



Shopping Experience--Store & Showroom

Jasmin Yu

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In today's market, people value not only the quality of what they buy, but also the pleasure and the comfort they feel when they're buying. So a store should offer its customers not just the ease of shopping but also an enjoyable shopping experience. This book is a collection of selected projects with five categories based on store functions. With simple text containing the design concept and its characteristics, and exquisite pictures, the book explains the significance of the shopping experience as it relates to store design and will provide readers with fresh inspiration.



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