99)



投稿热线: (010)64155588-8000

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PREFACE

前言



Shop is one of the most important commercial forms. In the world of e-commerce, what should we do to mold the king of shops? This article may give the answer that is written on the base of my interior design experience of more than twenty years, which I hope can inspire someone or cause interaction.

In present day, some designers only focus on decoration whose talents are limited by thoughts of simply beautifying a shop, which I think will never be enough. A successful shop can't be created without cost-effective products, right location, good brand image design and reasonable marketing mode, etc. On top of these, the top layer design matters most in shop design. Without precise top layer design, the subsequent design will deviate from the main theme though it is not distinct at the beginning. Only a systematic plan can it achieve a long-term spread of the brand value.

In order to mold the king of the shops, a good business programming is necessary, as well as an increase of the monthly benefit per square meter of the shop. In my opinion, the following points (that I call them five senses design) should be taken into consideration.

At first, the visual effect of the storefront, the appearance and the show window need to be attractive to arouse customers' curiosity.

Secondly, create listening pleasure with background music. If conditions allowed, we can invite professional musician to make the brand music specially. Besides, the design should consider the sound produced by products, people around and the environment, for instance, noise needs management while nice sound should be optimized to make people comfortable and happy.

Thirdly, use smells to improve the environment. Aromatherapy product, perfume or flower which matches the brand can be used to make a first impression on the customers. Meanwhile, design a conceptual product display to enhance expectations.

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Then, improve touching experience by making the customers touch and experience the products safely. Additionally, use adjustable light, temperature and humidity, curtains and even the height or the angle of furniture to satisfy the customer's requirements for comfort and privacy. After the experience, the customers are suggested to make a comparison to build trust.

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These years, I have always been suggesting my clients to apply "great space" concept in the design by extending the cultural diversity of the single product to directly increase the monthly benefit per square meter and lay the foundation for the future development. Moreover, I stress the importance of sustainable development. Many brand shops get refurbished every one or two years, leading to an effect to the profits and an increase in cost. If we provide a commercial design to "keep up" within five years, which is not the most fashionable but the most suitable, the waste and loss caused by refurbishment will be reduced as a consequence.



商铺乃最重要的商业形式之一，在当今这个电商大环境下，商铺之王又该如何塑造？飞杰以 20 余载泛家居设计执业经验略谈一家之言。若能有所交流和启发，善莫大焉。

当下有些设计师往往把商铺设计聚焦于装饰层面上，局限于把一个商铺“做漂亮”，这是远远不够的。一个商铺的成功离不开性价比高的产品本身、适合自身的选址、准确的整体形象设计、科学巧妙的营销服务模式等。而在这些之上的最高统筹是：品牌的顶层架构设计。若是没有精准的品牌顶层架构设计，后面所做的设计定位就会偏离方向，虽然在品牌初期阶段问题尚不明显，但若形成品牌价值的长远传播，则要对此作一个系统的规划。

就泛家居形象店设计而言，把商业流程策划好，提高商铺平效（每平方米每月所产生的效益），才能塑造商铺之王。依个人愚见，大致归纳出以下几个要点（“五觉设计”）：

- (1) 视觉，吸引眼球，门面、外立面及橱窗要引人注目，使人有进店欲望，激发客户的好奇感。
- (2) 听觉，除了播放名家的作品为背景音乐外，如有条件应找音乐人专门制作品牌音乐。此外还得考虑产品、人与环境所产生的声音，如是噪声则加以控制，如是合理的则将其优化。总之，要让客户身心愉悦，建立好感。
- (3) 嗅觉，从前厅部分就开始用跟品牌匹配的香薰、香水，鲜花给客户留下初步品牌印象，并以概念产品陈列，建立期待感。
- (4) 味觉，以精美点心或花茶（有别于市面上普遍喝的红茶、绿茶）泡制给客户品尝，增加不一样的体验，延长客户留店时间。
- (5) 触觉，让客户安全接触、体验产品，同时使灯光、温度、湿度、窗帘可调整，甚至家具的高度、角度都可调整，满足客户体验的舒适性和私密性，体验后建议客户进行对比，建立信任感。

用专业测试仪器给客户进行客观测试，建立专业感、权威感。

这样下来，“五觉设计”便使客户对品牌有了很好的印象，达成预订或成交。更重要的是，让品牌深入人心，并形成对该品牌的深刻记忆。多年来我一直耐心建议客户做“大家居”概念，将单一产品多元化延伸，除了直接增加平效之外，也给未来的发展趋势打下基础。同时还跟客户强调可持续性发展的重要性。很多品牌门店 1 ~ 2 年翻修一次，既影响商铺收入，又增加资金投入。若将商铺设计定位在 5 年左右保持不落伍，采用不是最时尚却最适合品牌定位的设计，则可减少因翻修带来的浪费和损失。

资深设计师 陈飞杰



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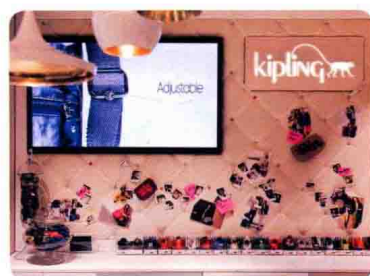
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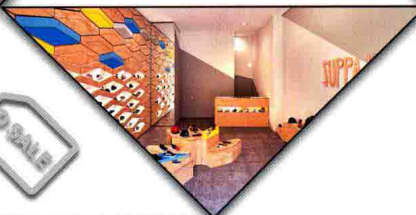
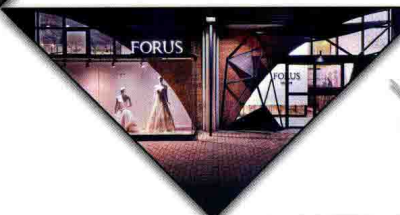
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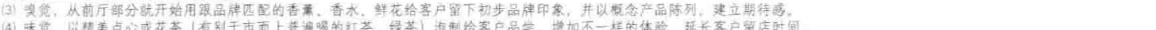
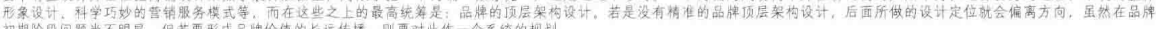
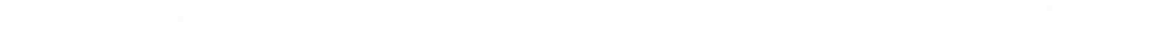
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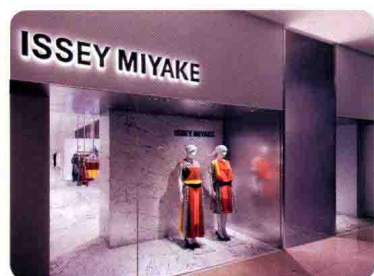
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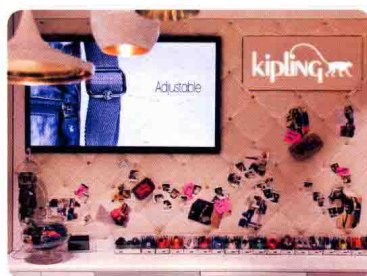
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PLEATS PLEASE + BAOBAO ISSEY MIYAKE
三宅一生 PLEATS PLEASE+BAOBAO 店

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SHOESME
SHOESME

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Sports Lab by atmos
Sports Lab by atmos

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Clae Pop-Up Shop
Clae 专柜

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SPORTS AUTHORITY - Mark Is Minato Mirai
"Mark Is 港湾未来" SPORTS AUTHORITY 概念店

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Kipling
Kipling

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K's Luxury
K's 奢侈品

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ANIA KRUK Jewellery Boutique
ANIA KRUK 珠宝店

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BUTANI Jewelry Boutique
BUTANI 珠宝店

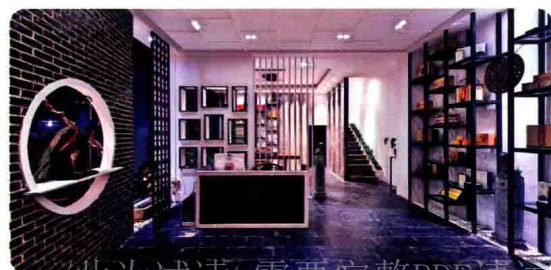
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MONTBLANC
MONTBLANC 礼品店

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SKAGEN DENMARK
SKAGEN DENMARK

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Jewelry
珠宝翡翠
Accessories

LARRY JEWELRY

俊文珠宝店

Ic Berlin 101 Flagship Store

Ic Berlin 101 旗舰店



NORMALTECK Pavilion

南洋·迪克展馆

Tian He Zhi Neng(Fusen-Noble House)
Nan Men Store

天合智能富森美家居旗舰店

CARTING Kitchenware Flagship Store

佳瓷厨具旗舰店

SOMNOPRO Huadu Store

德宝花廊店



YOI BOOK & COFFEE

爱壹 BOOK & COFFEE

OCBC Thomson Road

新加坡汤申路华侨银行

RETROSUPERFUTURE

RETRO SUPER FUTURE 潮流专卖店

PERGAMINO

PERGAMINO 咖啡商店

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Cosmetology & Hairdressing
美容·美发

Furniture
家居用品

182

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Others
其他

262

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SUIYUEGIFT Store

岁月·礼

IN. ORIGINAL DESIGN

恒印珠宝店

Nail Book Manicure Beauty Salon

Nail Book 美甲店

CHLITINA Salon

克丽缇娜美容院

BACKGROUND SPA Club

逅台美容 SPA 会所

ZBOM Pavilion

志邦橱柜红星终端店展厅 a

NORMALTECK Headquarters Flagship Store

南洋·迪克总部旗舰店

Pan Shi Ya Tao (Fusen-Noble House) Nan Men Store

磐石雅陶富森美家居旗舰店

SOMNOPRO Pazhou Store

德宝花廊店

GOLDEN Decorative Lighting Experience

戈登灯饰体验馆

RAGNO&ARKADIA Flagship Store

意大利磁砖 & 里卡迪亚旗舰店

RUI BANG Nuan Tong (Fusen-Noble House)

Nan Men Store

瑞邦暖通富森美家居旗舰店

HOSUN Red Star Macalline No.1 Store

华商城瑞红星美凯龙一店

Bulu Bulu Home Life Museum

布鲁布鲁家居生活馆

Ming Gu Yuan Gold Phoebe Furniture Chamber

茗古园金丝楠木正馆

Editions De Parfums FRÉDÉRIC MALLE

FRÉDÉRIC MALLE 香氛专卖店

ASIS Furniture Exhibition

思尚办公椅展

Meble VOX Pavillon

Meble VOX 展馆

Xing Mu Optical Store

醒目眼镜店

Acquire Learning National Hubs

Acquire Learning 职业技能培训中心

SHINOLA New York Flagship Store

SHINOLA 纽约旗舰店

alter it Clothing Alterations

alter it 改衣店

Shibuya Seibu Movida Annex / LOFT&

无印良品 LOFT& 混合店

Ju Yong Tian Sha Chamber

聚源天玺

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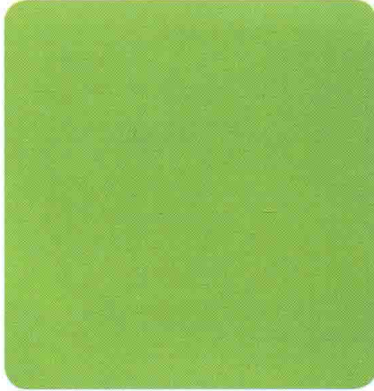
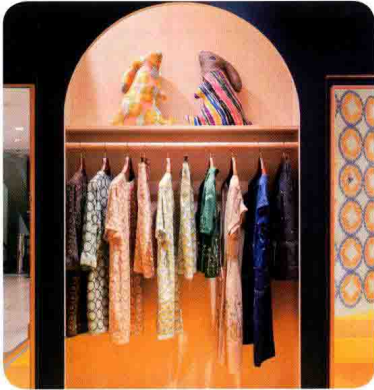
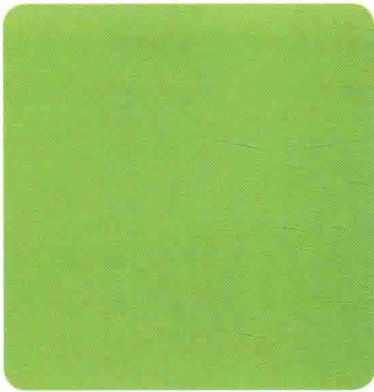
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潮流服装

Trendy Clothing

绮丽华服，淡雅素裹，总是随着人的一举一动呈现不同的风情。灵动、随意、雅致、雍容，还是云淡风轻，在这方寸间，自有安排。
Gorgeous costumes, elegant and simple dresses always give different feelings according to each move and act of the dressers.
Even in such a small space, you can feel its brightness, causality, elegance and gentleness.





Design Agency: 3GATTI
Designer: Francesco Gatti
Location: Chongqing, China
Area: 180 m²
Photographer: Shen Qiang

设计单位：3GATTI
设计师：弗朗西斯科·加蒂
项目地点：中国重庆
项目面积：180 平方米
摄影师：申强

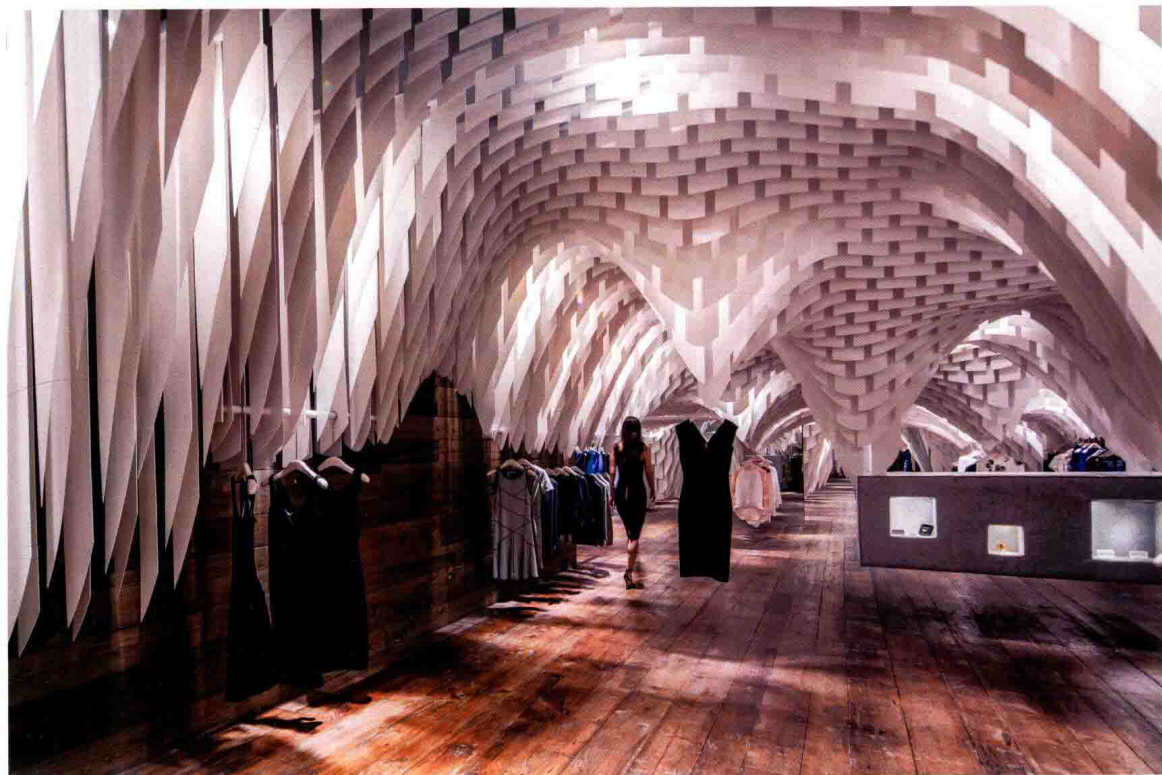
s·n·d Fashion Store in Chongqing

重庆 s · n · d 时尚店

When I started this retail project there was a simple and appealing idea of hanging everything from the ceiling—thus moving out of the way the furniture and items to be sold so that all the floor space could be free for customers to circulate.

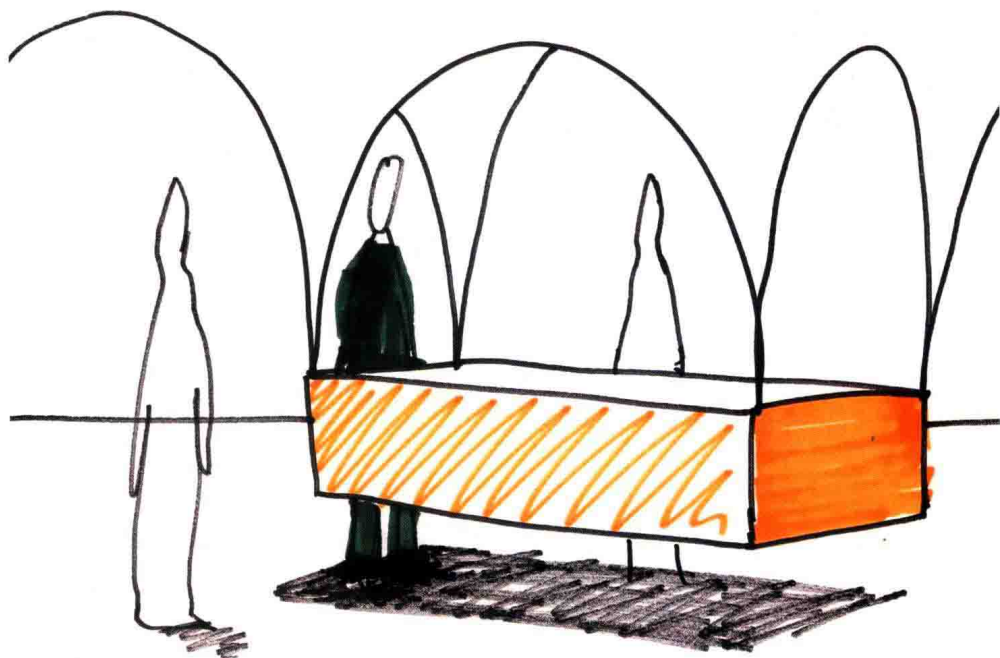
在进行该店铺的设计构思之时，设计师有一个简单却又引人入胜的想法，那就是让所有的设计元素“从天而降”，即以设计元素从天花板上垂下的概念消除地面摆放的家具和出售的商品所带来的阻碍，让顾客有自由充足的购物浏览空间。



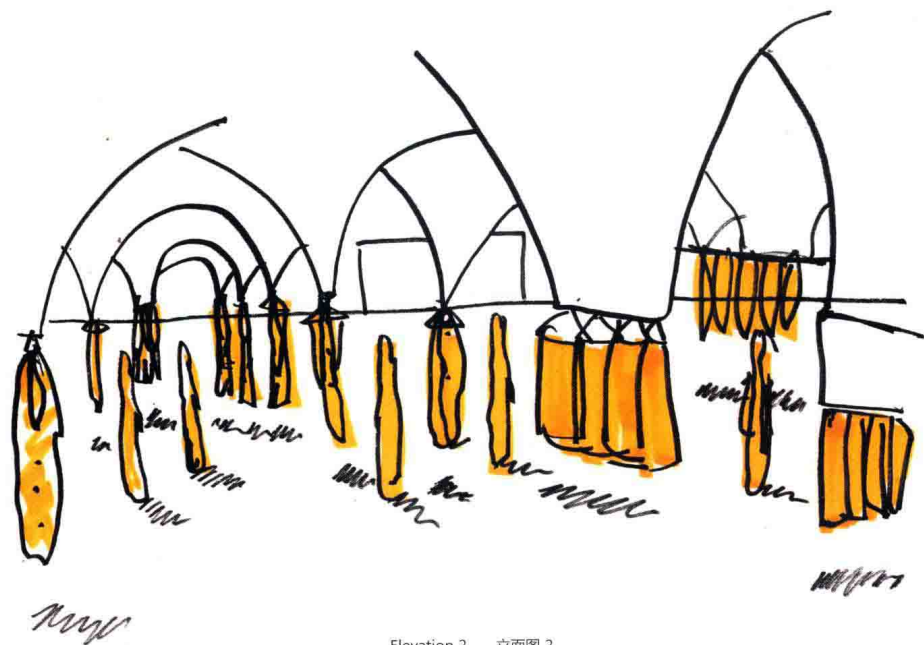


↑ Although the store is not very big, the extension of the ceiling landscape is apparently endless thanks to mirror walls that disorient the visitors walking around these ethereal ceiling cavities.

尽管店铺的规模不大，镜面玻璃的设置却让顶棚设计采用的垂坠片装饰呈现绵延不绝之感，在视觉上开阔了空间，让人仿佛置身仙宫迷洞一般迷失在这时尚的“帘洞”之中。



Elevation 1 立面图 1



Elevation 2 立面图 2

This heavenly ceiling is surely the protagonist of the space; we chose recycled timber as a dark background for the floor and walls to make the ceiling emerge from the general environment. Finally we designed simple cubical volumes covered with soft grey felt as the only furniture which the shop could use as sofas, cash desk and product displayers.

这片谜一样的天空垂坠片无疑是该空间的绝对主角，因此设计师特别使用了再生木材来装点室内地板及墙面，以在整体环境中凸显头顶这片“幻境”。另外，设计师还为店铺设计了一些灰色立方体，样式简单实用，可作沙发、收银台、陈列柜之用。

