This is the website of John B. Foreman, B.Arch, where you can find out all about Planning and Designing Effective Retail Environments

CREDIBILITY STATEMENT – A PERSONAL BIOGRAPHY

Soon after graduation in 1962 John had the opportunity to divert to the retail industry as a store planning designer for a multi level department store. Developing a passion for all channels in retail with Malls, Department Stores and boutiques, he pursued every opportunity in the UK, Sweden and Denmark with positions such as UK Store Architect for a large fashion chain, finally having his own busy practice in London with a client base from as far east as Stockholm, as far west as New York, and from Scotland in the north to Malta in the south. He was fortunate to have as teachers and mentors some of the best in the industry, who furnished his repertoire with specialised knowledge in retail psychology with its specific human drivers. In the new millennium he created his own name for this specialised psychology as RBP (Retail Behavioral Psychology) a science that is now recognised World wide.

In search of lifestyle, he selected to bring his knowledge to the retail industry in the Southern Hemisphere, arriving in New Zealand in 1967 where he still has his home base although his passion for retail takes him to many countries as the primary consultant to major retail developments and as a speaker at conferences. From 2000 he also became a retail journalist in his special knowledge and this year this site will carry his Biography of a Retail Design and Planning Consultant meanwhile selections are to become progressively available from this site.

Taryn Lunny Biographic Researcher

If you are a Retail Designer or a Retail Tenancy Coordinator or just interested in the complex processes that create a SUCCESSFUL Mall environment that REALLY WORKS, then you need a copy of our RETAIL MALL TEMPLATE - this is ABSOLUTELY FREE to all visitors, just click on the link so we can send you a personalised copy of this valuable document.