Designing A Retail Experience:
Evaluating four designs for the new shops of Korres Natural Products

The Case of Korres, Inc.  With: George Korres,
Founder and CEO.

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Korres is a Greek company with roots in the first homeopathic pharmacy in Athens. Set up in 1966 with the aim of leveraging this knowledge in the creation of natural personal care products. Korres today offers a complete skin care, hair, sun care and herbal preparations product line with sales and its own stores in the most important international markets.

For more information, please visit: www.korres.com

Korres, Inc. offers an internship during IAP 2006 in Athens or New York for an architecture student interested in retail design.
for more information please write to: mitgreece@mit.edu

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Korres natural products  www.korres.com

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