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# Stores Retail Display Vilma Barr Book Preview

More than simply a business transaction, retail is now an experience. Today, designers have the creative task of reinventing the shopping environment. Stores: Retail Display and Design epitomizes this venture. Examples in revolutionary design vary, from Urban Outfitters - an atmosphere of "constant evolution"; Fila - futuristic flair combined with the intensity of athletics; to the gallery richness of Giorgio Beverly Hills a blend of California and Tuscan influences. All evoke the consumer's own discriminating taste while displaying the artistry and insight of the world's top designers. Provocative, avant-garde display and merchandising techniques are evident in this collection, which presents more than 350 color images of some of the world's most famous shopping emporiums. Innovative display fixtures, floor plans, signage and professional insights offer the solutions and details used to create them.

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