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(54) **Title:** RETAIL MARKETING ENVIRONMENT

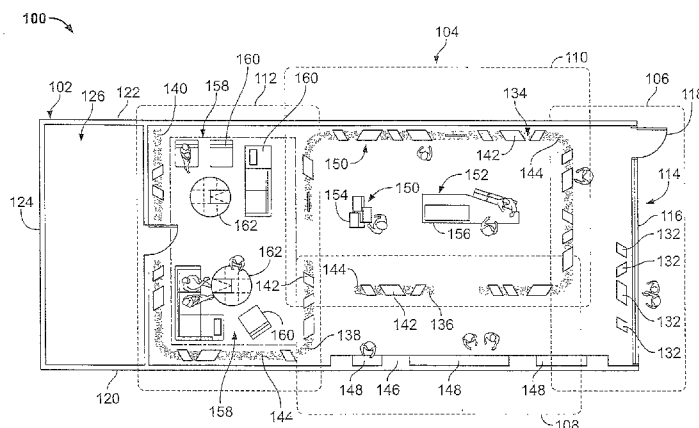


FIG. 1

(57) **Abstract:** Retail marketing environments of the present technology include retail stores and store layouts that provide a plurality of experience zones to guide a consumer through a purchasing experience. The first experience zone includes the front facade of the retail store and at least one window display case displaying merchandise that can be viewed through the front window. The second experience zone includes an interactive display that provides product information to consumers. The third experience zone includes at least one merchandise display area and at least one merchandise handling area. The fourth experience zone includes a plurality of interaction areas in which consumers can interact with store employees. A veil wall can be used to separate one or more of the experience zones.

