

Special Issue

Lighting the Way for Retail Design: Interactions, Trade-Offs and ROI's

Message from the Guest Editors

In many countries, even before the mandatory closing of shops during the global pandemic of the SARS-CoV-2 virus, the retail sector was facing considerable challenges with the growth of e-commerce, economic crises, environmental concerns, and the changing nature of consumers' behaviors and attitudes. Nevertheless, for many retailers, the physical store still has the potential to be (or to become) a crucial touchpoint in the interaction with their consumers, on the condition that it has the necessary functional, clearly distinctive, and brand-coherent qualities and is able to establish an emotional connection with the target market. Within this context, lighting as a design aspect is an especially interesting component.

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