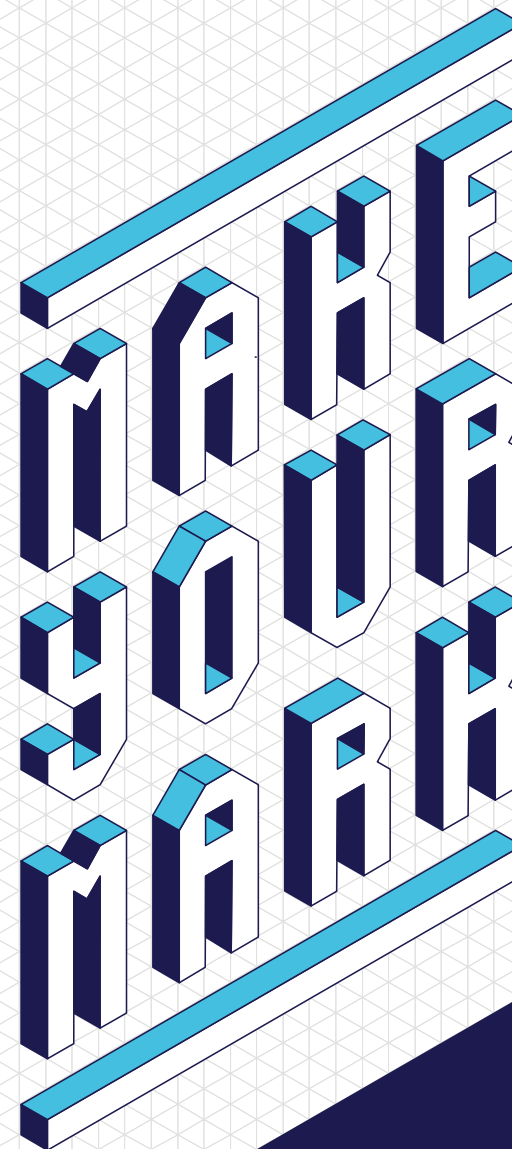




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Design Ventura Design Museum Shop

Celebrating 10 years of young
creative entrepreneurship



the
DESIGN
MUSEUM



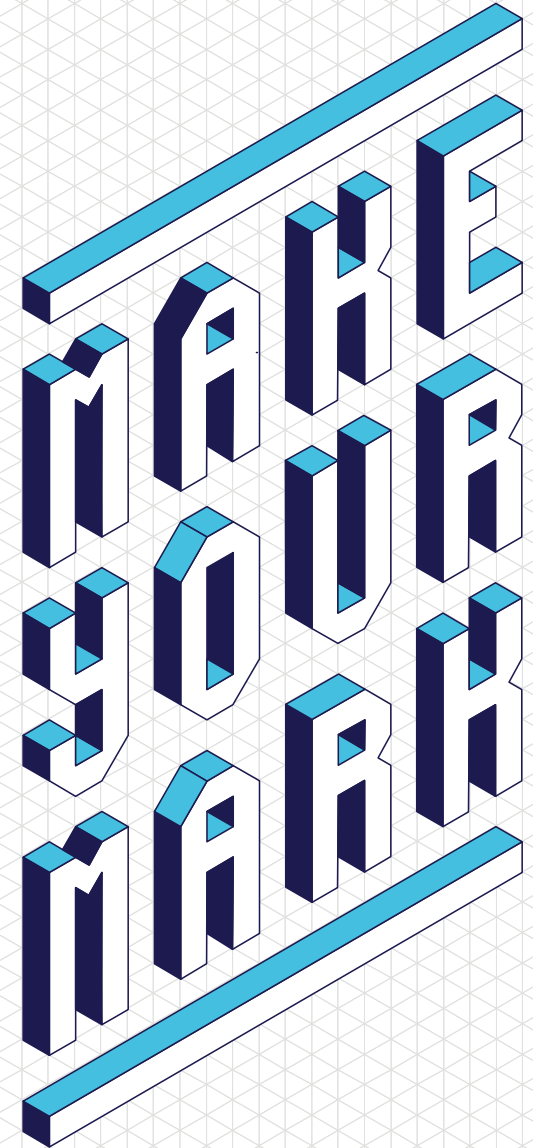
BORN TO BE
The Deutsche Bank youth
engagement programme



Design Ventura 2019

In this presentation you will find out about:

- Where is the Design Museum Shop?
- What is sold in the Design Museum Shop?
- What do the product ranges available in the Design Museum Shop look like?
- What does the branding and packaging for the Design Museum's own products look like?
- Who will buy things in the museum shop?
What is the audience or target market?





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Design Museum Shop

Where is the Design Museum
Shop?

Design Museum Shop Location

- There are two shops at the Design Museum, which is located in Kensington, West London.
- The Design Museum Shop is also found online
<http://designmuseumshop.com>





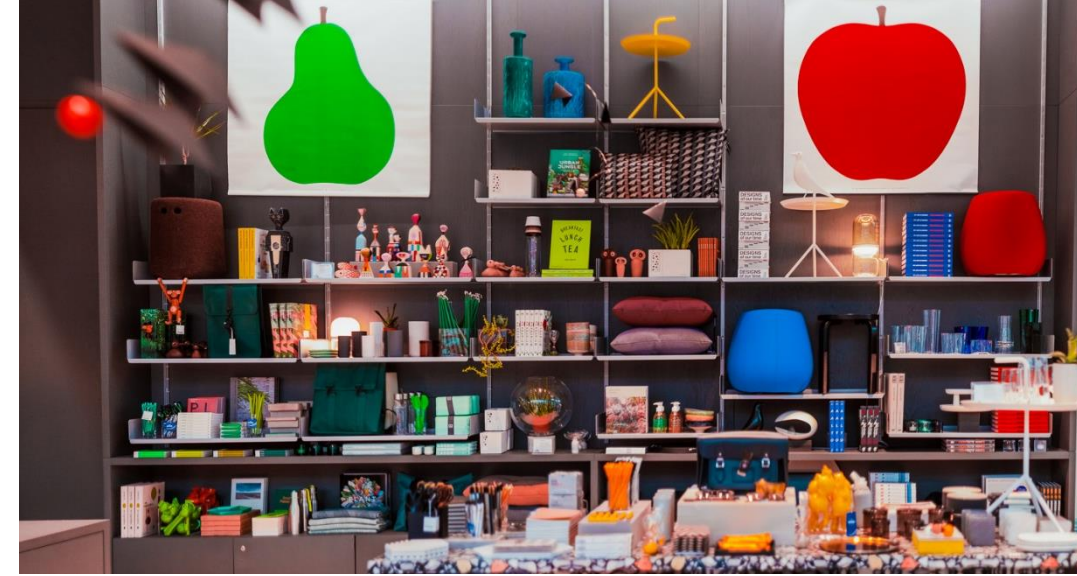
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Design Museum Shop

What is sold in the Design Museum shop?

What does it sell?

1. Accessories and apparel
2. Design books and magazines
3. Electronics and technology
4. Games and activities
5. Homeware (inc. furniture & lighting)
6. Jewellery and watches
7. London design
8. Print product and stationery
9. Seasonal product



Design Museum Shop

What brands does it stock?





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Design Museum Shop

What do the product ranges
available in the Design Museum
Shop look like?

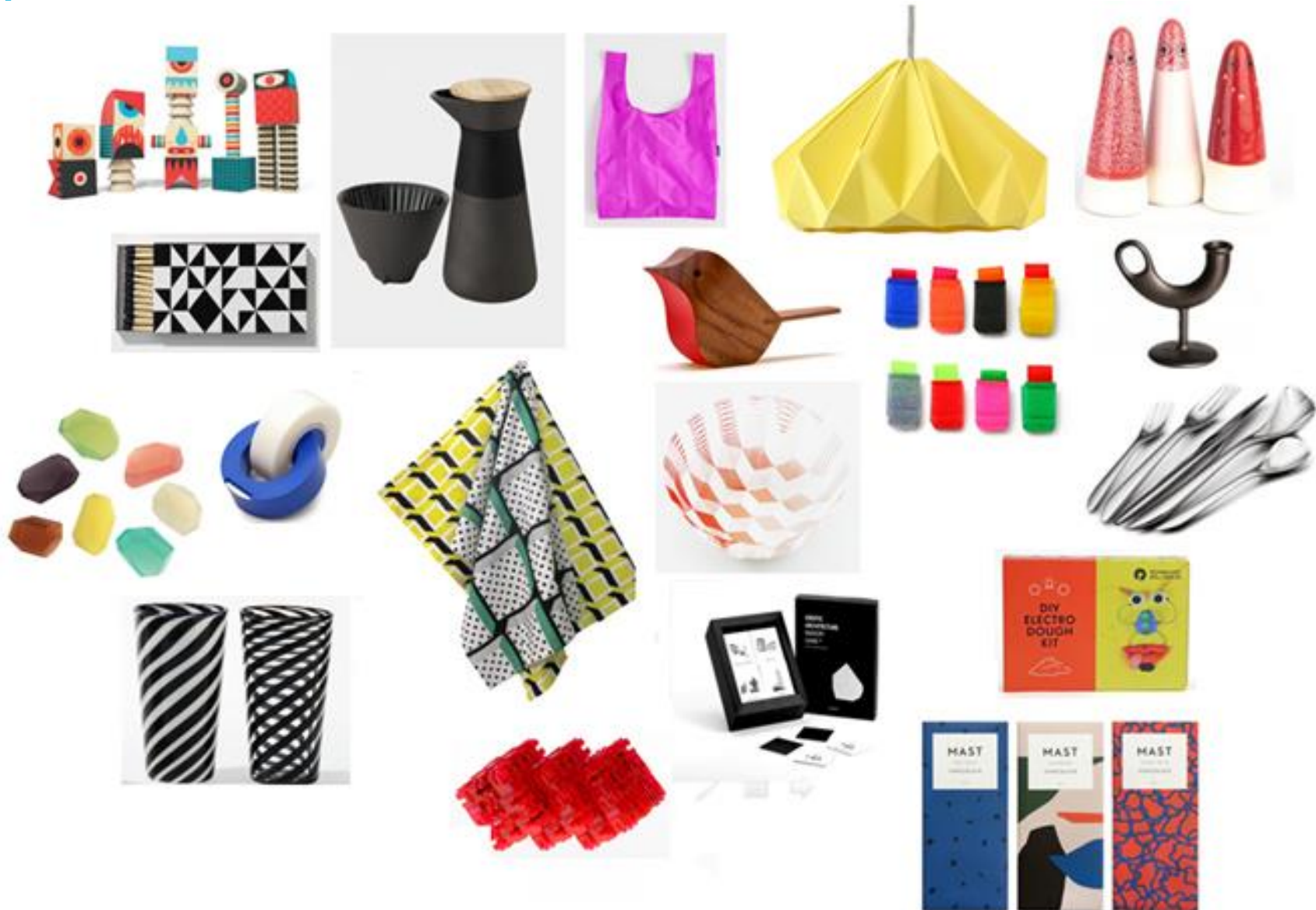
Design Museum Shop

Interesting Products



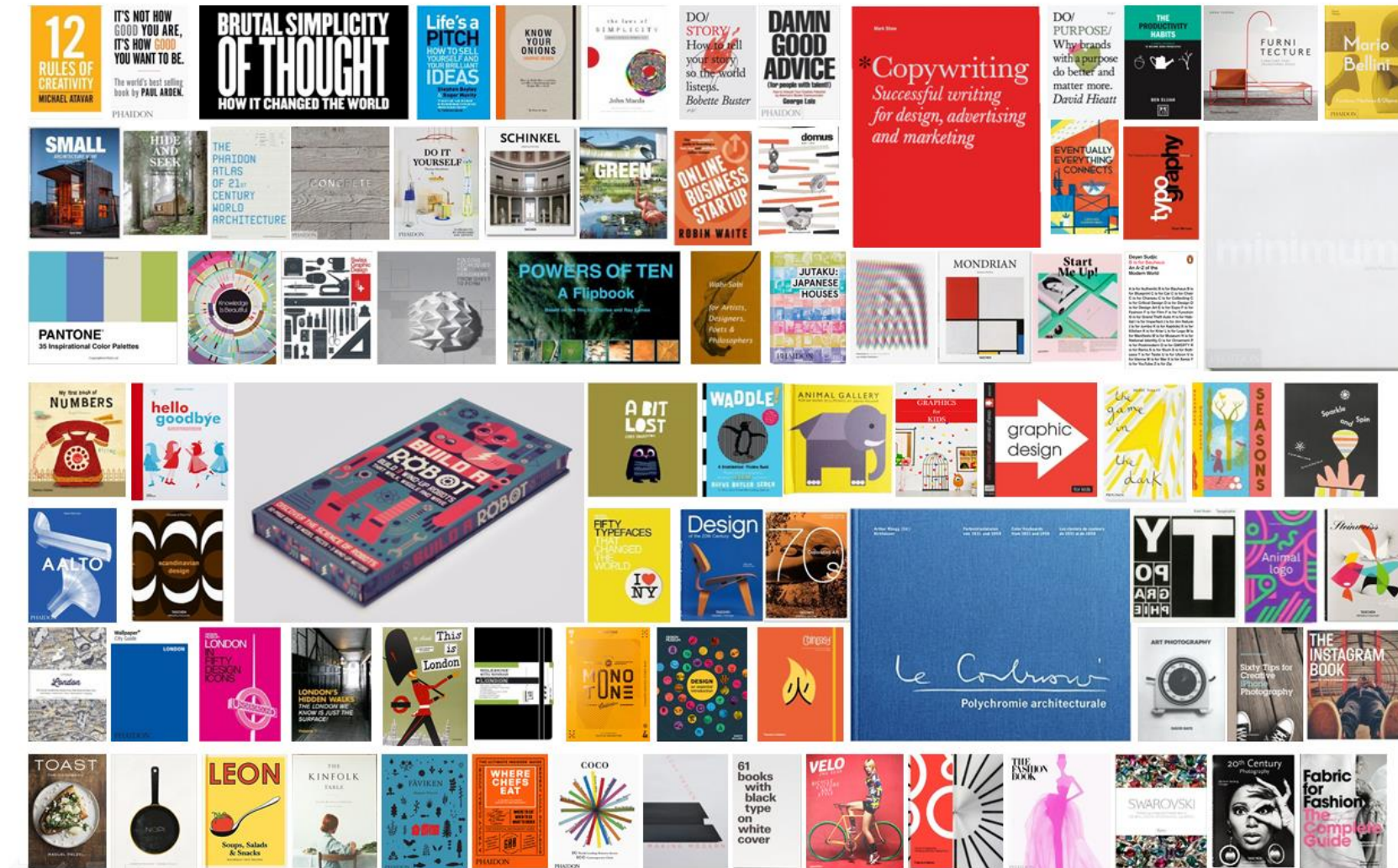
Design Museum Shop

Interesting Products



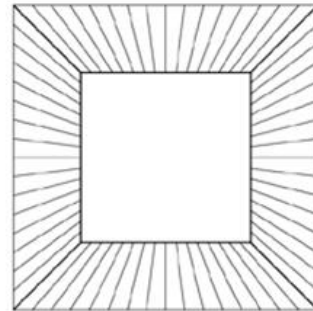
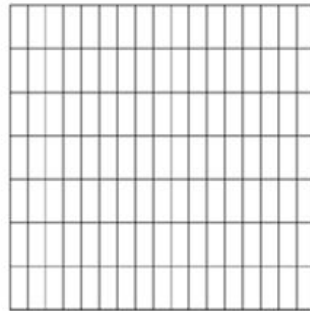
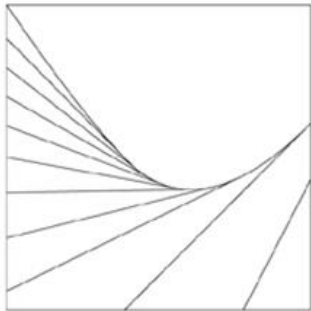
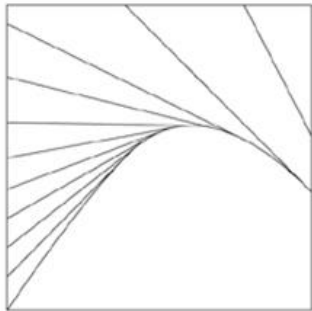
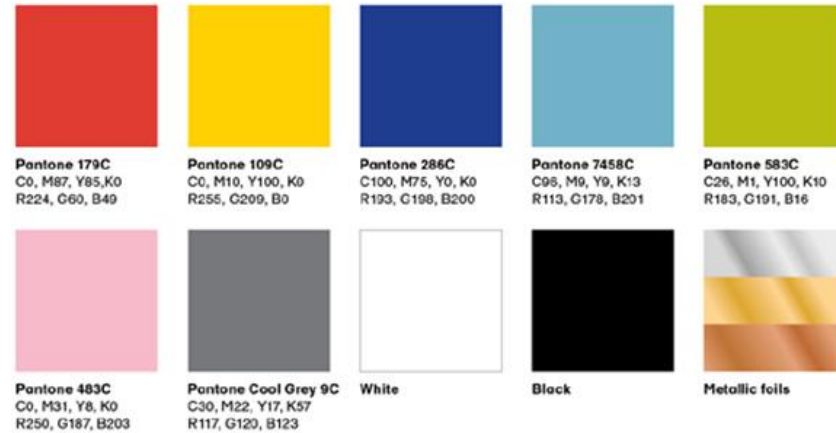
Design Museum Shop

Books



Design Museum Shop

What does the branding and packaging for the Design Museum's own products look like?





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Design Museum Shop

Who will buy things in the museum shop? What is the audience or target market?

The Design Museum Shop audience tend to fit into one of the following categories:

- Tourists and UK visitors
- Exhibition regulars
- Design professionals & high spenders
- Younger audiences & design students
- Families and children
- Locals and regulars



1. TOURISTS AND UK VISITORS

Once in a lifetime tourist / design enthusiast from abroad

Example Profile

- Peter
- Male
- 24 years old
- Peter is visiting London for the first time. The museum is on his list of things he must visit whilst he is in London.
- **Estimated section of the shop's customers: Around 1/3 of audience**



Tourists spend time in the shop after visiting exhibitions to get those must needed souvenirs to take back home.

Products they might buy:

- Souvenirs of Design Museum / London / UK
- Products to use whilst travelling
- Gifts
- Guide/reading books



2. EXHIBITION REGULARS

London must do / Culture enthusiast

Example Profile

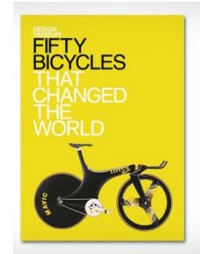
- Emma
- Female
- 34 years old
- Emma visits museums and galleries often. She likes finding out about new things and seeing design classics in the flesh
- **Estimated section of the shop's customers: Around 1/5 of audience**



Regularly attends exhibitions and events, interested in new and exciting products. Will often have museum membership.

Products they might buy:

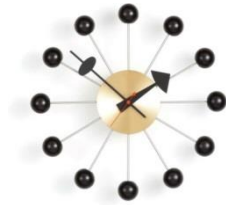
- Exhibition catalogues and souvenirs
- Innovative, original products
- Books
- Gifts
- Quirky or unique designs



3. DESIGN PROFESSIONALS & HIGH SPENDERS / Progress Checker

Example Profile

- Michael
- Male
- 48 years old
- This is Michael, he lives in Notting Hill, so he lives locally to the Design Museum. He likes to have well designed products and well known brands in his home.
- **Estimated section of the shop's customers: Around 1/5 of audience**



Design professionals know what they want and are prepared to spend larger amounts of money. Likely to purchase Design Classics.

Products they might buy:

- Homewares
- Design Classics
- Decorative items



4. YOUNGER AUDIENCES & DESIGN STUDENTS

Pre-booked learning groups

Example Profile

- Alex and Josh
- Alex and Josh are brother and sister, they love seeing new ideas and bright, graphic designs. They want to take away fun items or materials or kits to try at home
- **Estimated section of the shop's customers: Around 1/10 of audience**

Younger Audiences and Design students tend to buy smaller pocket money priced items.

Products they might buy:

- Postcards
- Stationery
- Badges
- Kits
- Books – info or 'how to'



5. FAMILIES AND CHILDREN

Give us a go visitors

Example Profile

- Bob and Sally
- Bob and Sally, have brought their twins to the museum to take part in the activities.
- They like things that are well designed, educational or will occupy their children as well as items that are fun.
- **Estimated section of the shop's customers: Around 10% of visitors**

Will usually buy treats for their children and also take the opportunity to buy gifts for friends and family.

Products they might buy:

- Children's' books and magazines
- Toys and games
- Kits / materials



6. LOCALS AND REGULARS

Local Socialite

Example Profile

- Victoria, regularly pops into the shop when doing her shopping in the afternoon.
- She occasionally buys a more expensive item but more often is tempted by smaller items. She likes buying gifts for her friends from the museum shop as they tend to be a little more unique than the rest of the high street
- **Estimated section of the shop's customers: around 1/10 of the audience**

Will pop by the museum even if it's just to look and browse around the shop to check out new products.

Products they might buy:

- Gifts
- Cards
- Smaller items for the home





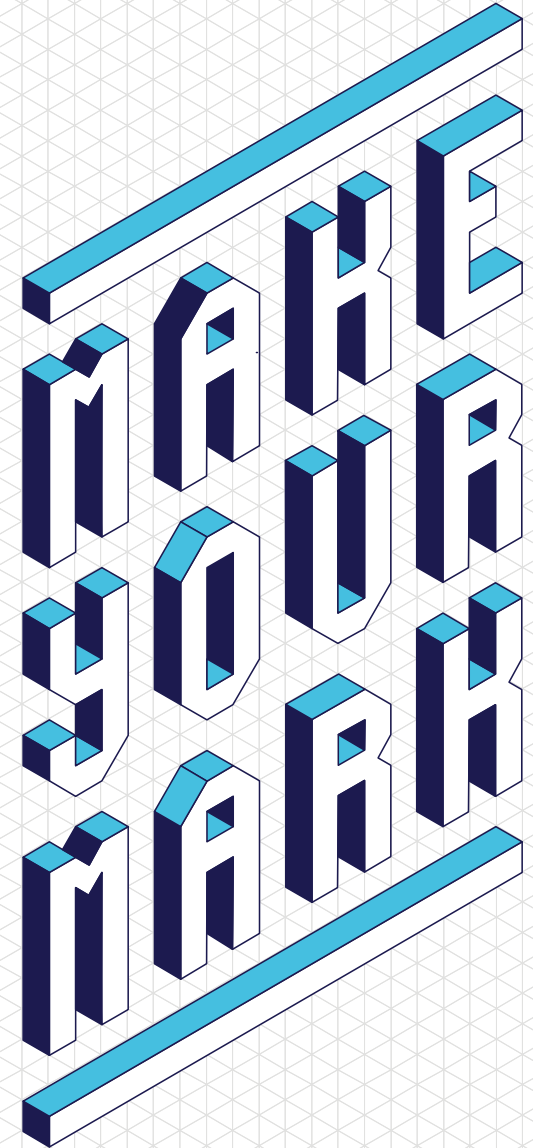
Design Ventura is a national and international competition

- Now in its landmark tenth year
- Design Ventura has supported more than 75,900 students since its inception in 2010
- Growing national competition is quickly becoming a benchmark of design talent in schools

Design Ventura 2019

Continue your research

You could continue your research by looking at the Design Museum Shop website and the shop factsheet.





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Get in Touch

Telephone:
020 3862 5876 (Tues–Thurs)

Email:
ventura@designmuseum.org