

Call For Participants



Sensory, immersive retail
concept

2 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Nottingham Trent University

Insights from a previous study suggested that consumers, especially millennials are looking for an escape, and heavily need to destress, unwind and reconnect with their minds and their emotions. This retail concept aims to do this by bringing different brands together in order to create a calming, expressive atmosphere.

The study aims to gain insight into the proposed retail concept idea, and to gain opinions and thoughts on suggested names, colour schemes, etc.

Find out more online

Poster printed on 29/04/2024

Study expires on 08/04/2017

More info

by scanning the QR code
or visiting the URL

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