



INSIGHT
DESIGN
REPORT

2019



We are the Pan Oston's Design team. A bunch of designers with love for retail that deploying their knowledge and expertise to create ground breaking concepts in stores near you. Our young team of professionals enjoy taking fieldtrips to get a feel of everyday life and it's needs. Back at our office we start a user centred approach to translates our field research into a stylish functional product design for direct use in front-end situations.

Over the years our success has not gone unnoticed. You have most likely used one of our products in any supermarket near you. We are also proud of winning a Reddot Design Award in 2018. Joining a list of disruptive companies like Apple, Bose, Ferrari and Philips that have won it in the past.

With this report we want to keep you up to date of the top trends that have emerged in the world of retail.

Want to know more about us?
Visit www.panoston.nl for more information.

TREND
a general direction in which something is developing or changing

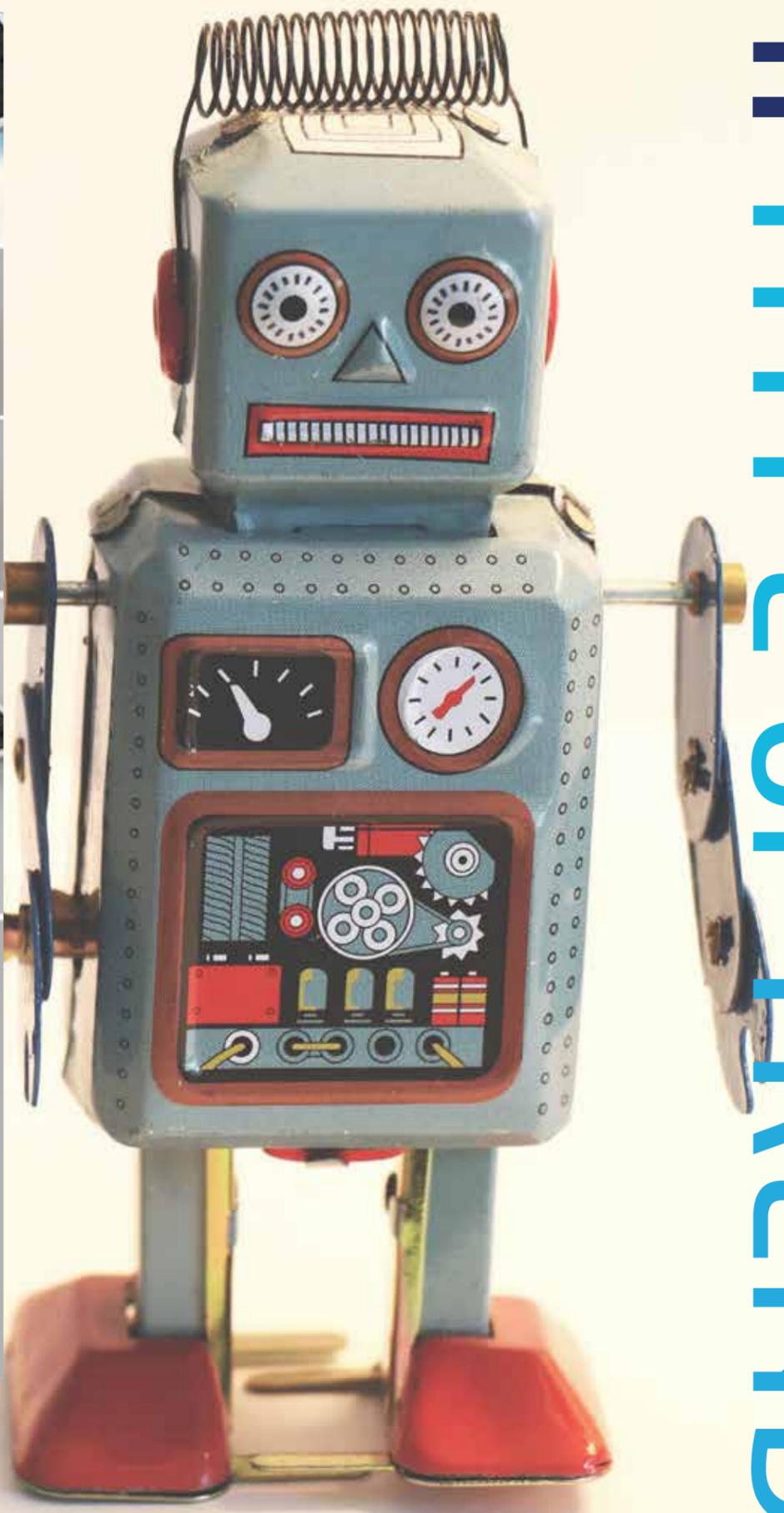
Oxford Dictionary

BIG & BOLD

Just like in 2018 'Retro' is back for 2019. Flashy, sparkling and brutal coloured designs still intrigue many designers. Without saying it seems that bolder is better these days. Big texts take the spotlight but are often used combined with blurring by using gradients or overlapping sections.

As a contrast Pantone announced that the colour of the year is Living Coral . This Vibrant, yet mellow colour gives us a warm feeling and provides some comfort in our continually changing digital lives. This fits very well to the idea that people want to get back to what is real. Be true to yourself and use strait forward natural designs that convey a clear message.





AI HYPE OR TREND

The further development of VR & AR technology has pushed GUI design to the next level. With a surge of new ways to interact with your surrounding via smart devices the world is constantly adapting around us. On demand pop-up stores combined with a good GUI will become important point of sales for future retail.

2019 could possibly be the year this digital revolution starts. More use of this amazing tech by both designers as techies will be a fact. However the one question remains: how big will this trend be?

NATURAL & CALM



Home and leisure decoration is going back to basics. Round and natural shapes are combined with a minimalistic style to create a balanced lifestyle decoration.

Sustainability, minimalistic, functional and stylish are the keywords for decoration the upcoming year. Especially the less is more motto, to save materials and our planet, holds up for 2019. Primary color, natural tones and geometrical shapes have made

their comeback from the '80s. To balance it all out the use natural materials like wood and a green touch with plants and flowers will bring your decoration to life.

Want to make a statement or give some contrast to big rooms? Use a bold pattern on your background that might as well be an eye catcher pulling in the right attention.

MINIMALISTIC



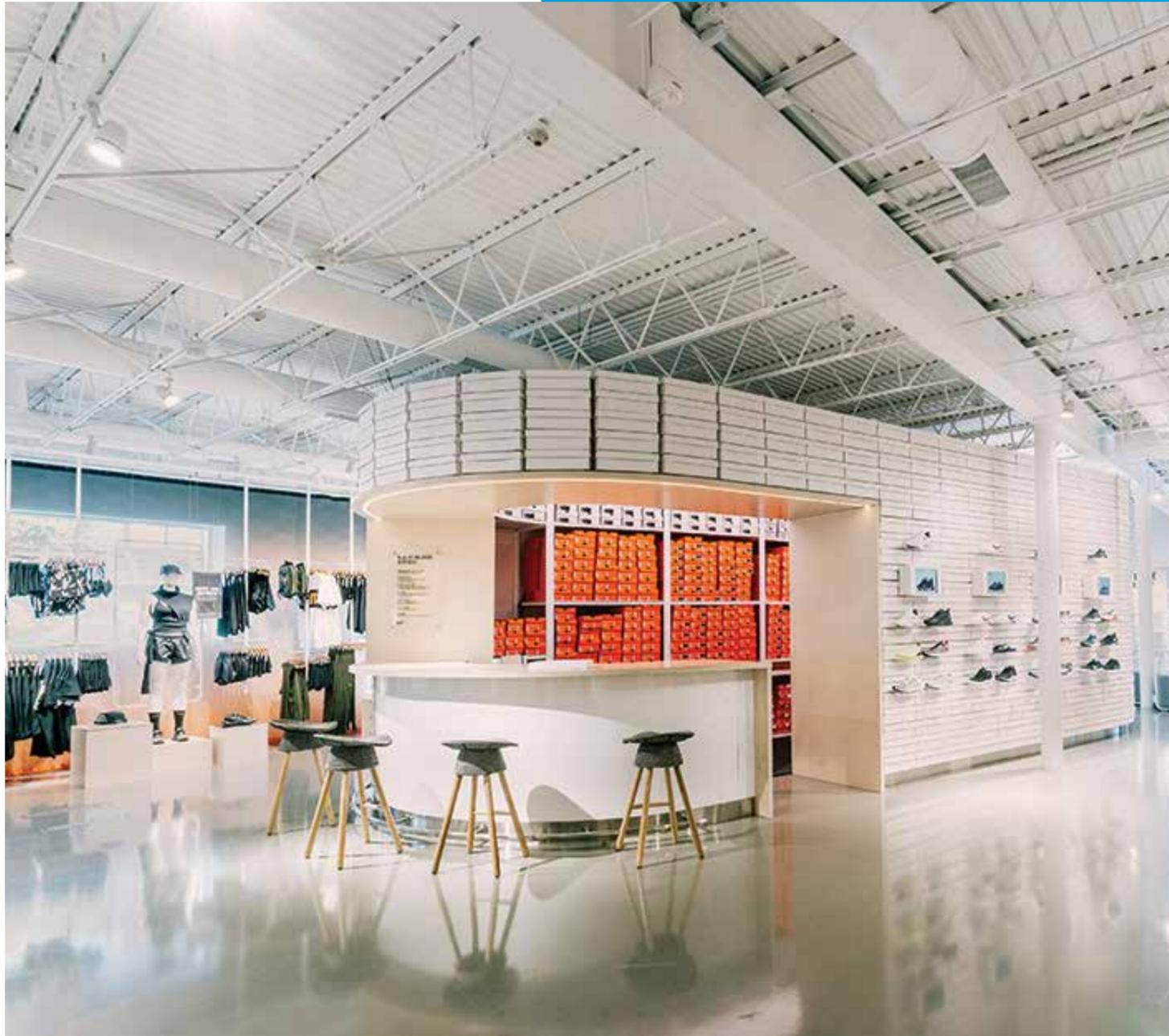
91% OF
RETAIL
PROFIT IS
MADE IN
STORES,
9% ONLINE

With home decoration shifting towards geometric natural shapes that focus on life balance we see store designs are still going back to their roots with industrial market like designs.

Slowly following the home deco trends new shopping experiences are creating around the sustainability market. As a result we see more free fringe like open design with 'in-store-stores' like a pizzeria or a fish market with digital signage showing you where your fish was actually caught.

The addition of more self-service is also changing the way stores look. Open checkout zones are replacing the standard aisle set. Opening up more space for people to mix, match and purchase goods they really need for every day life.





Stores face many challenges these days. It is not just the online channels that have taken away margin from traditional shopping stores. Consumers have also become more critical towards what they buy, increasing competition between stores even more. In the future a mere good product is not the only way to drive sales. Customers in 2019 are prone to social norms and life values when it comes to the buying process. Because of this is it important to design your store in a way that it seamlessly integrates with their believes.

At the same time you have to stand out with your brand and store design so it is recognized that you can offer something extra. To reach this balance between being recognisable and attracting attention, we see that many stores are being designed and tailor made for a single formula. Rather than using standardized interior, furniture is created fitting to the brand and what it stand for.

Optimizing the customers journey is as important as it was never before. Rather than creating the old fashioned waiting line setup, creating a satisfying transaction for customers is the way to go. Cash or cash-less, by service or self-service or even online in the store. The options seem endless when combining new techniques and that is why usually a mix is incorporated as the market is changing rapidly and not one customer is the same.

TAILOR MADE

Copyrights Pan Oston B.V. 2019

Images by Unsplash.com, Extra Coop
Bologna, Nike, Dezeen, Pinterest.

www.panoston.nl

