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DETAIL IN CONTEMPORARY RETAIL DESIGN



Laurence King Publishing. Hardback. Book Condition: new. BRAND NEW, Detail in Contemporary Retail Design, Drew Plunkett, Olga Reid, Good retail design must attract and keep customers, support a brand or stores image, showcase the product, and work as a functional shopping environment. This book features 44 of the best recent examples of retail design from around the world, and examines the details within the larger decorative schemes. Most retail interiors have a comparatively short life, and economic realities influence choice...

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- Authored by Drew Plunkett, Olga Reid
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