

## Creating Emotional Brand Attachment through Immersive Worlds in Brick-and-Mortar Stores

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**Abstract :** This paper is an analysis of the store Tarina Tarantino through an exploration of different perspectives of play. It is based on Yelp reviews where customers disclose a very positive emotional reaction toward the store. The paper proposes some general principles for designing immersive stores based on 'possible world' theory. The aim is to disclose essential condition for customer engagement is an overall cohesiveness in all elements in a store. The most significant contribution in this paper is that products become props for role-playing in a store, hence making them central for maintaining that role outside the store.

**Keywords :** experience design, emotional brand attachment, retail design, case study

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