

INCLUSIVE SPACES™

Rethinking the architecture
of retail experience

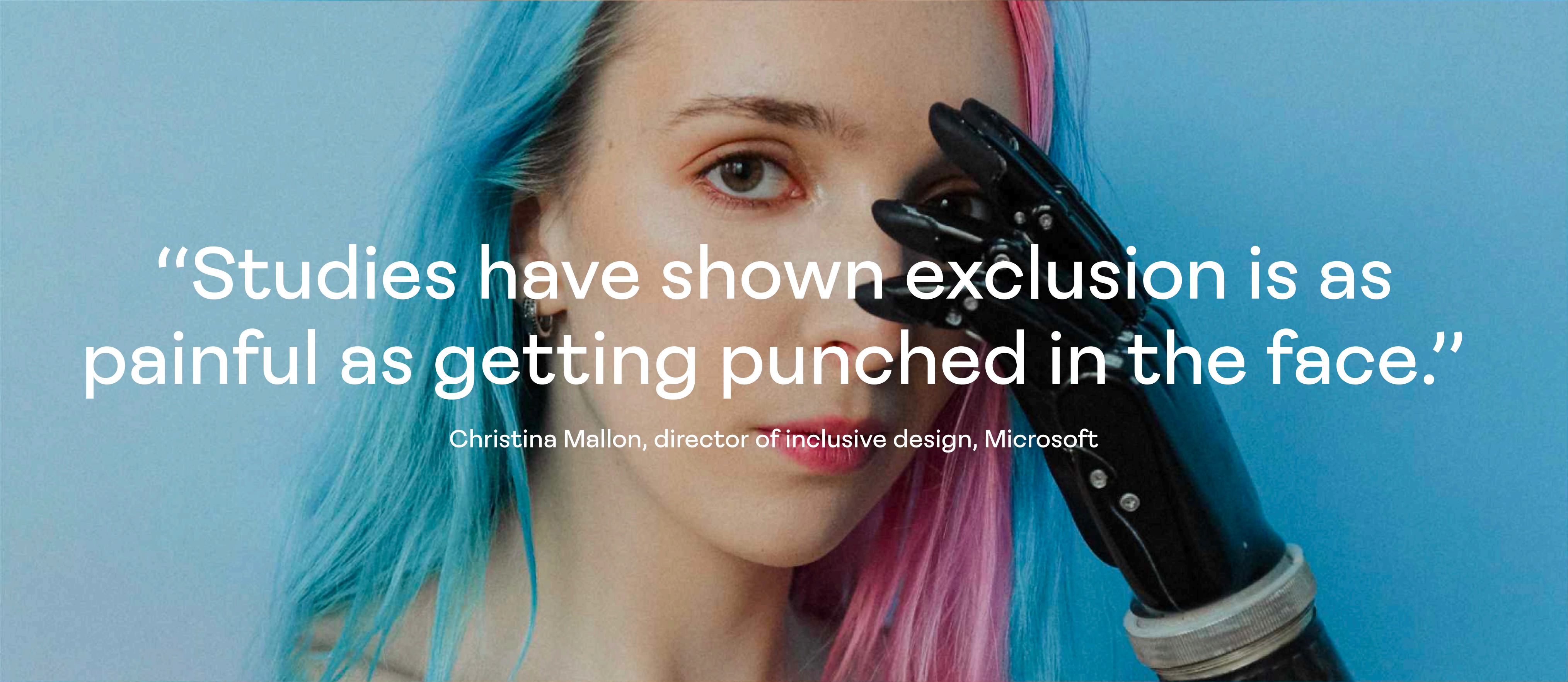
Introduction

Globally the population is becoming more diverse. Younger generations have high expectations of social justice and equity; choosing to associate with brands that prioritise diversity, equality and inclusion.

True diversity and inclusivity means understanding that everyone is unique and should be respected for their differences. Inclusion is a feeling, and for consumers it's the feeling of being respected and supported.

In this report we explore the social drivers of inclusion and the powerful role that brands have to play in building a truly inclusive world. We look at how in nurturing a more diverse, equitable and inclusive retail ecosystem can foster a culture of equality and create lasting change.

We unpack how future retail must go beyond the act of doing towards a state of being so brands can connect with consumers on a deeper level and gain a competitive edge.

A close-up photograph of a woman with vibrant blue and pink hair. She is holding a black, articulated prosthetic arm near her face, with her fingers slightly curled. The background is a soft, out-of-focus blue.

“Studies have shown exclusion is as
painful as getting punched in the face.”

Christina Mallon, director of inclusive design, Microsoft

Inclusion = Respect

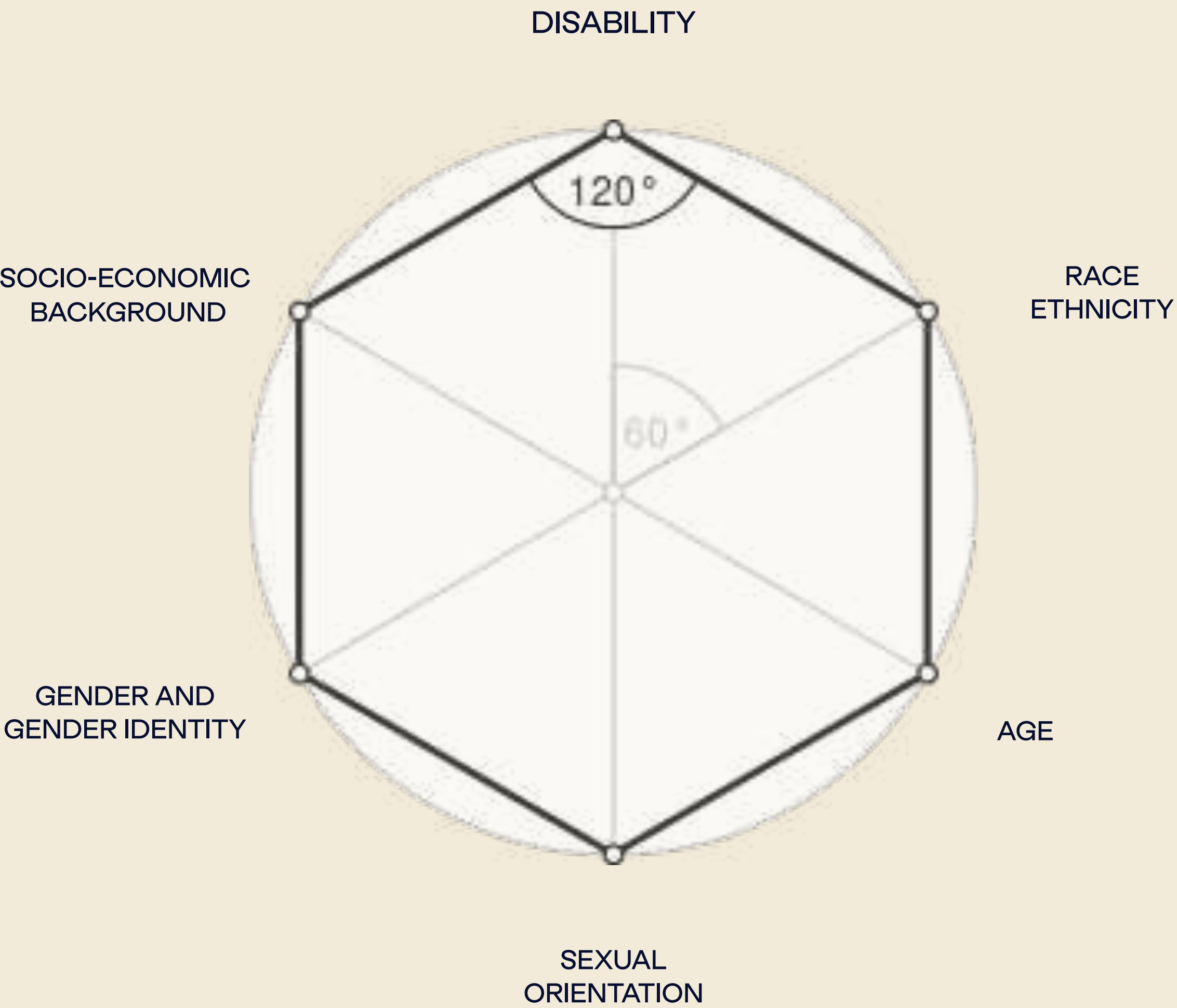
True diversity and inclusivity means understanding that everyone is unique and should be respected for their differences. Inclusion is a feeling, and for consumers it's the feeling of being respected and supported.

“The definition of diversity and inclusion can be interpreted in many ways. Still, at its core, it is the understanding that everyone is unique and should be respected for their differences.”

HBR

WHAT IS INCLUSIVE SPACES?

Six dimensions of identity





Inclusion Is Unapologetically Striving For Change

“78% of people think it’s good when brands step up to support marginalised communities, agreeing that brands need to deliver long-lasting impact.”

Wunderman Thompson

“Inclusive design’ has become so widely used that it’s meaningless. That has to change.”

Fast Company, 2021

The Inclusivity Gap

“Although 90% of companies claim to prioritise diversity, only 4% of businesses are focused on making offerings inclusive of disability.”

World Economic Forum

Why should brands invest in an inclusive approach?

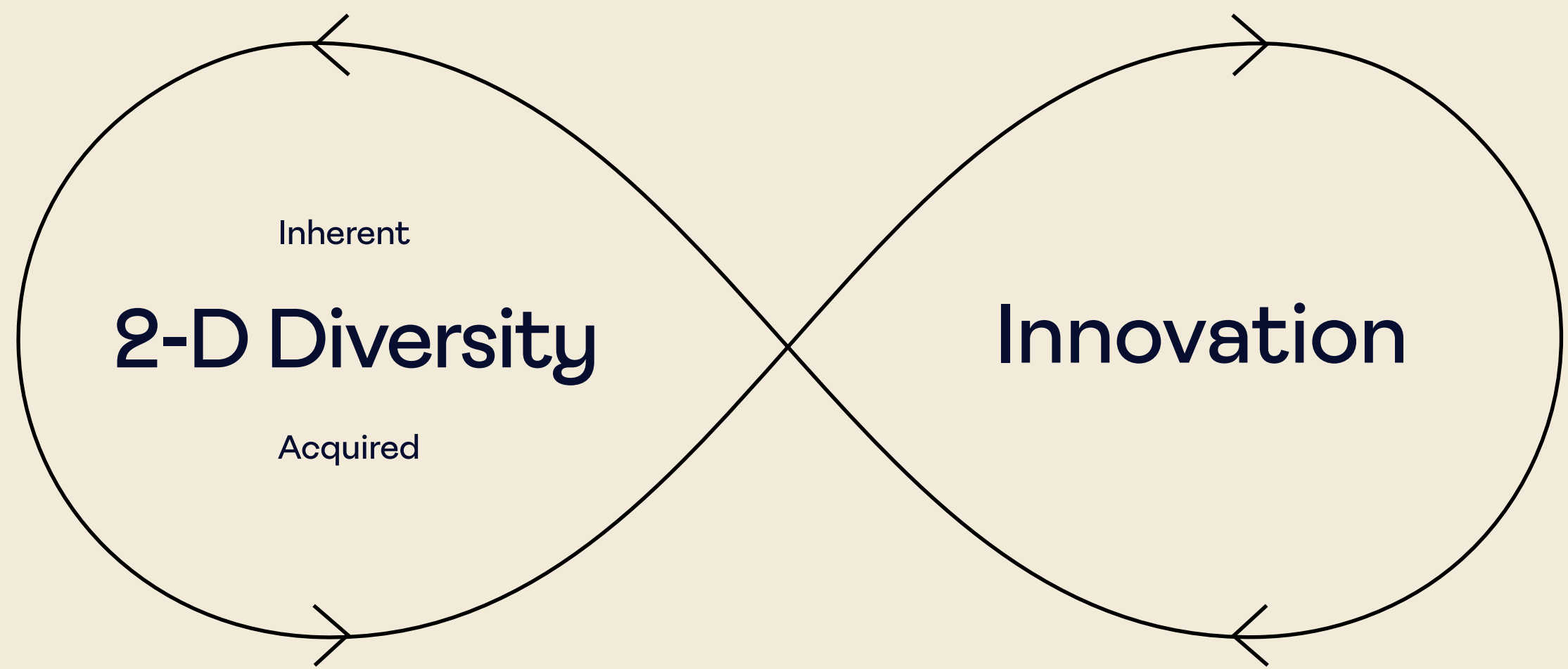
Inclusion = Respect

A diverse and inclusive culture provides businesses with a competitive edge over their peers.

“Companies with 2-D diversity out-innovate and out-perform others. Employees at these companies are 45% likelier to report that their firm’s market share grew over the previous year and 70% likelier to report that the firm captured a new market.”

Harvard Business Review, 2022

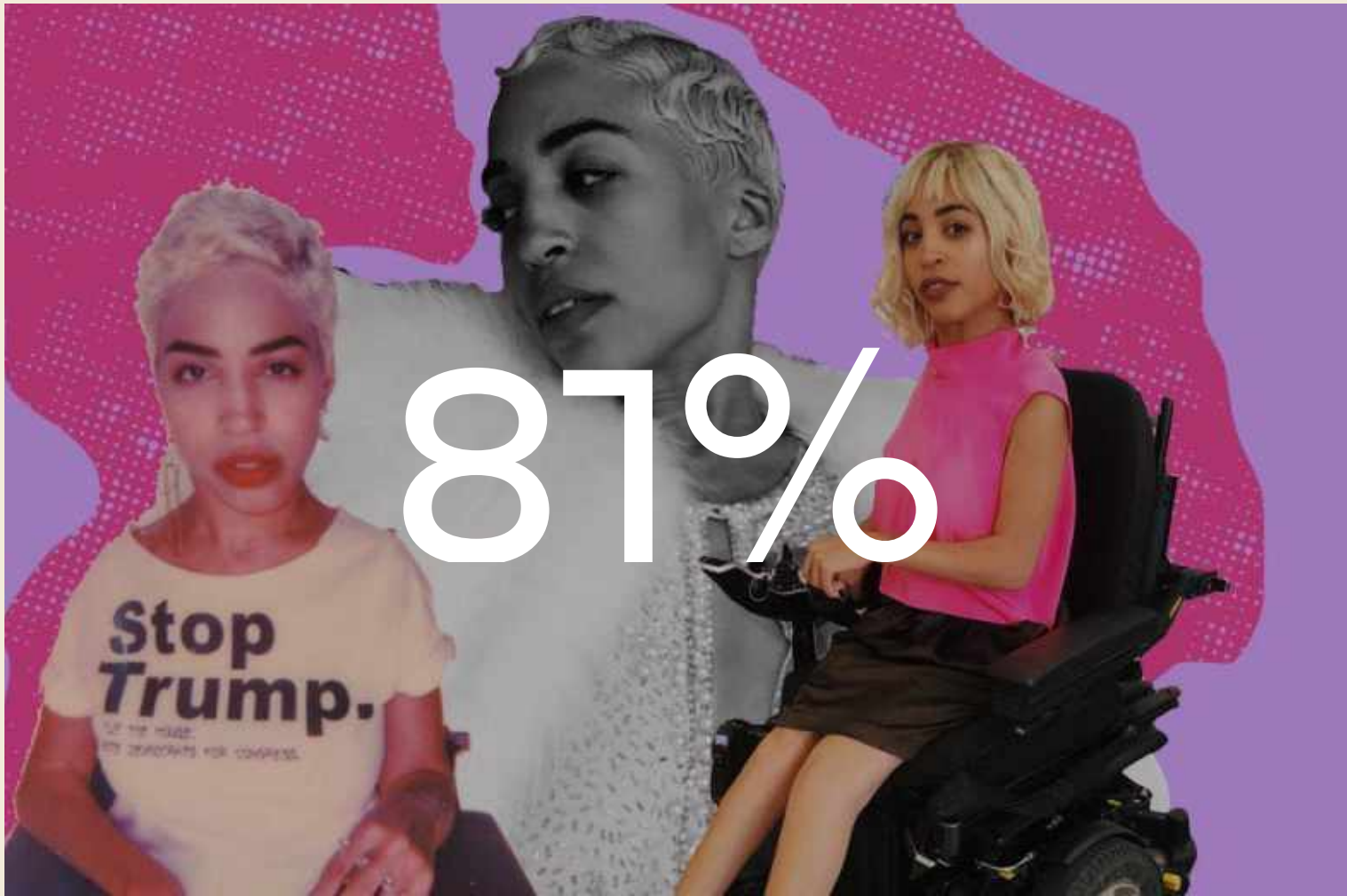
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2-D diversity unlocks innovation by creating an environment where “outside the box” ideas are heard.

Inclusion is now fundamental

90% of consumers say equality is everyone’s business, so meaningful action on inclusion is the new imperative for brands.



81% of consumers believe products and services should always be designed with disabled people in mind.



When companies speak out on issues of equality and inclusion, it makes 66% of consumers more inclined to buy from them.

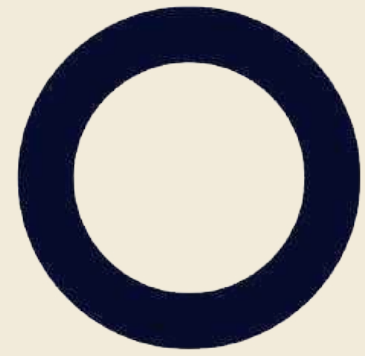


74% of consumers like to see broader diversity in the advertising and marketing they see.

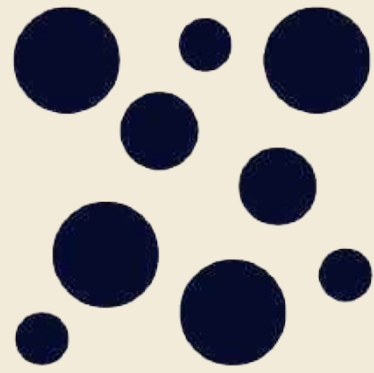
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How can we design inclusive, next generation retail experiences?

Physical



EMPATHETIC ENVIRONMENTS

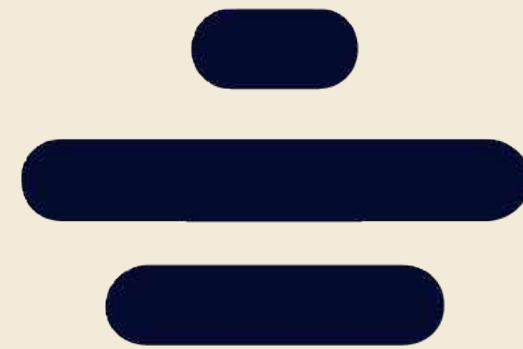


FLUID SPACES

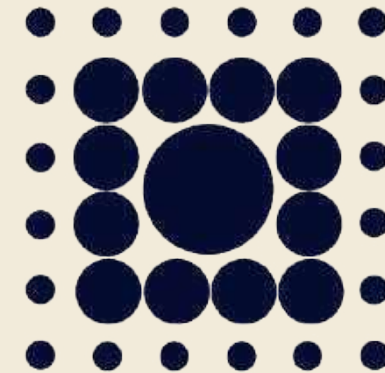


REFRAMING TACTILITY

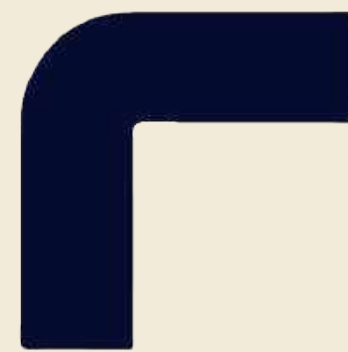
Digital



META INCLUSION

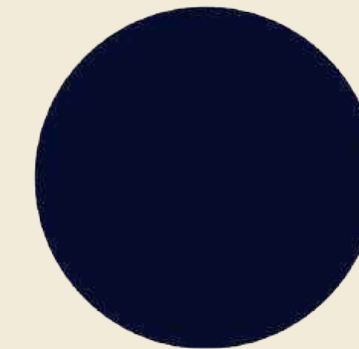


DIGITAL SANCTUARIES



HYPER PERSONAL UX

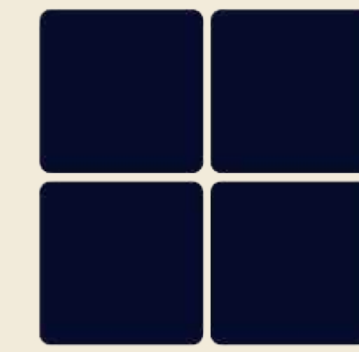
Human



REAL REPRESENTATION



RESPONSIVE SERVICE



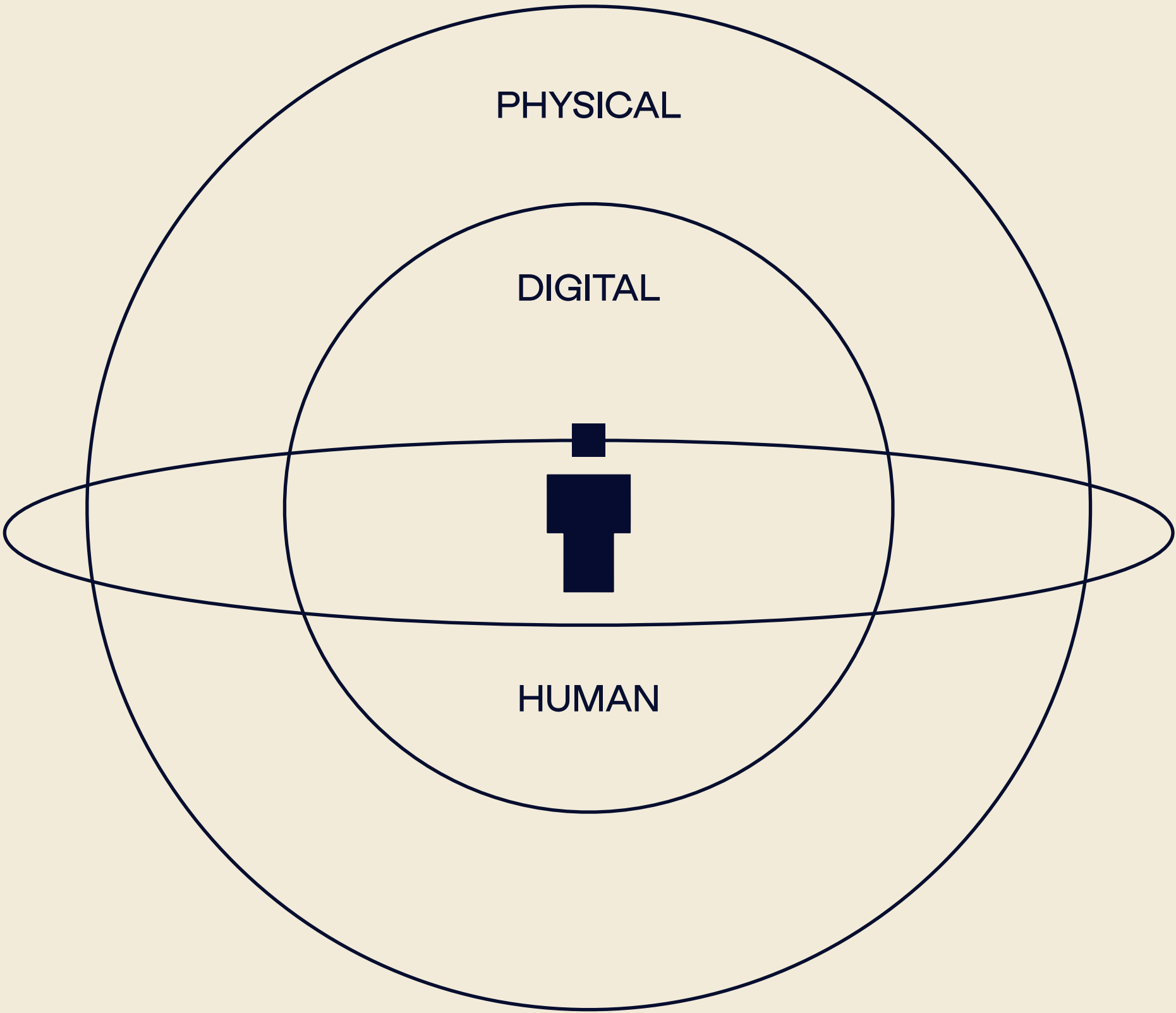
AUTHENTIC COMMUNITIES

Stores of the future will be ubiquitously inclusive across physical, digital and human channels.

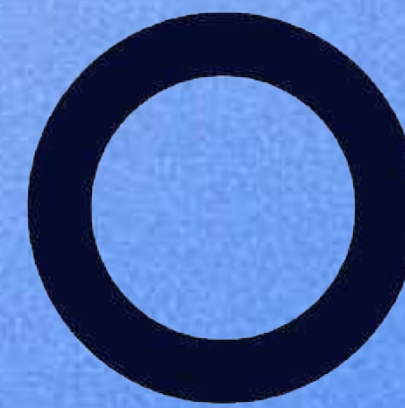
“The future of retail is hybrid and unified around end-to-end connected experiences.”

Brian Solis, Forbes, 2022

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PHYSICAL



“Empathetic Environments”

Empathetic environments could be the key to creating physical retail experiences that make everyone feel welcome.

Empathy, understanding and connection with the customer generates trust, leads to loyalty and drives sales and growth. Enabled by new technology, we have the ability to make retail smart and empathetic; adapting to each customer to be truly inclusive.

Glass House

Thoughtful programming can responding to what consumers want and ensure all needs are met. Glass House is a multidisciplinary arts venue designed to offer marginalised communities a safe space to create, connect, and thrive both personally and creatively.

“The most important thing is that what we decide to stock in the bookshop is part of the kind of ethos that permeates the entire space because we are entirely queer run. Everything that we do from our books, our suppliers, our staff, our policies, is to celebrate our community.”

Angie Curzi, Manager, Glass House

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HYPERSENSITIVE

Hypersensitive people are easily overwhelmed by sensory stimulation and need a visually calmer space.

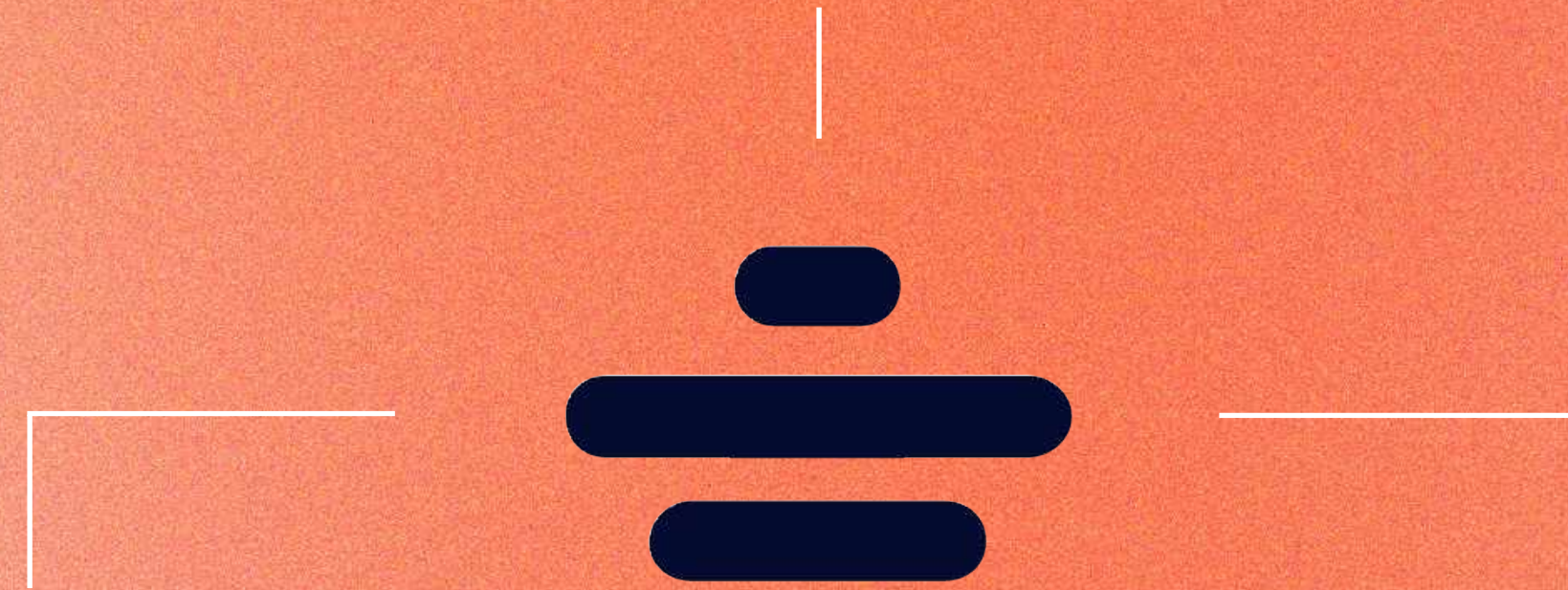
NEUROTYPICAL



HYPOSENSITIVE

Hyposensitive people crave stimulus, with brighter colours and a louder, more active space.

DIGITAL



Meta Inclusion

Inclusion within the emerging digital spaces of Web3 offers an opportunity to remedy the mistakes of Web 2.0.

Brands that enter the metaverse have a responsibility to shape an inclusive space where everyone feels that they belong.

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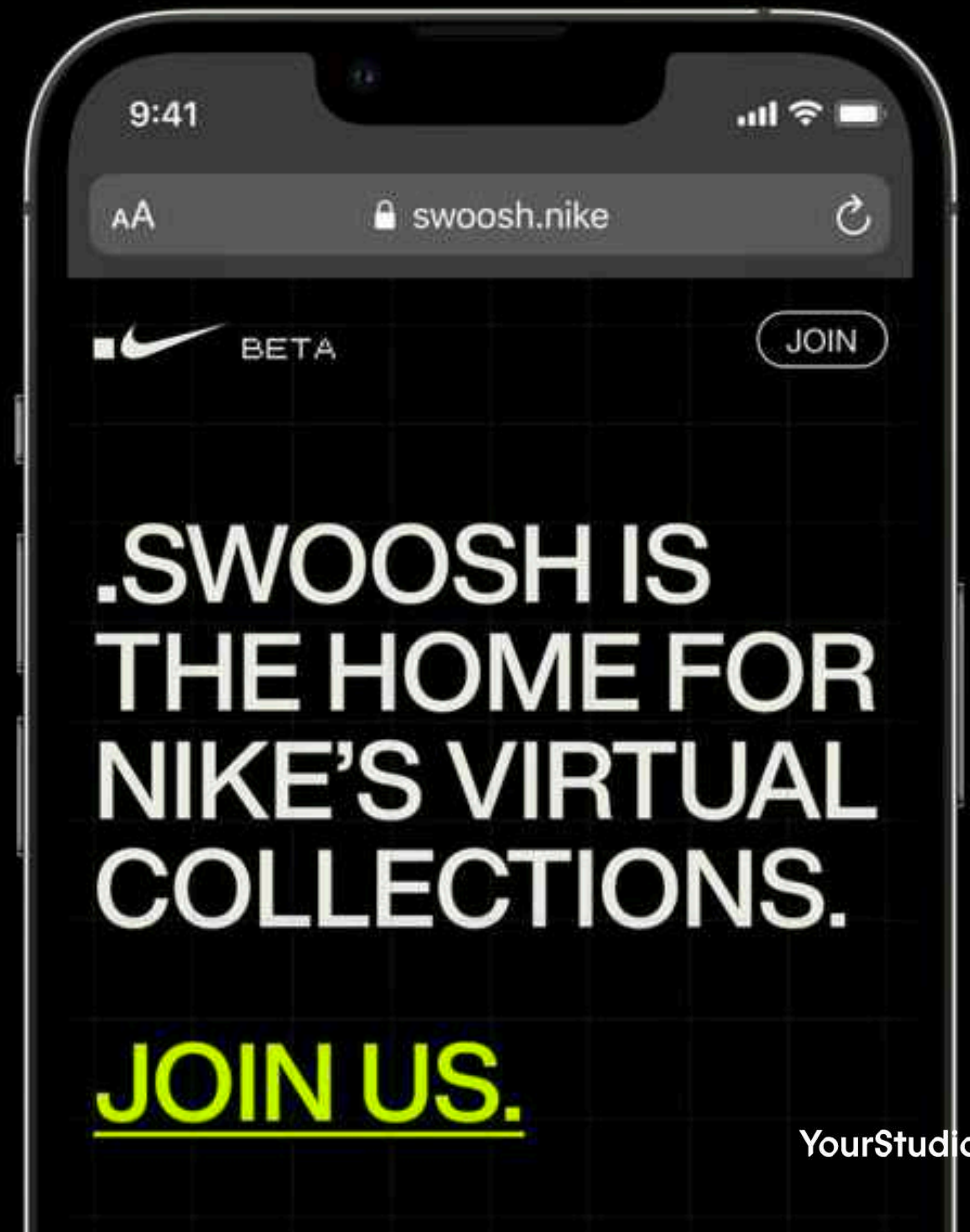
“As we create the next iteration of the internet, the stakes are too high to exclude diversity, equity and inclusion from the conversation.”

Karen Baker, Harvard Business Review

Nike .Swoosh

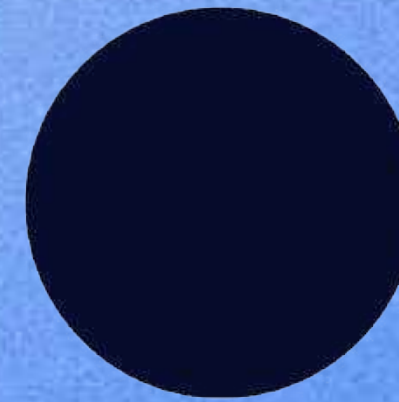
.swoosh, is Nike's web3-enabled platform to serve athletes of the future with an inclusive digital community and a home for Nike virtual creations. Aiming to be as diverse and equitable as possible, .swoosh prioritises local communities that Nike supports across its diversity, equity and inclusion initiatives.

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HUMAN



Real representation

Authentic brand stories that accurately reflect your target audience.

While increasing diversity and inclusion is essential, it must be done intelligently and with sensitivity. Diversity for diversity's sake - without careful consideration and understanding - won't get you far with modern consumers.

So how do you create real representation? Through authenticity...and what that means will be different for every brand.

A woman with short reddish-brown hair, wearing a light-colored sleeveless top and light-colored pants, is sitting in a wheelchair. She is looking directly at the camera with a neutral expression. The background is a studio setting with a large blue backdrop and two studio lights on stands. The lighting is soft and even.

“When creating brand campaigns and strategies that resonate with modern consumers, it’s imperative that brands explore and deeply understand their target audiences, to ensure their visuals are representative and inspire connection.”

Cory Schröder, Latana, 2022

Over the coming year,
YourStudio will be conducting
further research and developing
a future of inclusivity toolkit to
deliver solutions for inclusive
brand experiences and next
generation retail design.

YourStudio create next generation retail experiences and environments that inspire human connection.

We work in collaboration with in-house teams to inspire innovation thinking, turning first-hand consumer insight into world class retail experiences.

We specialise in digital innovation, brand, strategy and environment design.

Continue the conversation
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