



Hammerson

Fast Track Design Guide

This guide is designed to be helpful in achieving a fast-track approval of your fit out and offers inspiration on the latest in retail thinking



Contents

01 Intro	3
02 Customer Experience	4-6
03 Shopfronts & Glazing	7-11
04 Signage	12-15
05 Technology	16-19
06 Lighting	20-22



These guidelines are designed to help you achieve a speedy Landlords' approval for your fit out. This summarises key design requirements and offers inspiration in the latest retail thinking. They are designed to drive the best quality customer experience and thus the success of the store.

Above all, stores should be **MEMORABLE** and **REMARKABLE** and create an exciting and stimulating 'experience' for shoppers.

02

Customer Experience

Customer Experience



Create a 'wow' factor delivered through surprise and originality

Craft a sensory space that customers can engage with enabling them to connect with your brand, inspiring loyalty

Customer interaction at the front of the store will generate interest from customers passing by

The design should create a genuine experience that involves and engages customers

A very strong interior design with features that draw customers through

Create interesting settings and displays for customers to share on social media bringing your physical store to the online world





03

Shopfronts & Glazing

Shopfronts & Glazing



Layered and 3 dimensional shopfronts

Wide and open entrances with good views into the store

If you have a double height shopfront, ensure exciting visual use of upper windows

High quality glazing systems, with frameless glass as the default position, unless the framing of the glass is shown to be a core part of the overall design concept

Polycarbonate or punched-in line shutter

Recessed roller shutter guides

Stainless steel trim between mall and shop floor



Vinyl covering large areas of glazing

Solid walls behind window areas

No treatment of upper windows on double height shopfronts

Standard aluminium framed shopfront glazing

Excessively wide transition strip at entrances

Exposed roller shutter guides

Steps in floors









04

Signage

Signage



Signage being made of individual 3D illuminated letters or alternative creative solution

One sign on the shopfront

Single strong sign

Imaginative, unique, unusual, creative

High quality materials



Full width standard fascia signage boxes

Non-illuminated signage

Cheap flat materials

Secondary signs

Window vinyls





05

Technology

Technology



Great visually exciting content

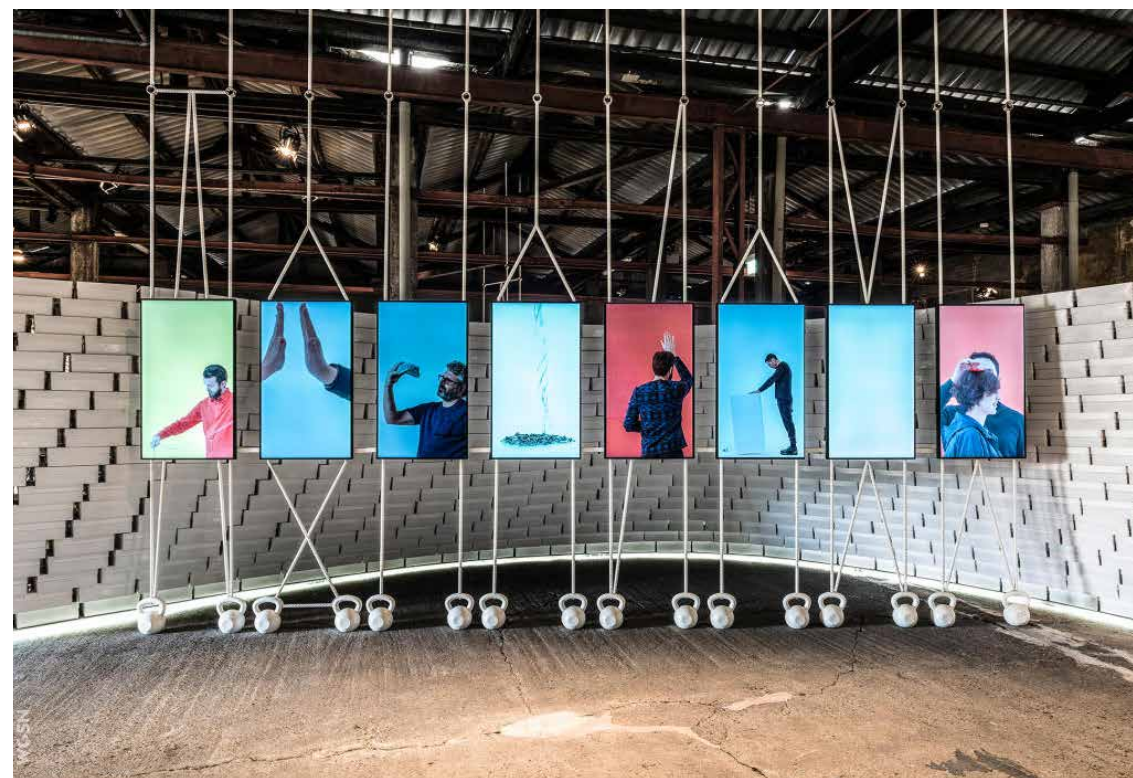
Fully integrated digital technology can be used to create excitement, animation and interest

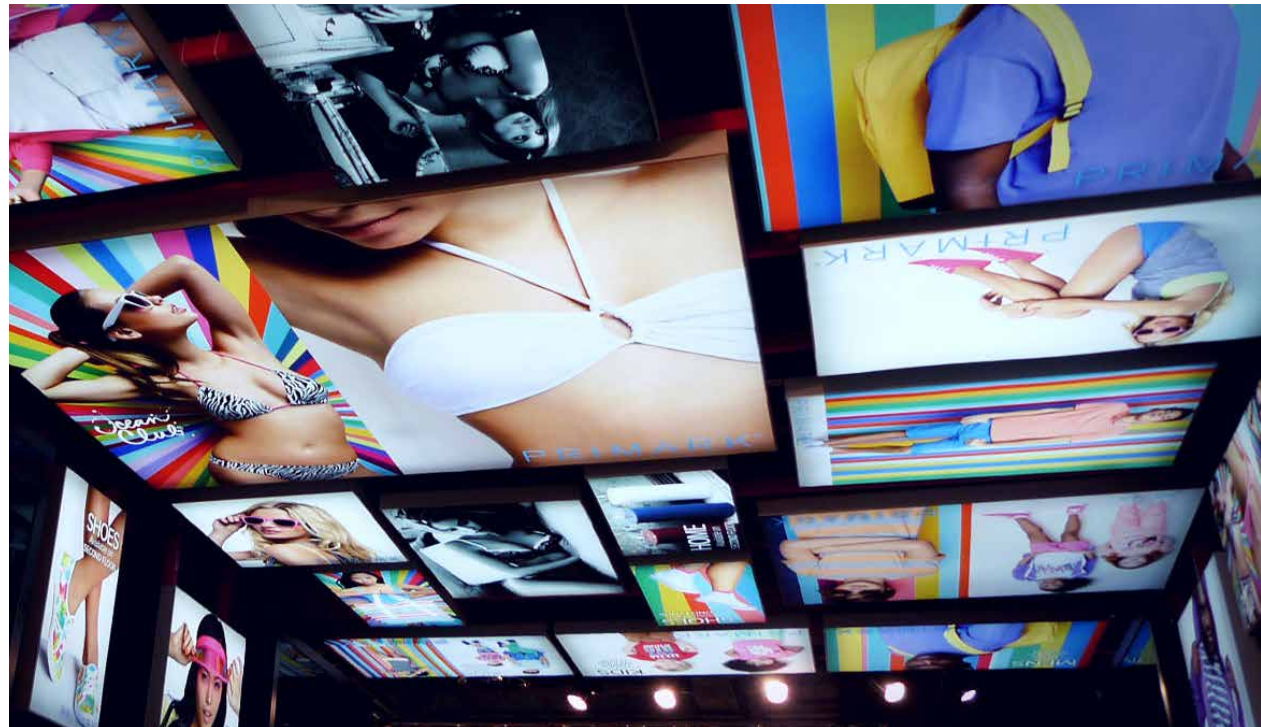
Lightboxes, projection, digital mirrors, touchscreens and ipads can all help create drama and customer experience



Inoperative or broken technology

Wordy messaging or promotions







06

Lighting

Lighting



A professionally considered lighting scheme that showcases your product at it's best and has a variation of light levels within it

LED low energy lighting



High energy tungsten lighting

Standard florescent lighting





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