

Retail Speaks

Catch these speakers at this year's GlobalShop conferences

GlobalShop 2005, the annual premier retail design industry event, boasts impressive speakers who will talk on a range of topics from sensory appeal in the retail environment to today's lighting trends. The seminars will take place March 21-23 at the Sands Expo and Convention Center at The Venetian Resort Hotel Casino in Las Vegas.

By DDI Staff



Kenne Shepherd, AIA
Principal,
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Luxury Retail as the New Theater

Kenne Shepherd, principal, Kenne Shepherd Interior Design Architecture PLLC, New York, will address how today's luxury fashion stores are three-dimensional environments that reflect fashion brands' lifestyle image and convey their philosophy of life, society and culture.

In opposition to the trickle-down effect of fashion apparel, retail design elements are going in the opposite direction, she says. "Some of the trends that have existed in retail at a lower price-point level are actually filtering up to the luxury level," says Shepherd. "It's not all coming from the top down; it's a two-way conversation."

Citing her company's design work with Salvatore Ferragamo, Shepherd says, "They're dealing with very expensive, luxurious environments that increasingly incorporate other

media, such as display screens, runway clips, audio-visual equipment. We're seeing luxury stores becoming increasingly theatrical, increasingly complex, and the store itself is no longer just a backdrop, but part of the statement."

Such retail environments create more opportunity for shopper interaction, for consumers to identify as part of a designer's lifestyle and identity. "Today's young shopper is very brand conscious, and ties into a brand at a very early age, and part of doing that is the entire shopping experience," says Shepherd, using Calvin Klein's Madison Avenue store in New York as an example. "Being in that store, one is very caught up in (Klein's) vision," says Shepherd. "That minimal vision is very reflective of what he does as a designer. Also, it's a wonderful backdrop for seeing people."



Calvin Klein Store, 654 Madison Avenue, New York, NY



Salvatore Ferragamo Store, Union Square, San Francisco, CA