5 STAR PLUS

FREE GUIDE · RETAIL DESIGN EXPLAINED

DEFINITION BY AI

Six key terms of retail design, defined by artificial intelligence and reviewed by our retail design team.



5 Star Plus Retail Design
Vienna · Shanghai · Beijing
www.5starplusdesign.com

ABOUT THIS GUIDE

Retail design, explained in six terms

What is retail design, and what does a retail designer actually do? In 2024 we asked AI tools to define the terms we use every day in our projects, and shared the answers in our social media campaign *Definition by AI*.

This guide collects all six definitions in one place. Each page shows one term, exactly as it appeared in the campaign.

2012 ▪▪▪

RETAIL DESIGNER

DEFINITION BY AI

2012

RETAIL DESIGNER

[ˈriː.teɪl dɪˈzaɪ.nəɹ]

"A retail designer is a professional who specializes in creating and enhancing the design of retail spaces to provide an enjoyable shopping experience for consumers"

Definition by AI, April 2024

TODAY

STORE DESIGN

DEFINITION BY AI

2012

STORE DESIGN

[stɔːr dɪˈzaɪn]

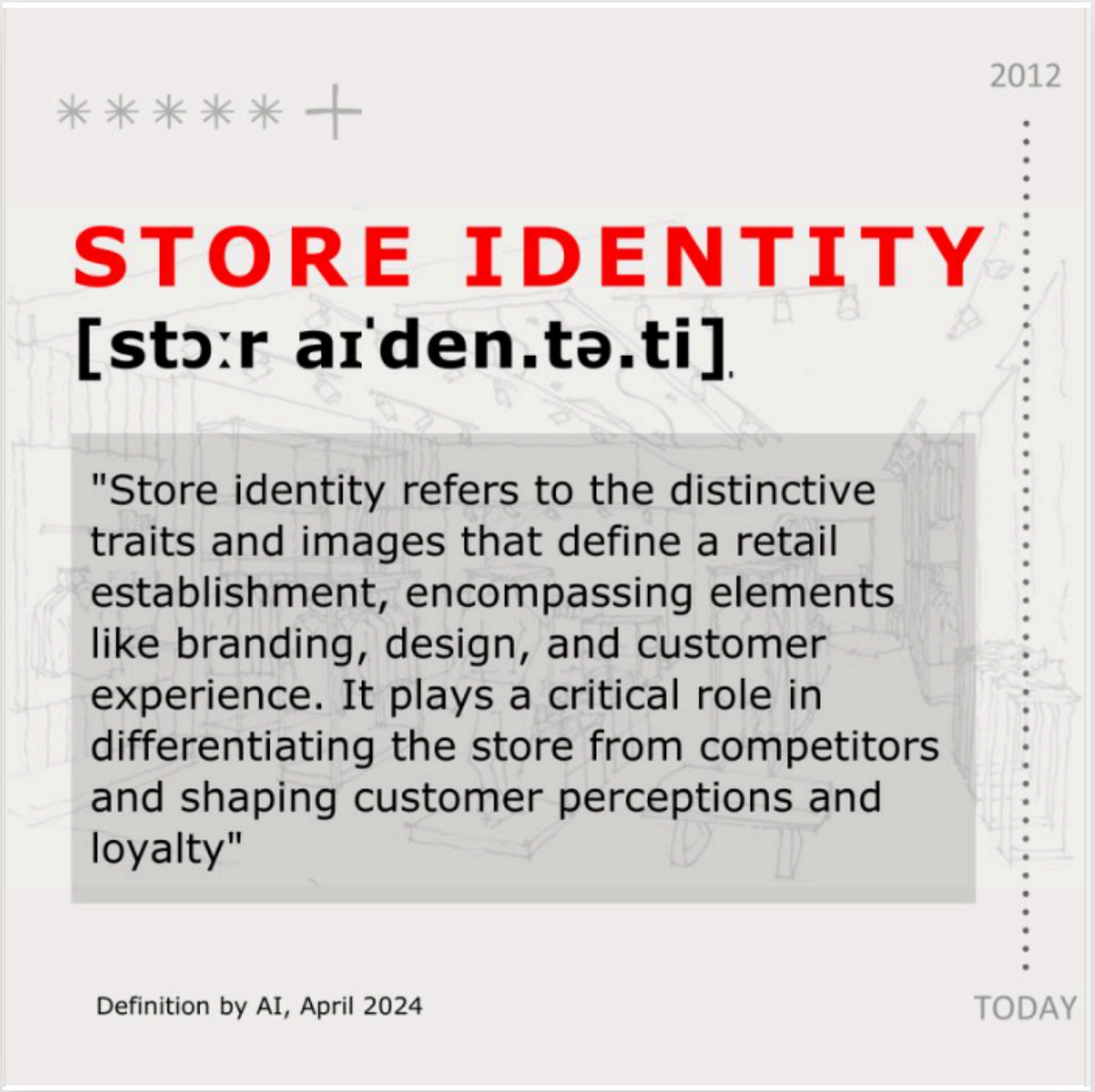
"Store design is a strategic fusion of architecture, branding, and interior elements aimed at enhancing the customer’s shopping experience through optimized traffic flow, lighting, and displays"

Definition by AI, May 2024

TODAY

STORE IDENTITY

DEFINITION BY AI



STORE IDENTITY GUIDELINES

DEFINITION BY AI

2012

STORE IDENTITY GUIDELINES

[stɔːr aɪˈden.tə.ti gaɪd.laɪn]

"Store Identity Guidelines are comprehensive rules that ensure a unified and recognizable presence for a retail brand across all locations. They encompass store design, branding, signage, furniture, and product presentation to create a consistent customer experience."

Definition by AI, May 2024

TODAY

RETAIL CONSULTING

DEFINITION BY AI



VIRTUAL RETAIL EXPERIENCE DESIGN

DEFINITION BY AI

2012

VIRTUAL RETAIL EXPERIENCE DESIGN

[vɜː.tʃu.əl riː.teɪl ɪkˈspɪr.i.əns dɪˈzaɪn]

"Virtual Retail Experience Design involves crafting immersive shopping experiences in virtual environments through a blend of technology, creativity, and customer-focused strategies. It's about going beyond the confines of physical stores to offer engaging, personalized, and innovative experiences for shoppers. shopping process"

Definition by AI, May 2024

TODAY

START YOUR PROJECT

Planning a store, restaurant or exhibition stand?

We are a multidisciplinary team of architects, interior designers and retail specialists. We take your project from strategy to store opening.

Send us your project brief

office@5starplusdesign.com
Offices in Vienna, Beijing and Shanghai · Partner office in Riyadh

Retail design since 2012 · Austriacus Award 2023 (bronze) for exhibition architecture

MORE FREE GUIDES

How to Design… in 5 Steps

Plan a store, restaurant, office, pop-up store or exhibition stand step by step.

How to Design For…

What to consider when you design for Western Europe and the Middle East.

Retail Psychology

Key facts and figures on how store design affects what customers do and buy.

The Future of Retail

How will stores work in the future, and what role will technology and staff play?

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