

# An Investigation of How Interior Design Elements can Enhance Customer's Interest in Fast Fashion Retail Stores In-person Experience After the Covid-19 Pandemic

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INDE 402 Senior Capstone  
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# TABLE OF CONTENTS

01  
Research  
Question

02  
The COVID-19  
Pandemic

03  
Literature  
Review

04  
Research  
Agenda

05  
Creative  
Agenda

06  
Conclusion

# 01

## RESEARCH QUESTION

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How can interior design draw more customers to the retail store after the COVID-19 pandemic?

# 02

## THE COVID-19 PANDEMIC

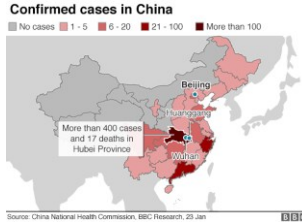
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Introduction to the spread and trends of the pandemic and the stages of the pandemic.



Pandemic Distribution Map

# Phase of the Pandemic in the US



01 December 12, 2019



03 June 2020



05 April 2023

02 January 20, 2020–March 22, 2020



04 March 19, 2021





# 03

## LITERATURE REVIEW

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Define research questions and case studies to support the capstone project.

# Solved Problems

01

What is fast fashion?

02

Why are fast fashion brands retailing being more affected by the pandemic?

03

What are the changes in consumer behavior after the COVID-19?

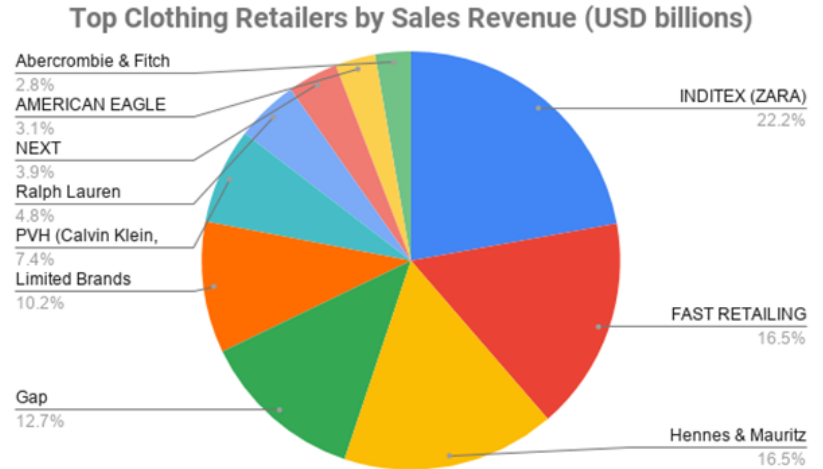
04

What are elements of design considered attractive apparel in a fast fashion retail store?

# What is Fast Fashion?

Fast fashion is a term used to describe “inexpensive clothing mass-produced rapidly by retailers in response to the latest trends”

- Hennes & Mauritz and ZARA are two giants in the fast fashion field. Other include UNIQLO, GAP, FOREVER 21, and Topshop.
- Fast fashion categories: apparel (men, women, unisex, and children’s clothing), footwear, sportswear, formal wear, accessories, and jewelry.



# What are the Changes in Consumer Behavior after the COVID-19?

- Consumers reduce disposable spending due to long-term home isolation
- Increase in online purchases
- Increased demand for saving and stocking
- Consumers permanently develop the habit of shopping online.



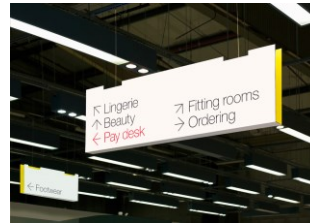
# Why are Fast Fashion Brands Retailing being more Affected by the Pandemic?

- Consumers lack brand loyalty
- Brand lack of good service
- Decreasing impulse and occasion
- Large number of stores closed



# What are Elements of Design Considered Attractive Apparel in a Fast Fashion Retail Store?

- Floor plan layout
- Customer flow routes
- Window display
- The lighting selection
- Wayfinding
- Acoustic solution
- Material and Color
- Authenticity
- Creating a sense of Community
- Design considering the five senses



# Case Study: Creating a Unique In-person Experience

- Japanese retailer MUJI
- Provide embroidery machine
- Provide DIY stamp service
- An experience that cannot be completed by online shopping



# Case Study: Creating a Unique in-person Experience

- Uniqlo store on NYC's Fifth Avenue
- Partnering with Starbucks
- Partnering with The Museum of Modern Art
- Sell fast fashion merchandise on the first floor
- Provide Starbucks café and gallery on the second floor





# 04

## RESEARCH AGENDA

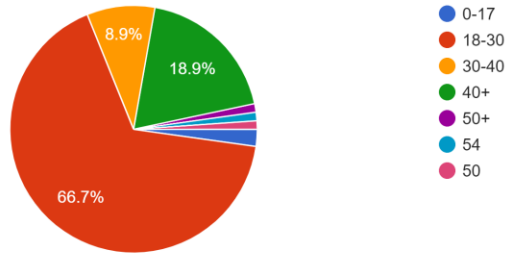
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Online survey and in-person interviews.

# Online Survey

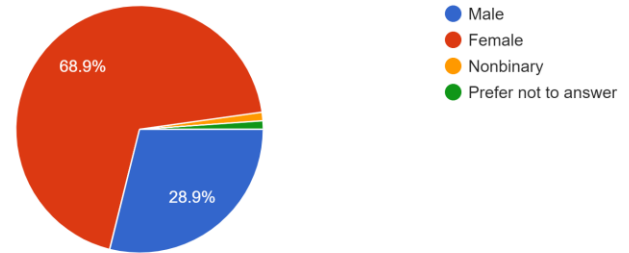
How old are you?

90 responses



What is your gender?

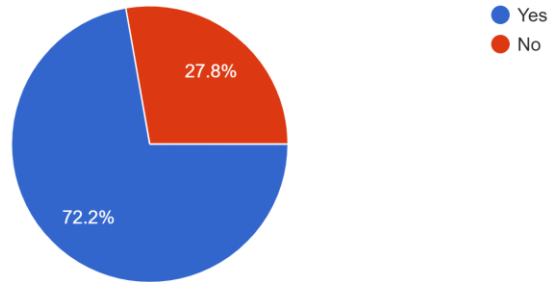
90 responses



# Online Survey

The interior design and environment of the store influence your wish to go shopping in person instead of online?

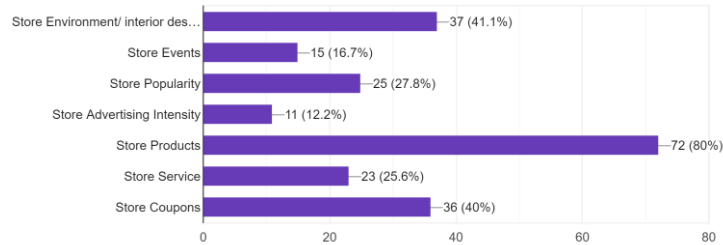
90 responses



# Online Survey

What reason make you go shopping in person in a fast fashion retail store? (Select all you want)

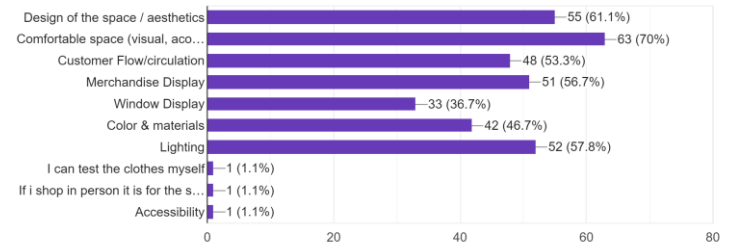
90 responses



What do you think is an attractive interior design environment in a fast fashion retail store?

(Select all you want)

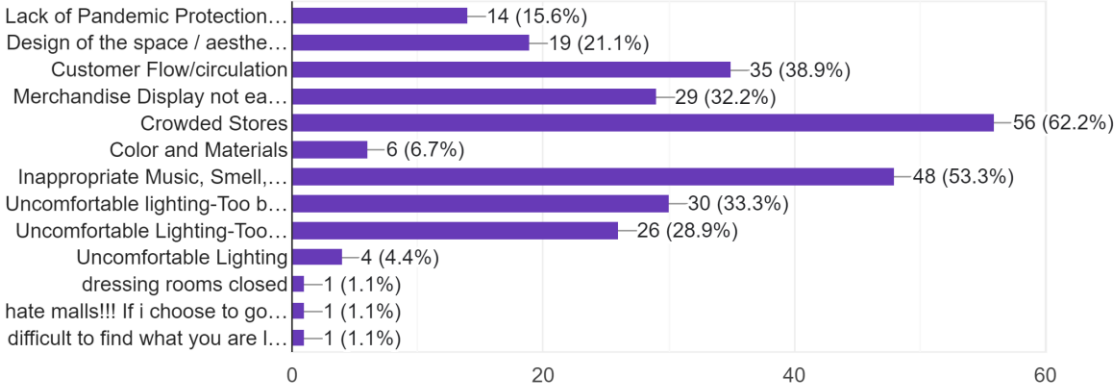
90 responses



# Online Survey

Is there anything about the fast fashion environment that you feel uncomfortable with in your current shopping experience? (Select all you want)

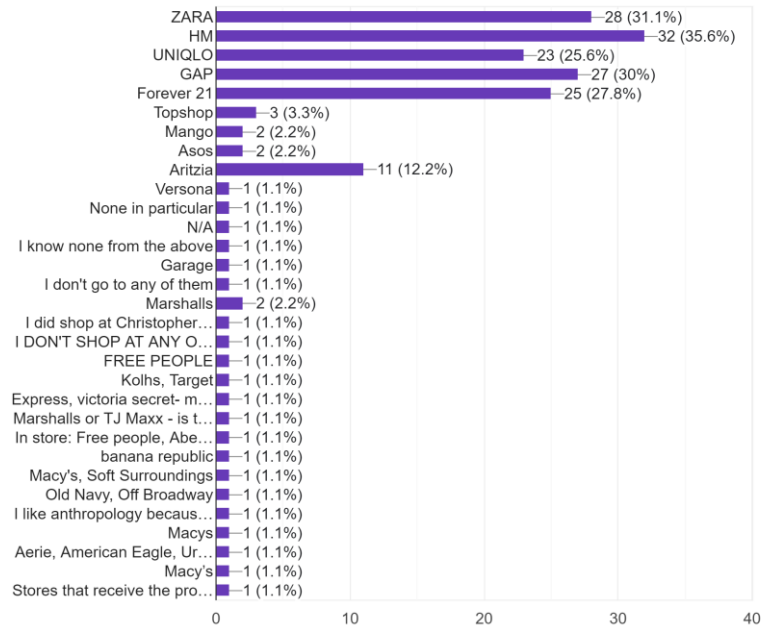
90 responses



# Online Survey

What is your favorite fast fashion retail shopping experience? (Select all you want)

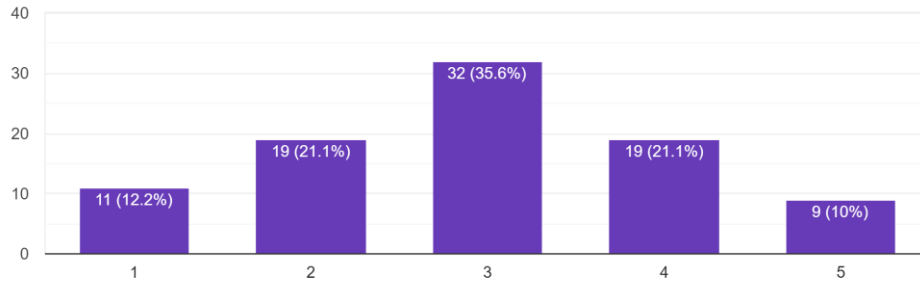
90 responses



# Online Survey

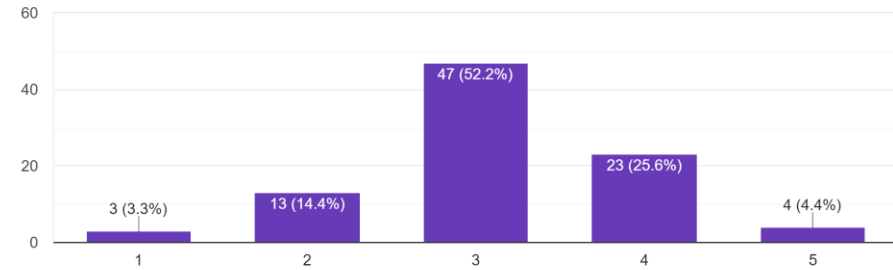
After Covid-19, are you more likely to go to in-person retail stores than online shopping?

90 responses



What do you think of the in-person shopping experience in fast fashion brand retail stores after the pandemic?

90 responses



# Summary of the Findings of the Online Survey

- Most of the participants believed that the **store's products**, as well as the store's **overall environment** and **coupons**, had a significant impact on the attractiveness of the in-person store.
- 72.2 % of participants believed they would enter a brick-and-mortar store because of its **interior design and environment**.
- Many factors make a retail store attractive, including a **comfortable environment** at 70 %, **design aesthetics** at 61.1 %, and **lighting choices** at 52 %.
- participants felt that too much **light** would make a retail space uncomfortable compared to more dark lighting.
- Most of the participants chose **ZARA, H&M, UNIQLO, GAP**, and **Forever 21** as the most popular fast fashion brands in our society today.



# In-person Interviews



The most interviewed believed that the overall comfort of the store (visual, acoustic, and thermal comfort), as well as the choice of colors and materials, made the store attractive. Among them, all the interviewees over 40 years old think that the comfort of the store makes the store attractive.



All the interviewees agreed that lighting that is too dark is not suitable for the display of merchandise in retail stores of fast fashion brands.



All the interviewees felt that the design and aesthetics of the store would lead them to a fast fashion store. All the interviewees also believed that the interior environment would make them choose to shop in-person rather than online.

# Summary of the Findings of the In-person Interviews

- HM: The most interviewed believed that the overall comfort of the store (**visual, acoustic**) , as well as the **choice of colors and materials**, made the store attractive. Among them, all the interviewees over 40 years old think that the comfort of the store makes the store attractive.
- GAP: All the interviewees agreed that **lighting** that is too dark is not suitable for the **display of merchandise** in retail stores of fast fashion brands.
- FOREVER 21: All the interviewees felt that the design and **aesthetics** of the store would lead them to a fast fashion store. All the interviewees also believed that the **interior environment** would make them choose to shop in-person rather than online.

# 05

## CREATIVE AGENDA

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Design proposal and the project statements, all diagrams and drawings and renderings are included.

# Project Proposal

After the Covid-19 pandemic, retailers face the possibility that large numbers of customers will keep shopping online. The goal of this capstone project is to investigate how **interior design elements** can enhance customers' interest in fast fashion retail stores' **in-person experience** after the **COVID-19** pandemic. The capstone research indicates that an important strategy to attract more consumers to do **in-person shopping** after the COVID-19 pandemic is to give customers a unique in-store experience they cannot experience online.

The site chosen for the capstone project is in the **East View Mall** in **Rochester, NY**, to house a concept store that combines **retail, museum, and café**. The design proposal uses **evidence-based design** strategies to create a fast fashion flagship store for the UNIQLO brand. This design project demonstrates how interior design can draw more customers to the retail store after the COVID-19 pandemic by creating a **unique in-person experience** that includes a **glass art exhibition** in the center of the store, a **café area**, and a **DIY station** and bring customers an attractive and welcoming shopping environment.

Mood Board



# Site Location



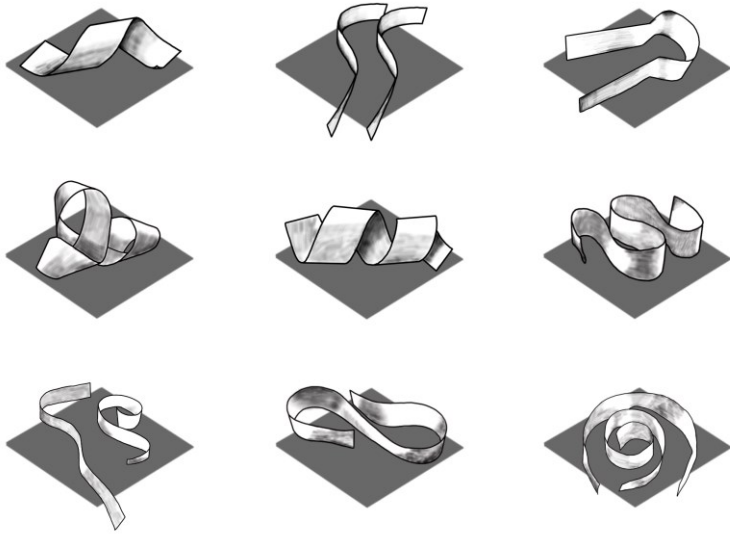
# East View Map



# Existing Condition / Site Visit



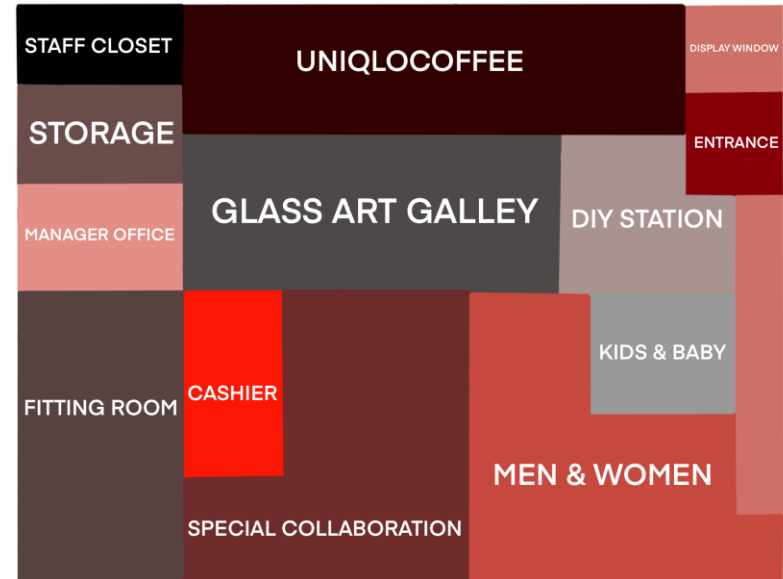
# Physical Model / Preliminary Ideation



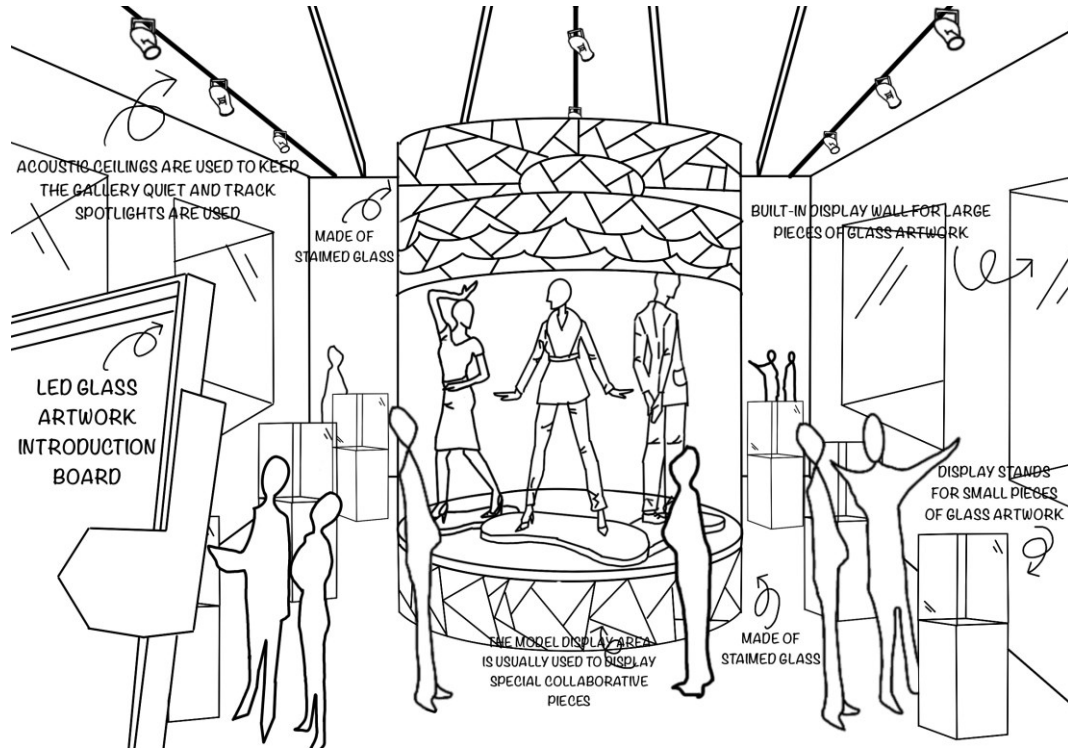


# Programming Chart / Block Diagram

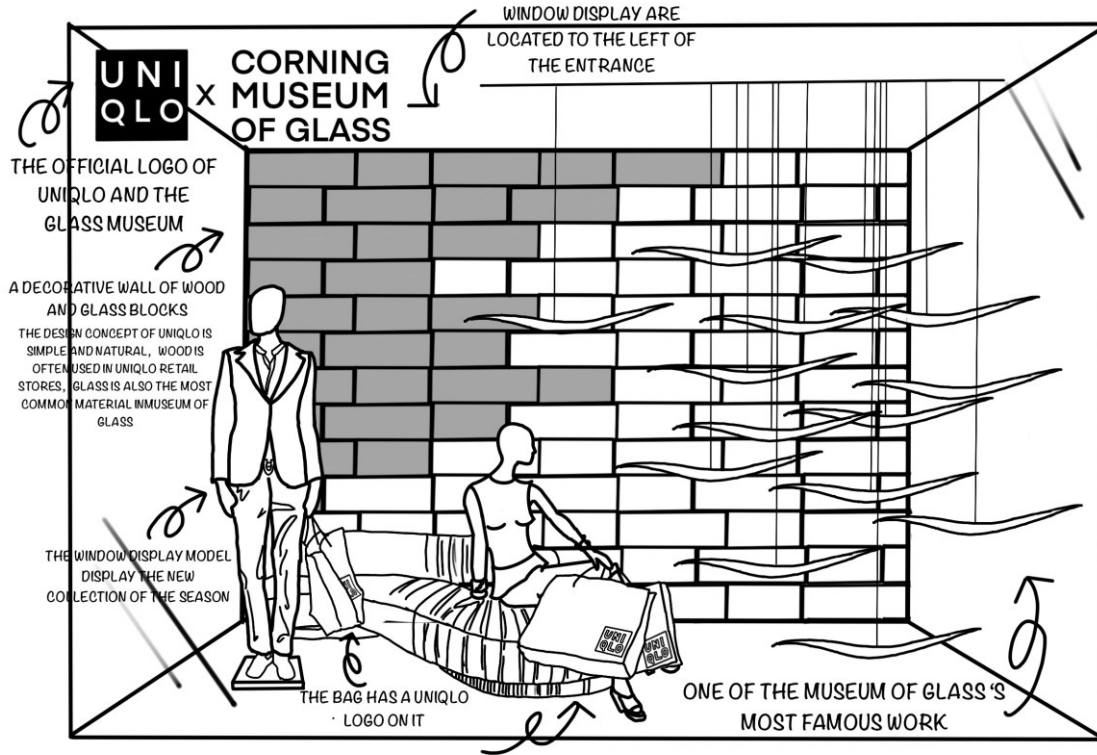
ROOM NAME	QUANTITY	SQUARE F	NUMBER OF USERS	FURNITURE AND EQUIPMENT
Cashier	#1	440 SF	#8	Reception Desk
Fitting Room	#10	560 SF	#10	Waiting Sofa
Women	#1	1800 SF	#30	Merchandise Shelf
Men	#1	1800 SF	#30	Merchandise Shelf
Kids&Baby	#1	1000 SF	#17	Merchandise Shelf
Special Collaborations	#1	1000 SF	#17	Merchandise Shelf
Staff Closet	#1	408 SF	#7	Storage, Lockers
Glass Art Gallery	#1	2000 SF	#34	Exhibition Stands
DIY Station	#1	400 SF	#7	~
Uniqlo Coffee	#1	430 SF	#8	Bar, Bar Height Chair
<b>TOTAL</b>	<b>#19</b>	<b>9038 SF</b>	<b>#168</b>	~



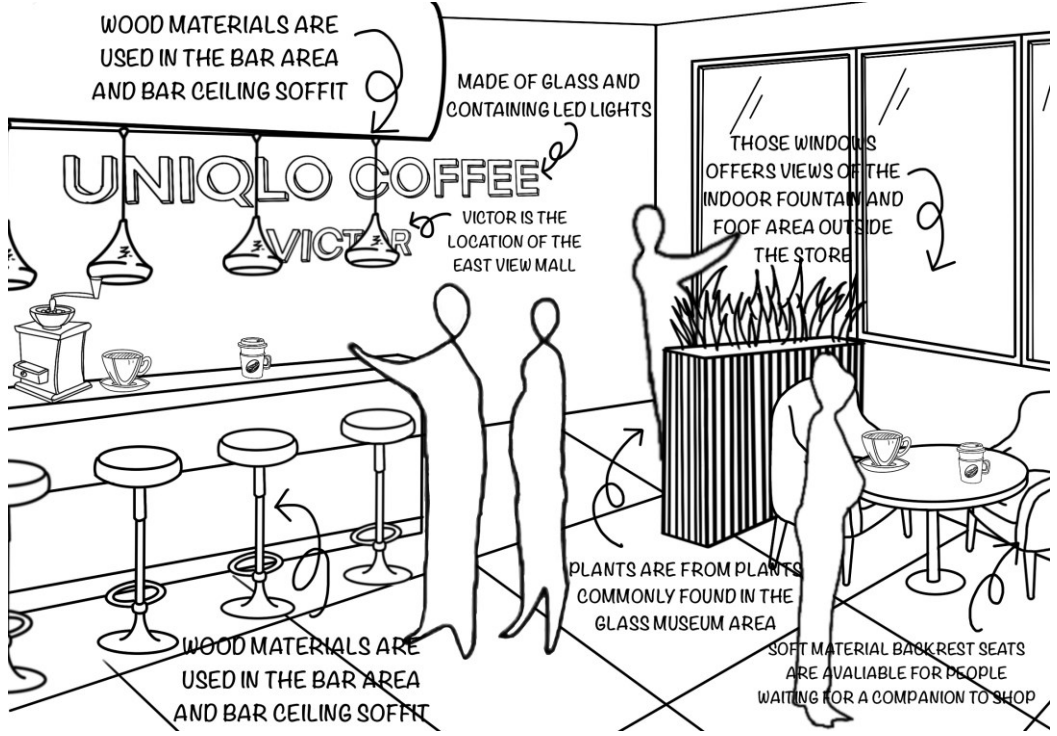
# Concept Drawing-Glass Art Gallery



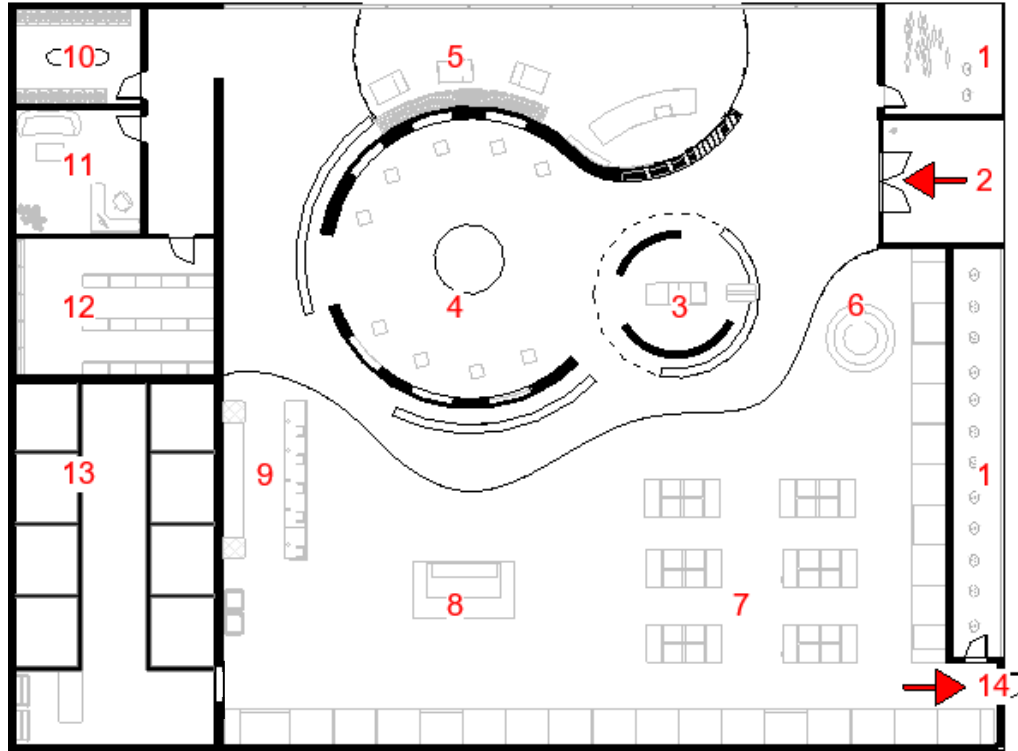
# Concept Drawing-Display Window



# Concept Drawings-UNIQLO Coffee

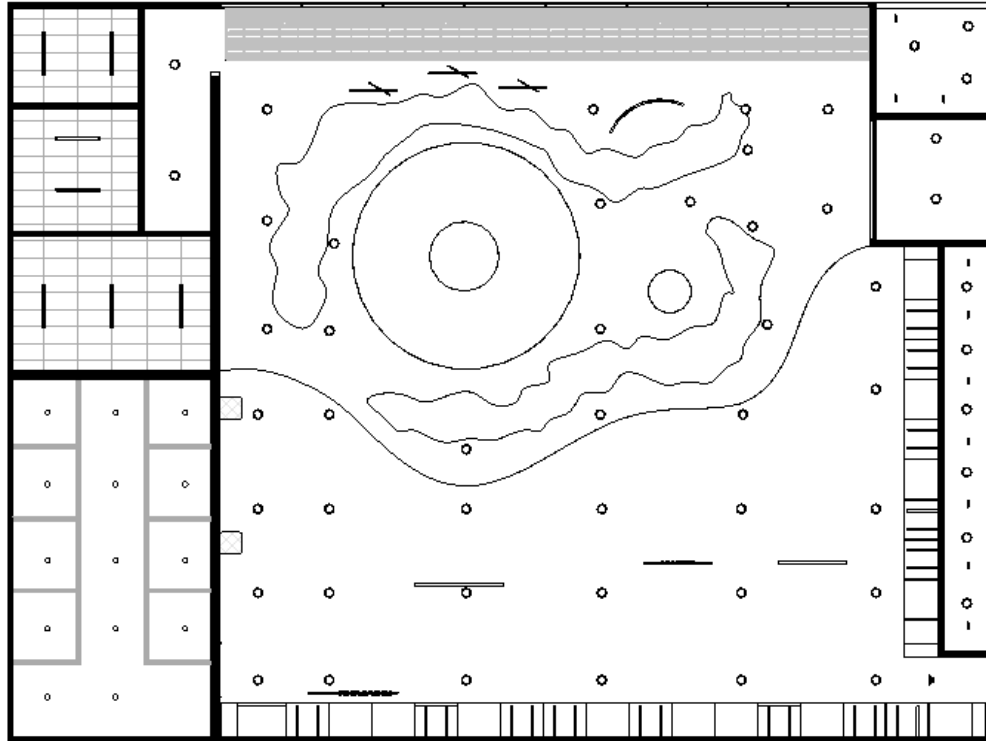









# Floor Plan



1. Display Window
2. Entrance
3. DIY Station
4. Glass Art Gallery
5. UNIQLO Coffee
6. Kids & Baby Merchandise
7. Men & Women Merchandise
8. Special Collaboration
9. Cashier
10. Staff Clost
11. Storage
12. Manager Office
13. Fitting Room
14. Exit

# Reflected Ceiling Plan



RCP KEY	LIGHT NAME
	Lighting_Other_LumenWerx_Shell-Recessed-12
	Lighting_Linear_LED_StarTek_HydroBeam (1) Not a type - Load Type Catalog!
	Basic Doco Surface X3 BX30SE-840M-1300-G
	Slide rod spot light
	Lighting_Other_LumenWerx_Shell-Recessed-12
	Lighting Pendants_Intra-Lighting Night&Day L2525DPR7100+ 19501m67+22W840F0-d3IP20
	Exit Sign

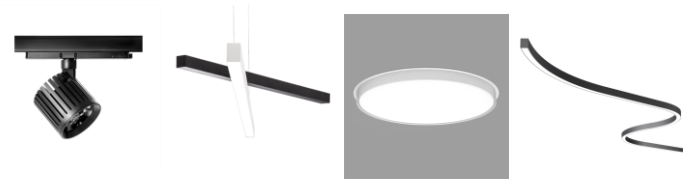
# Material and Equipment Selection



Material Selection

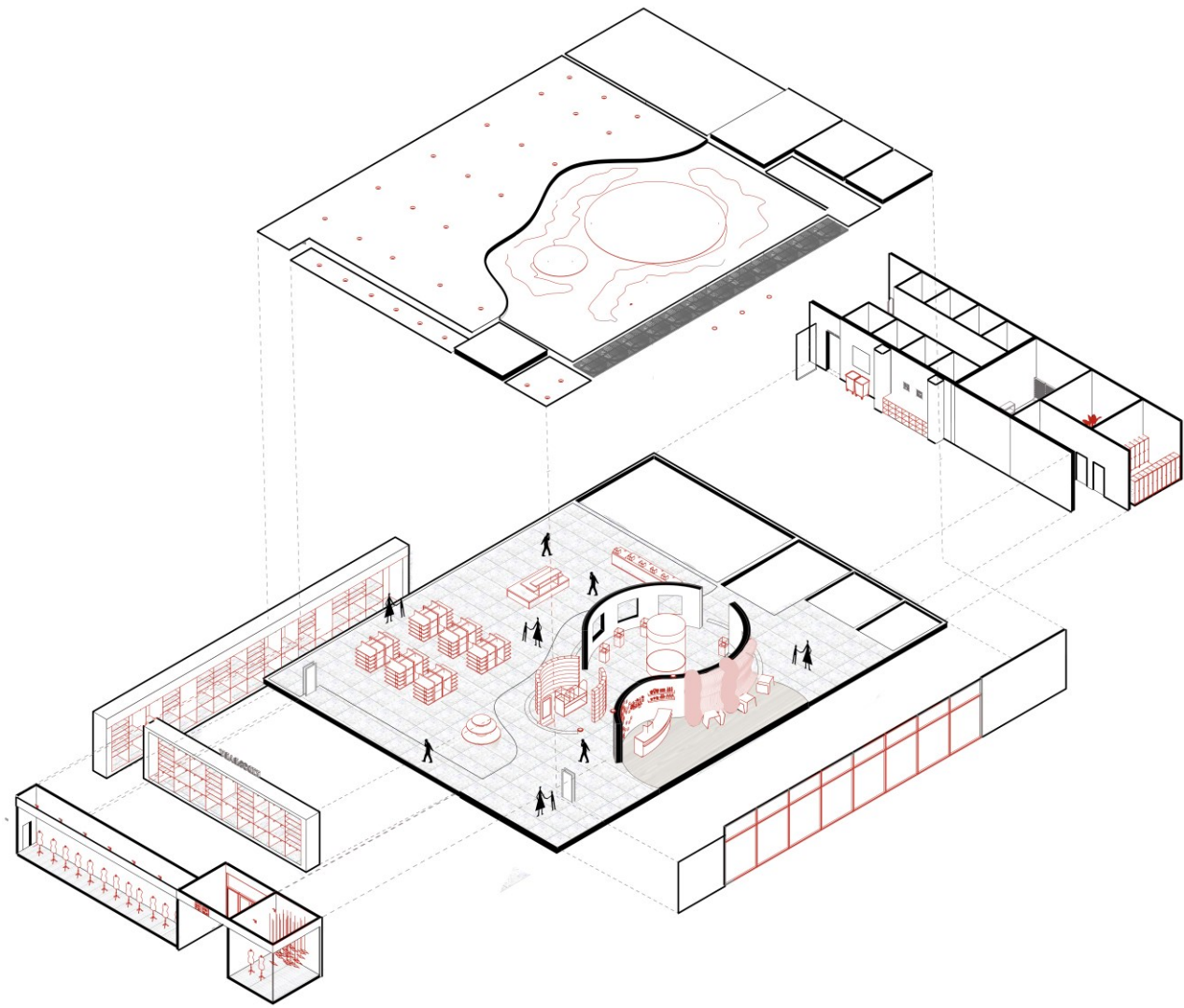


Furniture Selection



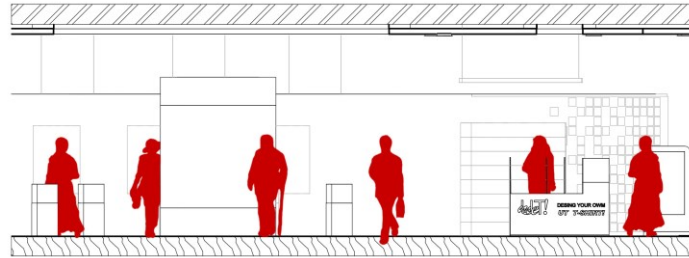
Lighting Selection

# Exploded View





# Activity Diagrams



Glass Art Gallery and DIY Station

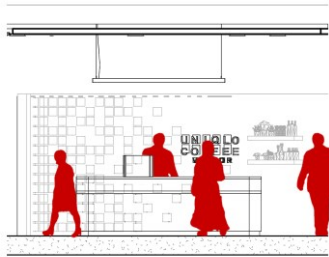


Merchandise Area

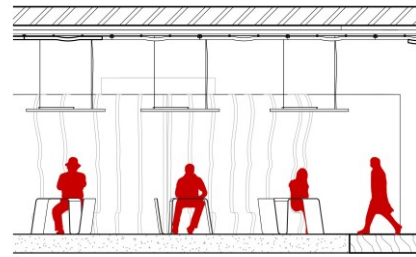
# Activity Diagrams



Cashier and Fitting Room



UNIQLO Coffee-Cashier



UNIQLO Coffee-Seating Area

# 01

## Rendering-Entrance



# 02 Rendering-Glass Art Gallery



# 03

## Rendering-DIY Station



# 04 Rendering-UNIQLO Coffee



# 05 Rendering-Merchandise Area



# 06

## Rendering-Cashier





# 06

## CONCLUSION

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Summary of the capstone project and prove that the hypothesis is established.

# Project Conclusion

As stated in the before, the purpose of this project is to investigate how interior design elements can enhance customers' interest in fast fashion retail stores' in-person experience after the COVID-19 pandemic. Creative agenda design has already accomplished the goals of this capstone project, with the concept of **Uniqlo stores** highlighting the interior design **space programming** as well as the **lighting** and **material choices** that will attract more customers to experience the retail stores in person after the COVID-19 pandemic. The combination of traditional **retail stores, museums, and cafes** gives Uniqlo a unique atmosphere that can only be experienced when customers visit the stores.

The capstone project makes **in-person shopping** more attractive than online shopping, and the fun and engaging **DIY stations** and recycling areas will make the entire capstone project attractive especially to customers who are tired of being isolated at home and have developed an online shopping habit after the COVID-19 pandemic. All the artworks in the **Glass Art Gallery** are from the **Corning Museum of Glass**, which is the concept of the capstone project and a strategy to accomplish the goals of the capstone project. While customers are immersed in glass art, they can also increase their spending on Uniqlo merchandise. All the diagrams and drawings and graphics were served for the final rendering of the creative agenda, and the whole project demonstrated that interior design elements can be an attractive factor for customers to spend in person



# THANKS!

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Are there any question?

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