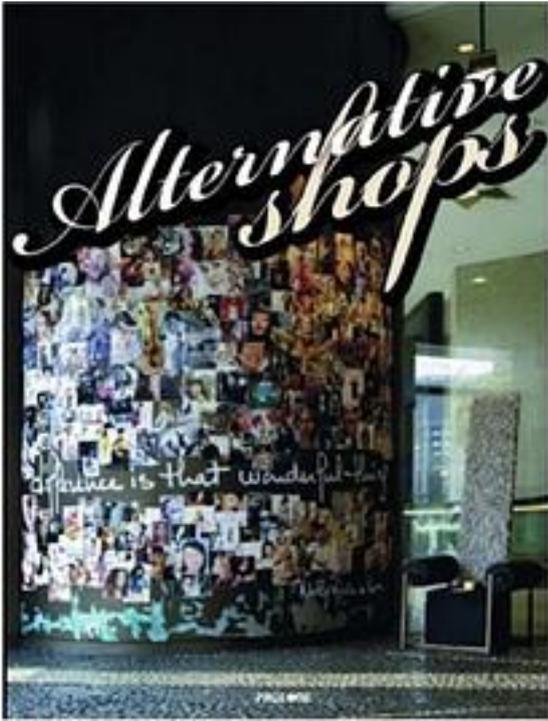


# Alternatives Shops



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Good retail design depends largely on effective brand communication, but the ubiquity of modern shopping centers does little to differentiate one shop from another. Hence, it falls to the individual retailer to create a shop that communicates a message unique to itself. This book examines the highly individual retails aesthetics of one of the world's most recent fashion centres - Shanghai!

作者介绍:

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