

PROCEEDINGS ARTICLE

Research on the Design of Commercial Display Space for Skincare Products in the Context of Brand Image Symbols

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ABSTRACT

In modern commercial space design, the image symbol of the brand plays an important role. The brand image symbols determine the space design direction of the exclusive shop. This study explores the influence of brand image, brand story, inherent color scheme, text and concept on the layout design, furnishing design, lighting design and color design of the commercial space from the perspective of symbols at the micro, meso and macro levels respectively. With the integration of brand image symbols into the design of commercial spaces, it is possible to create a better shopping experience for consumers, deliver brand information, deepen the impression of the brand in consumers' minds, promote consumption and further expand brand influence.

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1. INTRODUCTION

With the rise of industrial technology and consumption levels, the exclusive shop is a carrier for brands to showcase their goods to consumers. Therefore, highlighting the personalization, innovation, storytelling and technology of the brand is a top priority in commercial space design. This study focuses on the commercial space design of skincare brands, analyzes various aspects of skincare brands, refines and redesigns the brand symbolic elements, and reconstructs them in the commercial space, in order to enhance the visibility and influence of cosmetic brands. In modern commercial spaces, designers should not only pay attention to the material needs of the public, but also mobilize the public's senses in terms of spiritual and psychological needs. Therefore, the design of commercial spaces is not just about simple decoration, but also about incorporating more brand elements, cultural and aesthetic features to promote consumption and the circulation of goods.

2. BRAND SYMBOL CHARACTERISTICS

Semiotics is defined in the book "Contemporary Aesthetics" by Lipman, M. the American scholar, as "concept that is based on convention, can replace something else and can be understood" [1,2]. According to Morris, symbols are divided at microscopic level, mesoscopic level and macroscopic level, namely syntactics, semantics and pragmatics. The micro level in interior commercial space design refers to the syntactics level of the symbol, which is the most basic part of the brand image symbol. The application of surface elements such as the appearance, shape and color of the brand image in commercial space design is a figurative representation. The meso level refers to the semantic level of symbols, which is mainly on the relationship between the signifier and the signified. In this regard, this study mainly analyzes the composition and meaning of the brand image symbol, and explores the application of the brand connotation to the plane, façade and section of the commercial space to create the overall atmosphere, which is a logical expression. The macro level is the pragmatics level of symbols. In this regard, this study explains the use of brand image

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symbols in space by interior designers, which are the embodiment of commercial space design concepts and also the expression of abstract concepts.

Brands play a directionality role in the design of commercial spaces. In the design of commercial spaces for skincare brands, the cultural, symbolic and storytelling aspects of brand symbols have inspired the design of display spaces. Brand image symbol refers to a distillation of the characteristics of this brand. Symbols that emphasize and highlight the brand image in commercial spaces can be more attractive to consumers and enhance public memory.

In commercial space design, it is important to interpret the brand image symbols to understand the cultural background and origin behind the brand, the journey of the brand founder and so on. The brand image is a systematic symbol. Besides, it is suggested to dismantle and reconstruct the brand symbols. Designers will use a variety of brand symbol deformation in the commercial space design, and the knowledge, culture, characteristics and other elements of brands will be reflected in the space. In many commercial space designs, it is essential to use brand symbolization to make the exclusive shop in the commercial street stand out and attract the attention of the public. In the plane, the brand symbol image may not give full play to its characteristics, but the cultural characteristics contained in it can highlight specific cultural ideas in the commercial space, and make exclusive shops show their own characteristics in the ordinary commercial street, in order to attract consumers and increase the flow of people.

3. RELATIONSHIP BETWEEN MODERN COMMERCIAL SPACE AND BRAND SYMBOLS

Modern commercial space design belongs to a comprehensive design category, which applies not only the knowledge of interior design, but also the knowledge of visual communication design, psychology, marketing and other disciplines and fields. The scope of commercial space is very wide, mainly including brand monopolized shop, bookstores, restaurants, hotels, clubs and other spaces. The design of commercial space is to create and layout the indoor environment of these places as a whole. For some shops along the street, it is also necessary to extend the design of the outdoor space outside the shop. This study mainly discusses the commercial space design of skincare brand. In addition, women are the main consumption objects, while men are the potential consumption objects. The commercial space design of skincare products includes the layout and planning of multiple

functional zones such as key areas, facade image, window design, and product experience area and so on of commodity display. In the space design of skincare store, the image of window and store aims to attract consumers. According to the characteristics of skincare store, consumers need to stop for a period of time in the process of trying products in the store. Therefore, the design of product experience area should highlight the atmosphere of brand, make the spiritual experience of brand culture and the material experience of the product itself effective, and stimulate consumers' desire to buy.

The brand symbol image adds added value to the design of commercial spaces. What consumers need may not only be the material attributes of the goods themselves, but the consumer symbol of social rank, status and prestige symbolized by the brand image [3]. When the public buys branded goods, they not only pursue the material properties of the goods themselves, but also express their recognition of the culture they admire.

In commercial space design, symbols are used in several ways. The first is the pattern symbol of the brand image, which is the most basic part and is also the brand pattern that the public can most easily associate with, such as the white hook logo of the sports brand NIKE, the notched apple logo of Apple products, etc. These pattern symbols are the most intuitive impression of the brand in the minds of consumers, the pattern of the brand is the "signifier", and the meaning behind the pattern is the "signified". The second is the color symbol of the brand image. Color can bring the most intuitive visual feeling to the public, and the psychological feeling brought by color to consumers and the symbolic meaning of color itself are different. Therefore, the collocation and use of color in space design is crucial. Color symbols are not only extracted from the brand identity, but also skillfully used in the design of commercial space through in-depth cultural connotation of the brand. The third is the material symbol. In the design of commercial spaces, different spatial effects will be created with the choice and use of different materials. For example, in the design of the home furnishing brand "MUJI", raw wood, cotton and linen are used to make the whole display space reflect its brand concept. The fourth is structural symbol, which is not only presented in a flat surface but also in the overall layout of the space, the facade and the roof. The use of structural symbols is the logic of the space design and contains the cultural connotation of the space as a whole, for example, the wooden structure of the space presents the characteristics of Chinese traditional wooden architecture and conveys the spirit of Chinese traditional architecture and culture.

4. USE OF BRAND IMAGE IN THE COMMERCIAL DISPLAY SPACE DESIGN OF SKINCARE PRODUCTS: TAKING THE EXCLUSIVE SHOP OF AESOP AS AN EXAMPLE

At the micro level of brand symbols, it is the refinement of the appearance, elements and modeling of cosmetic brands. This is the application of the brand in terms of visual initial impression and so on.

The design is carried out from the meso level of brand symbols. The main brand symbols are used in the overall spatial structure of the plane, facade and section of the exclusive shop. In the design of commercial space, it is required to meet the most basic functional needs of the space, and then further consider the aesthetic needs [4]. The plane layout, functional zoning and generatrix analysis of a display space are imperceptibly related to the impression left by the brand to consumers. Therefore, in the graphic design stage of commercial space, designers should start from the function. On the premise of satisfying the material function and use function, it should be combined with the cultural connotation of the brand image. Starting from the brand image, the reasonable space planning of the exclusive shop should be carried out according to the characteristics of the displayed products, in order to display the goods being sold, highlight the characteristics of the goods and leave a deep impression in the hearts of consumers. When the exhibition space is designed according to the characteristics of brand products, it also needs to be exquisite in the soft decoration of the space. In the modern design trend of emphasizing soft decoration and neglecting hard decoration, the commercial display space often needs to be updated and redesigned. In some specific festivals, it is necessary to create a festival atmosphere and present different visual effects for consumers in different seasons. The product display design is based on the characteristics of the skincare brand, highlighting the characteristics of the brand to attract the consumer's attention. At present, the display design of skincare and cosmetic shops on the market is similar, with a high degree of similarity in the way the products are displayed and a lack of innovation. It is easy for consumers to become visually fatigued during the shopping process, which fails to better display the characteristics of the brand and achieve the effect of attracting customers. The display of skincare products mainly reflects the characteristics of the brand and the efficacy of the products, thus highlighting the brand concept and making the brand image more deeply rooted in the

minds of consumers. At the same time, skincare products should not completely abandon the most basic requirements of product display while showing the characteristics of the brand. In addition, the array and distribution of products must be smooth while making the arrangement of products rich and varied, so that consumers can understand the distribution of products with different efficacy in a short time [5].

For example, in the façade design of the exclusive shop, Aesop highlights the logo of the brand image, and stands out the symbol on the background wall behind the cashier. Besides, Aesop uses lighting and different materials in the product display cabinet to highlight the area where the product is displayed and make the color matching coordinate with the surrounding environment. A projection area is designed behind the cashier to integrate the expression of technology with brand products, making the brand image more open and inclusive.

In color design, the color matching of commercial display space is also a crucial link. Color is one of the most intuitive design techniques for expressing brand identity symbols in commercial spaces. Consumers may not be able to recognize the symbolic brand logo from a distance during the shopping process, but they can detect the color scheme in a short time [6]. For example, some fast-food restaurants choose bright colors for their logo design, such as the bright red and yellow of the McDonald's logo, which allow the public to quickly recognize the brand from a distance. Therefore, the design of the space can be based on the color of the brand image symbol. At the same time, it is suggested to make color matching reasonably. The choice of colors for the walls, floors, displays and advertising posters in the space should be reasonably controlled, so that the shades of the commercial space and the products for sale echo each other, creating a good visual experience for consumers, leaving a good impression of the brand and arousing their desire to buy. For example, the Aesop brand is mainly in plain colors to emphasize its brand concept, so the space is mainly in log colors, white and grey, and the choice of colors is not only unified with the brand image, but also takes into account the choice of colors for the products on sale. In space color design, the unity principle of overall color and space should be maintained, and the principle of color contrast should also be used to make changes in unity and avoid visual fatigue of customers in shopping.

Considering the overall structure of the exclusive shop, the commercial display space is an overall three-dimensional space, and the overall structure design of the space should start from the cultural

connotation of the skincare brand image and from the perspectives of vision, touch, hearing, smell, etc. to enhance the overall atmosphere, openness and interactivity of the space. These designs need to be based on the overall space shape, interior lighting, some interactive facilities and new media [7].

Lighting design is also an important part of a commercial space, and the judicious use of light can create a better ambience effect. The choice of lighting colors, the variation of brightness, the effect of spotlighting and the area to be illuminated all need to be designed by the designer according to the characteristics of the brand. The combination of different lighting colors and the angle of illumination can create different effects. Lighting should be designed according to the laws of product display, as well as the consumer's shopping perspective and habits, in order to add color to the product and attract the consumer's attention. Aesop mainly uses white light and warm light that simulates sunlight in the design of its shops in order to create a natural and original brand concept. White chandeliers are used as the main source of light in the space, while sources of light are placed at regular intervals, with hidden points of light forming wavering shadows on the ceiling, resembling a sky full of stars. The overall display echoes the flooring in a layered way, with a hint of haze and oriental mood. A custom-designed light source hangs above the pool, creating a beautiful space and focusing on the array of products.

On the macro level of brand symbolism, Aesop's philosophy of natural and organic skincare has become a global sensation, and its environmentally friendly bottles are simply printed with the name of the product and methods use it. The design is discreet and respectful of the past, present and future. Aesop's design is a holistic approach to space and a deeper approach to limited space. When the customer moves on the timeline, the relationship between the customer and the display area where the product is displayed is constantly changing. The penetration or blocking of the view comes from the gaps and overlapping layers of the timber structure, and the customer's experience of exploring the tiny space is constantly changing as the light prompts new visual forms as a result of being there.

5. TRENDS IN USE OF SKINCARE BRAND IMAGE IN DISPLAY SPACE DESIGN

The display space gives people a full visual experience. The traditional display space is limited to static displays, with two-dimensional and flat visual effects. Digitalization, information technology, symbolization, artificial intelligence and virtual reality

are the future trends of this era. Design is no longer single, fixed and regular; instead, design is multifaceted, chaotic and complex. In an era of excessive information and materialistic inundation, the exclusive shop with standardized design has been difficult to impress customers, and customers have become aesthetically fatigued in consumption. Therefore, it is necessary to use fresher visual stimuli to attract consumers' attention. In the design of a skincare shop, it is important to convey the brand's philosophy and the efficacy and performance of the product to the consumer. In the design of the display space, technological elements can be added to the design, using new technological tools such as artificial intelligence and virtual reality to make the display space more interactive and open to the consumer. The public still wants to know about the efficacy and ingredients of skincare products, so new technology can be used to allow the public to have intuitive feelings without imagination. Such a commercial exhibition space combined with the sense of science and technology and consumer demand will be one of the development trends of skincare exhibition space design in the future [8].

6. CONCLUSION

The exclusive shops of modern brand are display spaces with personalized logo designs for companies to promote or sell their products, with an intuitive communication function. Commercial display spaces are used for brand image promotion, not only reflecting the design style and cultural connotations of the brand, but also showing product impressions and brand images to the audience, which is an important portal for the dissemination of information about the company. Through the use of brand image, brand elements and concepts are integrated into the commercial space to deepen the public impression. Commercial space design and brand image symbols are interdependent and mutually influential, and need to be considered at macro, meso and micro levels.

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