

Artco Group appeals to consumer senses

By **Jas Ryat** on August, 22 2016 | Industry News



Store planning for the duty free industry is ever-evolving to meet client and consumer needs, according to Karen Estrada, Director of Luxury Goods at Artco Group.

Appealing to the senses in-store has put the Miami-based store planning specialist at the forefront of the industry.

The company creates the concept the client has in mind by researching every aspect of the project. "We are the store planner, meaning that we study the product, we study the location, we study the space. We do not charge for this service and we study all the components of their budget. We put together a store that makes sense for the consumer and the store owner," Estrada exclusively tells *Americas Duty Free*.

Artco Group manufactures custom woodwork and store fixtures. The company consists of experts from a variety of backgrounds who work together to provide cost-effective and quality service and craftsmanship.



Estrada helps clients streamline their boutiques to make sure the customer has the full experience. She believes that appealing to the customer's senses intuitively makes shopping a more enjoyable and tangible experience.

For example, Estrada has used the sense of smell to appeal to the consumer's subconscious mind. "By incorporating smell, the consumer feels relaxed and has more of an inviting feel when entering the store," she says.

Artco uses new materials that give a pleasant look and touch. A lot of clients are switching to materials like laminate that give a wood-finish look, but are made of plastic. This ensures that product will last up to 10 years. Choosing the right paint also helps create the mood the shop is trying to achieve, she adds.

According to Estrada, the duty free industry changes every three years. With 13 years of experience, Estrada has learned to navigate through the evolving trends.

"By engaging the consumer's senses, they are more likely to make decisions based on emotions than on budget. This will create more impulse purchases and will have them coming back for more, thus creating more business for my clients," she concludes.