

## **The Architecture of Retail - Between Seduction and Emancipation**

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Studying psychological techniques and the battle between online shopping and in store shopping, this thesis uncovers how Interior Architects, Designers and Spatial Planners have developed shops to seduce customers, and create a shopping environment that the customer will subconsciously want to return to.

Conducting Surveys, Interviews and Non-Participant observations, as well as an in depth case study focusing on Selfridges, London, we explore how feminine influences within the retail industry affect sales and target audiences, and how we can use feminism as an influence to develop a new way of shopping, targeting equality, helping to build more in store customers and therefore potentially improving sales.

In retail today we see this influence on feminism breaking down gender barriers, allowing women to be more “masculine”. However, this is not equally for men, being more “feminine”. Although there is experimentation with male beauty and accessories, we need to set a higher example of gender fluidity in order for people to be inspired to stop recognising gender binary stereotypes. Within the study of Selfridges and suggestion on how to redesign the Department Stores to be more gender fluid, we can hope this will give men the opportunity to enjoy shopping as a leisurely experience, and be able to shop in the same way women do, without the fear of being “feminine” in order to help with progression of gender equality.