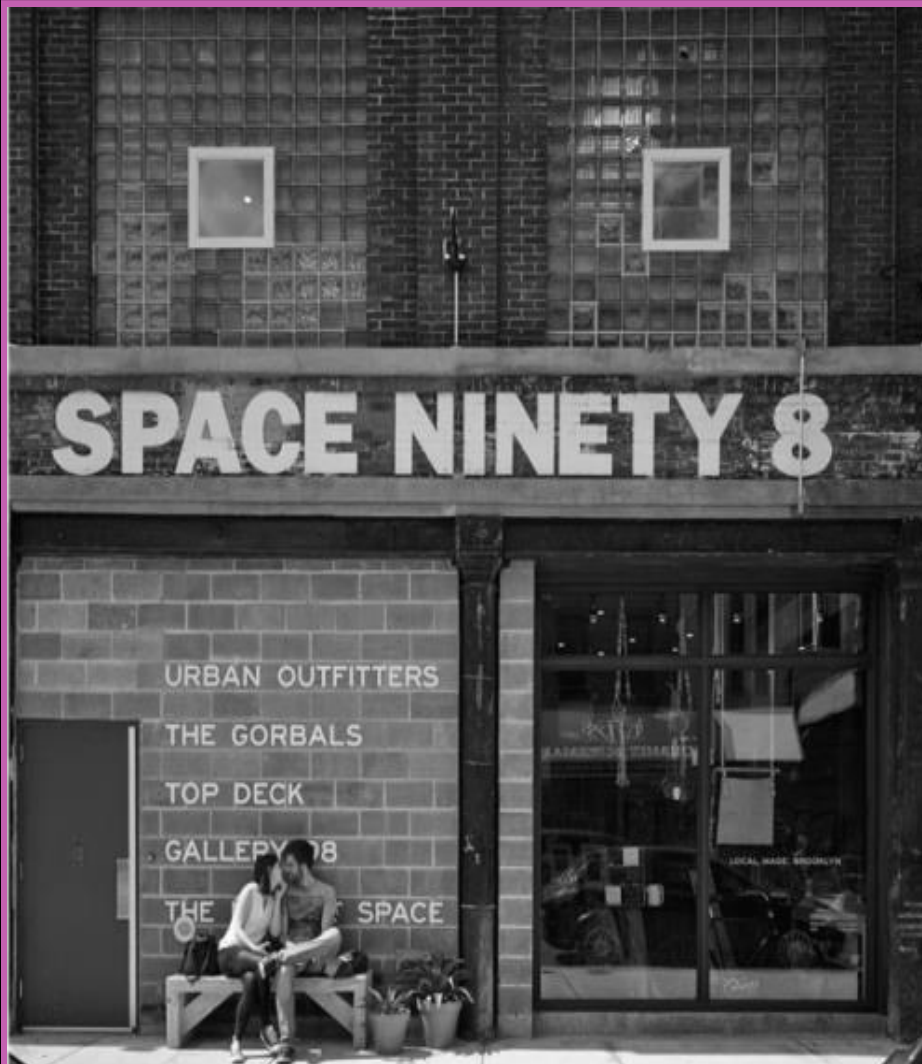


THIRD SPACE CONCEPT



**Karina Nobbs &
Veronica Manlow**

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1. Introduction

- Evolution of the primary motivation of fashion consumption
- Intense competition means new points of differentiation required
- Experience Economy (Pine & Gilmore 1999, Holbrook and Hirschman 1982, Schmitt, 1999)
- Fewer & Better stores due to e-commerce (WWD 2015)
- Rationale: Merging of retail and leisure/culture

“Someday in the future, all department stores will become museums, and all museums will become department stores”

Andy Warhol



1. Third Space – Definition

- Oldenburg's (1989) definition of third places as *“apart from the home (1st places) and workplace (2nd places) where individuals could freely gather, exchange ideas and socialize”*
- *“Somewhere which is not work or home but a comfortable space to browse, relax and meet people, even enjoy a meal”* (Mikunda 2004:11)
- Also known as **“Third Place”**
- Emphasis on socialisation, interaction and community
- Applicability to digital

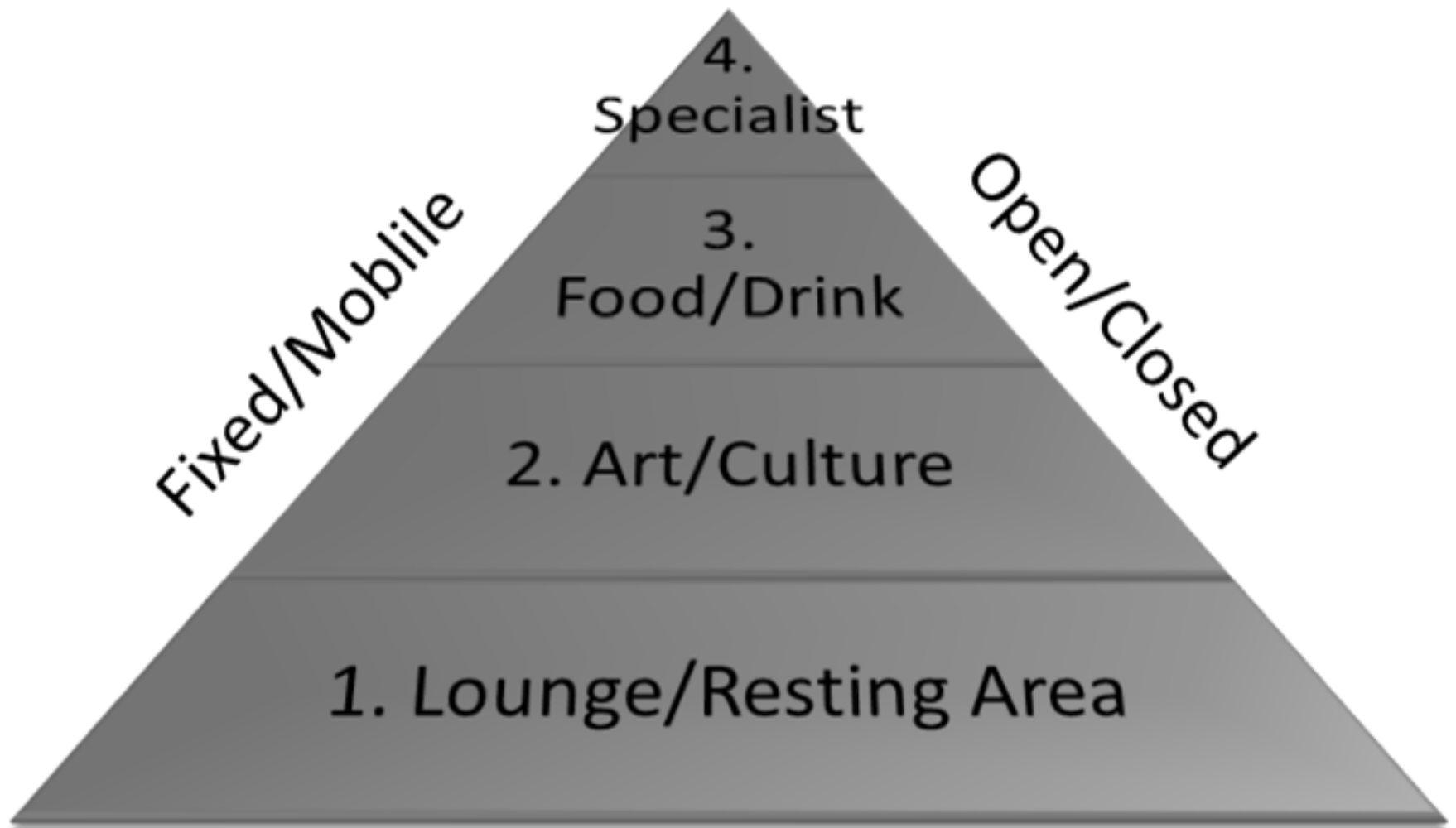


1. Third Space – Characteristics of Form

- Socialisation, entertainment and the enactment of self takes place in new branded spaces
- Supermarkets featuring cooking classes and wine tastings to “stitch and bitch” sessions and customisation services in clothing stores (WGSN 2015)
- Oldenburg (1989) suggests that they should be: free/inexpensive, involve food/drink, be highly accessible, involve regular community and are welcoming/comfortable
- Trend is particularly evident within the luxury fashion sector



1. Forms of Third Space Nobbs & Manlow (2015)





3. Function of Third Spaces

- Third spaces are “*being spaces*” that offer a refuge from conventional commerciality
- Increase dwell time and create an emotional connection
- Non traditional retail space – strategic purpose
- Branded places that transcend the static commercial experience with hybrid spaces that speak to a deeper commitment to a more flexible, adaptable and experiential business model (WWD 2013)
- Total branded experience allows brand to be decentered

“The present
epoch will perhaps
be above all the
epoch of space.”

Michel Foucault
(Of Other Spaces:
1967/1984)





3. Foucault – 3 Types of Spaces

- Foucault (1984) discusses the distinction between clearly delineated hierarchical space
- “spaces of emplacement” (Sacred and Profane Space)
- Utopias – not located anywhere but may be enacted in real sites and
- Heterotopias – real localized spaces which combine contradictory elements
- Third Space is a type of heterotopia
- Transformation of the way space is configured in modernity
- Heterogeneous networked or extended spaces of incompatibility and contradiction co-exist

1. Principles of Heterotopia

1. Heterotopias exist in all cultures
2. Their function is determined by the form of society in which they exist
3. Is capable of juxtaposition
4. Linked to time, with increasing detachment and disconnection
5. Not freely accessed with elements of isolation
6. Shares a relationship with other spaces in creating an illusion of separation from real space or creating a perfect place



4. Methodology

- Exploratory Ethnography, Inductive, Qualitative
- Case Study – Urban Outfitters Space 98 Concept Store
- Justification – Evolving brand positioning through Innovative lifestyle store formats like Space 1520 in LA (WGSN 2014)
- Phase 1 – Industry Interviews
 - Ron Pompei – Architect
 - Store Manager
 - Sales Assistants
- Phase 2 - 4 Store Observations
 - Alternative times of month and week
 - Observation grid
- Phase 3 – 15 Consumer Exit Interviews
- Analysis Thematic/Content Analysis

5. Results: Industry Interviews

Ron Pompei - Architect

- “3rd spaces existed historically”
- “brands need to get away from a cookie cutter ubiquitous store experience”
- “halo effect through non industrial fashion and communal space”
- “networks of experiences”
- “store becomes a stage”





5. Results: Industry Interviews

STORE STAFF

- Very few were familiar with the term third space and no input on how store was organised or product range
- No training about store history or concept
- Required to provide feedback on sales and customer behaviour

5. Results: Store Observation

- Significance of Location in Williamsburg
- Revolving curated pop up space with local designers
- Lounge space, gallery, photo booth, art installations, restaurant, bar, roof garden
- Vinyl store



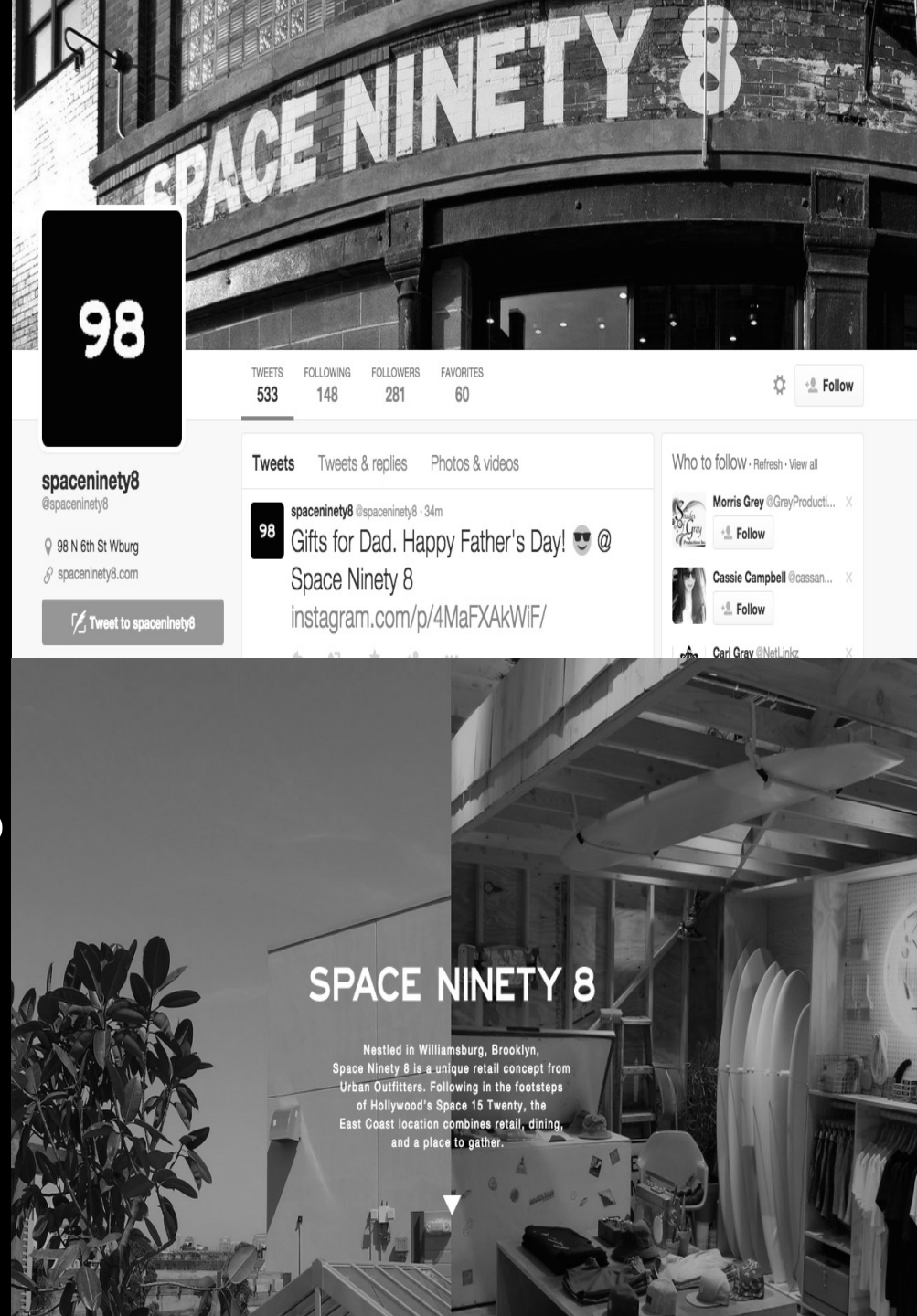


5. Results: Consumer Interviews

- 10-15 mins spent in store
- About 20% visitors purchased
- New locals were positive, used as a communal space, twice a month
- Older locals were ambiguous to critical, “contrived”, “unauthentic”
- Tourists bought from the pop up spaces and pre-researched the visit
- Most did not fully utilise the third space

6. Summary

- The forms of 3rd Space relate to access, time, culture, leisure and education
- The function of 3rd Space is linked to the notion of community and emotional engagement, co-creation of value, differentiation and positioning
- Continual discussion of how to achieve the correct balance of “content Vs commerce”
- Forth Phase of research investigates Digital Third Space (web and social) and considers whether it is a heterotopic space



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