



THE PHENOMENON OF MEMORABILITY IN THE NAME OF BRAND IDENTITY IN CURRENT SHOP WINDOW DESIGN: COMPARISON OVER TEXTILE BRANDS

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ABSTRACT

Current shop window designs are impressive, different and original in recent years. With the window design of the stores, brands realize the memorable and catchy brand status they wish to create in the consumer memory. For this reason, today's textile brands aim to stand out from their competitors and to be remembered in the eyes of consumers by turning to installations as well as digital and technological applications in shop window designs. To this end, the importance of the design parameters used in window design is revealed. The shop window designs of today's textile brands are important in terms of examining the values of color, density, product variety and brand identity, and determining the phenomenon of memorability. As a result, it turns out that the brand's relationship with the consumer in shop window design depends on the attention given to design parameters in terms of 'memorability'.

In this article, the results of a survey study conducted with 66 participants in a virtual environment has been focused in order to measure the importance of the design parameters that constitute the concept of brand identity in terms of the current store window design of the selected textile brands like Gucci, Lacoste and Zara.

Keywords: Store, Memorability, Actual, Brand identity, Window design.

INTRODUCTION

Store designs are space designs of brands performed for commercial purposes. A shop window design is the first area design that consumers encounter a brand for the first time. Therefore, brands create a shop window design that will best express their brand identity in order to brandize such space. Since the showcase design is an informative area about every subject associated with a brand, the brand memorability generated in the consumers' memory is directly related to the shop window designs. At this point, the design parameters used in shop window design come to the fore as an important issue that should be reviewed and evaluated. Store window designs of Gucci, Lacoste and Zara brands in the textile sector were reviewed based on examples, and their design parameters were determined. The parameters appear as color, density, product variety and brand identity reflection values.

The design parameters used in the formation process of the phenomenon of memorability were examined and evaluated through the shop window designs. Art and communication have always been related ever since the dawn of humanity craving to find new ways to convey diverse messages (Yum, 2020). With these reviews, a survey was conducted with 66 participants in order to measure the phenomenon of memorability. The opinions of the

participants about the shop window designs of the selected brands were taken and it was ensured that the phenomenon of "memorability" of a brand identity in the current store window design was evaluated based on the participants' responses.

1. STORE SHOWCASE DESIGN AND ACTUAL APPLICATION APPROACHES

A brand is a combination of names, letters, numbers, colors, shapes and designs, which have the same or completely different characteristics, and which enable the products in the sector to be separated and differentiated from each other and presented to the consumer (Ak, 1988). When we imagine a brand with all its elements such as the color, pattern, name, logo that are remembered with it, we can think of the product being sold and who would want to buy it (Ust, 2021).

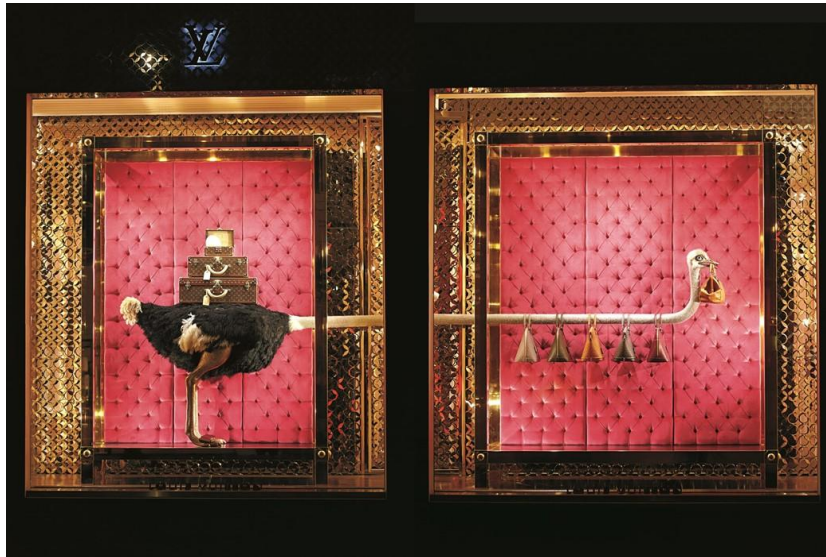
Consumers can transform a brand into a three-dimensional space experience with the answer given to the question of what they expect from the brand and according to their lifestyle. If we refer to space for a brand of the retail industry, everything about the brand should be consistent with the space, from color to product variety and logo. This attitude enables the brand to confirm its identity and value in the eyes of the consumer (Mesher, 2013). Brand identity includes the content, purpose and future strategy of the brand. The concept that enables a brand to distinguish itself from its competitors and to be unique is called brand identity (Oylum, 2011). Brands establish a relationship with the consumer by producing store designs. Shop window designs are transparent display areas that convey the messages about a brand's products and identity to the consumer. The logo and symbol of a brand created together with the showcase design should be handled and associated with the showcase and the interior of the store holistically. The important point in this regard is the design parameters used. Designs based on the brand and its identity support integrity (Ökten, 2004). It creates an experience in the memory of the consumer that perceives the brand as a holistic one, and the brand is shaped in the perception of the consumers.

For brands, it is important for consumers to remember them, which is why they aim to make their store and window designs catchy. The phenomenon of memorability may differ according to the items remembered and people. For example, color, texture, shape or product stands out as a reference to our current experience and causes that image to be remembered. The colors, size, materials, decorations and interior layouts of the tents provide information regarding the social life styles and cultural values (. While they state that the actual trigger of the phenomenon of memorability is the space, they also express the area that achieves the phenomenon of remembering-reminding. Today, the reason why brands tend to search for original, innovative and different designs in store window designs and give more importance to them is the realization of the value of being a 'rememberable' brand. Being memorable is among the important objectives of the formation of a brand identity. Therefore, installation, digitalization and technology-based applications are included in showcase designs. These applications make a great contribution to the brand in terms of emphasizing and highlighting the brand identity.

1.1 Installation, digital and technological' store window design applications

The purpose of installation applications used for showcase design is to enable people to feel and experience both the viewer and the object being viewed in the context of physical space. Installation is an experience and unique spaces are created by bringing objects together. Therefore, apart from standard designs, it is an innovative, self-renewing, developing and technology-related broad concept (Sözen, 2018). For example, this work, in which the installation is the reminiscent of octopus arms, prepared by the Louis Vuitton brand to promote

the product it sells, is included in the showcase design, revealing the brand's distinctiveness and originality.



Store window design image of Louis Vuitton

We can say that digitalization in shop window design, and digital applications that make a difference in terms of innovation have been the invention of spatial experience for today's shop window designs. In today's world of increasing digitalization, it has created a bridge between the physical store and the virtual store, allowing to give a message to the consumers that we are with them on every platform. It provides a holistic effect by continuing interactive presentations and visually effective video works conveniently in the store.



Image of Nike store window design, London

In the Nike store window design, the digital screens specially prepared for the brand provide a physical interaction between the showcase and people, thanks to sensors that detect and react to the movements of passers-by. Sensors that detect the movements of people in front of the showcase guide these people and the data specific to any product they want to try are displayed on the screen.



Image of shop window design of Ermenegildo Zegna

In showcase design, showcase designs that incorporate technology can be prepared with the flexibility to produce solutions for different demands. It can develop rapidly in parallel with the information flow for the shopping culture and needs of the consumers. For the showcase design made for the Ermenegildo Zegna store, visual illusions, lighting effects inspired by the brand's clothes, and sound editing as well as striking technology elements were used in the showcase design.

2. EXAMINATION OF STORE WINDOW DESIGNS AND DESIGN PARAMETERS THAT CAN BE REMEMBERED ON BEHALF OF BRAND IDENTITY

Gucci is a brand that puts the "luxury brand" concept at the center of its brand identity and reflects this to its target audience, with products for women, men, accessories, bags and shoes. The brand has adopted the work of window design, in which the brand name and symbol are at the forefront, which directly reflects the meticulous approach it shows in product designs and diversity to store window designs. It creates an original perception by combining elements



Image of Gucci store window design, Canada

such as design, technology and digitalization with art. Adopting a holistic and consistent approach, the Gucci brand pays attention to the elements of color, product diversity and brand identity reflection in its display designs.

Lacoste, known for its iconic t-shirts, displays a unique brand image by reflecting its brand identity and culture's products to a great extent. The products of the brand and the crocodile symbol have taken place in the minds of the consumers and they transfer this visual memory to the window designs. Emphasizing the sport of tennis with its product variety and colorfulness, it conveys the message of elegance in daily wear to the consumer through showcase designs. In the window display designs, the visual of tennis racket aims to enable the consumers to experience the brand through the window design by combining the iconic symbols and products with art and design. It conveys store window designs and brand identity with a minimal, simple, modern and dynamic setup.



Image of Lacoste shop window design, Italy

Zara has created a fast production fashion concept with women's, men's and kid's clothing and accessories. The brand has a design approach that brings the brand name to the fore by focusing on the design and production speed of the comfortable and ergonomic store and window designs. Instead of advertising, they give importance to showcase design and they



argue that advertising works do not contribute to the target audience, on the contrary, showcase designs have the greatest advertising value. Emphasizing that its target audience and consumers are the focal point, Zara brand sees store designs as the biggest communication tool. Image of Zara shop window design, Spain

2.1 Examination of Memorable Design Parameters

In the shop window design reviews, the design parameters were determined as color, density / fullness, product diversity and brand identity reflection, and each section was divided into separate sections.

- **Color:** 1. Single color 2. 2 colors 3. More than 2 colors 4. Monochrome Black/White

- **Intensity:** 1. Slightly intense 2. Medium intense 3. Very intense 4. Complex / Mixed

- **Product variety:** 1. Single product 2. More than 1 less than 3 3. More than 3.3 More than 10 products

- **Brand identity:** 1. Brand+logo 2. Visual design/Advertising 3. Arrangement/Installation 4. Mixed

The study aims to examine the design parameters that make up the concept of memorability in window design, to evaluate the stages and features they contain in terms of consumers, and to evaluate the memorability relationship between brand identity - window design - consumer through a survey. The study includes asking questions about the phenomenon of memorability through the design parameters such as color, density/fullness, product variety and brand identity reflection, which create memorability for the participants, using the store window design examples of Gucci, Lacoste and Zara, and examining the answers given by the participants to these questions. The questionnaire form, which was answered by 66 participants, consists of 10 main sections and a total of 24 questions. In the survey study, the questions "Which showcase, which color / density / product variety / brand identity attracted your attention?" were asked for the design parameters for three brands that were determined separately, and at the end of the section, the question "What value did you remember in terms of color / density / product variety / brand identity?" was asked separately without visuals, which was aimed to determine the consistency of the answers given by the participants to the window designs as a result of the survey questions by seeing and not seeing them. In the last part of the questionnaire, the question of "Which window design do you remember with which feature?" was asked in connection with the questions answered by the participants for the purpose of determining the brands and features they remembered in the showcase designs.

	COLOR	DENSITY FULLNESS	PRODUCT VERSATILITY	BRAND IDENTITY
GUCCI	More than 2 colors	Very intense	More than 3 products Multi-product More than 10 products	Arrangements & Installation
LACOSTE	2 colors	Very intense	Multi-product More than 10 products	Arrangements & Installation
ZARA	More than 2 colors	Complex Mixed	More than 3	Brand Logo

The design parameters choices made by the participants by seeing the examples of shop window designs

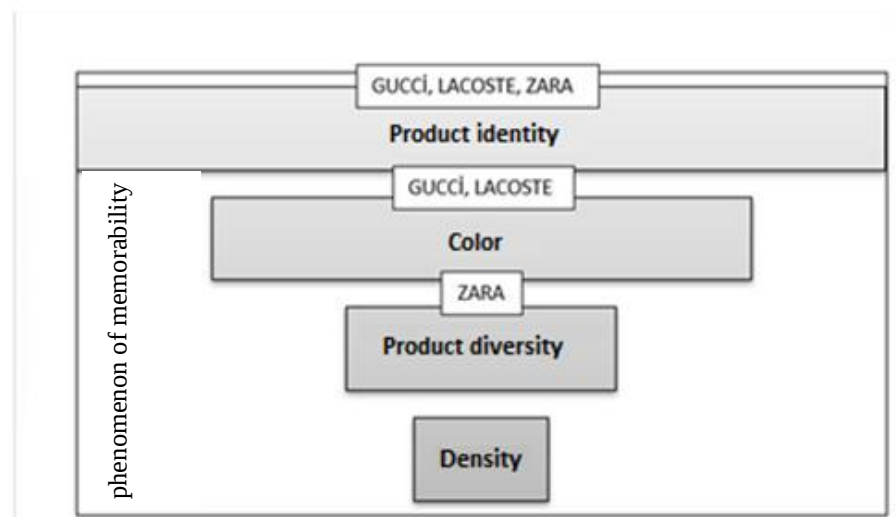
	COLOR	DENSITY FULLNESS	PRODUCT VERSATILITY	BRAND IDENTITY
GUCCI	Monochrome Black/White	Complex Mixed	More than 3 products	Mixed
LACOSTE	Monochrome Black/White	Very intense	Multi-product More than 10 products	Arrangements & Installation
ZARA	Monocolor	Less dense	Multi-product More than 10 products	Mixed

Participants' selections of design parameters by not seeing the shop window designs

The choices made by the participants by seeing and not seeing the shop window designs indicated that the value of "more than 3 products" in the Gucci brand is the same choice. For the Lacoste brand, it has been determined that the value 'very dense' in the parameter 'density / fullness' and the value 'arrangement / installation' in the parameter 'product variety' is the same choice. For the Zara brand, on the other hand, it has been determined that there is a difference in all values of the answers given by the participants, whether they saw it or not. For the parameters 'product diversity' and 'Density / Occupancy', Gucci and Lacoste brands came to the fore with 'memorable' design parameters at higher rates than Zara brand.

Regarding the questions answered in the last part of the survey study, the answers to the question 'Which window design do you remember with which feature? Please explain briefly' reveal the "memorable" value.

- 29 participants stated that they remembered the Gucci brand based on its color and brand identity design parameters,
- 19 participants stated that they remembered the Lacoste brand based on its color and brand identity design parameters,
- 8 participants stated that they remembered the Zara brand with its intensity and brand identity design parameters,
- 4 participants stated that they remembered Gucci, Lacoste and Zara brands based on their different features,
- 6 participants stated that they remembered the values of color, brand identity, density and product variety, respectively, without giving any brand name.



The answers of the participants to the comment questions asked at the end of the survey questions on the design parameters that constitute the phenomenon of memorability.

3. CONCLUSIONS

In the survey, 66 participants were reviewed with their ratios determined based on the conclusions that the brand identity design parameter of 'which store window designs' brand, logo, visual design /advertisement, arrangement / installation elements combined, are more memorable. It has been examined and determined according to the choices they made on the basis of which store window designs are more memorable for the mixed showcase designs, which are the combination of brand identity design, brand, logo, visual design/advertisement, arrangement/installation parameters, with a special emphasis on window designs of Gucci, Lacoste and Zara brands. Therefore, it reveals that the reflection of brand identity in store window designs creates a catchy and 'memorable' phenomenon in the consumer's memory. Collaborating with material sectors such as lighting, glass, metal, and wood for the purpose of creating new ideas for installations, brand logos, and visual design works that reflect the brand identity in the shop window design parameters will be beneficial in terms of adding innovative, flexible and contemporary features to the design parameters that constitute the phenomenon of memorability. Cooperation of the brand with professional groups such as interior architects and designers who are experts in the shop window designs generated in the name of the brand identity for the product(s) sold by the brand will be effective in reflecting the brand identity through design parameters.

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