

# PANDÖRA

Human Behavior & The Built Environment

Dr. Saeed Al-hmoud

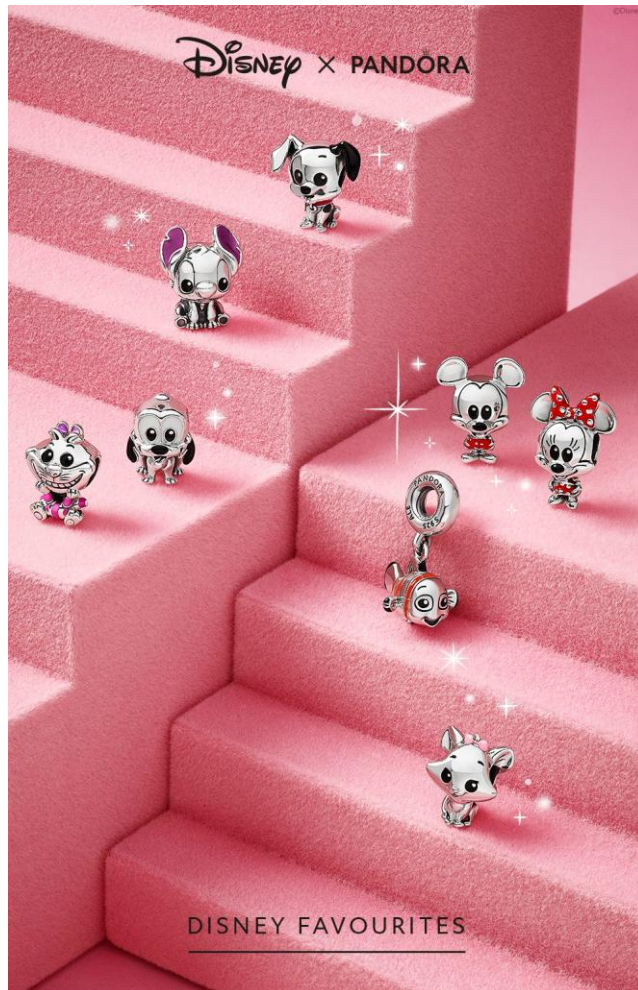
Hayat Fahed Nazzal

202310258

# Pandora

is a global jewelry brand known for its emotional storytelling and personalized jewelry experience. Each product is designed to represent memories, identity, and personal meaning.





Disney x PANDORA

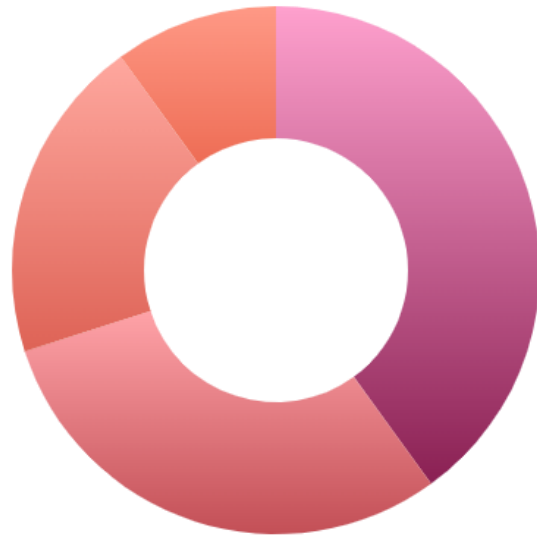
### **Brand Analysis:**

The design language is clean, minimal, and refined, creating a timeless and sophisticated image. The overall customer experience is highly emotional and personalized, aiming to build a strong connection between the user and the jewelry.

The brand targets a wide audience across different ages, focusing on inclusivity and self-expression. Soft, neutral, and luxurious materials and colors are consistently used to reinforce the brand's identity.

Lighting also plays a key role, as it is carefully designed to highlight the jewelry pieces and draw attention to the products as the main focal point in the space.

## Pandora Customer Jewelry Perspectives



**40% Personal Expression**

Jewelry as a way to show individuality



**30% Storytelling**

Pieces representing memories and life events



**20% Collection Building**

Accumulating jewelry over time



**10% Emotional Attachment**

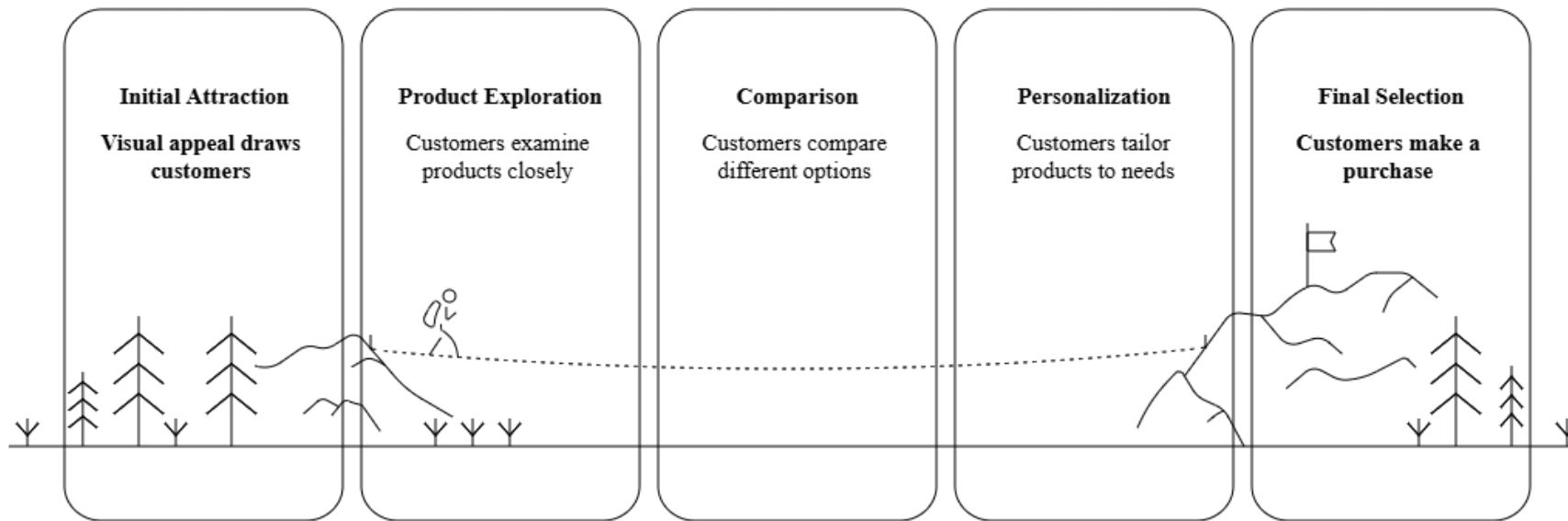
Strong connection to the brand and pieces

### User Habits & Traditions:

Pandora customers view jewelry as a form of personal expression and storytelling. They often build collections over time, selecting pieces that represent memories, milestones, and meaningful life events. The shopping experience becomes part of this ritual, encouraging exploration, personalization, and emotional attachment to the brand.

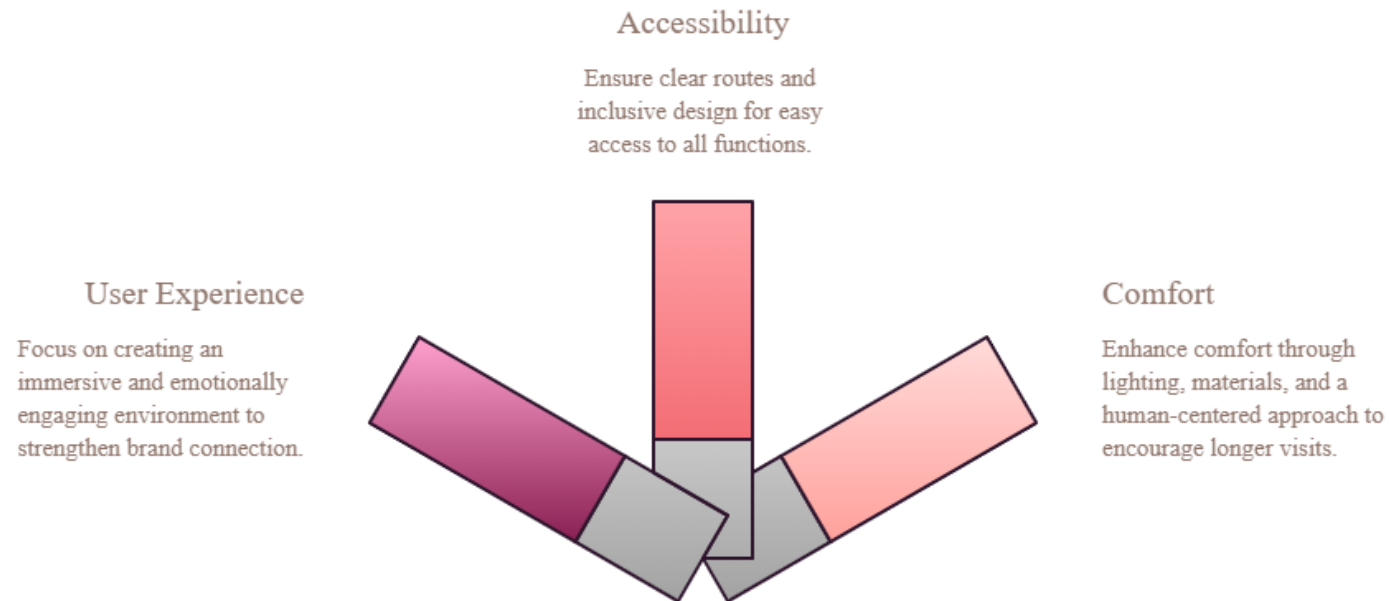
## User Interaction & Circulation Behavior:

Customers are naturally drawn toward discovery and interaction throughout the store. Their journey typically begins with visual attraction, followed by product exploration, comparison, personalization, and final selection. The spatial layout should support a clear and intuitive circulation path that encourages engagement with displays while maintaining a comfortable flow between different retail zones.



## User Experience, Accessibility & Comfort:

The design aims to create an immersive and emotionally engaging retail experience that strengthens the connection between the customer and the brand. Accessibility is prioritized through clear circulation routes, inclusive design principles, and easy access to all retail functions. Comfort is enhanced through balanced lighting, welcoming materials, and a human-centered environment that encourages customers to spend more time exploring the space and interacting with the products.





### **Sustainability:**

Pandora is committed to reducing its environmental impact through responsible sourcing, circular materials, and ethical business practices. The company uses 100% recycled silver and gold in its jewelry production, helping to reduce carbon emissions and demand for newly mined metals. Pandora also works to lower its greenhouse gas emissions and operates its crafting facilities using renewable electricity. In addition, the brand promotes transparency, responsible supply chains, and fair working conditions throughout its operations.



### **Sustainability in Interior Design:**

Pandora incorporates sustainability into its retail design by creating long-lasting store environments that reduce the need for frequent renovations. The stores use energy-efficient LED lighting to highlight jewelry while minimizing energy consumption. Materials are selected for durability and quality, supporting a longer life cycle and reducing waste. The clean and timeless interior design also helps maintain relevance over time, contributing to a more sustainable retail environment.

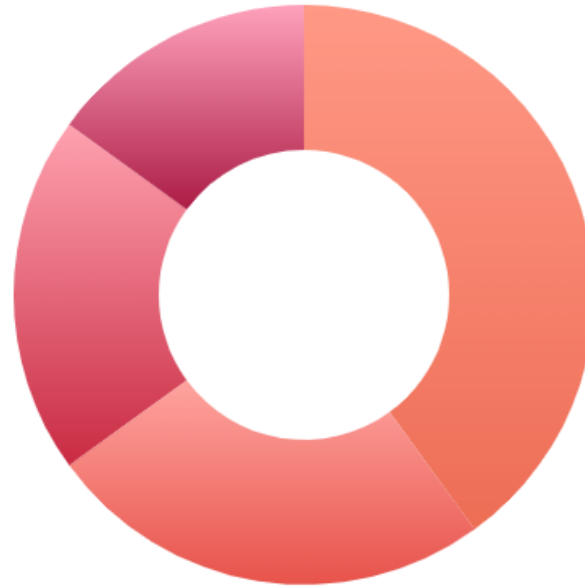








### **Color Palette:**

Pandora integrates its brand identity through the consistent use of its signature color palette across the retail environment. These colors are applied to architectural finishes, display systems, furniture, signage, packaging, and digital interfaces, creating a unified visual language throughout the customer journey. This branding strategy enhances recognition, strengthens emotional engagement, and ensures that every element of the space reflects Pandora's image of modern elegance, craftsmanship, and personal storytelling.

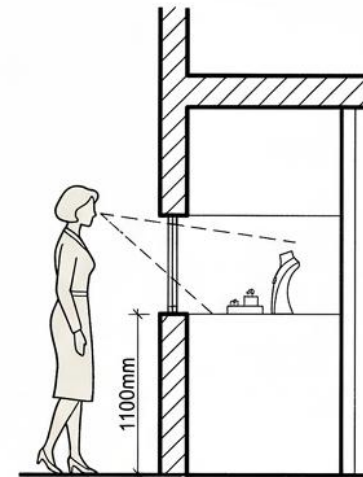
# Lighting:



-  **40% Display Lighting**  
Highlights key features and focal points
-  **25% Accent Lighting**  
Creates visual interest and draws attention
-  **20% Ambient Lighting**  
Provides overall illumination and sets mood
-  **15% Decorative Lighting**  
Adds style and personality, enhances aesthetics

## Anthropometric and Ergonomic Studies:

The relationship between external pedestrian sightlines and storefront vitrine geometry. Adhering to architectural anthropometrics, Type 12 establishes a fixed parapet height of 1100mm. This structural boundary strategically elevates high-value, small-scale jewelry artifacts directly into the natural adult cone of vision, maximizing initial attraction without inducing vertical head tilt. In Type 15, this concept is expanded into an integrated, stepped display module backed by an ultra-clear, low-iron glazed screen. This layout allows for multi-tiered product placement while maintaining a strong visual connection between the exterior walkway and the interior retail environment.



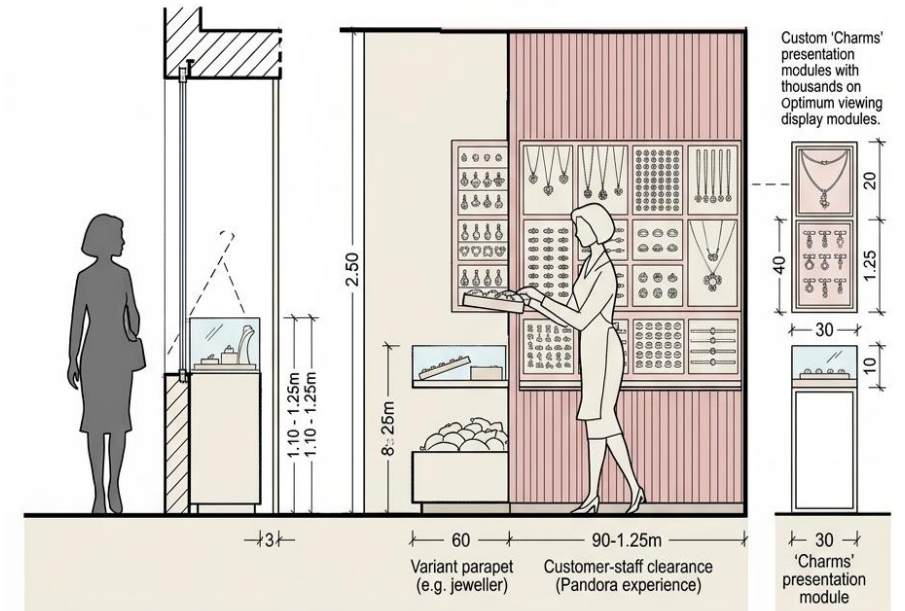
12 Variant of Shop window as display area with parapet (e.g. jeweller)



15 Custom integrated, stepped shop window display with glazed screen behind

## Anthropometric and Ergonomic Studies:

The technical sections define the interior spatial standards required to support user interaction and fluid circulation. The custom vertical "Charms" presentation modules are rhythmically integrated into fluted wall panels. By restricting the core presentation field to a vertical zone of 1.25m and breaking it into 40cm sub-modules, the design minimizes cognitive fatigue and accommodates a wide user demographic. Horizontally, the plan enforces a strict clearance of 90cm to 1.25m between the perimeter display wall and the main circulation paths. This dimensional clearance ensures compliance with universal accessibility standards, creating a comfortable, uncrowded environment for personalized consultation












## **Wayfinding and Signage Strategy:**

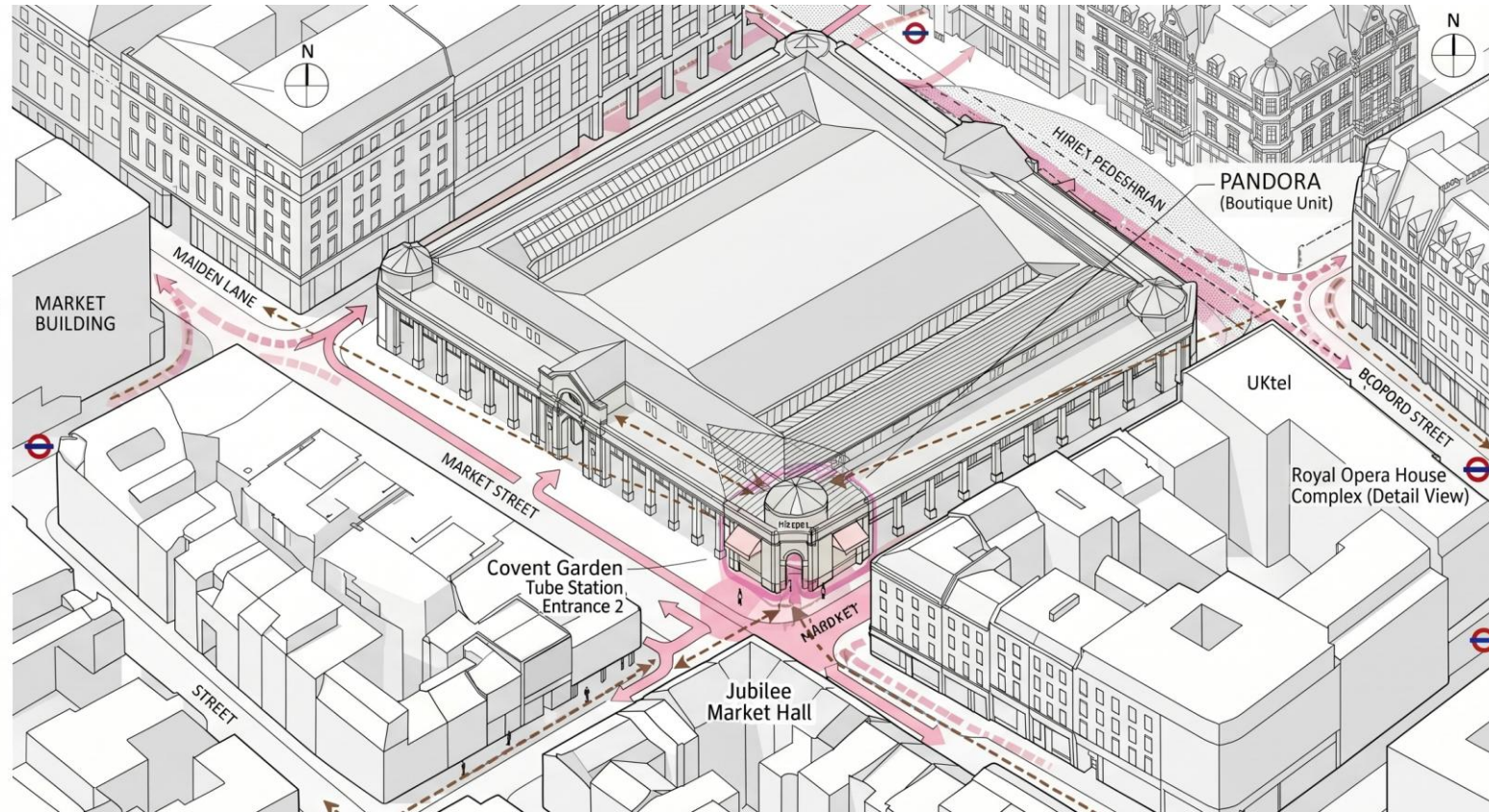
The wayfinding strategy for the Pandora flagship store is developed as an integrated spatial system that mediates between the external urban environment of Covent Garden and the internal retail experience.

The design responds to the high pedestrian density and strong visual character of the surrounding context by establishing the storefront as a primary point of attraction and spatial transition. Within the interior, circulation is organized through a clear and legible spatial hierarchy, with a central display functioning as the primary orientation node that structures user movement throughout the space. From this focal point, circulation flows are distributed toward defined product zones, including charms, bracelets, rings, and necklaces, followed by consultation and checkout areas. Wayfinding is further reinforced through controlled visual axes, lighting differentiation, and integrated signage systems that support intuitive navigation without disrupting the minimalist brand language. This approach ensures continuity between external approach and internal spatial experience, while enhancing user orientation, accessibility, and engagement within a coherent narrative-driven retail environment.

## Wayfinding and Signage Strategy:

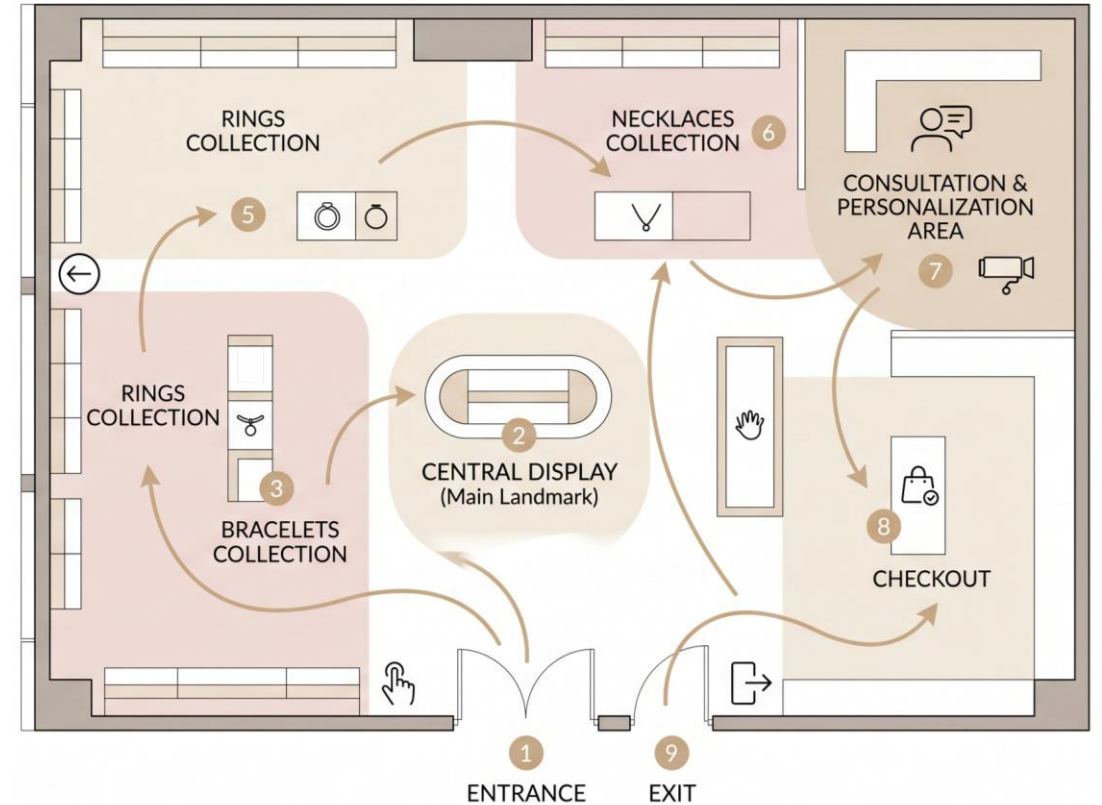
### LEGEND

-  MAIN PEDESTRIAN
-  HIGH PEDESTRIAN
-  PEDESTRIAN FLOW
-  HIGH PEDESTRIAN
-  VISUAL APPROACH
-  ENTRANCE FOCAL POINT  
Moved in the primary entrance  
the re-purposed building
-  VISUAL APPROACH
-  VISUAL APPROACH DNS
-  TUBE STATION MARKERS



## Wayfinding and Signage Strategy:

Movement is guided through a combination of spatial organization, visual hierarchy, and lighting rather than excessive directional signage. A central display acts as the primary landmark and orientation point, allowing customers to easily understand the layout upon entry. Curved circulation paths encourage exploration and discovery, while focused lighting highlights key destinations and product collections. Product category signage is integrated within the retail displays to support navigation while maintaining Pandora's elegant and refined brand identity. This approach enhances customer engagement and reinforces the storytelling experience at the heart of the design concept.

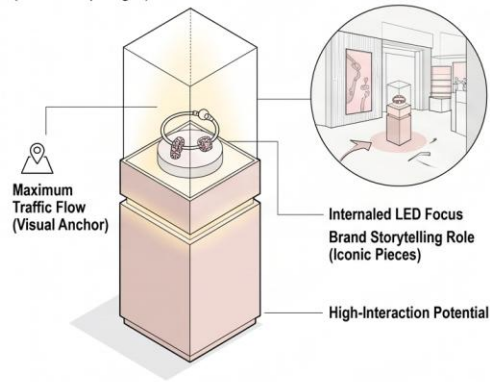


## **Retail Display Strategy:**

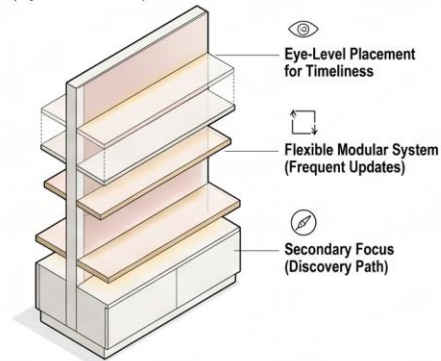
The retail display strategy is designed to enhance product visibility while supporting Pandora's storytelling-driven brand identity. Products are organized according to a clear visual hierarchy that guides customers through a sequence of discovery, exploration, and selection. A central display serves as the primary focal point, featuring new collections, seasonal releases, and signature products to capture immediate attention upon entry. Secondary wall displays are arranged by product category, including charms, bracelets, rings, and necklaces, allowing intuitive navigation and comparison. Product placement is carefully considered to maximize accessibility and engagement, with key collections positioned at eye level and along primary circulation paths. This strategy creates a balanced relationship between visual attraction and customer interaction, transforming the retail environment into an immersive and emotionally engaging shopping experience.

# Product Placement Analysis:

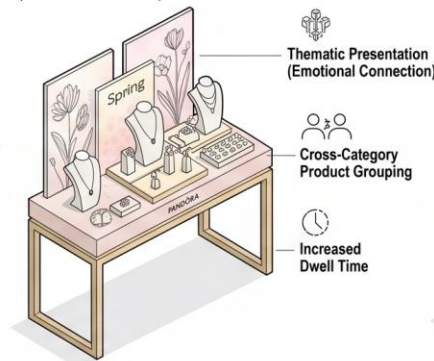
**HERO PRODUCT DISPLAY**  
(Central Spotlight)



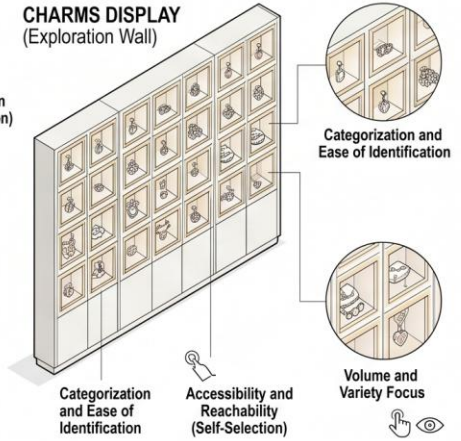
**NEW ARRIVALS DISPLAY**  
(Dynamic Reveal)



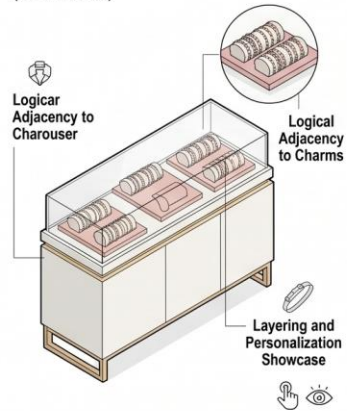
**SEASONAL COLLECTION DISPLAY**  
(Curated Narrative)



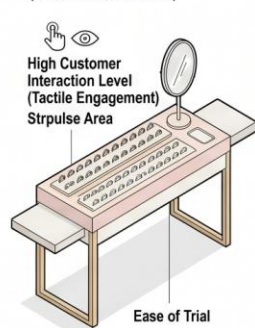
**CHARMS DISPLAY**  
(Exploration Wall)



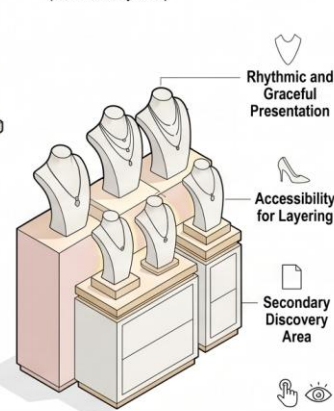
**BRACELETS DISPLAY**  
(Linear Flow)



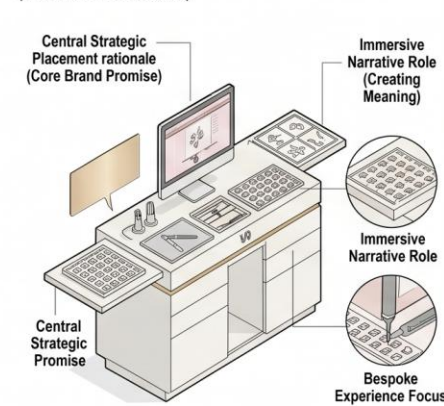
**RINGS DISPLAY**  
(Interactive Station)



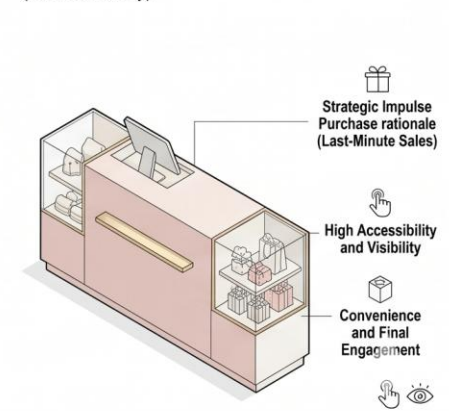
**NECKLACES DISPLAY**  
(Visual Rhythm)



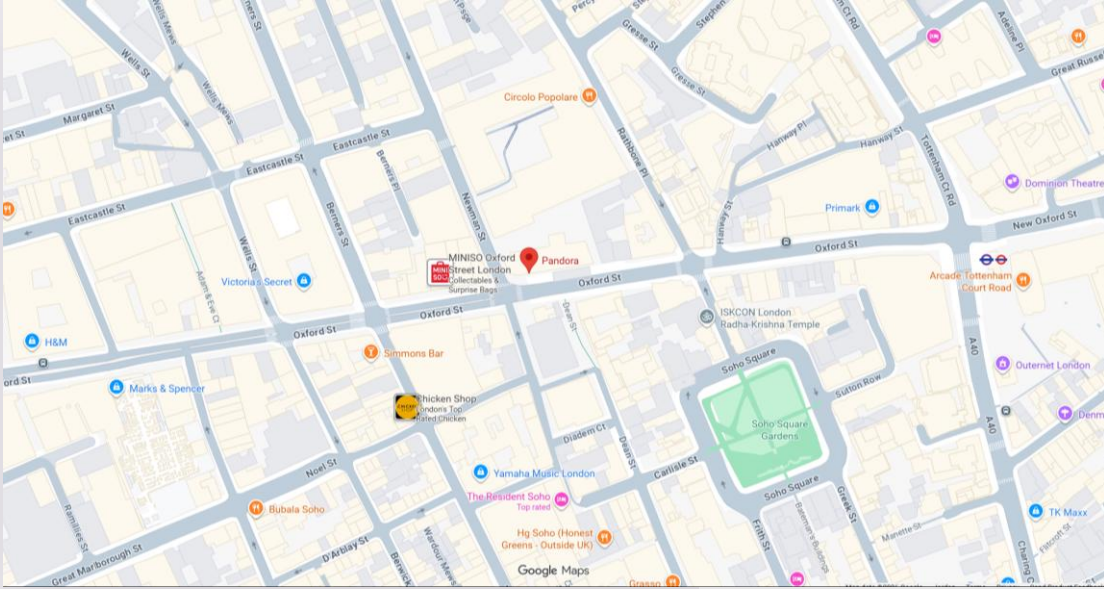
**CUSTOMIZATION AND PERSONALIZATION STATION**  
(The Heart of Pandora)



**CHECKOUT AND IMPULSE PURCHASE DISPLAY**  
(Final Discovery)



## Case Study 1:



### Oxford Street Store:

This store is located on Oxford Street, one of the busiest retail streets in London with high footfall and strong global retail presence.



- The façade is fully transparent using glass and minimal framing.
- Strong visual connection between interior and exterior.
- Clear brand signage and eye-catching storefront design.
- Designed to attract attention in a highly competitive retail environment.



### **Materials:**

- Glass, brushed metal, mirrors
- White, beige, soft pink tones

### **Customer Experience:**

- Strong attraction from the street
- Interactive central island
- Personalized shopping and engraving services
- Seasonal installations enhance visual impact





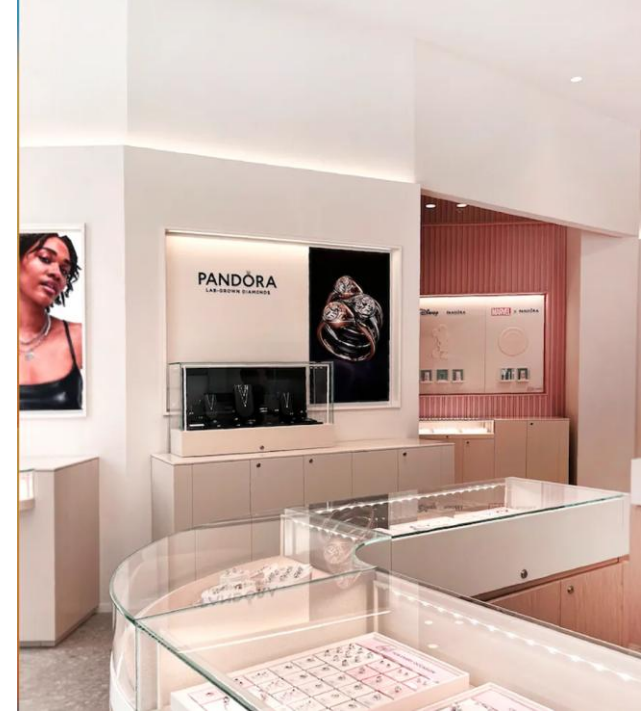
### Zoning:

- Entrance transition from street
- Product display units along circulation
- Central interactive island for charms and bracelets
- Personalized shopping experience area
- Cashier and exit zone



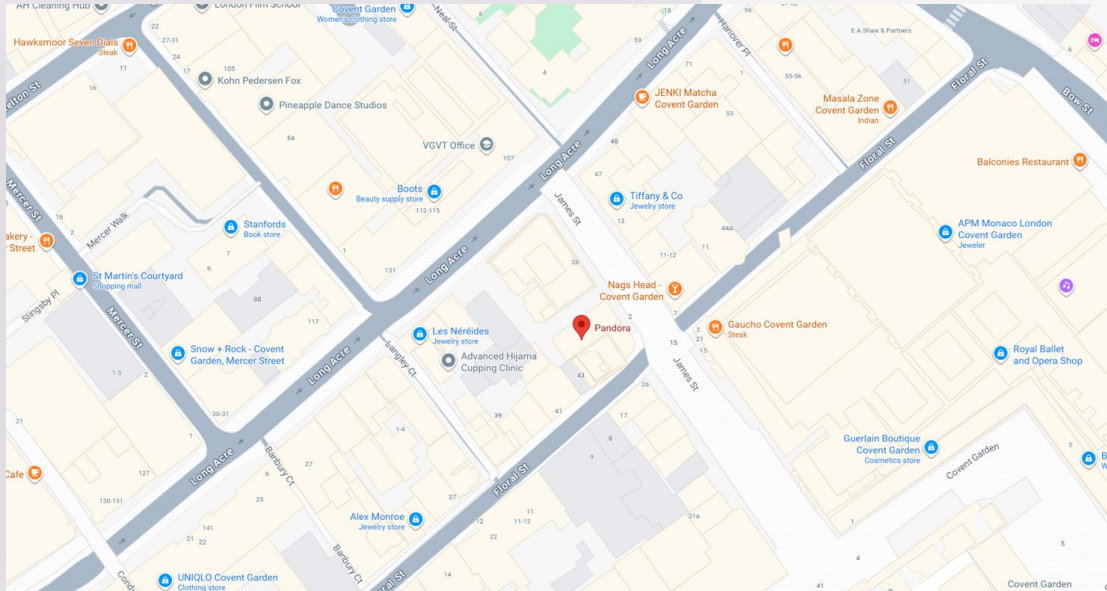
### Lighting:

- Strong spotlighting on jewelry
- High contrast between products and background
- Ambient lighting for circulation



The Oxford Street Pandora store transforms retail into an experiential journey through controlled lighting, transparent façade design, and circular spatial organization that enhances product visibility and customer interaction.

## Case Study 2:



Located in Covent Garden, a historic urban area in London, the store is surrounded by a vibrant pedestrian environment characterized by tourism, boutiques, cafés, and street performances.

The area has a strong human-scale and historic architectural identity, which directly influences the design approach. The store itself is smaller and more intimate compared to larger flagship locations, responding to the limited spatial conditions. The façade uses diffused glass with reduced transparency, creating a more subtle visual connection between the interior and exterior.

Black framing elements are used to add contrast and definition to the storefront, while the brand logo is clearly integrated into the façade to ensure strong brand visibility within the historic context.





### **Zoning:**

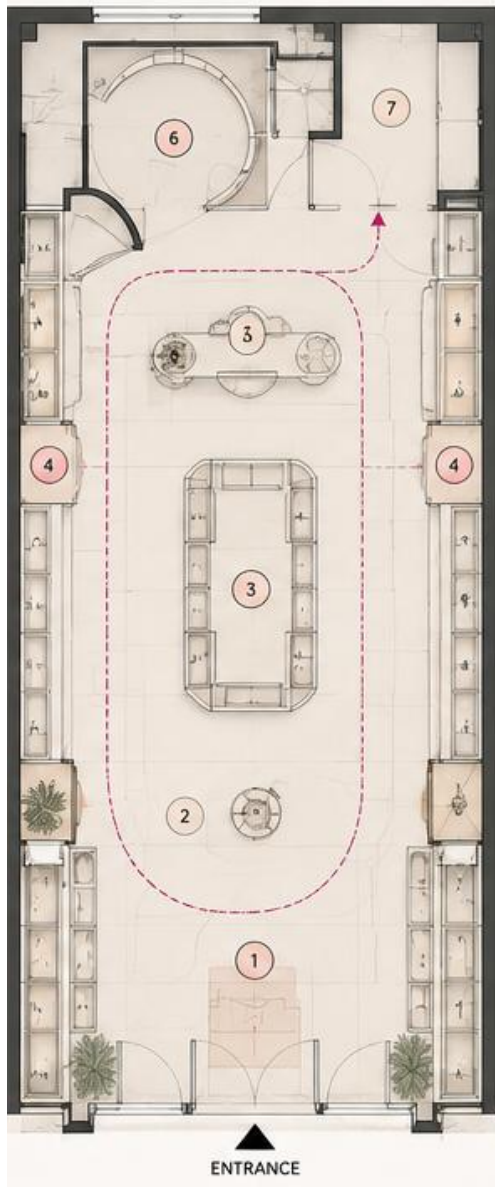
- Wall display system
- Small central display island
- Compact circulation due to limited space

### **Materials:**

- Metal and glass display units
- Mirrors and light surfaces
- White, beige, soft pink palette



The Covent Garden Pandora store creates an intimate boutique retail experience through warm lighting, compact spatial organization, and contextual integration with the historic pedestrian character of the district.

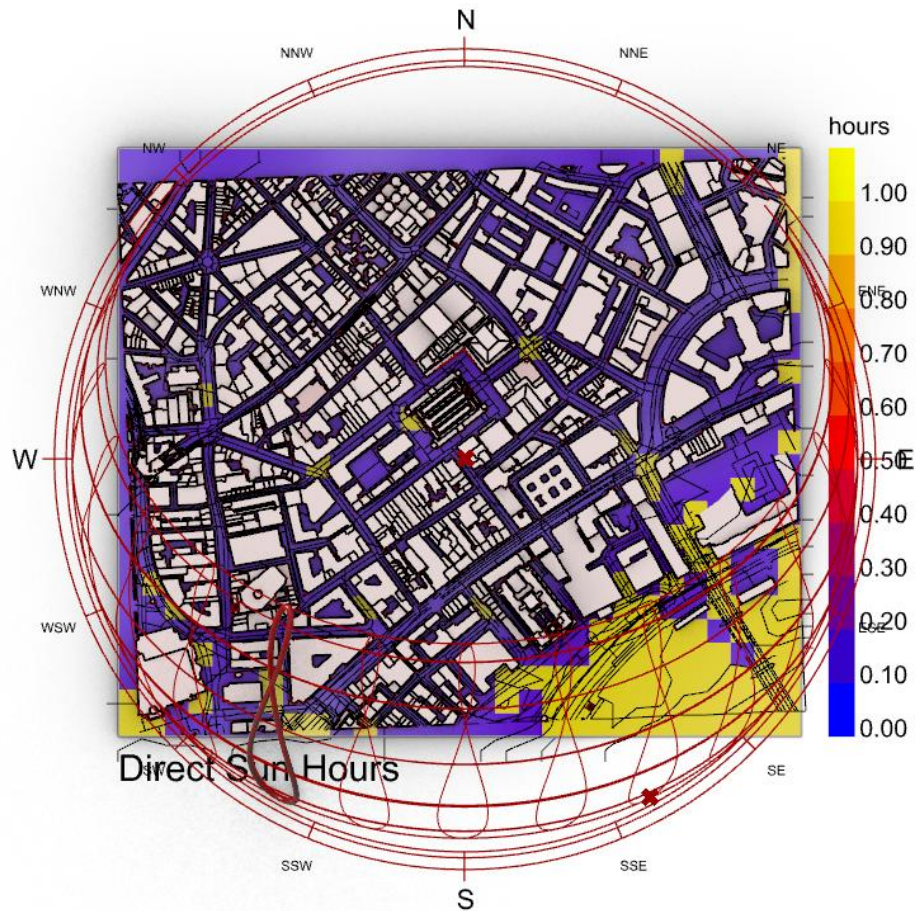


To understand the spatial and retail planning strategies of the brand. The layout is organized through a clear zoning system that guides customer movement along a defined circulation path, ensuring a smooth and intuitive shopping journey. Display units are strategically distributed throughout the space to create focal points that highlight key products while maintaining visual balance and openness. The arrangement supports a continuous flow between zones, allowing customers to gradually transition from entrance areas to more intimate display sections. This spatial strategy emphasizes storytelling through space, where each zone contributes to the overall brand experience and enhances product visibility within a cohesive retail environment.



## Covent Garden:

is in the West End of London and is characterized by a strong historic urban identity and vibrant public atmosphere. The area is known for its classical architectural proportions, pedestrian-oriented streets, and active social environment. It attracts both tourists and local visitors through its mix of retail spaces, boutiques, cafés, and street performances, creating continuous movement and interaction throughout the day. This dynamic urban context strongly influences the retail experience and requires a design approach that is visually engaging, welcoming, and responsive to the human scale of the surrounding environment.

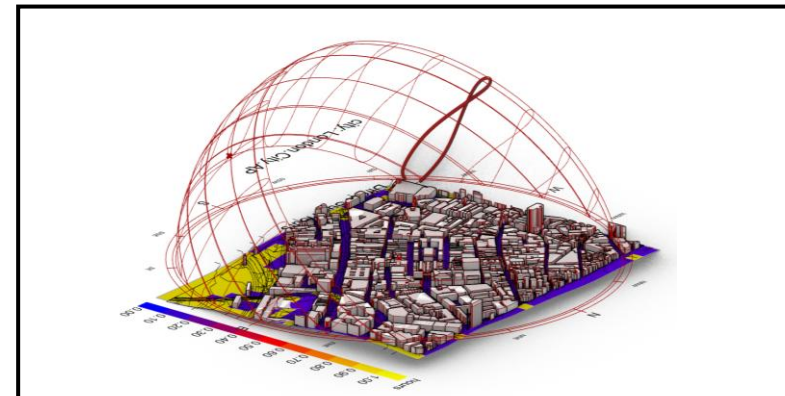
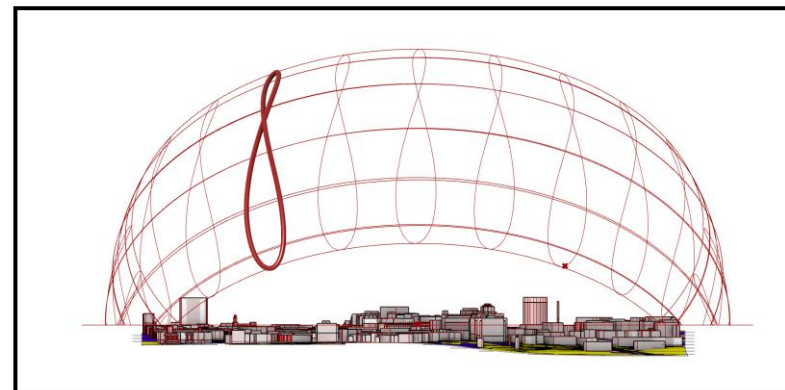
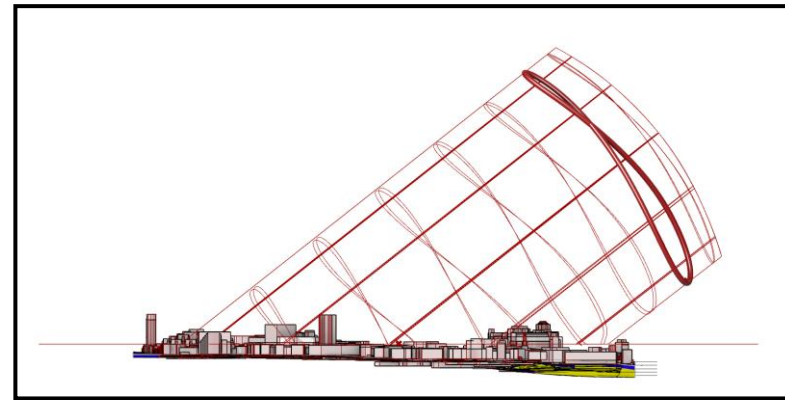


city: London.City.AP

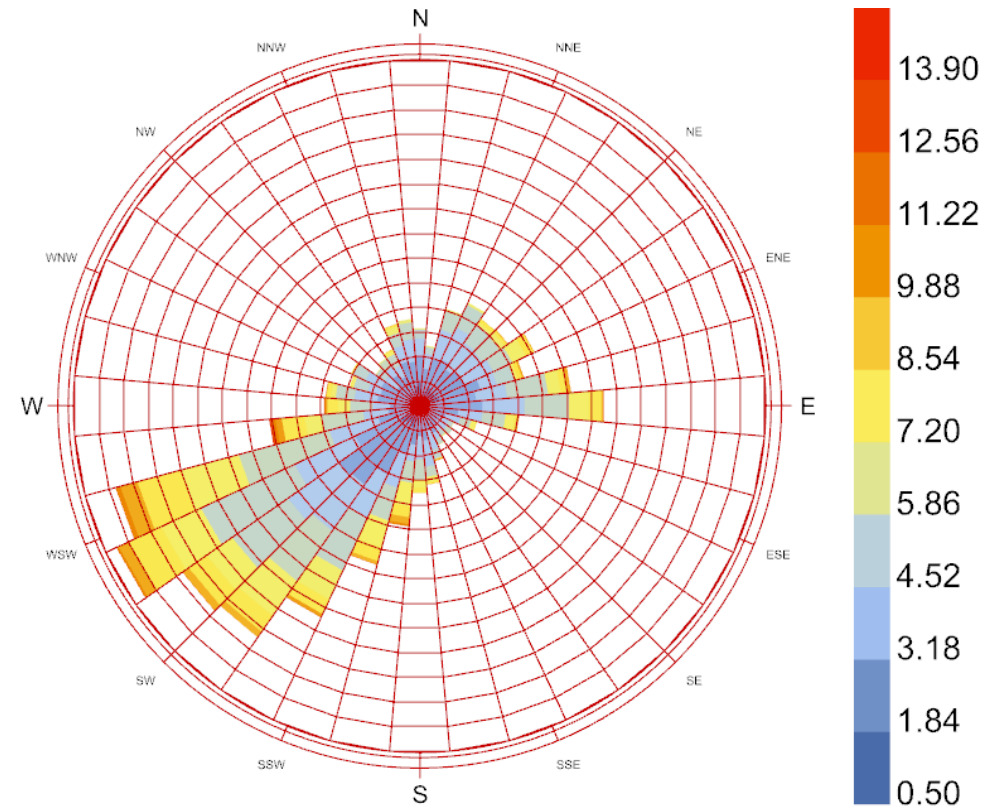
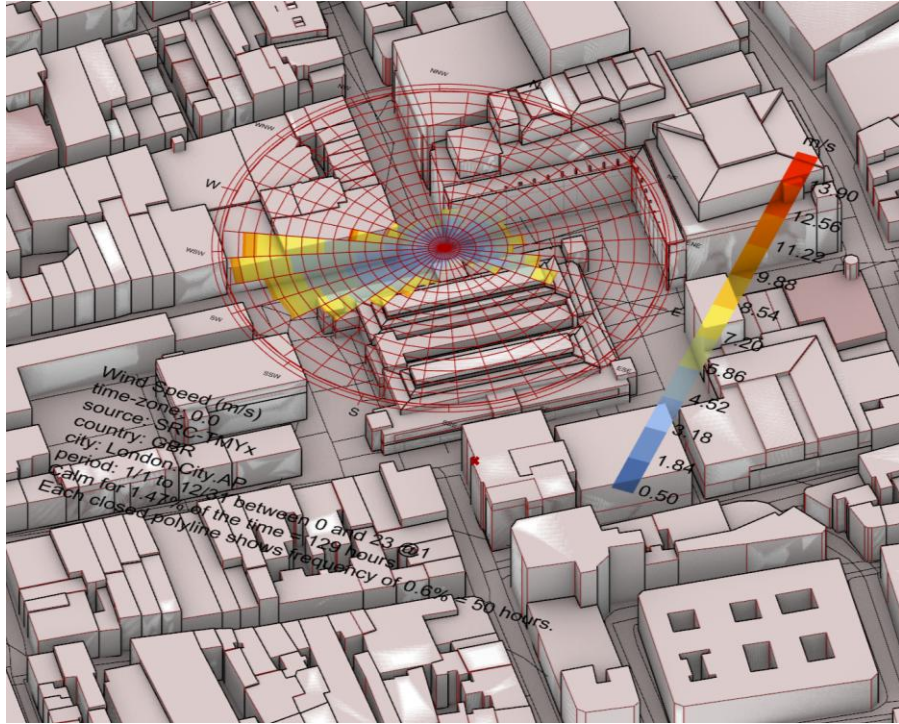
**Climate & Atmosphere:**

London weather is often cloudy and rainy,  
Creates a cinematic urban atmosphere.

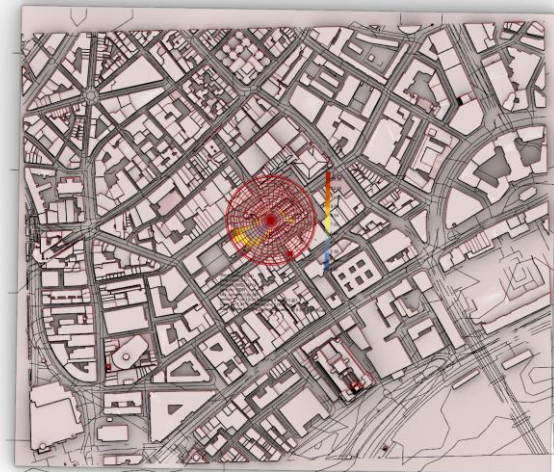
Done In:Rhino-LadyBug Software



## Wind Analysis:

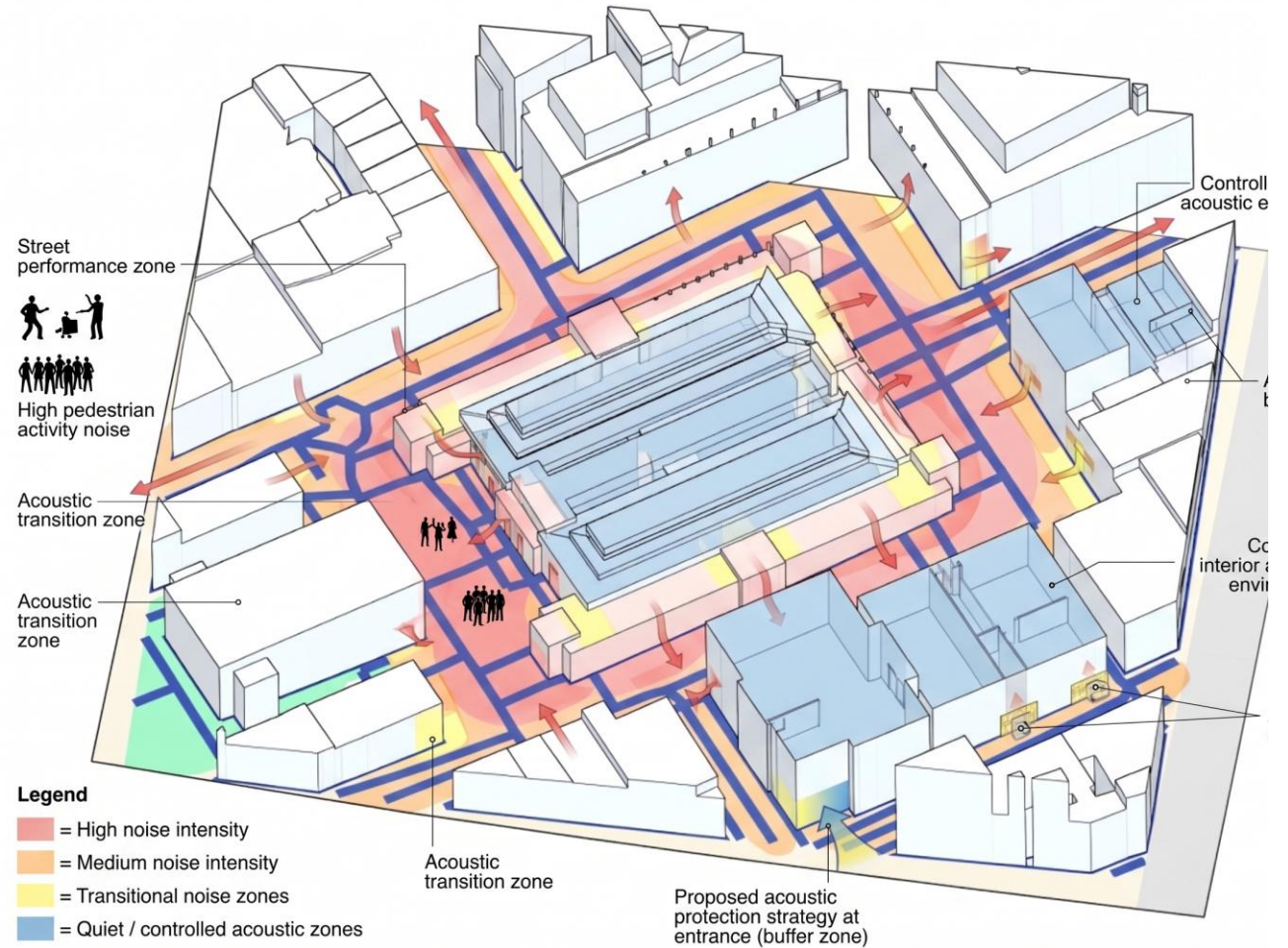


Wind Speed (m/s)  
time-zone: 0.0  
source: SRC-TMYx  
country: GBR  
city: London.City.AP  
period: 1/1 to 12/31 between 0 and 23 @1  
Calm for 1.47% of the time = 129 hours.  
Each closed polyline shows frequency of 0.6% = 50 hours.



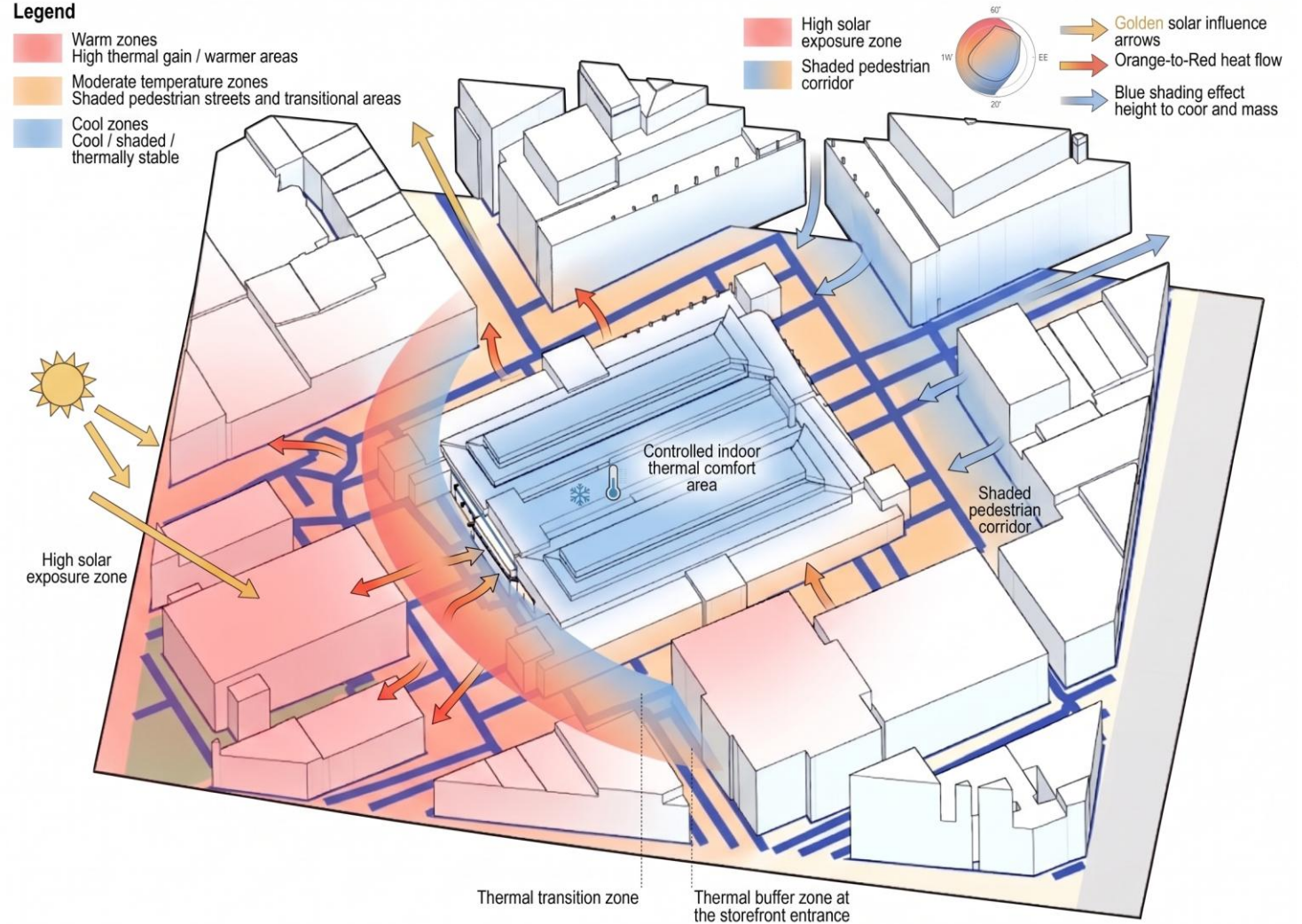
## Acoustic Analysis:

The site is characterized by a dynamic and high-activity acoustic environment due to pedestrian flow, street performances, and surrounding retail uses. Noise levels are highest along main circulation streets and gradually decrease toward transitional and interior zones. In response, the design introduces acoustic buffering at the entrance and uses sound-absorbing materials to create a calm and controlled interior atmosphere that enhances comfort and focus within the retail space.



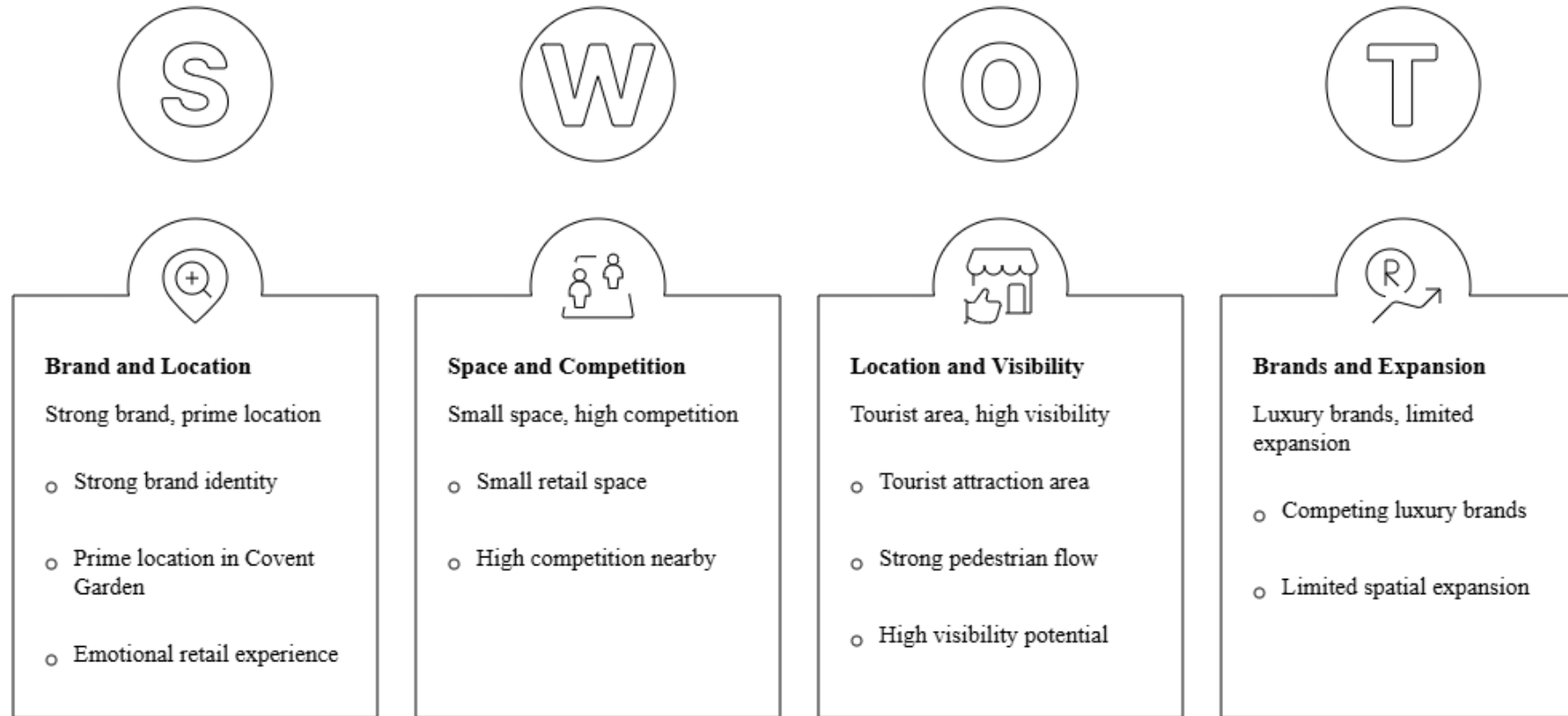
## Thermal Comfort:

Thermal conditions in the surrounding urban environment are characterized by seasonal variation, shading from adjacent building massing, and intermittent solar exposure in open pedestrian areas. While most circulation routes benefit from reduced heat gain due to shading, certain exposed zones may experience temporary increases in temperature. In response, the design ensures a stable indoor thermal environment through controlled ventilation strategies and thermally efficient envelope materials, maintaining consistent comfort levels throughout the retail space.





## SWOT Analysis:



# Occupancy Analysis & Egress Plan - Mercantile (Group M)

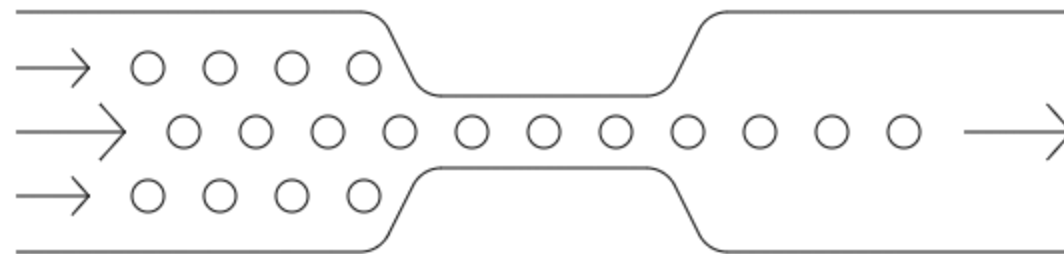
\*Occupancy and egress calculated in accordance with IBC methodology,  
converted to metric units for regional application.

Area: **89.7 m<sup>2</sup>**

Occupant Load: **32 persons (2.79 m<sup>2</sup>/person)**

Exits required: **2 exits**

Door width: **≥ 0.9 m**



## *“Every Charm Tells a Story”*

A storytelling-driven Pandora store that transforms retail into an immersive spatial journey rather than a traditional display environment.

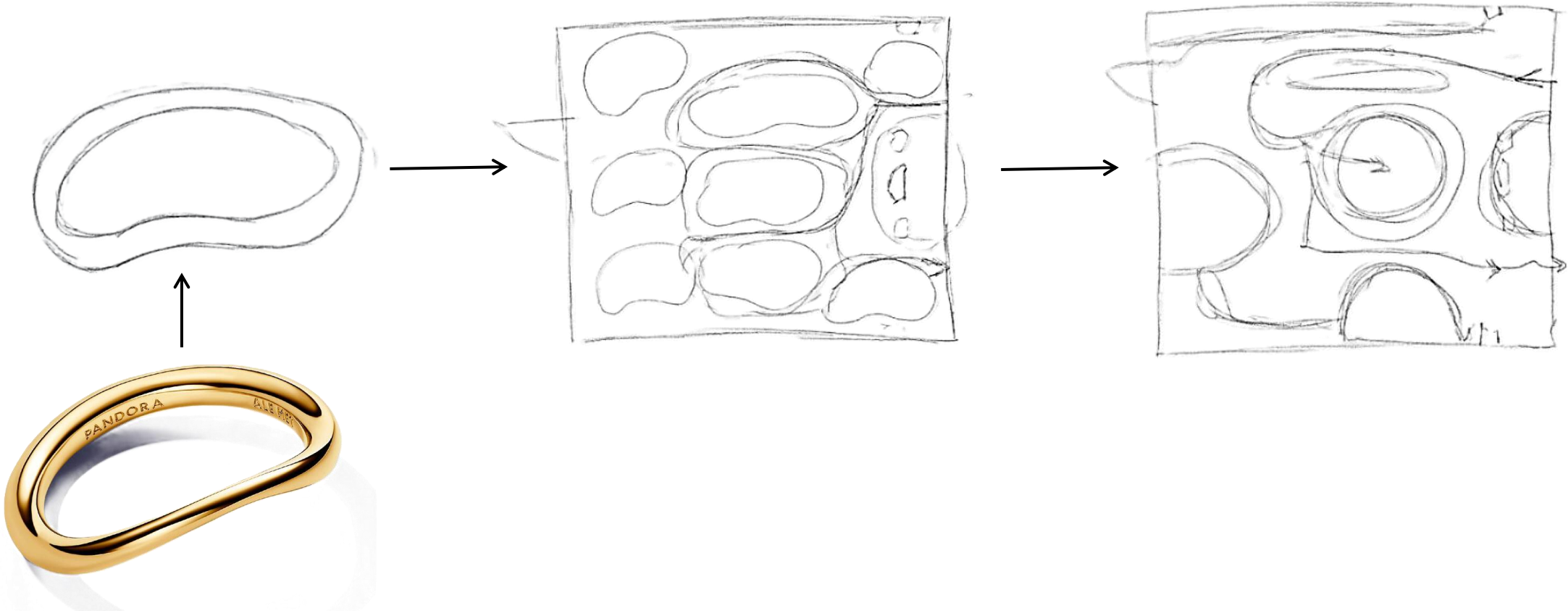
The design guides users through a fluid sequence of experiences from exploration, to customization, to consultation creating a continuous narrative within the space.

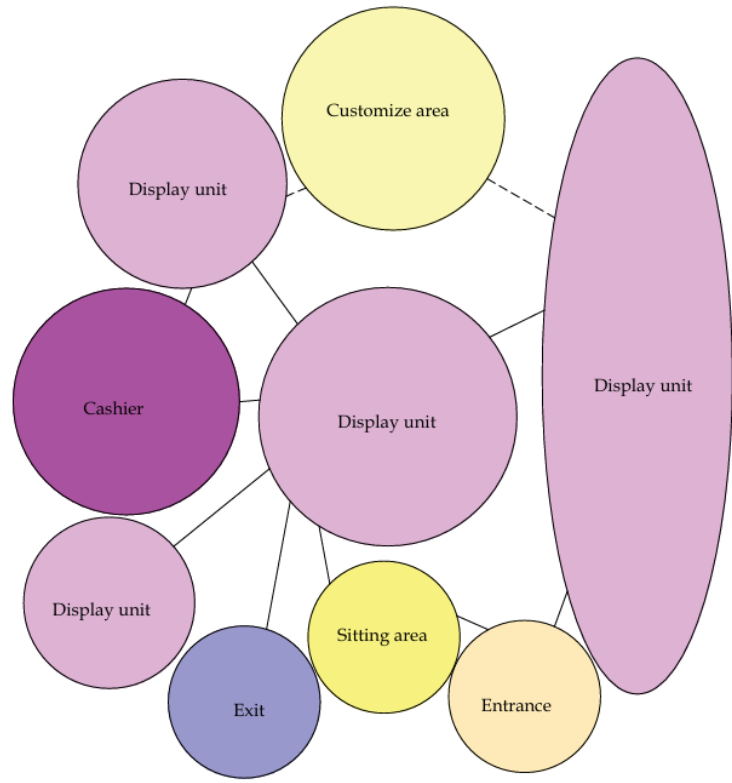
Organic and circular geometries replace rigid retail layouts, allowing natural circulation and intuitive wayfinding without direct spatial control.

The store blends Covent Garden’s historical identity with Pandora’s modern urban character, resulting in a balanced experiential environment.

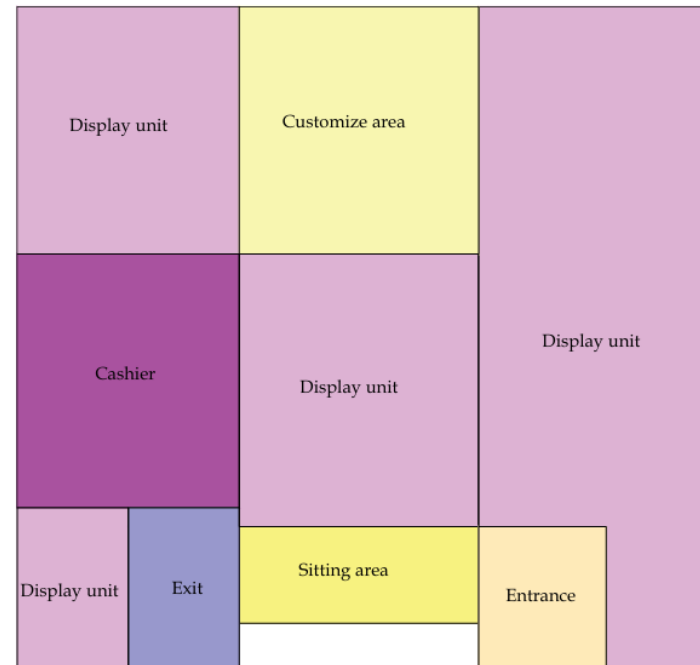
Ultimately, the space becomes a journey where movement, experience, and storytelling define the brand interaction.

**Concept Development:**

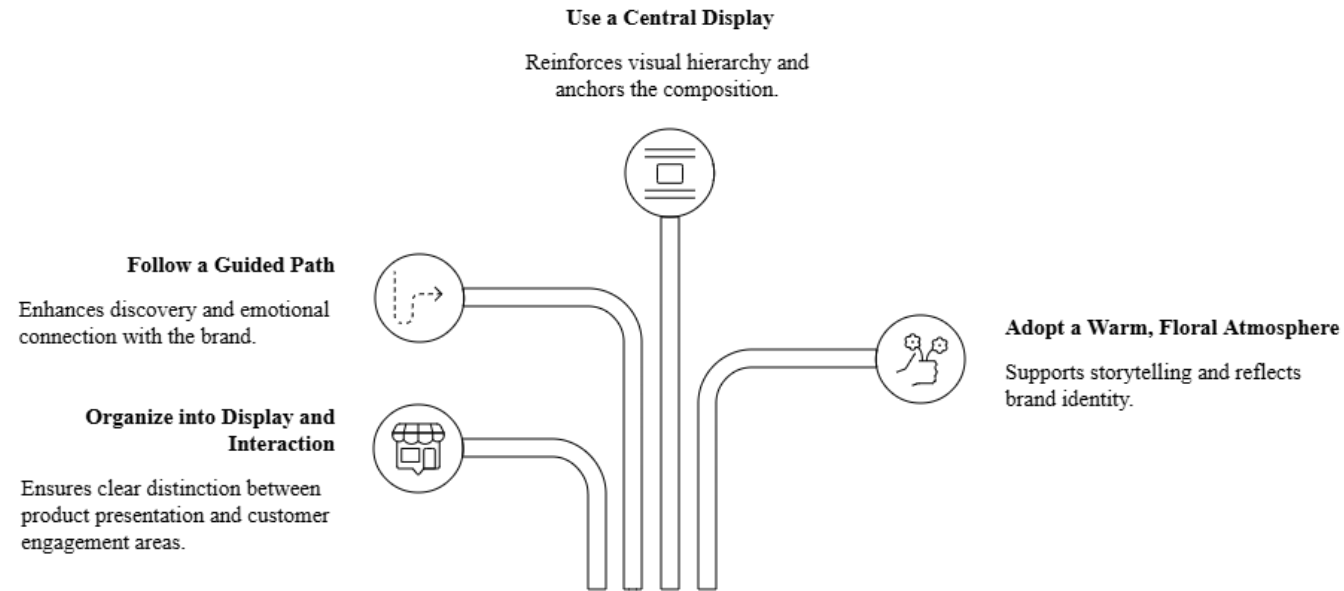




BUBBLES



ZONING



In the Pandora store design project, the **Intypes** concept was applied to create a storytelling-driven retail experience that guides the user through a structured spatial journey. The interior is organized into two main functional types: display and interaction, ensuring a clear distinction between product presentation and customer engagement areas. The circulation follows a guided path that leads visitors through a curated narrative, enhancing discovery and emotional connection with the brand. A central display acts as the focal point of the space, reinforcing visual hierarchy and anchoring the overall composition. The design adopts a warm, floral-inspired atmosphere that supports the storytelling experience and reflects a soft, elegant brand identity.

## Materials:

- **Low-Iron Tempered Glass with Recycled Content**

Used in display cases and storefront elements to ensure maximum transparency and clarity, allowing jewelry to remain the main visual focus. The inclusion of recycled content supports sustainable design practices while maintaining high durability and safety standards.

- **Recycled Aluminum**

Applied in display structures, framing systems, and detailing due to its lightweight nature, strength, and full recyclability. It contributes to a refined metallic finish that aligns with Pandora's modern and elegant brand identity.

- **Locally Sourced Natural Stone**

Used in flooring and selected surfaces to create a timeless and premium retail atmosphere. Local sourcing reduces transportation impact and supports environmentally responsible material selection while enhancing spatial quality and durability.

- **Organic Cotton Fabric**

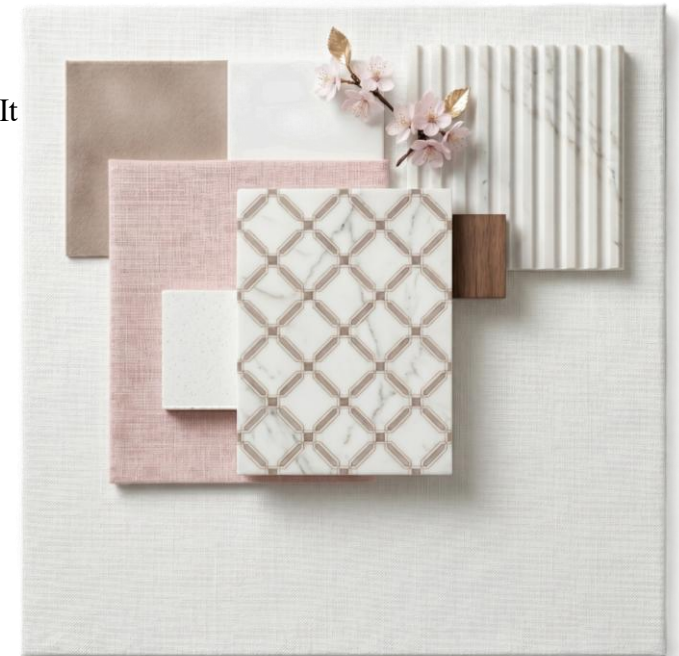
Used within display units as a soft lining material beneath jewelry pieces to enhance presentation quality and protect products from scratches. It also adds a tactile softness that contrasts with hard display materials, reinforcing a sense of warmth and luxury while maintaining sustainable and natural material use.

- **Recycled Stainless Steel**

Used in structural components, display supports, and detailing elements due to its durability, resistance to wear, and long lifecycle. Its recycled composition reduces environmental impact while maintaining a high-end, polished appearance suitable for luxury retail environments.

- **Gypsum Board**

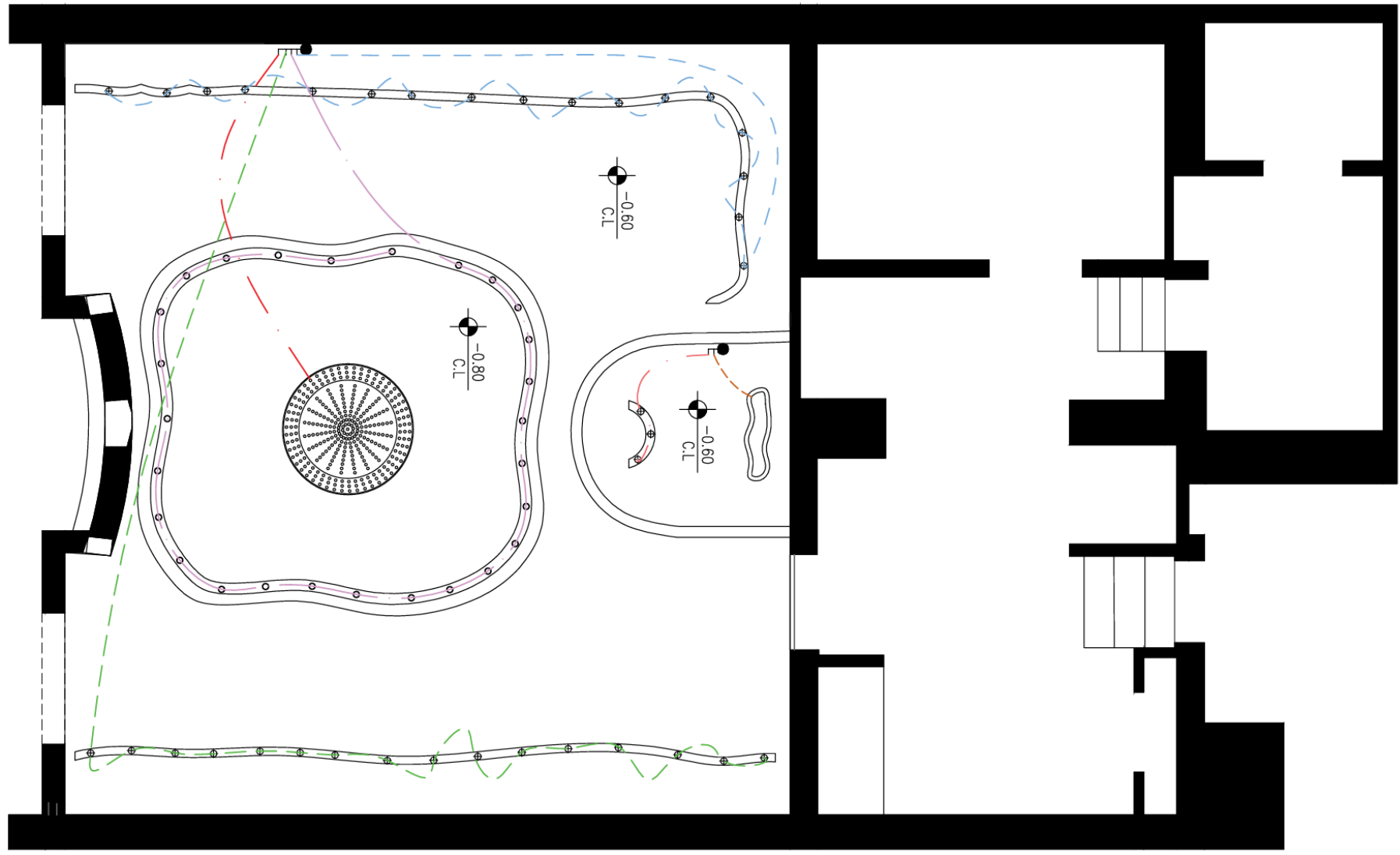
Used for partitions, ceilings, and display backdrops to create smooth architectural surfaces and support fluid spatial compositions. It allows flexibility in shaping organic forms while ensuring efficiency in construction and a clean visual finish.



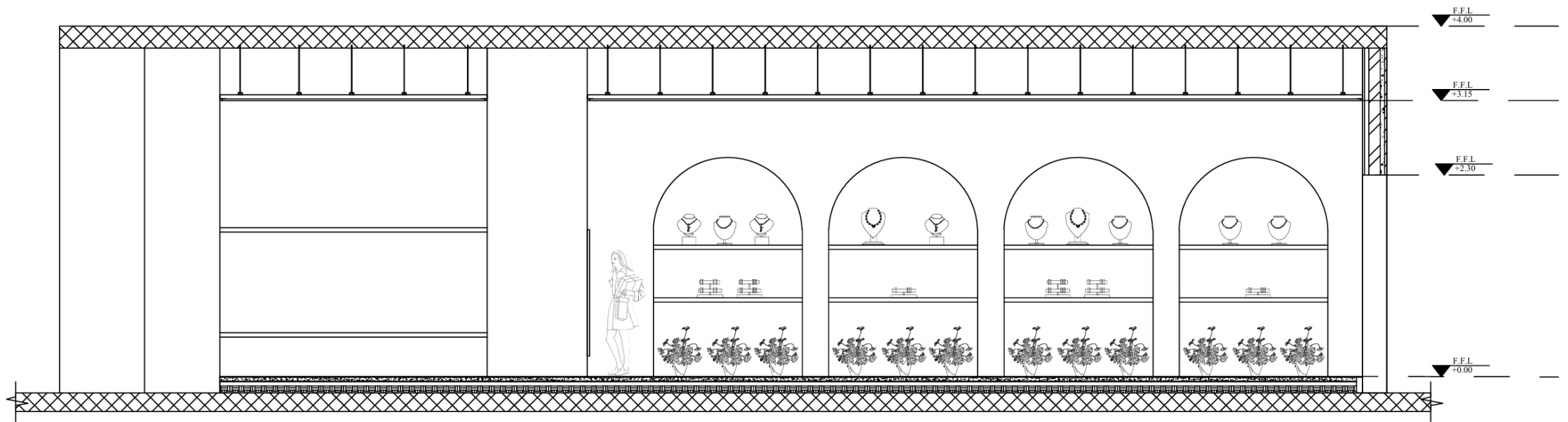
## Lighting Schedule:

| Lighting Type | Share | Lumens    | Where It Goes                              | Quick Design Goal                       |
|---------------|-------|-----------|--|---|
| Display       | 40%   | 37,375 Lm | Inside glass display cases & wall boxes    | Makes metals and charms sparkle sharply |
| Accent        | 25%   | 23,360 Lm | Pointed at fluted wall boards              | Highlights product collections          |
| Ambient       | 20%   | 18,687 Lm | Main walkways & entrance zone              | Provides clean, safe, overall lighting  |
| Decorative    | 15%   | 14,016 Lm | Hanging over the center interactive island | Acts as a soft, elegant feature piece   |

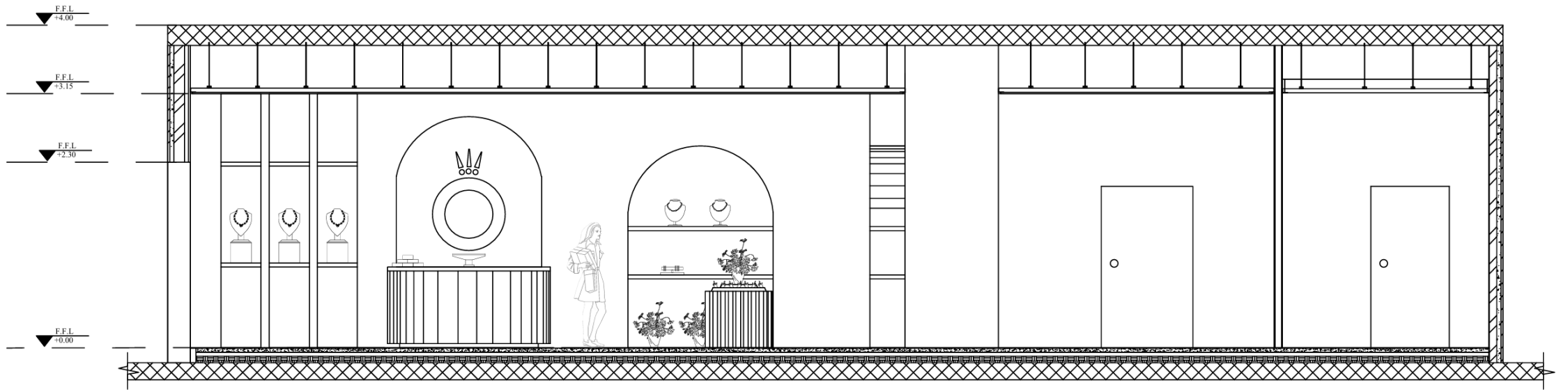




Reflected Ceiling Plan



Section A-A



Section B-B



Floor Plan



Section B-B



Elevation



PANDÖRA









