

Retail Design by Wanzl: Designing to sell. Building to inspire.

With its international Retail Design team, Wanzl is establishing itself as a strategic sparring partner for retailers. In their approach, they intentionally look beyond classic shopfitting: Wanzl believes that retail design is a holistic discipline that combines brand identity, ambience and functionality with the aim of transforming retail spaces into places that guide, inspire and work at an economic level.

Its work is centred around the clear artistic credence that sales areas should be designed, not decorated. Materials, colours, shapes and light are used effectively to bring an understandable structure to product ranges, steer the flow of customers and cultivate a premium store experience. Retail design acts as the translator between brand and space, becoming an effective creator of leverage throughout the customer journey. Wanzl's work follows a clear design & build approach: Design plots the course, which the implementation stage then sticks to. From the initial idea through to planning and implementation, concepts are created from a single source, combining creative freedom with technical feasibility. Processes, budgets and structural framework conditions are taken into account throughout. This creates solutions that are both visually impressive and also prove their worth in everyday operations.

One essential element here is the close integration of design and practical experience. Customer guidance, zoning and the positioning of product ranges are always geared towards actual shopping habits. The goal is to create spaces that work intuitively, provide guidance and, at the same time, leave room for inspiration, regardless of the format or sector. Different usage concepts, area sizes and target groups call for flexible design solutions that can be adapted to changing requirements. International perspectives and project experience are deliberately incorporated into the development process.

In the Wanzl portfolio, retail design forms a strategic foundation for products, services and processes. Whether as a stand-alone element or integrated into holistic projects, planning and design become a key factor for consistent shopping experiences. In other words: Wanzl designs to sell and builds to inspire. With this approach, the retail expert is able to create new Shopportunities at the interface between emotion, functionality and cost-effectiveness.