



RETAIL DESIGN FOR THE DIGITAL ERA

Innovare Design collaborated with Goldsmiths to add value for clients and improve market share by creating a knowledge hub for the company

Project description and aims

Innovare Design is a retail design consultancy specialising in interiors, branding and graphics for the retail sector. As a small business with an international client base operating in a highly competitive marketplace, we identified a need for research expertise in design-based innovation to enable us to develop our profile and to grow our business and client base. The London Creative and Digital Fusion Collaborative Awards scheme presented an opportunity for Innovare Design. We were offered research input and knowledge generation support from a postgraduate Innovation in Practice student, backed up by a team of Goldsmiths academics and building on work done within the Goldsmiths MA in Design and Innovation. Rebecca Sharman, client services at Innovare Design, said:

"The main aim of the project was to challenge the way in which Innovare Design works."

The initial aims of the project were to identify opportunities in Innovare Design's current business processes to optimise their expertise to add value for their clients; to develop the company's competitive edge; and to identify digital communications and new software tools to support this development.

Impact on the business

The London Fusion voucher has delivered the intelligence required by Innovare Design to implement changes that will see the development of a knowledge hub including omnichannel retailing as one of the company's new offers to the retail sector. As a result of the collaboration we have improved our internal processes and established effective pathways to innovation in our service delivery, which we hope will lead to increased client satisfaction and retention, establish new routes to client acquisition and improve our profitability.

Future directions

- We will continue to work with Goldsmiths and the IT department specifically and their innovation centre.
- We are also working with an IT product design company.



ESSENTIAL INFO

SME: Rebecca Sharman, Lloyd Blakey, Innovare Design

Academics: Mike Waller, Sian Prime, Satish Baurhoo, Mick Grierson, Goldsmiths, University of London

Duration: 12 months

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