

INCLUSIVE SPACES™

A woman with dark hair, wearing black sunglasses and a bright yellow jacket, is looking towards the camera. She is standing in front of a window with a red frame. The window has some graffiti on it. The background is a textured, light-colored wall.

Rethinking the
Architecture
of Retail Experience

YourStudio

What is the future of inclusivity?

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 wearing a black, articulated prosthetic hand on her right side, which is raised towards her face. The background is a soft, out-of-focus bokeh of blue and pink light. The text is overlaid on this image.

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

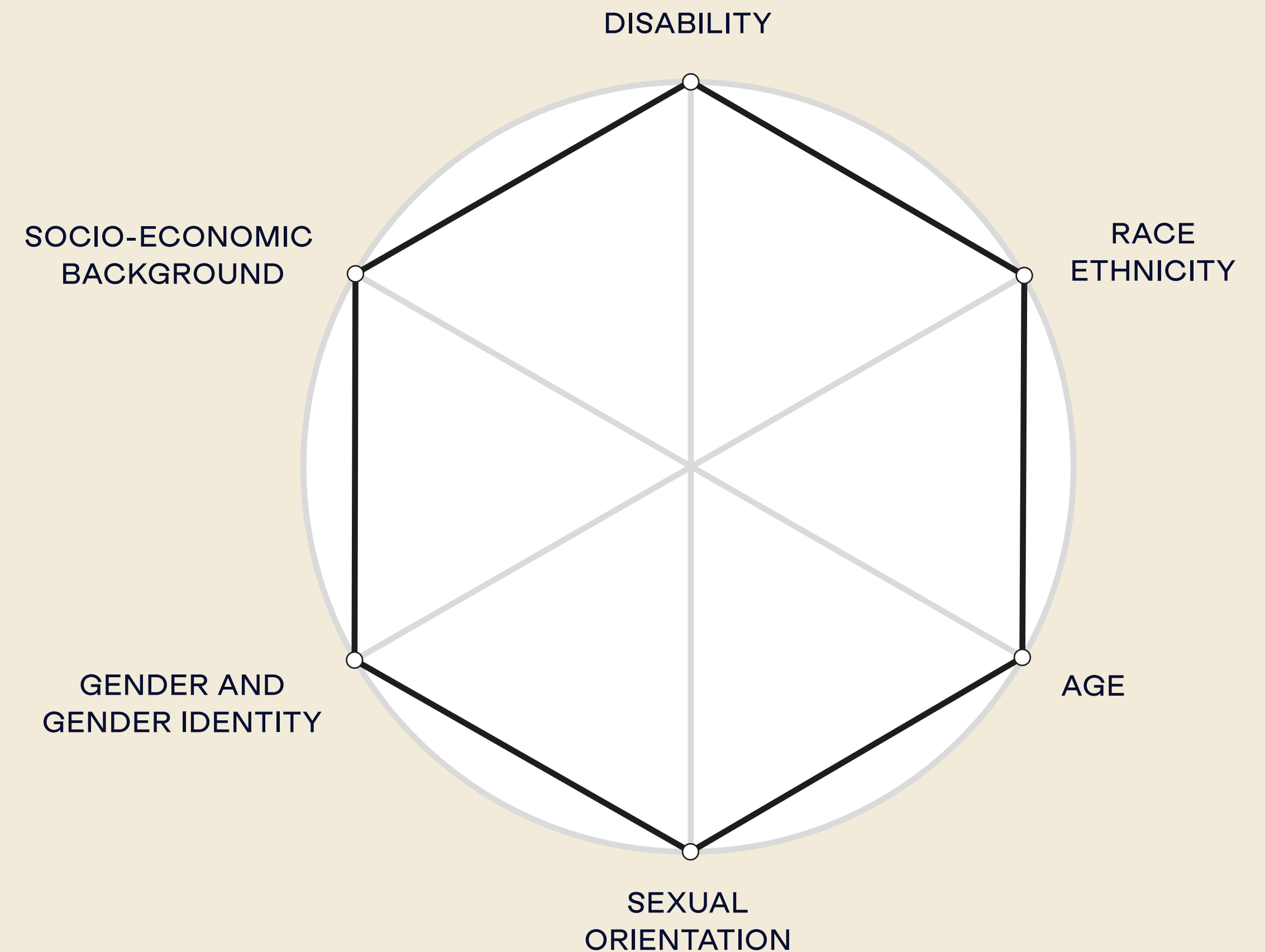
CHRISTINA MALLON, DIRECTOR OF INCLUSIVE DESIGN, MICROSOFT

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.

HARVARD BUSINESS REVIEW

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

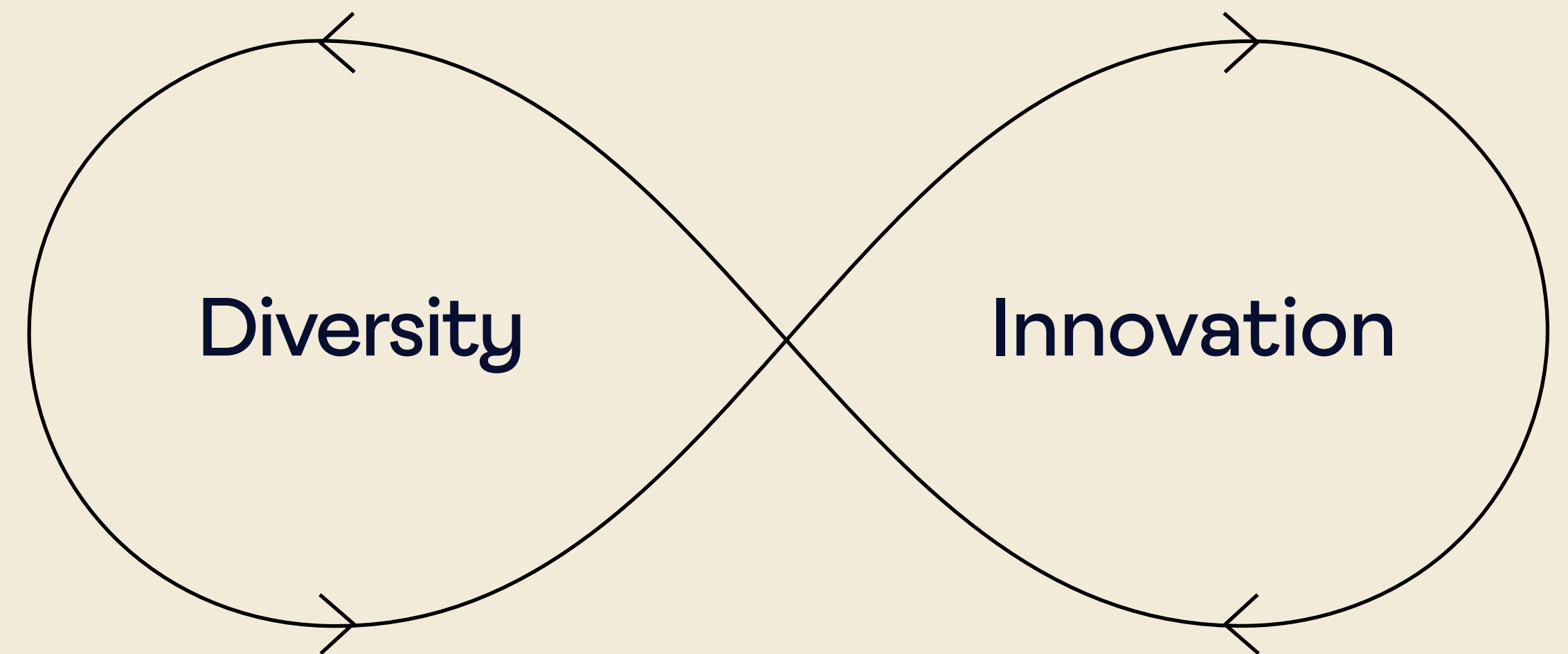
Why should brands invest in an inclusive approach?

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

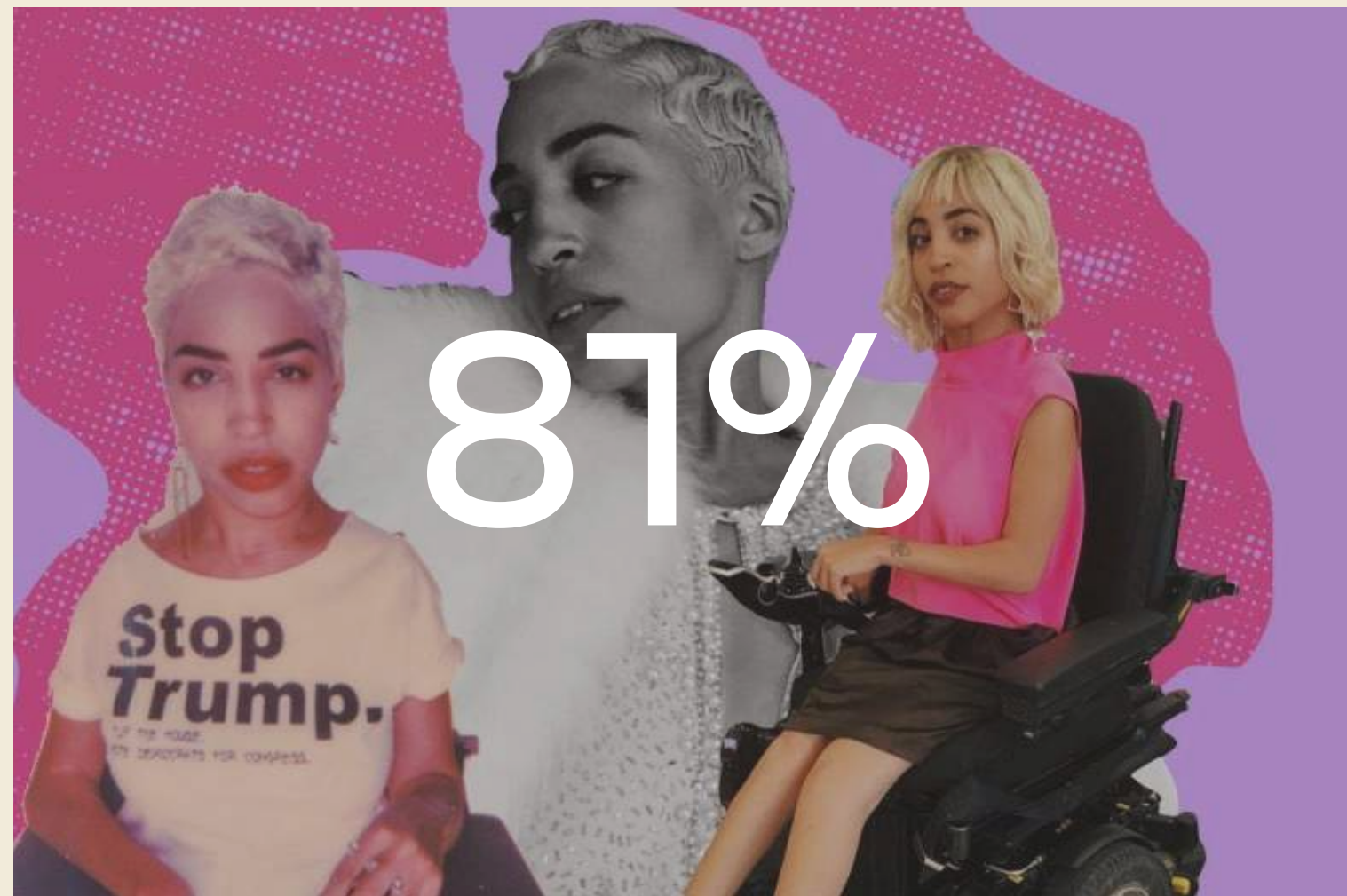
Companies with diversity out-innovate and out-perform others. Employees at these companies are 45% likelier to report that their firm's market share grew over the previous year and 70% likelier to report that the firm captured a new market.

HARVARD BUSINESS REVIEW, 2022

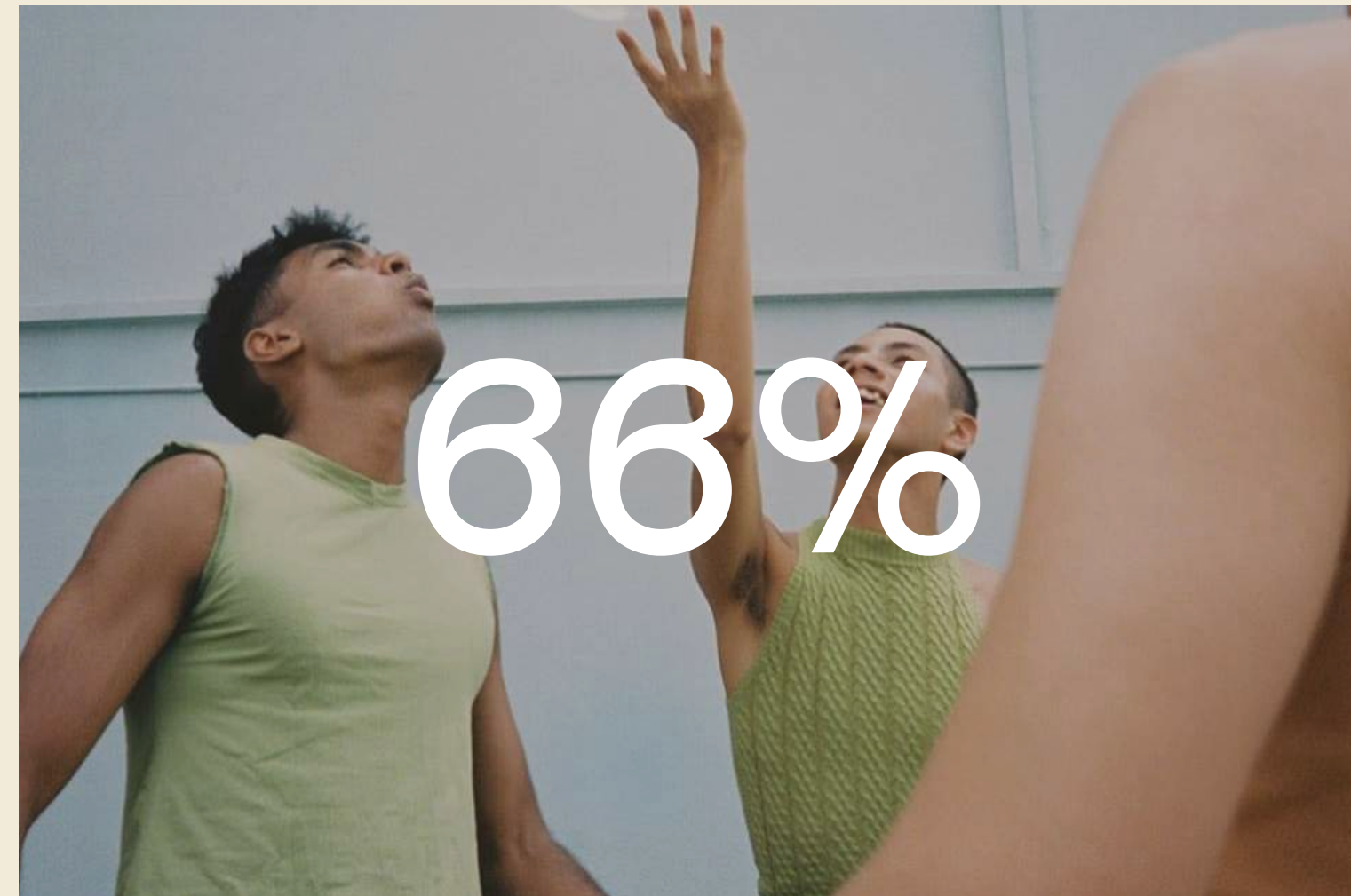
Diversity unlocks innovation by creating an environment where "outside the box" ideas are heard.



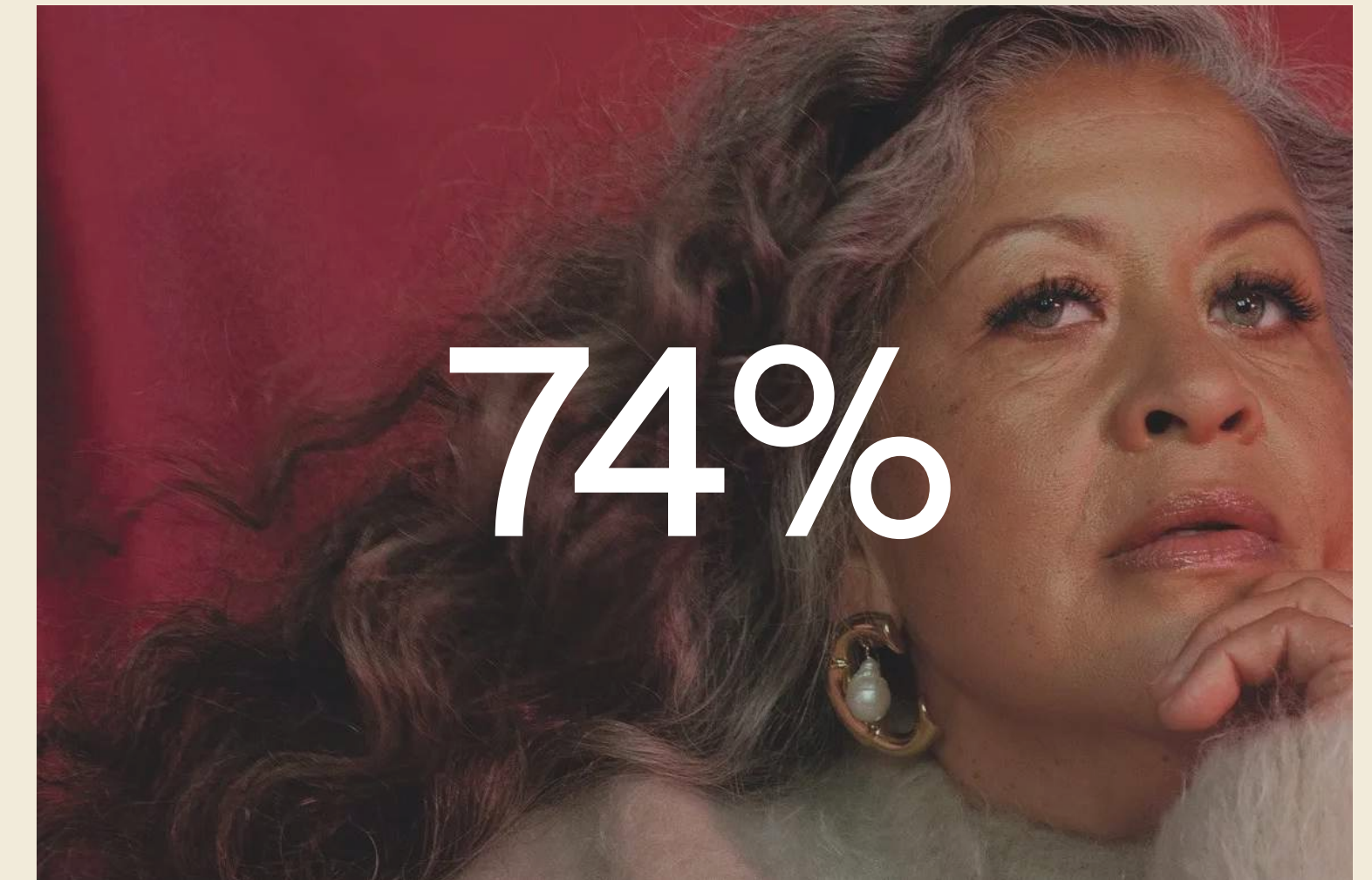
Inclusion is now fundamental. 90% of consumers say equality is everyone's business, so meaningful action on inclusion is the new imperative for brands.



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.



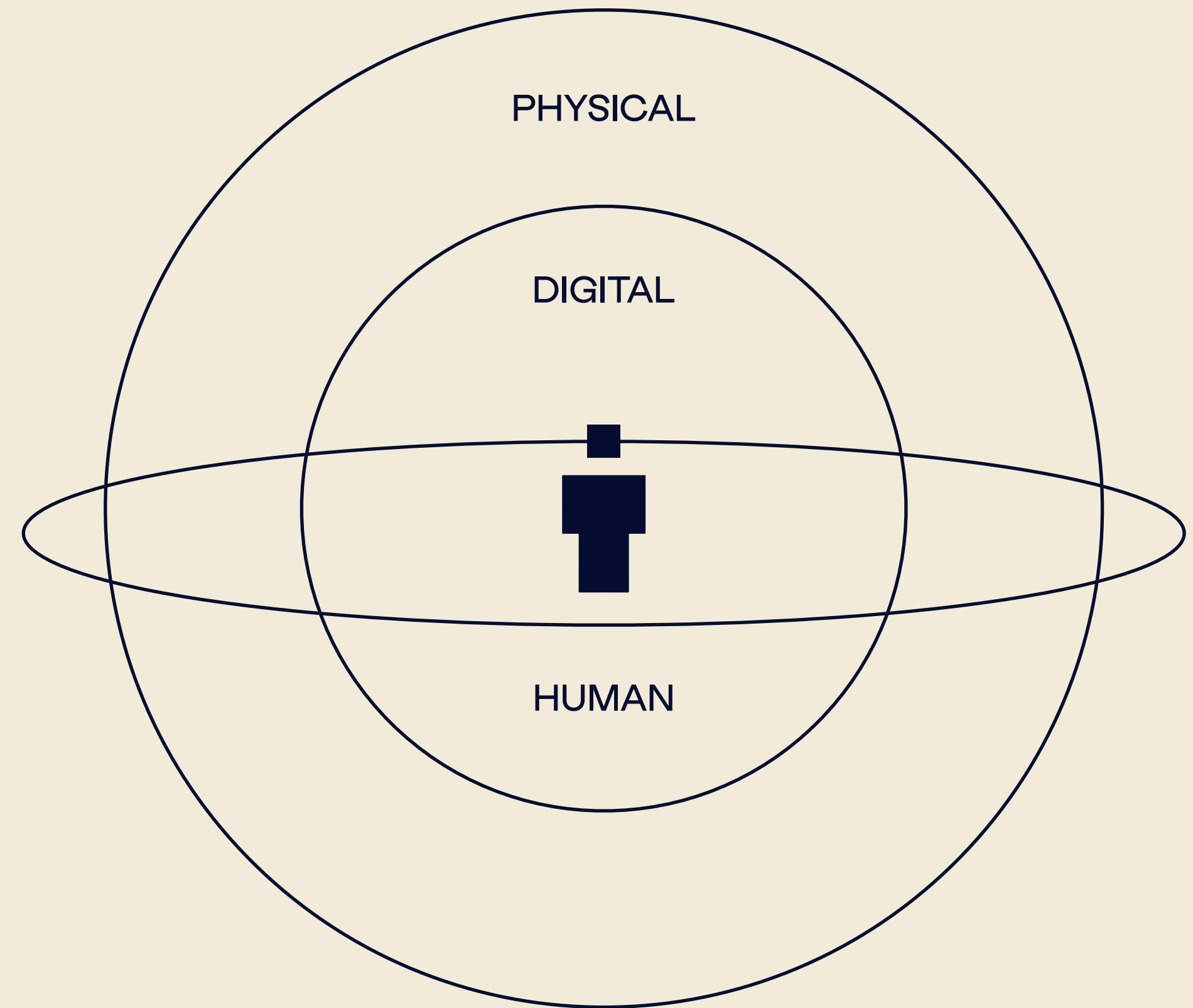
74% of consumers like to see broader diversity in the advertising and marketing they see.

How can we
design inclusive,
next generation
retail experiences?

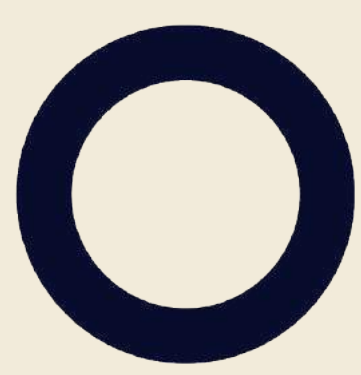
Stores of the future will be ubiquitously inclusive across physical, digital and human channels.

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

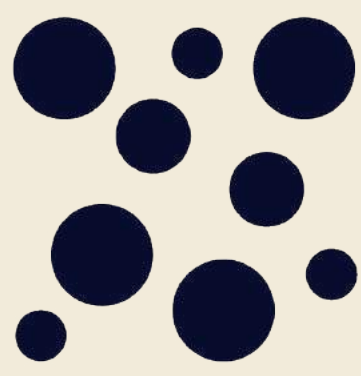
BRIAN SOLIS, FORBES, 2022



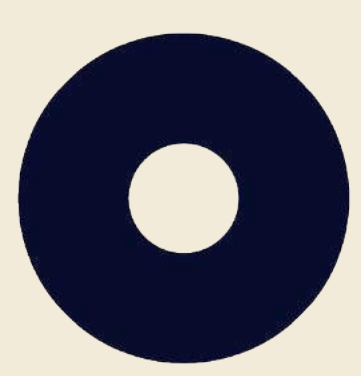
PHYSICAL



Empathetic Environments



Fluid Spaces

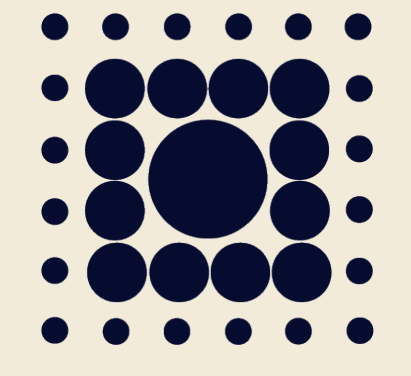


Reframing Tactility

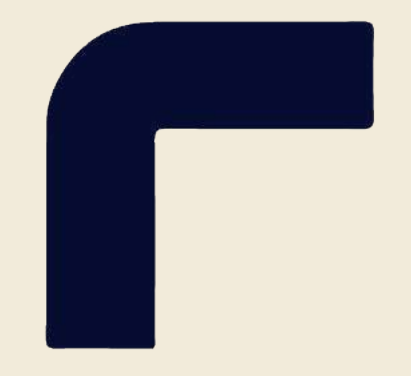
DIGITAL



Meta Inclusion

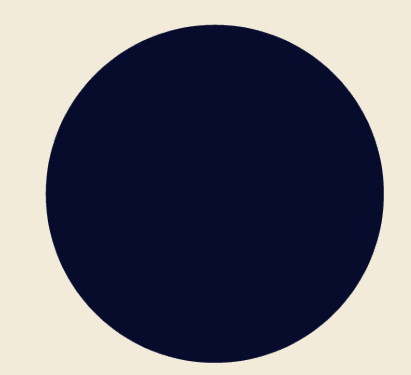


Digital Sanctuaries

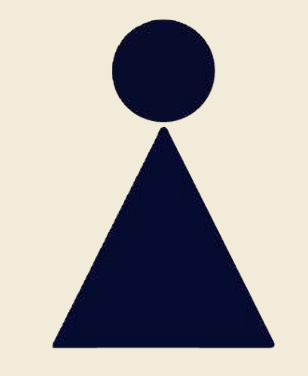


Hyper Personal UX

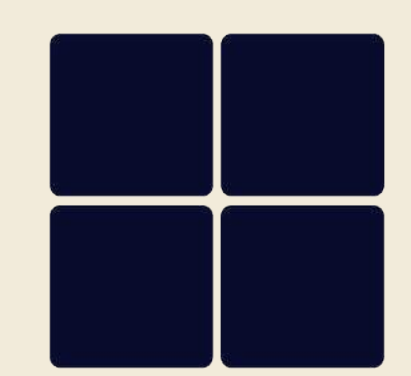
HUMAN



Real Representation

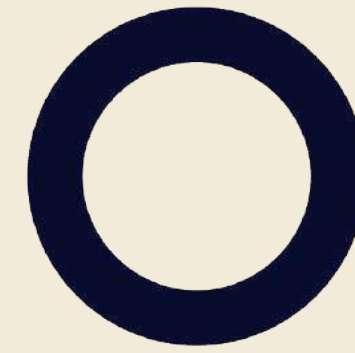


Responsive Service



Authentic Communities

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.

Restaurant of Mistaken Orders

At The Restaurant of Mistaken Orders, you might not get what you ordered. Why? Because the waiters and waitresses have dementia and only 67% of orders come to the table correctly.

Through this initiative, visitors gain a heightened understanding of the nuances of dementia and the day-to-day challenges faced by individuals with the condition. For the people with dementia, this initiative helps them reconnect with the world and reduces the loneliness that comes with the disease.





HYPERSENSITIVE



HYPOSENSITIVE

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

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

MARY KATE CASSIDY X TARKETT: NEURODIVERSITY COLOUR DESIGN TOOL

DIGITAL



Meta Inclusion

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

The metaverse is a world without the physical limitations of reality – an opportunity to create an idealistic version of the real world, free from bias and discrimination.

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

A woman with long blonde hair, wearing a white top and large blue earrings, is seated in a black wheelchair. She is looking towards the camera with a neutral expression. The background is a plain, light-colored wall.

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

Starbucks

Starbucks opened its first signing store dedicated to the deaf and hard of hearing in Jakarta, Indonesia.

The store offers sign language lessons and coffee workshops in sign language. It also provides space for the deaf community to conduct programs with two nonprofit organisations Starbucks has partnered with, supporting sign language education for the wider community.

The space has been design with elements to unite communities, such as an elongated oval community table and circular flooring details. A signature artwork mural painting by Deaf artist, Indra Natalia can be seen by people outside of the coffee shop.



Lego

A decade on from the launch of LEGO Friends, the LEGO Group has re-imagined the Friends Universe, with the introduction of new diverse and inclusive characters, enabling more children to feel represented during play.

The new universe of authentic and diverse characters includes additions of multiple skin tones, cultures, physical and non-visible disabilities, and neurodiversity. The new sets and series feature characters with limb differences, Down Syndrome, anxiety, vitiligo, and a dog with a wheelchair.

The new Friends Universe storylines explore the ups and downs of friendship, while the characters overcome challenges, obstacles, and differences in today's modern world.



Sephora

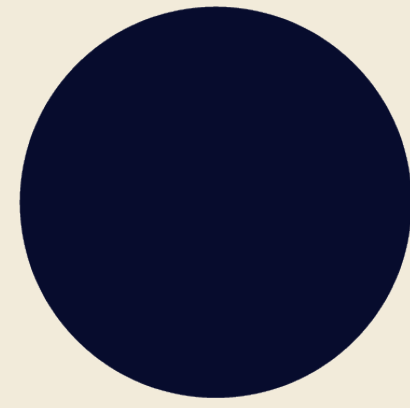
With its 'At Sephora, every body is welcome' campaign, Sephora places accessibility at the centre of their stores ensuring people with physical disabilities can enjoy their store experiences.

Stores have been designed to allow people with wheelchairs to easily navigate the aisles. Displays are accessible and mirrors are placed to facilitate product testing for everyone. The height of checkout point design has also taken the disabled community into consideration.

Since 2017, Sephora has committed to enabling a workforce with disabilities by creating accessible environments to welcome everyone.



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 red hair, wearing a white sleeveless top and white trousers, is sitting in a wheelchair. She is looking directly at the camera with a neutral expression. The background is a studio setting with a blue and green light gradient. There are studio lights and stands visible on either side of her.

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

Gymshark

Real representation involves co-creating with you community and reflecting them, honestly. In Gymshark's London flagship each store mannequin is based on a real member the Gymshark community.

Hyper-realistic mannequins were developed by casting, scanning and 3D printing Gymshark ambassadors' bodies. Showcasing a genuine and nuanced representation of what our bodies actually look like, to ensure everyone can see themselves in the brand.



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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