



Our approach to

- **Interior Design**
- **Creative Campaigns**
- **Windows**

Ispira Ltd

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about us

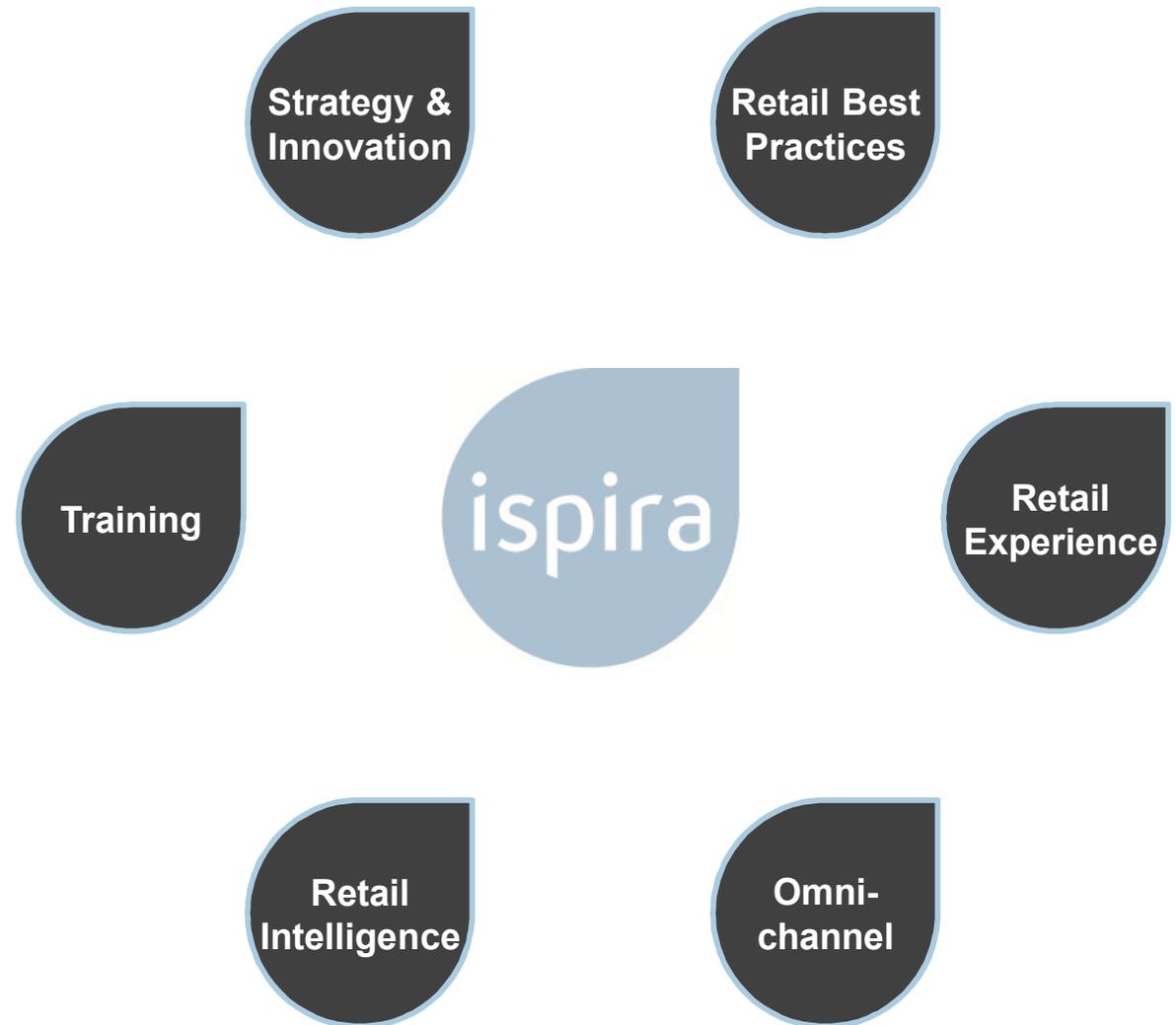
ispira

Ispira Ltd is a retail consulting practice providing vision, innovation and profitable delivery in omnichannel retailing, retail strategy, retail merchandising, retail experience, store marketing, retail intelligence.

With offices in London and Rome, we operate in competitive environments supporting the development of successful business models.

- We operate in 6 areas:
 1. Strategy and innovation
 2. Retail Best Practices
 3. Retail Experience
 4. Omnichannel
 5. Market Intelligence
 6. Training

Ispira: Passionate About Retail





Team and experience

- We have a team of strategists, retail experts and creative team who have worked with leading international retailers in highly competitive markets. Some of our clients include:

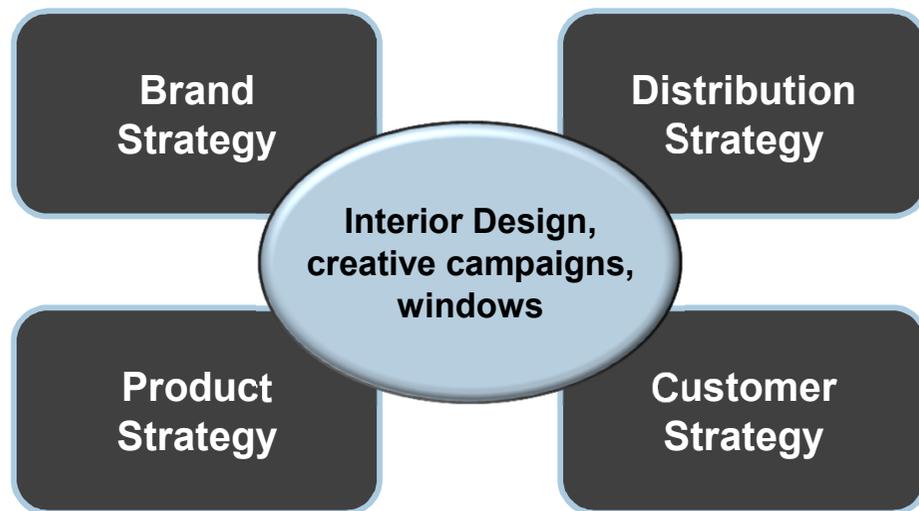
Brand				
Adidas	Coin	Hugo Boss	Miroglio	Porcelanosa
Alessi	Compar Bata	Iceberg	Mondadori	Prenatal
Allsaints	Cortefiel	ICC	Motivi	Promod
Armani	DBApparel/Dim	Imaginarium	M&S	Replay
Autostrade	Domus Academy	Intesa BCI	Natuzzi	Salsa
Benetton	Emporio Armani	KappAhl	Nespresso	Sia
Binda	Ferragamo	Koton	Optissimo	Sixty
Bonprix	Ferrari	La Martina	OVS - Oviessse	Springfield
Boots	Fornarina	Luisa Spagnoli	Ozward Boateng	SunCapital Partners
Bottega Verde	Geox	Malo	Panorama	Terranova
Camper	GoldenPoint	Marella	Parah	The North Sails
Caractere	Gruppo Pam	MCS	Peuterey	VF Corporation
Carrefour	HMV	Marzotto	Piazza Italia	Zara



Interior Design, Creative Campaigns, Windows

Mastering Retail Design delivery

- Ispira brings unparalleled approach to retail design, merging strategic vision, in depth understanding of retail industry and customer perspective, pure creativity

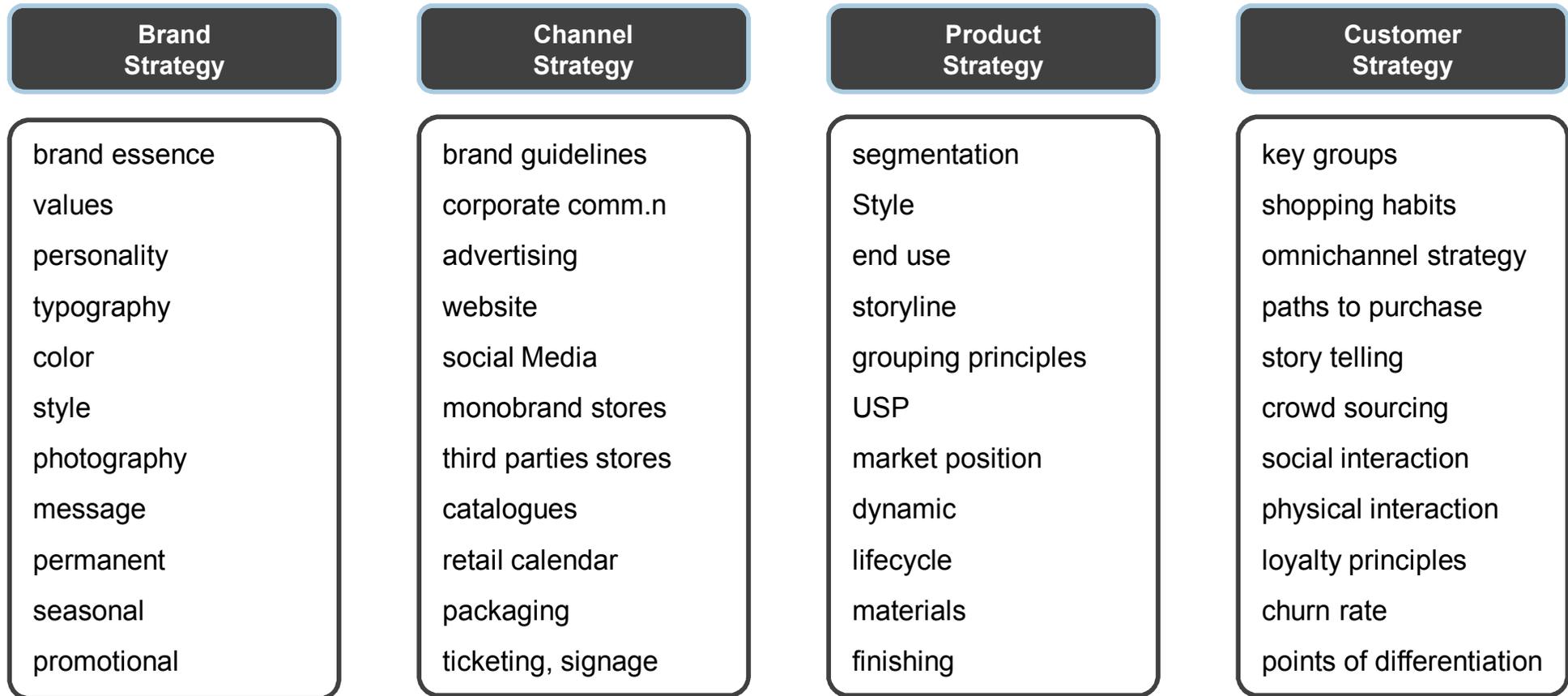


Interior Design, creative campaigns, windows

- concept
- message hierarchy
- color application
- graphic style
- typography
- brand placement
- information layout
- product stories
- path to purchase
- omnichannel delivery
- photography
- layout and adjacency
- brand visual comm.n
- materials
- proportions, finishes
- merchandising principles
- VM styling and layering
- POP/POS
- modular retail furniture
- value added services
- lighting
- cost effectiveness

The four pillars of our creative projects

- The key strategic inputs of design projects are carefully absorbed, discussed, fine tuned if appropriate. We deliver innovative design consistently to long term strategy, assortment requirements, customer engagement objectives



Our services

- We at Ispira deliver a variety of strategic and repetitive services. We also offer a turn key support up to production and installation

	Strategic – one off		Single event – repetitive			
	retail experience assessment	omnichannel strategy and communication	creativity	development	production	delivery
activities	<ul style="list-style-type: none"> store visits interviews internal literature review international best practices 	<ul style="list-style-type: none"> to-be model omnichannel communication dynamic of communication retail calendar development 	<ul style="list-style-type: none"> concept path to purchase identity and mkt position hierarchy, color, typography cost check and validation 	<ul style="list-style-type: none"> development for every store executive drawings communication to suppliers installation manual 	<ul style="list-style-type: none"> supplier selection sample quality control final material selection decoration procedure 	<ul style="list-style-type: none"> installation test fine tuning timing of installation total network decoration result measurement
deliverables	State of the art Guidelines	Communication strategy Retail calendar	New concept	Detailed design per store	Production	Installation in every store Training
details	<ul style="list-style-type: none"> improvement opportunities action plan benefit case 	<ul style="list-style-type: none"> strategy by product, message, channel strategy by customer segment cross functional organization 	<ul style="list-style-type: none"> graphic styles physical elements materials layout lighting 	<ul style="list-style-type: none"> complete artwork 3D projections merchandising systems detail of finishing 	<ul style="list-style-type: none"> backdrops graphics decoration materials mannequins 	<ul style="list-style-type: none"> store/window decoration head office and store staff training installation manual



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