

Glossary: deciphering the basic concepts

Retail Design

Retail Design embraces all of the disciplines involved in the design of retail outlets. Its purpose is to provide a coherent selling environment and to contribute to the image of the brand and the products it sells, while remaining mindful of the essential elements of retail (customer mobility, point of sale management, etc.).

It also encompasses interior design, product display, lighting, the choice of colours and much more... all in the aim of increasing the turnover and appeal of your retail outlet.

Eco-design

Eco-design is an approach to production that pays special attention to the environmental impact of a product or service throughout its life cycle (from design to end of life).

Synonyms: ecological design, sustainable design.

Retail Eco-design

Retail Eco-design refers to internal and external store design that takes into account the principles of Retail Design (functionality, accessibility and appearance), as well as environmental impact (re-use of materials where possible, sustainable material choices, waste reduction, local suppliers, etc.).

Canopy or awning

Fixed or mobile roof structure projecting from the facade of a building.

Retail unit

All parts of the building dedicated to an economic activity and classified as commercial under current planning legislation.

Graphic charter

A document establishing the rules for using elements of the visual identity of a brand or company. Here, the visual identity is limited to the choice of font, colours and, possibly, a symbol or logo representing the business.

A-board

Single or double sided freestanding apparatus designed to hold an advert or sign, which can be moved.

Retailer

A retailer is defined as any business person who, in their professional activity, sells products and/or services to private individuals, from a retail unit that he/she owns or rents commercially. In this context the retailer is therefore the person operating the retail unit.

Retail

Retail is defined as all activities involving selling to an end customer, in particular the sale of goods, the provision of services, and artisan businesses involving direct contact with the

public. Activities undertaken by liberal professionals, educational institutions, creches and nurseries cannot be defined as retail.

Window display

A structure constructed from glass, wood, etc. at the front of a shop, in which merchandise can be displayed; the display itself, and the products within it.

Shopfront

Part of the facade of the building (external), corresponding (internally) to the retail unit. By extension, the retail facade is understood to include any elements of the facade and all elements added to the building that form part of the visual identity of the business (signs, window, awning).

Frame

Everything surrounding an opening (door or window), e.g. panels.

Sign

Text, shape, image or a combination of the above affixed to a building and relating to a business operating within. A sign cannot include references to third parties, such as a brand or its products.

Illuminated sign

A sign that is illuminated by an external light source, for example signs illuminated by projection and lightboxes.

Luminous sign

A sign consisting primarily or one or more light sources.

Retail facade

Section of the facade of the building (externally) corresponding to the retail premises, excluding elements of the “shopfront”, as defined above.