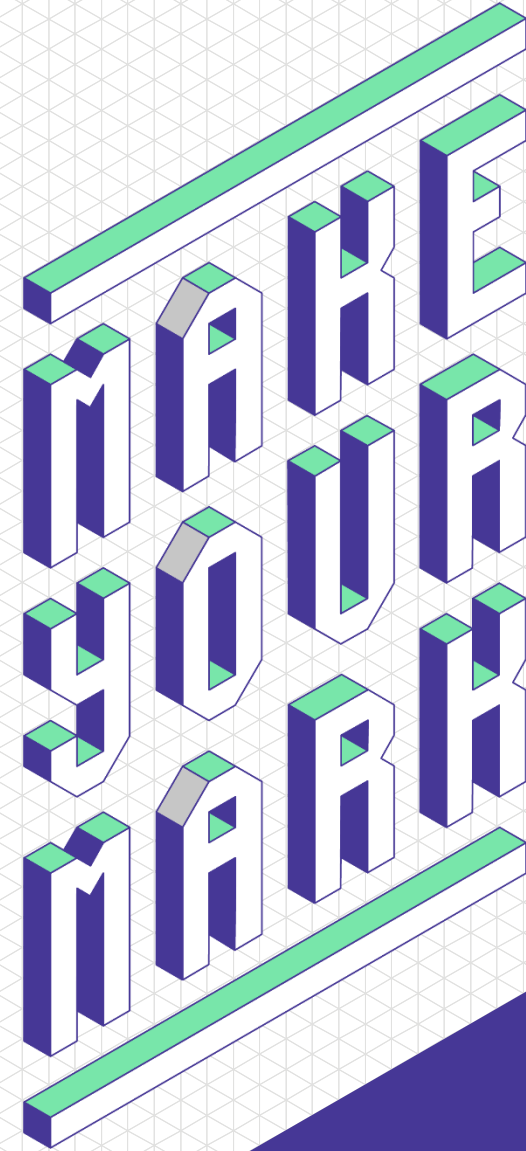




DESIGN  
VENTURA  
2020

# Design Ventura 2020 Design Museum Shop



the  
DESIGN  
MUSEUM



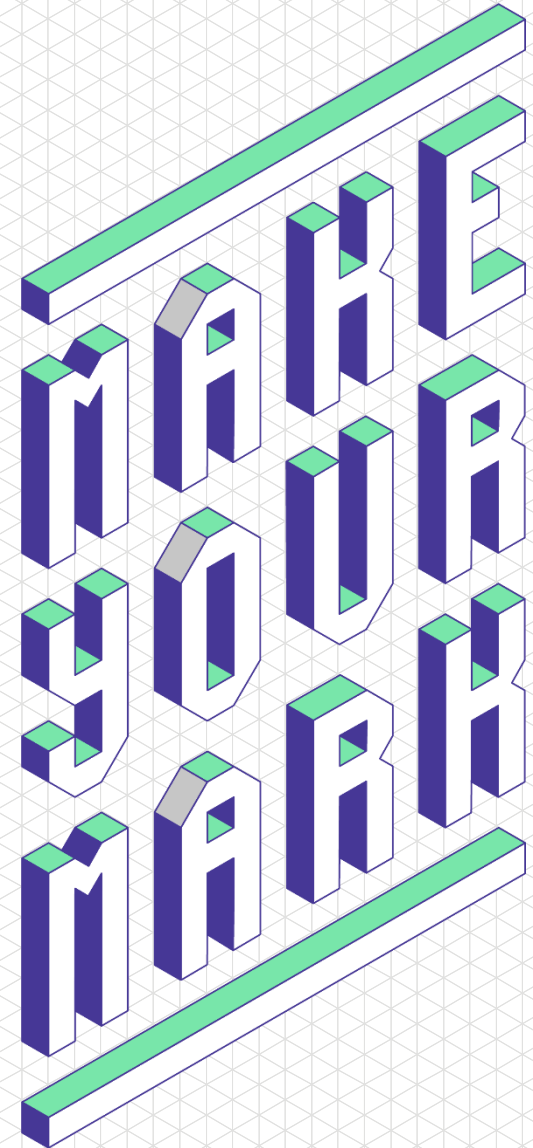
BORN TO BE  
The Deutsche Bank youth  
engagement programme



# Design Ventura 2020

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

## Kensington, London

- There are two shops at the Design Museum, which is located in Kensington, West London.
- One is on the high street and the other is on the ground floor at the exit to the exhibition spaces.
- 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?



# Design Museum Shop Products

The Design Museum Shop sells:

- Exhibition merchandise  
(See [designmuseum.org](http://designmuseum.org) for current exhibitions)
- Furniture and homewares
- Clothing and accessories
- Toys and games
- Books
- Technology
- Gifts



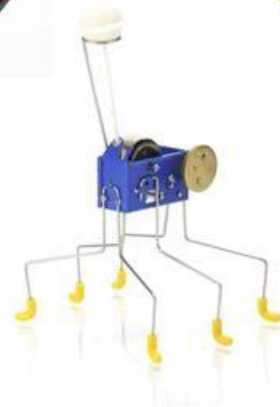
# Design Museum Shop

## Interesting Products



# Design Museum Shop

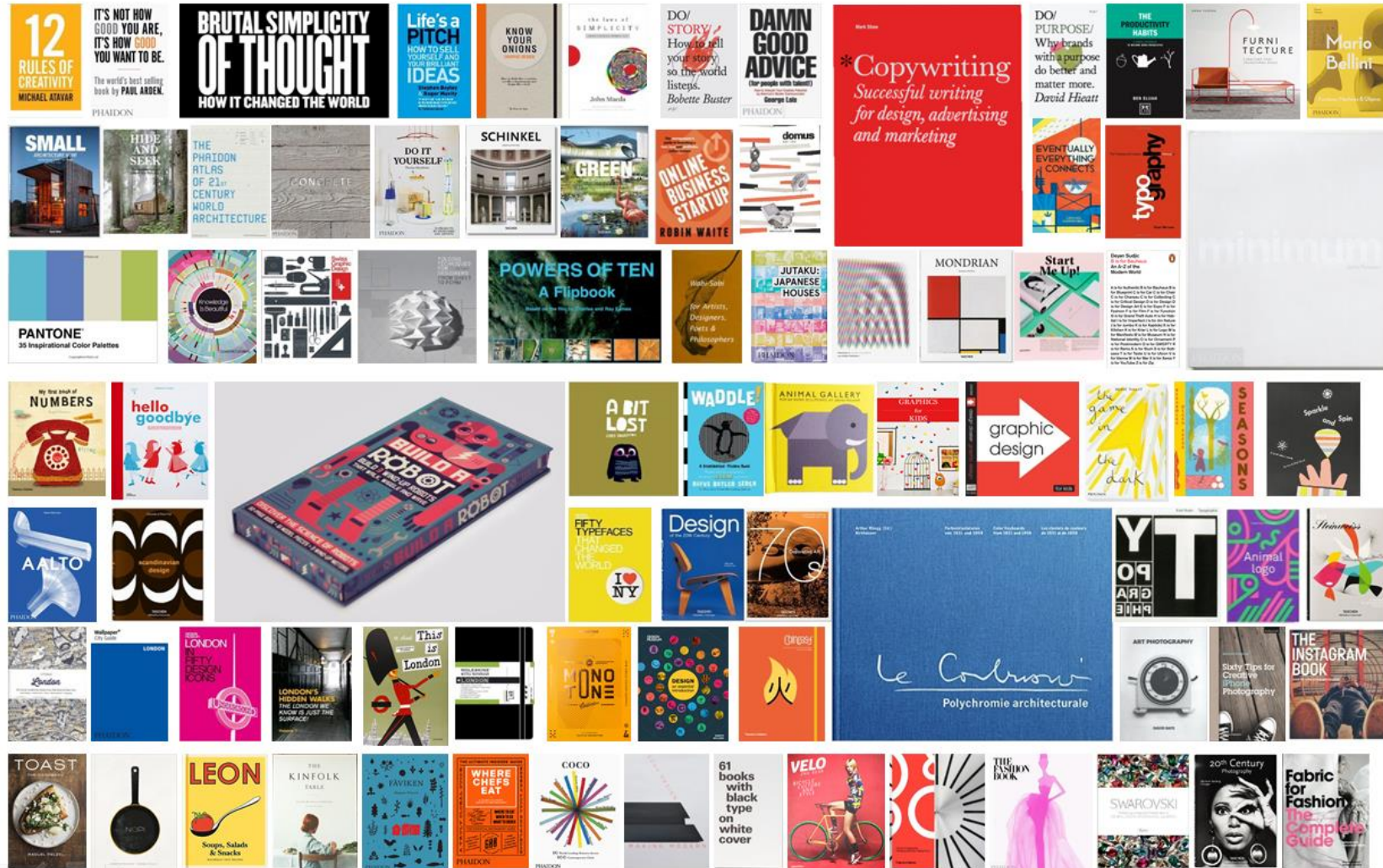
## Interesting Products





# Design Museum Shop

## Books



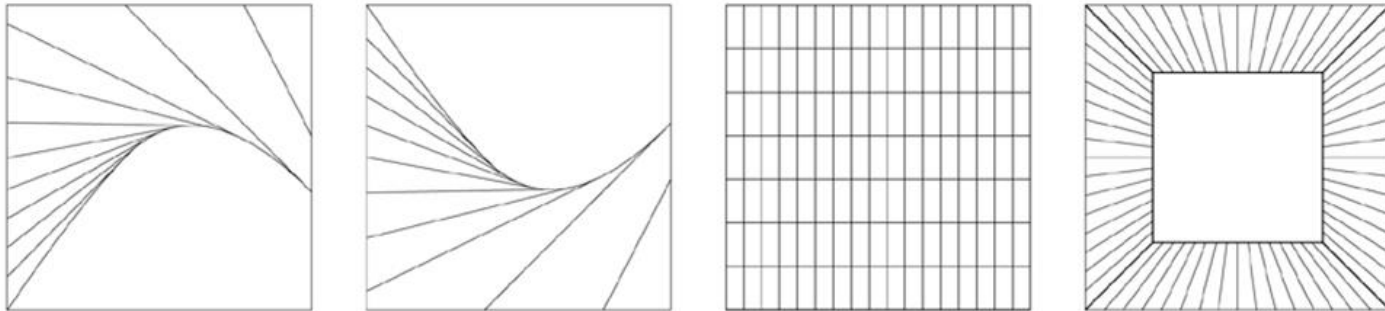
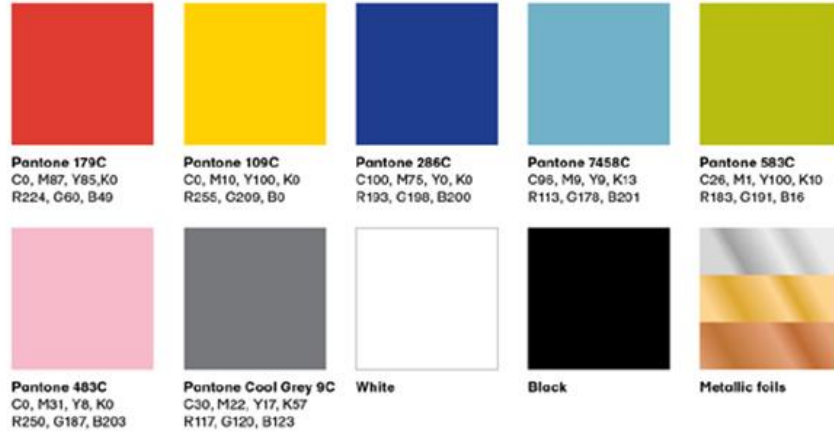


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**Design Museum Shop**  
What does the branding and  
packaging for the museum's  
own products look like?

# Design Museum Shop

## Own Brand Packaging and Branding





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Design Museum Shop  
Who will buy things in the  
museum shop? What is the  
target audience?



# Design Museum Shop

The Design Museum Shop audiences tend to fit into one or more of the following categories:

- Tourists and UK visitors
- Exhibition goers
- Design professionals / design enthusiasts
- Younger audiences and design students
- Families and children
- Locals and regulars



# 1. TOURISTS AND UK VISITORS

Tourist / design enthusiast from abroad



## Example Profile

- Elena
- 27 years old



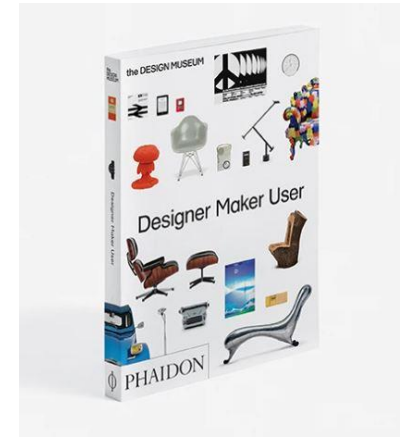
Elena is visiting London for the first time. The museum is on her list of things she must visit whilst she is in London.

- **Estimated section of the shop's customers:**  
**Around 1/3 of audience**

Tourists spend time in the shop after visiting exhibitions to get 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 GOERS

London must do / culture enthusiast



### Example Profile

- Jamal
- 39 years old



Jamal visits museums and galleries often. He is a culture enthusiast and likes music. He has come to the Design Museum to see its Electronic exhibition.

- **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
- Technology



## 2. DESIGN PROFESSIONALS

Enthusiastic about design



### Example Profile

- Charlie
- 48 years old



Charlie is a graphic designer. They often visit the design museum and like to have well designed products and well known brands in their 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
- Coffee table books
- Technology





## 2. YOUNGER AUDIENCES AND DESIGN STUDENTS

### Pre-booked learning groups



#### Example Profile

- Alex and Sai



Alex and Sai are brother and sister, they love seeing new ideas and bright, graphic designs. They want to take away fun creative items 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'



## 2. FAMILIES AND CHILDREN

### Pre-booked learning groups



#### Example Profile

- Raymond and Yvonne



Raymond and Yvonne are parents. They have brought their twins to the museum to take part in the learning activities.

They like things that are well designed, fun, educational and will keep their children occupied.

- **Estimated section of the shop's customers:**  
**Around 1/10 of audience**

Parents 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
- Gifts and presents



## 2. LOCALS AND REGULARS

### Pop in shoppers

#### Example Profile

- Emma



Emma lives in Notting Hill, so she lives locally to the Design Museum. She regularly pops into the shop to buy gifts for her friends 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 its 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 Museum Shop Online

Continue your research by visiting [designmuseumshop.com](https://designmuseumshop.com)

The Design Museum Online Shop is open

MENU

the DESIGN MUSEUM shop

Sign in or create an account

1

Search

NEW EXCLUSIVE ALL PRODUCTS READ WEAR LIVE WORK PLAY EAT & DRINK EXHIBITIONS GIFTS SALE

Home » All Products | Design Museum Shop

## All Products

Shop By Price

- Under £10
- £10 - £20
- £20 - £40
- £40 - £75
- £75 - £100
- £100+

Shop By Room

Sort by: Featured

Show: 12





Get in touch

Email  
[ventura@designmuseum.org](mailto:ventura@designmuseum.org)

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Twitter [@DesignVentura](https://twitter.com/DesignVentura)

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