



IS STORE THIRTY A COPY?

Image: studio study.

GREAT DESIGN IS NEVER REPLICATION.

200+ STORE ENVIRONMENTS ACROSS
URBN'S BRANDS.
NO TWO ALIKE.



One mark for each store environment. The work of URBN's in-house studio and its team.

THE COPY IS MISSING ONE THING.

“Even the most perfect reproduction of a work of art is lacking in one element: its presence in time and space, its unique existence at the place where it happens to be.”

WALTER BENJAMIN, 1936

READ FOR A STORE

A store is nothing but that: this street, this building, this light, this neighborhood's idea of a good Saturday.

STORE THIRTY NEEDS FIRST PRINCIPLES.

What works for three stores often breaks at thirty, if not sooner. Before you copy store three, ask again:

1 · WHAT IS THE STORE FOR?
The job it has to do on this street, for these people, this year.
2 · WHAT HAS TO TRAVEL?
What the first stores did that the thirtieth has to keep.
3 · WHAT SHOULD CHANGE?
The city, the building, the light, the landlord. Let them in on purpose.