

## ***Make.***

### **Design for Retail**

#### **What we do:**

##### ***a. Positioning and Identity***

Knowing what you'd like to do next is easy. Many organisations have a wish-list of 'we shoulds' but how do you know if 'could' will lead to success. Just because you have the clout, is there a place for your 'what next?' Analysing the space with you first will help reveal if there really is one - or one you've over-looked.

Once you know where you're headed, helping audiences spot and then remember you is a primary objective for any identity project. Identities have a tough job to do, capturing as they must in a moment enough of what you do. Our work, rooted in a good idea and well formed visually and verbally ensures the message gets across in a moment - and for years to come.

Our Positioning and Identity work has helped organisations shape the delivery of shopping malls to craft-manufactures, start-up's to multi-nationals and from here to the Middle East and beyond..

##### ***b. Retail Planning***

We also offer a comprehensive Retail Planning and Design service.

Our in-house team can design, develop and specify a retail environment from initial concept through to final design, or we can knowledgeably adapt existing global concepts to suit local country and market requirements.

##### ***c. Retail Design***

All this talk about strategies and processes is well and good, but they're only (hopefully, the best possible) brief. The places where you can deliver the best possible experience demand design thinking in every dimension.

Space, shape, material, technology, acoustics, furniture, finishes, lighting all require orchestrating.

Retail Design a specialised discipline where an understanding of the building's (or office, hotel, shop or pop-up) requirements is central to creating a framework into which we can craft for every sense.

Our skills cover sketch-plans to walk-throughs, models to mock-ups and every stage of the prototype, sourcing, supply chain to opening the doors on the day of your real estate.

##### ***d. Retail Standards***

In addition to Retail Standards we can also support you through the design and delivery of:

Identity systems.

Developing robust applications for all and any even-tuality is still of critical importance. Having invested the time and effort of making a distinctive mark on the world, a sound identity system will help keep it protected.

##### ***e. Visual language programmes***

Our visual language programmes provide frameworks to understand how to perform communications in all media and by mapping the whole we ensure maximum creativity can be applied - without losing the family look and feel.

##### ***f. Marketing campaigns***

Whether you best reach your customer with well-targeted directed media they can see, or word of mouth messages they can pick up, we'll work at marketing that everyone talks about.

##### ***g. Signage & Wayfinding***

It's always reassuring to know you're headed in the right direction and clear signage systems bring their own rewards, in helping visitors understand your space.

Our approach to sign systems makes sure nothing gets lost and explores what more signage can do - from talking back to interacting with you.