

Trends in Food Retailing



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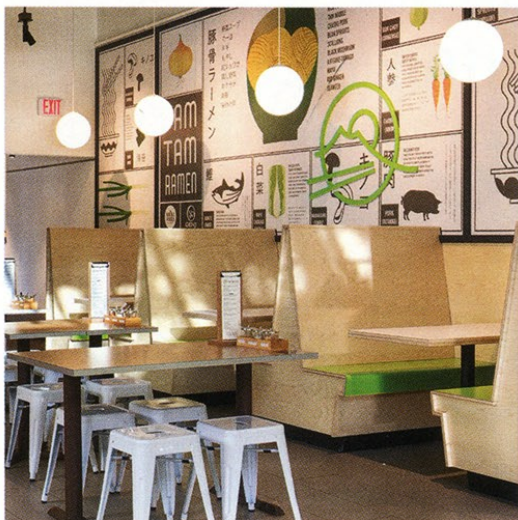
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1. Neighborhood Character

This multicultural, highly localized supermarket in El Paso, Texas, mixes language and cultural clues to create a relevant and energized experience that blends the core values of the neighborhood and the retail brand. The venue captures the regional identity of the area through its lively, bright décor, becoming part of the community with authenticity in its design.

2. Finding Fun in Value

365 by Whole Foods Market brings fun to value-oriented food retail spaces. Drawing from influences of Sister Corita Kent, a social activist and graphic artist nun, we created playful messaging in bright colors throughout the space to convey the brand's core values.

3. Celebrity Chefs

From pop-ups to permanent spaces, celebrity chefs are hot in food retail. Roy Choi, known for his gourmet Korean taco truck "Kogi," and Whole Foods Market joined forces to bring Choi's wildly successful Asian fusion cuisine to several Whole Foods stores. We created a space for his dedicated diners to find his fast-food offerings. In this Los Angeles location, we developed his bold brand graphics and applied them to an existing space, breathing new life into a previously under-used area.

4. Vibrant Graphics

At Tam Tam Ramen, a fast-casual restaurant and partnership between Whole Foods Market and Genji, we made use of big, bold contemporary graphics to communicate fresh, clean food and pure, simple ingredients. These super-graphics were influenced by images of dishes found on many of the menus of strip mall Asian food venues.

Photo by PHILIP BOND

5. Enticing Spaces

As online shopping erodes store sales, food retailers are evolving their stores to more social, experiential spaces and elevating their hospitality offerings. The 2nd—an upscale, full-service restaurant with craft cocktails—lies within a supermarket as an unexpected find. In this space, you would never know you are in the middle of a grocery store.

DEBORAH L. ENGLISH HAS BEEN CREATING ENTICING RETAIL ENVIRONMENTS THROUGH DESIGN, ARCHITECTURE, GRAPHICS AND ART FOR MORE THAN 20 YEARS. ENGLISH IS THE FOUNDER AND PRESIDENT OF D L ENGLISH DESIGN, A MULTIDISCIPLINARY DESIGN FIRM WITH A FOCUS ON INNOVATIVE, CONSUMER-DRIVEN EXPERIENTIAL SPACES.