



## Shop Promotional Design

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Shop Promotional Design is an amazing collection of retail design ideas from Japan that are specifically orientated to the increasingly competitive world of the shopping mall. Offering an incredible range of creative ideas that need to grab customer attention at a glance and communicate on a range of sensory levels, this is an instructive guide to imaginatively wrapping up retail. Here are beautifully presented examples of everything you need to successfully package a product, making it instantly recognizable, uniquely attractive, original and accessible from in-store displays, to clever little boxes, funky must- have bags and artfully conceived stationery and gift wrap solutions; this is the wonderful, the quirky, the eclectic, the funky for a new generation of consumers that are expecting to be wowed. Containing design ideas for products to take-away and consume, from macaroons to cup cakes and ice-creams; products to take-home and be indulged by, luxurious bath products and herbal teas. Inspired ideas for any occasion from birthdays and weddings, seasonal holidays, dining-in and eating-out; selling not only brand but lifestyle choice to make even the most jaded shopper feel super special!

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