

Inspiration for spaces with character

Inspired by Japan as a progressive pioneer in experience-oriented retail formats, the Japan Concept Store serves as both a trend lab and real-life demonstration of Wanzl's design & build approach. Here, the retail design team shows how international influences, functional retail thinking and design competences can come together.

Japan is synonymous with subculture, style and a food culture that combines aesthetics and mindfulness. It is precisely this attitude that Wanzl has translated to create a concept that consistently combines the function and design of five different retail worlds: Discount, Fine Food, Cash & Carry, Fashion Flagship and High Street Retail. The Japan Concept Store deliberately hasn't been presented as a blueprint, but as a space for interpretation. It highlights opportunities, encourages forward-thinking and can be adapted to the market, target group and conditions.

Each of the five perspectives represents different requirements in retail. The discount concept for on-trend food combines efficiency with visual clarity. The fine food & culture area presents high-quality specialties with a focus on quality and value. Shop-in-shop solutions for B2B showcase modular concepts for structured areas. The fashion boutique demonstrates roll-out-ready design with high recognition value, while the trendy mini-boutique focuses on subcultural fashion and intentionality. Together, these worlds shed light on how product logic, target group appeal and spatial effect interact with one another.

The Japan Concept Store is a communication format for retail, architecture and brand managers. It is a tangible representation of how Wanzl's international retail design team thinks - with functionality and feasibility in mind. Planning and design are based on technical expertise as well as design sensitivity. A holistic approach to project management is applied from the initial draft to the finished area – without losing sight of the conceptual requirements.

As part of the overall presence, the Japan Concept Store fits in with the motto *creating shopopportunities*. It illustrates how new ideas can emerge, how design can become a functional solution and how inspiration leads to concrete options for retailers.