

## **A Methodological Approach to the Betterment of the Retail Store's Interior Design: The Example of Dereboyu Street, Nicosia**

**Authors :** Nazanin Reza Nejad, Kamil Guley

**Abstract :** Shopping is one of the most entertaining activities of daily life. In parallel to this, the successful settings of the stores impress the customers and made it more appealing for the users. The design of the atmosphere is the language of the interior space, and this design directly affects users' emotions and perceptions. One of the goals of interior design is to increase the quality of the designed space. A well-designed venue satisfies the user and ensures happiness and safety. Thus, customers are turned into frequent users of the store. Spaces without the right designs negatively influence the user. The accurate interior design of the stores becomes crucial at this point. This study aims to act as a guideline for the betterment of the interior design of a newly designed or already existing clothing store located on the shopping streets of the cities. In light of the relevant literature review, the most important point in interior store design is the design and ambiance factors and how these factors are used in the interior space of the stores. Within the scope of this study, 27 clothing stores located on Dereboyu, the largest shopping street in Nicosia, the capital of North Cyprus, were examined. The examined stores were grouped as brand stores and non-brand stores which sell products from different production sites. The observation regarding the interiors of the selected stores was analyzed through qualitative and quantitative research methods. The arrangements of the sub-functions in the stores were analyzed through various reading methods over the plan schemes and recorded images. The sub-functions of all examined stores are compared against the ambiance and design factors in the literature, and results were interpreted accordingly. At the end of the study, the differences among stores that belong to a brand with an identity and stores which have not yet established an identity were identified and compared. The results of the comparisons were used to offer implications for the betterment of the interior design on a future or already existing store on the street. Thus, the study was concluded to be a guideline for people interested in interior store design.

**Keywords :** atmosphere, ambiance factors, clothing store, identity, interior design

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