

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

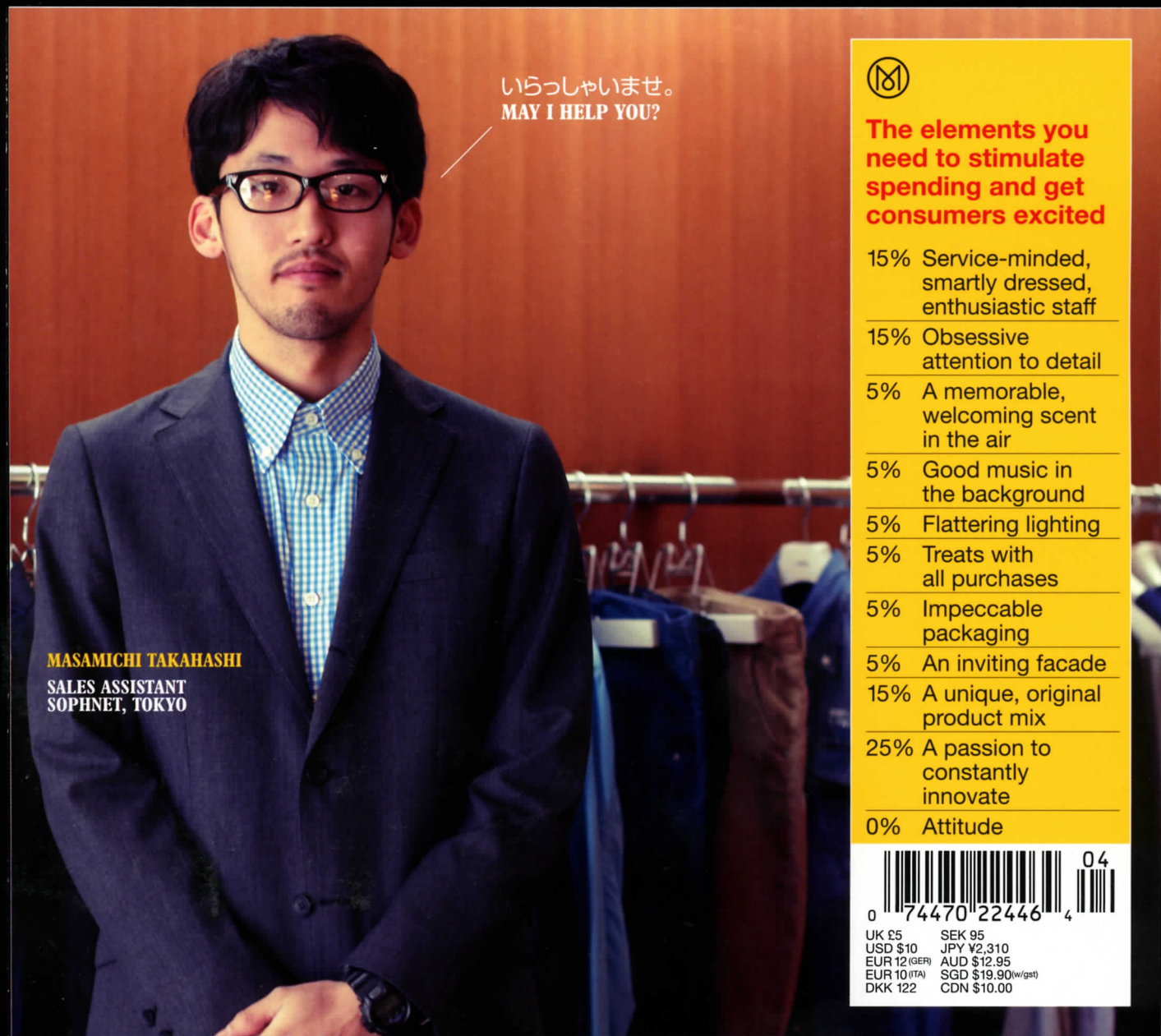
issue 22 . volume 03
APRIL 09

Are you being served? If not, why not?

A Monocle **GLOBAL SURVEY** on the state of retail – the smartest shopkeepers, best buyers, happiest customers and sharpest ideas on the street, in the aisles and online



- A AFFAIRS** Goma, DR Congo: a rich rumble in the jungle
 - B BUSINESS** How the world's biggest newspaper hums
 - C CULTURE** Taipei: inside Asia's pop music machine
 - D DESIGN** The people who can put the car industry back on track
 - E EDITS** How Spain gets the point, a Vienna twirl and Kurt Andersen's last meal
- EXPO** Stockholm to Helsinki: a retail and travel oddity



いらっしゃいませ。
MAY I HELP YOU?

MASAMICHI TAKAHASHI
SALES ASSISTANT
SOPHNET, TOKYO



The elements you need to stimulate spending and get consumers excited

- 15% Service-minded, smartly dressed, enthusiastic staff
- 15% Obsessive attention to detail
- 5% A memorable, welcoming scent in the air
- 5% Good music in the background
- 5% Flattering lighting
- 5% Treats with all purchases
- 5% Impeccable packaging
- 5% An inviting facade
- 15% A unique, original product mix
- 25% A passion to constantly innovate
- 0% Attitude



| | |
|--------------|--------------------|
| UK £5 | SEK 95 |
| USD \$10 | JPY ¥2,310 |
| EUR 12 (GEP) | AUD \$12.95 |
| EUR 10 (ITA) | SGD \$19.90(w/gst) |
| DKK 122 | CDN \$10.00 |

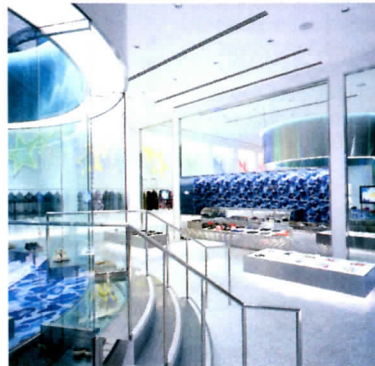
WHO'D DESIGN OUR SHOP

Wonderwall's Masamichi Katayama is our top shop choice

Masamichi Katayama is Japan's best-known shop designer. His company Wonderwall has produced interiors that range from global flagship stores for Uniqlo to Tokyo boutiques for labels such as Drawer, APC and A Bathing Ape.

How is the current economic downturn affecting business?
There are still people who want to do projects. In this economy competition between shops is tougher so we have to try harder and give better service. It's good for the consumer.

What are the elements for a successful store?
First, the approach to a shop is very important. For the new APC store in Tokyo, we thought of the shop as a bungalow and put decking in front of the entrance. Sometimes it works well if customers can see right to the back of the shop from the outside. The alternative is to close up the front of the shop and then surprise the customer once they're inside. Secondly, I'm a designer but I try to look at each project from a consumer's point of view. You have to do something to make customers want to come back by giving a store a certain depth. Through design you can guide shoppers through interiors but it can only do so much. It doesn't matter how good the interior is if the products aren't any good. Service is also very important. — FW



FOUR DESIGN STARS

We ask some of the world's leading retail designers to give their forecast

01
William Sofield
Studio Sofield, New York

Why should owners invest in shop design in a tough market?
Retailers need to invest for the long term instead of feeling they need to reinvent and rebuild every five years. If you get it right the first time you have something dynamic that can evolve and last a lifetime.

What positive things will come out of this period?
Hopefully we will see a renaissance of craft and a movement away from the superfluous. We need to consider the evolution of a project – not only a building's initial function but also its reuse.

What are you working on?
Residential projects from Aspen to St Petersburg, Tom Ford's store in LA, the Santa Eulalia flagship in Barcelona and a refresh of the SoHo Grand. — AK

02
Marti Guixé
Designer, Barcelona/Berlin

Why should owners invest in shop design in a tough market?
It's always essential. Not only in tough markets. If stores are well designed it helps to get lots of visibility for the brand and sales.

What positive things will come out of this period?
New business models will emerge and brands will have to rethink their businesses or play a radical card if they want to stay afloat.

Which shops are getting it right?
Ones that play with context, attitude and interaction, that create extensions of their brands but are also good at shop displays and creating good shopping experiences

What are you working on?
A bar in the Museo d'Arte di Nuoro in Sardinia and a Desigual shop in the new Barcelona airport. — AK

03
Roberto Baciocchi
Baciocchi & Assoc, Arezzo

Why should owners invest in shop design in a tough market?
It depends on the product. If it's in step with today's fashion, has appeal and brings something new, then it makes sense.

Are people playing safe?
In times of crisis companies are forced to innovate if they don't want to close. It's actually harder to spend on innovation when the market is not having problems.

What shops are getting it right?
Those that develop their own look and personality.

Who's getting it wrong?
Those that are positioning themselves in a niche in which they don't belong.

What projects are you working on now?
Several projects for the Prada Group in Paris, Hong Kong and Osaka. — IC

04
Tiziano Vudafieri
Vudafiefieri Saverino, Milan

What positive things will come out of this period?
We will no longer see brands that sell €4,000 coats only for them to be out of style in six months. Those brands that don't know who they are, or only ask for a contemporary look in their store, will be gone.

Which shops are getting it right?
Hermès, Louis Vuitton, Prada. These are historic brands that know who they are. Each drawer in the store is perfect. They have focal points throughout the store.

Who's getting it wrong?
Ferragamo. The stores feel like they could be part of another brand. They have no DNA of the label.

What projects are you working on now?
LK Bennett in London, Pucci in Portofino, Roger Vivier in Bal Harbour. — IC